



OPERATIONS
RESEARCH
CENTER

Personal Academic Website

15.S60, Session 1

Independent Activities Period, 2020-2021

Kayla Cummings

7 January 2021

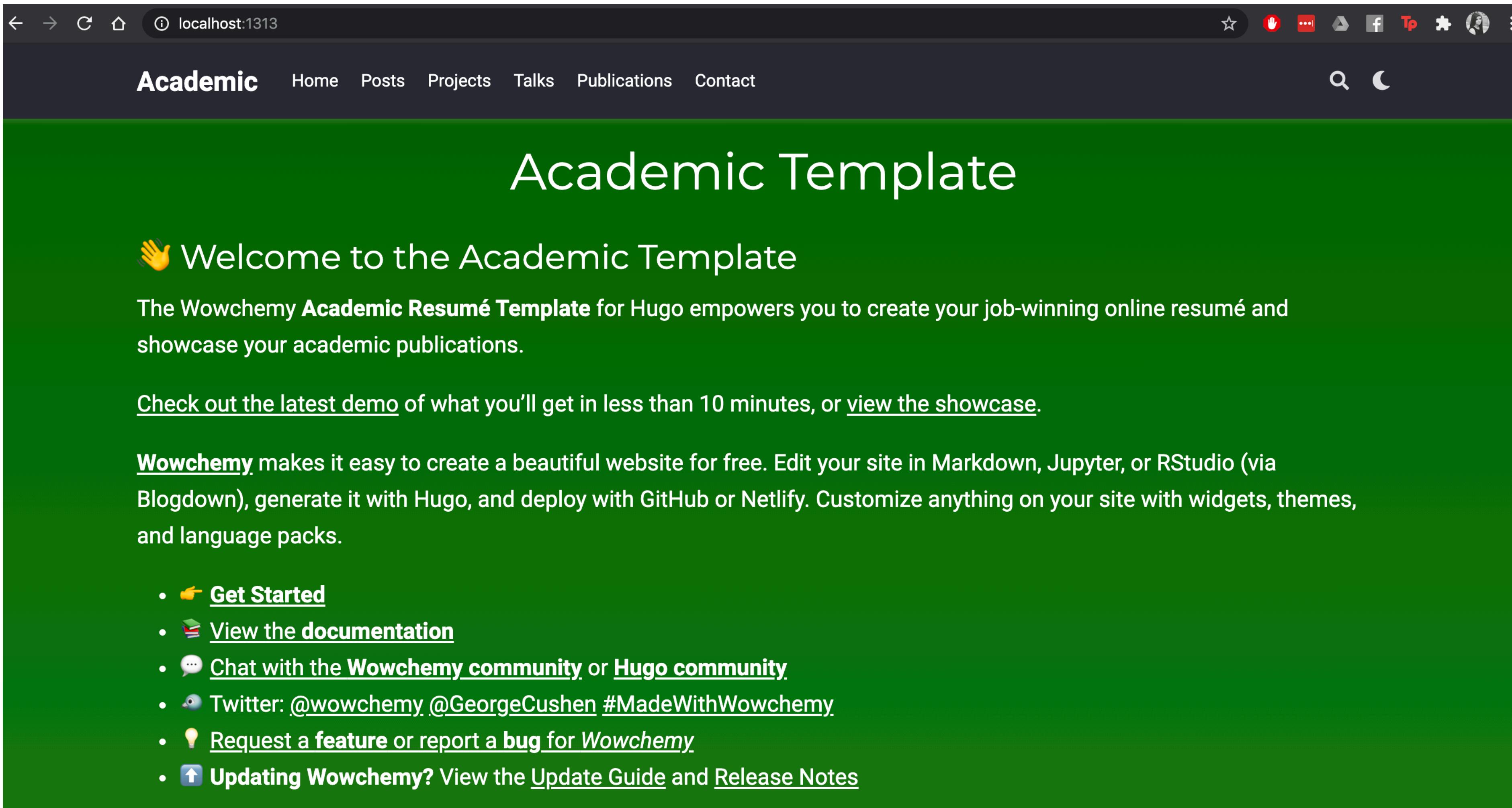
Why make a personal website?

Networking +
job market

Communicate
about your
research

More flexible
than LinkedIn

Pre-assignment



The screenshot shows a web browser window with the URL `localhost:1313` in the address bar. The page title is "Academic Template". The navigation menu includes "Academic" (which is bolded), "Home", "Posts", "Projects", "Talks", "Publications", and "Contact". There are also search and dark/light mode icons.

Welcome to the Academic Template

The Wowchemy **Academic Resumé Template** for Hugo empowers you to create your job-winning online resumé and showcase your academic publications.

[Check out the latest demo](#) of what you'll get in less than 10 minutes, or [view the showcase](#).

Wowchemy makes it easy to create a beautiful website for free. Edit your site in Markdown, Jupyter, or RStudio (via Blogdown), generate it with Hugo, and deploy with GitHub or Netlify. Customize anything on your site with widgets, themes, and language packs.

- 👉 [**Get Started**](#)
- 📚 [**View the documentation**](#)
- 💬 [**Chat with the Wowchemy community**](#) or [**Hugo community**](#)
- 🐦 Twitter: [@wowchemy](#) [@GeorgeCushen](#) [#MadeWithWowchemy](#)
- 💡 [**Request a feature**](#) or [**report a bug**](#) for Wowchemy
- ⬆️ [**Updating Wowchemy?**](#) View the [Update Guide](#) and [Release Notes](#)

Outline

- Git and Github
- Content management with Hugo Academic
- Initial deployment
- Updates
- Analytics

What is Git?

- **Git**
Open-source, distributed version control system
- **GitHub**
Online host for version-control using Git
Largest host of source code in the world
- **GitHub Pages**
Static web hosting service offered by GitHub

Some terminology

- **Repository (repo)** - project containing all files
- **Clone** - create a local copy of a repository on GitHub
- **Commit**
 - As a noun: one repository snapshot
 - As a verb: action of storing a new snapshot of the repository in Git's memory
- **Pull** - update local repo changes from GitHub repo
- **Push** - update GitHub repo with local repo changes

More detailed tutorial

If you are interested in learning about how to use Git in more depth, then see the Session 1 materials from the 2020 iteration of 15.S60, by Galit Lukin:

https://github.com/adelarue/cos_2020/blob/master/1_terminal_git

Content Management with Hugo

Academic Home Posts Projects Talks Publications Contact



Nelson Bighetti
Professor of Artificial Intelligence
Stanford University

[!\[\]\(89d1e09f668245d223896beda39443bd_img.jpg\)](#) [!\[\]\(5fff40472ad10d456ceb3775edf98340_img.jpg\)](#) [!\[\]\(207d79912909f888f5f071263296f6ac_img.jpg\)](#) [!\[\]\(a8d88ebf628da168cd51d7459954230e_img.jpg\)](#) [!\[\]\(176df70e19313d8dc4b65cd4d681dc4c_img.jpg\)](#)

Biography

Nelson Bighetti is a professor of artificial intelligence at the Stanford AI Lab. His research interests include distributed robotics, mobile computing and programmable matter. He leads the Robotic Neurobiology group, which develops self-reconfiguring robots, systems of self-organizing robots, and mobile sensor networks.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed neque elit, tristique placerat feugiat ac, facilisis vitae arcu. Proin eget egestas augue. Praesent ut sem nec arcu pellentesque aliquet. Duis dapibus diam vel metus tempus vulputate.

 [Download my resumé.](#)

Interests

- Artificial Intelligence
- Computational Linguistics
- Information Retrieval

Education

-  PhD in Artificial Intelligence, 2012
Stanford University
-  MEng in Artificial Intelligence, 2009
Massachusetts Institute of Technology
-  BSc in Artificial Intelligence, 2008
Massachusetts Institute of Technology

Template contents

Name	Date Modified	Size	Kind
academic.Rproj	Jan 2, 2021 at 7:01 PM	258 bytes	R Project
► assets	Jan 2, 2021 at 7:05 PM	--	Folder
► config	Jan 2, 2021 at 8:33 PM	--	Folder
► config.toml	Jan 2, 2021 at 7:01 PM	271 bytes	TOML file
► content	Jan 2, 2021 at 7:01 PM	--	Folder
► data	Jan 2, 2021 at 7:01 PM	--	Folder
► exampleSite	Jan 2, 2021 at 7:01 PM	--	Folder
► go.mod	Today at 12:11 PM	264 bytes	MODS XML
► go.sum	Today at 12:11 PM	1 KB	Document
► images	Jan 2, 2021 at 7:01 PM	--	Folder
► LICENSE.md	Jan 2, 2021 at 7:01 PM	1 KB	md
► netlify.toml	Jan 2, 2021 at 7:01 PM	591 bytes	TOML file
► README.md	Jan 2, 2021 at 7:01 PM	2 KB	md
► resources	Jan 2, 2021 at 7:02 PM	--	Folder
► scripts	Jan 2, 2021 at 7:01 PM	--	Folder
► static	Jan 2, 2021 at 7:01 PM	--	Folder
► theme.toml	Jan 2, 2021 at 7:01 PM	1 KB	TOML file
► update_wowchemy.sh	Jan 2, 2021 at 7:01 PM	2 KB	Shell script
► view.sh	Jan 2, 2021 at 7:01 PM	69 bytes	Shell script

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Preview template

- Open a command line
- Navigate to the template directory:
 > cd <REPO-NAME>
- Preview:
 > hugo server

