

# Creating a web portfolio and making the most of your online identity

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# Planning your portfolio

- Who am I trying to reach?
- What is my goal? What is my message?
- Do I want a static site or dynamic site?
- How often will content change?
- Will I incorporate other aspects of my digital identity like Twitter, Facebook or LinkedIn?

# Building your online brand (3 C's)

- Content
  - Status updates, news, links, photos, video, geolocation data
- Contacts
  - Friends, followers, fans, connections
- Consistency
  - Commit to contributing to your blog, Twitter feed, Facebook page every \_\_\_\_\_ (day, week, month)

# LinkedIn SEO

- Include top keywords in: professional headline, summary, specialties and skills
- Include keywords in current and previous positions (H3 tags)
- Personalize dynamic URL
- Edit linking text to be more specific than “My Website” or “My Blog”

# LinkedIn Summary Paragraph

- Forward-looking paragraph that tells people what you do and what you have to offer.
- Include information about current organizations you work with (internships, volunteer)
- Wrap up with your background as it pertains to today.
- Use action words.

# LinkedIn Search

- People search
- Company search (follow companies)
- Job search
- Answers search
- Groups search

# LinkedIn Apps

- Reading List by Amazon
- SlideShare Presentations
- Lawyer Ratings
- Portfolio Display
- Real Estate Pro
- Wordpress
- Events

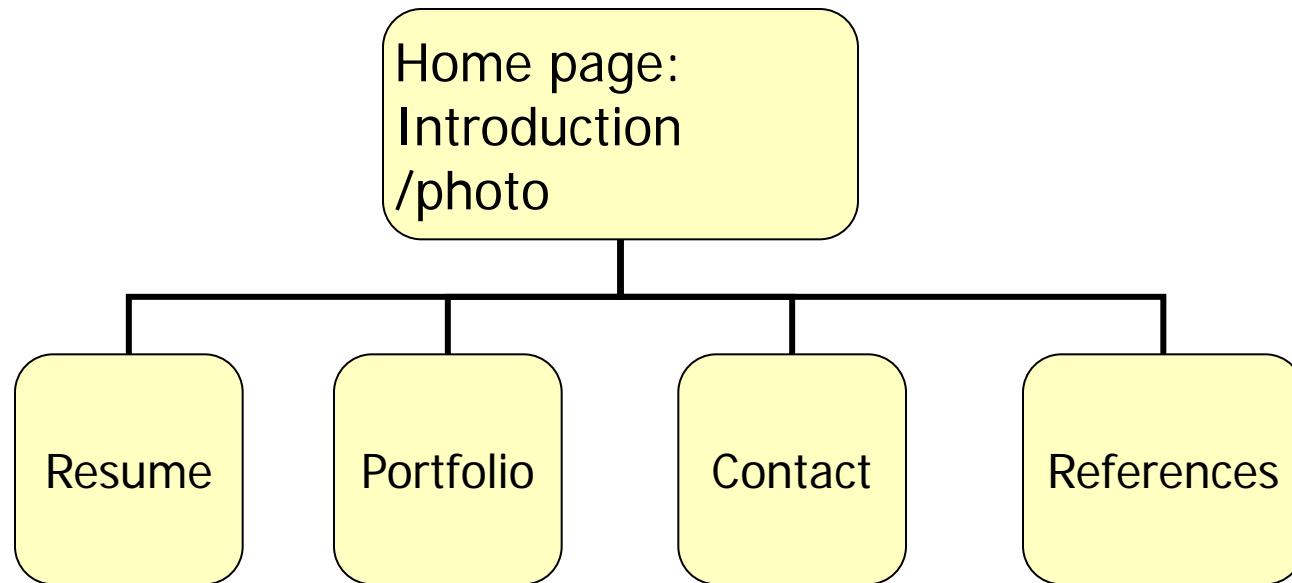
# Tips for LinkedIn

- Fill out profile completely so contacts can find you more easily
- Use a professional-looking photo (only enough space for a headshot)
- Have a clearly defined goal.
- Send personal notes when making connections.
- Get recommendations before you need them.

