How to create an attractive portfolio?

Instruction for every section + final checklist.

Designed by

BOWWE
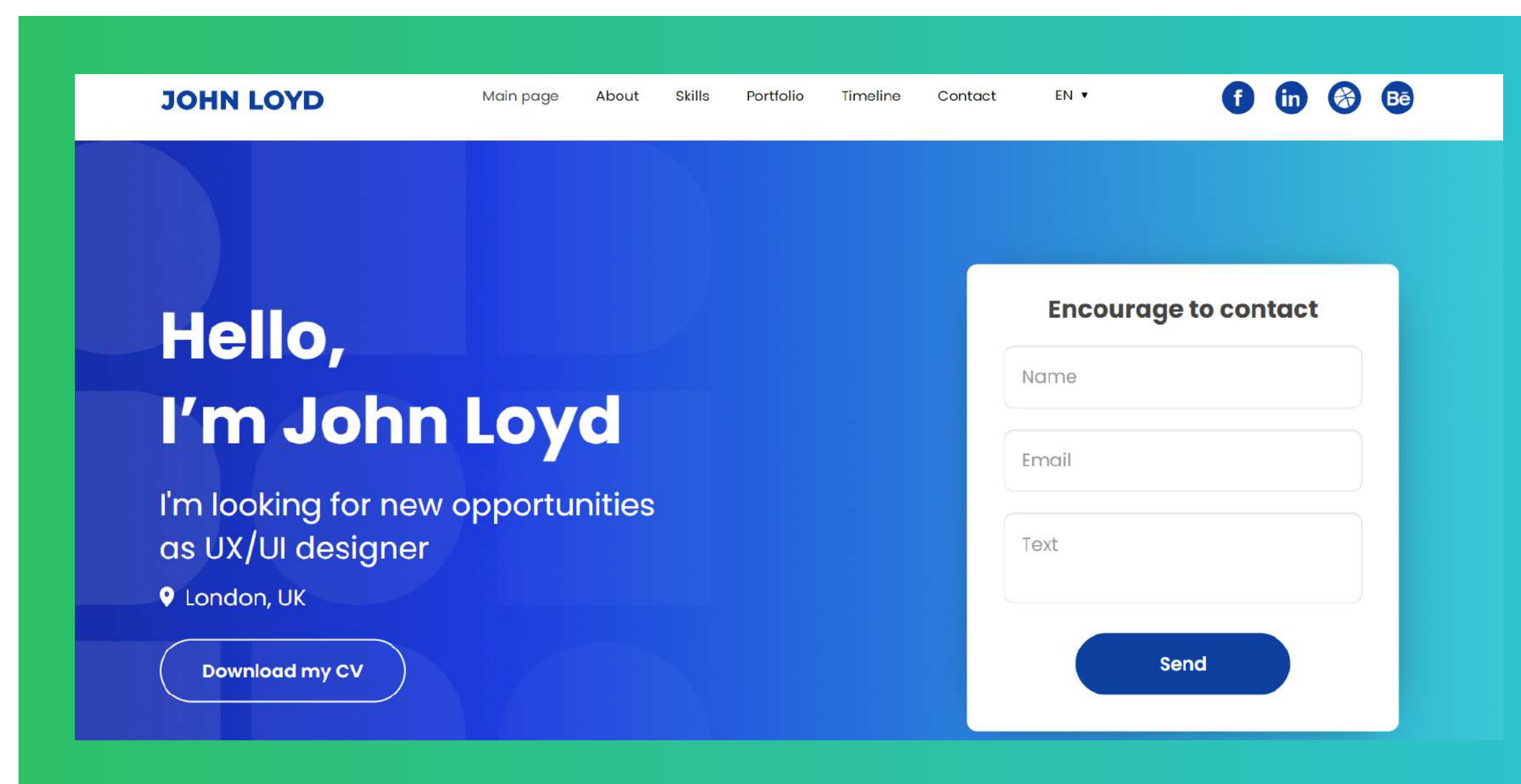
Contact

What's should be included in the Contact section?

- Email
- Phone Number
- Location
- Website
- Social Media

Make sure to:

→ Include there the most essential information for your recipients.

