

Apply your skills to a workplace scenario

Prepare a portfolio for job interviews

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Prepare for digital marketing and e-commerce interviews

Answer interview questions

Develop an elevator pitch

Review: Prepare for jobs in digital marketing and e-commerce

Course review: Satisfaction guaranteed: Develop customer loyalty online

Create a professional portfolio using Google Sites

You learned that a digital portfolio is an effective way to easily share your work with potential employers. This reading will introduce you to Google Sites, one of many digital portfolio tools available online.

Why create a portfolio using Google Sites?

Google Sites is a webpage creation tool included as part of Google Workspace, a collection of web-based productivity apps. In addition to creating a professional portfolio, you can use Google Sites to create public-facing websites or a blog for your business team.

While many website builder apps offer advanced features, they usually cost money and can be complex to use. The most notable benefit of using Google Sites is that it is free and does not require advanced skills to create a website.

Google Sites features

Google Sites has a variety of easy-to-use features to achieve your portfolio goals. These features include customizable layouts, responsive webpages, embedded content capabilities, and web publishing.

Customizable layouts

Google Sites operates on a grid-based design. Grids are a system for creating order among elements on a webpage. In Google Sites, you can use the drag-and-drop feature to place elements in your desired location. You can arrange elements such as text, images, and embedded content.

Responsive webpages

Responsive webpages adjust their content to fit a variety of devices and screen sizes to ensure usability and satisfaction. This is helpful because viewers can review your content using any device. Your media will be displayed just as you intended.

Embedded content capabilities

Google Sites also allows users to add embedded content, which is content imported into another platform using HTML code. You can even import files directly from Google Drive, such as PDFs and spreadsheets. When creating a portfolio, you can use this feature to upload documents like your resume.

Web publishing

The web publishing feature lets you adjust share settings for your portfolio site. You can make your website discoverable on search engines, or share your digital portfolio with the people you want. When you are ready, you can publish your website and receive a unique URL. You can add this link to your resume so your work can be viewed easily by hiring managers.

Key takeaways

Digital portfolios present a collection of your best projects. Using Google Sites or any other digital portfolio creation tool will help you convey who you are and what you’ve done to your future employer and colleagues.

For more information

To learn more about creating your own website, browse the Google Sites help topics provided on the [Google Support page](#).

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