

Portfolio Site

How many pages and what to include?

This will depend on what exactly you are offering but you should at least have:

Homepage

'About' page

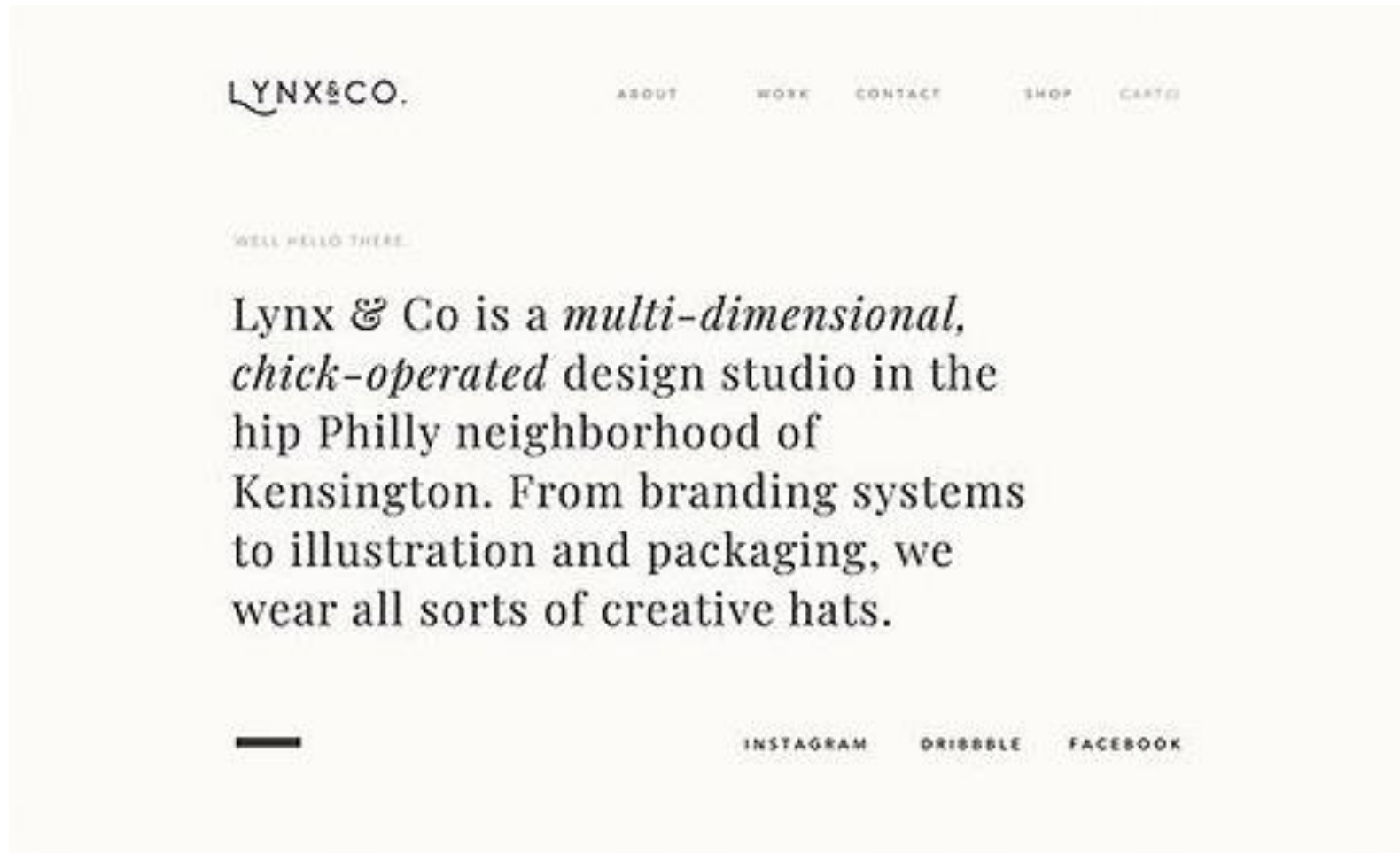
'Portfolio', 'Work' or 'Projects' page(s)

'Contact' page

Design

The design you choose can mean the difference between driving most customers away and inspiring most of them to bite.

