Developing your Professional Web Presence

Tools, ideas, and websites to get you started

Important Steps to consider as you begin

Control Your Web Presence
• "Scrub" online material associated with your name – focus on Facebook
• Set up a "Google Alert"

Get educated about website creation
• DoIT – Software Training for Students
• Lynda.com
• w3schools.com

To Do: Before You Create
• Think about what you want out of your webpage
  • Increase Name Recognition?
  • Foster Collaboration?
  • Improve Pedagogy?
• Decide how much time can you commit to this webpage?
• Know who your webpage’s audience is

To Do: When you Create
• Do not become fluent in HTML/CSS but do become familiar with them
• Utilize WYSIWYG or website creation tools like Squarespace or Wordpress.com
• Think about Style
  • “Usability and utility, not the visual design, determine the success or failure of a website.”
  • Don’t worry about being flashy worry about great content.
  • Great book on design – Jason Beard, The Principles of Beautiful Web Design
• Great sites on style
  • uxdesign.smashingmagazine.com/2008/01/31/10-principles-of-effective-web-design/
  • webdesignledger.com/freebies/10-free-online-books-for-web-designers

Claim a Domain name
• Domain = webs address such as www.yournamehere.com
• Long and cumbersome URLs are rather unprofessional - make it difficult to tell others about your website
• Domains are easy to cheap ($10 p/yr) and easily acquired from services such as godaddy.com.
• Many for-fee WYSIWYGs and web hosts (Bluehost) offer Domain registration with their services.

Getting Yourself Online!

Social Media
Remember: No Cats
• Facebook
• LinkedIN
• Twitter
• Academia.edu

About.me
• Great option for a unified web presence, without building a site
• Link to Facebook, Twitter, LinkedIN, while providing brief introduction to you and your work in attractive format
• Link to a personalized URL

Web creation Tools
• Sites.google.com
• Wordpress.com
• Wordpress.org

Hosting
• If you intend to create a website – you need to host it. In other words, you need to get someone to store your website information online
• Some publishers (Wordpress.com) and editors (Squarespace.com) include hosting services, many do not.
• Hosting generally costs $3-5 per/month ($36-60 p/year) - cheaper than $3? – beware of shady service

Prominent Hosting Services
• Bluehost
• DreamHost
• Hostgater
• Laughing Squid

More good sites on Style
• www.noupe.com/how-tos/7-key-principles-that-make-a-web-design-look-good.html
• www.umich.edu/~ece/resources/design.html
• www.netmagazine.com/features/top-50-books-web-designers-and-developers

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