Top 10 Ranking About Us Pages by @LWilson1980

About Us pages are frequently one of the highest viewed areas on a website.

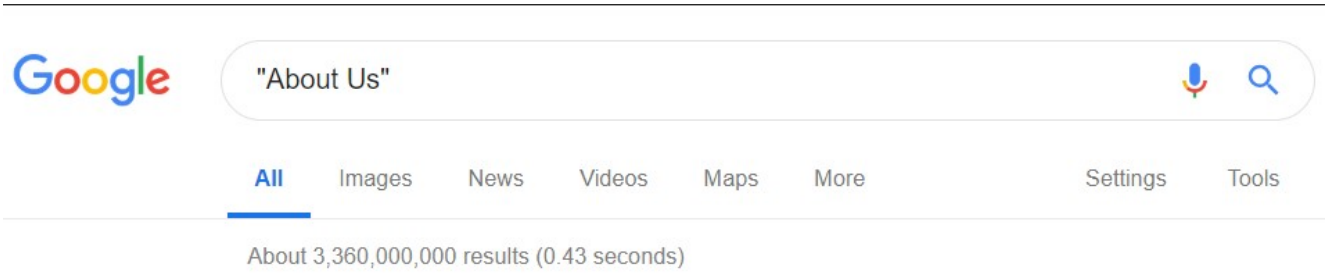
They fuel many of the key assisted and direct goal completions tied to company contact with their audience, plus they land large volumes of organic users on a site when maximized to their true potential.

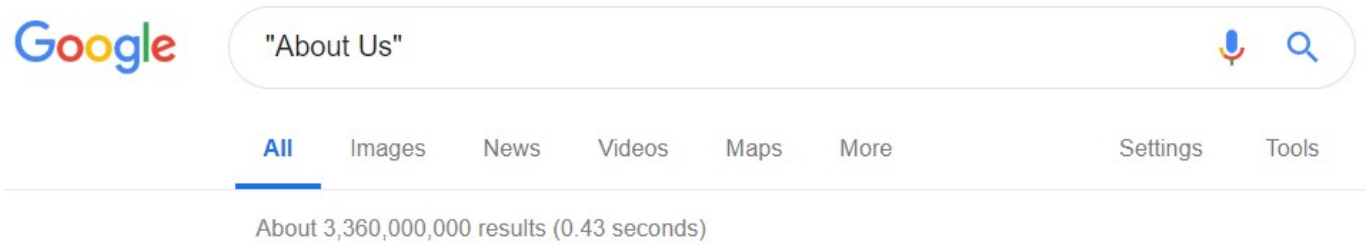
There is no better company page to focus on when it relates to impacting trust or understanding of your niche positioning within a market, and nurturing brand value, than the under-loved, and often overlooked About Us page.

What follows is a look at the top 10 ranking About Us pages in Google UK, as well as highlight a few of the reasons which may justify their inclusion in this list of top-rank performers.

As an aside, there is a great post on SEJ regarding the top 10 ranking Contact Us pages too, if you wanted to read more into company pages as a practical topic.

Top Ranking About Us Pages Approach





Before getting into the top 10 About Us pages ranking at the time of writing this post, I just wanted to share some clarity on the selection process.

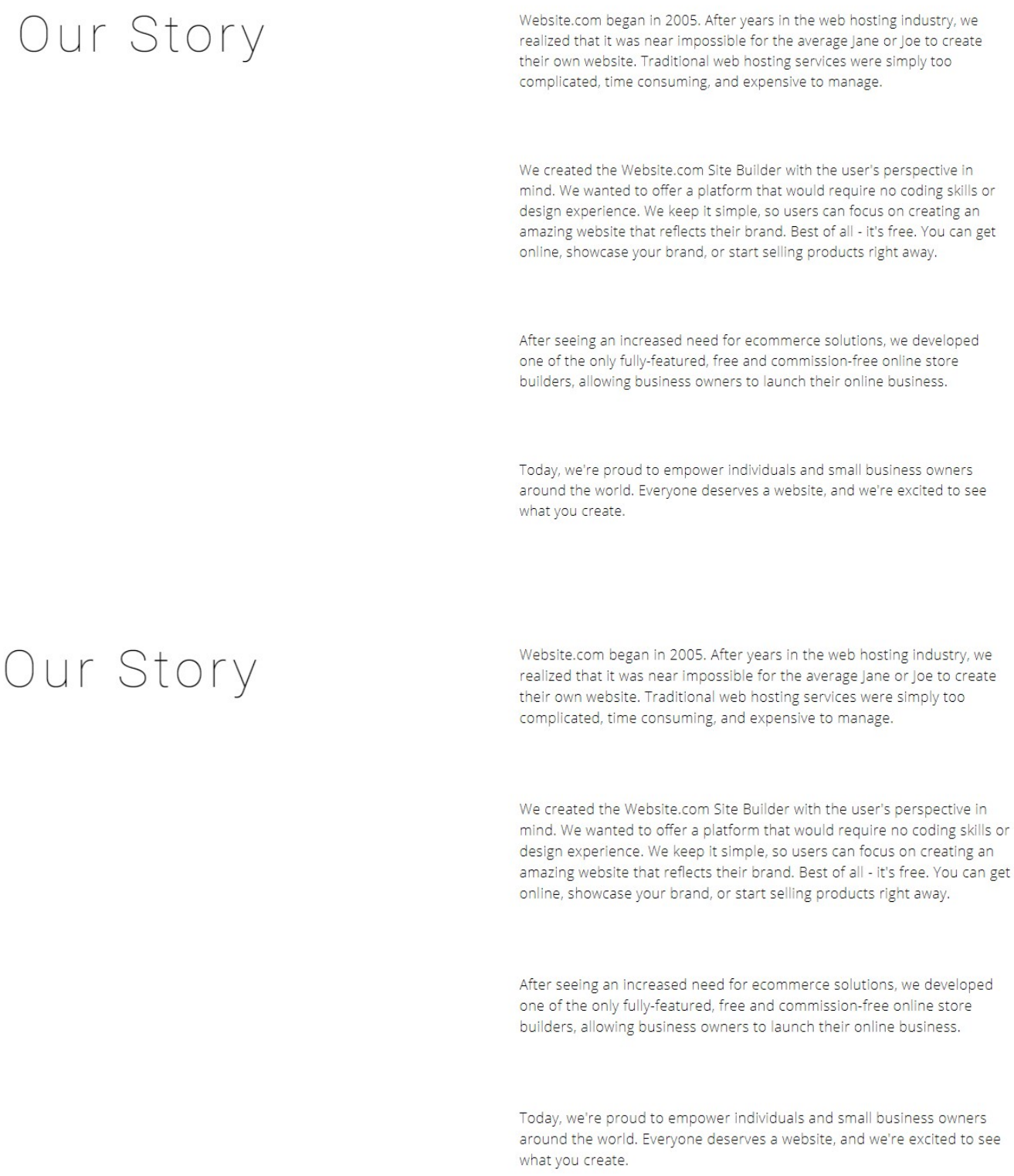
The top 10 ranked sites had to fulfill these four criteria for inclusion:

- **Be an actual About Us page:** Many of the content items ranking were aggregate pieces, hence them not appearing here. In most cases, the URL structure would be something along the lines of – www.ExampleDomain.com/about-us.
- **Appear in Google UK incognito search top 10:** For the desktop search query "About Us" (versus the remaining ~3.3 billion competing results).
- **Load:** Be active/live at the point of clicking on the page.
- **Listed in the traditional SERPs:** Not any rich results, answer boxes, carousels, or featured snippets.