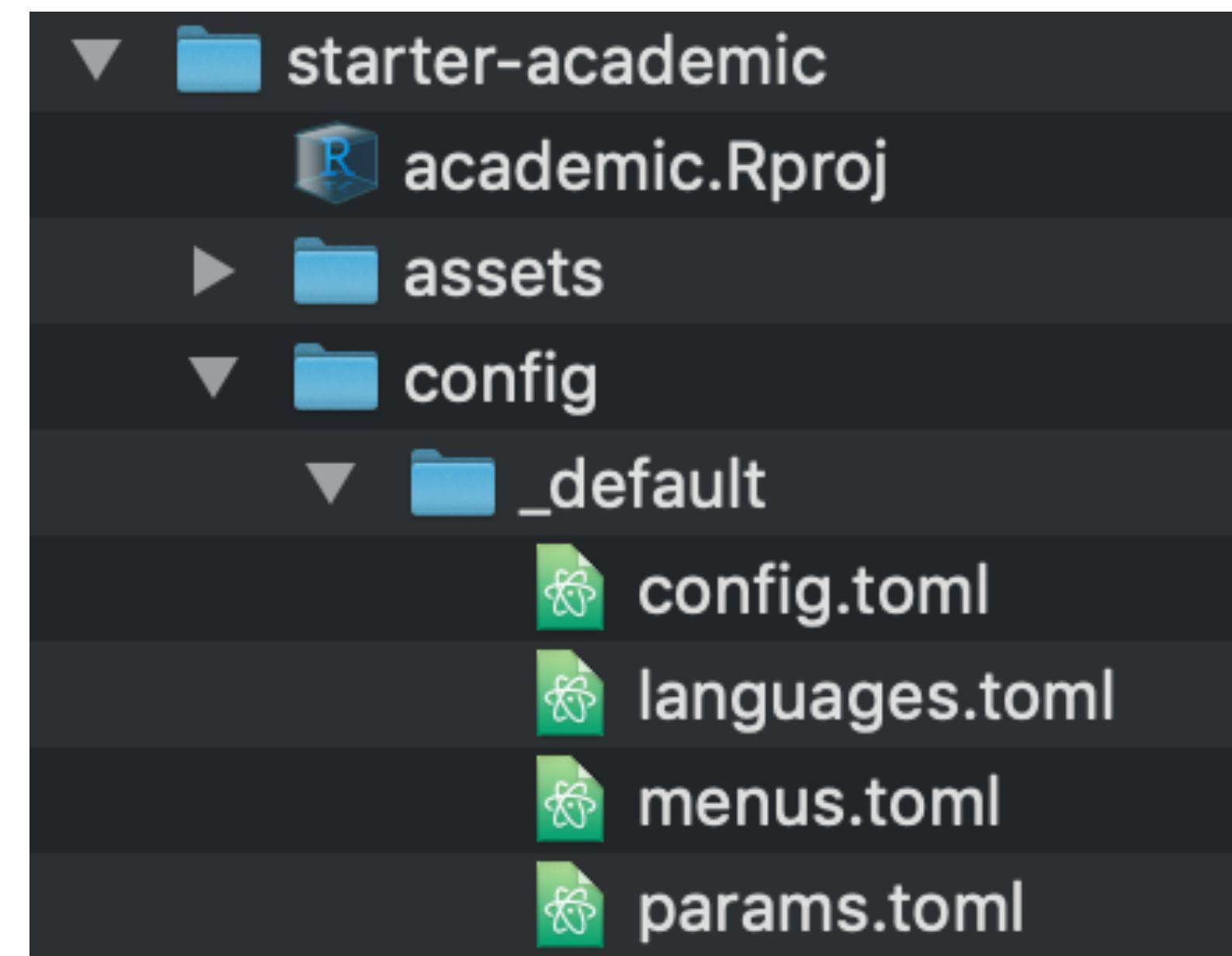
```
[Kaylas-MacBook-Pro:starter-academic kaylacummings$ hugo server
Start building sites ...

| EN
-----+-----
Pages      | 50
Paginator pages | 0
Non-page files   | 7
Static files     | 3
Processed images | 27
Aliases        | 12
Sitemaps       | 1
Cleaned        | 0

Built in 451 ms
Watching for changes in /Users/kaylacummings/Desktop/MIT/Website/starter-academic/{assets,content,data,static}
Watching for config changes in /Users/kaylacummings/Desktop/MIT/Website/starter-academic/config.toml, /Users/kaylacummings/Desktop/MIT/Website/starter-academic/config/_default, /Users/kaylacummings/Desktop/MIT/Website/starter-academic/go.mod
Environment: "development"
Serving pages from memory
Running in Fast Render Mode. For full rebuilds on change: hugo server
--disableFastRender
Web Server is available at //localhost:1313/ (bind address 127.0.0.1)
Press Ctrl+C to stop
```

Settings

- Open the settings files in your text editor of choice:
 > open -a “Atom” config/_default/*



Settings

- *./config/_default/config.toml*
Configure site name and URL.

```
7 # Title of your site
8 title = "Kayla Cummings"
9
10 # The URL of your site.
11 # End your URL with a `/` trailing slash, e.g. `https://example.com/`.
12 baseUrl = "https://kscummings.github.io/"
13
```

- The base URL must be *https://<GITHUB-USERNAME>.github.io* in order for deployment to work later.

Settings

- *./config/_default/params.toml*

Configure color theme, font size, contact info

```
4 #####  
5 ## Theme  
6 #####  
7  
8 # Choose a theme.  
9 # Latest themes (may require updating): https://sourcethemes.com/  
• academic/themes/  
10 # Browse built-in themes in `themes/academic/data/themes/`  
11 # Browse user installed themes in `data/themes/`  
12 theme = "ocean"  
13  
14 # Enable users to switch between day and night mode?  
15 day_night = false  
16  
17 # Override the theme's font set (optional).  
18 # Latest font sets (may require updating): https://  
• sourcethemes.com/academic/themes/  
19 # Browse built-in font sets in `themes/academic/data/fonts/`  
20 # Browse user installed font sets in `data/fonts/`  
21 font = ""  
22  
23 # Choose a font size.  
24 # Sizes: XS (extra small), S (small), M (medium), L (large -  
• DEFAULT), XL (extra large)  
25 font_size = "S"  
26
```

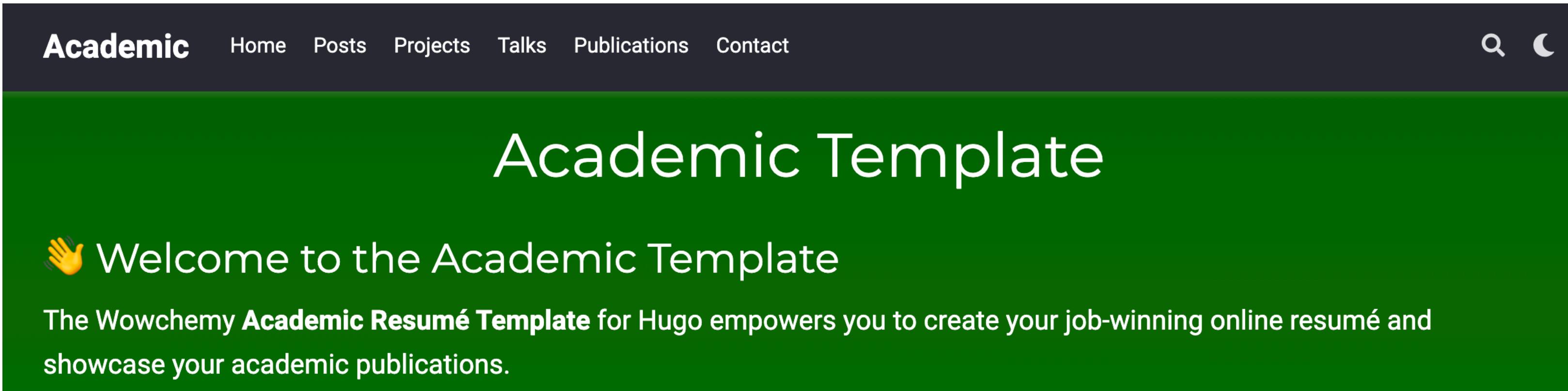
```
76 #####  
77 ## Contact details  
78 ##  
79 ## These details power the Contact widget (if enabled).  
80 ## Additionally, for organizations, these details may be used to  
• enrich search engine results.  
81 #####  
82  
83 # Enter contact details (optional). To hide a field, clear it to "".  
84 email = "kaylac@mit.edu"  
85 phone = ""  
86  
87 # Address  
88 # For country_code, use the 2-letter ISO code (see https://en.wikipedia.org/wiki/ISO\_3166-1\_alpha-2 )  
• en.wikipedia.org/wiki/ISO_3166-1_alpha-2 )  
89 address = {street = "1 Amherst St", city = "Cambridge", region =  
• "Ma", postcode = "02142", country = "United States", country_code =  
• "US"}  
90
```

Settings

- *./config/_default/menus.toml*

Edit menu order by changing weights.

Each #url refers to a widget markdown file.



