



Adobe Portfolio

How to create your technical writer website

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Introduction

Welcome!

This tutorial will show you how to build your technical writer website using Adobe Portfolio. A well-made website enhances your online presence, builds your personal brand, and showcases your work and experience to colleagues and employers. This can lead to professional opportunities that wouldn't be available otherwise.

Before we begin

Let's go over four things you need to have before you can create your website with Adobe Portfolio:

- Adobe Creative Cloud (CC) licence
- Workstation
- Required profiles
- Resume and portfolio files

Adobe CC licence

You need an Adobe CC licence to use Adobe Portfolio.

If you don't have an Adobe CC licence, you can request one for free as an Algonquin College student by sending an email to Information Technology Services (ITS) at 5555@algonquincollege.com from your Algonquin College email account. When ITS replies, follow their instructions and activate your Adobe CC licence.

After you graduate from Algonquin College, you can transfer your website to your personal Adobe CC account.

Workstation

You need a laptop or desktop computer to complete this tutorial.

Adobe Portfolio is a web-based tool, requiring no downloads or installation. It works with both macOS X and Windows 10 (or later) and is optimized for Google Chrome, Safari, Firefox, and Microsoft Edge browsers.

Required profiles

You need two online profiles to complete this tutorial:

- A well-maintained LinkedIn profile to direct your website's visitors to.
- A Google account with available space in the Drive to store your portfolio pieces.

If you don't have a LinkedIn profile, go to <https://www.linkedin.com/signup> to sign up for a free LinkedIn account. If you don't have a Google account, go to google.com/account/about to create an account for free.

Resume and portfolio pieces

Before beginning this tutorial, review your resume to make sure it's in good shape. Your resume must be a .docx file (rather than a PDF) because that is the ideal file format to copy text from.

Next, find two to three pieces of technical content to include in your portfolio. If they're written documents, they need to be PDFs. Image files can be either JPEGs or PNGs. If you have videos, upload them to YouTube first and have their links at hand.

Organization

This tutorial takes about an hour to complete and consists of four lessons:

1. **Starting your website:** generating and setting up your website so it's easy for people to find.
2. **Adding your resume to your website:** creating and optimizing your resume for the web.
3. **Adding your portfolio to your website:** uploading your portfolio pieces to your website.
4. **Finishing your website:** formatting your online portfolio and publishing your website.

After finishing this tutorial, you'll have a good-looking, practical website that you can continue to develop as you progress in your career.

Icon Legend



The **tip** icon provides a suggestion or an alternative method to completing a task.



The **note** icon provides additional information that is helpful to completing a task.



The **bell** icon reminds you of an important detail required to complete a task.



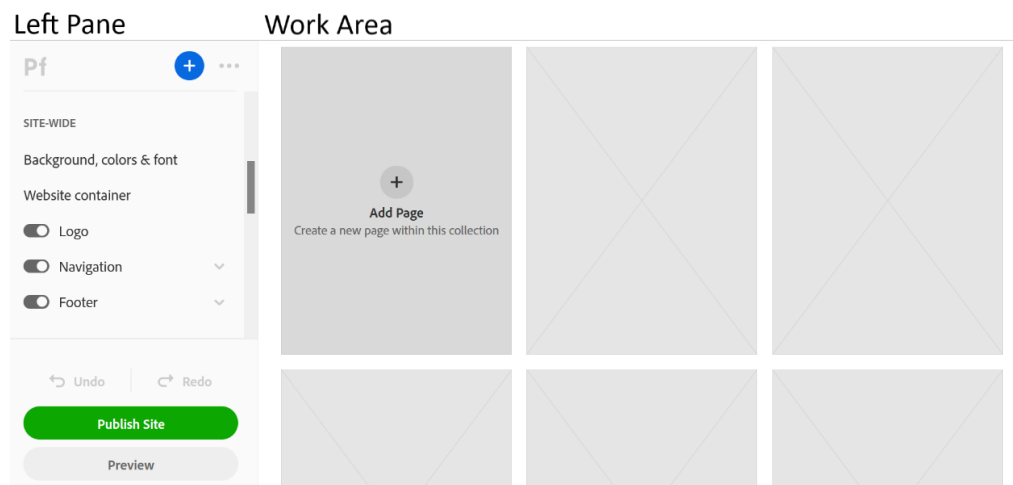
The **checkmark** icon indicates you have completed a lesson.

Overview of Adobe Portfolio

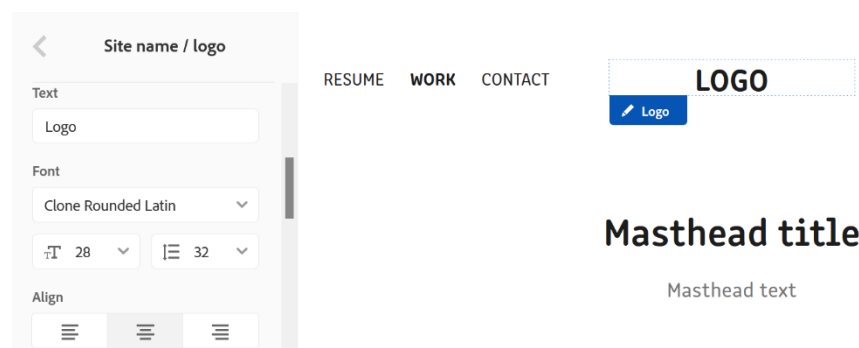
Before we start: let's examine Adobe Portfolio's user interface so you can complete the lessons in this tutorial with ease.

Adobe Portfolio's user interface is divided into two main areas:

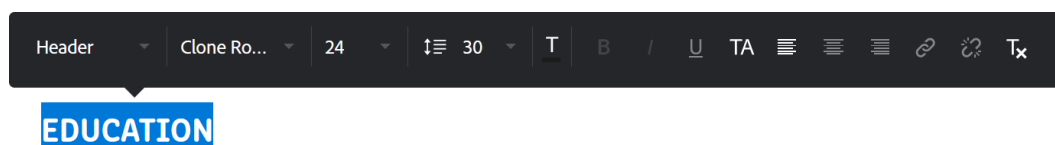
- The left pane, where you add pages, edit settings, and publish your website.
- The work area, where you add, remove, and edit content elements in your website.



It's simple to edit content elements. When you hover your cursor over a content element in the work area, a blue tab appears. This blue tab has a pencil symbol and the name of the element. If you select this blue tab, the left pane will allow you to change the content and formatting.



Textboxes for general use, called **Text** elements in Adobe Portfolio, work a little different. You can click anywhere inside the textbox to add, remove, or edit text. If you want to edit the text's formatting, highlight the text and choose from the options in the formatting toolbar that appear.



Lesson 1: Starting your website

This lesson will show you how to start your professional website. It will take less than 10 minutes to complete.

This is a quick process because Adobe Portfolio's templates require just a little tweaking before you can start adding content to your website.

This lesson covers two topics:

1. Generating your website.
2. Setting up your website.

Topic 1: Generating your website

It takes just a few clicks to generate your website and define its address.

