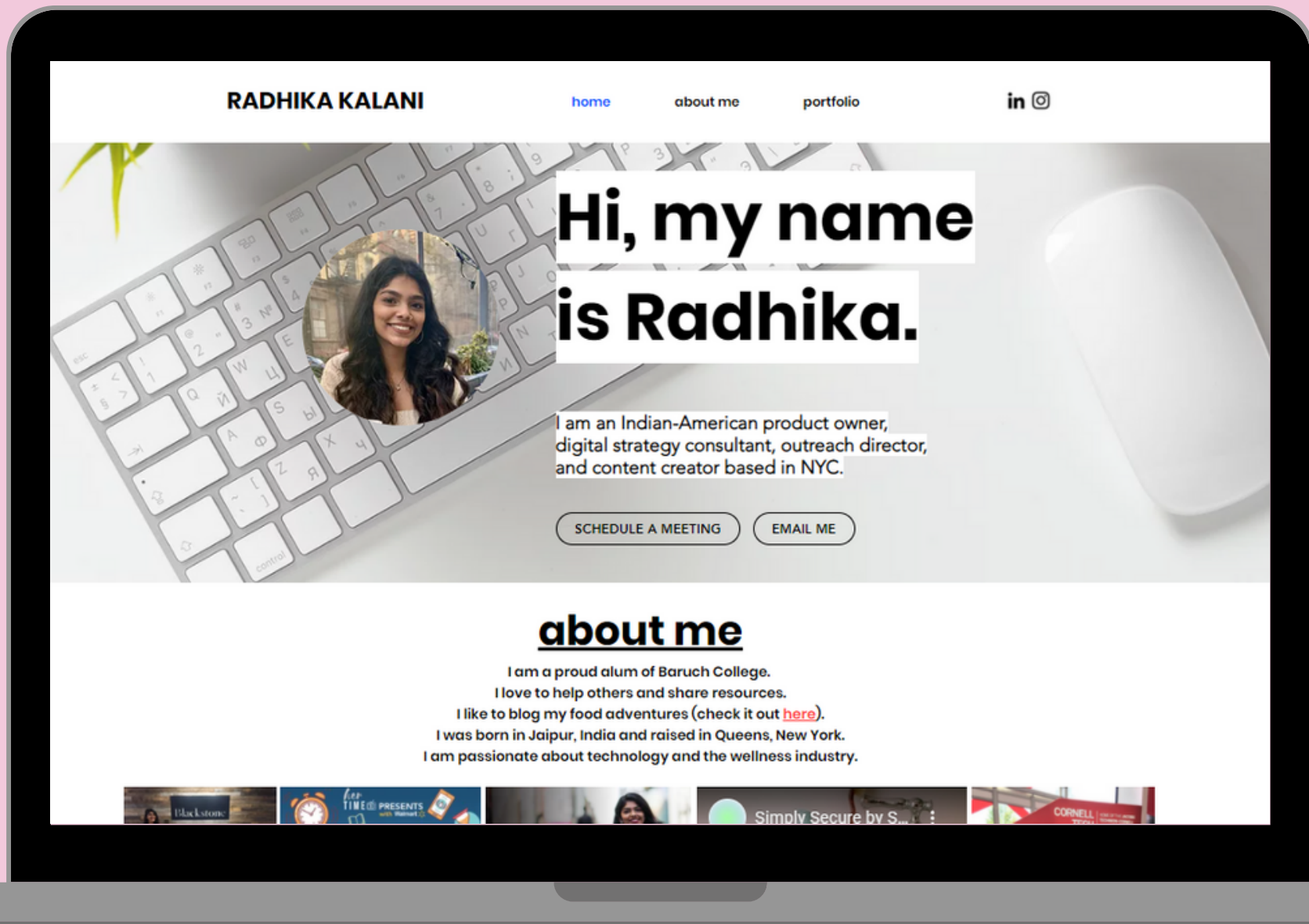


# CREATING A PERSONAL WEBSITE

FYI - NO CODING EXPERIENCE IS REQUIRED



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# benefits of having a personal website

## #1 - show, not tell your experiences

*Add color to your static resume/CV by showcasing your projects through a digital portfolio.*

## #2 - control your personal brand

*Google your name. What do you see? Like it? You can control what recruiters see when they Google you.*

## #3 - curate your digital footprint

*Foster international connections by creating a centralized hub of your digital media presence.*

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# personal website checklist



Establish the purpose of your website



Gather assets (projects, photos, etc.)



