



# /HOW TO BUILD A WEBSITE

Why it matters and  
what options do you  
have





# <GOALS!>

Feel capable and knowledgeable in how  
> to advertise yourself in a permanent <  
yet flexible online space





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## **/01** /YOUR BRAND

> And why it matters

## **/02** /SITE OPTIONS

> Hosts for your brand

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> An overview

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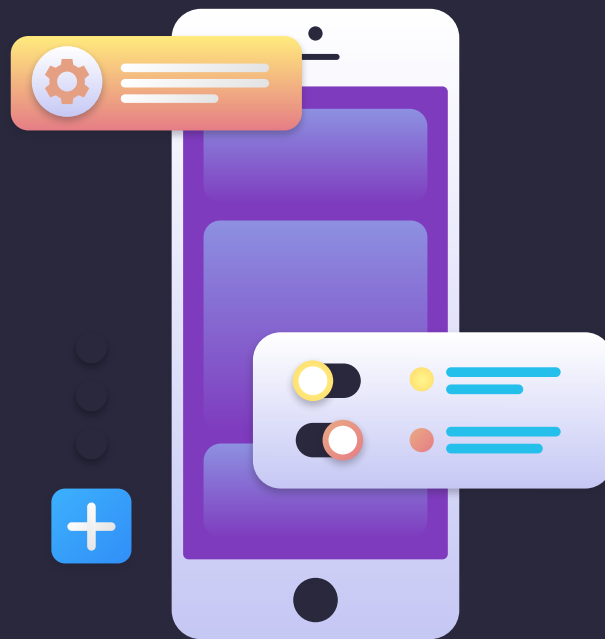
> Start customizing



# /01

# /YOUR BRAND

You're more than research →





/YOUR BRAND

Not exactly your identities





# /YOUR BRAND

**Not exactly your identities**

- rather the professional identity that you purposefully craft and show to the world



# /YOUR BRAND



## /KEY THREE ?

1. Who are you?
2. What are you capable of?
3. What are your goals?



## /ELEVATOR PITCH

Answer those three questions all in one short prompt



## /CONSISTENCY

Is how you represent yourself the same

- In the classroom?
- Online
- To colleagues?



# /YOUR BRAND



Why it matters:

- Help you network
  - Let people will do the work for you
- Improve your searchability
- Meta-stuff
  - Stronger sense of self

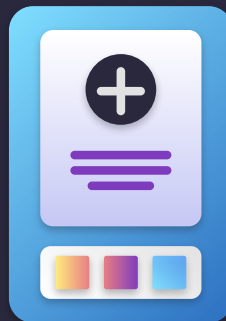
Now that you've thought of your brand, let's find out how to spread it.







# <SITE OPTIONS>



The background of the entire page is a dark teal color with a complex, glowing network pattern. This pattern consists of numerous small, light blue circular nodes connected by thin, light blue lines, creating a web-like or molecular structure that fills the entire frame.

# ASHLEY RUBA

[Home](#)

[Research](#)

[Resources](#)



## UX Researcher in AR/VR

I am a mixed-methods UXR with 12+ years of research experience. I specialize in research on emotion perception.

CREATE YOUR WEBSITE

# The leader in website design.

Stand out online with a professional website,  
online store, or portfolio. With Squarespace,  
you can turn any idea into a reality.

GET STARTED



Mark Novo

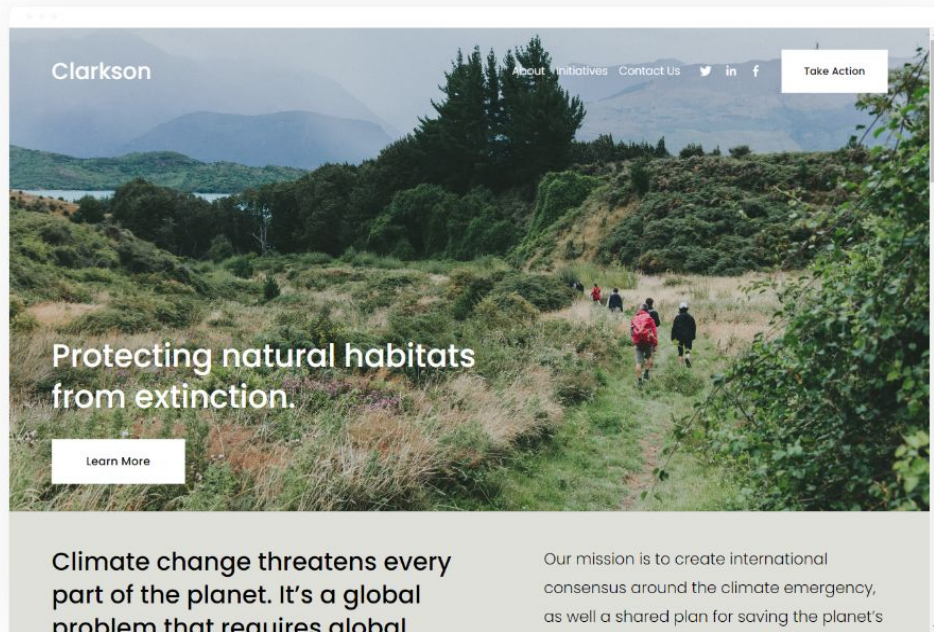


BACK



[VIEW DEMO SITE](#)

[START WITH THIS DE](#)





[Home](#) [Professional Documents](#) [Publications](#) [Competency 1](#) [Competency 2](#) [Competency 3](#) [Competency 4](#) [Competency 5](#)

# Kelsey Earle

PhD Student  
Department of Communication  
Michigan State University

[MSU Page](#)[Google Scholar](#)

🇺🇦 Let's make an impact together to stand with the people of Ukraine. [Show Support](#) →

# Create a website without limits

Discover the platform that gives you the freedom to create, design, manage and develop your web presence exactly the way you want.

