Building an Online Presence

Part 2
Online Presence and Website Building
Workshop Series
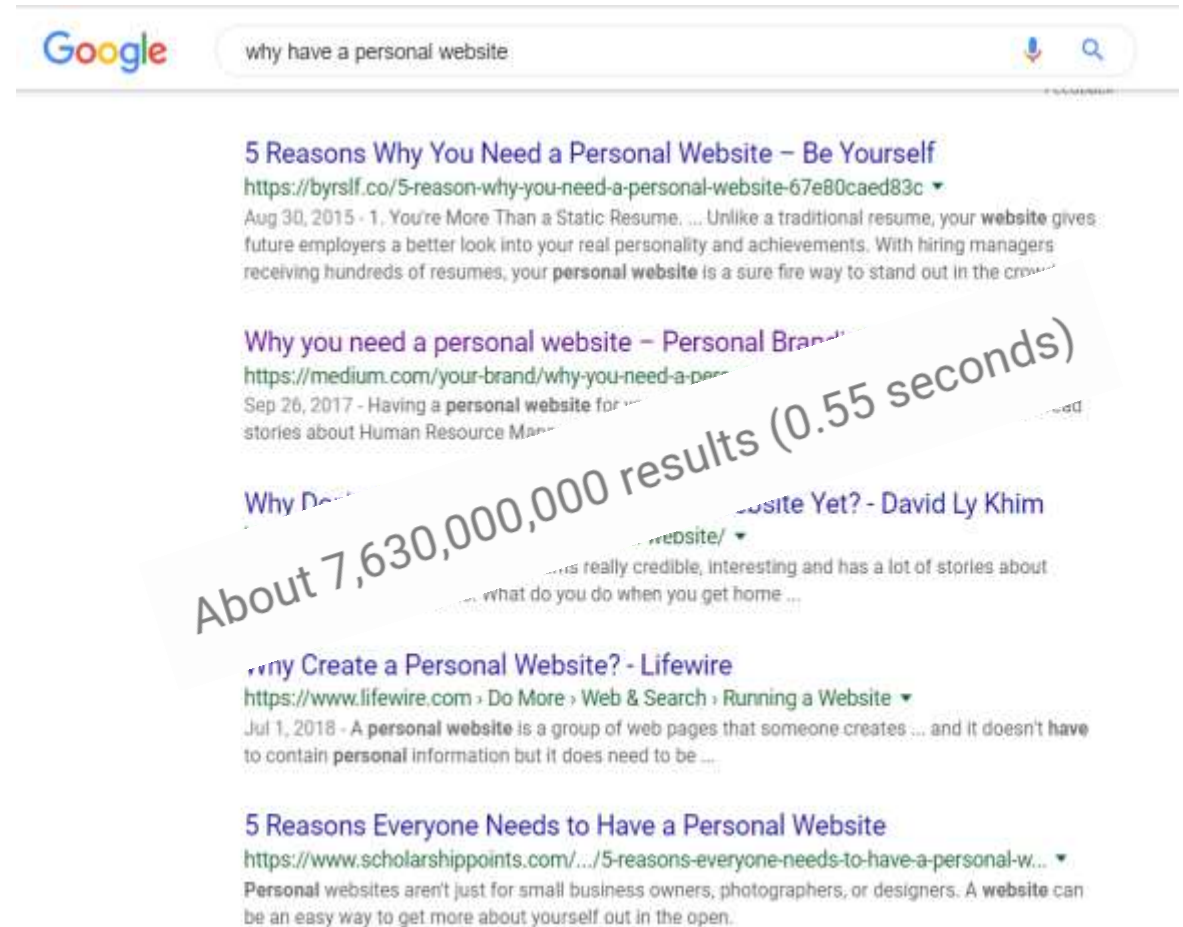
28 February, 2019

Overview

- Why have a personal website?
- Things to consider
  - Domain host
  - Building mechanism
  - Audience
  - Purpose
- What to include and what to avoid
- Tips and Tricks
- Two examples
  - Keighley (WordPress, free host)
  - Dani (Rblogdown, host with netlify)

Why have a personal website?