I also made the decision that sub-domains were fine for inclusion too (case in question https://aboutus.ft.com/en-gb/).

Top 10 Ranking About Us Pages

The remainder of this post shares the top 10 ranking About Us pages, plus some initial thoughts and practical takeaways on each.



Our Story
Website.com began in 2005. After years in the web hosting industry, we realized that it was near impossible for the average Jane or Joe to create their own website. Traditional web hosting services were simply too complicated, time consuming, and expensive to manage.
We created the Website.com Site Builder with the user's perspective in mind. We wanted to offer a platform that would require no coding skills or design experience. We keep it simple, so users can focus on creating an amazing website that reflects their brand. Best of all - it's free. You can get online, showcase your brand, or start selling products right away.
After seeing an increased need for ecommerce solutions, we developed one of the only fully-featured, free and commission-free online store builders, allowing business owners to launch their online business.
Today, we're proud to empower individuals and small business owners around the world. Everyone deserves a website, and we're excited to see what you create.

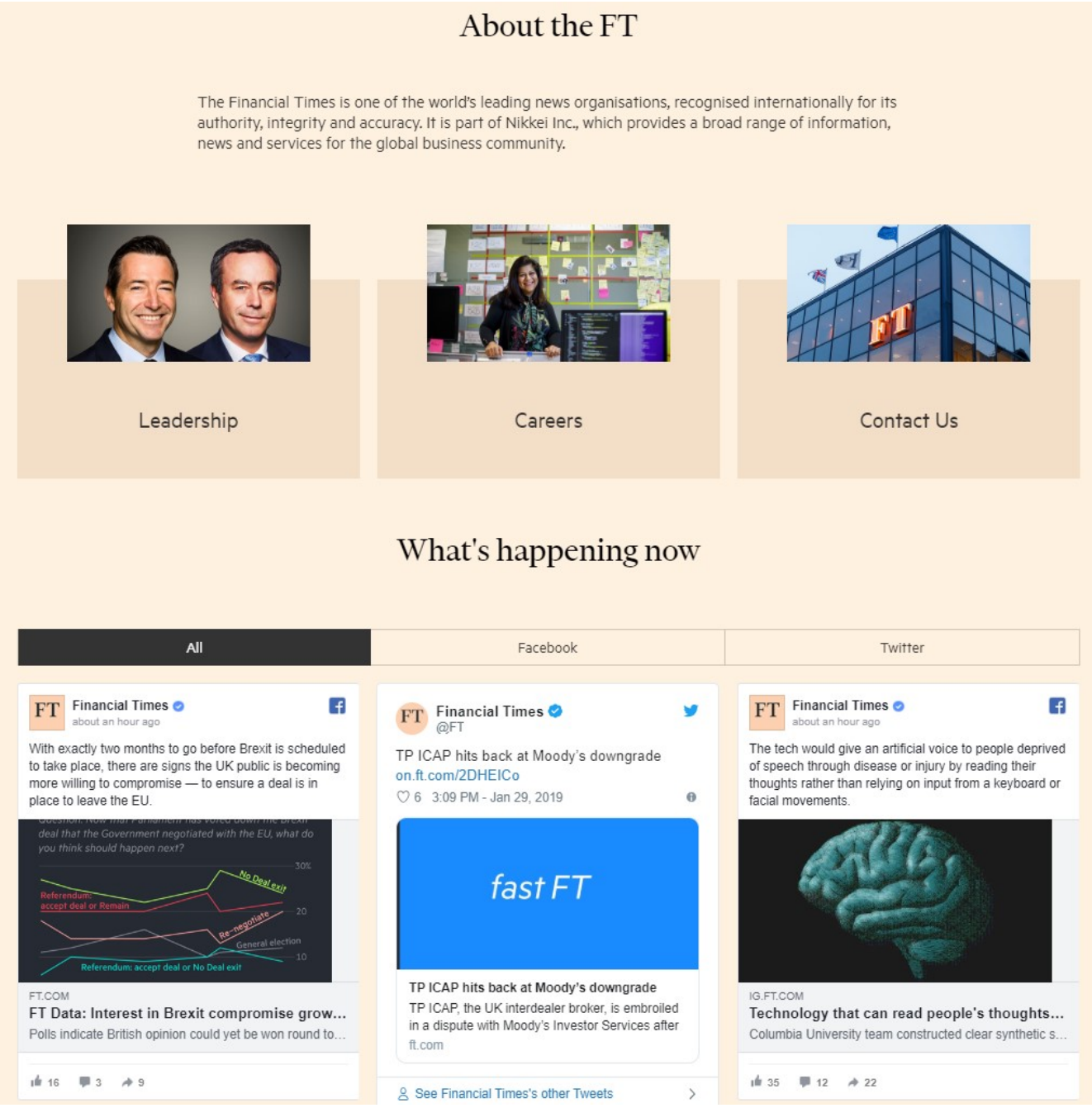
The highest ranking genuine About Us page.

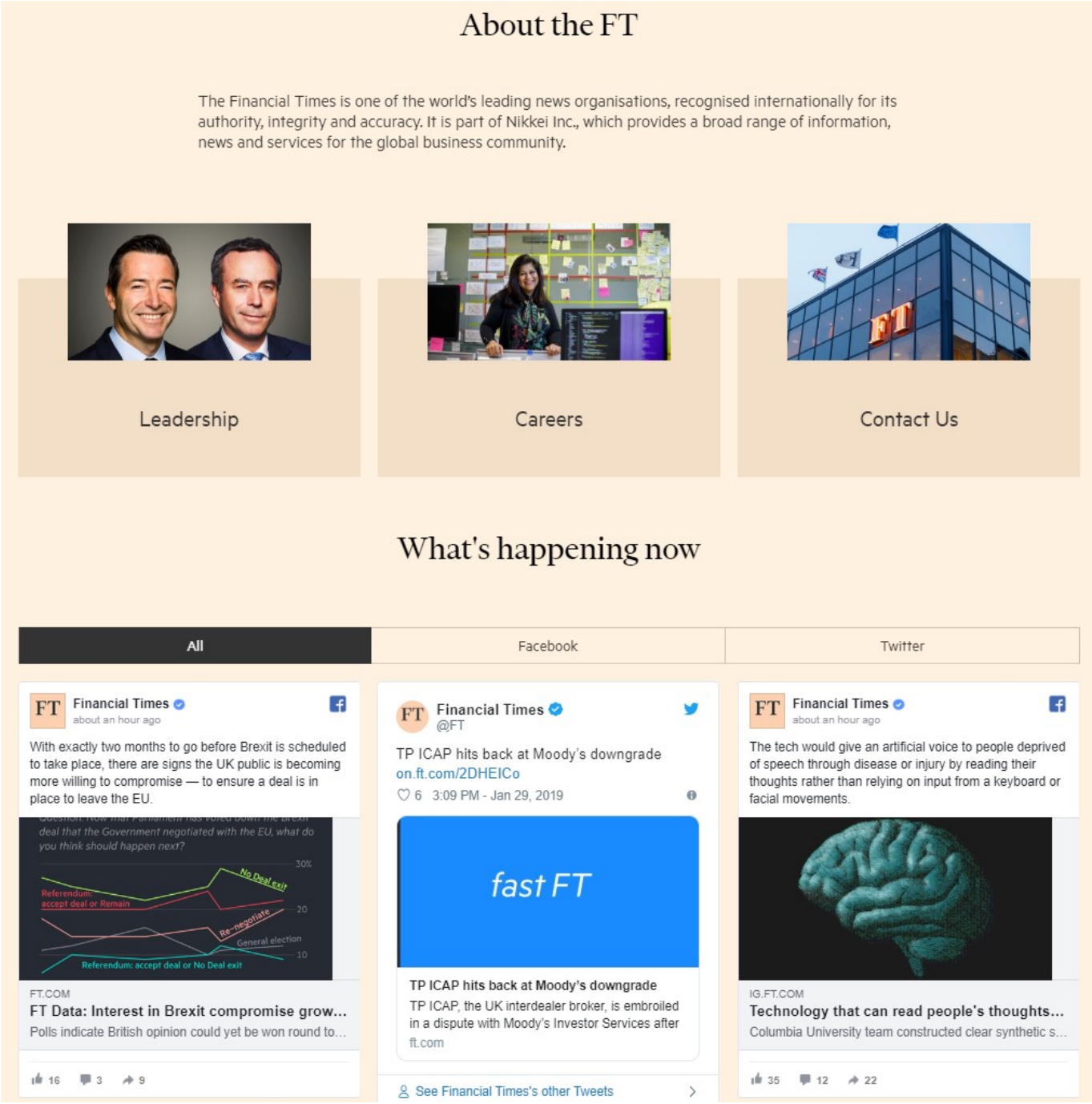
This provides a clean and simple design with an added focus on their unique story.