Pick a website builder and hosting service



Start creating/designing your website



Market your website on your socials



Reiterate (SEO, website revamp, etc.)

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# **establish your website's purpose**

**What story  
do you want  
to tell with  
your website?**

**What do you  
want people to  
do when they  
visit your  
website?**

**Depending on  
the purpose of  
your website,  
the layout can  
look different.**

**Types of  
websites:**  

- digital portfolio
- personal blog
- selling a service

# gathering assets for your website

## digital portfolio

*Start creating a repository of all your projects while taking note of how you'd want to "bucket" your projects.*

## personal blog

*Pick a color palette and theme for your blog. start creating a content calendar and a backlog of a few blog posts.*

## selling a service

*Gather brand verbiage, your mission statement, photos, and testimonials (this is a must have to build trust).*

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# website costs

There are a few types of costs associated with a website:

- **Custom domain** (a unique website name)
- **Hosting** (paying another service to host your website)
- **Developer** (if you want someone to develop/build your website for you)

## buying a custom domain







## common website builders

*see next slide for pricing comparison.*



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# website builder costs

	PLANS	FEATURES
	FREE: \$0 COMBO: \$14 UNLIMITED: \$18 BUSINESS: \$23	<u>PROS</u> : FLEXIBILITY WITH DESIGN, CREATES WEBSITE FOR YOU (AI) <u>CONS</u> : TEMPLATES CAN'T BE CHANGED EASILY
	FREE: \$0 PERSONAL: \$6 PROFESSIONAL: \$12 PERFORMANCE: \$26	<u>PROS</u> : EASY TO USE, VARIETY OF THEMES <u>CONS</u> : LIMITED DESIGN FLEXABILITY
	FREE: \$0 PERSONAL: \$4 PREMIUM: \$8 BUSINESS: \$25 ECOMMERCE: \$45	<u>PROS</u> : FREE PLAN, POWERFUL E-COMMERCE FEATURES <u>CONS</u> : NOT VERY INTUITIVE, FEW SEO OPTIONS
 SQUARESPACE	PERSONAL: \$12 BUSINESS: \$18 STORE - BASIC: \$26 STORE - ADVANCED: \$40	<u>PROS</u> : GREAT TEMPLATES, BLOGGING FEATURE <u>CONS</u> : EDITOR IS NOT VERY USER-FRIENDLY
	BASIC: \$29 SHOPIFY: \$79 ADVANCED: \$299	<u>PROS</u> : EASE OF USE, SCALABILITY, 24 -HOUR SUPPORT <u>CONS</u> : LACK OF CUSTOMIZABILITY, TRANSACTION FEES

SOURCE: [HTTPS://WWW.WEBSITETOOLTESTER.COM/EN/BEST-WEBSITE-BUILDER/](https://www.websitetooltester.com/en/best-website-builder/)

