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?

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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.

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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

Home page:
Introduction/photo

Resume  Portfolio  Contact  References
Sadie
Site Map for Sadie

Home page:
Introduction/photo

- Portfolio
- Foster Siblings
- Contact
- References
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

<table>
<thead>
<tr>
<th>Hosted at Wordpress.com</th>
<th>Self-hosted Wordpress</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pros</strong></td>
<td><strong>Pros</strong></td>
</tr>
<tr>
<td>• Just a few minutes to set up</td>
<td>• Unlimited customization (if you know how or can hire someone)</td>
</tr>
<tr>
<td>• Free – no need to pay for hosting</td>
<td>• Branded URL and links</td>
</tr>
<tr>
<td>• Variety of themes to choose from</td>
<td>• Plug-ins and widgets to do just about anything you can think of (though finding the right one can be difficult)</td>
</tr>
<tr>
<td>• Software never needs updating</td>
<td>• Both free and for-a-fee themes</td>
</tr>
<tr>
<td><strong>Cons</strong></td>
<td><strong>Cons</strong></td>
</tr>
<tr>
<td>• Limited customization</td>
<td>• Pay for domain registration (about $12/year)</td>
</tr>
<tr>
<td>• Limited widgets</td>
<td>• Pay for hosting (about $50/year, more with privacy enhancements)</td>
</tr>
<tr>
<td>• Pay extra to store video or audio (but linking is OK)</td>
<td>• Limited (if any) theme support</td>
</tr>
<tr>
<td></td>
<td>• Manual updating of software</td>
</tr>
</tbody>
</table>
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.

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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](http://en.support.wordpress.com/domain-mapping/map-existing-domain/#nameserver-instructions)

• **More:** [http://help.godaddy.com/article/422](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??