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Writing for digital media: Top Romanian Companies’ “About us” pages

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Abstract. This paper aims at examining a very fashionable and important topic nowadays, i.e. companies’ ‘About Us’ pages, an ‘identity card’ through which companies must spark the potential customers’ interest in wanting to buy their products or try their services. To this purpose, 25 most valuable entrepreneurial Romanian companies’ ‘About Us’ pages have been considered and analysed. Seeing that there are no specific guidelines concerning the content of such a page, the analysis has taken into account some criteria found in the literature relative to what a ‘perfect’ ‘About Us’ page must look like. The pages have been analysed and compared qualitatively and quantitatively based on these criteria. Screenshots of the pages have also been provided in order to exemplify the results.

Keywords. Communication in digital media, ‘About Us’ page, e-commerce, entrepreneurial companies

1. Introduction

The hectic pace of life we are leading and people’s lack of time and patience to shop have made many companies understand that the old-fashioned way of doing business by meeting face-to-face and shaking hands to close a deal can be called history.

As a result of this sociological change, companies have started to move their presence online, creating, with the help of the Internet, ‘a new world beyond the real world – a “virtual network world” or “The Sixth continent”’ (Qin et al., 2009: 4). This new world that seems to have erased many of the traditional ways of doing business can be regarded as ‘the most significant industrial revolution since the Industrial Revolution’ (*ibid.*), as it does not only have an economic effect on the consumers, but also a sociological and a psychological one.

A major way of playing with the consumers’ minds is by informing the prospective customers about the company’s offer and ultimately persuading them to purchase the company’s products or services. This can be done by means of an ‘About us’ page whose main purpose is to distinguish the company from the competition.

2. The ‘About Us’ Page

Also known as ‘About’, ‘Mission’, ‘Story’, its purpose is to introduce the company or brands to the customers and should answer the H-3W questions:

- How did it all start? (the story)
- What makes you and your company unique and special?

- What are the company's values and beliefs?
- Why should customers choose you over others?

Nevertheless, its importance is sometimes diminished by the company owners who, instead of trying to do their best and make use of this opportunity and present their main assets, sometimes scribble a few words out of the obligation on the 'About Us' page (Braveen, 2018). Casan-Pitarch (2015) has shown its importance advocating for labelling the 'About Us' page as a genre *per se*. Such a page is much more than a mere story about the company, it is the way to make customers emotionally invest in your brand and believe you are the best person to solve their problem.

Seeing that e-commerce is a fierce business, the company must differentiate itself from the others. When coming across a new company's website, the customer will spend up to a minute on the 'About Us' page trying to decide whether to keep browsing or leave the website. That is why this page is crucial in attracting customers and should make an impact for them.

As Handley puts it, writing it seems 'paradoxical'; it is not really about the company, but about the company 'in relation to the visitor' (2014: 244).

Blue Acorn, a content and commerce agency, has provided a statistic on the reason why people should pay more attention to their 'About Us' pages. They have found out (2012) that people reading 'About Us' pages spent 22.5 times more than people who did not read them and that they were five times more likely to purchase more. As a result, Rickerby (2012) advises companies to have the best possible 'About Us' pages in order to maximise their revenues.

2.1. The Structure of an 'About Us' Page

'About Us' pages may take many layouts and templates as there is no rule to how the owners decide to present their companies. Rickerby (2012) of Blue Acorn considers that companies are not templates and that they are the most unique product they sell.

Nevertheless, in order to make an impact, the company's 'CV' should be presented by answering the following questions:

- Is it a big or a small company?
- Is it a family-owned business or a big corporation?
- Where are the company's headquarters?
- What makes it stand out from the rest and what can it do for the customer?

This 'CV' could be presented as a story, including pictures of the location and of the employees as well as customers' testimonials. Thus, Kolowich (2020), after reviewing 15 'About Us' pages, believes that such a page could take various forms and could emphasise different aspects:

- Presenting a story
- Emphasising the human and humble element
- Skipping the business babble
- Being data-driven (with facts and figures)
- Breaking the mold
- Being multilingual
- Knowing the audience
- Being funny but professional at the same time

As far as the literature in this field is concerned, it is unfortunately scarce probably due to the novelty of the topic. It is made up mainly of blogs, written by creative writers, who analyse different types of such 'About Us' pages.

3. Methodology

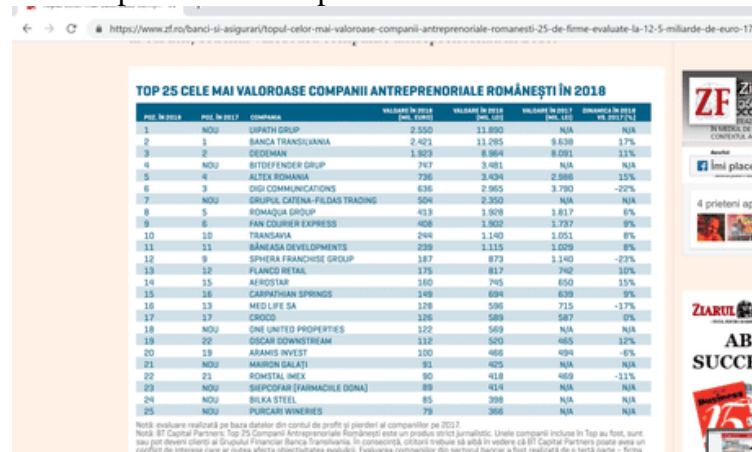
In order to see how well these principles apply to Romanian companies' 'About Us' pages, the companies in the Top 25 of the most valuable Romanian entrepreneurial companies in 2018, compiled by *Ziarul Financiar*, a Romanian financial newspaper, will be analysed.

The purpose of this paper is to see how well the best Romanian entrepreneurial companies promote themselves and build rapport with the customer. To this purpose, 25 Romanian companies found in the Top 25 will be selected and their 'About Us' pages will be analysed qualitatively and quantitatively. They will be analysed and grouped according to the criteria presented in the above literature. After grouping them based on some categories, the occurrence of such categories on the pages will be reviewed. Suggestions will also be provided relative to the way in which some pages could be made more attractive and in sync with the customer's expectations. Writing such a page seems to be also a question of subjectivity; therefore, the psychological and cultural aspects will also be taken into consideration.

4. Results

The Romanian companies listed in the Top 25 of the most valuable entrepreneurial companies, compiled by *Ziarul Financiar*, are presented in Figure 1.

Figure 1. Top 25 Most Valuable Entrepreneurial Companies in Romania in 2018



POZIȚIE ÎN 2018	POZIȚIE ÎN 2017	COMPANIE	VALOARE ÎN 2018 (MLN USD)	VALOARE ÎN 2017 (MLN USD)	VALOARE ÎN 2017 (MLN USD)	VARIAȚIE ÎN 2018 VS. 2017 (%)
1	NOU	UNITH GROUP	2.550	11.900	N/A	N/A
2	1	BANGA TRANSILVANIA	2.421	11.295	9.638	17%
3	2	DEDEMAN	1.923	8.964	8.091	11%
4	NOU	BYDEFINER GRUP	747	3.481	N/A	N/A
5	4	ALEX ROMANIA	736	3.424	2.888	13%
6	3	DIGI COMMUNICATIONS	636	2.965	3.780	-20%
7	NOU	GRUPUL CATEA-FILIAS TRADING	594	2.350	N/A	N/A
8	5	ROMAGIA GRUP	413	1.309	1.817	6%
9	6	FAN COURIER EXPRESS	408	1.902	1.737	6%
10	10	TRANSAVIA	244	1.140	1.051	6%
11	11	BANGASA DEVELOPMENTS	239	1.115	1.029	6%
12	9	SPHERE FRANCHISE GROUP	187	973	1.140	-22%
13	12	FLANCO RETAIL	175	817	740	10%
14	15	AEROSTAR	160	745	650	15%
15	14	CARPATHIAN SPRINGS	148	694	639	9%
16	13	MED LIFE SA	128	595	715	-17%
17	17	CROCO	126	589	587	0%
18	NOU	ONE UNITED PROPERTIES	122	569	N/A	N/A
19	20	OSCAR DOMESTREAH	112	560	460	18%
20	18	AKAMIS INVEST	100	465	494	-6%
21	NOU	MARRON GALATI	91	425	N/A	N/A
22	23	BOMSTAL IMEX	80	418	469	-11%
23	NOU	SUPPOSPAR (FARMACIILE DONAJ)	68	414	N/A	N/A
24	NOU	BILKA STEEL	85	399	N/A	N/A
25	NOU	PURCARI WINERIES	79	366	N/A	N/A

The companies presented above specialise in completely different fields of activities: IT, banking, pharmaceuticals, farming, water supply, etc. Despite the fact that they target different kinds of customers, their way of presenting their products and services and the way in which they can help the readers is mainly similar. We, as people, are prone to reacting in the same manner when we are targeting different kinds of products or services.