This topic will show you how to:

1. Generate your website from a template.
2. Customize the address of your website.

To generate your website from a template

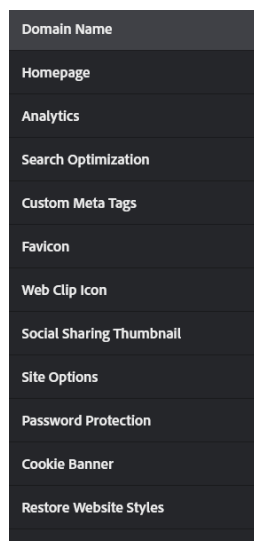
1. Go to portfolio.adobe.com to sign in to Adobe Portfolio using your Algonquin College credentials.
2. Select your favourite theme from the list.



Feel free to choose whichever theme you like best. You can also customize themes to use a colour scheme and fonts that represent who you are and set you apart. The procedures explained in this tutorial work the same way for all themes.

To customize the address of your website

1. In the left pane, select **Settings > Domain Name**.
2. Enter your name in **Site Subdomain**.
3. Select **Apply**.



Domain Name

Edit your subdomain or add your own custom domain below. For more information on domains, please [refer to our support article](#).

Custom Domain Name

or

The purchase of domain names is fulfilled by Namecheap, a third party provider.

Site Subdomain

You may only change your subdomain five times.

Topic 2: Setting up your website

After generating your website, you need to edit its settings to make it easier for people to find your website. It's also a good idea to link your website to your LinkedIn profile (as well as other social media) to enhance your online visibility.

This topic will show you how to:

- Optimize your website for search engines.
- Copy the link to your LinkedIn profile.
- Connect your website to your LinkedIn profile.

To optimize your website for search engines

1. In the left pane, select **Settings > Search Optimization**.
2. Enter a **Website Title** and an informative but concise **Meta Description**.
3. Enter 3-6 **Meta Keywords** separated by commas.



Use specific terms and tailor your website's title, description, and keywords to your intended audience. For instance, describing yourself as a “technical writer in Ottawa” will make you more discoverable in Ottawa than just “technical writer.”

4. Make sure **Automatically submit site updates to search engines** is checked.
5. Select **Done**.

Domain Name

Homepage

Analytics

Search Optimization

Custom Meta Tags

Favicon

Web Clip Icon

Social Sharing Thumbnail

Site Options

Password Protection

Cookie Banner

Restore Website Styles

Unpublish Site

Account & Region

Search Optimization

This information is what will appear in search engine results for your site. Please note: Changes in Settings will be applied when publishing or updating your site.

Website Title

Website Title

Meta Description

Description of who I am.

Meta Keywords

keyword-1 × keyword-2 × keyword-3 ×

☒ Allow search engines to index my site

☒ Automatically submit site updates to search engines

Done

Cancel

To copy the link to your LinkedIn profile

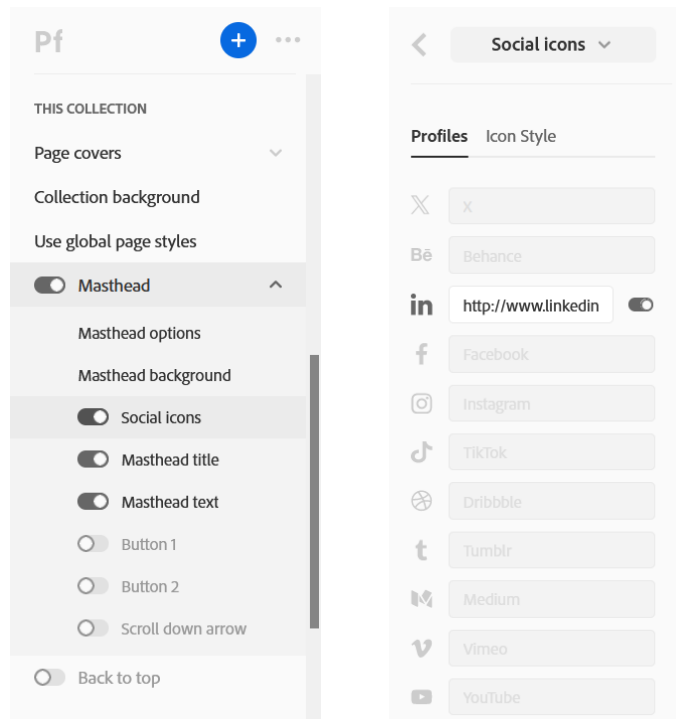
1. Go to [linkedin.com/login](https://www.linkedin.com/login) to sign in to LinkedIn.
2. In the top navigation bar, Select **Me > View Profile**.
3. Highlight the link under **Public profile & URL** near the top right and copy it (⌘ + C).



This tutorial uses Mac-style keyboard shortcuts. Windows users can use these shortcuts by replacing the **Command** ⌘ key with the **Ctrl** key.

To connect your website to your LinkedIn profile

1. Return to your Adobe Portfolio website.
2. Make sure you are on the **Work** page.
3. In the left pane, expand the collapsible **Masthead** menu under **THIS COLLECTION**.
4. Toggle **Social icons** on.
5. Select **Social icons**.
6. Under **Profiles**, paste the link to your LinkedIn profile in the **LinkedIn** field (⌘ + V).
7. Toggle **LinkedIn** on.



Your LinkedIn profile is essential. Optionally, you can add links to other social media platforms that are professionally relevant in **Masthead > Social icons > Profiles**.

Exercise

While in the **Work** page, select **Masthead > Social icons > Profiles**. Which of the following social media profiles can Adobe Portfolio link your website to? Mark all that apply.

- ☐ 8kun
- ☐ X
- ☐ Instagram
- ☐ 9gag
- ☐ IMDB
- ☐ Reddit



That's it! Your website is all set up, so now you can start adding content to it.

Lesson 2: Adding your resume to your website

This lesson will show you how to add your resume to your website. It will take about 15 minutes to complete.

Adobe Portfolio automatically creates two pages for your website, **Work** and **Contact**. You don't have to worry about the **Contact** page because it's automatically set up to send you an email each time a visitor fills out the contact form. We will focus on the **Work** page later, in Lesson 3.

For now, let's focus on your resume. This resume will complement your portfolio by showcasing your experience and achievements. This takes some effort at first, but it will be simple to maintain in the future. It will also boost your credibility, which can lead to networking and employment opportunities.