As you might expect with top ranking content the site provides

a secure (https) protocol and covers the SEO basics of page theme, relevance, and topical positioning through the content and associated metadata.

Established in 2005, the site has supporting trust and authority signals (1 million+ webpages created, 500,000+ customers, high star rating, etc.) helping its positioning in Google.





It is commonplace for large brands to dominate the organic SERPs with broader intent and brand associated search topics including those pertinent to About Us pages.

What does, however, stand out with this 2nd ranking position result is the focus placed on user access to information through segmented intent categories (in this case; Leadership, Careers, Contact, and Social Media).

About us

We are a science-led global healthcare company with a special purpose: to help people do more, feel better, live longer.



Read more

Annual Report 2017
PDF - 9.0MB

Responsible Business Supplement 2017
PDF - 3.6MB

We have 3 global businesses that research, develop and manufacture innovative pharmaceutical medicines, vaccines and consumer healthcare products.

Our goal is to be one of the world's most innovative, best performing and trusted healthcare companies.

Our values and expectations are at the heart of everything we do and help define our culture - so that together we can deliver extraordinary things for our patients and consumers and make GSK a brilliant place to work.

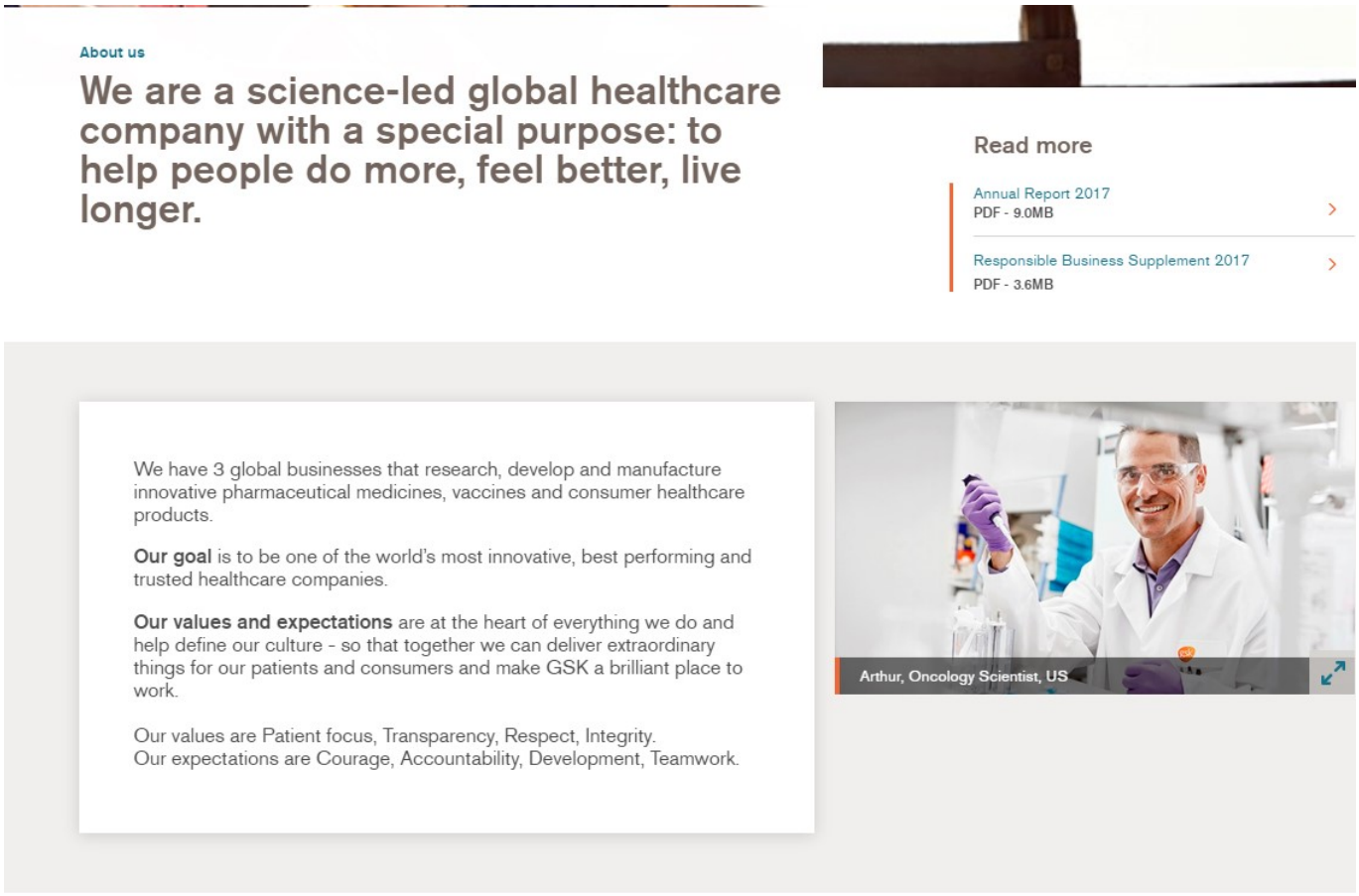
Our values are Patient focus, Transparency, Respect, Integrity.
Our expectations are Courage, Accountability, Development, Teamwork.