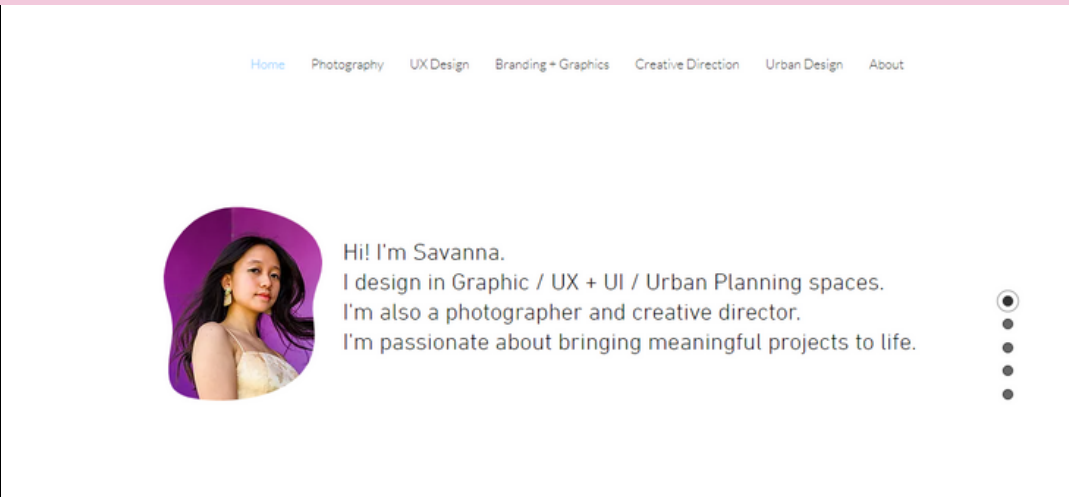
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# digital portfolio