This lesson covers two topics:

1. Uploading your resume to your website.
2. Fixing your resume for the web.

Topic 1: Uploading your resume to your website

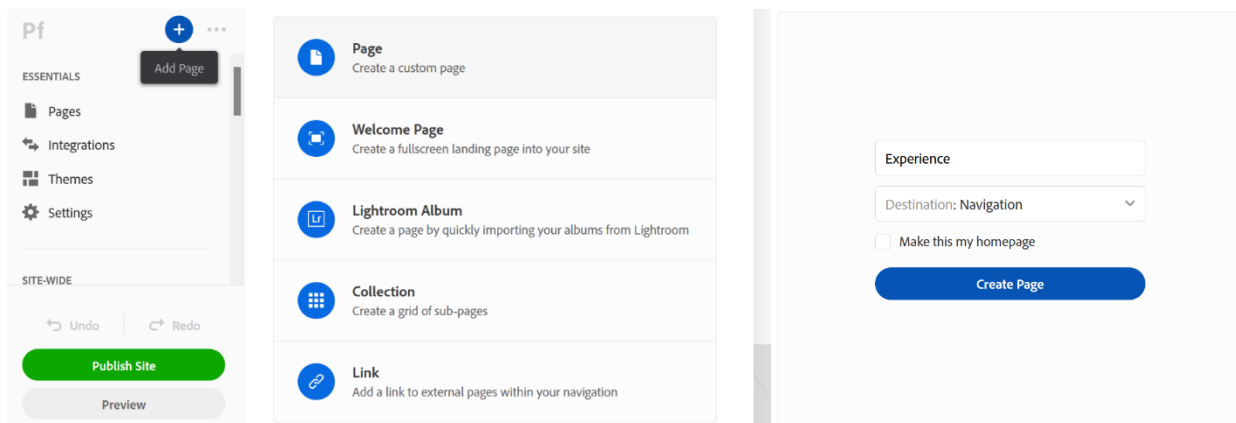
Before copying your resume to your website from the .docx file, you need to create a page for it. This will add a link to your resume on your website's navigation bar, so it will be easy for visitors to access it.

This topic will show you how to:

1. Create a page for your resume.
2. Copy your resume to your website.

To create a page for your resume

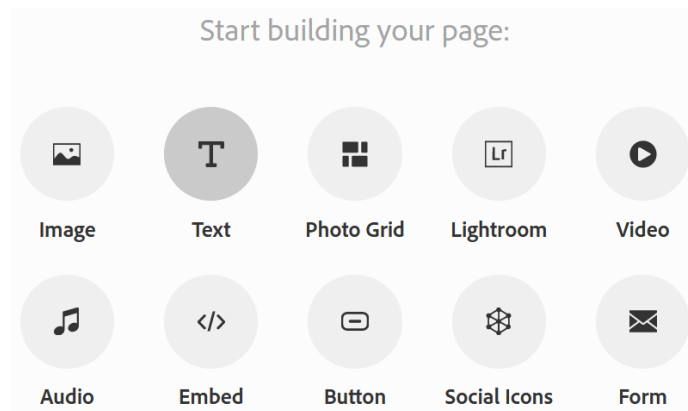
1. In the left pane, select **Add Page > Page**.
2. Enter "Experience" in the **Page title** field.
3. Select **Navigation** in the **Destination** dropdown menu.
4. Select **Create Page**.



To copy your resume to your website

1. Open the .docx file that contains your resume.
2. Select and copy all the text in your resume (⌘ + A, ⌘ + C).
3. Return to Adobe Portfolio.
4. Access your **Experience** page.

5. In the work area, select the **Text** button under **Start building your page**.



6. Select the **Text** element you created and paste your resume (⌘ + V).

Topic 2: Fixing your resume for the web

You've copied your resume to your website, but it still needs some work before it's presentable to human readers and discoverable by search engine bots. It's particularly critical to apply heading styles to your online resume because it will reinforce your meta keywords and make your website rank higher in the search engine results pages.

This topic will show you how to:

1. Reset the format of your online resume.
2. Clean up your online resume.
3. Apply heading styles to your online resume.

To reset the format of your online resume

1. Select the **Text** element on the **Experience** page.
2. Highlight all the text (⌘ + A).
3. On the formatting toolbar, select **Remove Format**.
4. On the formatting toolbar, select **Align Left**.
5. On the formatting toolbar, select **Formatting Styles > Paragraph**.



To clean up your online resume

1. Select the **Text** element on the **Experience** page.
2. Remove excessive white space, if there is any.
3. Fix the position of text that may have moved around, e.g., dates.

4. Delete text that is repetitive, trivial, outdated, or confidential.



It's typical to send your contact information directly to employers, but it's not a good idea to share this information online because it makes you the target of scam attempts and identity fraud. It's best that visitors use the **Contact** page to reach you.

6. Add a hyphen (-) and a space before items in bulleted lists.



Adobe Portfolio does not support bulleted lists. This is why you need to manually add a hyphen and a space before each item in a bulleted list.

To apply heading styles in your online resume

1. Select the **Text** element on the **Experience** page.
2. Highlight each heading in your online resume.
3. In the formatting toolbar, select **Formatting Styles > Header**.

Exercise

Match the following keyboard shortcuts to their actions.

⌘ + A

Copy

⌘ + V

Select all

⌘ + C

Paste



Nice work! Your resume is looking good. Time to work on your portfolio.

Lesson 3: Adding your portfolio to your website

This lesson will show you how to upload your portfolio pieces to your website. It will take about 15 minutes to complete.

At this point, your Experience page contains a version of your resume that is optimized for the web. For your portfolio, we will be working in the **Work** page. A portfolio is an important tool that demonstrates your abilities as a technical writer to perform the tasks listed in a job description. A well-organized and diverse portfolio can be a deciding factor in your ability to secure employment.

As explained before, your portfolio pieces need to be PDFs if they're written documents, JPEGs or PNGs if they're images, and YouTube links if they're videos. You also need to make sure you have a working Google account and available storage on Google Drive.

This lesson covers two topics:

1. Preparing your portfolio documents.
2. Populating your online portfolio.

Topic 1: Preparing your portfolio documents

It's likely that most of your portfolio pieces are PDFs of written documents. Currently, Adobe Portfolio does not support uploading PDFs directly to their platform, but it does allow you to embed PDFs on your website. Embedding means displaying the content of your files that are stored in another website, on your website.

Embedding PDFs is recommended for all written work because it allows users to scroll through your documents, preserving their quality and ensuring that all of their links remain clickable.

This topic will show you how to:

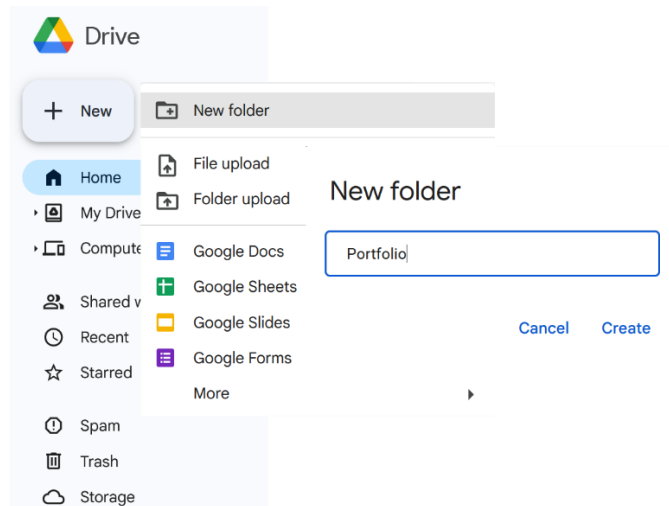
1. Create a Google Drive folder for your portfolio documents.
2. Upload your portfolio documents to Google Drive.
3. Configure the privacy settings of your portfolio documents in Google Drive.

