

Practice Peer-graded Assignment: Activity: Create an e-commerce portfolio and present it to your peers

Ready for the assignment?

You will find instructions below to submit.

Instructions

My submission

Peers to review

Discussions



Activity Overview

In this activity, you will practice building an e-commerce portfolio using Google Sites. The portfolio you create in this activity will include your work from the [Design a social media post](#) activity you completed in the Social Media Marketing course. You will follow best practices to make your portfolio engaging, accessible, and shareable. This activity will help you begin to build a portfolio similar to one you might include on your resume or present during an interview for an entry-level role.

At the end of this activity, you should have a partially completed e-commerce portfolio with at least one example of your work. You can use this portfolio to create your official professional portfolio, or you can use this portfolio as just practice and create an entirely new portfolio in the future.

Once submitted, two of your peers will review your portfolio and provide feedback. You will also review and provide feedback on two other learners' portfolios.

Note: To create a digital portfolio in Google Sites, you will need a Gmail account. If you don't have a Gmail account, you can create one. Or, you can create your digital portfolio on another website building platform using the alternative instructions provided below the Google Sites instructions.

Scenario

Review the scenario below. Then complete the step-by-step instructions.

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Six months after you complete the Google Digital Marketing & E-commerce Certificate, a recruiter for an e-commerce company contacts you on a professional networking site.

In their message, they tell you that they are impressed that you completed the program and encourage you to apply for a digital marketing coordinator position at their company. In addition to submitting your resume, the recruiter would like to view a work sample via a digital portfolio.

To prepare to create your digital portfolio:

Locate and review your [*Design a social media post*](#) activity submission from an earlier course

Locate your completed [*Draft an elevator pitch*](#) activity from earlier in this course

Step-By-Step Assignment Instructions

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Step 1: Log in to Gmail or create a new account

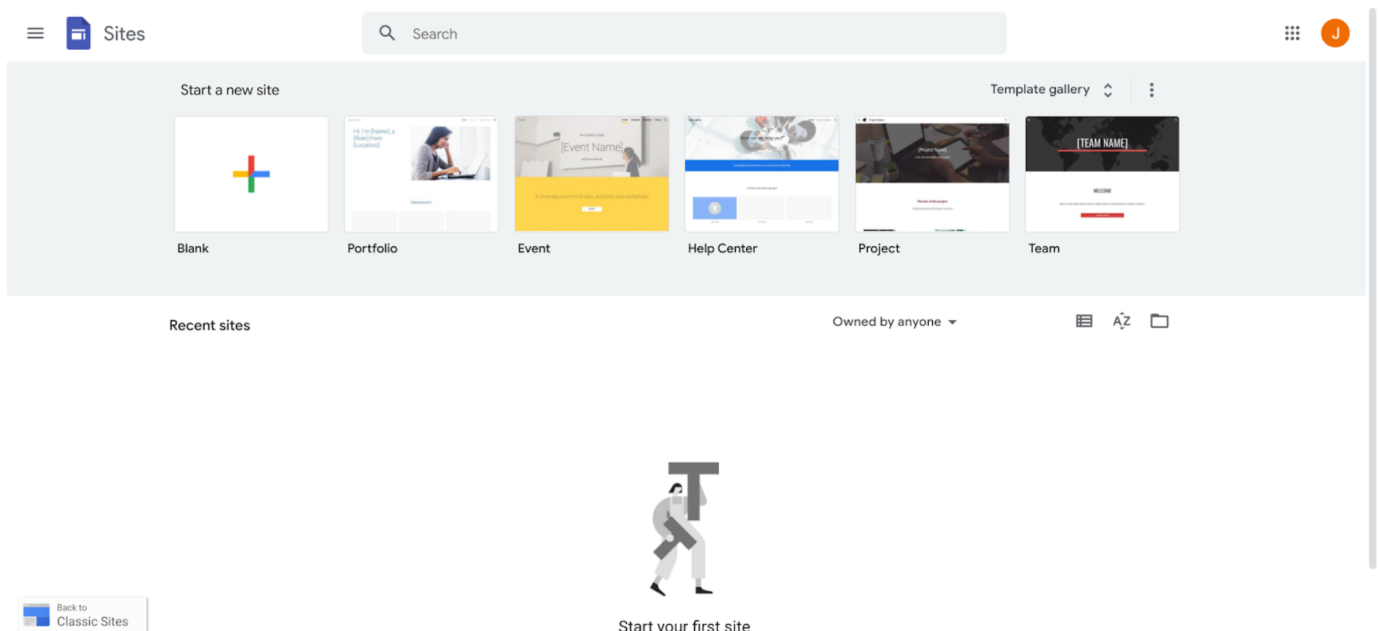
Log in to your Gmail account or create a new account for free at accounts.google.com.