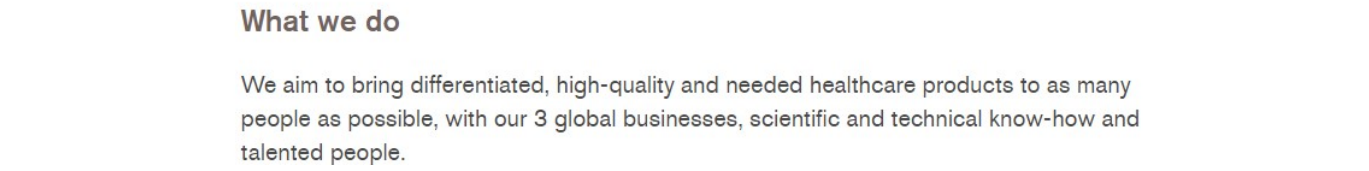


Arthur, Oncology Scientist, US

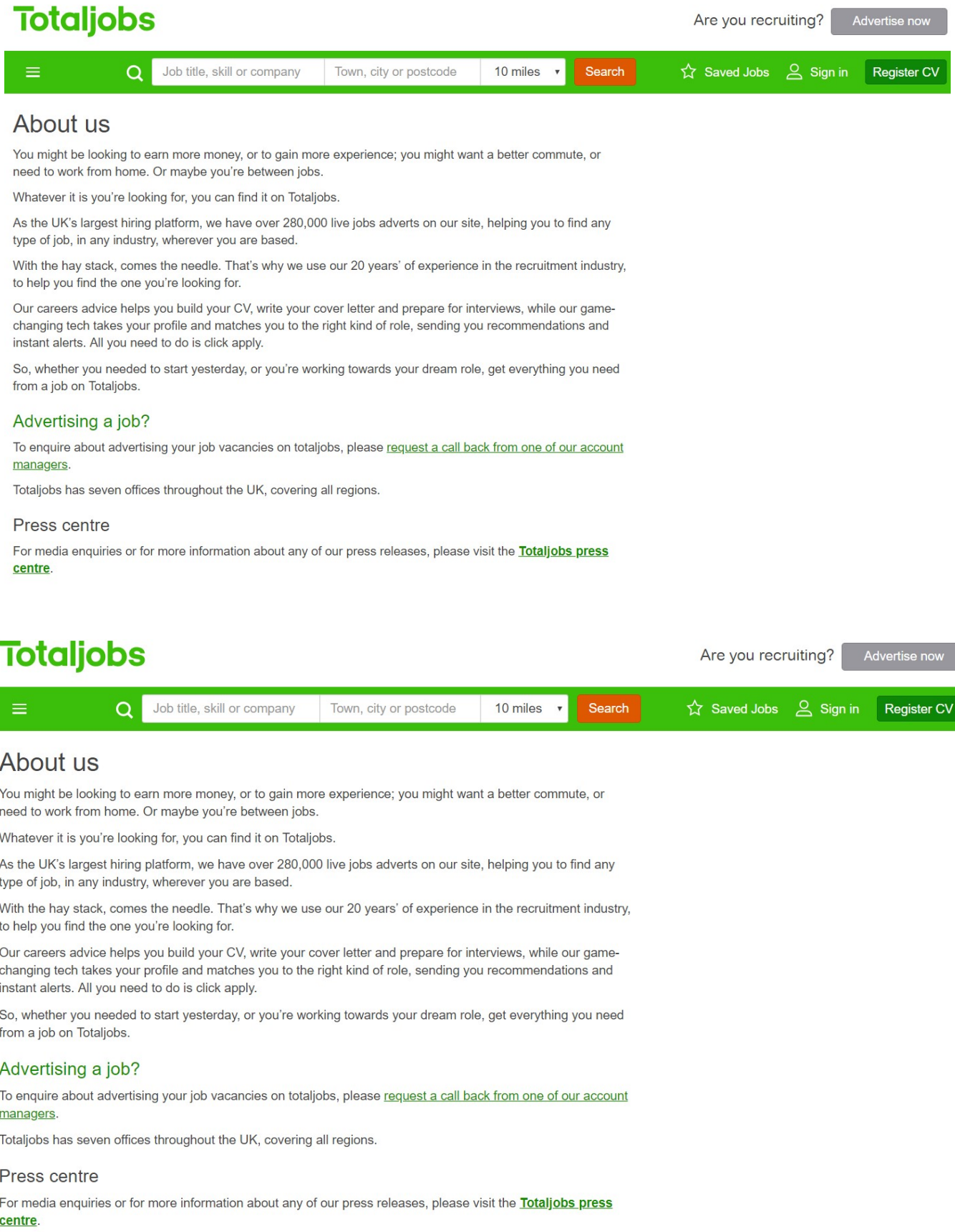
What we do

We aim to bring differentiated, high-quality and needed healthcare products to as many people as possible, with our 3 global businesses, scientific and technical know-how and talented people.





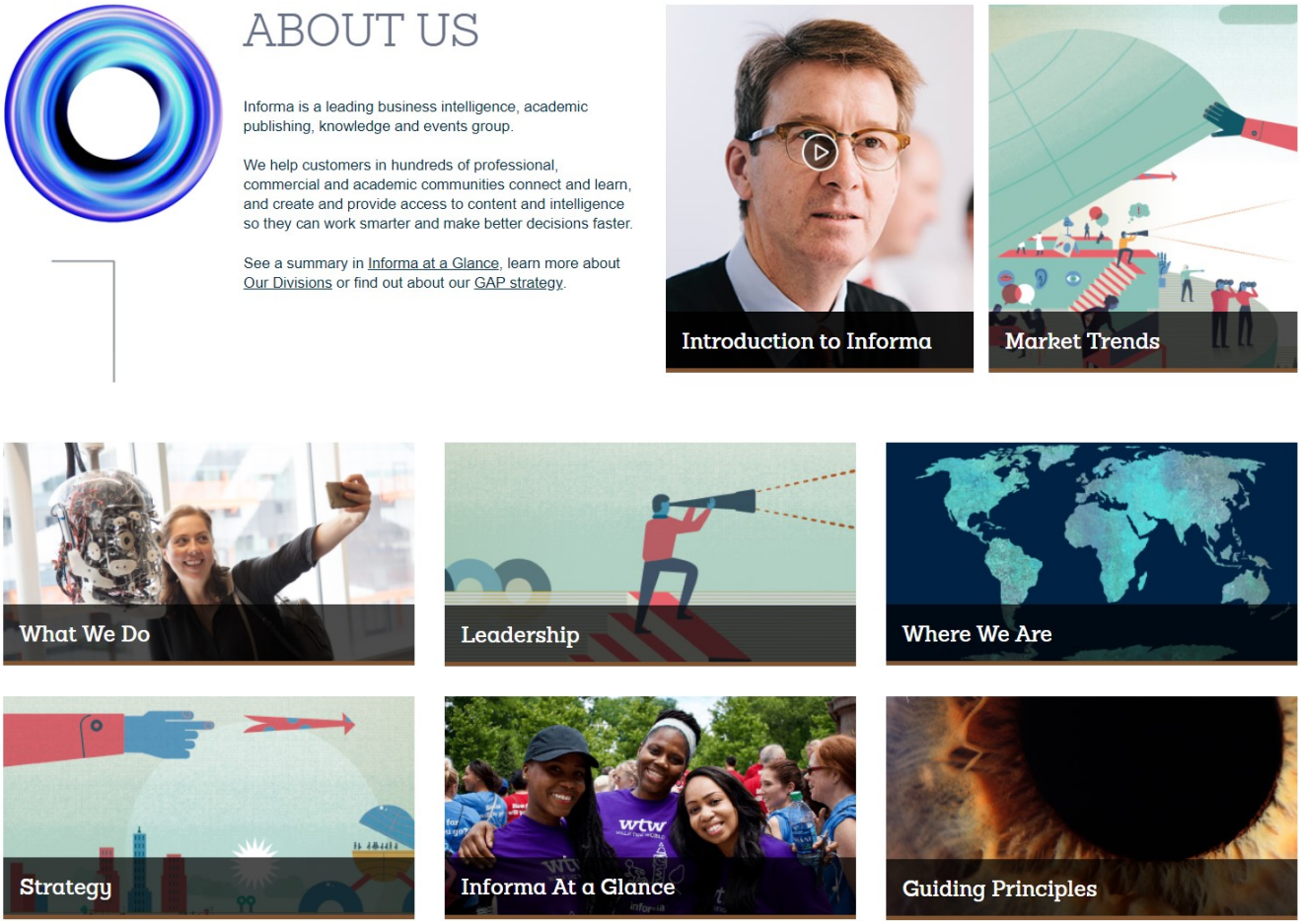
Jam-packed with mixed content types, segmented purposeful content delivery, and interactive content areas (example tabbed content), this About Us page clearly has the goal of incorporating as much audience aware content into the visible retail space as possible – and it works.