These pages must appeal to the readers' psychology, impacting them and making the product or service linger in their minds long after they have left the page. At the same time, web designers and content writers should keep in mind that people nowadays are busy and do not have time or patience to read an essay on the company's history and developments instead of scanning through a very concise and superfluous text. The Von Restorff effect must not be overlooked; readers remember things that stand out, such as photos, videos, figures, benefits, etc.

In what follows, the main elements of an 'About Us' page, found while analysing the 25 companies' pages, will be presented and detailed. The main idea was to analyse the 'About Us' pages in English, but seeing that some companies have these pages under construction or they

are missing, the Romanian page was also taken into account in these cases. These main elements refer to the way the information is structured, to how appealing and catchy it is for the reader, to the colours used to captivate and intrigue the potential customer, to how friendly and easy-to-use the 'About Us' page is, to the way it is made globally visible and professional by having the website translated into English and other languages, to the manner in which the company shows what it can do for the customer. Short descriptions of the companies and screenshots of their 'About Us' pages will also be provided.

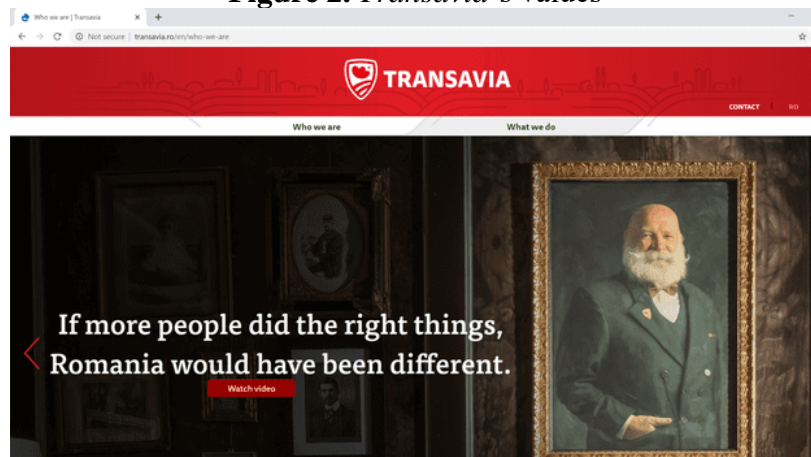
➤ *The "Human" Element*

The use of photos, mainly of the employees or of the owners, i.e. the people behind the company's success, humanises the company, establishing connection and touching the readers' hearts. The impact on the readers might be stronger as it is not just a bland and boring description of the company, but a glimpse of the real life.

Transavia, a Romanian company specialising in poultry farming, was founded 28 years ago in Alba-Iulia, by Ioan Popa, an engineer whose vision, backed by strong values and beliefs, made the company a very well-known name on the poultry market.

The company's 'About Us' page displays the company's motto: 'If more people did the right things, Romania would have been different'. A painting of a possible ancestor, a true gentleman, is also shown when opening the page. At the same time, a very good idea was to insert a video (used as a marketing campaign) depicting a scene taking place in 1918, presumably when the company was first founded, where the same ancestor depicted on the canvas stands firm on his beliefs regarding the importance of the quality and not of the money in business. The company must have hired real actors for shooting the video, which demonstrates again their firm beliefs in integrity, honesty and respect.

Figure 2. *Transavia's values*



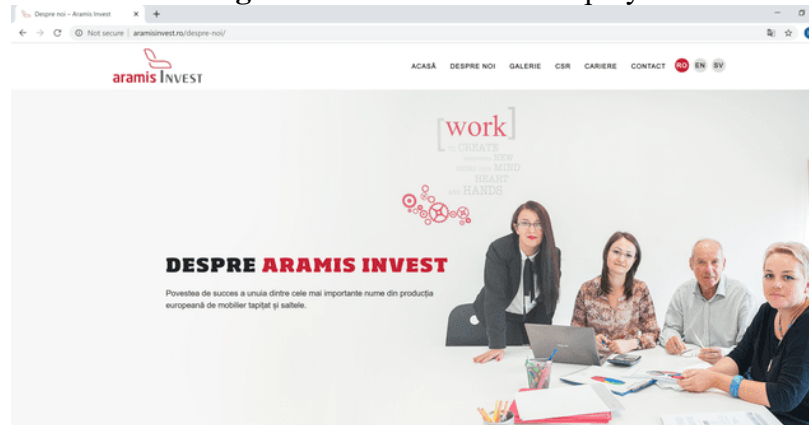
Still, the 'About Us' page, even if it highlights the company's values and has this interesting historical reminder, does not present the owners, the team or something to appeal to a customer landing on this page for the first time. This could be seen as a drawback as it might target the old generation more due to these historical references and values.

Another top Romanian company mentioned by *Ziarul Financiar* is *Aramis Invest*, a company specialising in furniture manufacturing, being owned by two entrepreneurs of Baia-Mare, in Northern Romania.

The situation here is different, their 'About Us' page being very friendly, presenting a photo of the employees, and showing thus the strong bond and seriousness that the company

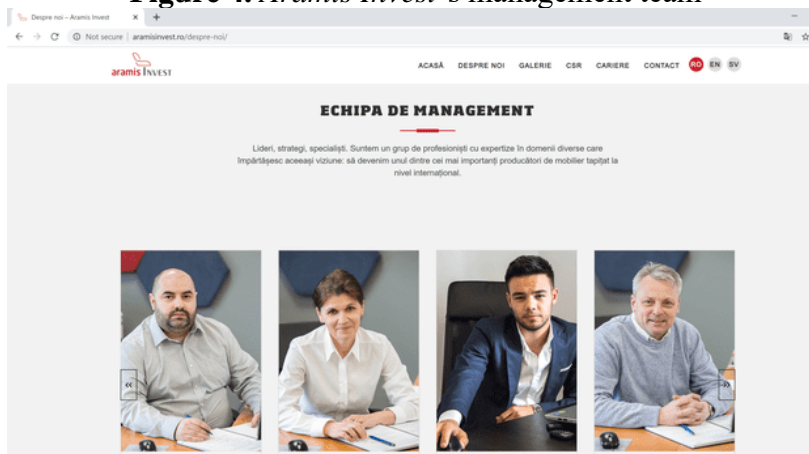
represents. The page looks warm due to the presence of people and of the colours employed: red, showing passion and commitment, and black, showing professionalism.

Figure 3. *Aramis Invest's employees*



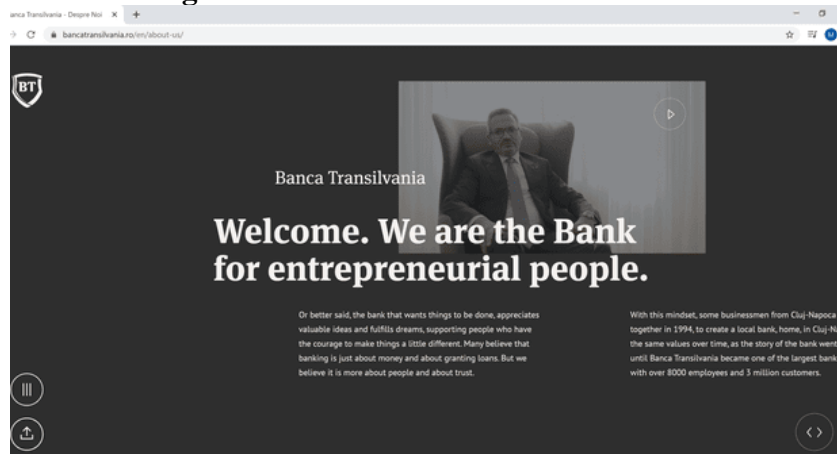
The management team is also presented. The smiling and content faces in business outfits behind office desks humanise the company making the customer at ease. Keywords and clear sentences define the team: 'leaders', 'strategists', 'specialists', 'having one vision: becoming no. 1 in the furniture production'. The 1st person plural, 'we', is also employed, showing the unity of the company.