Once you are logged in, navigate to sites.google.com.

Note: If you are using the alternative option, skip to the alternative set of directions below the Google Sites instructions.

Step 2: Select a template

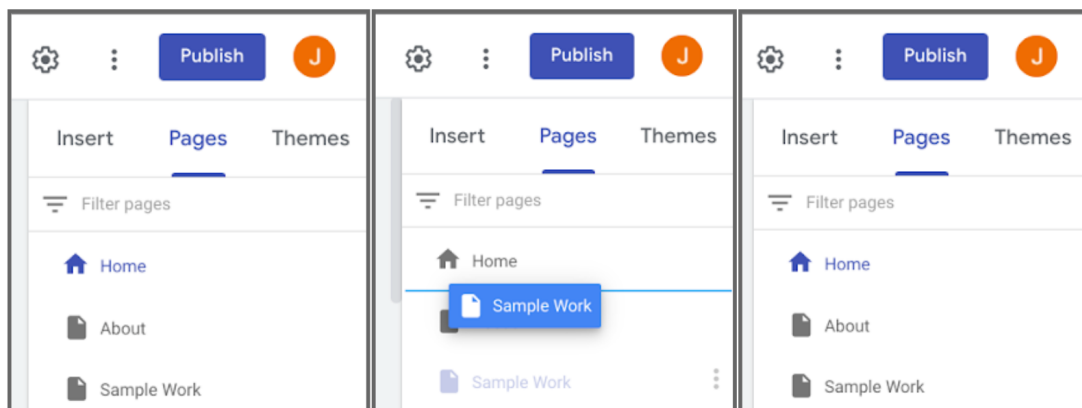
From the **Start a new site** menu, select the *Portfolio* template.



Step 3: Structure your portfolio site

From the **Pages** menu, select the third webpage labeled *Project Page*. Change the title to “Sample Work”.

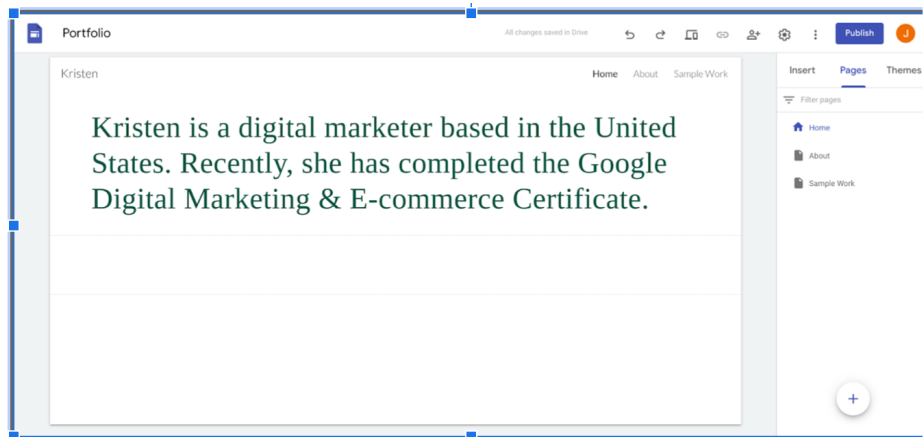
On the **Pages** menu, click and drag the *Sample Work* page to the second position on the list.