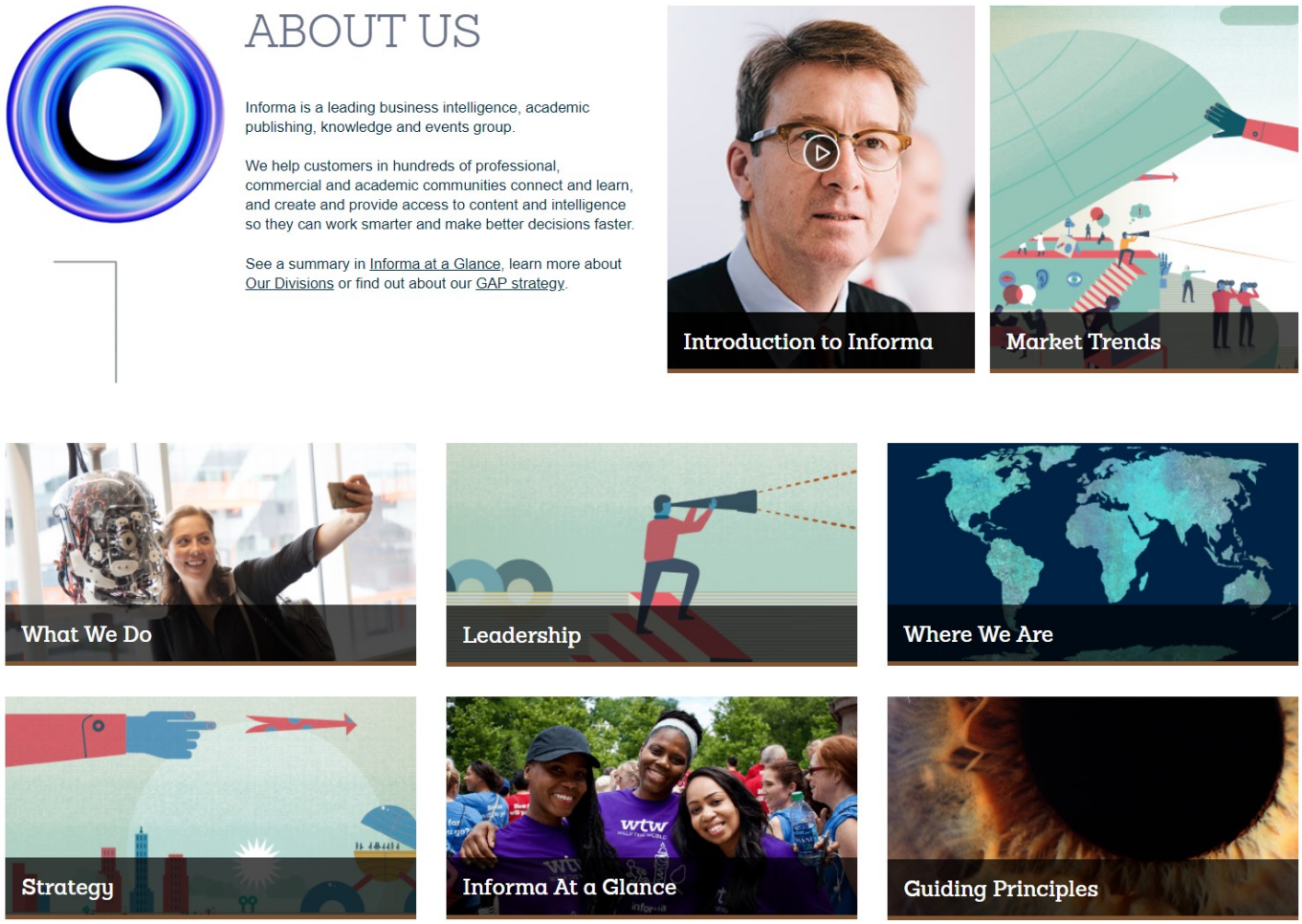


One of the more traditional and text-based About Us pages making this list, this example has the presumed goal of getting people to the final About Us destination (due to the

volume of potential sites, affiliations, and sub-section actions people may be wishing to act on) as quickly as possible.

While this may not have the visual impact or mixed content types available through competing examples, the top of page filtering, and numerous action based text links, likely provide a high engagement signal from the many people expected to land on the page.





Visually driven and mobile optimized, this is the most image-driven and mixed content oriented of the top five About Us pages in this ranking list.

The community awareness of the page is something many competing examples would benefit from investing in (notably the audience understanding and reflection of this within the content delivery).

ABOUT US

Company overview

Our strategy

Management & committees

Kingfisher plc is an international home improvement company with 1,302 stores in 10 countries across Europe, Russia and Turkey, supported by a team of 79,000 colleagues.

We offer DIY and home improvement products and services to nearly six million customers who shop in our stores and through our digital channels every week. Our customers are everyone wanting to improve their home, as well as the experts and trade professionals who help them.

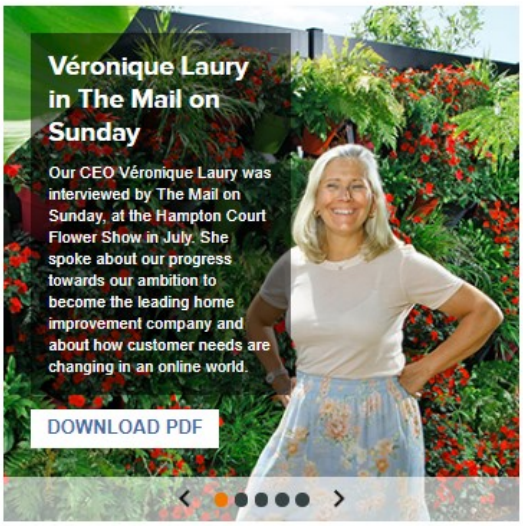
We believe everyone should have a home they feel good about, so our purpose is to make home improvement accessible for everyone.

Share price at 08:32:07 London

224.90p

-1.10p -0.490%

→ Full share price information



Kingfisher news

23 Jan — Kingfisher pledges to phase out three chemical families from its supply chain

19 Dec — Housing for all: Kingfisher increases its support for the Abbé Pierre Foundation

21 Nov — Q3 trading update to 31 October 2018

Our Transformation

Our strategy

We are creating a unified company, where customer needs always come first.