Minimalism is definitely the way to go when it comes to portfolio sites.



<https://www.lynxandcompany.com/home>

Logo with Tagline

It is a given that you will have a professional, relevant and well thought out logo but a tagline can also be important.

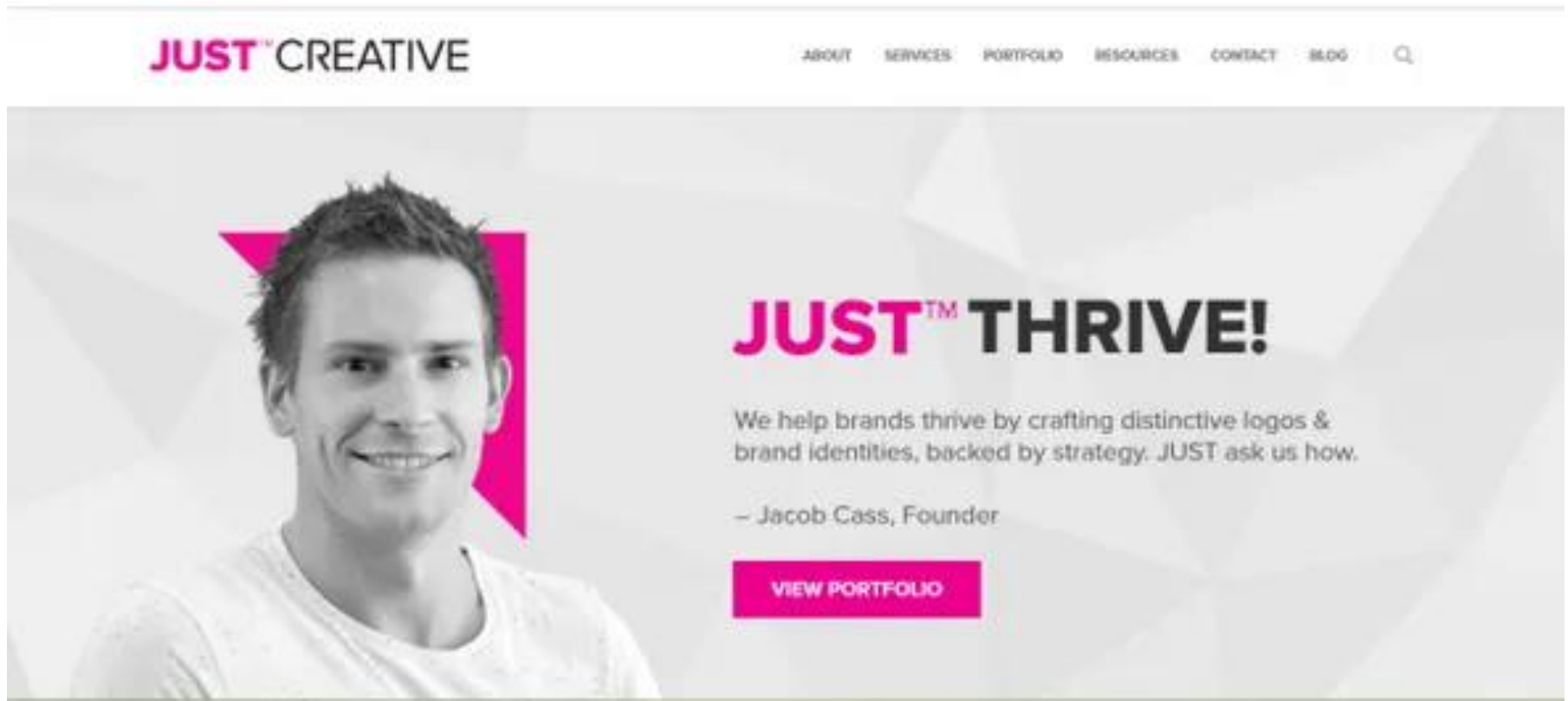
A good tagline can describe yourself and the services you provide with a quick, short phrase.