Step 4: Edit your homepage

Your homepage will be the first page your website visitors experience when visiting your site. In the text box, add a short description of who you are, including your job title. Be sure to keep your personally identifiable information (PII) to a minimum to protect your privacy.

To remove the template's image, select the image and then click *Remove* (trash can icon).



Step 5: Edit your Sample Work page

Select the *Sample Work* page from the **Pages** menu. Select the *Project Name* title text and replace it with **"Design a social media post" activity**.

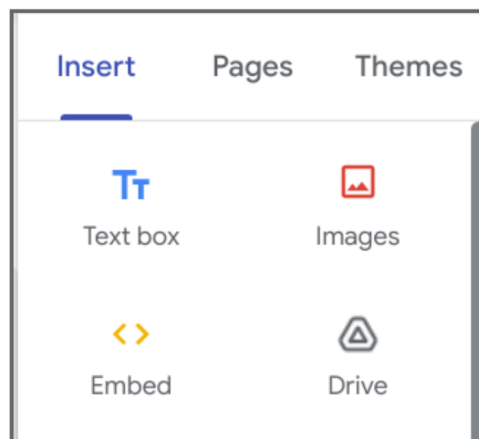
In the text box below the title, write a brief description of the project, including why you created it and what it demonstrates. For example:

I completed this activity as part of the Google Digital Marketing & E-commerce Certificate. This completed activity demonstrates my ability to write, design, and repurpose engaging content for social media. It also demonstrates my knowledge of brand voice.

Be sure to create your own original sentences for this section.

Step 6: Add your work sample link

To add a link to your work sample, select the **Insert**, then select **Text box**.

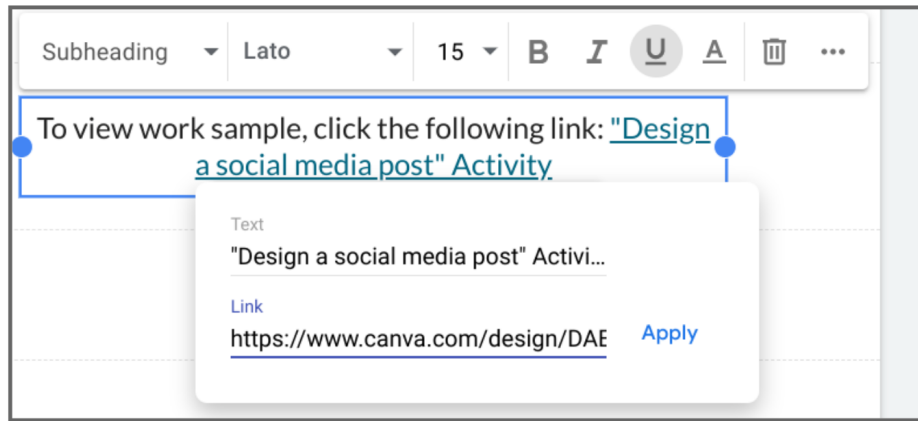


In the new text box, write "Click here to view this completed work" sample.

Open a new tab in your browser. Navigate to the work you completed for the *Design a social media post* activity. Then, copy the URL.

Return to your Google Sites tab. Select the *"Design a social media post" activity* text, then click the *Insert Link* icon.

Paste the link into the link field, then click *Apply*.



Step 7: Edit your About page

Next, select the *About* page from the **Pages** menu. In the page, replace the heading with “About” and your first name.