What is one of the first things you do when you want more info about someone?

You Google them!

This way YOU get to control the message and how people see you

Google — why have a personal website

5 Reasons Why You Need a Personal Website – Be Yourself
https://byrslf.co/5-reason-why-you-need-a-personal-website-67e80caed83c
Aug 30, 2015 - 1. You're More Than a Static Resume. ... Unlike a traditional resume, your **website** gives future employers a better look into your real personality and achievements. With hiring managers receiving hundreds of resumes, your **personal website** is a sure fire way to stand out in the crowd

Why you need a personal website – Personal Brand
https://medium.com/your-brand/why-you-need-a-per...
Sep 26, 2017 - Having a **personal website** for ... stories about Human Resource Man...

Why Do... ...site Yet? - David Ly Khim
...website/
...is really credible, interesting and has a lot of stories about ... what do you do when you get home ...

About 7,630,000,000 results (0.55 seconds)

Why Create a Personal Website? - Lifewire
https://www.lifewire.com › Do More › Web & Search › Running a Website
Jul 1, 2018 - A **personal website** is a group of web pages that someone creates ... and it doesn't **have** to contain **personal** information but it does need to be ...

5 Reasons Everyone Needs to Have a Personal Website
https://www.scholarshippoints.com/.../5-reasons-everyone-needs-to-have-a-personal-w...
Personal websites aren't just for small business owners, photographers, or designers. A **website** can be an easy way to get more about yourself out in the open.

Control your brand

Other reasons to have a personal website

Help recruiters find you – and stand out!
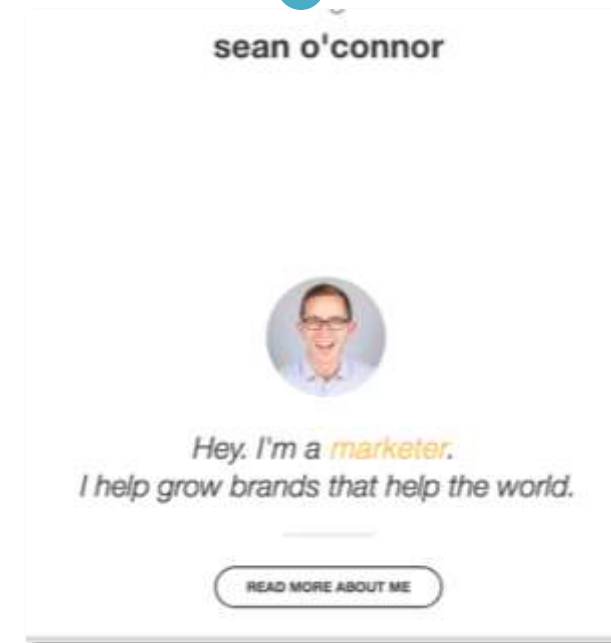
Instant portfolio – show rather than tell

