SIX STEPS TO BUILDING
THE PERFECT PORTFOLIO

CARPENTER PENCIL

WOODCLINCHED PENCIL

Nº2

For designers and creators, print résumés are a thing of the past. These days, it's all about the online portfolio. Here's how you can ensure that your online portfolio is in tip-top shape.

○ Don't let the site's design distract from your work

When it comes to your portfolio's design, we like to keep KISS (Keep It Simple, Stupid) in mind. If you're a web designer, it might be tempting to show your potential clients everything you can do with your actual site, but that can be distracting (and annoying). Instead, implement a super simple site design and let your client work speak for itself.
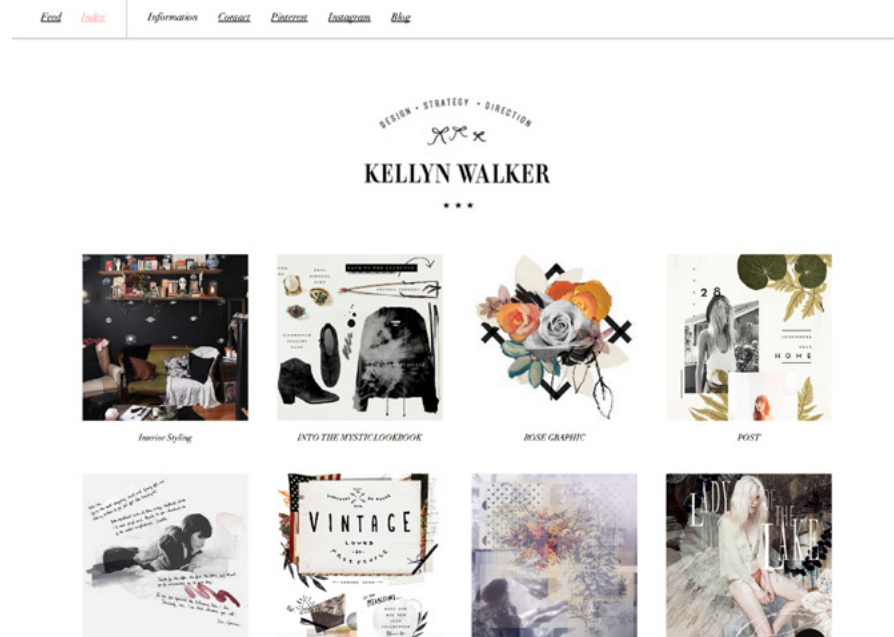
The simplest of site designs from designer Kellyn Walker

☐ Showcase the work you want to be doing

If you're a food photographer who happens to photograph weddings once in a while, put your food photos front and center. If you're a designer who works for big corporations every once in a while but would really prefer to be working with nonprofits -- showcase your non-profit work. Curating in this way will attract the clients who are more in line with your vision.

☐ Don't make it hard to find things

Make sure all of your pages are easy to find in the navigation menu. This is an online portfolio, not a news website. There shouldn't be a million pages, and everything should be at the visitor's fingertips. This also means making sure your contact info is easy to find. Post your email address, include a contact form, or at the very least, a link to your Twitter. Just make sure it's there and make sure it's easy to find.

Make sure images are sized correctly

If you have an image-heavy portfolio, make sure your images are large enough that potential clients can get a good feel for what you can do. Anything smaller than 700 pixels isn't going to cut it. However, going too big can be a hindrance when it comes to page load times. If you must have an image that's 1000 pixels wide (for those cinema displays), make sure you've either optimized it for the web with a service like ImageOptim, or installed a CDN on your site.
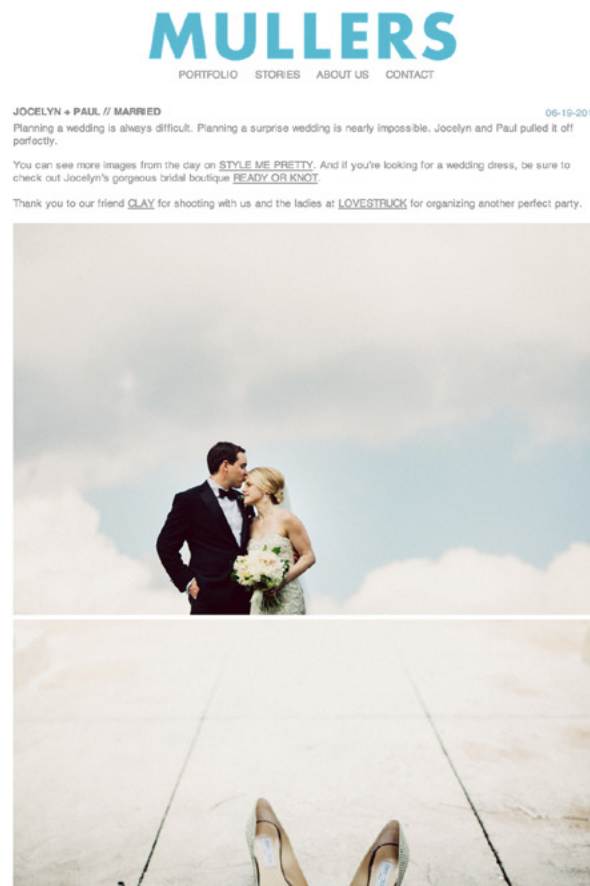
The Mullers portfolio site has some huge photos that load super fast

◯ Find ways to keep your portfolio fresh

If you want people to keep coming back to your portfolio, you'll need to give them an incentive. If you're churning out top-notch work, make sure you're constantly updating your site with new work. If you love to write, keep a blog and update it regularly. Share on social media, shout it from the mountain tops -- you know the drill.

DESIGN / ARTICLES / BOOKS / ABOUT / **NEWSLETTER**

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Creativity-inspired productivity

I'm no productivity expert, but I get asked about it a lot. There are four things I do to get as much as possible done.

Focus on one thing at a time

I suck at multi-tasking. Not just doing more than one thing at a time, but being interrupted when doing one task by something else. This comes mostly in the form of notifications on your computer or phone. Someone liked your photo on Instagram? Someone @'ed you on Twitter? A file was uploaded to Dropbox? New email?!

Every time something bings, beeps or flashes, you're no longer 100% focused on what you were doing. That's why I've turned all notifications off on all my devices, except phone calls (thankfully, those rarely happen).

Paul Jarvis is a web designer who writes A TON on his blog, and has a weekly newsletter

○ Be straightforward about who you are and how you work

This can be done in your About page, in descriptions of your work, or in your work itself, but make sure that potential clients know why they should or should not choose you. If you want your client to be super involved with planning, make sure that's conveyed. If you're remote and don't think you'll ever even meet with your client in person, make sure they know that. And be human! People like real people -- not people who seem like robots that churn out websites. Put a little personality into your descriptions. Make sure there's a photo of yourself on the about page (or if that's not your style, a link to your social media profiles). The more human you are, the more willing people will be to connect and keep sending potential clients your way.

It doesn't get much more straighforward than web designer
Trent Walton's about section

What is Flywheel?

Flywheel is a delightful platform that empowers designers, developers, and digital agencies to focus on what they do best — building beautiful, functional sites for their clients. We make it a breeze to create and develop WordPress sites, handle hosting, manage projects, and ultimately scale your business.

Stop wasting time on server management, security plugins, caching, and all those other boring repetitive tasks that take your focus away from growing your business and jeopardize your relationship with clients. Get Flywheel and get back to doing what you love.

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