Write at least three sentences about you to let employers know who you are. Include the following information:

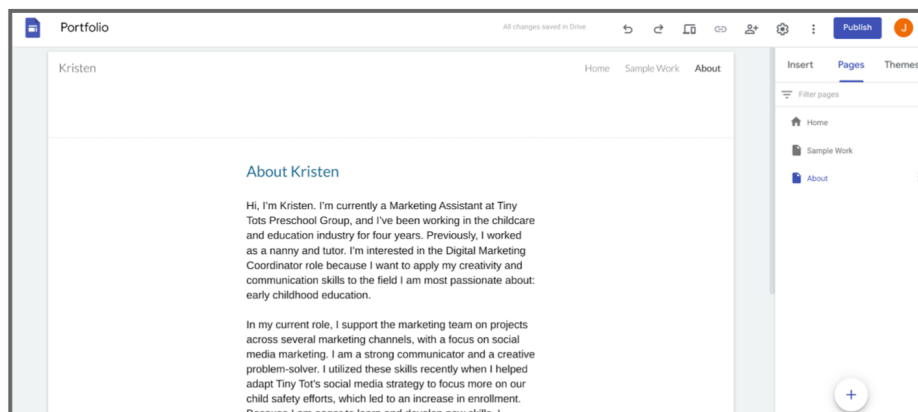
Your first name

Your desired position

Your previous experience with digital marketing or e-commerce

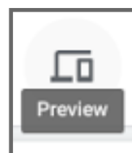
Pro tip: You can include your expected completion of the Google Digital Marketing & E-commerce Certificate as experience. If you completed the “Draft an elevator pitch” activity, use it to develop your paragraphs. You can even copy and paste your entire elevator pitch into this section.

Then, remove any unnecessary template elements that you did not use, including images and text boxes.



Step 8: Preview your website

Select the **Preview** icon to view your unpublished website.

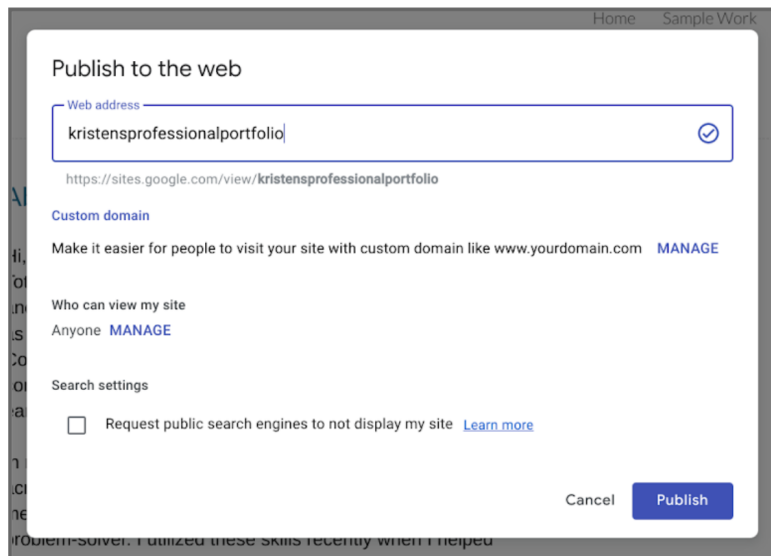


Review your website to see how it will appear to your digital portfolio’s viewers. When you’re finished, select the **Exit preview** icon to return to the editor.

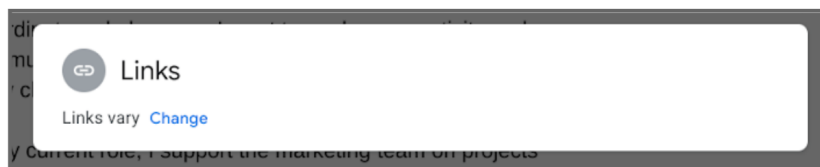


Step 9: Publish your portfolio website

When you're ready to publish your website, click **Publish**. Then, create a web address. The URL that appears in gray below the web address box is your portfolio's URL.



Next, click *Manage* under the heading **Who can view my site**. Under the heading titled Links, click *Change*. Ensure that **Published site** is set to *Public* so that your peers can view your website.



When you are ready, click **Publish** to publish your portfolio.