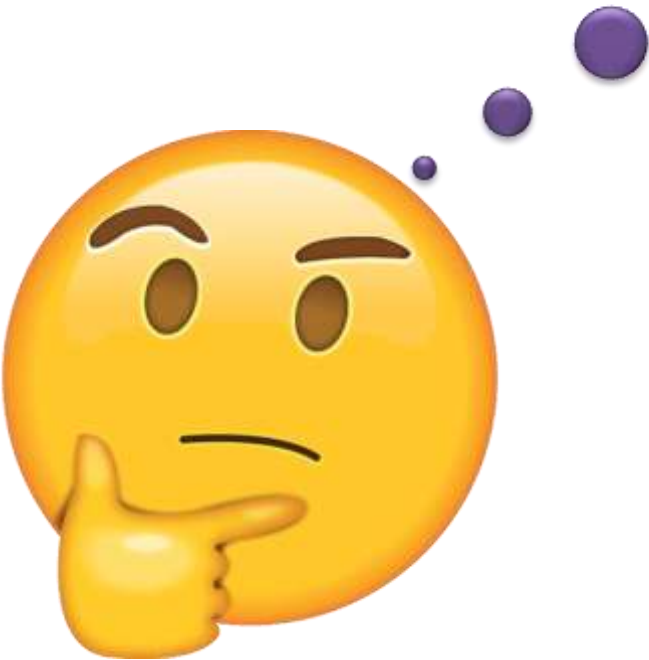Clear project list

Concise and memorable
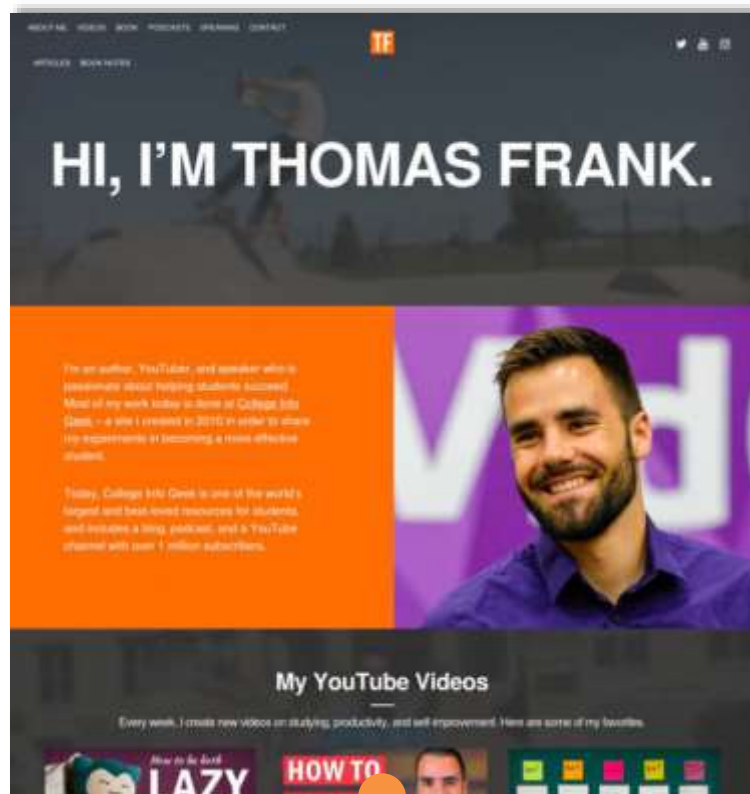
Clear design and audience targeting
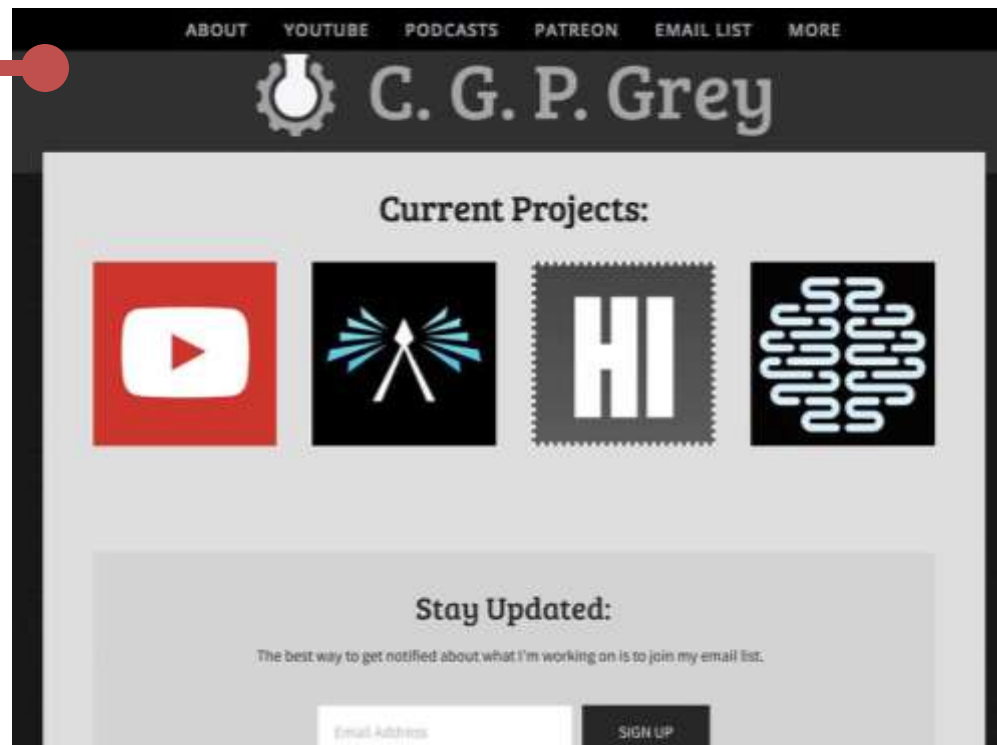
Directed navigation