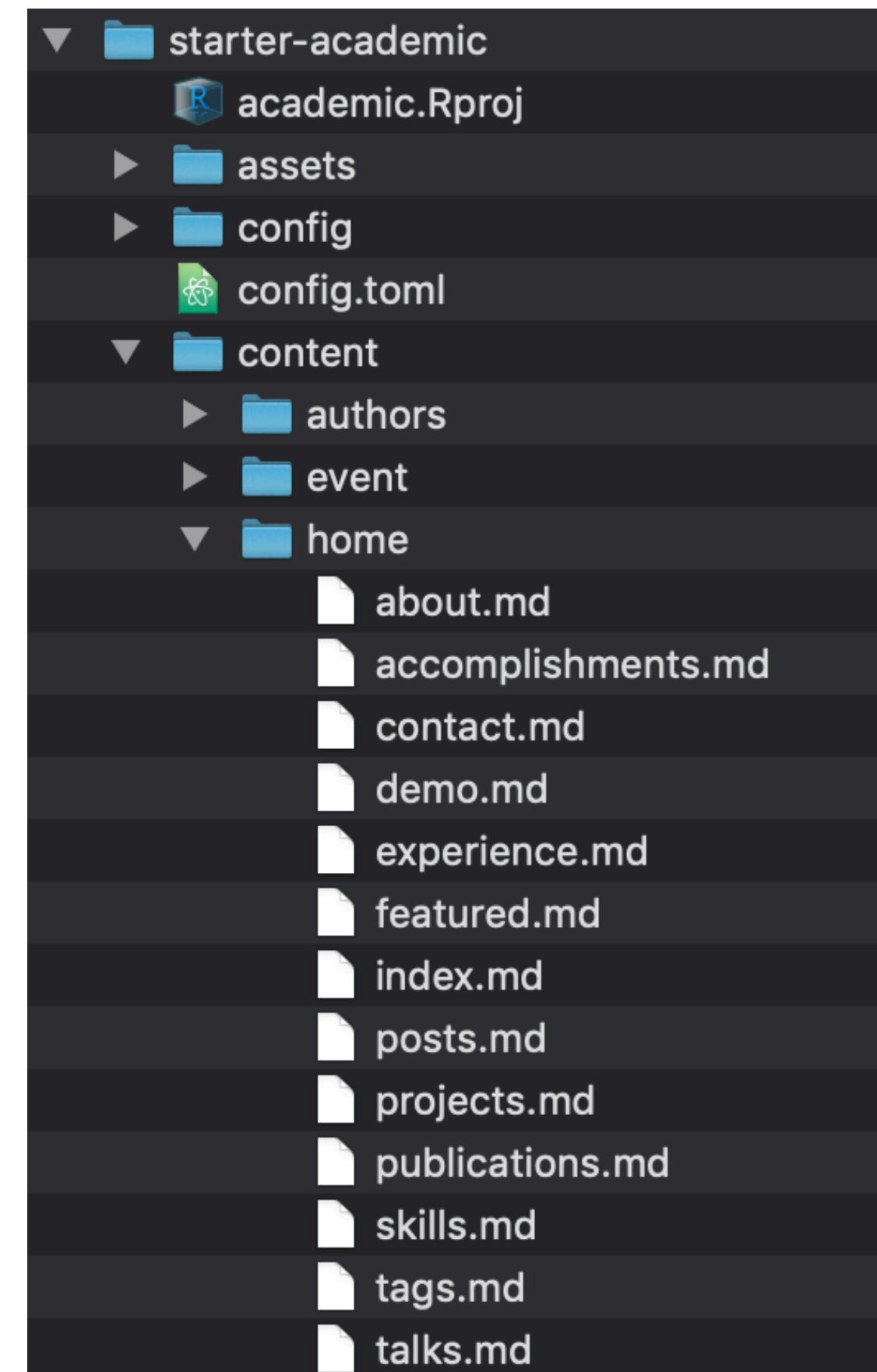
```
6  [[main]]
7    name = "Home"
8    url = "#about"
9    weight = 10
10
11 [[main]]
12   name = "Posts"
13   url = "#posts"
14   weight = 20
15
16 [[main]]
17   name = "Projects"
18   url = "#projects"
19   weight = 30
20
21 [[main]]
22   name = "Talks"
23   url = "#talks"
24   weight = 40
25
26 [[main]]
27   name = "Publications"
28   url = "#featured"
29   weight = 50
30
31 [[main]]
32   name = "Contact"
33   url = "#contact"
34   weight = 60
```

Widgets

Refers to each “section” of the website.

Editable via files under `./content/home`

- Homepage (“About” section)
- Publications
- Talks
- Experience
- Projects
- More: <https://wowchemy.com/docs/managing-content/>



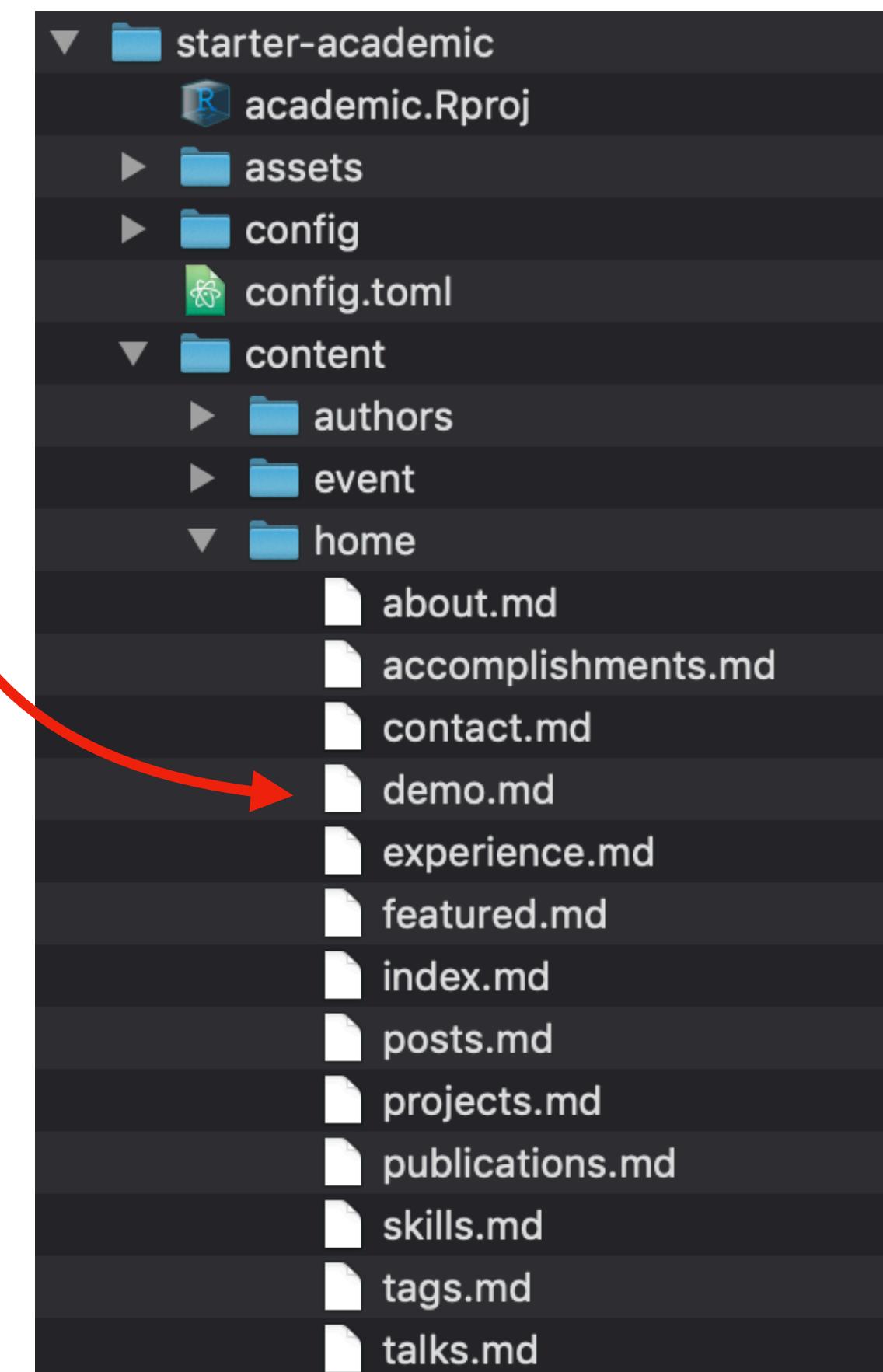
Widgets

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Editable via files under `./content/home`