Note: You can always unpublish your website at any time. To unpublish your website, click the arrow next to **Publish** and click **Unpublish**.

Alternative Step-By-Step Assignment Instructions

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Step 1: Create a Wix account

To create a new Wix account:

Go to the [Wix.com signup page](#).

Register with your email address, Facebook account, or Google credentials.

Click *Sign Up*.

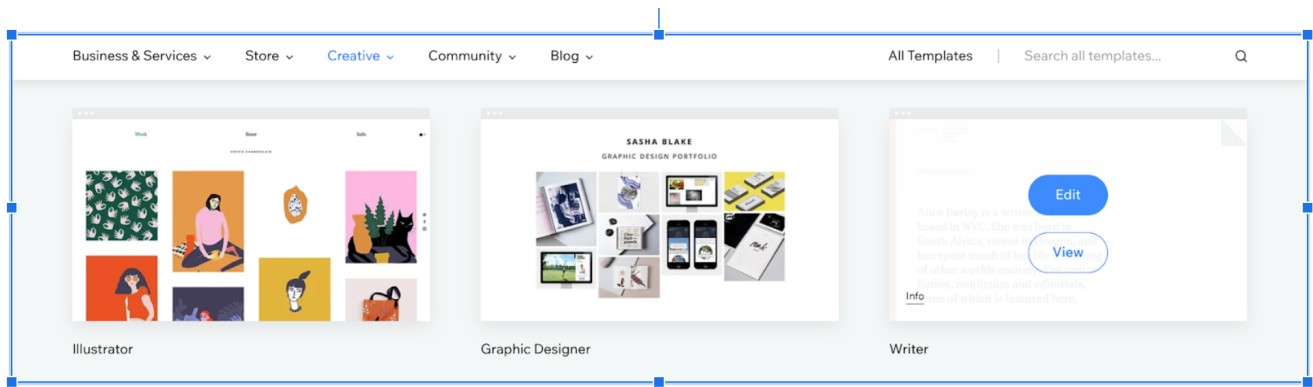
Follow the sign up steps.



Step 2: Select a template

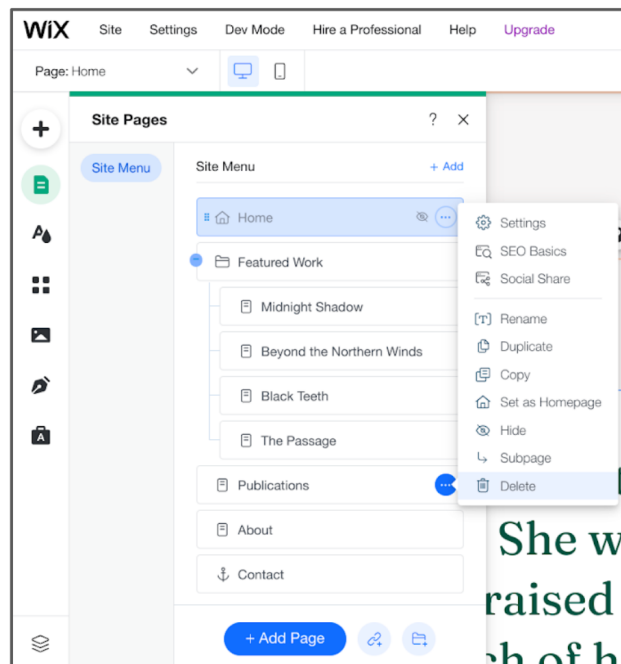
From the **All Templates** menu, select the *Portfolios* templates.

Select the *Writer* template and click *Edit*.



