Assignment 4.3 Personal Portfolio Milestone 1

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A personal Portfolio is a web page you should create. It’s a good way to show off some of the samples of work you created and who you are. But there are many things to consider when designing a portfolio. Some things to consider are Domain names, goals of the website, who is the audience, what your skills compare to the competition and Search Engine Optimization (SEO) analysis.

The first thing to consider is choosing a domain name. It is recommended that you use a short domain name because they are easier to remember and clients will create less mistakes when typing it out (Team, 2019). Keep the name relevant to what your website is or does and use keywords if you can in the domain to so search engines pick it up more (Team, 2019). The most common name for personal portfolio’s is the portfolio owner’s name. For example, in my case: shanehingtgen.com, although my last name may be difficult to remember how to spell, I would want to consider choosing a keyword that’s relevant to the portfolio. It’s important to consider the length of domain, relevant titles, or even your name for a portfolio. Not only does it look more professional but its also easy to remember and is shown on search results more frequently.

The goals of the portfolio are simple. How can I market myself to look experienced and professional. It’s a way of showcasing your previous work as a way to bring in potential clients or business that want to hire you. With my level of experience I would put forth some of my best work done in class and even consider a project that was done outside of class to show my competency. Or even projects I contributed to that proved successful (Team, 2019). My goal with a personal portfolio would be to get a career as an eventual full-stack developer.

The audience as stated previously is potential clients and business that are looking to hire you. So its important to setup your portfolio in what they are wanting. So if your looking for a job for MEAN, I would show examples of projects that have any portion of the MEAN stack used. If you have experience with a certain project management style that could be useful to add and how you contributed to the team/client’s success. If you don’t set up a portfolio that is able to draw them in with a proper navigation or impressive styling, which is important as a web developer it will not impress them and likely they will move onto the next candidate.

Currently from what I can tell from other portfolios my skills are almost entry level. There’s a lot of good portfolios out there that have lots of examples on projects they have worked on, and they are impressive. They show off an array of languages, tools and even bootcamps they have attended and real examples of web pages they have built. Although we have some good experience from the web pages we are building in class, so at least we can prove by the time we graduate we know the basics.

Its important to do a Search Engine Optimization analysis on your portfolio. This is helpful to make sure your portfolio is seen by the most viewers as possible. It is a report that can help you with your portfolio show up on more searches, even helps with URL optimization (Treasure Data, 2021). There’s a tool that’s on the developers google web page that will assist you in how to get your portfolio appear more frequently in searches. But essentially you need to research what key words are popular in searches and check to see where your portfolio ranks in searches for these keywords.

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