→ Put contact section in easy to find a place.
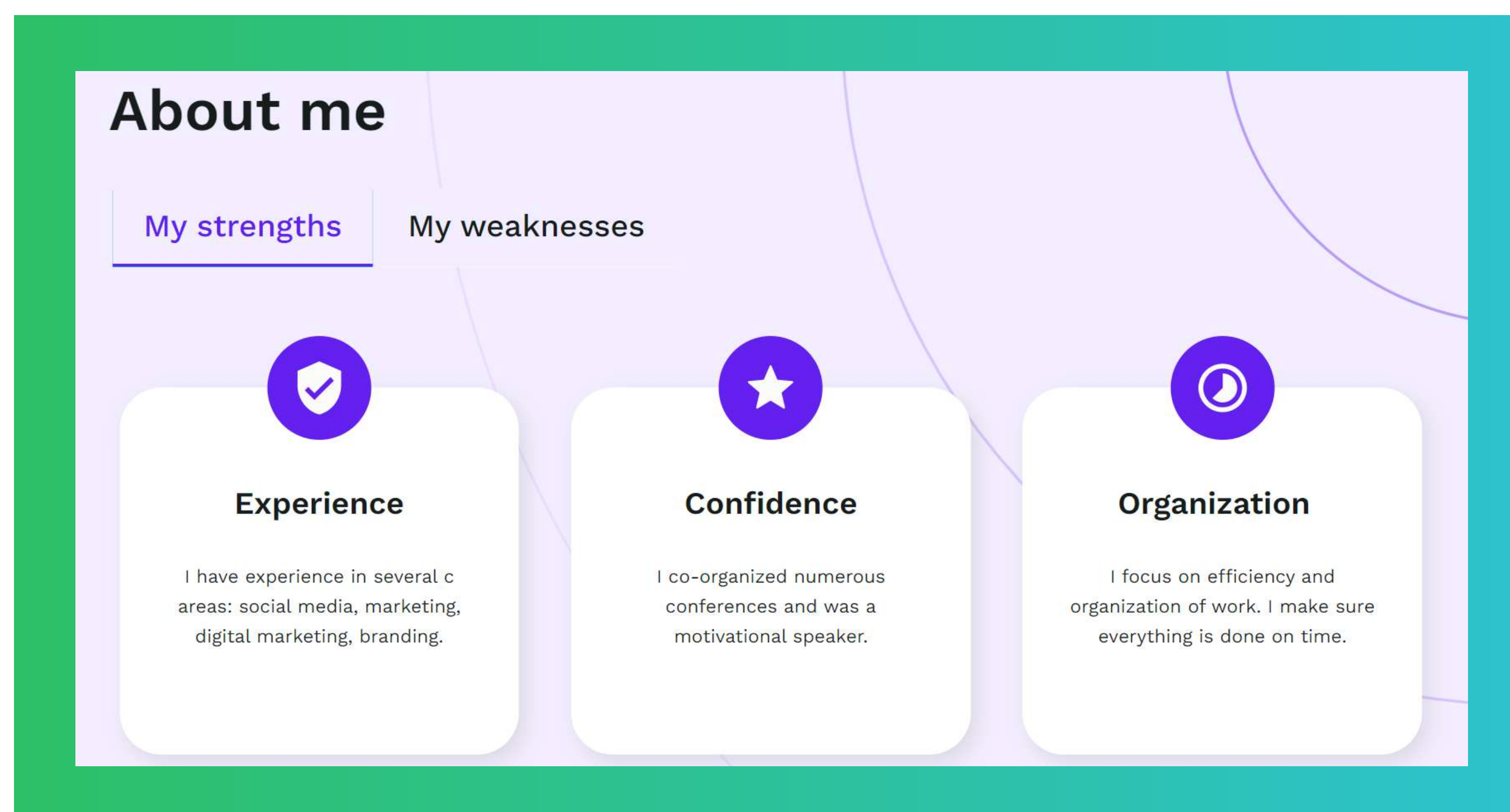
→ Use CTA (Call-To-Action) buttons.

About me

What's should be included in the About me section?

• An overview of your professional experience
• Your education and any notable academic achievements
• Your skills and areas of expertise
• Your areas of interest
• A brief introduction to your personality

Make sure to:

→ Don't put too much information about your personal life.