We'll cover the upload of images and videos later in this lesson.

To create a Google Drive folder for your portfolio documents

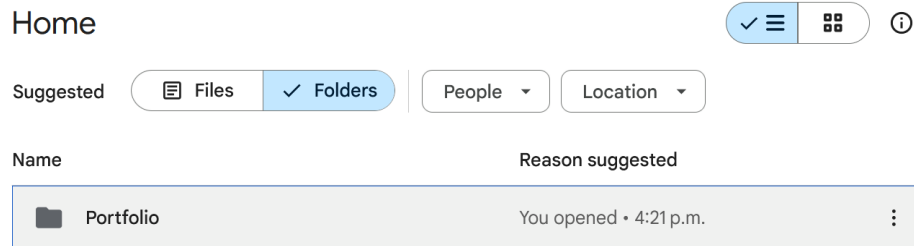
1. Go to drive.google.com to sign in to your Google Drive.
2. Select **New > New folder** right below the Google Drive logo on the top left.
3. Enter "Portfolio" in the dialogue box.

4. Select **Create**.

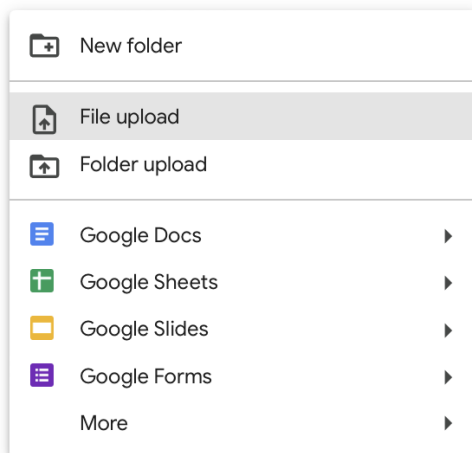


To upload your portfolio documents to Google Drive

1. In the **Home** section of Google, select **Folders**.
2. Open the **Portfolio** folder you've recently created.



3. Select **New > File upload**.



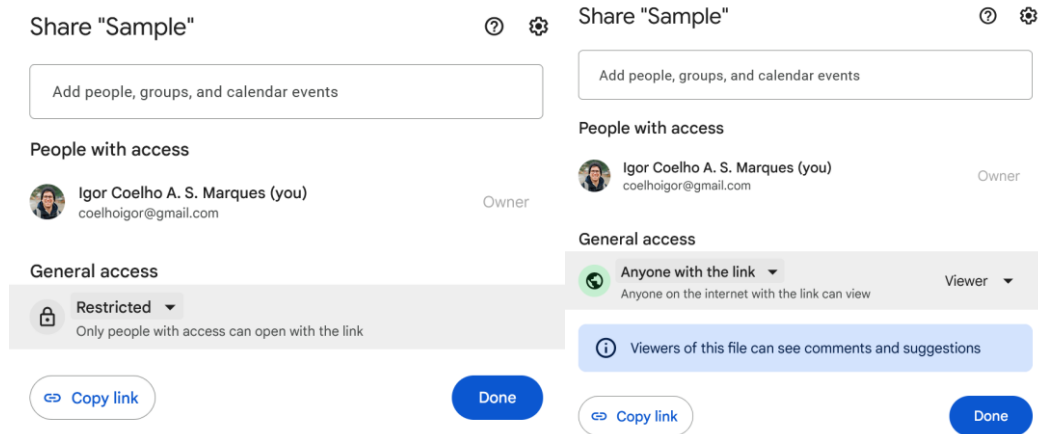
4. In the system dialogue box, select the PDF of your portfolio piece.
5. Select **Upload** or **Open**.



Repeat this procedure for each portfolio document that you want to display in your website.

To configure the privacy settings of your portfolio documents in Google Drive

1. In your **Portfolio** folder in Google Drive, open your portfolio document.
2. In your document's preview, select **Share** on the upper right corner.
3. Under **General access**, select **Restricted** and change it to **Anyone with the link**.



When **Anyone with the link** is selected, the default role of people who access your file is **Viewer**. If for some reason the role appears as **Commenter** or **Editor**, change it to **Viewer** to prevent non-authorized users from modifying your portfolio pieces.

4. Select **Done**.



Repeat this procedure for each portfolio document that you want to display in your website.

Topic 2: Populating your online portfolio

Now that your portfolio documents are prepared and organized, you can begin the process of populating your online portfolio. In this topic, you will learn how to upload your portfolio documents, images, and YouTube videos to ensure you have a diverse and full portfolio.

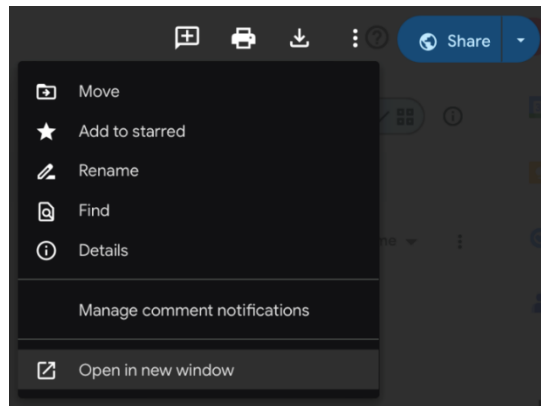
This topic will show you how to:

1. Get the embed codes for your PDFs in Google Drive.
2. Embed your PDFs from Google Drive to your website.
3. Upload your image files to your website.
4. Get the embed codes for your YouTube videos.
5. Embed your YouTube videos to your website.

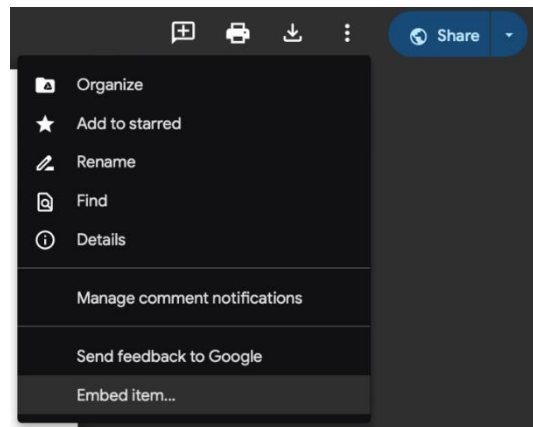
To get the embed codes for your PDFs in Google Drive

1. Go to drive.google.com to sign in to your Google Drive.
2. In the **Home** area, select **Folders** and open your **Portfolio** folder.
3. Open the PDF that you want to embed in your website.

