



Building a Web Portfolio

Topics

Web Presence

- Your digital footprint
- Types of website
- Domain names

General Tips

- Web design
- Using media
- Search engines



Web Presence



>1.09 billion

Total number of websites in the world*





≈ 200 million

Actually active websites





3 new sites/second



Digital footprint

Your mark on the web - good and bad!

Cast a wide net, but manage it well

Be careful to only expose the information you want.

Remember, IT'S THERE FOREVER

Look yourself up on Google - what have you got out in public?

Leaving a positive footprint

- Choose relevant types of sites
- Organise work sensibly across platforms
- Curate them & link them together ([*](#))
- Put your private life behind privacy settings!
- Be active & contribute regularly
- Remember [Wheaton's Law](#)!

Contact Info

Be smart about what personal contact details you leave on the open web.

Use dedicated email accounts where needed.

Better still, add a contact form on your website.

NEVER PUBLISH YOUR PERSONAL PHONE NUMBERS AND ADDRESSES!

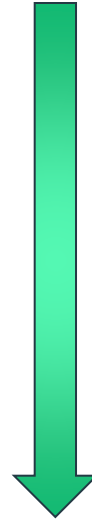
Portfolio options

- Social media platforms
- Hosted portfolio sites
- Website building services
- Self-hosted web platforms
- Bespoke site

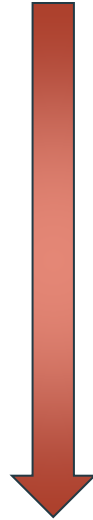
Creativity



Freedoms



Complexity



Social platforms

The 'Established' Ones

- [Instagram](#)
- [Facebook](#)
- ~~Twitter X~~ 🤖
- [YouTube](#)
- ~~TikTok~~ 🤨
- etc.

The Alternatives

- [Pixelfed](#)
- [diaspora*](#)
- [Bluesky](#)
- [Mastodon](#)
- etc.

Blogging

Yeah it's still a thing.

Though less popular today, blogs are a good way to present information linearly.

E.g. project progress, exhibition planning

Sites like [Blogger](#), [Tumblr](#) and [Wordpress.com](#) offer free blogging tools.

Hosted Portfolio Sites

Generalist

- [Behance](#)
- [Adobe Portfolio](#)
- [Carbonmade](#)
- etc.

Specialist

- Photos: [500px](#), [GuruShots](#), [YouPic](#)
- Music: [SoundCloud](#)
- 3D/VFX: [CGSociety](#)
- etc.

'Free' page builders

- [Wix](#)
- [Canva](#)
- [Carrd](#)
- [Tilda](#)
- [Webflow](#)
- [Wordpress.com](#)
- others...

- Convenient
- Accessible
- Customisation options vary

- Full features gonna cost 💰

Commercial page builders

- [Squarespace](#)
- [GoDaddy](#)
- [Hostinger](#)
- [IONOS](#)
- others...

- Usually no free tiers
- Better support but no future-proofing!
- Are often hosting companies as well

Do your research

Which communities and services are best suited to your work?

Read the terms & conditions on the sites you use... (🏆)

- Who owns the uploaded work?
- What can the host do with your IP? What sorts of content are permitted/disallowed?
- Can you opt out of (e.g.) AI training?
- How easy is it to go elsewhere?
- What happens to your content if the site disappears?



If something is free,
you are the product.

- Richard Serra (1973)



Self-hosted platforms

- [Wordpress.org](https://wordpress.org)
- [Joomla](https://joomla.org)
- [Drupal](https://drupal.org)
- Others...

Bridge the gap between hosted and self-built sites.

Different skills needed but usable at different technical levels

Bespoke web design

Complete control & freedom to do what you want.

Future-proof and transferable.

Built on underlying technologies: *HTML, CSS, JavaScript, PHP, SQL* etc.

By far the most technical approach - web design is a high-end, multifaceted skill.

If you can't do it yourself it's going to cost money!

Costs

Hosted Services

Free with limits

Subscription costs for full features

Some features charged separately

Domain name

Self-Hosted

Web hosting

Web designer if wanted

Domain name



awwwards.com/websites/portfolio



0.05 seconds

Average time to form an opinion





47%

Users lost after **2 seconds** of page loading





5.59 seconds

Average time spent reading content





88%

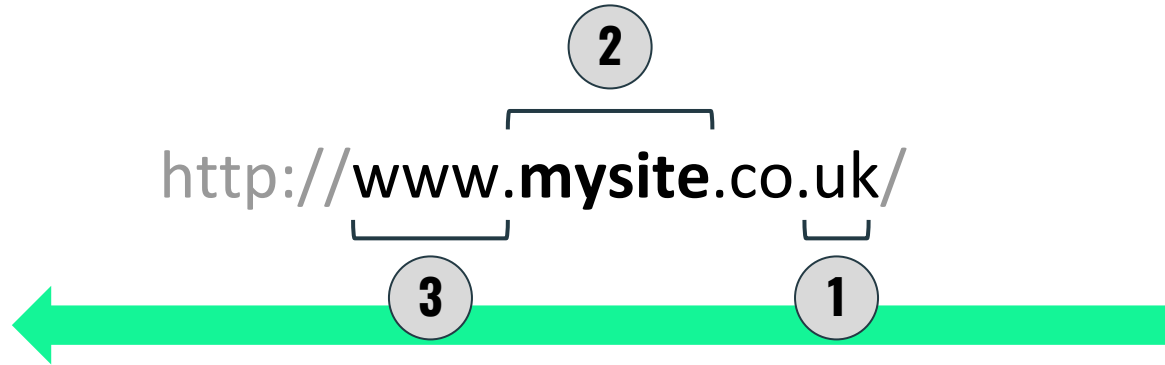
Users who won't return after a bad experience





Domain Names

Domain Names



1. Top-level Domain (TLD)
2. 'Domain name'
3. Sub-domain

Buying a domain name

Most of the original TLDs have already been claimed.

- The occasional invented/foreign language name may still be available.

Look at the extended range of TLDs to see what is available.

- e.g. .name, .me, .art, .design etc.

Use [WHOIS](#) to see if a name is already registered.

Avoid overly long names or names you'll have to spell out every time.

Buy from a '*domain registrar*'. Shop around for deals - may be free with hosting!



General Tips

Effective Web Design

- **Look at examples!**
- Use [patterns](#)
- Don't clutter
- Use colour and layout effectively
- Don't fight the template!
- Be accessible
- Be efficient
- [Don't Make Me Think!](#)
- Test everywhere

Images

1. Always work from the highest quality images you have.
2. Never upscale!.
3. Upload the largest viewing-suitable size to curated platforms.
4. You may need multiple sizes ready for elsewhere.
5. JPEGs (high quality) for photos, PNGs for graphics. NOTHING ELSE. sRGB colour space.

Audio/Video

Make the most of [YouTube](#), [Vimeo](#), [SoundCloud](#) etc. Don't try hosting your own!

Many hosted platforms offer direct integration of media into your pages (for a fee!).

Use the embed code to add media to other sites.

Videos should be uploaded as high-quality MP4 files.

- Use either the H.264 or H.265 (aka HEVC) codecs.

Audio usually MP3 or AAC files.

Search Engines

Google and other search engines will crawl through your site frequently.

- Home pages get indexed most often.
- Hosted portfolio content is 'less important'.

> **90%** of traffic comes via Google.

SEO is a 4-letter word!

Good search placement requires quality, well-linked content.