

“About page” describes a company to its new audience. A good description is for the audience, in the language of the audience. Here are two examples I wrote:

BEFORE

### **Tagline**

NextGen Autoparts is a group of automobile enthusiast who have come up with a ecommerce platform where customer can purchase auto parts and accessories at everyday low prices, high quality, high performance with confidence backed by after sales support.

### **Introduction**

NextGen team has a customer centric approach where team selects products and reputed manufacturers based out of North America with great deliberation. Team is dedicated to improve customer shopping experience by making it simple to use, quick order process and easy to track. Our customers are our biggest asset, your satisfaction is our success.

AFTER <http://nextgenautoparts.com/about-us>

## **ABOUT US**

NextGen Autoparts is a group of crazy automobile lovers. Few years back, we got frustrated by the ridiculously high prices of auto parts and accessories, and that's when it happened...

We founded NextGen Autoparts. We hunted down high-quality products' manufacturers in North America. We schmoozed and convinced them for providing us their elite products without any middleman.

Now, you don't have to visit any store and pay for middleman commissions. We purchase directly from the manufacturer. That means unheard of discounts for automobile enthusiasts!

Our mission is to squeeze the best performance out of every automobile and for that, we have an awesome team of after-sales support staff that will help you in installing your auto parts or accessories.

So if you have a vehicle take a look at our wide variety of auto parts and accessories and we promise top-notch quality with deep discounts

If you can't find what you seek then shoot us a message and we'll send our ferrets to look for it.

BEFORE

## Why Virtual Tech?

Virtual Tech believes to infuse assignments that are unique, authentic and transparent. We work to design and develop websites into an eye catching, & stylish web sites. We have been working for offshore and local clients with a standard quality work within a time. The first factor of our methodology is to create fast, professional effective websites to serve clients needs and wants. Therefore, we fulfill our clients need first and foremost. We analyze and study your requirements according to your business objectives and plan accordingly. This results in bringing the best product to you!

AFTER [www.virtual-tech.org](http://www.virtual-tech.org)

### 3 Reasons Why Our Designs Are Profitable & Easy to use

Actually, there are more than three reasons. You see, we use the latest & sleek technology in web designing using Shortcodes and Page Builder that make a website intuitive, fast loading and no-brainer to manage. Take a look at what you can get with our premium services:

Mobile Friendly Design

Suitable for Large, Medium or Small businesses

Make Google fall in love with your website (SEO services)

E-Commerce tools. Create store & sell more

Simple and easy Navigation

Add or edit anytime with ease (WordPress)

Graphics design that sets your brand apart

Content writing services for engaging more visitors

Copywriting services to sell more products or services

By now you must have noticed that we have the complete solution for establishing and growing your online business. So why not we just meet over coffee or have a small chat and

No doubt, second one generates more user interest.

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