This provides a quick way for visitors to decide if your services are right for them before they contact you.

Logo with Tagline

Try to be short yet descriptive with your tagline.

“UK-based graphic designer creating impactful branding through custom and strategic design” is more descriptive than “graphic designer.”



<https://justcreative.com/>

Target language

Who is your target audience and what is the overall aim of your website?

Your portfolio site should showcase your skills and personality, so invest time in thinking about exactly what your message is – and who it's aimed at – before considering how to best communicate it.

You want the message that your site sends out to be consistent with the work you do.



<https://www.adhamdannaway.com/>

Call to Action

Refer back to the decision you made when you determined the purpose of your portfolio site. It'll help you come up with calls to action for your site, particularly on the homepage.

Are you trying to land more clients for your graphic design business? Using “Request a Quote” as your call to action would be appropriate.

Call to Action

Determine the purpose your portfolio site serves, and make sure the action you want customers to take on landing pages makes sense.

The logo for Milk & Tweed features the brand name in a bold, black, serif typeface. The text is centered within a large, solid yellow rectangular field.

Milk & Tweed

<https://milkandtweed.com/>

Services

Sure, you may be a graphic designer or advertising creative, but those likely aren't the only services you provide to your customers.

Designate a spot on your homepage that briefly lists the services you offer.



<https://shawnjohnston.ca/>

Make yourself available

If your site doesn't make it clear how visitors can get in touch with you, they won't try very hard to find out.

Devote space on your homepage to telling people how they can reach you.

Different people prefer different methods of contact, so supply a couple of ways that they can do so – make it easy for them.

Be yourself

Don't copy someone else's site design just because you think it looks good.

It's vitally important that your portfolio website shows off who you are and what you do: by creating an original website you'll help ensure that it comes to mind when people are searching for your services.