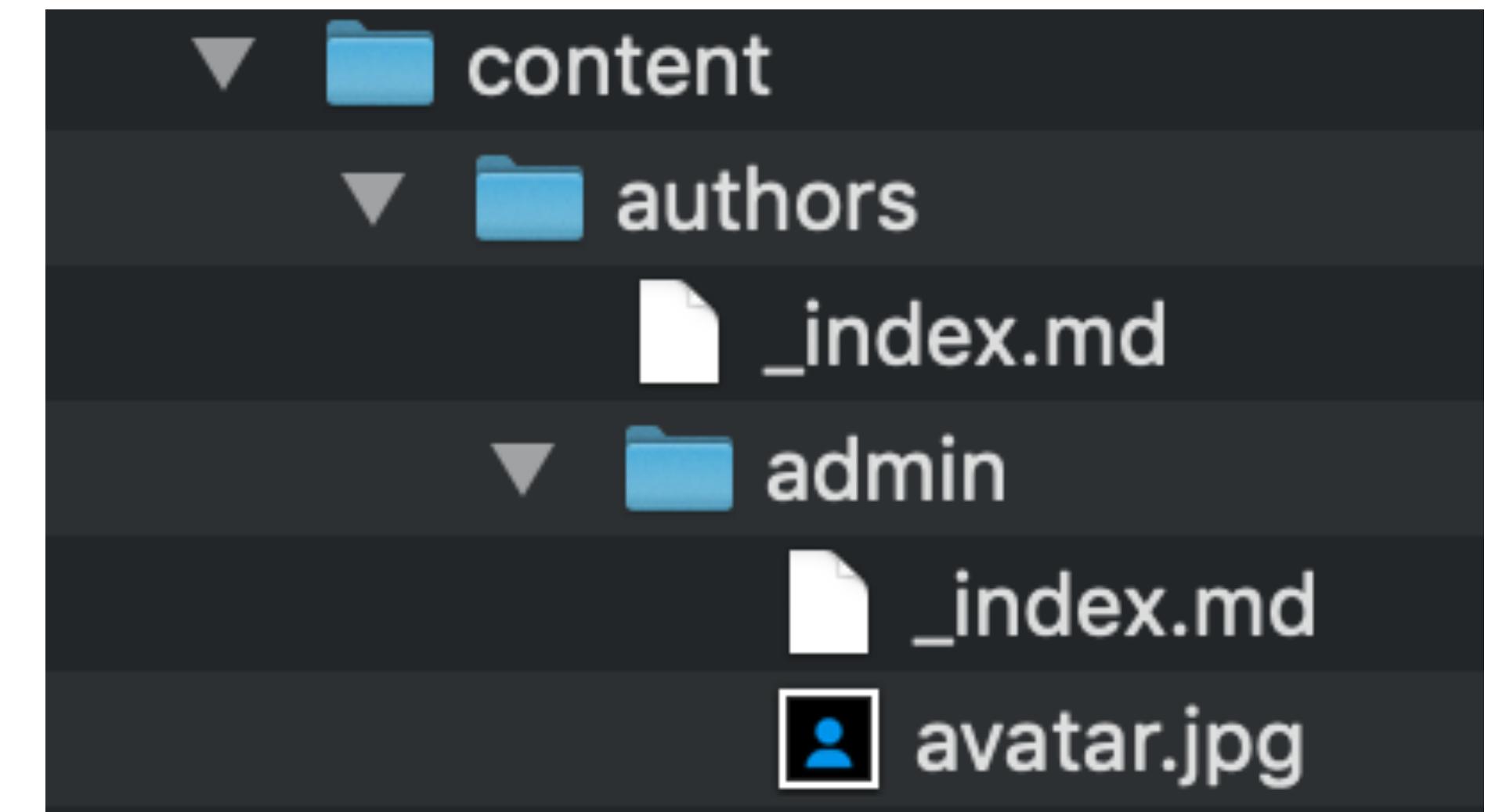
- Homepage (“About” section)
- Publications
- Talks
- Experience
- Projects
- More: <https://wowchemy.com/docs/managing-content/>

Delete this! (ugly green banner at top of template)



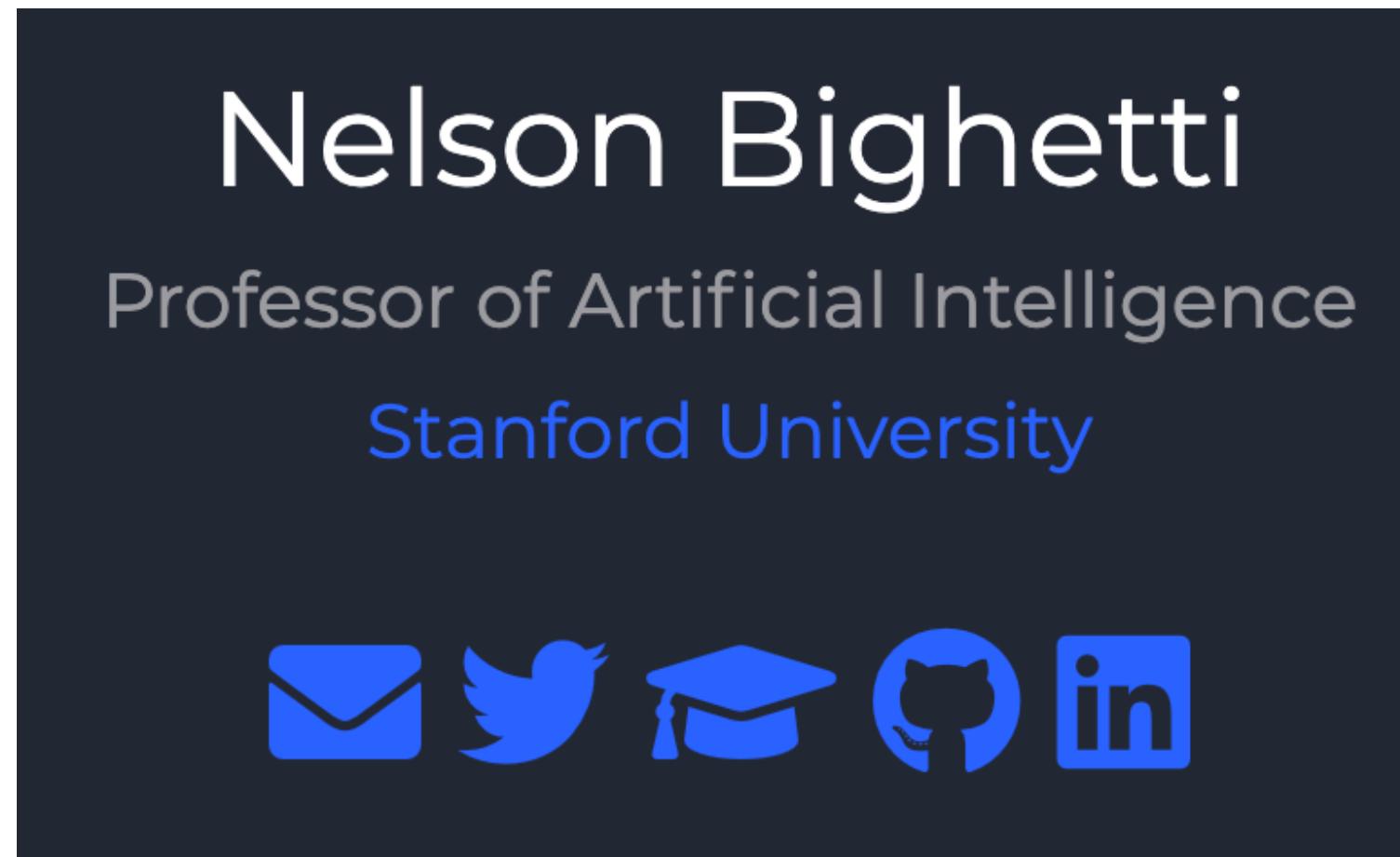
“About” page

- Edit contents of `./content/authors/admin/_index.md`
- Replace “`avatar.jpg`” picture with your own headshot (be sure to name it “`avatar.jpg`” or “`avatar.png`”)
- Education, bio, profile links



“About” page

- Edit external links



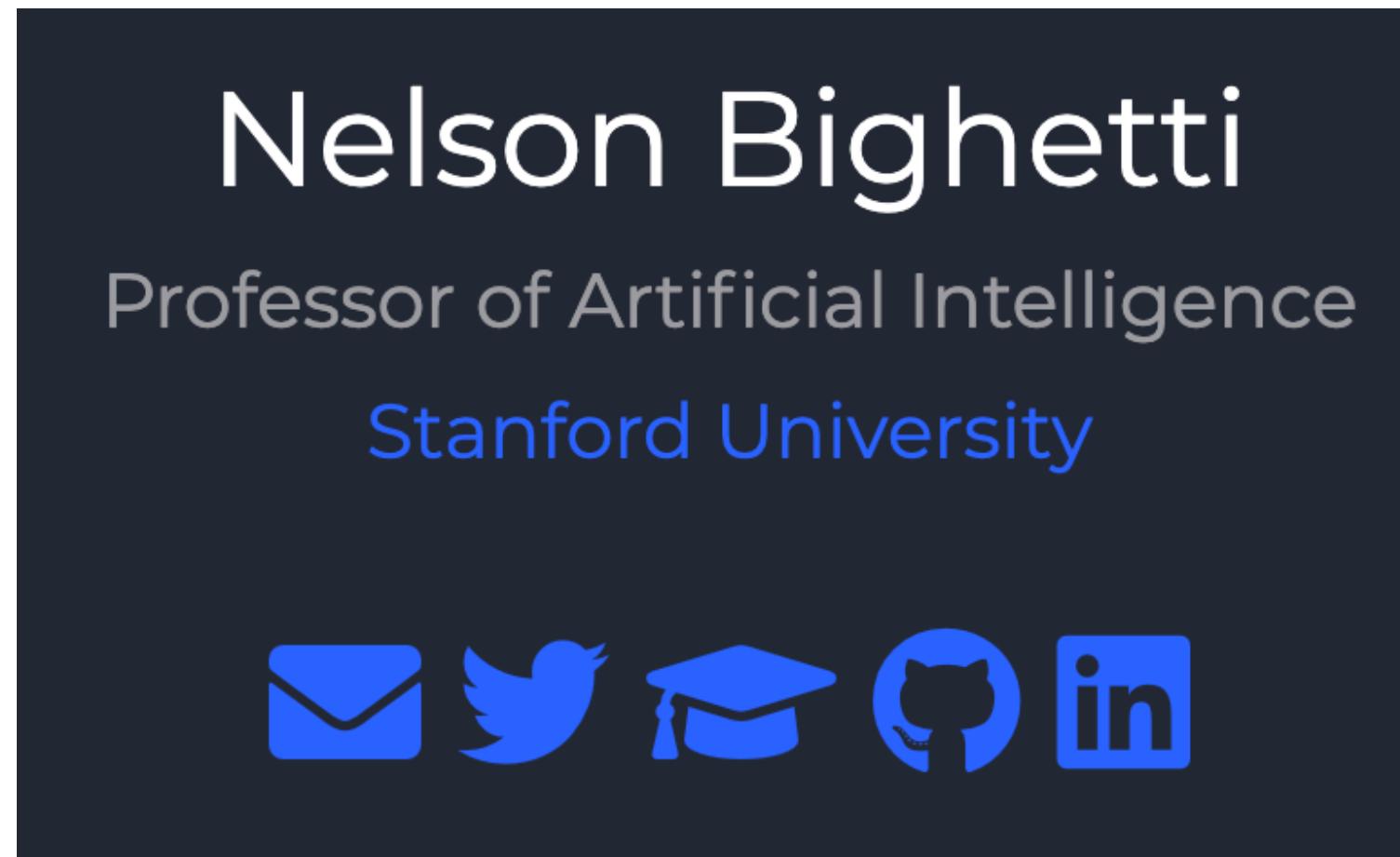
./content/authors/admin/_index.md

```
42 social:  
43 - icon: envelope  
44 icon_pack: fas  
45 link: '/#contact'  
46 - icon: twitter  
47 icon_pack: fab  
48 link: https://twitter.com/GeorgeCushen  
49 - icon: graduation-cap # Alternatively, use `google-scholar` icon  
  • from `ai` icon pack  
50 icon_pack: fas  
51 link: https://scholar.google.co.uk/citations?user=sIwtMXoAAAAJ  
52 - icon: github  
53 icon_pack: fab  
54 link: https://github.com/gcushen  
55 - icon: linkedin  
56 icon_pack: fab  
57 link: https://www.linkedin.com/  
58
```