Figure 4. *Aramis Invest's management team*



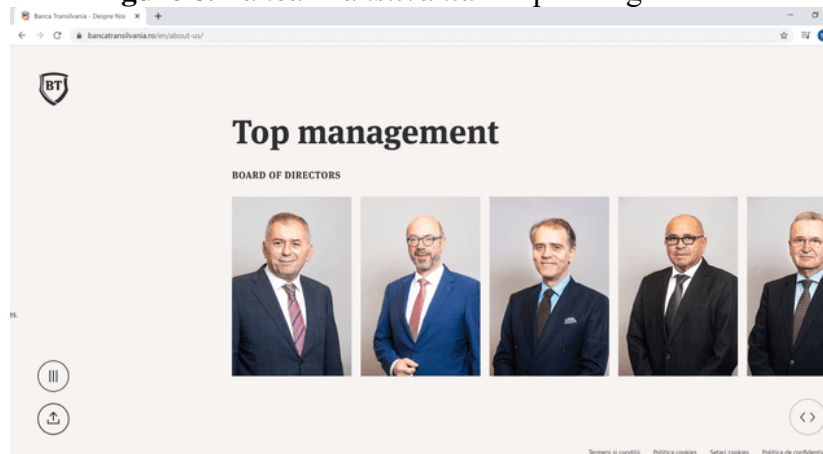
Banca Transilvania, one of the largest banks in Romania, was founded in Cluj-Napoca in 1994 and boasts about being a bank mainly for the entrepreneurs. This slogan is displayed on the 'About Us' page together with a video in which the bank's CEO, one of the youngest bankers in Romania, presents the bank and what it can do for its potential clients.

Figure 5. *Banca Transilvania's* welcome video



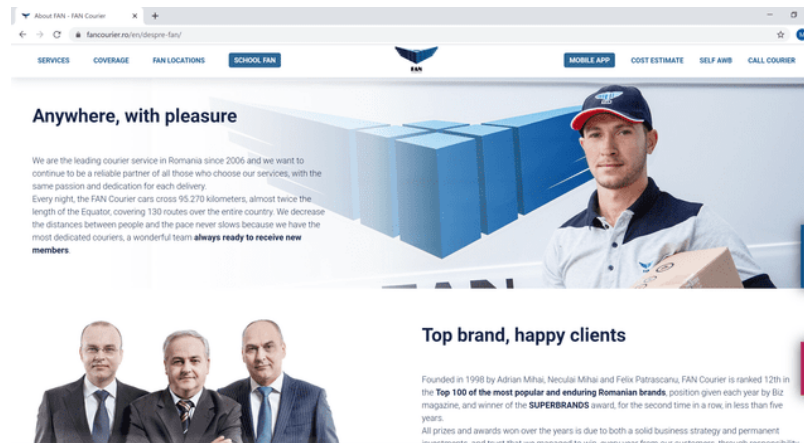
The Top management team is also presented. The Members of the Board of Directors are all dressed in formal business suits, looking very professional as bankers are expected to be, strengthening the potential clients' confidence.

Figure 6. *Banca Transilvania's* top management team



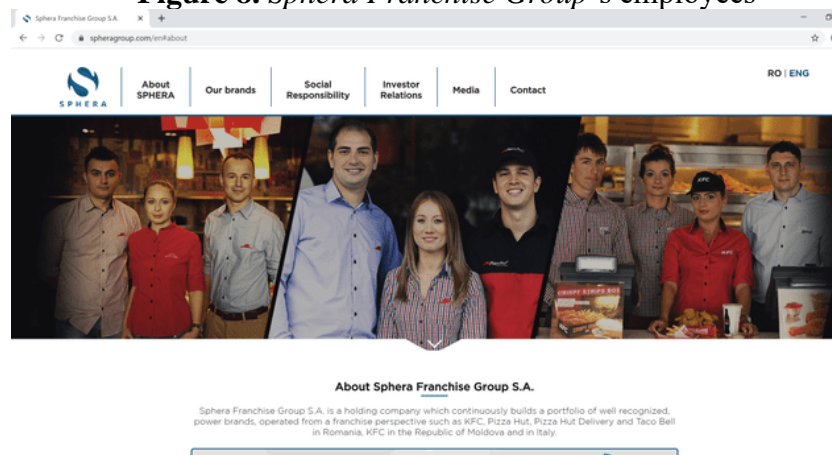
Founded in 1998, by three businessmen whose name initials make up the name of the company, *Fan Courier* has been the leading courier company in Romania since 2006. Their 'About Us' page stands out with the photos of one employee dressed in the company's equipment and of the three founders, smartly dressed to inspire trust and responsibility.

Figure 7. *Fan Courier's* founders



Sphera Franchise Group, a holding listed at the Bucharest Stock Exchange, holds powerful brands, such as KFC, Pizza Hut and Taco Bell and exemplifies this on their 'About Us' page through photos of the respective brands' employees. Young people dressed in uniforms with smiling faces show that they are more than happy to serve the customers, who are welcome to come and taste the products.

Figure 8. *Sphera Franchise Group's* employees



Farmaciile Dona (Dona Pharmacies), owned by *Siepcofar Company*, are 100% Romanian and were founded 27 years ago. The photo of the pharmacist and of the customer emphasises the words displayed on the 'About Us' page, namely that the customer will always be welcomed with care and respect.

Figure 9. *Farmacia Dona*'s employee



UiPath, ranked number 1 in Top 25, started small in Bucharest in 2005 and managed to expand globally, moving its headquarters to New York in 2017. Their 'About Us' page shows its connection to the customers by presenting the members of the leadership team, relaxed, smiling, in business casual outfits, showing openness, possibly due to the field of business they are in, i.e. automation. At the same time, the company's purpose and how it can help its customers is reinforced through the video.

Figure 10. *UiPath*'s leadership

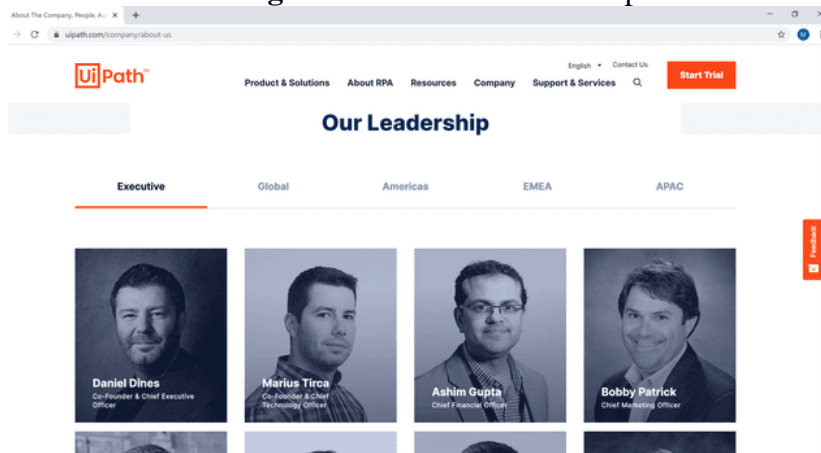
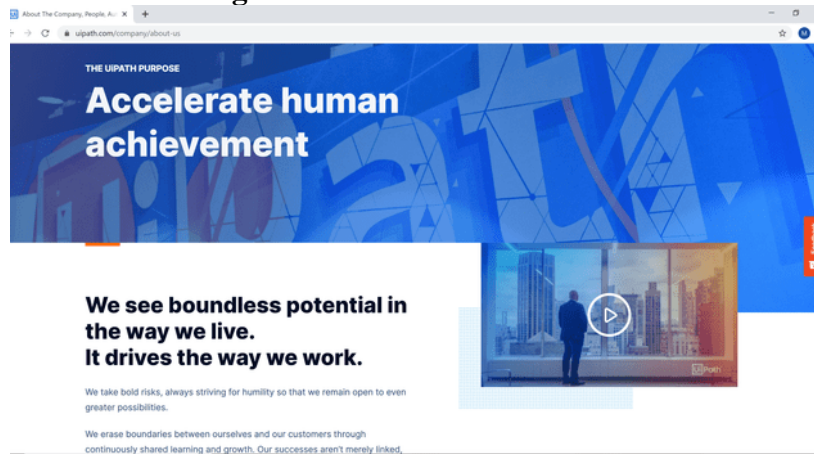


Figure 11. *UiPath's* welcome video



➤ *Visuals, Facts and Figures*

As it is well-known, a picture equals a thousand words and the writers of 'About Us' pages should take advantage of this adage. Using concrete things such as pictures and figures helps the company convey a high degree of professionalism and real-life facts.

