

About Page + Headshot Guide

What You'll Need to Provide Us

For the best outcome when designing your website, please provide:

- **Firm Bio:** A brief bio following the guidelines above (about 200-300 words).
- **Individual Bios:** Bios for each key team member (150-200 words each).
- **Headshot:** Professional headshots for each team member. If you've taken these yourself using the tips above, make sure the files are high resolution (if taking the photo on a mobile device, choose "Actual Size" when sending the file to your website developer.)

Creating a Strong Firm Bio

Your firm bio is the cornerstone of your "About Us" page. It should capture your firm's unique values, services, and approach to accounting. Here's how to craft a compelling firm bio:

Key Elements:

- **Firm History:** Briefly describe when and why the firm was founded. Highlight significant milestones or achievements.
- **Mission Statement:** Explain the core values that drive your firm. What sets your accounting practice apart from competitors?
- **Services Offered:** List the primary services you provide (e.g., tax preparation, audit services, bookkeeping, financial consulting). Make sure these align with your target clients' needs.

Tone & Style:

- **Professional but Personable:** While accounting is a technical field, try to keep the bio approachable. Use friendly, clear language without too much jargon.
- **Client-Focused:** Address your bio to your target audience. How does your firm help them succeed financially?
- **Short and Sweet:** Aim for about 200-300 words to keep it concise but informative.

Writing Your Individual Bio

Whether for your website's "Team" page or LinkedIn profile, your personal bio helps build trust with clients and showcases your expertise.

Key Elements:

- **Professional Background:** Mention your education, certifications (e.g., CPA), and any relevant professional experience. Highlight key roles you've had and notable accomplishments.
- **Areas of Expertise:** Identify your specialties (e.g., tax law, financial analysis, audits) and how you help clients in these areas.
- **Personal Touch:** Share a bit about your interests outside of work, any volunteer activities, or passions (such as mentoring, teaching, or sports). This humanizes your bio.

Tone & Style:

- **Professional but Personable:** Aim for an approachable tone. It should feel like a conversation, not a resume.
- **Length:** Around 150-200 words is ideal. Shorter than the firm bio, but still thorough enough to highlight your skills.

Tips for Taking a Professional Headshot Outdoors

If you don't have a professional headshot, you can take a high-quality photo using natural light and a mobile phone or camera. Here's how:

Preparation:

- **Wardrobe:** Choose solid, neutral colors or soft patterns that aren't too busy.
- **Background:** Find a clean, uncluttered outdoor background. Brick walls, greenery, or a simple building facade are great options. Make sure the background isn't too busy or distracting.
- **Time of Day:** The best outdoor lighting occurs during "golden hours"—just after sunrise or just before sunset—when the sunlight is soft and flattering. Avoid harsh midday sunlight, as it can create unflattering shadows.

Taking the Photo:

- **Lighting:** Stand in a shaded area where the light is even and diffused. Avoid direct sunlight, which can cause harsh shadows or make you squint.
- **Positioning:** Stand facing the light source (like the sun or an open sky), but avoid having the light directly behind you. Ensure your face is evenly lit.
- **Composition:** The frame should include your head and shoulders.
- **Camera Setup:** Use a smartphone or camera with a high-resolution setting. Set the camera at eye level or slightly above.

Accounting Firm "About" Page Examples:

- <https://www.valleycfo.cpa/about-us.htm>
- <https://www.matheney-cpa.com/about-us.htm>
- <https://www.gheencpas.com/about-us.htm>
- <https://www.davidson.cpa/about-us.htm>
- <https://www.amircpas.com/about-us.htm>