- Icons: <https://sourcethemes.com/academic/docs/page-builder/#icons>

“About” page

- Can include a CV button on your profile



./content/authors/admin/_index.md

```
59 # Link to a PDF of your resume/CV.  
60 # To use: copy your resume to `static/media/  
• resume.pdf`, enable `ai` icons in `params.toml`,  
61 # and uncomment the lines below.  
62 - icon: cv  
63 icon_pack: ai  
64 link: media/resume.pdf
```

- Icons: <https://sourcethemes.com/academic/docs/page-builder/#icons>

Widget content

- Example: *about.md*
- Note the dashes in lines 1 and 21 - header material of each widget
- Auto-formatted by Academic template
- Can add other text to the section below the dashes (line 22)

./content/home/about.md

```
1 ---  
2 # An instance of the About widget.  
3 # Documentation: https://wowchemy.com/docs/page-builder/  
4 widget: about  
5  
6 # Activate this widget? true/false  
7 active: true  
8  
9 # This file represents a page section.  
10 headless: true  
11  
12 # Order that this section appears on the page.  
13 weight: 20  
14  
15 title: Biography  
16  
17 # Choose the user profile to display  
18 # This should be the username (folder name) of a profile in your  
19 # See https://wowchemy.com/docs/get-started/#introduce-yourself  
20 author: admin  
21 ---  
22
```

Widget content

- Example: *about.md*
- *widget* - section template
- *active* - whether to show this widget on your website
- *weight* - relative order of the section on your landing page
- *author* - author profile that is displayed at the top

./content/home/about.md

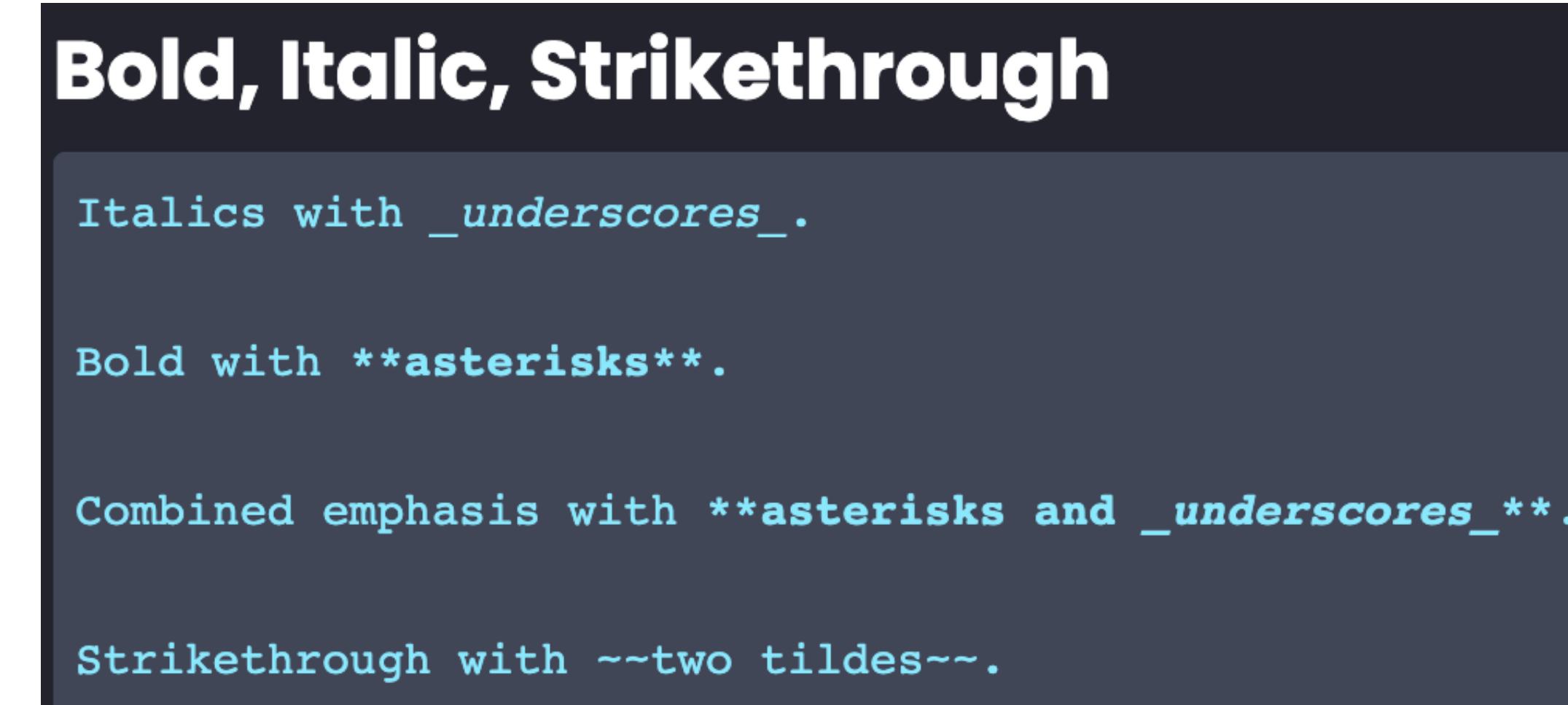
```
1 ---  
2 # An instance of the About widget.  
3 # Documentation: https://wowchemy.com/docs/page-builder/  
4 widget: about  
5  
6 # Activate this widget? true/false  
7 active: true  
8  
9 # This file represents a page section.  
10 headless: true  
11  
12 # Order that this section appears on the page.  
13 weight: 20  
14  
15 title: Biography  
16  
17 # Choose the user profile to display  
18 # This should be the username (folder name) of a profile in your  
19 . `content/authors/` folder.  
20 # See https://wowchemy.com/docs/get-started/#introduce-yourself  
21 author: admin  
22 ---
```

Markdown text formatting

- At the bottom of each widget, we can add text.
- Summary of formatting text in Markdown: <https://wowchemy.com/docs/writing-markdown-latex/>

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Links

```
[I'm a link](https://www.google.com)
[A post]({{< ref "/post/my-page-name/index.md" >}})
[A publication]({{< ref "/publication/my-page-name/index.md" >}})
[A project]({{< ref "/project/my-page-name/index.md" >}})
[A relative link from one post to another post]({{< relref "../my-page-name/index.md" >}})
[Scroll down to a page section with heading *Hi*](#hi)
```

Markdown text formatting

- At the bottom of each widget, we can add text.
- Summary of formatting text in Markdown: <https://wowchemy.com/docs/writing-markdown-latex/>

Otherwise, to link to a file, such as a PDF, in the **body** of your content, place the file in your `static/media/` folder and then link to it using the following form:

```
{{% staticref "media/cv.pdf" "newtab" %}}Download my CV{{% /staticref %}}
```

