

# HOW-TO GUIDE

# Professional Websites



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## Overview

### What is a professional website & why should I consider one?

- Acts as an online résumé & portfolio
- Showcases who you are, experiences you have had, & work/projects you have done
- More visual & interactive representation of your work experience, making it an effective addition to your résumé

### How is it different from my résumé?

- A stronger, visual first impression
- Provides an easy platform to update
- Offering a portfolio of your work along with your résumé may help you jump to the top of the employer's list
- Your personal brand will show through the content, formatting, & the overall effort you put into it

### How do I share my professional website & communicate that I have one?

- Link it along with your résumé & cover letter when reaching out to employers & applying for jobs
- Add it to/share it on your LinkedIn profile
- Include the link on your résumé

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## PART 1: GROUNDWORK

Before you start building your website, take some time to consider the following to get ideas flowing (it will save you time when you start building).

### Browse through Examples:

[Here are some to get you started](#)

### Questions to Consider:

- Who is your audience? How do you want to convey who you are and your work to them?
- What visual content (graphics, photos, videos) will you need?
- What textual content (résumé, biography/personal statement, writing samples, captions for all visual content) will you need?

### Choose a Platform:

Potential options to consider

- Wix, WordPress, Weebly
- Side by side comparisons can be found through a Google search

Consider and keep in mind Peter Morville's "User Experience HoneyComb" so you can make a **meaningful and valuable** website:



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## PART 2: BUILD

Once you have contemplated the ideas above, gathered some content and picked a platform, you can begin building your site! As you start, remember that everything should reflect the level of professionalism of your field or of the work you are pursuing while also representing your personal brand.

Begin with the 4 main elements of your site:

1

### About You

This section contains a brief bio and an update-able statement about your current work direction

- Be concise
- Mention your best skills, experience, background, as well as some of your biggest accomplishments
- Emphasize the kinds of projects you would prefer to work on in the future

2

### Adjusted Résumé

Link an updated version of your résumé for viewing

- Make sure this version does NOT include your personal information (email, address, phone number) since anyone can access it on your website

3

### Portfolio of Work

Display your best work — quality always over quantity in this case, so be selective

- Can be work from past jobs, internships, research courses, projects, etc.
- If visual, make sure all graphics and documentation are clear and crisp
- Split up into sub-categories/sections (potentially 4-5) to keep it organized and easy to navigate
- Add context to tell a story behind your projects
  - Include images, links, descriptions (a line or two to give some background)

4

### Contact

Add a contact form that is connected to your email

- Invite people to contact you or reach out with questions

The specifics of this section vary depending on the kind of work you are sharing. See subsections for specific areas of interest.

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## PART 3: STRENGTHEN

→ Strengthen your site using these ideas to build your brand:

### Choose...

- a template (unless want to start from scratch)
- a color palette (high contrast & color-blind friendly)
  - should not clash with or draw attention away from your work
- a legible & clean font that also reflects your personal vibe

### Add...

- a toolbar / menu tabs to simplify user experience
- a professional & personal looking photo of you

### Remember...

- Use concise & clear language
  - personal yet professional
- Consistency with everything is KEY

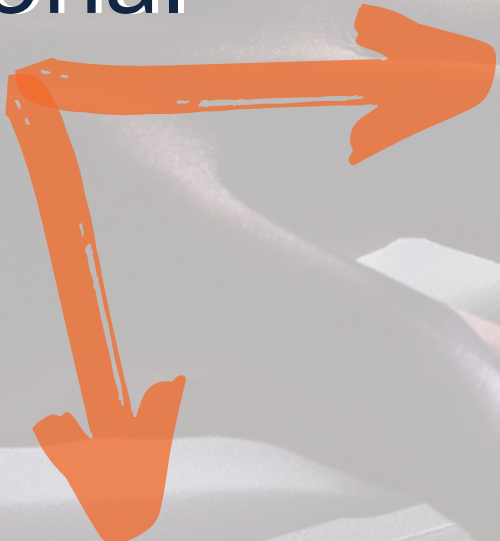
### Link social media & networking sites

- Before you do so, make sure you do not have any inappropriate content that could deter potential employers from hiring you

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## PART 4: CUSTOMIZE

Customize your site  
with these optional  
additions:



### Create a blog

- A great way to reflect on your craft, show off your expertise, and share your insights
- Make sure to frequently add content
- Should be its own page on your site

### Create your own logo

- Boosts your personal brand
- Include on all your professional documents (résumé or CV to keep consistency)

**Once you have  
published your site,  
awesome job!**

- Make sure to update it regularly (about every 3 months or when you have new content you want to add) to keep it alive and fresh