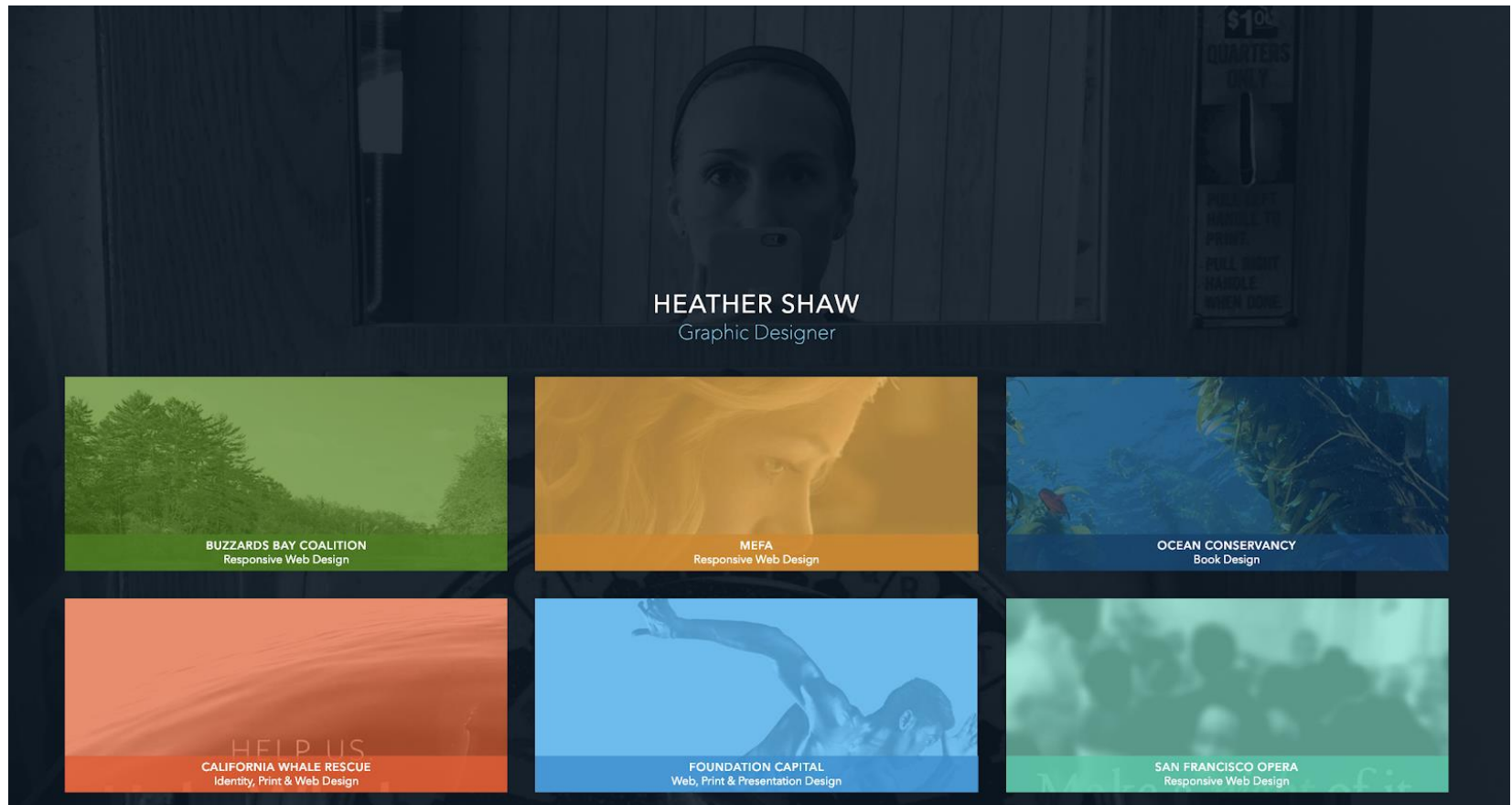
<https://www.moragmyerscough.com/>

Show some personality

When visitors are looking at your website, they want to know who you are.

Add a bit of personality, perhaps with a good headshot of yourself, to let them know you're a real person with your own style and identity.

This is optional and if you are not comfortable adding this to your website then you don't have to.



<http://heathershaw.com/>

Information About Yourself

Don't underestimate the curiosity of potential clients. Some would love to learn your professional story about how you learned to do whatever it is you do as well as any official education/training, awards and recognitions you've picked up along the way.

Don't be afraid to break away from a professional tone to share your thoughts, feelings and opinions while you tell your story.

