

## **Six Tips for creating a personal Website:**

### **1. Include: Your Elevator Pitch**

Right off the bat, when people land on your site, you want them to understand who you are, what you do, and what you're looking for.

So, somewhere that's easily accessible (ideally your home page or "about" page), you should include a summary—no more than two to three paragraphs long—laying out the most important things about you.

### **Avoid: Your Life Story**

That said, while you definitely want to tell an engaging story on your site, you're not writing your autobiography here! Just like hiring managers don't spend much time on your resume, there's a good chance that the majority of people visiting your personal website aren't going to spend hours clicking around.

### **2. Include: Examples of Your Best Work**

### **Avoid: Every Piece of Work You've Ever Done**

### **3. Include: Where You Are Around the Web**

We know—your personal website isn't *actually* your only real estate on the web these days. You have your LinkedIn, your Twitter profile, publications you've been published on or places you've been interviewed, your GitHub or Behance profile; I could go on and on.

### **Avoid: Links Totally Unrelated to Your Job**

You should, however, avoid sharing any profiles that are totally unrelated to your job. For example, unless you're a designer or work in another creative field, I have a hunch your Pinterest has little related to your work on it (yes, even if you follow [The Muse](#)). This also applies to blogs that are side projects, most Tumblrs, and your personal Facebook profile.

#### **4. Include: A Great, Professional Blog**

Your personal site is a great place to share your thoughts and philosophies related to your industry, and a blog is the perfect medium to do just that. It gives you a space to become a thought leader, engage with more people around the web, and easily update your network on your career news. Plus, it'll show you have writing skills—a bonus no matter what your job.

#### **5. Include: Testimonials That Prove Your Worth**

Testimonials from people you've worked with in the past can be a great way to make you look even more impressive, especially if they're from well-respected professionals in the field. You can use quotes from people you've worked with before to show off soft skills that would be hard to demonstrate, to let someone else sing your praises so you don't have to, or to simply further prove your worth.

#### **Avoid: Testimonials That Just Sound Like You're Bragging**

A page full of vague testimonials of different people saying “she's great!” or “he's the best person I ever worked with!” is not only going to sound disingenuous—it's going to sound a little bit like you're humble bragging. Plus, it won't actually help the person reading your site learn any more about you. Choose your reviewers carefully, and ask for them to be specific.

#### **6. Include: You, Visualized**

Finally, it's important to remember that your personal site shouldn't just be pages full of text—your resume and cover letter handle that. Instead, find ways to visualize yourself and your accomplishments. Maybe it's creating a simple logo that represents you and what you do. Maybe it's including a professional photo of yourself. Maybe it's going as far as to create icons or an infographic representing your accomplishments.

Whatever it is, think of ways to up the imagery and cut down on the words on your site. It will make your site look beautiful—and make you more memorable.