→ Show your most relevant skills/experience.

About me

My strengths   My weaknesses

Experience

I have experience in several c areas: social media, marketing, digital marketing, branding.

Confidence

I co-organized numerous conferences and was a motivational speaker.

Organization

I focus on efficiency and organization of work. I make sure everything is done on time.
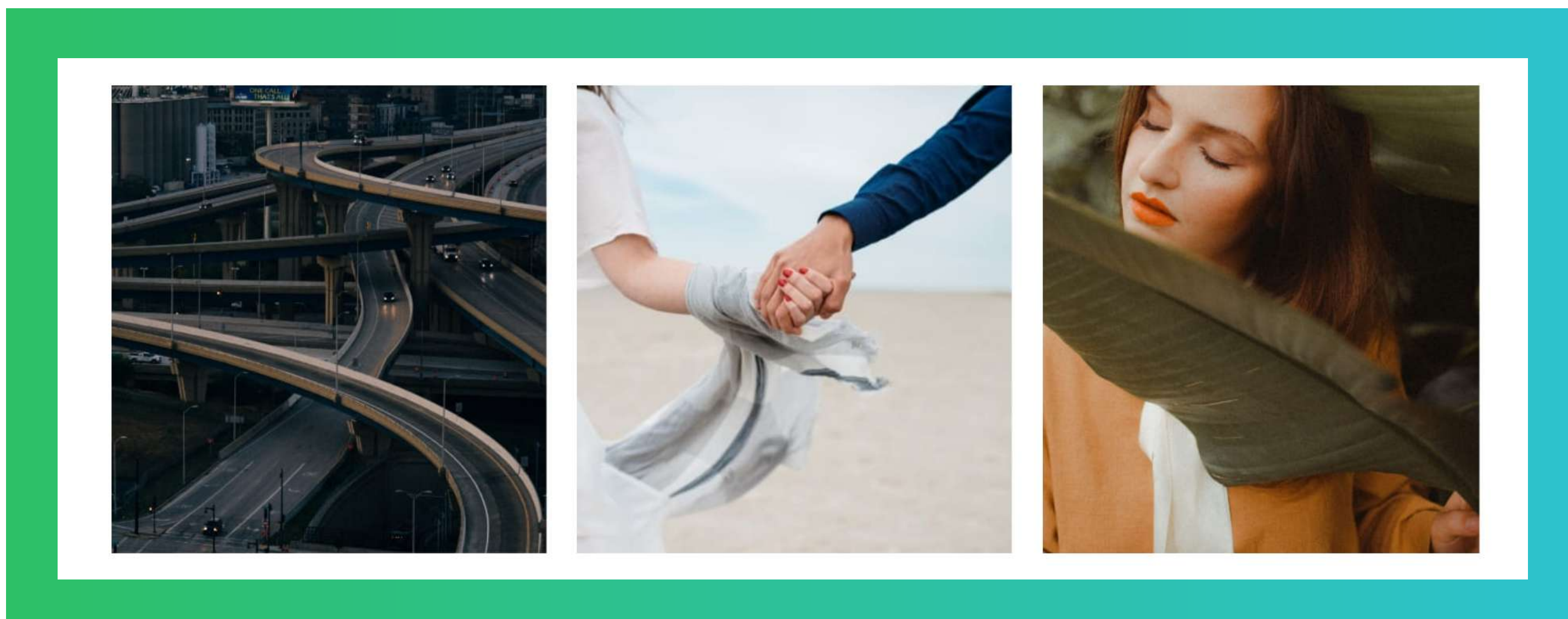
Gallery

What's should be included in the Gallery section?

- The best projects
- A brief description of each piece, including the media and dimensions
- The date the work was created
- The location where the work was created

Make sure to:

⟶ Limit the number of shown projects.

⟶ Put your projects in an organized way (for example by category).