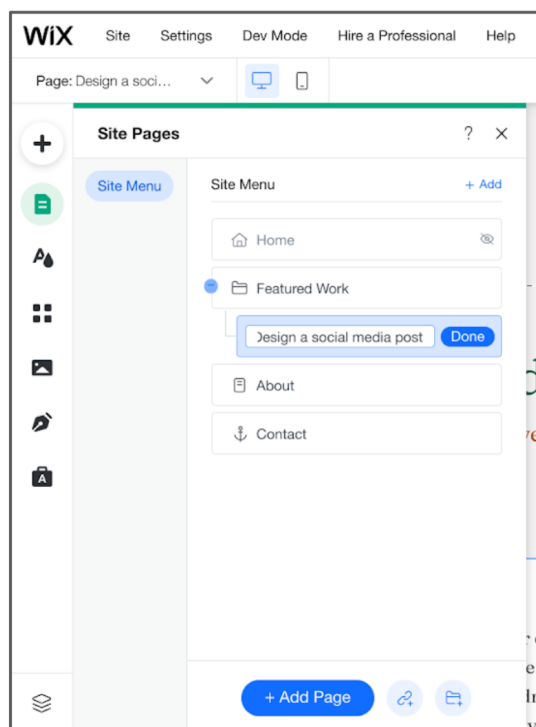
Step 3: Structure your portfolio site

From the **Pages** menu, delete all the pages except Home, Featured Work, About, and Contact. To delete a page, select the page and click the three dots menu, then click *Delete*.



Delete all but one subpage under **Featured Work**.

Rename the **Featured Work** text with "Sample Work". Rename the subpage "Design a social media post."

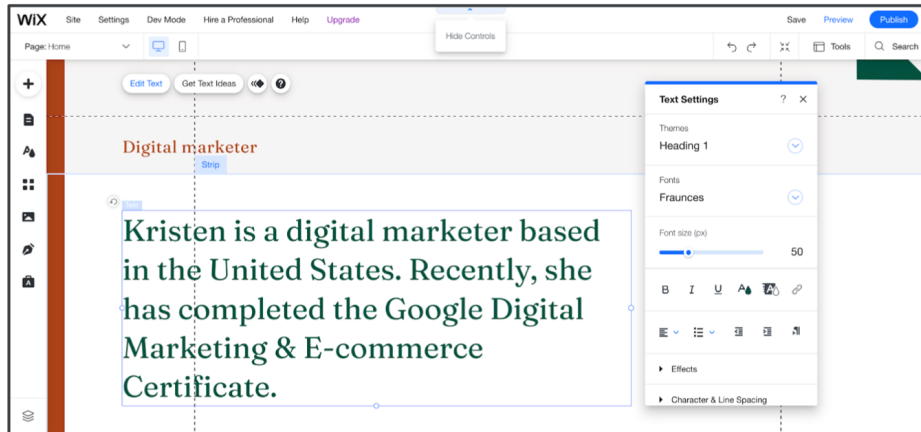


Step 4: Edit your homepage

Your homepage will be the first page your website visitors experience when visiting your site.

Return to your homepage and replace the large text box sentences with a short description of who you are, including your and professional title. Be sure to keep your personally identifiable information (PII) to a minimum to protect your privacy.

Update the name at the top of the page. Change *Writing Portfolio* to “Portfolio.”



Step 5: Edit your “Design a social media post” page

From the **Site** menu, select the “Design a social media post” sub page under the Sample Work folder. Once on the page, select the header and replace it with the name of your work sample: **“Design a social media post” activity**.

Write a brief description of the project, including why you created it and what it demonstrates. For example: I completed this activity as part of the Google Digital Marketing & E-commerce Certificate. This completed activity demonstrates my ability to write, design, and repurpose engaging content for social media. It also demonstrates my knowledge of brand voice.