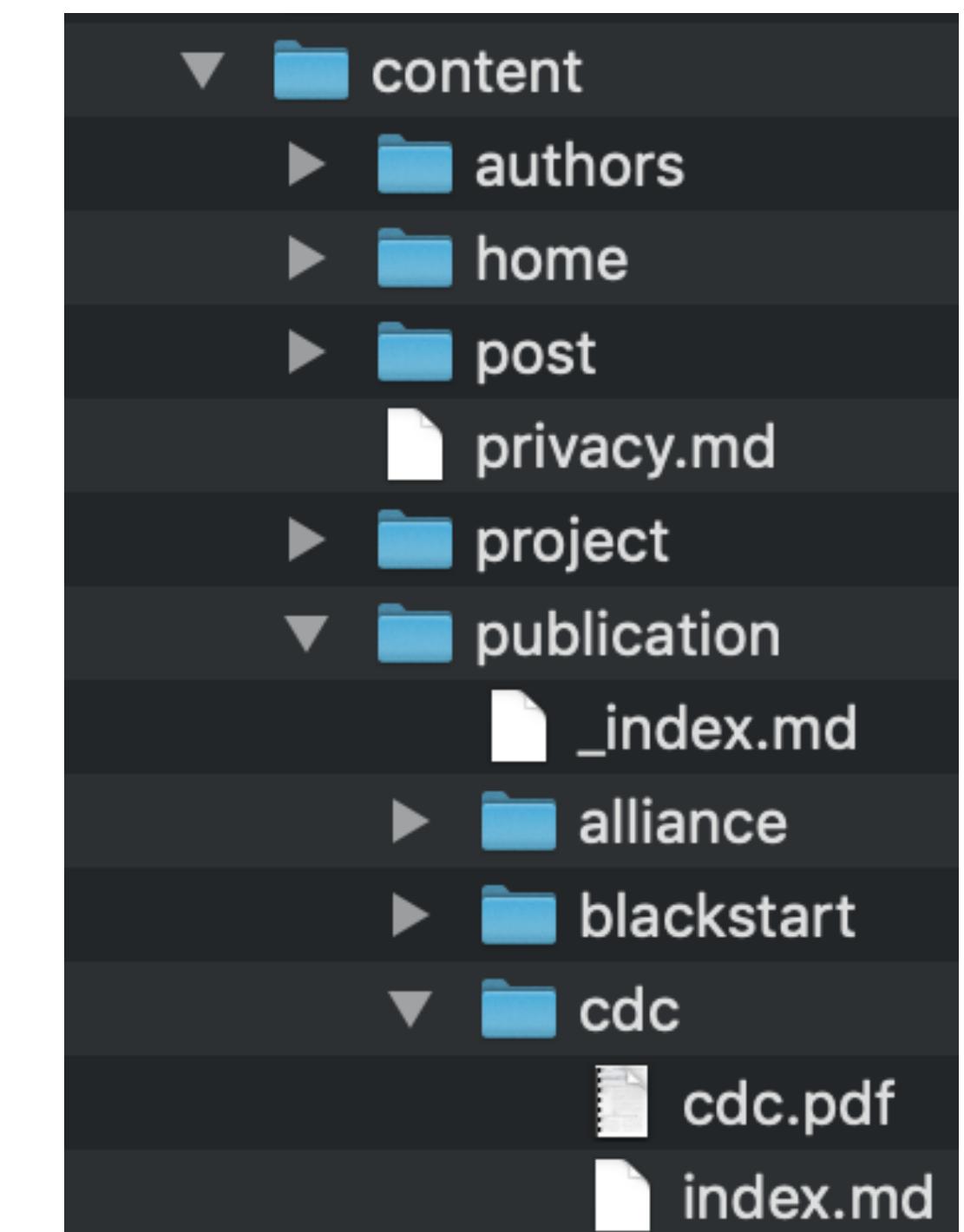
Publications

- Create a new publication:

> hugo new --kind publication publication/<**my-publication**>

- Creates a directory under at location:

./content/publication/<my-publication>



Publications

- Edit publication info in *index.md*
- To generate a PDF, add publication PDF with directory name 
- Add featured image by adding a JPEG called “featured.jpg” to the publication’s directory

Nelson Bighetti [i](#), Robert Ford [i](#)
July 2013 · In ICW



An example conference paper

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis posuere tellus ac convallis placerat. Proin tincidunt magna sed ex sollicitudin condimentum.

[PDF](#) [Cite](#) [Project](#) [Slides](#)

Talks and Projects

- Talks:
 - > hugo new --kind talk talk/<talk-name>
- Projects:
 - > hugo new --kind project project/<project-name>

Other widgets

- Experience
- Accomplishments
- Blog posts
- Be creative! <https://wowchemy.com/docs/managing-content/>

Documentation summary

- Widget types: <https://wowchemy.com/docs/page-builder/>
- Populate content: <https://wowchemy.com/docs/managing-content/>
- Themes: <https://wowchemy.com/docs/customization/#color-themes>
- Icons: <https://sourcethemes.com/academic/docs/page-builder/#icons>
- Markdown formatting: <https://wowchemy.com/docs/writing-markdown-latex/>

Initial Deployment with GitHub Pages



GitHub Pages

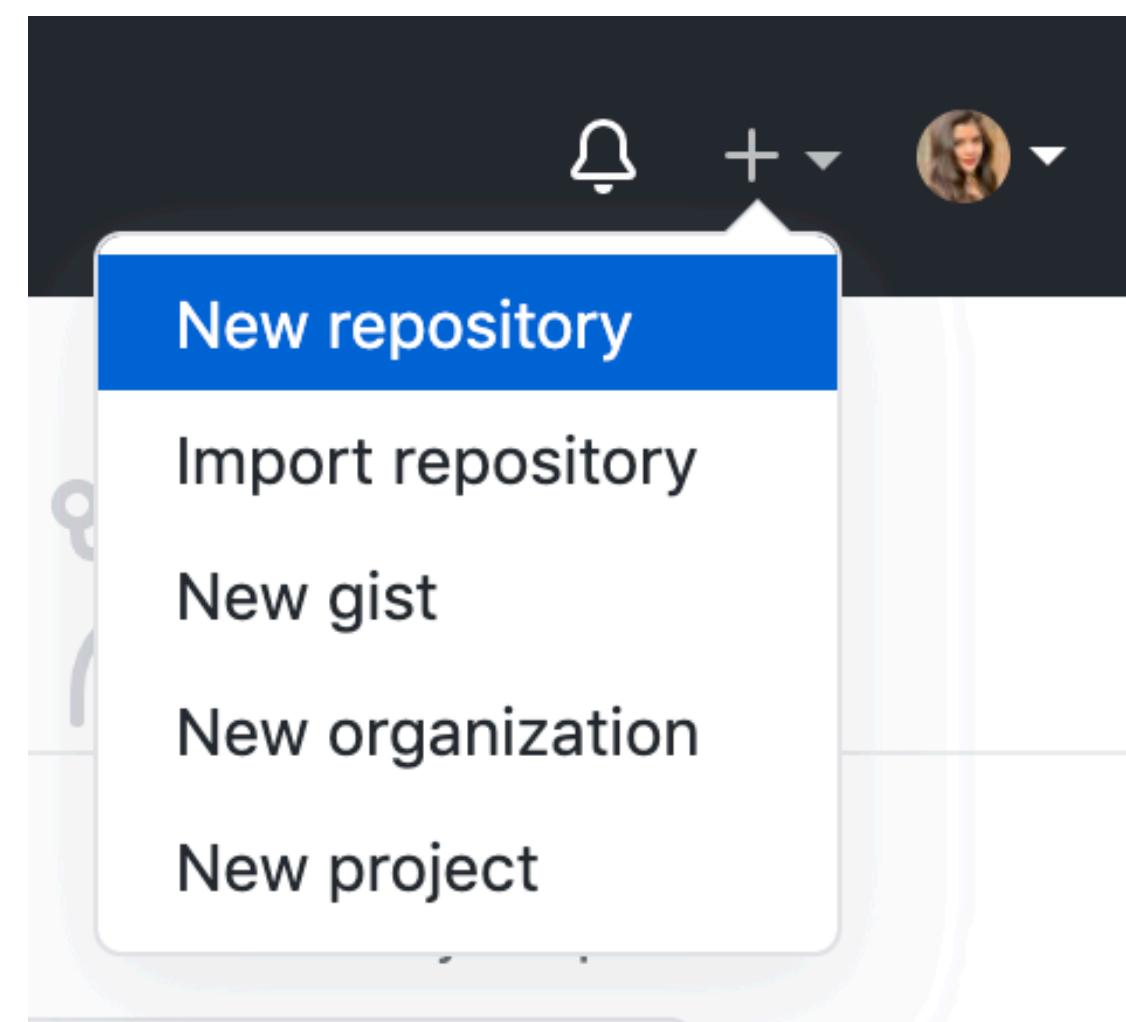
<https://pages.github.com>

GitHub Pages

- We will host our website at the following URL:
https://<GITHUB-USERNAME>.github.io
- Deployment resources:
 - Deploying a Hugo site on GitHub Pages: <https://gohugo.io/hosting-and-deployment/hosting-on-github/>
 - Specifically for Hugo Academic template: <https://wowchemy.com/docs/deployment/>

Create website repository

- Go to <https://www.github.com>.
- In the top right corner, click the plus sign, then “New repository.”



Create website repository

- Name the repository:

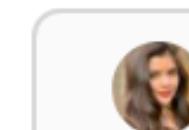
<GITHUB-USERNAME>.github.io

- Must be your GitHub username.

Create a new repository

A repository contains all project files, including the revision history. Already have a project repository elsewhere? [Import a repository](#).

Owner *



kscummings ▾

Repository name *

kscummings.github.io



Great repository names are short and memorable. Need inspiration? How about [fictional-couscous](#)?

