
How to write an awesome “About Us”



Leafly's SEO power can bring new customers to you. For the best chance of being seen and chosen in search results on Leafly, optimize your 'About Us' page with specific details and cover photos. A little effort up front gives you and Leafly shoppers a greater opportunity to connect.

Our most important guidance for your description is to **make sure this content is unique to Leafly**. Copy/pasting a description from your website or from other online listings will hurt your Leafly page's SEO performance. In fact, any page with duplicate content may be penalized by search engines, meaning your own website could suffer a penalty for having the same content as your Leafly profile as well.

To write an optimized “About Us”, we recommend approaching this with three main points in mind:

1

Your history:

First, introduce your business to give customers/patients an idea of who you are. This should include your store's name, and details like what year you opened, any awards you've won, programs you participate in, or more about your founder's story and your store's values.

2

Your location:

Second, be sure to include geographic descriptors — mention where you are located, provide parking instructions, and give a shout-out to any nearby communities you serve. This can be as broad as "near downtown Chicago" or "by the airport", or as specific as "next to the grocery store on 15th".

3

Your differentiators:

Finally, be sure to mention your top performing products, brands that you carry, or strains you have in stock. Focus on highlighting reasons why your dispensary stands out among the rest, and what your customer can get by shopping with you.



Congratulations on opening for business on Leafly.
We look forward to seeing you there.