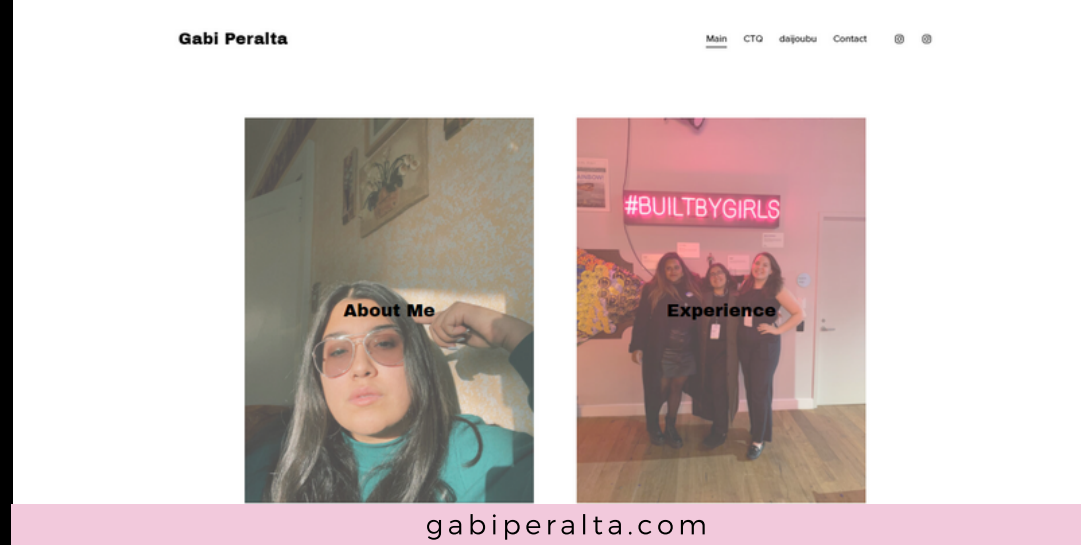
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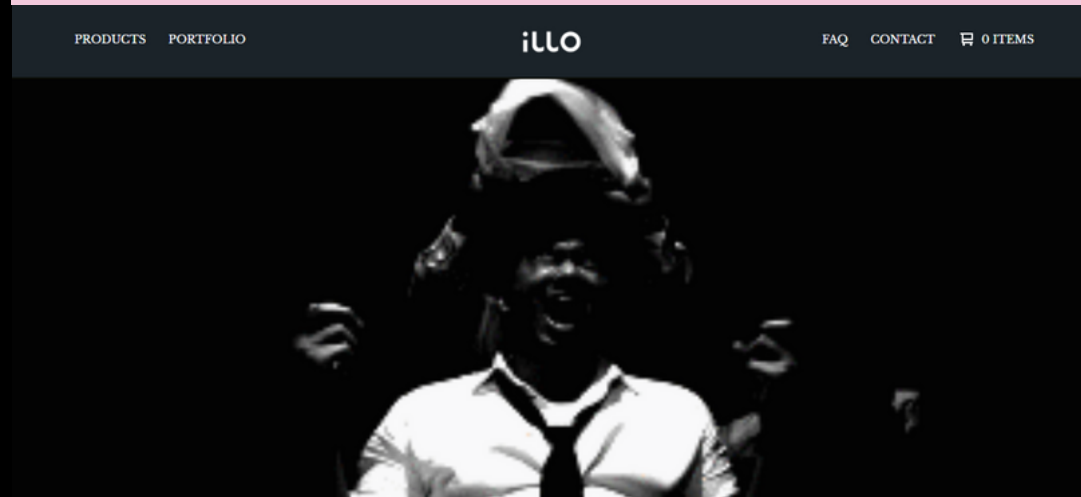
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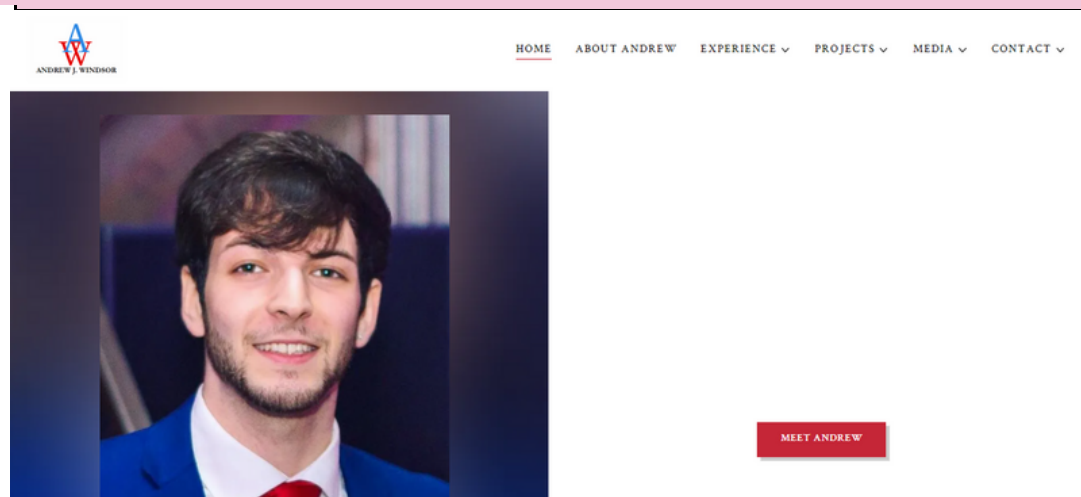
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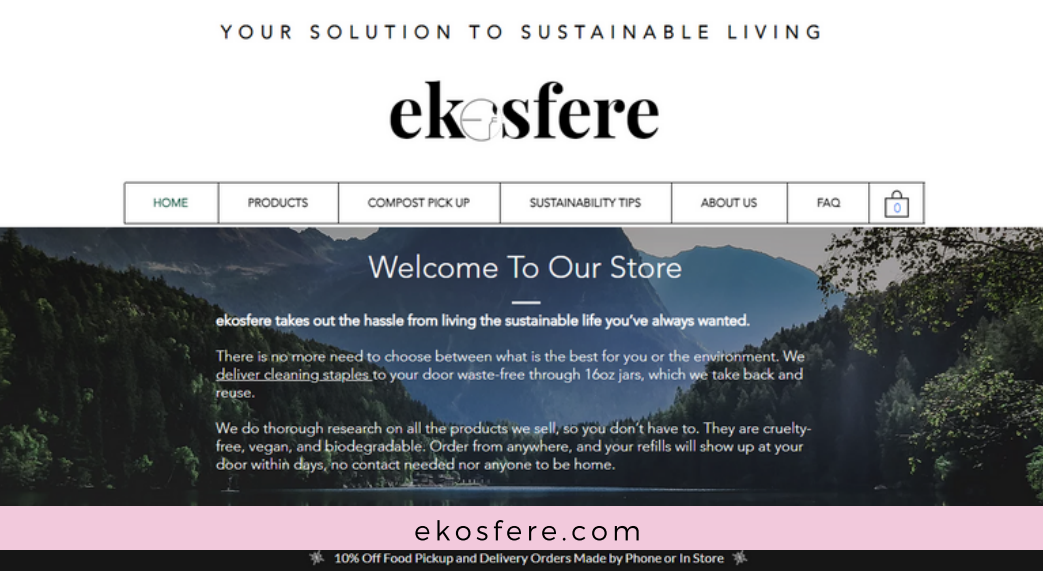