4. Select **More actions** > **Open in new window** via the ellipsis menu next to **Share**.



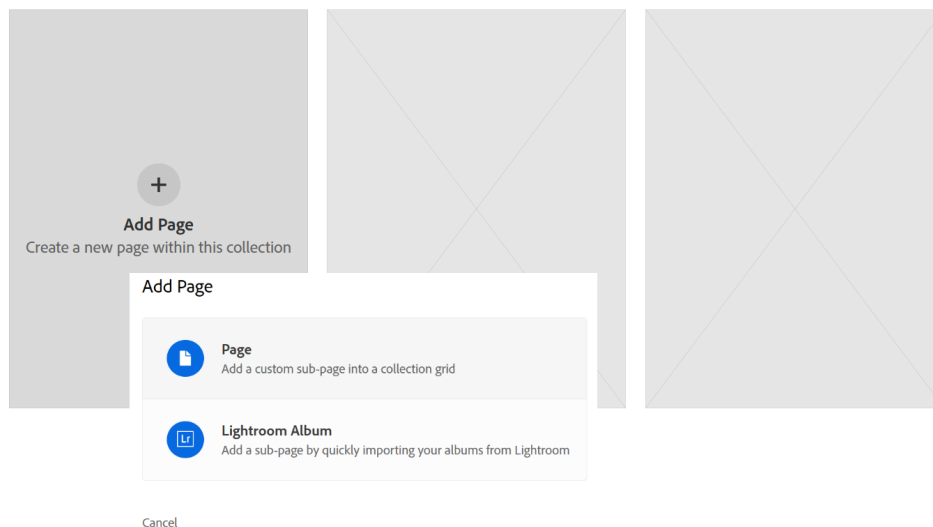
5. In the new window, select **More actions** > **Embed item...** via the ellipsis menu next to **Share**.



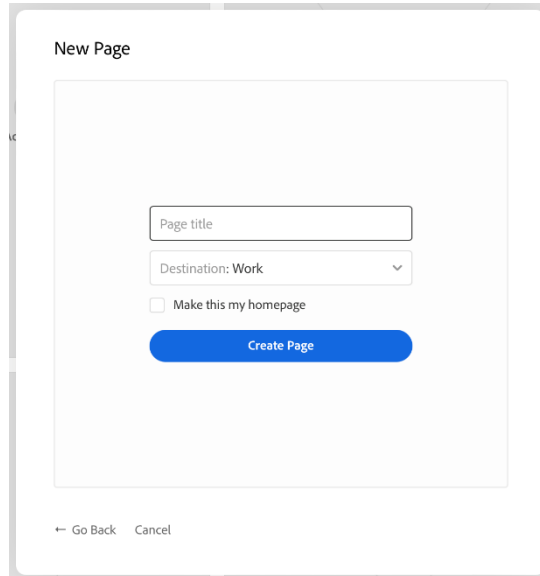
6. In the pop-up window, highlight and copy the embed code (⌘ + C).

To embed your PDFs from Google Drive to your website

1. Return to your Adobe Portfolio website.
2. Select **Work** in the navigation bar.
3. In the work area, select **Add Page** > **Page**.

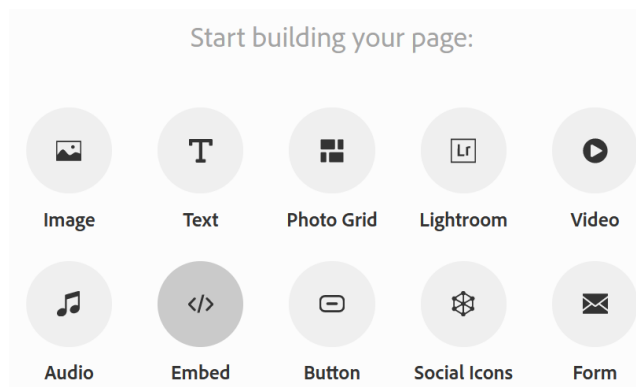


4. Enter a relevant **Page title**.
5. Select **Work** in the **Navigation** dropdown menu.
6. Select **Create Page**.

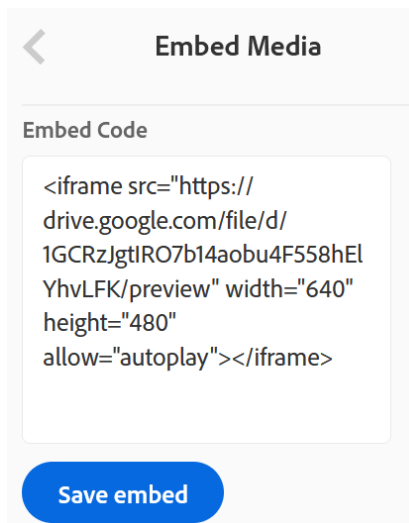


A dialog box titled "New Page" with a light gray background. It contains a text input field labeled "Page title", a dropdown menu labeled "Destination: Work", and a checkbox labeled "Make this my homepage". A blue button labeled "Create Page" is at the bottom. At the very bottom, there are links for "Go Back" and "Cancel".

7. Select **Embed** under **Start building your page**.



8. In the left pane, paste the **Embed Code** from Google Drive (🔗 + V).



A dialog box titled "Embed Media" with a light gray background. It has a back arrow on the top left. Below the title is a section labeled "Embed Code" containing a text area with the following code:
`<iframe src="https://drive.google.com/file/d/1GCRzJgtIRO7b14aobu4F558hElYhvLFK/preview" width="640" height="480" allow="autoplay"></iframe>`
At the bottom is a blue button labeled "Save embed".

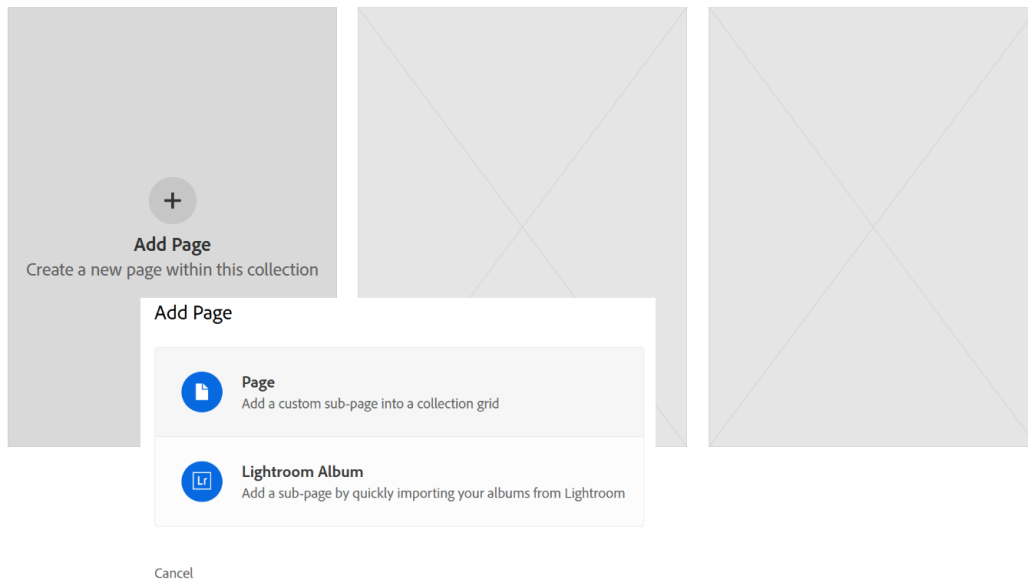
9. Select **Save embed**.