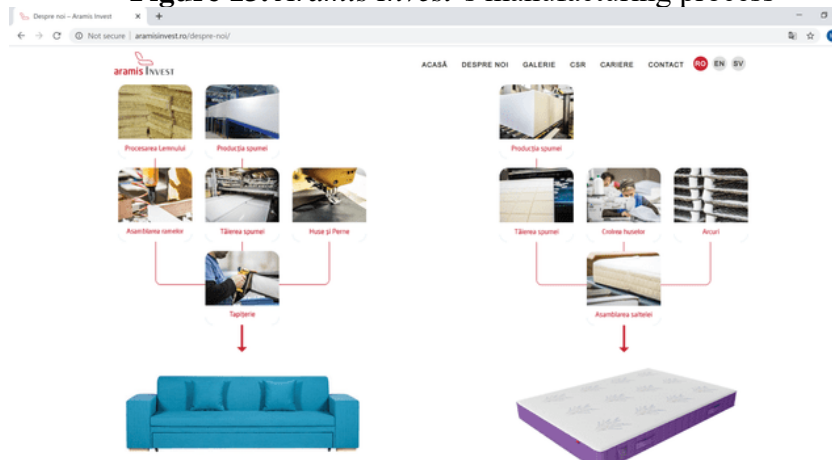
Aramis Invest presents its history through visuals and years. The timeline is in red, again emphasising the time intervals. Clear and concise sentences are used, e.g., '2005 - we launch our first sofa production line'. Again, the use of 'we' emphasises the strength of the company ever since 1994 - unity and professionalism.

Figure 12. *Aramis Invest's* history timeline



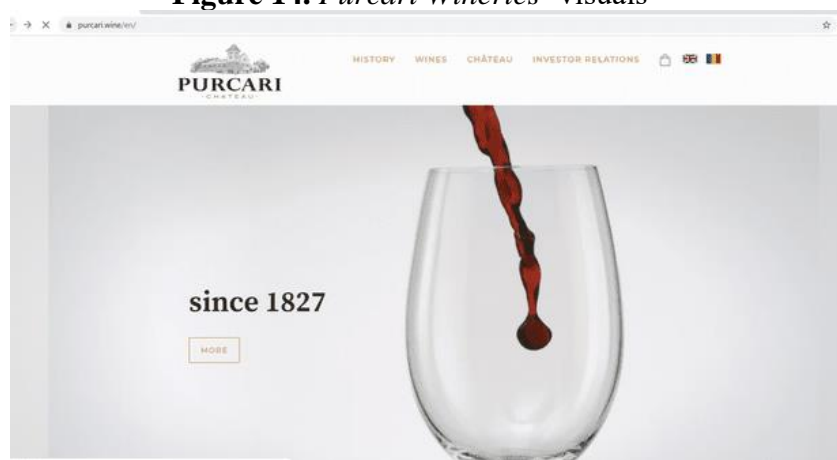
The company also boasts about being one of the major names in the European furniture and mattresses production (4 million mattresses and pieces of furniture) and, in order to support this, depicts the company's manufacturing process through pictures, which again shows a high degree of expertise and professionalism, building the customer's confidence in the products' reliability. It also shows the openness of the company to the customers, not hiding anything and inviting them into their world, which can also be theirs if they choose so.

Figure 13. *Aramis Invest's* manufacturing process



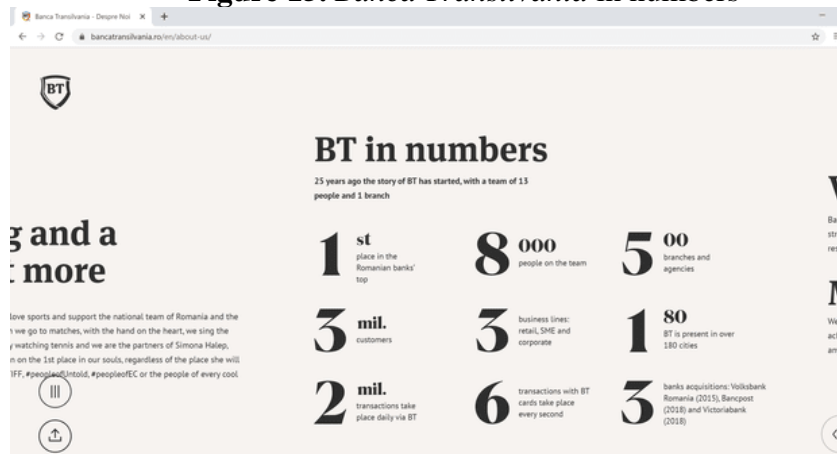
Purcari Wineries is not a Romanian company *per se*; it is a major wine producer and exporter from Moldova, owning vineyards in Romania as well as in the Republic of Moldova. The text ‘since 1827’ is indicative of the company’s expertise in this field while the red wine being poured into a glass makes the customer want to taste and smell it.

Figure 14. *Purcari Wineries' visuals*



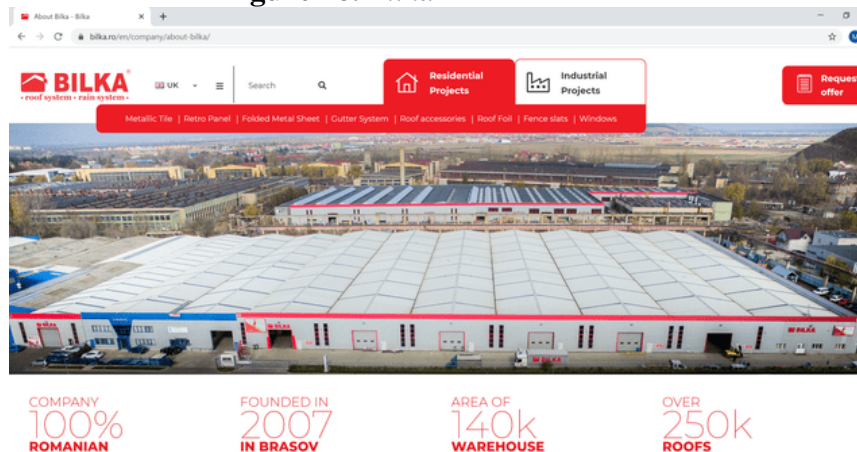
For a bank, figures are the ultimate thing, the ‘why’ it exists; therefore, it seems logical to describe themselves using figures since they are more concrete and more explanatory.