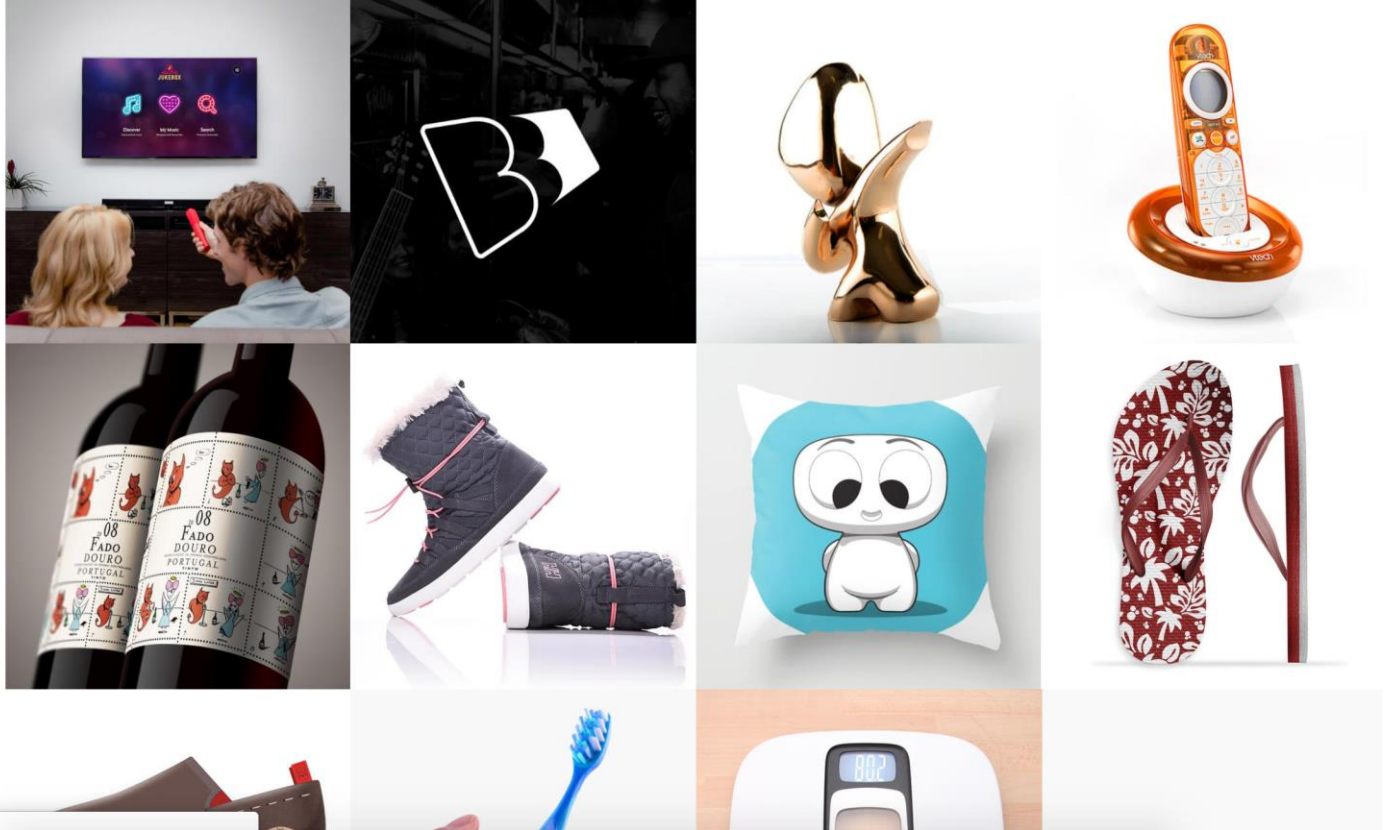
MDZ

PROJECTS

SERVICES

ABOUT

CONTACT



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<https://www.mdzdesign.com/projects>

<https://www.mdzdesign.com/about>

Create fresh content

Google loves fresh content, so a great way to improve the search ranking of your site is to keep it up-to-date through a blog.

Always keep your posts relevant and linked to what it is you do, as that's why people are looking at your site to begin with.

Google also loves video, as do visitors – a short, engaging video could help keep people on your site for longer.

Show off

Your portfolio website is like a living CV: the content on it should be up-to-date and make it clear to people what you can do.

It's a vehicle for demonstrating your professionalism and talents, so make sure that you show off new projects and skills as soon as they're ready for the world to see.