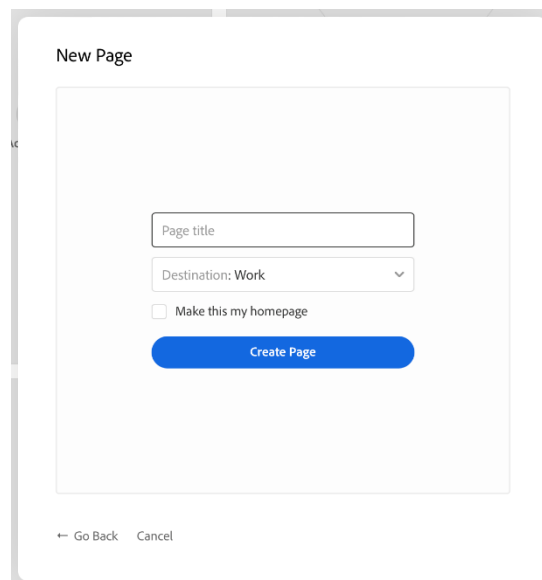
Repeat this procedure for each portfolio document that you want to display in your website.

To upload your image files to your website

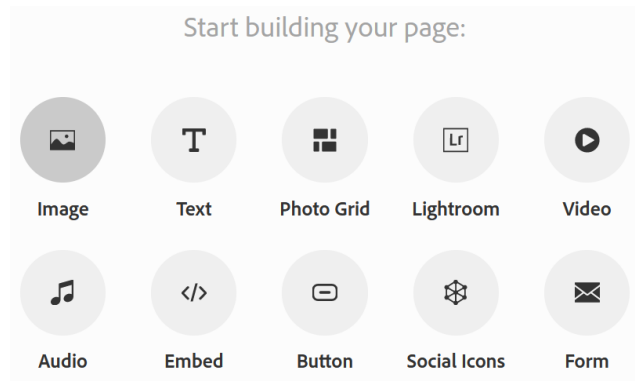
1. Select **Work** in the navigation bar.
2. In the work area, select **Add Page > Page**.



3. Enter a relevant **Page title**.
4. Select **Work** in the **Navigation** dropdown menu.
5. Select **Create Page**.



6. Select **Image** under **Start building your page**.



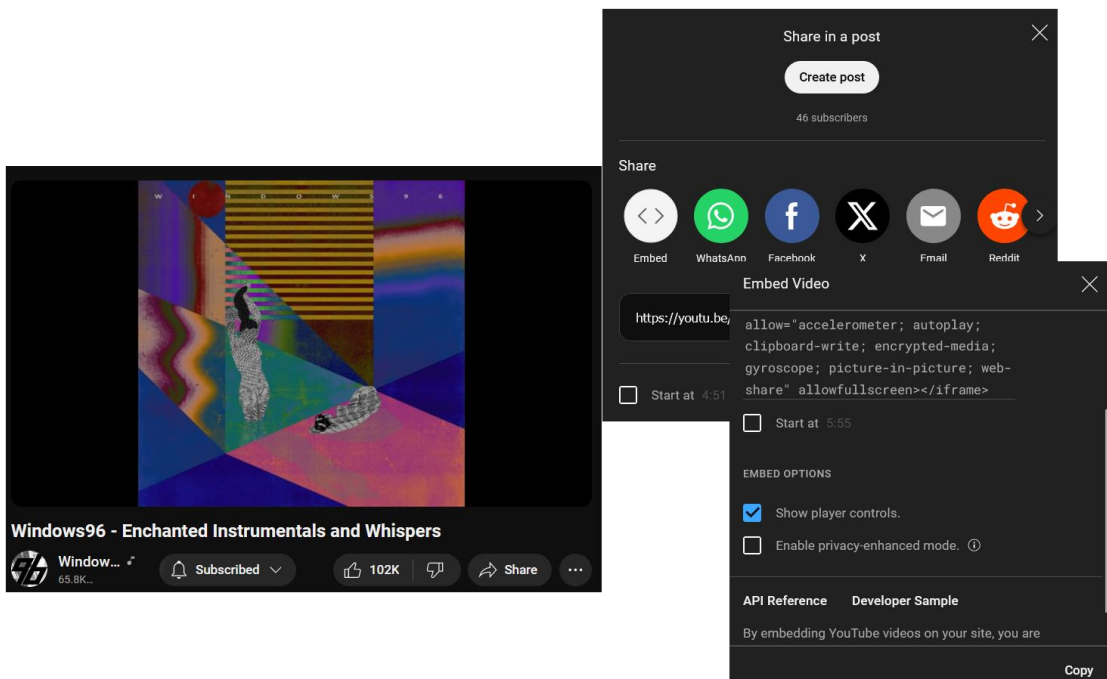
7. In the system dialogue box, select the image that you want to display.
8. Select **Upload** or **Open**.



Repeat this procedure for each image file that you want to display in your website.

To get the embed codes for your YouTube videos

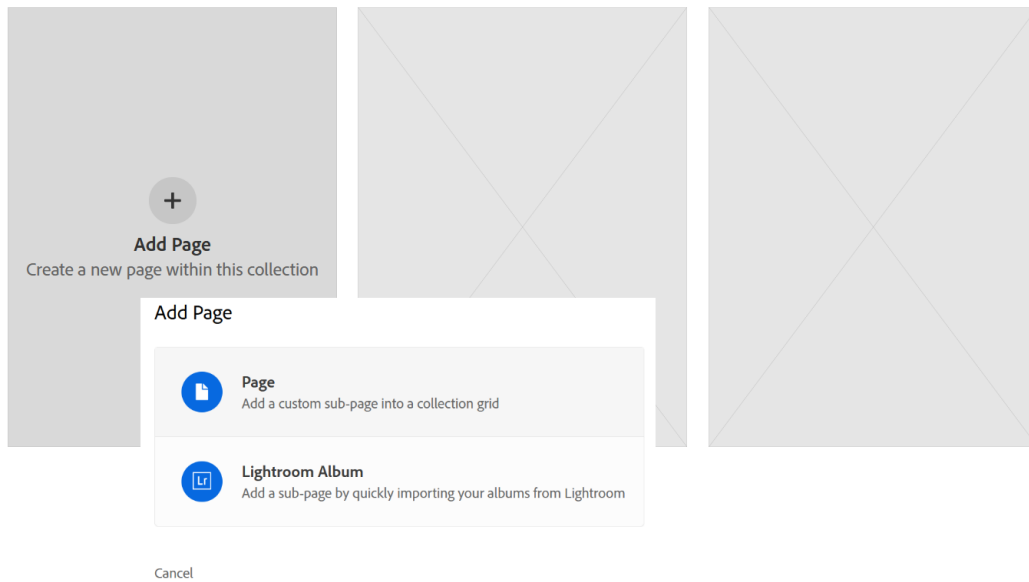
1. Access the YouTube video you want to embed in your website.
2. Under the video player, select **Share > Embed > Copy**.