→ Find out more

People	Stores	Countries	Sales
79,000*	1,302	10	£11.7 billion

Total headcount, not full time equivalent (FTE)

→ Read our company overview



Kingfisher at a glance

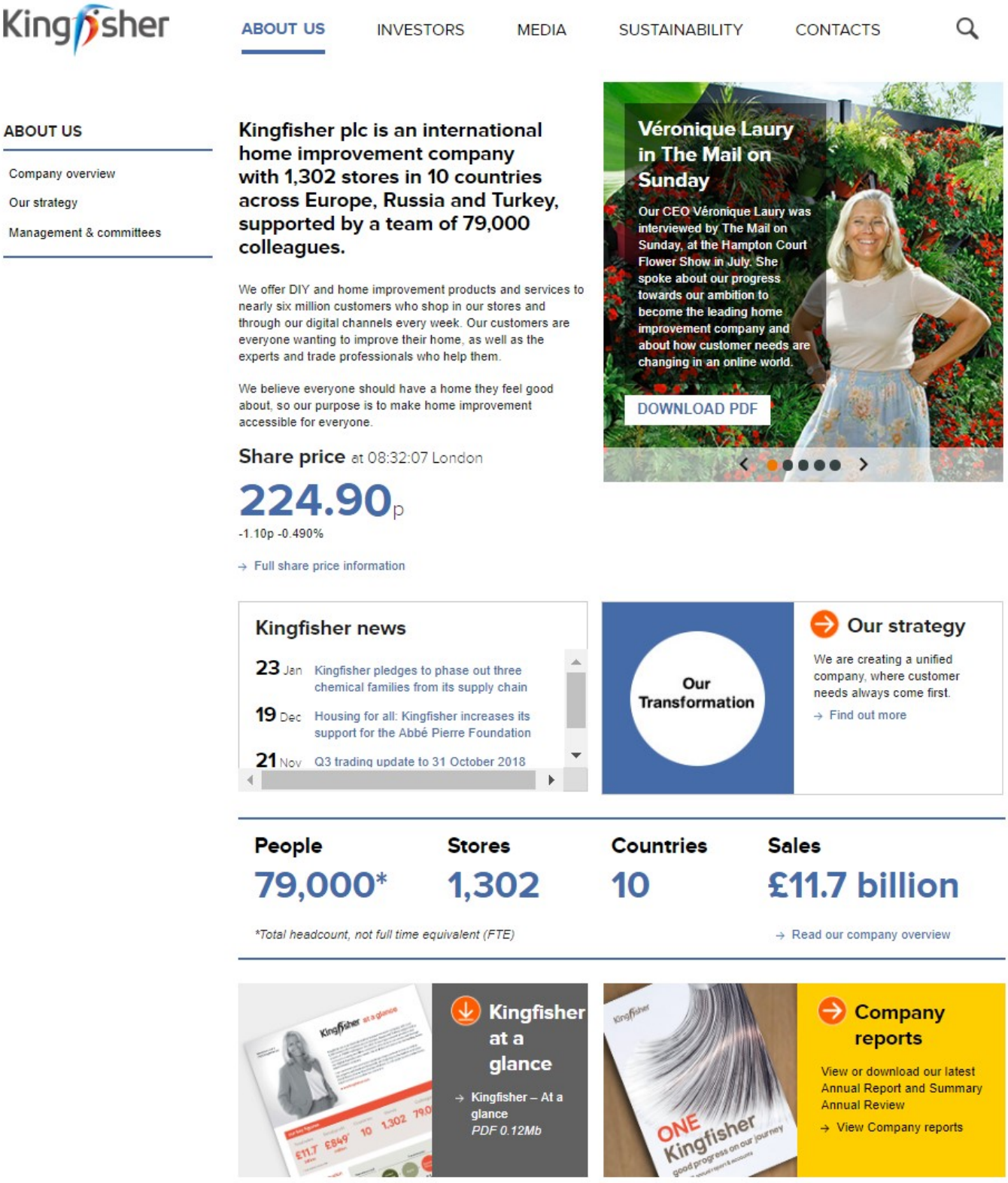
→ Kingfisher – At a glance
PDF 0.12Mb



Company reports

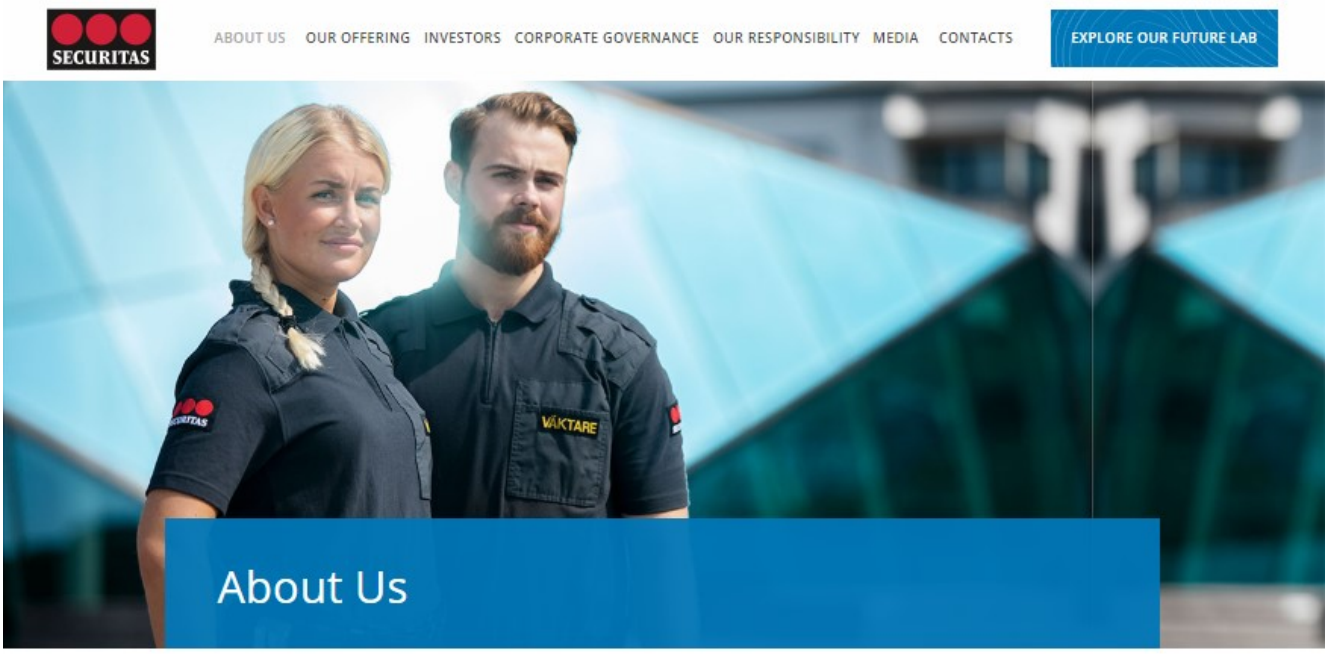
View or download our latest Annual Report and Summary Annual Review

→ View Company reports



Even in spite of the unfriendly URL structure and query string in place (https://www.kingfisher.com/index.asp?pageid=2), this page clearly ranks based on the scale of the brand and the external trust signals tied to global sales, consumer base, plus associated metrics.

