Here are some of the **best platforms for building a portfolio** across various fields, whether you're a designer, developer, writer, or artist:

**1. For General Purpose (Multiple Industries)**

**1.1. Squarespace**

* **Best For**: Creatives, designers, photographers, writers.
* **Features**:
  + Visually appealing templates with easy drag-and-drop interface.
  + Customizable designs with no coding required.
  + Includes blog integration, e-commerce, and SEO tools.
* **Cost**: Paid plans starting around $16/month.
* **Pros**: Highly customizable, professional design.
* **Cons**: Limited flexibility for advanced users.

**1.2. Wix**

* **Best For**: General portfolios (creatives, small businesses).
* **Features**:
  + Easy drag-and-drop editor.
  + Wide variety of templates and apps.
  + Built-in SEO tools and analytics.
* **Cost**: Free plan (with Wix ads), paid plans starting around $16/month.
* **Pros**: Beginner-friendly, flexible, affordable.
* **Cons**: Free version includes Wix ads, fewer advanced design options.

**1.3. WordPress**

* **Best For**: Writers, bloggers, or users who need a lot of flexibility.
* **Features**:
  + Highly customizable with thousands of themes and plugins.
  + Great for blogging and long-form content.
  + Ideal for both simple and complex websites.
* **Cost**: Free (WordPress.com), hosting for WordPress.org starts around $3/month.
* **Pros**: Full control over design and functionality, scalable.
* **Cons**: Steeper learning curve, especially on WordPress.org.

**2. For Designers & Creative Professionals**

**2.1. Behance**

* **Best For**: Graphic designers, illustrators, photographers.
* **Features**:
  + Free and widely recognized in the design industry.
  + Showcase projects in a community of other creatives.
  + Offers visibility and networking opportunities.
* **Cost**: Free.
* **Pros**: Huge creative community, easy to use.
* **Cons**: Limited customization for portfolio layout.

**2.2. Dribbble**

* **Best For**: Web designers, UI/UX designers, graphic artists.
* **Features**:
  + Community-driven platform with a focus on design.
  + Great for discovering freelance work and networking.
  + Simple, clean interface to showcase design snippets.
* **Cost**: Free, with paid “Pro” versions starting at $5/month.
* **Pros**: Design-focused audience, great for networking.
* **Cons**: Less flexibility for large-scale portfolios or case studies.

**2.3. Adobe Portfolio**

* **Best For**: Creative professionals who already use Adobe tools (photographers, designers).
* **Features**:
  + Integrates with Adobe Creative Cloud (e.g., Lightroom, Photoshop).
  + Simple to set up, with beautiful, responsive designs.
* **Cost**: Free with Adobe Creative Cloud subscription.
* **Pros**: Seamless integration with Adobe tools, quick setup.
* **Cons**: Limited customization options compared to other platforms.

**2.4. Carbonmade**

* **Best For**: Designers, illustrators, animators.
* **Features**:
  + Fun, visual interface tailored for creative portfolios.
  + Easy to use with built-in customization tools.
* **Cost**: Free version with limited features; paid plans start at $9/month.
* **Pros**: Beautiful visuals, playful user experience.
* **Cons**: Fewer advanced options for custom portfolios.

**3. For Developers**

**3.1. GitHub Pages**

* **Best For**: Developers (front-end, back-end, full-stack).
* **Features**:
  + Free and allows you to host a portfolio directly from a GitHub repository.
  + Supports custom domain names.
  + Markdown support for easy text formatting.
* **Cost**: Free.
* **Pros**: Full control, integrates with GitHub.
* **Cons**: Requires knowledge of coding to build.

**3.2. Dev.to**

* **Best For**: Developers looking to showcase work and write technical content.
* **Features**:
  + Blogging and sharing platform focused on tech and development.
  + Easy to integrate code snippets and posts.
* **Cost**: Free.
* **Pros**: Developer-focused, great for networking.
* **Cons**: Limited customization for portfolio layout.

**3.3. CodePen**

* **Best For**: Front-end developers, UI/UX designers.
* **Features**:
  + Allows you to showcase front-end work (HTML, CSS, JavaScript) live.
  + Social aspect with the ability to like, comment, and share.
* **Cost**: Free, with Pro features starting at $8/month.
* **Pros**: Great for showcasing code snippets, live previews.
* **Cons**: Not suited for full portfolio sites, focuses on small projects/snippets.

**4. For Writers & Content Creators**

**4.1. Contently**

* **Best For**: Freelance writers, journalists, content creators.
* **Features**:
  + A simple portfolio platform for showcasing written work.
  + Automatically pulls in bylines from online publications.
  + Connects freelancers with potential clients.
* **Cost**: Free.
* **Pros**: Easy to set up, pulls in articles automatically.
* **Cons**: Limited customization options.

**4.2. Clippings.me**

* **Best For**: Journalists, bloggers, freelance writers.
* **Features**:
  + Simple platform specifically for showcasing writing samples.
  + Allows you to upload PDFs or links to your articles.
* **Cost**: Free with limited features, paid version starts at $9.99/month.
* **Pros**: Quick setup, tailored for writers.
* **Cons**: Minimal design and customization options.