Figure 15. Banca Transilvania in numbers



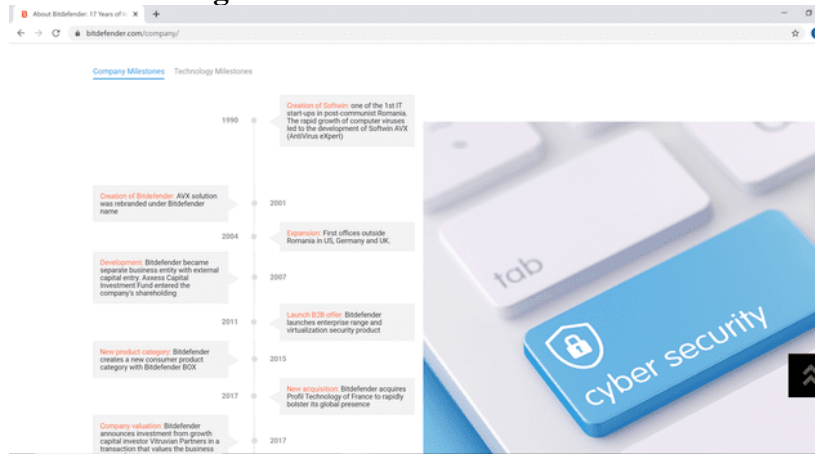
Bilka, a company specialised in the production of complete roof systems, uses the picture of their production facilities and of their most important figures, in red, to stand out and demonstrate their most important assets.

Figure 16. Bilka's numbers in red



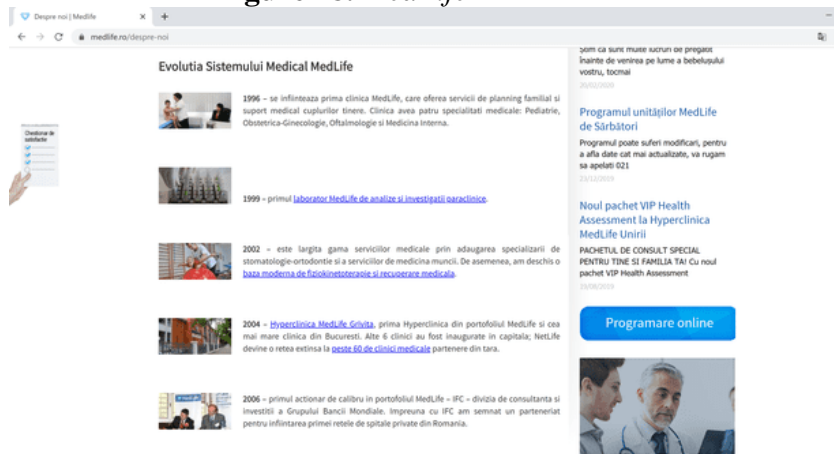
Bitdefender, the global cyber security leader, was founded in Romania in 2001 and has decided to use the most important years in its development as a CV to tell its story in a short and very punchy manner alongside a picture capturing its field of activity.

Figure 17. Bitdefender's milestones



Following the same path, *MedLife*, a medical care services provider founded in 1996, also makes use of timelines and medical images to provide the readers with a description of their history as a company.

Figure 18. *MedLife*'s milestones



➤ *Romanian Company - Reason for Pride*

Some companies consider that boasting about the fact that they have 100% Romanian capital is a plus as many Romanians are nationalists and love their country, traditions and everything that is pure Romanian and, therefore, they proudly underline this aspect on their 'About Us' page.

Altex, a Romanian household appliances retailer, claims being a Romanian brand for over 25 years and using their experience ('25 years of experience') to serve their Romanian customers. Therefore, Romanian is a recurrent theme, noticeable also in the fact that they do not have an English webpage, only a Romanian one.

Figure 19. Altex, a Romanian brand



As opposed to *Altex*, its competitor on the household appliances market, *Flanco*, does not use a slogan to specify its Romanian background; instead, they have decided to share their story of success through a long, fuzzy, but very emotional text. The first paragraph describes the main global events taking place in 1994, when the company was founded, emphasising the fact that it was the year when the owner opened his first shop in Bucharest and they ‘started finding their way to the Romanians’ hearts’. The text is full of Romanian references: ‘to bring the latest technologies to the Romanian families’, ‘we had in our genes the entrepreneurial savvy, the creativity and adaptability that only a Romanian company can freely put into practice’ and finishes in grand style with ‘Yes, and that’s because *Flanco* is a Romanian brand since 1994!’.

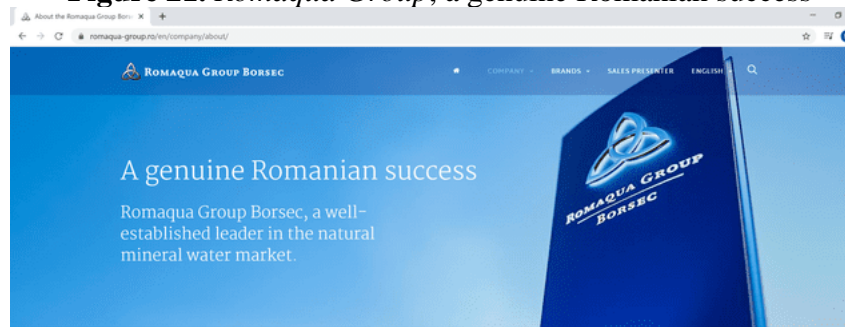
This might be also the reason why *Flanco*, just as *Altex*, does not have a website in English.

Figure 20. Flanco, another Romanian brand



Romaqua, one of the major water bottling companies in Romania, is another company that draws on the Romanian element, seeing themselves as ‘a genuine Romanian success’.

Figure 21. *Romaqua Group, a genuine Romanian success*



Vision for the future

➤ *Community and Environment Supporter*

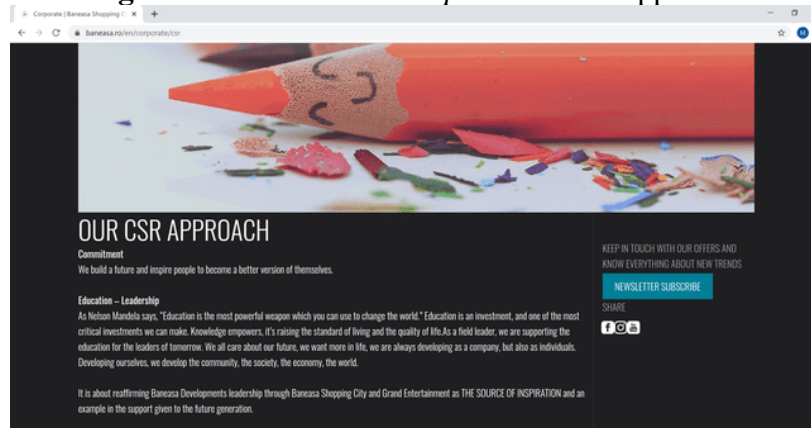
A very modern and humanitarian theme that companies also embrace is being ‘green’ or ‘socially responsible’ showing in this way how they help communities and, therefore, the customer. *Sphera Group* specifies that fact on their ‘About Us’ page, i.e. their support of the community through different social programmes.

Figure 22. *Sphera Group’s CSR programmes*



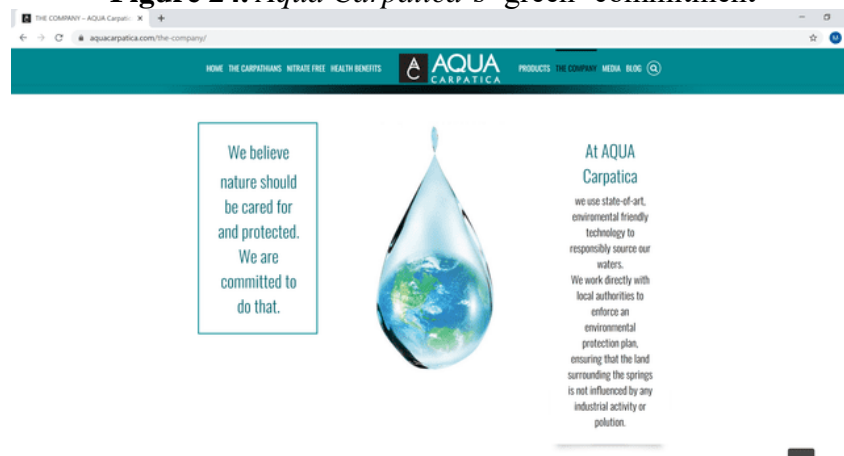
Baneasa Developments is another company that features CSR programmes. Drawing on a Nelson Mandela’s quote on education, they emphasise their support of the next generation’s education through their business. The red-coloured pencil is a powerful suggestion of education and children.