Create website repository

- Now you have two repositories!
 1. <*TEMPLATE-REPO*>
 2. <*GITHUB-USERNAME*>.github.io
- Ensure that the “baseurl” attribute in *./config/_default/config.toml* is set to be:
https://<GITHUB-USERNAME>.github.io

Add template as submodule

- Check for `./public` folder in `<TEMPLATE-REPO>`. If one exists, remove it
 - > `cd <TEMPLATE-REPO>`
 - > `rm -rf public`
- Also run this command. Don't worry about what it means 😊
 - > `git submodule update --init --recursive`
- Add `<GITHUB-UERNAME>.github.io` as a submodule of `<TEMPLATE-REPO>`
 - > `git submodule add -f -b main https://github.com/<USERNAME>/<USERNAME>.github.io.git public`

Deploy

Update your repository on GitHub to reflect the contents of your local repository.

```
> git add .  
> git commit -m "Initial commit"  
> git push -u origin main
```

Deploy

Regenerate your website's HTML code.

```
> hugo  
> cd public  
> git add .  
> git commit -m "Build website"  
> git push origin main
```

Your website is live!



Update live website

- Check the session repository for a script called *deploy.sh*.
- Move the script to your website repository <TEMPLATE-REPO>
 - > cp <SESSION-1-REPO>/deploy.sh <TEMPLATE-REPO>
 - Or “drag and drop” :)
- Make the script executable:
 - > cd <TEMPLATE-REPO>
 - > chmod -x deploy.sh
- Make your updates to your website. Then execute:
 - > ./deploy.sh “optional commit message”

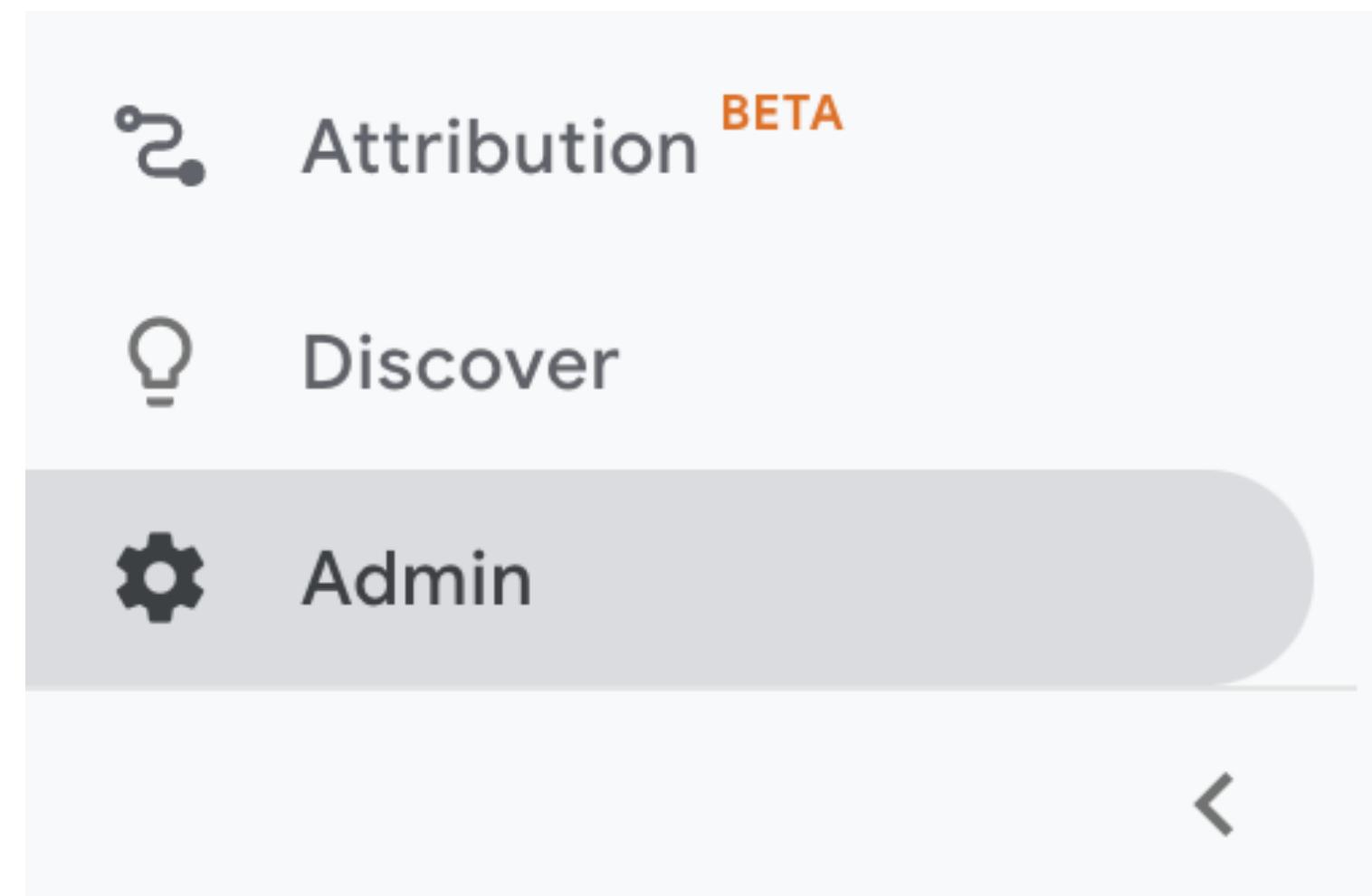
**Monitor
Website Traffic
with Google Analytics**



**Google
Analytics**

Create a property

- Go to <https://analytics.google.com>
- Navigate to the “Admin” section (bottom left corner)



Create a property

- Create an account [+ Create Account](#)
- Name it anything (maybe something more informative than “whatever”)

The image shows a user interface for account creation. At the top, a blue header bar contains the text '+ Create Account'. Below this, a large button labeled '1 Account setup' is visible. The main form area is titled 'Account details'. It features a text input field labeled 'Account name (Required)' with the placeholder text 'Accounts can contain more than one tracking ID.' A blue-bordered input field contains the text 'whatever'. The entire interface has a clean, modern design with light gray backgrounds and blue accents.

1 Account setup

Account details

Account name (Required)
Accounts can contain more than one tracking ID.

whatever

Create a property

- In the next step, name your property
- Then select “Show advanced options” at the bottom

2 Property setup

Property details

A property represents a business's web and/or app data. An account can contain one or more properties. [Learn more](#)
[*Navigate to your Firebase account](#) if you want to create a new property for an existing Firebase project.

Create a Google Analytics 4 property to measure your web and/or app data.

Property name

Reporting time zone

United States ▾ (GMT-08:00) Los Angeles Time ▾

Currency

US Dollar (USD \$) ▾

You can edit these property details later in Admin

Show advanced options

Create a property

- Toggle the switch to create a Universal Analytics property
- Enter your website URL
- Select “Universal Analytics property only”

Create a Universal Analytics property

The Universal Analytics property is a part of an earlier version of Google Analytics and only supports web measurement. It is not recommended for new Analytics users, and it will not support app measurement. Turn this on if you'd like to create a Universal Analytics property.

Website URL

Create both a Google Analytics 4 and a Universal Analytics property
This will create two properties with connected site tags, so you only need to tag your website once. [Learn more](#)
 Enable enhanced measurement for Google Analytics 4 property
Automatically measure interactions on your sites in addition to standard screen view measurement.
Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Create a Universal Analytics property only

Obtain tracking code

- Once you have created your website property, select the property in the correct dropdown menu

The image shows two side-by-side screenshots of the Google Analytics interface. On the left, under the 'Account' header, there is a dropdown menu set to 'kscummings.github.io website'. This menu contains links for 'Account Settings', 'Account User Management', 'All Filters', 'Account Change History', and 'Trash Can'. On the right, under the 'Property' header, there is also a dropdown menu set to 'kscummings.github.io (UA-186352488-1)'. This menu includes 'GA4 Setup Assistant' (which is checked), 'Property Settings', 'Property User Management', and a 'Tracking Info' section. The 'Tracking Info' section lists 'Tracking Code', 'Data Collection', 'Data Retention', 'User-ID', 'Session Settings', 'Organic Search Sources', 'Referral Exclusion List', 'Search Term Exclusion List', 'Property Change History', and 'Data Deletion Requests'.