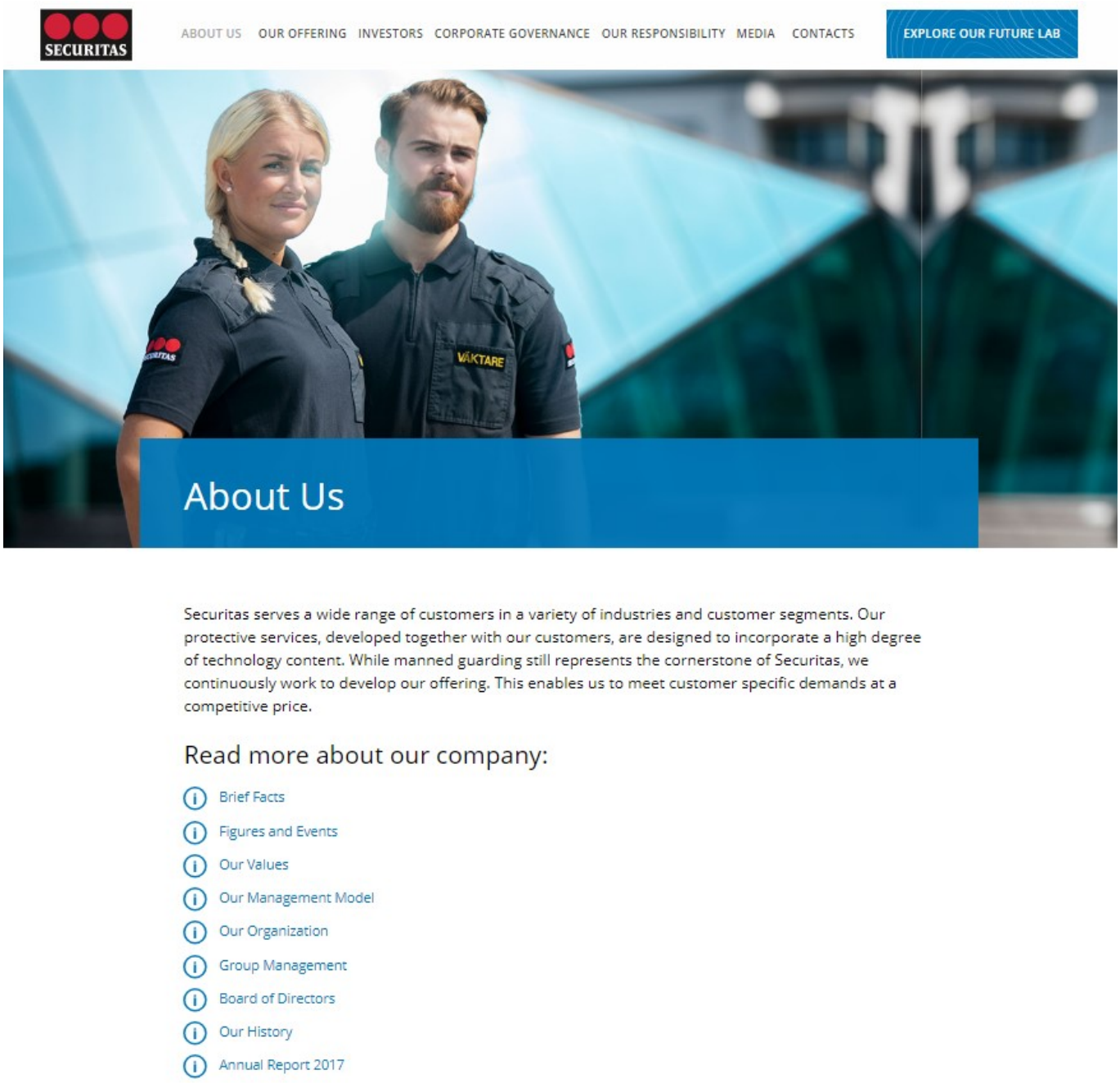
The incorporation of news widgets provides fresh content to the user every time they visit the page, and there is no shortage of trust and authority promoted.



Securitas serves a wide range of customers in a variety of industries and customer segments. Our protective services, developed together with our customers, are designed to incorporate a high degree of technology content. While manned guarding still represents the cornerstone of Securitas, we continuously work to develop our offering. This enables us to meet customer specific demands at a competitive price.

Read more about our company:

- Brief Facts
- Figures and Events
- Our Values
- Our Management Model
- Our Organization
- Group Management
- Board of Directors
- Our History
- Annual Report 2017



The primary role of this About Us page is to act as a content hub (or topical cluster) resource with other child pages leading from the main section (for example; https://www.securitas.com/about-us/brief-facts/).

This clustering of topically-related content assists with easy access to information as well as clear topical signals to search engines for context and understanding.



Built to last.

Three simple words that describe our products, our company, our culture...our future. As a leading, worldwide provider of navigation, we are committed to making superior products for automotive, aviation, marine, outdoor and sports that are an essential part of our customers' lives.

Our "vertical integration" business model keeps all design, manufacturing, marketing and warehouse processes in-house, giving us more control over timelines, quality and service. Our user-friendly products are not only sought after for their compelling design, superior quality and best value, but they also have innovative features that enhance the lives of our customers.

Garmin has more than 11,400 associates in 50 offices worldwide.



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Leading with video and therefore experiential experience, the value of the page is about getting the user interacting with the brand as soon as possible.

Limited wider value is supplied however, the brand value is easy to digest.

Share Share Tweet

About Thomas Cook

The Thomas Cook Group is the oldest and best known name in leisure travel with a history of innovation that started in 1841. We are very proud to serve the 19 million customers who chose to travel with us each year and, are focused on transforming our business so that we can serve even more customers in ways that deliver better their holiday dreams.



Thomas Cook is the world's best-known name in travel, thanks to the inspiration and dedication of a single man. Thomas Cook began his international travel company in 1841, with a successful one-day rail excursion at a shilling a head from Leicester to Loughborough on 5 July. From these humble beginnings Thomas Cook launched a whole new kind of company – devoted to helping Britons see the world.

Find out more



Life at Thomas Cook is fast-paced, and as full of change as it is of opportunity. As a leading international travel company in the middle of driving through an exciting transformation plan, we value those who thrive on such change.

Find out more

Press Centre Links

Press Home
2017 Holiday Report
2015 Press Releases
2014 Press Releases
2013 Press Releases
Media & Downloads
Thomas Cook Group
Sustainable Tourism
Contact the Press Centre
Contact Customer Services