Figure 23. *Baneasa Developments' CSR approach*



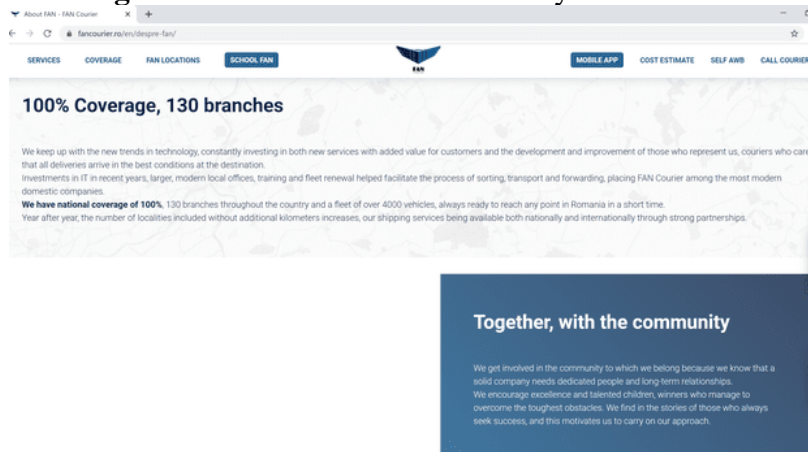
Aqua Carpatica, on the other hand, highlights the 'green' and 'nature' elements, related to water. The message uses the 1st person plural, 'we', with action verbs: 'use', 'work', 'ensure'. The message is reinforced by the colour on the page (turquoise).

Figure 24. *Aqua Carpatica's 'green' commitment*



Fan Courier is another company that strengthens its position as a socially responsible company presenting their adage of 'togetherness' for the sake of the community using 'we' and active verbs such as 'get involved' or 'encourage'.

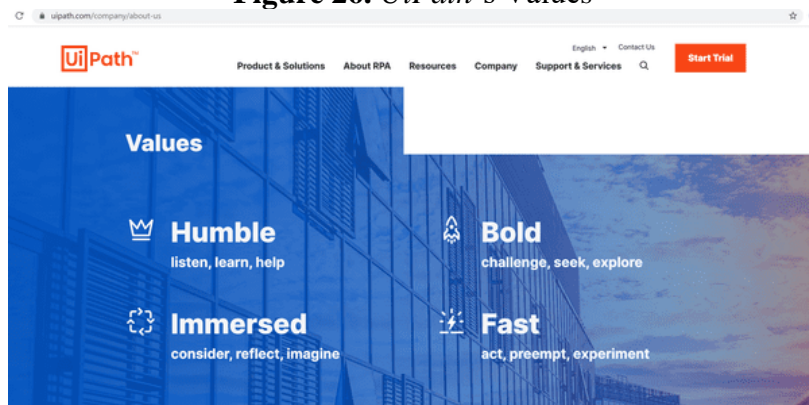
Figure 25. Fan Courier's community involvement



➤ *Keywords and Punchy Sentences vs. Long and Boring Paragraphs*

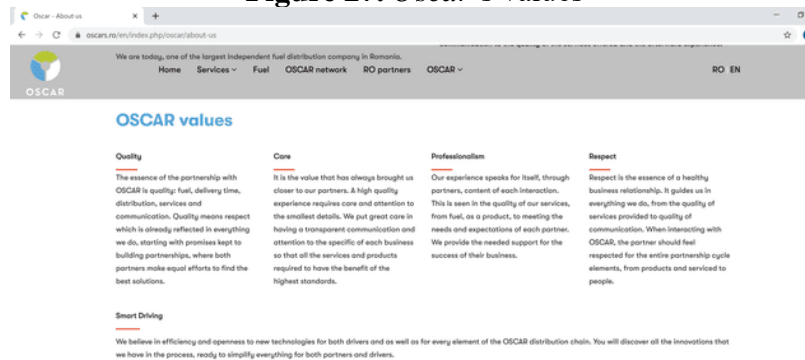
Writing for the digital media is very different from writing for the printed page. In his article, *The Reading Brain in the Digital Age: The Science of Paper versus Screens* (2013), Ferris Jabr cites research stating that reading on the screen ‘is more physically and mentally taxing’ than reading from a printed page. That is why, content writers should always take into account the fact that people cannot read as quickly and as comfortably on a computer screen as they can from the paper. Therefore, they should adapt their message and use writing that can be scanned, i.e. highlighted keywords, bulleted lists, clear and concise sentences and mainly ‘half the wordcount than in conventional writing’ (Nielsen, 1997, *apud* Carroll, 2010: 32). In order to present its values, *UiPath* has decided to combine forceful words with icons to show what their assets are and what they can convey to their customers. Therefore, they use adjectives (‘humble’, ‘bold’, ‘immersed’, ‘fast’) paired with impactful verbs (‘challenge’ ‘act’, ‘preempt’, ‘reflect’, etc.) and icons that carry much more force than sentences or paragraphs.

Figure 26. UiPath's Values



Oscar, the largest independent oil trading company in Romania, uses nouns to promote their values (‘quality’, ‘care’, ‘professionalism’, etc.), which are then explained in detail in short paragraphs. Still, paragraphs take time to read; therefore, bulleted lists and shorter sentences would have had more impact.

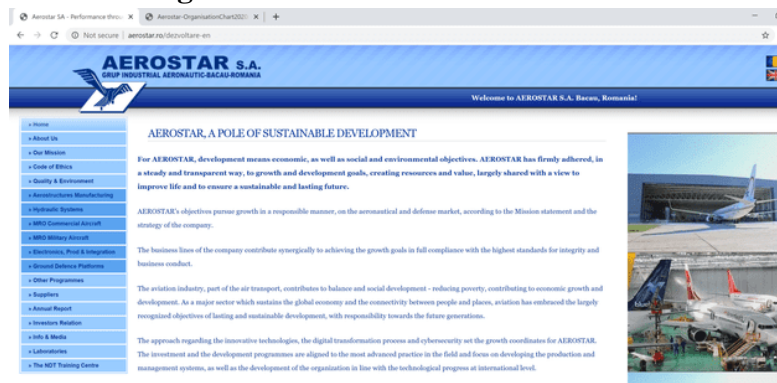
Figure 27. Oscar's values



Other companies, on the other hand, have decided to use the paragraph-style approach in order to get their ideas across to the readers.

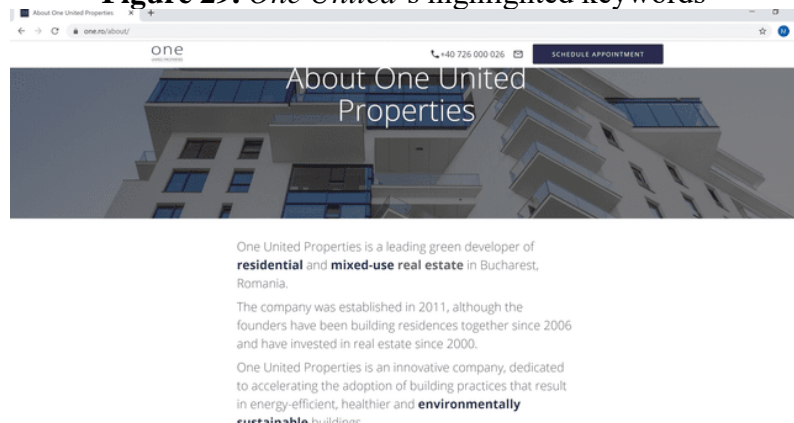
For instance, *Aerostar*, an old aeronautical manufacturing company, founded in 1956, uses a whole page of text that is very hard to read, has no highlighted keywords, which will be very unattractive to the readers, making them leave the page or even the website.

Figure 28. Aerostar's unattractive text



One United Properties, a leading developer of luxury real-estate in Bucharest, has chosen to present the company's products and services through an essay-like text and highlighted keywords. As a result, the page looks cluttered, the readers not having enough white space to rest their eyes and to retain the most important information.