Account	Property
kscummings.github.io website	kscummings.github.io (UA-186352488-1)
<input type="checkbox"/> GA4 Setup Assistant	
<input type="checkbox"/> Property Settings	
<input type="checkbox"/> Property User Management	
<input type="checkbox"/> Tracking Info	
	Tracking Code
	Data Collection
	Data Retention
	User-ID
	Session Settings
	Organic Search Sources
	Referral Exclusion List
	Search Term Exclusion List
	Property Change History
	Data Deletion Requests

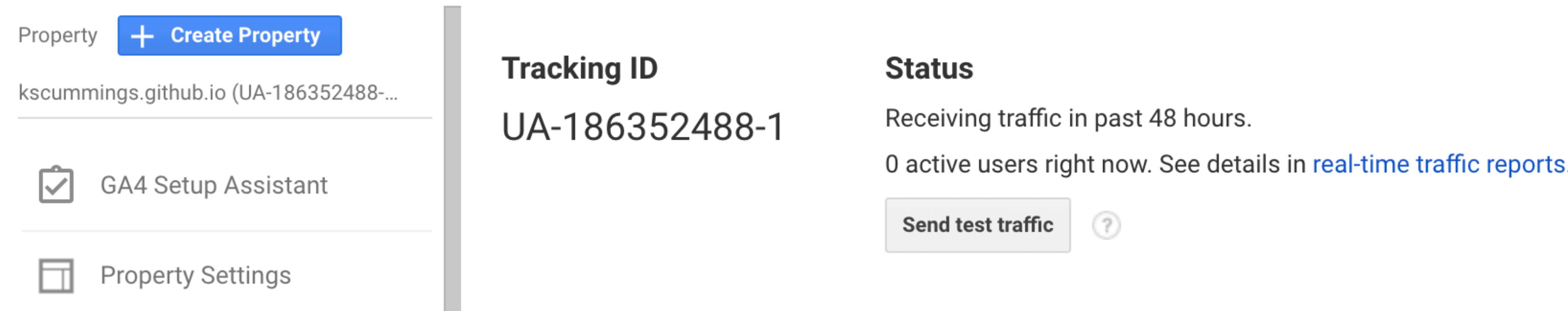
Obtain tracking code

- Under “Tracking Info,” select “Tracking Code”

The screenshot shows the Google Analytics interface with a vertical navigation bar on the left. At the top of the bar is a blue header with the text "Account" and a "Create Account" button. Below this, the account name "kscummings.github.io website" is displayed. A downward arrow icon is to the right of the account name. The main menu items listed vertically are: "Account Settings", "Account User Management", "All Filters", "Account Change History", and "Trash Can". To the right of this bar, a central column displays the "Property" view. The property name "kscummings.github.io (UA-186352488-1)" is shown at the top, followed by a downward arrow icon. Below the property name are several menu items: "GA4 Setup Assistant" (with a checked checkbox), "Property Settings", "Property User Management", and "Tracking Info". A circular navigation icon with arrows is positioned between the two columns. Under the "Tracking Info" heading, there is a list of sub-options: "Tracking Code", "Data Collection", "Data Retention", "User-ID", "Session Settings", "Organic Search Sources", "Referral Exclusion List", "Search Term Exclusion List", "Property Change History", and "Data Deletion Requests".

Obtain tracking code

- Under “Tracking Info,” select “Tracking Code”



- Copy the tracking ID with format “UA-1234-56” to your clipboard

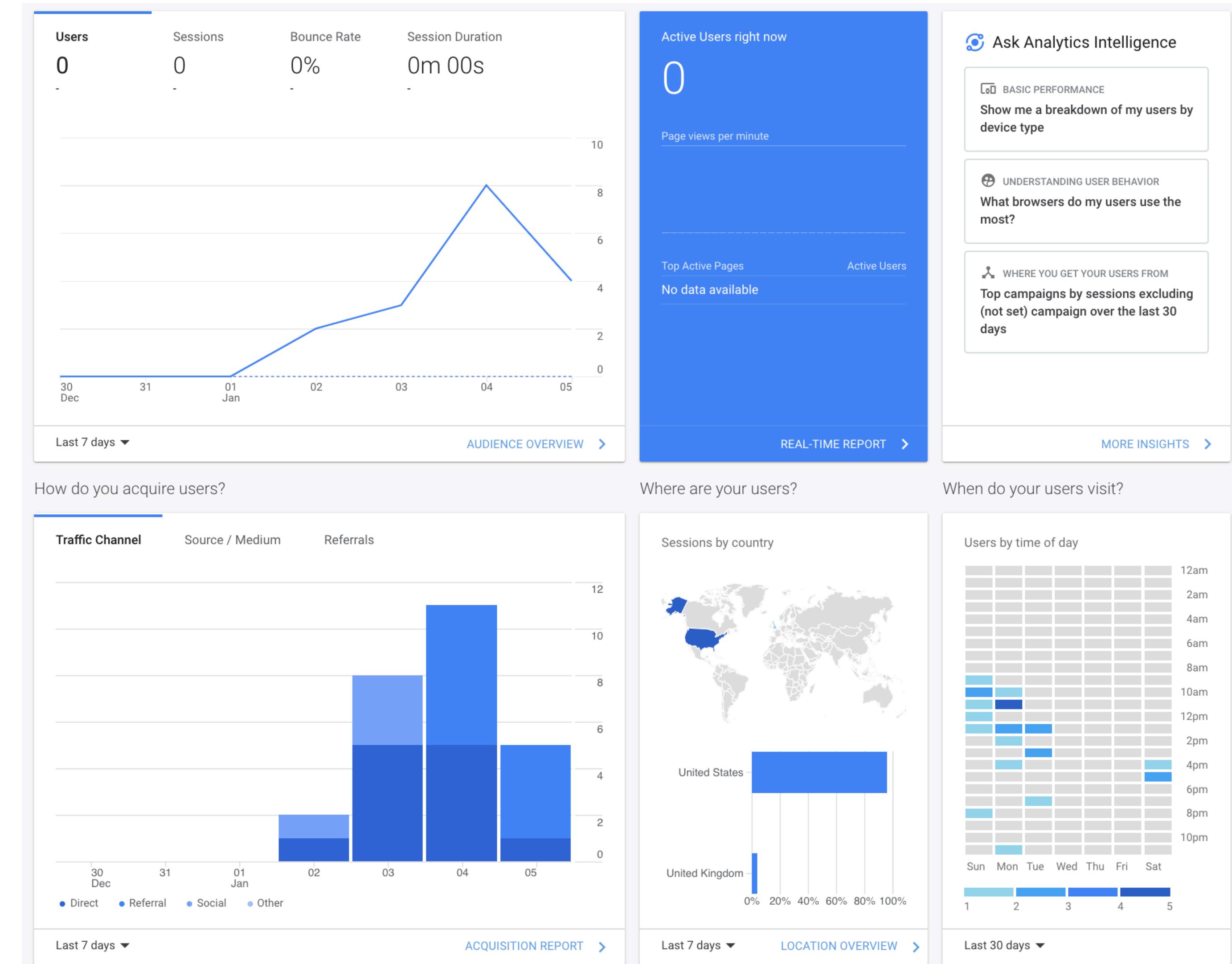
Connect to your website

- In <TEMPLATE-REPO>, open the file `./config/_default/params.toml`
- Paste your tracking code in the “google_analytics” flag

```
263 #####  
264 ## Marketing  
265 #####  
266 [marketing]  
267     google_analytics = "UA-186352488-1"  
268     google_tag_manager = ""
```

- Update your website:
 - > `./deploy.sh “google analytics”`

See web traffic stats!



Go forth and create!

Hint: for some ideas, visit the ORC student page and snoop around in our lovely peers' websites (many of whom use the Hugo Academic template)!



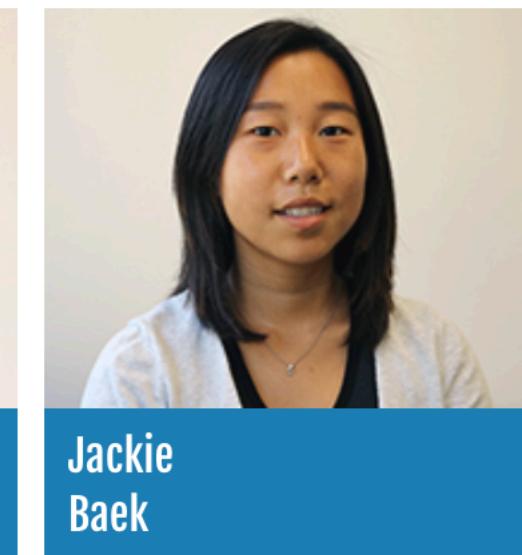
Students

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**Jonathan
Amar**

Degree: PhD
E: amarj@mit.edu
Advisor(s): Nikolaos Trichakis
[website](#)



**Jackie
Baek**

Degree: PhD
E: baek@mit.edu
Advisor(s): Vivek Farias
[website](#)



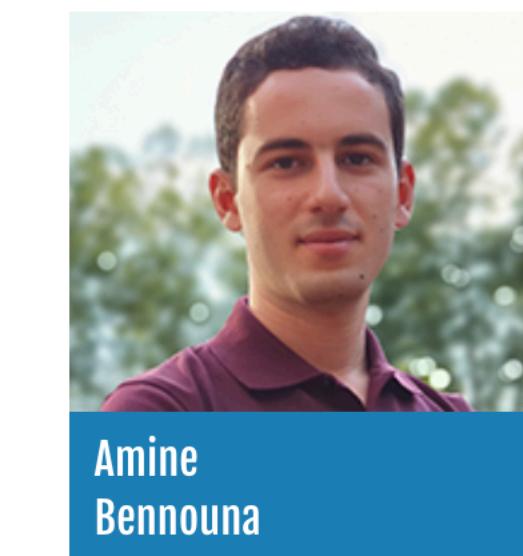
**Hari
Bandi**

Degree: PhD
E: hbandi@mit.edu
Advisor(s): Dimitris Bertsimas
[website](#)



**Kayhan
Behdin**

Degree: PhD
E: behdink@mit.edu
Advisor(s): Rahul Mazumder



**Amine
Bennouna**

Degree: PhD
E: amineben@mit.edu
Advisor(s): Georgia Perakis
[website](#)



**Moise
Blanchard**

Degree: SM
E: moiseb@mit.edu
Advisor(s): Patrick Jaillet, Alexandre Jacquillat



**Lindsey
Blanks**

Degree: SM
E: lindseyb@mit.edu
Advisor(s): Hamsa Balakrishnan
[website](#)



**Léonard
Boussoux**

Degree: SM
E: leobix@mit.edu
Advisor(s): Dimitris Bertsimas
[website](#)