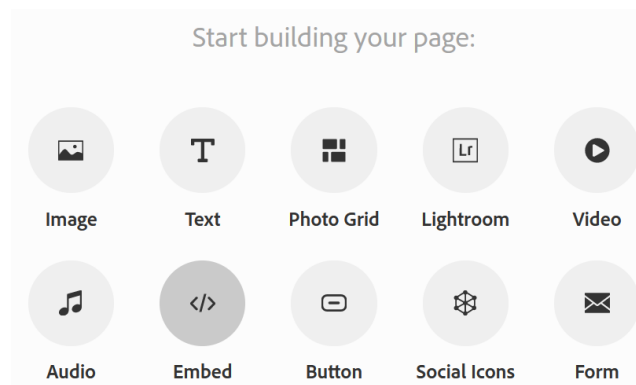
To embed your YouTube videos in your website

1. Return to your Adobe Portfolio website.
2. Select **Work** in the navigation bar.

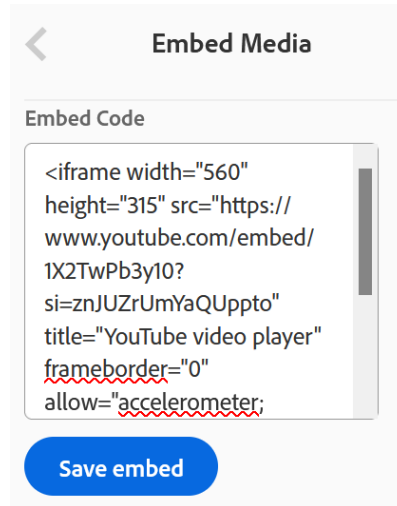
3. In the work area, select **Add Page > Page**.



4. Enter a relevant **Page title**.
5. Select **Work** in the **Navigation** dropdown menu.
6. Select **Create page**.
7. Select **Embed** under **Start building your page**.



8. In the left pane, paste the **Embed Code** from YouTube ( + V).



9. Select **Save embed**.



Repeat this procedure for each video that you want to display in your website.

Exercise

When you copied and pasted the embed codes for your portfolio pieces, did you notice that embed codes always start with the same HTML tag? Select from the list below the HTML tag associated with embedded elements.

- a) <iframe>
- b)
- c) <h1>
- d)



You've got it! Your online portfolio is shaping up nicely. Not long to go now!

Lesson 4: Finishing your website

This lesson will show you how to add the finishing touches to your online portfolio and publish your website. It will take about 15 minutes to complete.

Now that you have uploaded your portfolio content to your website, the hardest part is over. It's time to think about personal branding and impressing visitors. Fine-tune the presentation of your online portfolio so you can publish your website with confidence, knowing that it will be the best possible representation of your work.

This lesson covers two topics:

1. Formatting your online portfolio.
2. Publishing your website.

Topic 1: Formatting your online portfolio

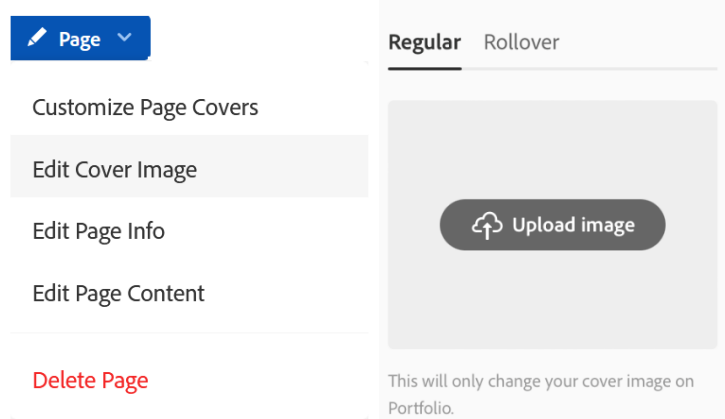
In this topic, you will learn how to add cover images and descriptions to your portfolio pieces. Cover images establish branding and cohesion in your website. Descriptions contextualize your portfolio pieces and explain their purpose, academic circumstances, and the skills you employed to create them. These details provide valuable insight to potential employers about your portfolio content.

This topic will show you how to:

1. Add cover images to your portfolio pieces.
2. Add descriptions to your portfolio pieces.

To add cover images to your portfolio pieces

1. Select **Work** in the navigation bar.
2. Hover over the portfolio piece you want to add a cover photo to.
3. Select **Page > Edit cover image** via the blue edit tag.
4. In the left pane, select **Upload image** under **Regular**.



5. In the system dialogue box, select the image file that you want to be the portfolio piece's cover image.
6. Select **Upload** or **Open**.



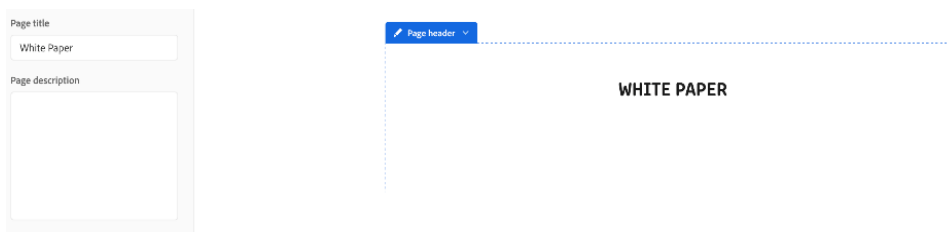
Repeat this procedure for each portfolio piece in your website.

To add descriptions to your portfolio pieces

1. Select **Work** in the navigation bar.
2. Select the portfolio piece you want to add a description to.
3. Hover over the page header and select **Page header > Edit page info** via the blue edit tab.



4. In the left pane, enter the description of your portfolio piece in the **Page description** box.



Repeat this procedure for each portfolio piece in your website.

Topic 2: Publishing your website

Your website is done, but there's only one little problem: no one can see it yet! Thankfully, Adobe Portfolio makes it very easy to publish your website. After it goes live, you also need to share it with your network.

This topic will show you how to:

1. Publish your website.
2. Update your LinkedIn profile to promote your website.
3. Share your website with a post on LinkedIn.