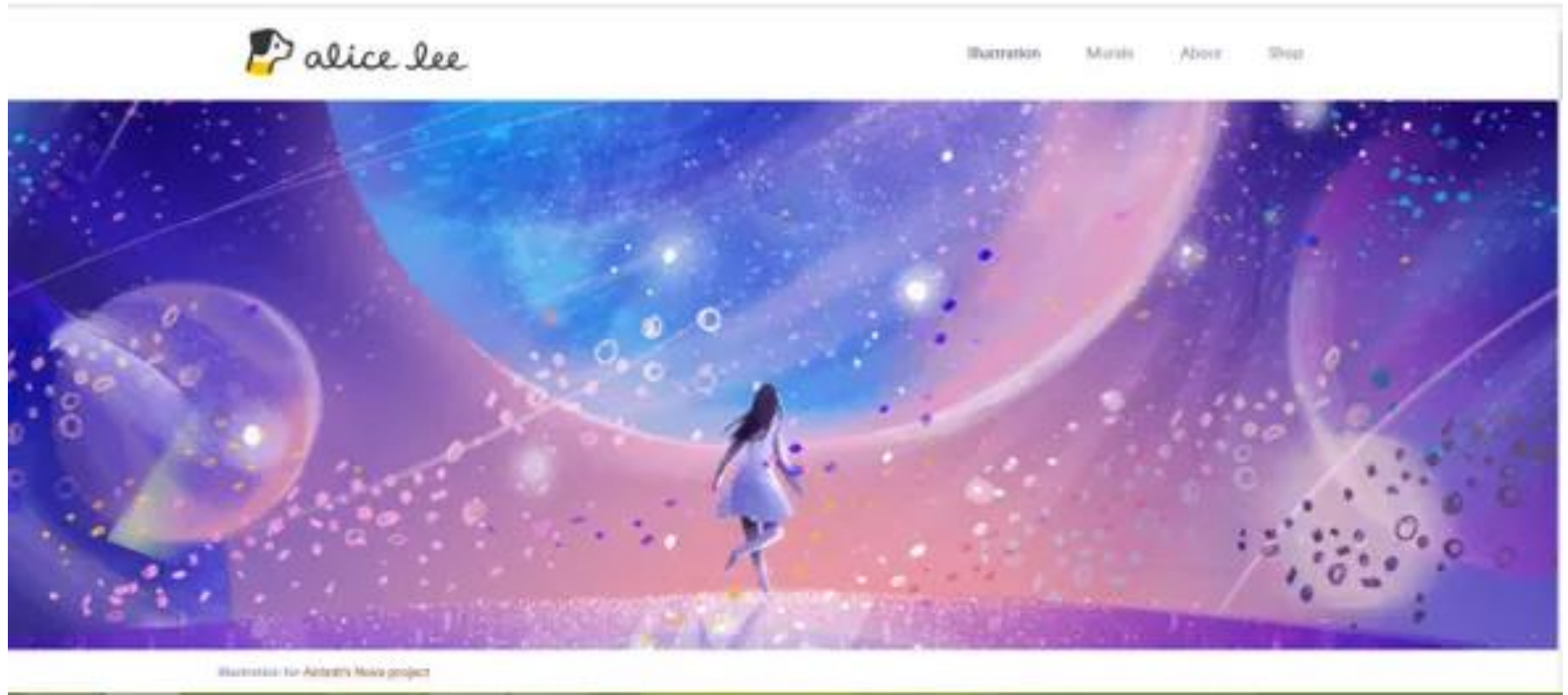
<https://www.yeshidesigns.com/>

Shout about your clients

Another way of proving your pedigree is to show off your previous clientele.

This tells potential new clients that you have been trusted to do important work before and shows you have a track record.

If you have worked with a well-known company or brand, it'll add more weight to your skills.



<https://www.byalicelee.com/>

Get recommended

Why should anyone just take your word for how great you are?