**4.3. Medium**

* **Best For**: Writers and bloggers looking to build a personal brand.
* **Features**:
  + A blogging platform that lets you share long-form content.
  + Built-in audience and the potential to earn through their Partner Program.
* **Cost**: Free.
* **Pros**: Exposure to a large audience, easy to use.
* **Cons**: Not specifically a portfolio platform; difficult to fully customize.

**5. For Photographers & Visual Artists**

**5.1. 500px**

* **Best For**: Photographers.
* **Features**:
  + Community-based platform for sharing photography.
  + Allows photographers to license their work.
* **Cost**: Free, with premium features starting at $6.49/month.
* **Pros**: Great for photography networking, community engagement.
* **Cons**: Less customization for personal branding.

**5.2. SmugMug**

* **Best For**: Professional photographers.
* **Features**:
  + Portfolio-building tools with built-in e-commerce options.
  + Allows you to sell prints and digital downloads directly from your site.
* **Cost**: Paid plans start at $9/month.
* **Pros**: E-commerce integration, highly customizable.
* **Cons**: No free version, more expensive for premium features.

**5.3. Zenfolio**

* **Best For**: Photographers looking to sell their work.
* **Features**:
  + Full-service platform for displaying, marketing, and selling photos.
  + Built-in client proofing and ordering tools.
* **Cost**: Paid plans starting at $5/month.
* **Pros**: Great for selling prints and photography services.
* **Cons**: Less creative control over design.

**6. For Personal Projects and Passion Projects**

**6.1. Cargo**

* **Best For**: Artists, designers, and anyone wanting a highly visual portfolio.
* **Features**:
  + Beautifully designed templates with a focus on creative work.
  + Highly customizable for a unique look.
* **Cost**: Free with limited features, paid starts at $13/month.
* **Pros**: Visually stunning layouts, customization.
* **Cons**: Learning curve, requires more design knowledge.

**6.2. Format**

* **Best For**: Artists, photographers, designers, and illustrators.
* **Features**:
  + Simple drag-and-drop interface with beautiful themes.
  + Includes a built-in store for selling digital/physical work.
* **Cost**: Paid plans starting at $7/month.
* **Pros**: Great for selling products, easy to use.
* **Cons**: No free version, limited advanced design options.

**Conclusion**

* **For creatives and designers**: Platforms like **Behance**, **Adobe Portfolio**, and **Squarespace** stand out.
* **For developers**: **GitHub Pages** or **CodePen** are essential.
* **For writers**: **Medium** or **Contently** work well.
* **For photographers**: **SmugMug** or **Zenfolio** offer great selling options.

**7. For Investment Portfolios**

For finance students, professionals, or anyone looking to showcase their investment management skills, here are some **free platforms** to create and manage an investment portfolio:

7.1. **Google Sheets**

* **Best For**: Tracking and analyzing investments manually with full customization.
* **Features**:
  + Free and highly customizable with formulas and charts.
  + Use GOOGLEFINANCE() to track real-time stock data.
  + Collaborative features allow sharing with peers or mentors.
* **Cost**: Free.
* **Pros**: Full control, powerful for custom reporting, and integrates with other Google tools.
* **Cons**: Requires time and effort to set up and maintain manually.

7.2. **Yahoo Finance**

* **Best For**: Simple, real-time portfolio tracking and analysis.
* **Features**:
  + Free tool for tracking stocks, mutual funds, and other securities.
  + Real-time quotes, financial news, and performance metrics.
  + Easy-to-use interface for portfolio monitoring.
* **Cost**: Free.
* **Pros**: Simple and user-friendly; real-time data.
* **Cons**: Limited advanced features for detailed portfolio analysis.

7.3. **Personal Capital**

* **Best For**: Managing and tracking personal and investment portfolios.
* **Features**:
  + Free financial dashboard to track investment performance.
  + Asset allocation tools, net worth tracking, and retirement planning.
  + Detailed breakdown of fees and income projections.
* **Cost**: Free.
* **Pros**: Comprehensive financial management, easy-to-understand interface.
* **Cons**: Focused more on personal finance, not specifically designed for professional portfolio presentation.

7.4. **Morningstar Portfolio Manager**

* **Best For**: In-depth portfolio analysis for finance students or investment enthusiasts.
* **Features**:
  + Free tool with detailed performance tracking and analysis.
  + Provides asset allocation breakdowns, risk analysis, and fee evaluations.
  + Offers access to Morningstar’s research and ratings.
* **Cost**: Free (with optional paid upgrades).
* **Pros**: Robust analytical tools and investment research access.
* **Cons**: The interface can be overwhelming for beginners.

7.5. **Investopedia Simulator**

* **Best For**: Students and beginners learning to trade and invest.
* **Features**:
  + Simulated trading environment with real market data.
  + Great for learning and testing investment strategies without financial risk.
  + Leaderboards and competition features.
* **Cost**: Free.
* **Pros**: No risk; educational and interactive.
* **Cons**: It’s a simulation, so it lacks the pressure of real-life investing.

7.6. **Stock Rover**

* **Best For**: Portfolio tracking with detailed stock analysis.
* **Features**:
  + Free basic plan for tracking stock portfolios.
  + In-depth analysis tools such as financial metrics and charting.
  + Allows you to compare your portfolio against benchmarks.
* **Cost**: Free (with optional paid features).
* **Pros**: Detailed analysis, customizable interface.
* **Cons**: Advanced features require a paid plan.