

WEBSITE
TIPS

2022-
2023

the
ULTIMATE
MINI GUIDE

Explore 10 tips to starting your personal website





LET'S GET TO WORK

Whether you're a student, or working professional, it's time to elevate your resume and create a visual website to display your brand and communicate professionally with future employers.

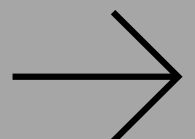
This process may be unfamiliar and overwhelming, that's why I've created 10 tips to get you on the right track. Let's unpack all the steps you should follow to build your personal website.



RESEARCH



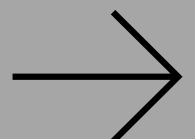
With any project, research is key to understanding your motives and can also be a source for inspiration. Your personal website should feel like *you*, but don't discredit the power of finding other examples. You may come across a unique idea you want to mimic or discover what you don't like.



VISUALIZE



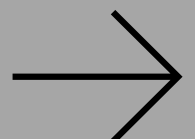
Create a vision board for your inspiration. Think about your colors, pictures, fonts, layout, etc. What speaks to you and what feels like you. A personal site is a reflection of your brand and in order for it to feel authentic it should be visually consistent and have a theme.



IMPLICATIONS



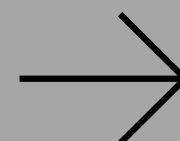
Think about your goals for the project. Are you trying to attract a high volume of people to your site? Display your work? Provide detailed information? Once you narrow down your target, hold yourself accountable throughout the process to ensure it's clear to your audience what the purpose is.



COLLECT



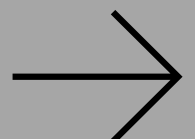
Sitting down to create a website can feel daunting, you may be thinking what I should include and what should I leave out. First, compile all of your materials. Find between 5-10 visuals you like so that you have options to choose from. Go through your work and select your favorite pieces if you're creating a portfolio. Begin writing blurbs such as your "about me" to play with the language, etc. Once you have all your "materials" on deck you can plug different pieces in.



PLACE



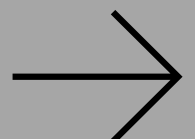
Now that you have your “content” you’ll want to physically get it onto the site. Think about your placement. Think headers, subtitles, text, and categorizing what should go where. Focus on getting the content onto the pages and you can worry about the aesthetics later. To add dimension, vary the sides you have text vs. images in each section.



DESIGN



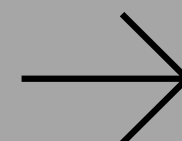
With all your content on different pages, begin to experiment with the layout, layers, buttons, and hidden features. Are you going for simple clean lines or trying to embellish each page maximizing the content and resources for your viewers. Streamline your font, sizing, and overall site flow. Here you can add fun elements like video background, or picture animations.





CHALLENGES

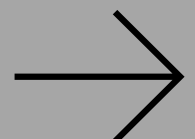
Inevitably along the way there will be frustration, and learning curves. Identify these pain points and a plan to overcome them. Use your resources, watch help videos, or step away if you're in a creative rut. Sometimes the best art comes from trial and error. Experimentation is welcome!





PROOF IT

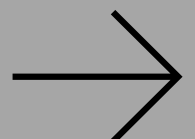
Come back to your project with fresh eyes and a fine-tooth comb to look for spelling errors, grammatical issues, any inconsistencies, or clutter. Before publishing it should be up to your standards and you should preview the site view on both a desktop and mobile device for accessibility.



SHARE



Consider your network; this is a personal website and a reflection of you and your work. Who is your audience? Depending on your services or brand it may be most appropriate to share over LinkedIn or perhaps social media. This is a unique way to stand out, don't sell yourself short.





Keep your login credentials handy. This is a “virtual resume” and will constantly change over time as you and your work evolve. Update your site so that’s the most current reflection of you and your mission. Whether it’s being sent to a future employer or not, treat it as though someone is always looking.

