

# The Ultimate Guide to Creating a Portfolio Site That Gets You Hired, Second Edition

In today's competitive job market, having a strong online portfolio is essential for getting hired. A well-designed portfolio site can showcase your skills, experience, and accomplishments in a way that makes you stand out from the crowd. But creating a portfolio site that gets you hired is not as simple as just throwing together a few of your best projects.

There is a lot of thought and planning that goes into creating a portfolio site that is effective. In this guide, we will walk you through the entire process of creating a portfolio site, from start to finish. We will cover everything from choosing the right domain name and hosting provider to designing your site and writing your content.



## How to Create a Portfolio & Get Hired Second Edition: A Guide for Graphic Designers, Illustrators by Fig Taylor

★★★★☆ 4.4 out of 5

Language : English  
File size : 17941 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Print length : 282 pages



### 1. Choose the Right Domain Name

The first step in creating a portfolio site is to choose a domain name. Your domain name is the address of your website on the internet. It is important to choose a domain name that is easy to remember and relevant to your brand.

If you are a designer, you may want to choose a domain name that includes the word "design" or "portfolio." For example, a good domain name for a designer might be [www.johndoeportfolio.com](http://www.johndoeportfolio.com).

If you are a developer, you may want to choose a domain name that includes the word "development" or "web." For example, a good domain name for a developer might be [www.janedoeweb.com](http://www.janedoeweb.com).

Once you have chosen a domain name, you need to register it with a domain registrar. There are many different domain registrars available, so you can shop around for the best price.

## **2. Choose a Hosting Provider**

Once you have registered your domain name, you need to choose a hosting provider. A hosting provider is a company that stores the files for your website on its servers. There are many different hosting providers available, so you can shop around for the best price and features.

When choosing a hosting provider, there are a few things you should keep in mind:

- **Uptime:** The uptime of a hosting provider is the percentage of time that their servers are up and running. You want to choose a hosting

provider with a high uptime so that your website is always accessible to visitors.

- **Bandwidth:** The bandwidth of a hosting provider is the amount of data that can be transferred to and from their servers each month. You want to choose a hosting provider with enough bandwidth to handle the traffic to your website.
- **Storage space:** The storage space of a hosting provider is the amount of space on their servers that is available for your website files. You want to choose a hosting provider with enough storage space to accommodate your website's files.
- **Customer support:** The customer support of a hosting provider is the level of support that they provide to their customers. You want to choose a hosting provider with good customer support so that you can get help if you need it.

### 3. Design Your Site

Once you have chosen a domain name and a hosting provider, you can start designing your site. The design of your site is important because it will impact how visitors perceive your brand.

There are a few things you should keep in mind when designing your site:

- **Layout:** The layout of your site should be easy to navigate and visually appealing. You want to make it easy for visitors to find the information they are looking for.
- **Color scheme:** The color scheme of your site should be consistent with your brand. You want to choose colors that are complementary

and that create a positive impression.

- **Typography:** The typography of your site should be easy to read and visually appealing. You want to choose fonts that are complementary and that are appropriate for the tone of your site.
- **Imagery:** The imagery on your site should be high-quality and relevant to your brand. You want to choose images that are visually appealing and that help to tell your story.

#### 4. Write Your Content

The content on your site is just as important as the design. The content is what will inform visitors about your skills, experience, and accomplishments.

When writing your content, there are a few things you should keep in mind:

- **Clarity:** The content on your site should be clear and concise. You want to make it easy for visitors to understand what you are saying.
- **Conciseness:** The content on your site should be concise. You want to get your point across without using unnecessary words.
- **Accuracy:** The content on your site should be accurate. You want to make sure that the information you are providing is correct.
- **Relevance:** The content on your site should be relevant to your brand. You want to make sure that the information you are providing is relevant to your skills, experience, and accomplishments.

#### 5. Promote Your Site

Once you have created your portfolio site, you need to promote it so that people can find it. There are a few different ways to promote your site:

- **Social media:** Social media is a great way to promote your portfolio site. You can share your portfolio site on social media platforms like Twitter, Facebook, and LinkedIn.
- **Search engine optimization (SEO):** SEO is the practice of optimizing your website so that it ranks higher in search engine results pages (SERPs). You can improve your SEO by using relevant keywords in your content and by building backlinks to your site.
- **Networking:** Networking is a great way to meet new people and promote your portfolio site. You can attend industry events and meetups, and you can connect with people on LinkedIn.

Creating a portfolio site that gets you hired is not as simple as just throwing together a few of your best projects. There is a lot of thought and planning that goes into creating a portfolio site that is effective.

By following the steps outlined in this guide, you can create a portfolio site that showcases your skills, experience, and accomplishments in a way that makes you stand out from the crowd. You can also promote your site so that people can find it and learn more about your work.

So what are you waiting for? Get started on creating your portfolio site today!

**How to Create a Portfolio & Get Hired Second Edition: A Guide for Graphic Designers, Illustrators** by Fig Taylor

★★★★☆ 4.4 out of 5



Language : English  
File size : 17941 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Print length : 282 pages



## Made to Order Robots and the Coming Revolution

Robots are becoming increasingly common in our lives. We see them in factories, warehouses, and even in our homes. As technology continues to develop, robots are becoming...



## Making Broadway Dance: Kao Kalia Yang's Journey to Broadway

Kao Kalia Yang's journey to Broadway is an inspiring story of perseverance, passion, and overcoming adversity. From...