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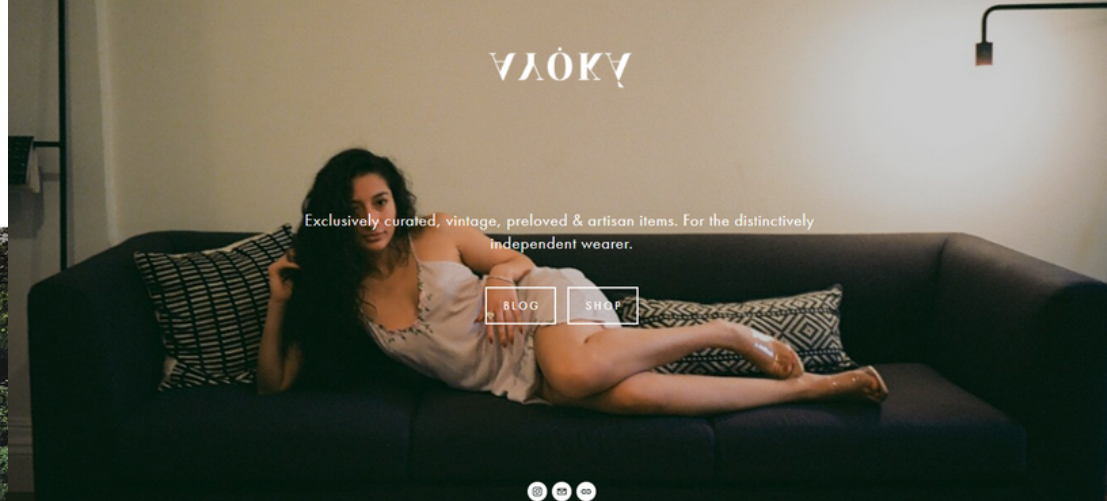


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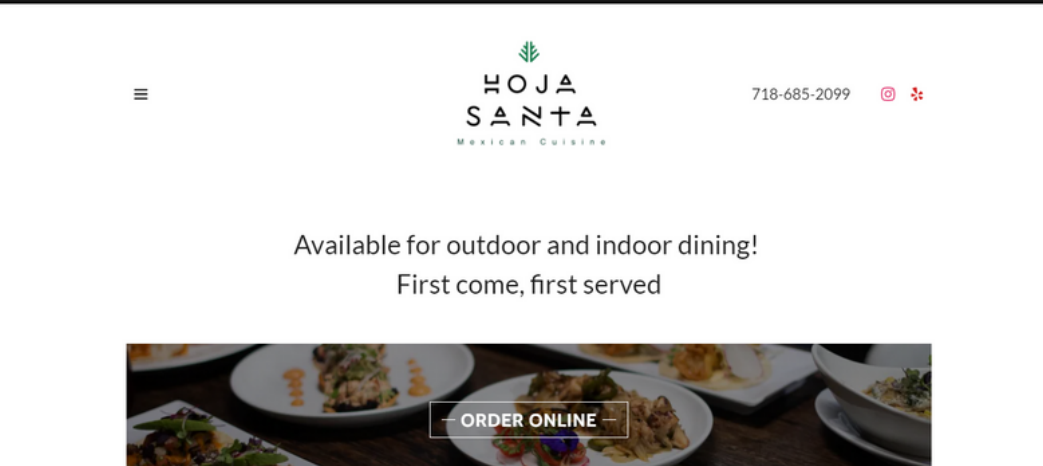




