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.