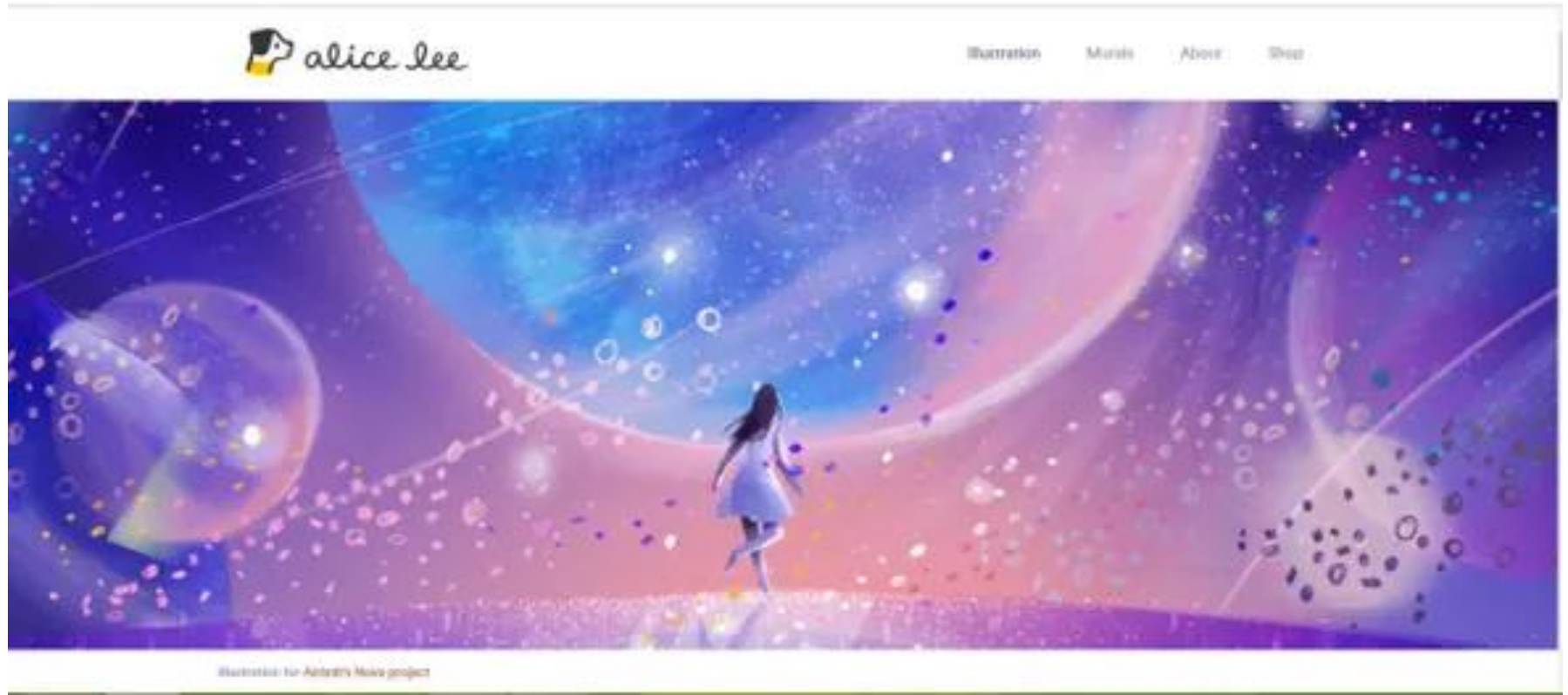
Direct quotes from your clients act as reviews of your services and can be published on your site.

These testimonials add a level of trust, reassurance and authenticity, further proving your experience and ability to produce top quality work.

Live examples

Linking to existing pieces of work that your previous clients are currently using further demonstrates your prowess as a professional.

Showing that other people are invested in your skills and trust your work can help to reassure new clients or employers that you really are as good as you say you are.



<https://www.byalicelee.com/>

Content

Producing content related to your niche is one of the best ways to establish yourself as an authoritative presence on a particular topic and also provides a wonderful way for you to grow your audience.

Blogs are the traditional way to go, but what happens if you aren't a strong writer?

Content

Start a YouTube channel or podcast?

Video and audio content are definitely more popular these days, so if you can speak better than you write, go for it, and share the content on your website.

Relevant Social Media Accounts

Create a professional social media presence and link to it from your site.

Not only is it another form of marketing, it also provides yet another way for you to look like an authority in your niche.

But make sure it is a professional SM presence and not a personal one; always keeps professional and personal separate.



<https://www.nmore.co/>