Figure 29. One United's highlighted keywords

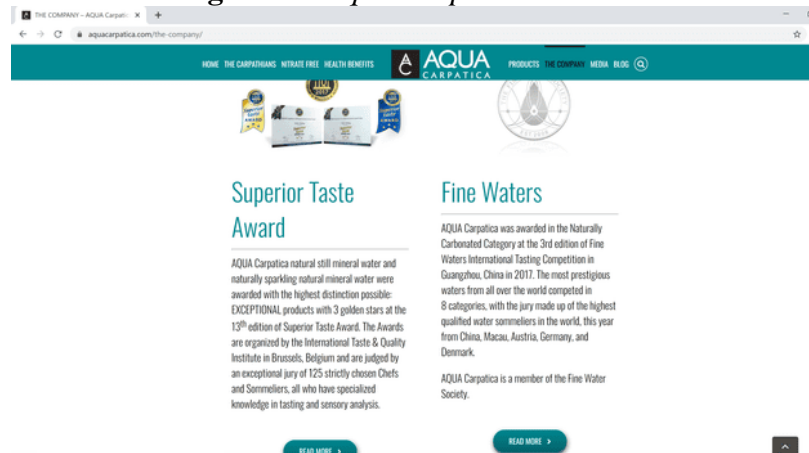


➤ *Certifications, Prizes and Accreditations*

Some companies also list their certifications, prizes and accreditations from different organisations or bodies on their ‘About Us’ page in order to support their expertise with proven facts, i.e. diplomas, prizes, acknowledgements and, thus, to earn their customers’ respect.

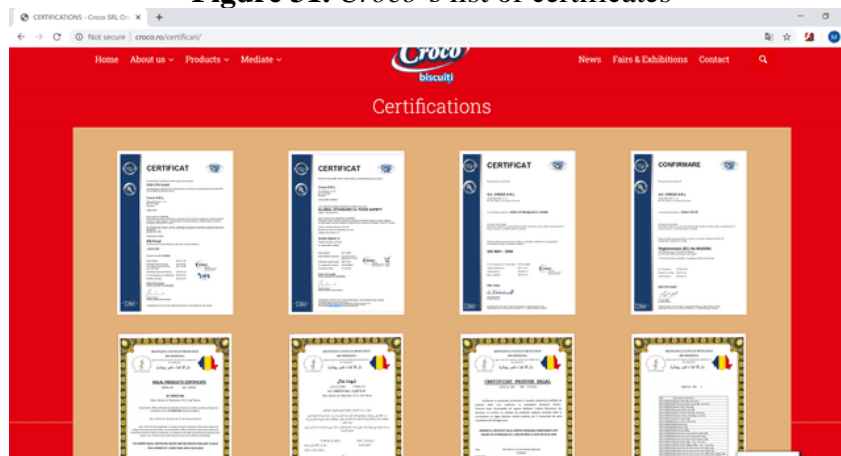
Aqua Carpatica has decided to present their expertise to the readers by showcasing the fact that their waters’ purity and taste have been assessed by teams of experts; therefore, the customers have nothing to fear.

Figure 30. *Aqua Carpatica’s* awards



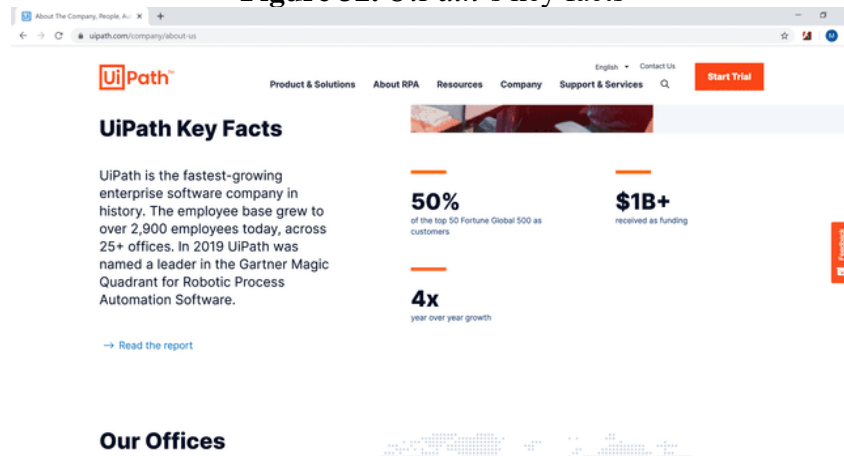
Other companies, such as *Croco*, have chosen to present their expertise in a very overt way, trying to persuade the customers of their worth by posting pictures of their certificates.

Figure 31. *Croco’s* list of certificates



Using a different approach, *UiPath* showcases its worth in a more covert way, by not explicitly displaying their certificates and by letting some figures speak for themselves, i.e. ‘50% of the top 50 Fortune Global 500 as customers’.

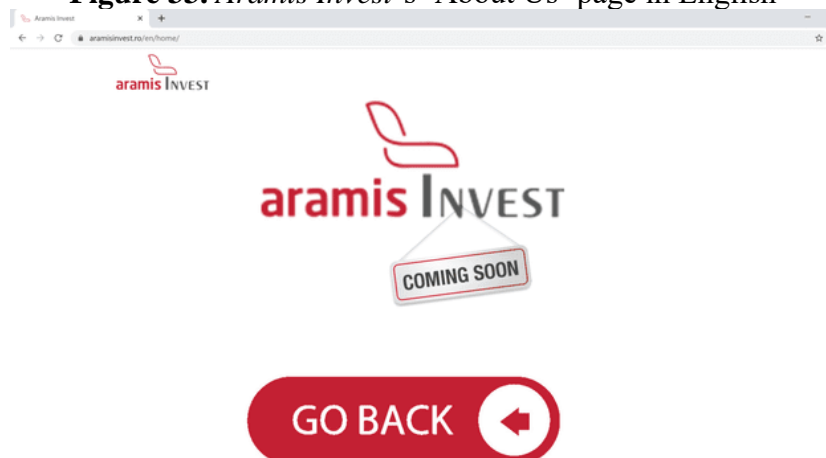
Figure 32. UiPath's key facts



➤ *Company's Global Visibility*

One thing that has to be mentioned as a downfall for the analysed 'About Us' pages is the fact that some companies do not have their pages translated into English. This is strange especially for the companies that boast about having European customers, e.g. *Aramis Invest*, whose page in English is under construction. Seeing that the company is a European seller, this thing is imperative to be addressed as it benefits the company's image as well as its international reputation.

Figure 33. Aramis Invest's 'About Us' page in English



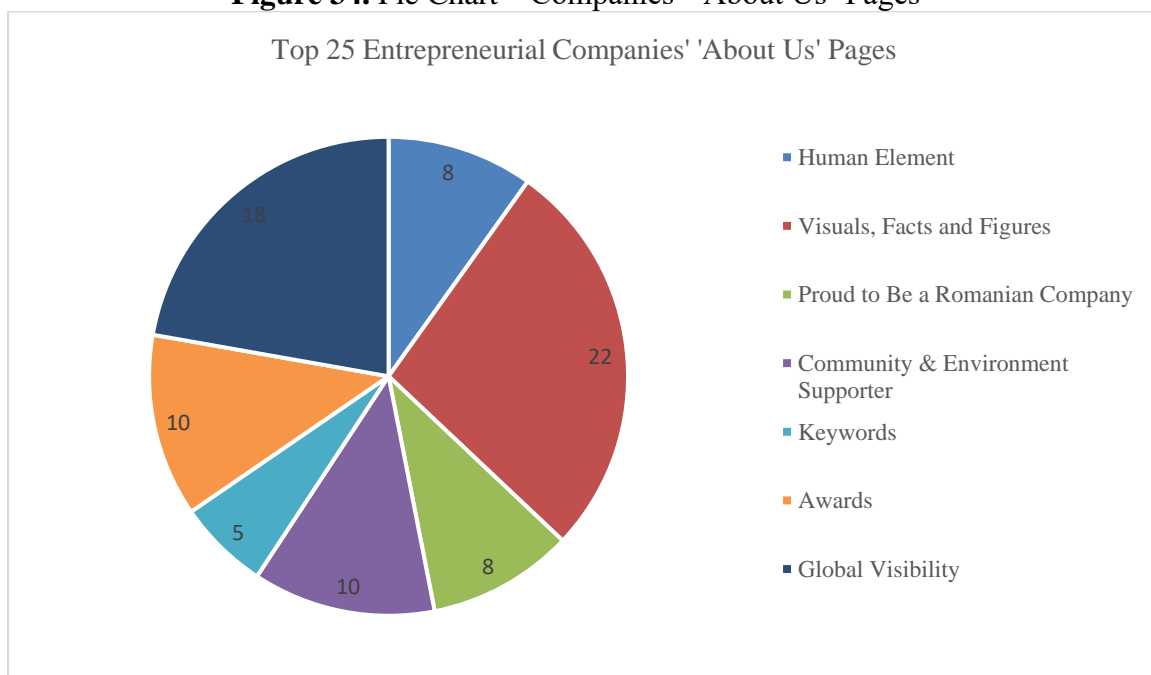
In order to gain a better understanding of the way top Romanian companies have chosen to create their 'About Us' pages, i.e. copying other Romanian companies' pages, being authentic, having mutual cultural elements, and due to the fact that the above analysis could not present all these elements in detail, the corpus has also been analysed quantitatively. Therefore, the companies and the most common elements found on their 'About Us' pages have been recorded. It should also be noted that the analysis has only taken into account the 'About Us' page *per se* and not other pages (such as 'CSR', 'Values', 'Mission', 'History' that other companies list separately, usually under the 'Company' tab) whose content should have normally been placed on the 'About Us' page.

