

## Resources to Create an Online Portfolio

When applying for internships and jobs, it is vital to have an online presence. One way to design and develop an online portfolio site is by using a pre-designed template. The following are general template tools that all majors in the School of Communications will be helpful in developing an online portfolio.

### Common features in all of these tools:

- Predesigned Themes
- Search Engine Optimization options
- No coding knowledge required
- CSS editing available
- Social media integration
- Images, video, audio, documents can be uploaded
- 24/7 Support

### [Behance/Adobe Portfolio](#)

With the free subscription to Adobe Creative Cloud that Webster provides, you also have access to Behance.net. With Behance, you can upload your portfolio and tag each piece to be searchable. Additionally, you can create a full website by connecting your Behance to Adobe Portfolio, which is also free with the Creative Cloud subscription.

### Features

- Customization: Basic. Adobe Portfolio gives you layouts to choose from.
- Domain: behance.net/username (Behance) or username.myportfolio.com (Adobe Portfolio)
- Can connect with LinkedIn, Dribbble, Vimeo and more
- Online community where you can search, save and follow other professional portfolios and get feedback on your work.

Visit [Adobe Portfolio support](#) for help on creating your portfolio.

## Wix

Wix.com is a cloud-based web development platform that allows users to create HTML5 websites and mobile sites, through the use of their online drag and drop tools.

Features

- Customization: Expansive
- Domain: username.wix.com/sitename
- Add-ons include apps such as SoundCloud, Vimeo, Tumblr feed, etc.
- Free sites get 500mb of storage
- [Premium plans](#) allow you to connect your domain, and view site visitors

Visit [Wix support](#) for help on creating your portfolio.

## WordPress

WordPress is a free and open-source blogging tool that features a plug-in architecture and a template system.

Features

- Customization: Basic
- CSS editing is premium only
- Domain: yourname.wordpress.com
- 3 GB of space
- [Premium](#) features gives users more freedom to customize their domain name, website theme, fonts, and colors

Visit [WordPress support](#) for help on creating your portfolio.

## Squarespace

Squarespace is an online website builder, blogging platform, and hosting service that features portfolio templates and responsive designs that work well on desktop and mobile devices.

Features

- Customization: Expansive
- Domain: your-name.squarespace.com
- [Base package](#) includes 20 pages, galleries and logs with unlimited bandwidth, unlimited storage, and fully integrated E-Commerce

Visit [Squarespace support](#) for help on creating your portfolio.

## Tips and Suggestions

- Include your contact information on every page.
- Ensure that the domain name/site address of your site is professional. Try to keep the domain name for your site similar to your email address.
- Label your work. Include name of client (get permission first), date completed, software used, brief project objective and description of your role, any positive outcomes (awards, client praise, etc.)
- Ensure screen size will work for all browser and that the original images, videos, and other large files will load quickly for all browser and connection types.
- Make sure to view your completed online portfolio in different browsers to ensure the content and appearance of your site is consistent with what you intended.
- Search Engine Optimization (SEO) is a way for search engines to find and index your online portfolio. Learn more about using SEO with [Google's SEO Starter Guide](#)
- Promote your portfolio by including the URL on your resume, business cards and LinkedIn.
- Update regularly! Replace old samples with new ones and include news of what you're doing professionally via a blog or a career-related Twitter.