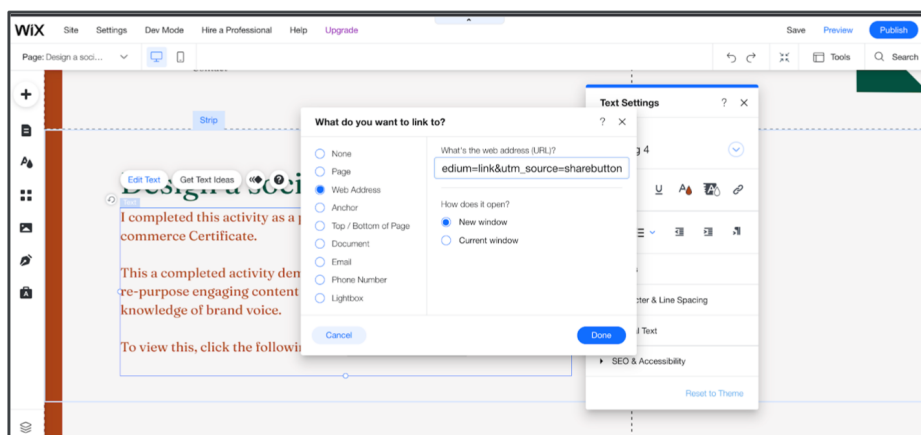
Step 6: Add your work sample link

In the same text box, press enter and write “Click here to view this completed work sample.”

Open a new tab in your browser. Navigate to the work you completed for the *Design a social media post* activity. Then, copy the URL.

Return to your Wix tab. Select the sentence text and click the *link icon* in the Text Settings menu, then select Web Address.

Paste the URL into the link field. Then, click *Done*.



Step 7: Edit your “About” page

Next, select the *About* page from the pages menu. Replace the heading with “About” and your first name.

Write at least three sentences about you to let employers know who you are. Include the following information:

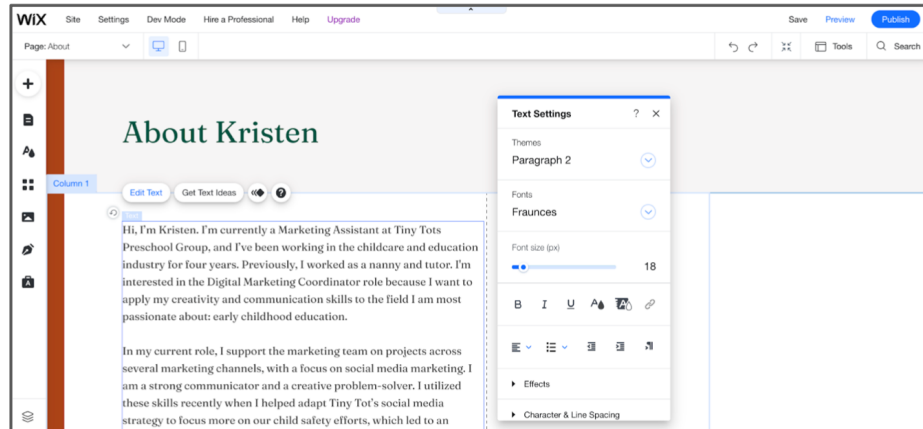
A first name

Your desired position

Your previous experience with digital marketing or e-commerce

Pro tip: You can include your expected completion of the Google Digital Marketing & E-commerce Certificate as experience. If you completed the “Draft an elevator pitch” activity, use it to develop your paragraphs. You can even copy and paste your entire elevator pitch into this section.

Then remove any unnecessary template elements that you did not use, including images and text boxes.



Step 8: Preview your website

Select **Preview** to view your unpublished website.

Review your website to see how it will appear to your digital portfolio’s viewers.

Step 9: Publish your portfolio website

Select **Publish**. A confirmation screen will appear with your site URL.

Review criteria

There are a total of 9 points for this activity. At least two of your peers will evaluate your portfolio website. Your final grade will be the median of these scores. You must get 8 out of 9 total points to pass.

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Giving Good Feedback

Once you complete the activity, review, grade, and provide constructive feedback for **at least two** assignments. Below are some guidelines to help you leave constructive comments for your peers.

When giving feedback:

Start by pointing out something positive, then follow up with a suggestion.

Be specific and offer actionable recommendations.

Focus on content, rather than grammar or style.

Ready to submit your work? Head to the My Submission tab at the top of the page.

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