Table 1. ‘About Us’ pages analysis based on the main elements’ occurrence

Company	Human Element	Visuals ,Facts, Figures	Proud to be a Romanian Company	Community & Environment Supporter	Keywords	Awards	Global Visibility
UiPath Grup	✓	✓	X	✓	✓	✓	✓
Banca Transilvania	✓	✓	X	✓	✓	X	✓
Dedeman	X	✓	X	X	X	X	X
BitDefender Grup	✓	✓	X	✓	X	✓	✓
Altex Romania	X	✓	✓	X	X	X	X
Digi Com.	X	X	X	X	X	X	✓
Catena-Fildas Trading	X	✓	X	X	✓	X	✓
Romaqua Grup	X	✓	✓	✓	X	X	✓
Fan Courier Express	✓	✓	✓	✓	X	✓	✓
Transavia	✓	✓	✓	✓	X	✓	✓
Baneasa Developments	X	✓	X	✓	X	✓	✓
Sphera Franchise Group	✓	✓	X	✓	X	X	✓
Flanco Retail	X	X	✓	X	X	X	X
Aerostar	X	✓	✓	X	X	X	✓
Carpathian Springs	X	✓	X	✓	X	✓	✓
MedLife SA	X	✓	X	X	X	✓	X
Croco	X	✓	X	X	X	✓	✓
One United Properties	X	✓	X	✓	X	✓	✓
Oscar Downstream	X	✓	X	X	✓	X	✓
Aramis Invest	✓	✓	X	X	X	X	X

Mairon Galati	X	✓	X	X	X	✓	✓
Romstal Impex	X	X	X	X	X	X	X
Siepcofar (Farmaciile Dona)	✓	✓	X	X	X	X	X
Bilka Steel	X	✓	✓	X	✓	X	✓
Purcari Wineries	X	✓	X	X	X	X	✓

Figure 34. Pie Chart – Companies’ ‘About Us’ Pages



The analysis has shown that:

- ✓ Of all the 25 companies, only 8 of them have opted for humanising their page, i.e. for displaying photos of their employees, of their owners or managers in action, or videos and testimonials;
- ✓ The situation changes when it comes to visuals (i.e. different pictures of location, products, etc.) and figures – 22 companies out of 25 seem to believe that using visuals and figures might provide a more powerful impact on the reader;
- ✓ 8 companies out of 25 use the nationalistic pride of being Romanian in their texts on the ‘About Us’ page. It must be noted that two of them (*Flanco* and *Altex*) do not even have an English page;
- ✓ The modern topics of CSR campaigns and of being community and environmental supporters are present in 10 companies out of 25. Actually, nearly all the companies are involved in CSR campaigns, but this element is not present on their ‘About Us’ pages, but under separate or different tabs;

- ✓ Keywords and short, meaningful sentences are used only by 5 companies. The rest of 20 companies write lengthy paragraphs to describe their history, mission, values, etc. This could perhaps be also regarded as a cultural aspect; the Romanians tend to talk a lot and miss the heart of the matter. One company that captures the core of its activity into very few words and more images and videos is *UiPath*, an IT company, started in Romania, but very international nowadays, with subsidiaries all over the world;
- ✓ 10 companies out of 25 show off their awards and certifications in different manners, i.e. either as scanned pictures of the actual awards or as text written to emphasise that. As in the case of the CSR campaigns, there are more companies presenting their awards, but the analysis has not taken them into account as they are not listed on the 'About Us' page, but separately. This shows that the Romanians believe that trust and credibility are earned by showing the material proof of their expertise.
- ✓ 7 companies of the total of 25 do not have their website translated into English. Of these, *Flanco* and *Altex* are retail companies addressing mainly the Romanian market. *Aramis Invest*, on the other hand, boasts about being the largest European sofa and furniture manufacturer, but does not have an English website.
- ✓ *Romstal Impex* is the only company that does not have an 'About Us' page *per se*.

5. Conclusions

This paper has analysed the 'About Us' pages of 25 Romanian companies in the Top 25 Romanian Entrepreneurial Companies of 2018, compiled by *Ziarul Financiar*, a Romanian well-known financial newspaper. The reason for choosing to assess the companies' 'About Us' pages is because they are a gateway, an 'inlet valve' into a company that customers know nothing about and that they would like to discover. An 'About Us' page is the 'CV' of a company, comprising concise information on the company, its products and most importantly, on what the company can do for the customer, the main purpose being the creation of a rapport with or a connection to the customer.

The companies' 'About Us' pages have been analysed from a qualitative and a quantitative point of view. The research has tried to find the elements that Romanian 'About Us' pages have in common, also showing perhaps a cultural preference for some aspects. The elements common to many 'About Us' pages in the corpus were the following:

- the presence of the so-called 'human' element (photos of employees, owners, management teams, etc.);
- visual elements (pictures of products, facilities, whereabouts, etc.) and figures;
- the pride of being a Romanian company and 'doing it like a true Romanian';
- community and environment supporters;
- keywords and concise language to catch the readers' interest and stay in their minds;
- the display of the company's array of awards and certifications;
- the global visibility through the English or other language version of the page.

The present research has proven that most of the analysed Romanian companies do not consider these pages important and could still improve their content. This awareness concerning the importance of this page that is, sadly, overlooked by many companies, could be raised by hiring communication specialists or content writers who, sadly again, are not considered important by many company owners. They could emphasise the fact that the 'About Us' pages are the antechamber to a wider pool of customers and, therefore, a bigger share of profit as

businesses have slowly but surely moved online and that is going to be the companies' main future business card.

In terms of suggestions, the Romanian companies could improve their 'About Us' pages in the following manner:

- First and foremost, even if they target only the Romanian market, they should translate their website into English; this shows they are professional and opens up new pathways of business for them;
- Due to the fact that people are drawn to faces, more companies should use this aspect to their advantage in order to show friendliness, openness and trust;
- Using the story of how the business started appeals more to readers as people connect with stories emotionally (none of the companies used stories except for *Transavia*);
- Showing what happens behind the curtains builds again trust, shows expertise and honesty (nothing to hide); therefore, more Romanian companies should use visuals presenting the way their products are manufactured or their services put into practice;
- In order to attract and hook the reader, the 'About Us' page should have an air of originality. Most of the analysed 'About Us' pages mainly copy the standard format, but do not bring 'that special something' that makes them stand out from the crowd;
- Romanian companies should also pay attention to the type of information that is presented and to the manner it is structured on the 'About Us' page. From a visual point of view, many foreign companies decide to maintain the information on the upper part of the page ('above the fold') so that the reader can scroll down the page. Many Romanian companies use different sub-tabs under the main 'About Us' page, which makes it difficult for the reader to click back and forth to see the whole information.

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