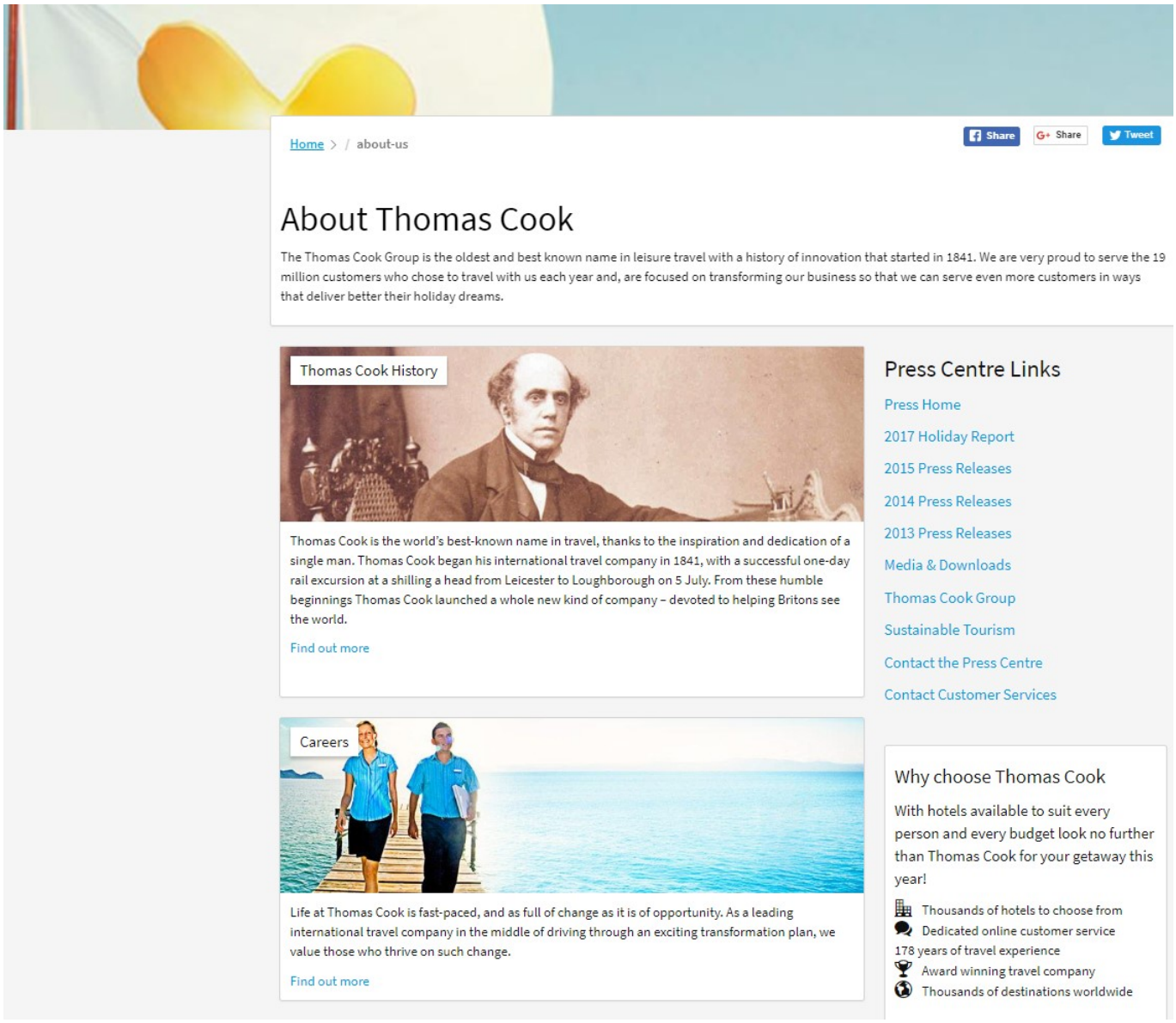
Why choose Thomas Cook

With hotels available to suit every person and every budget look no further than Thomas Cook for your getaway this year!

- Thousands of hotels to choose from
- Dedicated online customer service

178 years of travel experience

- Award winning travel company
- Thousands of destinations worldwide



Playing on the history and trusted company values, this example of an About Us page offers reinforcement of user brand awareness plus added chronological information access.

The overall design feels a little dated, as does the choice of imagery, and traditional text links.

While functional, this site included within the top 10 About Us ranking pages, comes over as one reliant only on brand and business scale above any intended value addition or business approach.



ABOUT US

WE CAN HELP YOU REALISE OPPORTUNITIES WHILE MANAGING RISK

SHARE

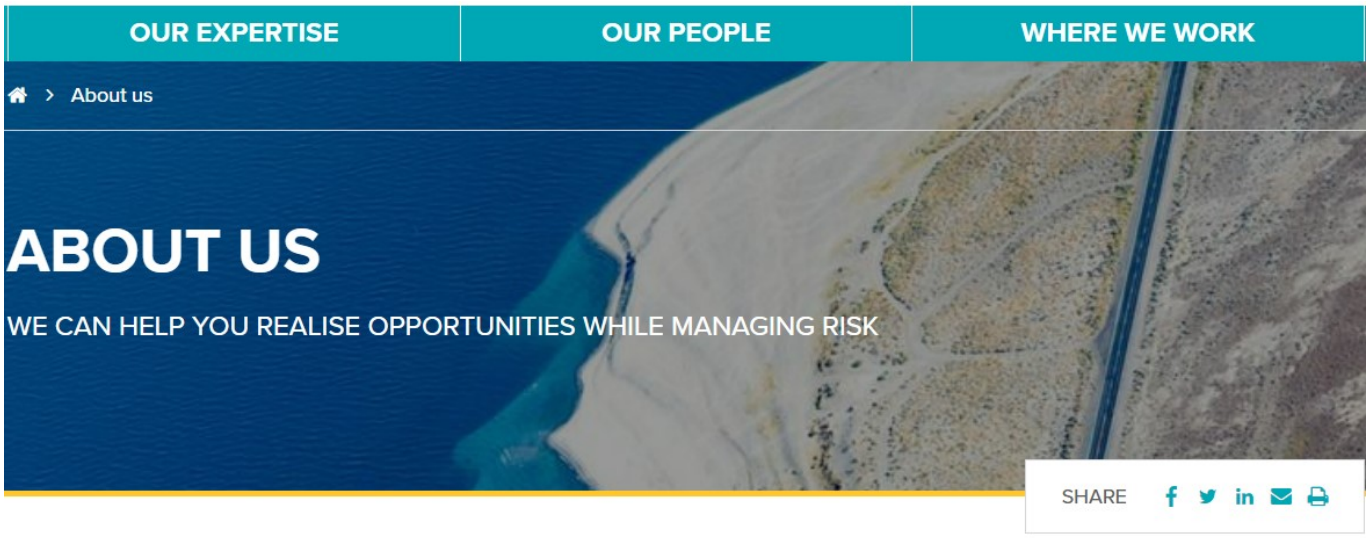
Herbert Smith Freehills is one of the world's leading professional services businesses, bringing together the best people across our 27 offices, to meet all your legal services needs globally. We can help you realise opportunities while managing risk.

Understanding your requirements, objectives and operating environment is important to us - we listen and take time to do this. You have ready access to our deep global sectoral expertise, as well as our local market understanding, to help you achieve your commercial objectives.

Operating as one global team, we use innovative systems and processes to ensure your work is delivered intelligently, efficiently and reliably. We care about the markets and communities we work within and constantly strive to make them better.

What does it all add up to? When you work with Herbert Smith Freehills, you are partnering with a world-class and diverse team of client focused professionals who can ensure you achieve your best results.

At Herbert Smith Freehills, we aim to be the leading global law firm for the attraction, promotion and retention of women as part of our commitment to inclusion across the spectrum of diversity.



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At Herbert Smith Freehills, we aim to be the leading global law firm for the attraction, promotion and retention of women as part of our commitment to inclusion across the spectrum of diversity.

Functional, easy to read and share, and mobile friendly, this About Us page example does all of the basics well, and includes access to recent research and reporting to help leverage the fresh user and search value provided.

Conclusion

As expected the top 10 ranking About Us pages do so with heavy reliance of brand, business scale, and global interest, but that doesn't tell the whole story.

In most cases, there are clear strategic signs that the About Us pages reflect audience wants, needs, as well as the broader intention to create meaningful hubs of value.

When you strip away the perceived “auto-inclusion” of the superbrands, and take a look at the pages included with a higher degree of objectivity, you will start to consider some of the incremental improvements that can be made to other About Us pages (whether your own, or companies that you work with and can influence).

More Resources:

Image Credits

All screenshots taken by author, February 2019

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