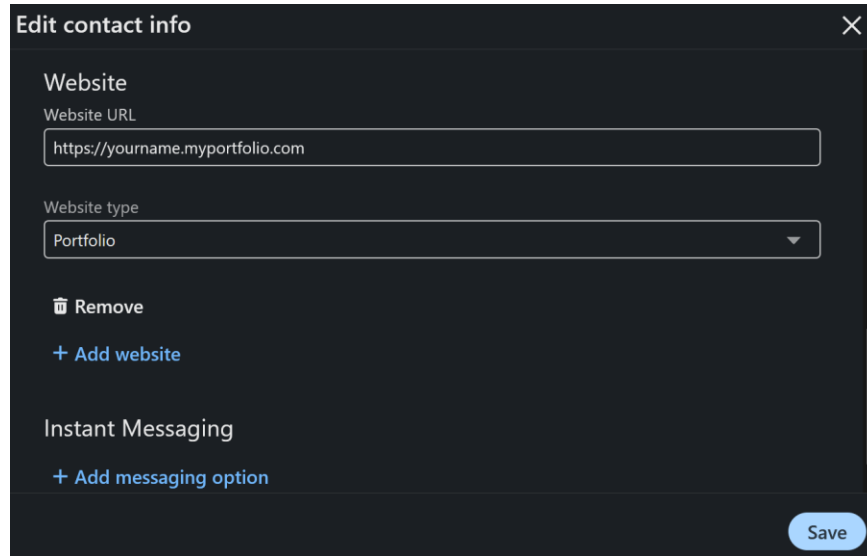
To publish your website

1. In the left pane, select **Preview**.
2. Check every page of your website in both desktop, mobile, and tablet preview modes.
3. If there are problems, fix them; otherwise, select **Back to Edit**.
4. In the left pane, select **Publish Site**.

To update your LinkedIn profile to promote your website

1. Go to [linkedin.com/login](https://www.linkedin.com/login) to sign in to LinkedIn.
2. Select **Me > View Profile** in the top navigation bar.
3. Select the **Edit intro** pencil icon below your banner.
4. Scroll down and select **Edit contact info**.
5. Enter your **Website URL** under **Website**.
6. Select **Portfolio** in the **Website type** dropdown menu.

7. Select **Save**.



To share your website with a post on LinkedIn

1. Go to [linkedin.com/login](https://www.linkedin.com/login) to sign in to LinkedIn.
2. Select **Home** in the top navigation bar.
3. Select **Start a post**.
4. Write a thoughtful post about your website and include your website's address.
5. Select **Post**.

Exercise

True or false. One of the website types LinkedIn allows you to select in **Edit contact info** is called **Family Tree**.



Amazing! Your website is done!

Summary

Congratulations on completing this tutorial. Your new website enhances your online presence, builds your personal brand, and showcases your work and experience as a technical writer to colleagues and employers.

Now you know how to:

- Set up your Adobe Portfolio account.
- Format your online resume.
- Upload and embed your portfolio pieces.

You have also gained proficiency in the following Adobe Portfolio skills:

- Creating pages
- Customizing domain names
- Optimizing metadata and keywords
- Linking social media profiles
- Building a personal brand

Adobe Portfolio is a flexible tool that allows users to create and customize a website to share their work. You can edit backgrounds, headers, logos, images, colours, and more to create a site that is unique to you. Feel free to explore the resources in the Appendix so you can unlock more of Adobe Portfolio's potential.

The skills you've learned in this tutorial are useful to have as a new professional in technical writing. Your website shows employers that you have the attributes and abilities they are looking for in candidates, this can be a deciding factor in securing employment. Your website also demonstrates your capacity to learn and use new tools.

Make sure you share your website with your network! Add a link to it on your resume header and post about it on your social media profiles.

Update your website regularly and good luck in your professional endeavours!

Appendix

This appendix contains the answer keys of the exercises in Lessons 1-4 and some optional activities to help you improve your website.

Answer keys

Lesson 1: While in the **Work** page, select **Masthead > Social icons > Profiles**. Which of the following social media profiles can Adobe Portfolio link your website to? Mark all that apply.

- ☐ 8kun
- ☒ X
- ☒ Instagram
- ☐ 9gag
- ☒ IMDB
- ☐ Reddit

Lesson 2: Match the following keyboard shortcuts to their actions.

- | | |
|-------|------------|
| ⌘ + A | Copy |
| ⌘ + V | Select all |
| ⌘ + C | Paste |

Lesson 3: When you copied and pasted the embed codes for your portfolio pieces, did you notice that embed codes always start with the same HTML tag? Select from the list below the HTML tag associated with embedded elements.

- a) **<iframe>**
- b)
- c) <h1>
- d)

Lesson 4: True or **false**. One of the website types LinkedIn allows you to select in **Edit contact info** is called **Family Tree**.

Activity 1: Welcome pages

By selecting **Add Page > Welcome Page** in the left pane, you can set up a full-screen landing page to welcome visitors to your website. This page consists of your name, a tagline, a link to the main part of your website, and shortcuts to your social media accounts.

Should you have a welcome page?

There is no right or wrong answer to this question. Consider these pros and cons about welcome pages:

- **Pros:** They make a strong visual impact and look professional.
- **Cons:** They take longer to load and add an extra step for visitors to see your work.

Before you decide, try it out. Add a welcome page and select **Preview** to see your website the way visitors would. If you like it, keep it; if you don't, select **Pages** and delete the welcome page.

Activity 2: Mobile-first design

Web designers work on the computer. However, it's important to know that websites appear differently depending on the device people use to see them.

How do you design websites that look good on all types of devices?

Adopt a mobile-first design mindset. Think of the constraints of smaller screens and get rid of stuff that is not essential. Then, select **Preview** and cycle through the computer, tablet, and cellphone preview modes. If something looks wrong in the mobile previews, select **Back to Edit** and fix it.

Repeat this exercise throughout your design process and you'll have a good-looking website no matter the screen size. Your mobile visitors will thank you!

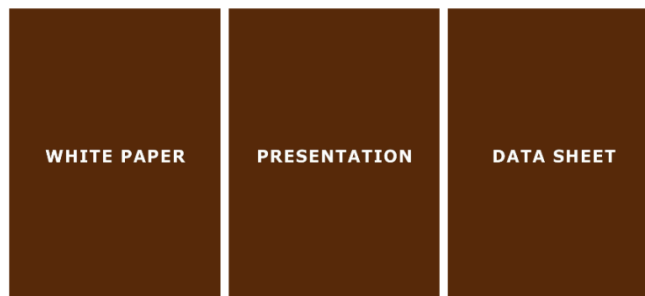
Activity 3: Cover images

Consider these three types of cover images for portfolio pieces:

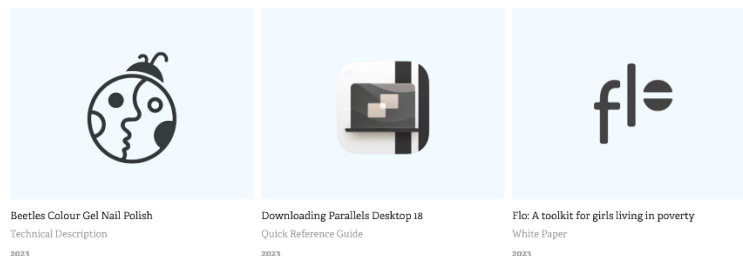
- Front page of the portfolio piece



- Type of portfolio piece



- Logo or another symbol of the portfolio piece's main topic



Which type of portfolio piece cover image is best?

It depends how you want your portfolio to be perceived. Create different versions of cover images for your portfolio and experiment until you feel they match the message you want your portfolio (and your personal brand) to convey.