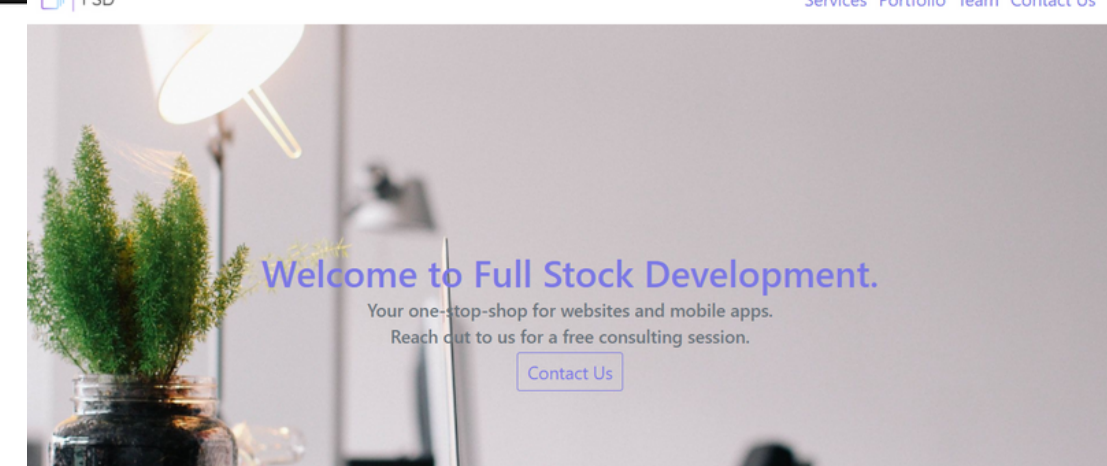
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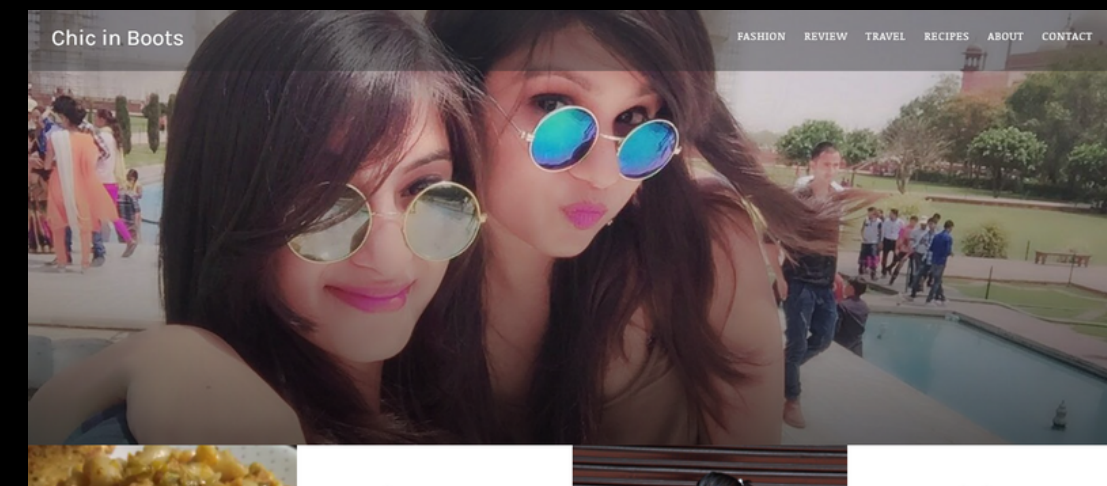


