

# A 13-step guide on creating a client-converting portfolio site

Looking to craft the perfect portfolio for future clients? We've got you covered! Check out these 13 tips on how to create the perfect client-converting portfolio.



## **ALL OF THE INFORMATION YOUR CLIENT NEEDS TO HIRE YOU IS FOUND ON THE HOMEPAGE.**

The more pages you have on your site, the less control you have over the prospect's journey toward hiring you. Keep it less than three pages.



## **ALL PAGES POINT TOWARD CONVERSION.**

No pages should be "dead-ends" (leaving the visitor wondering where to go next) or "off-ramp" (taking visitors away from your conversion flow). Remove all links that promote other marketing channels—you've already got the visitor where you want them: in your portfolio funnel.



## **THE SITE LOOKS MORE LIKE A FUNNEL THAN A WEB.**

Remember, the more control you have over what a user sees and when, the more likely you are to convert them.



## **THE PROJECTS YOU DISPLAY FOCUS ON RESULTS, NOT LOOKS.**

Your projects should focus less on how great you are and more on how they positively impacted the client.



## **YOU'RE SHOWING 3-5 OF YOUR BEST PROJECTS.**

Your site visitors aren't going to look at 10+ different projects.



## **CRITICAL INFORMATION IS AVAILABLE WITHOUT CLICKING OR HOVERING.**

The more you rely on clients to click their way around your site, the less likely you are to convert them. Make critical information as easy-to-access as possible.





### **THE COPY IS OPTIMIZED FOR QUALITY AND CONVERSIONS.**

Everything on the site is persuasive and compelling. Words convert far more than images or design.



### **YOUR PROJECTS SHOWCASE YOUR CLIENTS.**

This portfolio is not about you. It's about your client and the success they'll have after hiring you.



### **THERE ARE MULTIPLE WAYS TO CONTACT YOU THAT ARE CLEARLY FOUND ON YOUR SITE.**

Some clients prefer phone calls, some prefer email, and others may want to chat in person. Getting to a contact form, phone number, email address, or chat window is super simple from anywhere on your site. Make as many communication forms available as possible.



### **THE PRIMARY CONTACT FORM IS SIMPLE TO FILL OUT.**

Just ask for the basics: name, email, and message.



### **YOU'RE ABLE TO TRACK VISITOR FLOW AND CONVERSION RATES.**

You can't improve what you're not tracking. Determine what a "successful conversion" looks like and then use a tool like Google Analytics to track total conversions and visits to get your conversion rate.



### **THE SITE IS SIMPLE, PROFESSIONAL, AND FOLLOWS BASIC UX PRINCIPLES.**

It loads fast, uses basic fonts, and is expertly designed. Plus, it looks great on a mobile device!



### **THE BRAND IS CLEAR, BUT NOT OVERPOWERING.**

This site is not about you, it's about your clients.

