

How to Write Your About Me Page for Your Blog

Your About page on your blog is about you (of course), but it's not just about you. Your About is also about your reader too. A good blog About page is not simply a bio; it's the story of you as the person behind the blog and the benefit you're offering to your readers with the information you're publishing on it. The About page details: Here's why I started this blog, here's some info to show you I'm credible to write about this and here's how I hope this information benefits you.

You need to answer the following questions outlined below in order to have a complete and credible About page. You can literally answer them one by one, or use them as a checklist after you write your About page. I adapted them from a worksheet offered by marketing/blogging guru [Melyssa Griffin](#). Read the post. It's helpful! Also, her website is really well done so you might want to check it out.

First Step: Answer the Questions

Answer these questions as if you are addressing your reader. Use your answers to help craft your about me draft narrative or story in paragraph form.

1. Who is your blog intended for? What questions might your reader have?
2. Why did you start this blog/how did your passion for this topic develop? (This is your journey story! Note: *I started this blog for a class* is not a journey story--so dig deeper please and leave this out unless there's a good reason to mention it.) You may also want to explain the title of your blog if that's relevant or if your title's meaning is not immediately obvious.
3. Why should someone read your blog? What will they get out of your posts? What problems can you help solve or what inspiration can you provide?
4. Why should someone listen to you? Why is your blog a credible source of information? Being a college student gives you credibility. You may also have professional experience outside of the blog, but still having professional experience gives you credibility.
5. What is your personal bio as it relates to your blog and/or what are some relatable facts about yourself that you can include in your bio? (These will help your ideal reader connect with you even more.)
6. What is your CTA? This should come at the end. This is your action statement. [Be sure to read Neil Patel's post on this](#). (Please follow my blog, please subscribe...)

Next Step: Putting it Together!

- **Complete a draft in paragraph form.** Do not submit a draft as listed answers to the questions above. Put it together into a narrative of 300-600 words. You should have paragraphs--at least **three to four** or more. Do not submit one long paragraph. Don't indent paragraphs on blogs/websites. Double space between them. (Never center your About me text--or any paragraphs of text-- It just makes it hard to read.)
- **Write in the first person — I.** Unless you have a compelling reason or blogging for a company or organization, you should write in the first person - I. Don't write *we/us* unless there is more than one person working on the blog.
- **Start with a greeting.** Say hello. Here are some ways to do that:
 - Hello, and welcome to my travel blog.
 - Hi, I'm Susan, so glad you stopped by.
 - Hi, I'm James, welcome to _____, my blog about _____.
 - Hello fellow _____ enthusiast! Welcome to _____, a blog where I will _____.

Note: You ALWAYS need a comma after hi, hello, hey there ... and your name.

- **Write in a personal upbeat tone directly to your reader.** Use active language and contractions. Directly address your reader at least two or three times. *If you're like me, You may be wondering, You have probably struggled with this too...* Be upbeat, but keep the !!! to a minimum. My rule is one per paragraph and one at a time. It's easy to go overboard.
- **Include a call to action (CTA) and invite readers to contact you in your closing.** Always ask your reader to follow your blog and subscribe. Asking for feedback or comments on your posts is another simple but important CTA to draw people in and to engage. You can have more than one: *Please follow, Please subscribe, Please contact me using the form. (I promise I will respond.) Please Read the Start Here Post....* Here are some examples of how to work a CTA:

- Follow my blog and let our cooking adventure begin! I hope you'll follow my blog and I hope to hear from you. Please leave me a comment in my posts or reach me via [email/social media link]!
 - I hope you'll join me on this journey by following my blog.
 - Please follow my blog and [link to IG or other social media accounts.]
 - If you like this blog, I hope you'll recommend it to others. I appreciate your support! Let me know how I'm doing and please leave me comments.
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- **Make it Chunky and Scannable.** Follow the same best practices for formatting your posts. Use subheads like: How I Started/In My Free Time/More About Me/FAQs (with a bulleted list if that's relevant.)

 - **Proofread.** Careless errors, especially highlighted by spellcheck, are points off your drafts.

Ta Da — You Have an About Page!

Congratulations! You now have written an About page. Make sure to upload it to your blog as a page, not a post, after you have my feedback. I will take you through the uploading process and show you how to format it next week.

Written and created by Susan Magee, a.k.a. The Blogging Professor.

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