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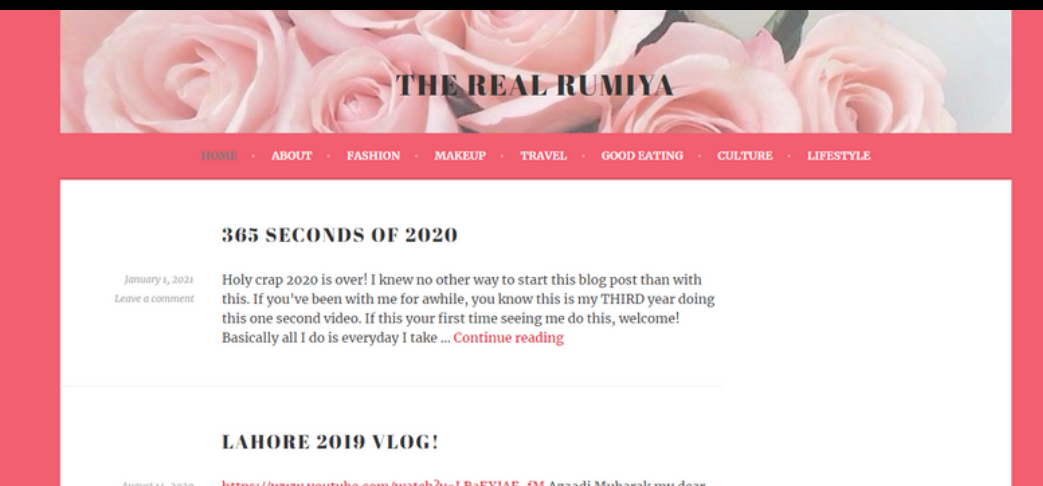


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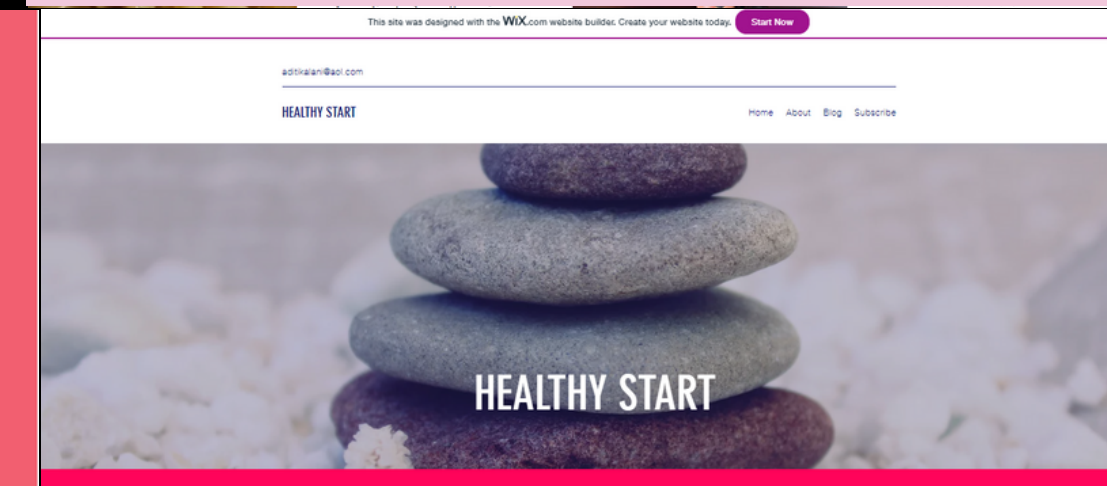
# selling a service & personal blog



chicinboots.wordpress.com



therealrumiya.com



aditikalani0.wixsite.com/healthystart