Doing some thought beforehand

Who is my audience? How do I want them to interact with my site?

What level of maintenance do I want to do?

How do I want to build and host my site?

Getting Started

1. Determine your message
2. Figure out the structure
3. Write your copy
4. Build your skeleton
5. Add your finalized content and design
6. Get it reviewed
7. Launch

The logistics of launching

- Get a domain name and web hosting for your site
- Install your builder system of choice to get all of your content up on the web
- Optimize your website's speed and security
- Improve your site's SEO
- Consistently learn how to keep improving your side – it should always be a work in progress

Hosting and Domain Names

THINGS TO CONSIDER

- Is it (relatively) short?

- Does it read well?

- Is it specific?

WHERE (AND WHEN) TO BUY?

Domain registrar (endless options, so shop around)

Choosing Your Builder
The HTML Substitute

- Budget
- Design control and flexibility
- Types of media to include
- Mobile compatibility
- SEO features
- Customer support
- Company reputation

TOP 10
1. Wix (free)
2. Weebly (free)
3. Squarespace
4. SITE123
5. Strikingly
6. Duda
7. GoDaddy
8. WordPress.com (free)
9. Jimdo Creator
10. 1&1 IONOS

Builder Comparisons

	WIX	WEEBLY	SQUARESPACE	WORDPRESS.COM	GODADDY
Overall Rating	4.7	4.3	4.1	3.7	3.8
Best For Award	Best All-Around	Easiest to Use	Great Designs and Quality Features	Perfect for Blogging	Building a website at speed
Ease of Use	5	5	4	3.2	4
Websites Powered	119m	40m	1m	37.5m	18m

Content

THINGS TO INCLUDE

- The Basics
  - Name- loud and proud
  - Picture of you
  - Current institution
  - Current position
  - CV
- Elevator Pitch
- Research interests / ongoing projects
- Publications (as a unique page from CV)
  - And examples of your best work or skills
- Links to other places to find you online

THINGS TO AVOID

- Email formatting with the "@"
  - Don't make it easy for the bots
- Unprofessional pictures or clipart graphics
- Blogs or projects you haven't worked on in years

OPTIONAL

- Writing samples / blogs
- Testimonials

Search engine optimization (SEO)

- Add your website to Google Search Console
- Link your webpage in many ways (on your professional social media, lab webpages, Twitter, etc)
- Every time you link to your website, the higher it will get indexed.
- This takes time!

Tips and Tricks

Create a plan before starting	Frequent updates	Do the research
Do not exist in isolation	Targeted and concise	Demonstrate personality
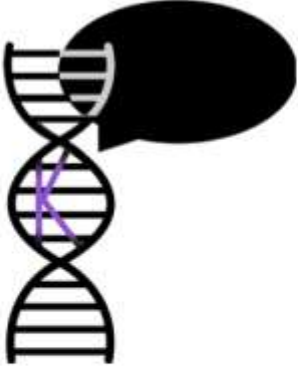
- Resources
  - College Info Geek (Guide and website examples)
  - List of other early-career scientist webpage (available on CEGSS website)
  - Blogdown "book": https://bookdown.org/yihui/blogdown/

Walk through two sites