

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

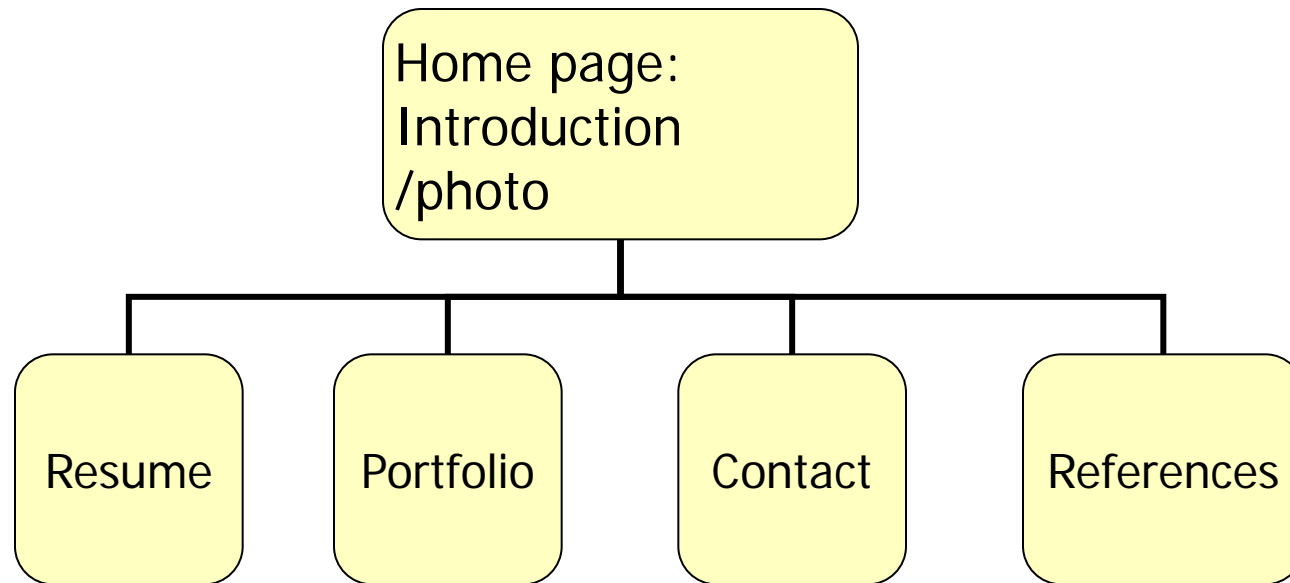
Tips for LinkedIn

- 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

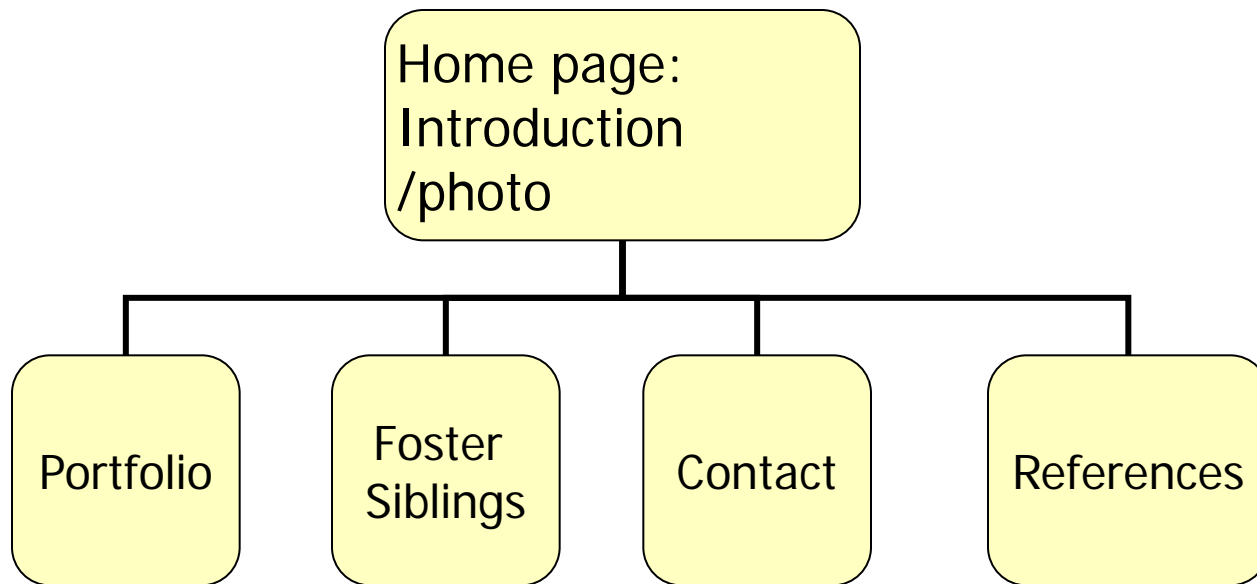
Site Map for portfolio page



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

Registering a Domain Through Wordpress

- **What is it?** Go to www.mysite.com instead of 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 and want to forward to 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??