# Tips for effective web portfolios

- Short sentences
- Strong, forceful language
- Clarity
- Promote your best work on the front page
- Less is more
- Use links (but avoid visual clutter)
- Use tags on posts

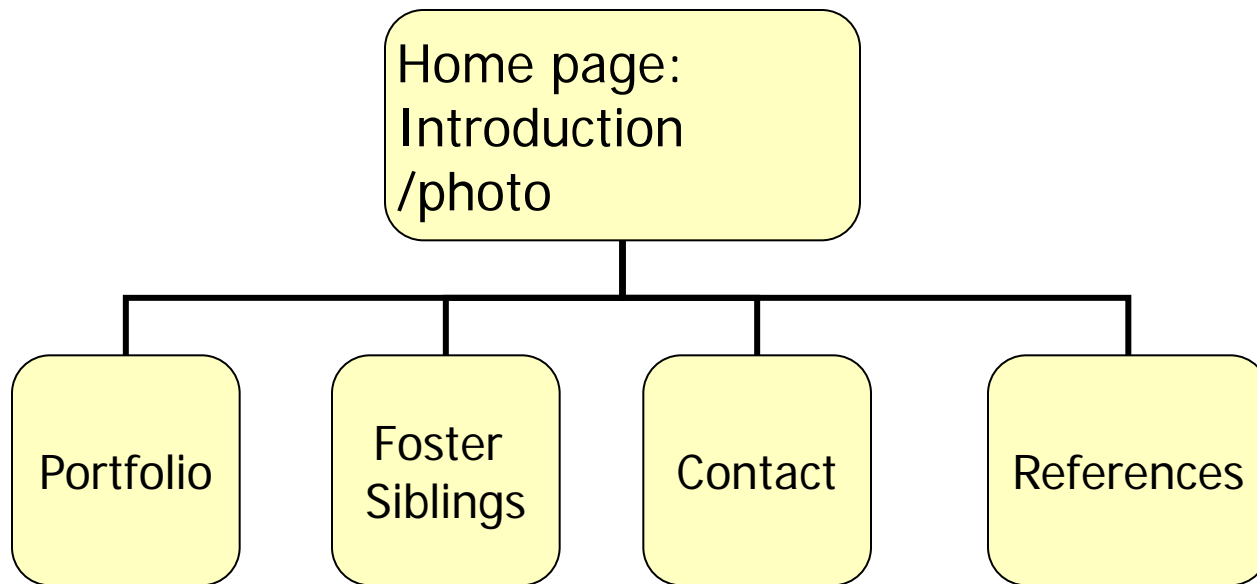
# Site Map for portfolio page



# Sadie



# Site Map for Sadie



# Copydeck for Sadie

# Wordpress

- Themes
- Custom headers
- Static or dynamic
- Widgets
- Post vs. Page
- Linking

# Wordpress Settings

- **General settings**
  - Tagline
- **Reading Settings**
  - Front page: Static page
- **Discussions Settings**
  - Require moderation
- **Privacy Settings**
  - Enable or disable search engines

# Hosted vs. self-hosted Wordpress

Hosted at Wordpress.com	Self-hosted Wordpress
<p><b>Pros</b></p> <ul style="list-style-type: none"><li>• Just a few minutes to set up</li><li>• Free – no need to pay for hosting</li><li>• Variety of themes to choose from</li><li>• Software never needs updating</li></ul> <p><b>Cons</b></p> <ul style="list-style-type: none"><li>• Limited customization</li><li>• Limited widgets</li><li>• Pay extra to store video or audio (but linking is OK)</li></ul>	<p><b>Pros</b></p> <ul style="list-style-type: none"><li>• Unlimited customization (if you know how or can hire someone)</li><li>• Branded URL and links</li><li>• Plug-ins and widgets to do just about anything you can think of (though finding the right one can be difficult)</li><li>• Both free and for-a-fee themes</li></ul> <p><b>Cons</b></p> <ul style="list-style-type: none"><li>• Pay for domain registration (about \$12/year)</li><li>• Pay for hosting (about \$50/year, more with privacy enhancements)</li><li>• Limited (if any) theme support</li><li>• Manual updating of software</li></ul>

# Registering a Domain Through Wordpress

- **What is it?** Go to [www.mysite.com](http://www.mysite.com) instead of [www.mysite.wordpress.com](http://www.mysite.wordpress.com)
- **Cost:** \$17/year. For \$8 more, you can make the domain registration private.
- **Drawbacks:** No FTP access. If you want to self-host your blog later you will need to transfer your registration.

# Domain Forwarding/Masking

- **What is it?** If you already own [mysite.com](http://mysite.com) and want to forward to [mysite.wordpress.com](http://mysite.wordpress.com).
- **Cost:** About \$12/year for domain registration. (More for private registration.) Pages still hosted for free at Wordpress.com.
- **Drawbacks:** Only works for home page unless you upgrade Wordpress account (\$12/year):  
<http://en.support.wordpress.com/domain-mapping/map-existing-domain/#nameserver-instructions>
- **More:** <http://help.godaddy.com/article/422>

# URLs

- File and folder names become part of the URL
  - keep them short
- Use lower case letters
- Don't use spaces

# Questions??