About us Outline

About US –History

* A Brief History - Video

Our Values

* People over profit - Video
* Family affair – Photos of old store
* Hire the best – Experts photos
* Share your passion – Love of the Craft

Stores

Get to know us

Fact and figures or icons

1. our mission
2. our employees-number of people who work here
3. innovation - Warehouse
4. shipping – where we ship
5. About apps
6. Contet (explora and videos)

Careers

1. Join our team
2. perks
3. benefits

Awards

Location and hours

Media resources and contact

Frequently asked questions

Tell a Great Story – Telling a great story with words, video, or even a timeline helps evoke an emotional response in the customer, which is proven to increase their intent to buy.

Build Trust Through Photos – Showing photos of the founders or team members helps convey that the company is full of real, relatable people that you can trust with your business.

Clear Value Proposition – Providing a simple, clear value proposition is the easiest way to get a user’s attention.

Establish Credibility – To appear credible in the eyes of your customers, you can show off reviews, testimonials, or if you are a web design site, showcase your skills on the page itself.

Clear Call-to-Action – Always tell the customer what to do next. This can be with an actual button, or by providing your contact information so they know how to get in touch.