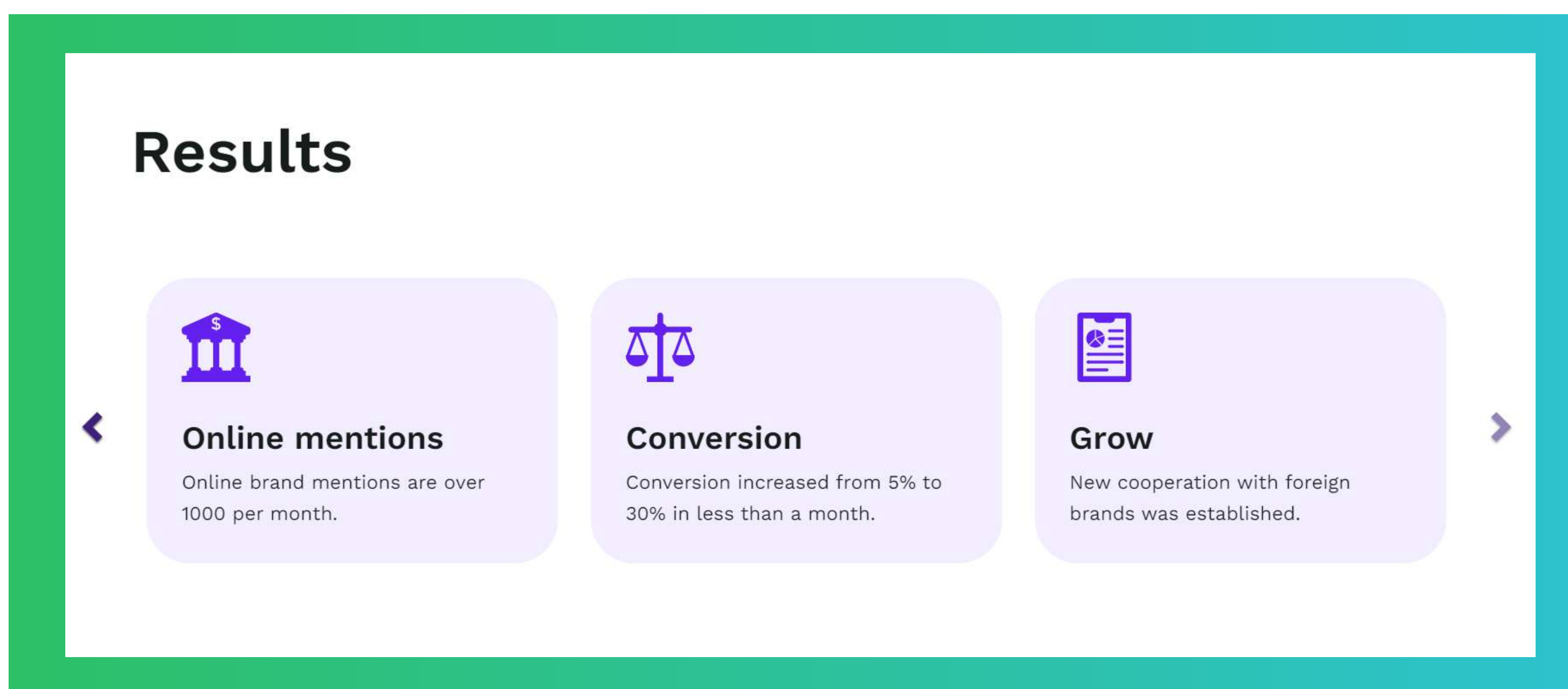⟶ Optimize all content.

MOVE YOUR IDEAS ONLINE

Results

What's should be included in the Results section?

- The clear results of your work
- A discussion of the findings and their implications

Make sure to:

→ Highlight the findings of the portfolio assessment.

→ Show results in a clear and concise manner (for example an infographic).

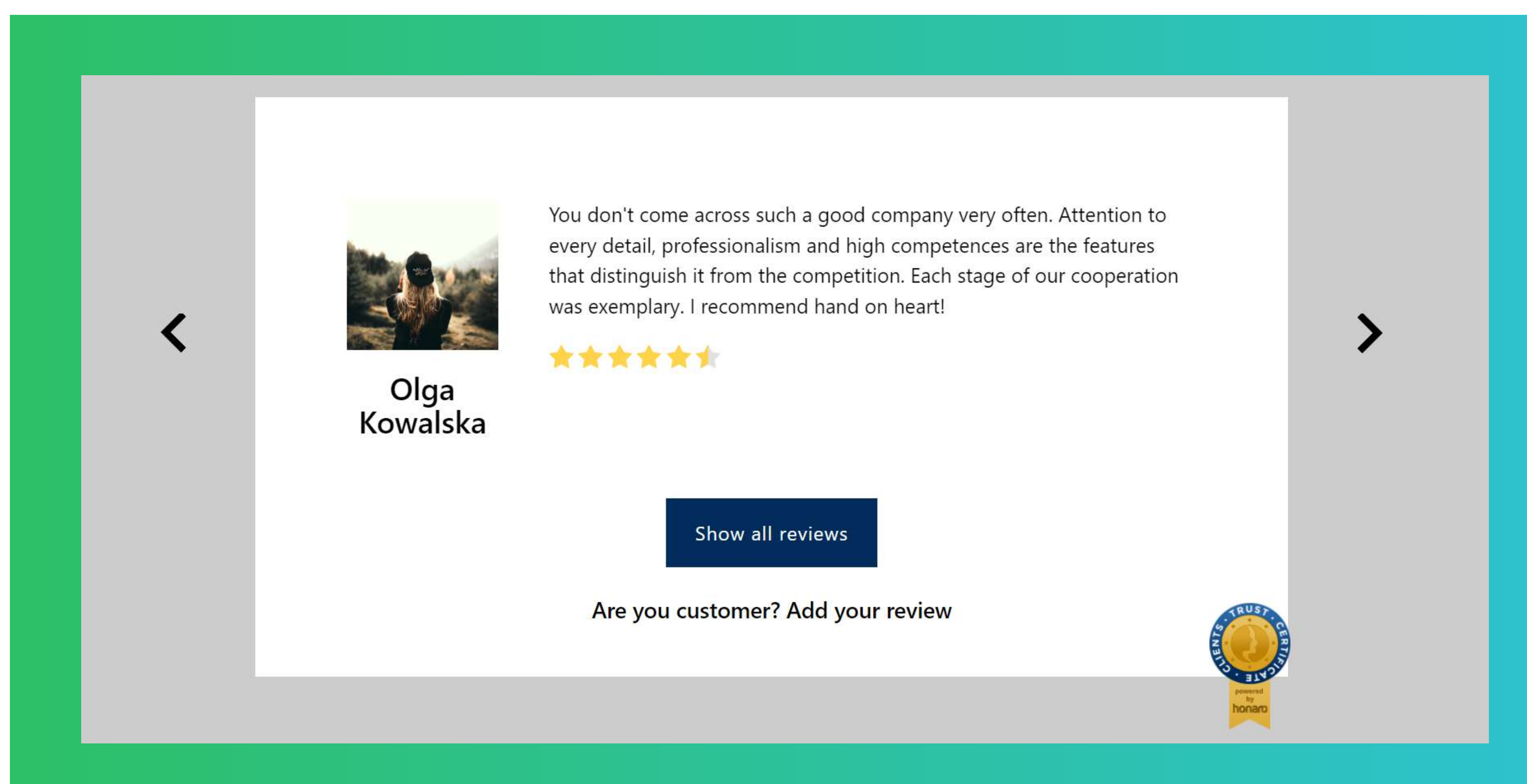→ Make it easy to understand for readers who are not experts in the field.

Results

Online mentions
Online brand mentions are over 1000 per month.

Conversion
Conversion increased from 5% to 30% in less than a month.

Grow
New cooperation with foreign brands was established.

MOVE YOUR IDEAS ONLINE

Testimonials

What's should be included in the Testimonials section?

- Testimonials from satisfied customers
- Basic informations about people issuing opinions

Make sure to:

→ Include only real testimonials.

→ Choose the most honest and extensive testimonials.

Before launching your portfolio...

⭕ **Optimize all your content.**

⭕ **Make sure that you are focused on relevant keywords.**

⭕ **Check spelling and grammar.**

⭕ **Make sure all links work.**

⭕ **Ensure that your portfolio is responsive.**

⭕ **Check of everything is clear and organized.**

⭕ **Ensure all content are formatted correctly.**

⭕ **Make sure the website is easy to navigate.**

About this list:

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Source:

Portfolio - what is it and in which industries it is worth having it

How to create an online portfolio - step by step instruction [Ready-made templates]

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