Get Started

# Shannon Poulsen, PhD Candidate

— □ ×

Biography Updates Research Publications CV Teaching Twitter



Shannon Poulsen (she/her)

PhD Candidate

School of Communication at The  
Ohio State University

*satire, misinformation, and correction*

# Welcome to the world's most popular website builder.

43% of the web is built on WordPress. More bloggers, small businesses, and Fortune 500 companies use WordPress than all other options combined. Join the millions of people that call WordPress.com home.

[Start your website](#)



# /SITE OPTIONS

## SquareSpace

NO FREE OPTION  
\$12/month start

LESS CUSTOM  
Simpler

Strong  
analytics,  
better support

## Wix

FREE OPTION  
\$16/month start

SUPER  
CUSTOMIZABLE  
Time-consuming

Strong  
analytics/SEO

## Wordpress

FREE OPTION  
Additive costs

Coding skills  
needed to  
customize

Good SEO, no  
support

# /SITE OPTIONS

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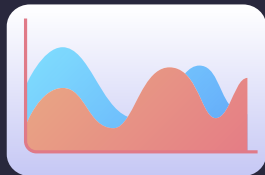
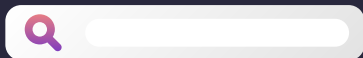
Strong  
analytics/SEO

## Wordpress

FREE OPTION  
Additive costs

Coding skills  
needed to  
customize

Good SEO, no  
support



# /GITHUB

Learn to code and brand yourself  
YOU *SUPERSTAR*!!!!!!!





# /GITHUB



## /HOST GIT

(aka host anything)

Easy or complex way to  
provide code, data, or  
materials



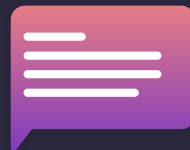
## /COMMUNITY

Learn new skills, earn  
badges, connect with  
others



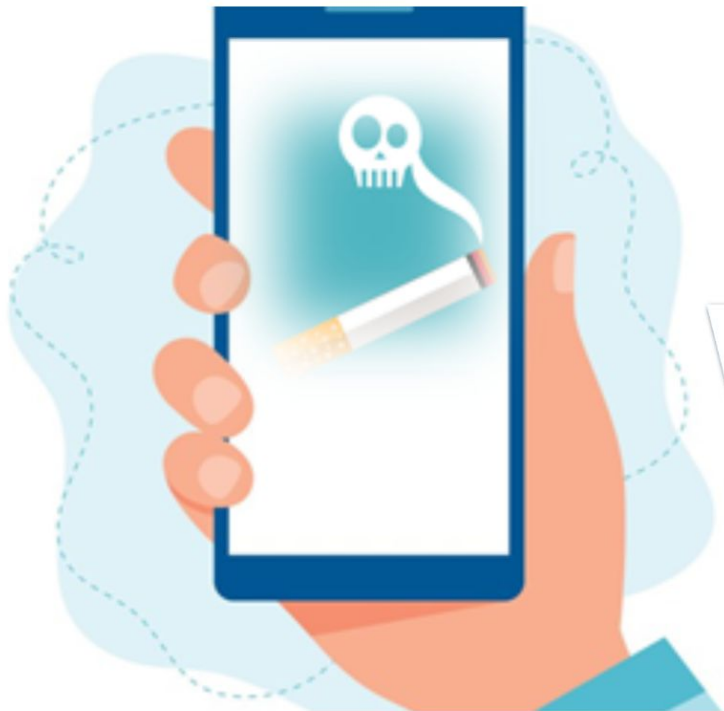


# <BUILD>

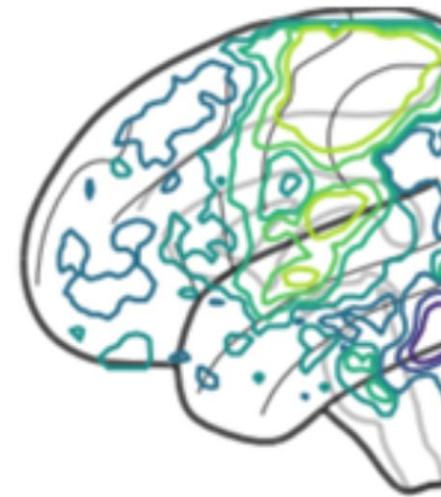


> Make a website, easy <





# Welcome!



what do we remember when we process he

Want to know more or chat about research, graduate school, mental health, or something else? Email me anytime at [wilcox54@msu.edu](mailto:wilcox54@msu.edu)



####[LAB WIKI](#) Must be logged in!

[Github](#) Code developed by the lab and reproducibility packages to lab-papers

[MSU CARISMA LAB - Center for Avatar Research and Immersive Social Media Applications](#)

[MSU Department of Communication](#)

[MSU College of Communication Arts & Sciences](#)

[MSU Cognitive Imaging Research Center](#)

[MSU Cognitive Science Program](#)

[MSU Neuroscience Program](#)

[ICA Communication Science & Biology Interest Group](#)





# /BUILD



Follow these steps:

1. Log in to your GitHub
2. Go to: <https://github.com/daattali/beautiful-jekyll>
3. In the top left corner, click 'fork'
4. Rename the project to what you want your site to be
  - a. Will say .github.io after it
5. Edit the \_config.yml.
  - a. Hardest part, most options
  - b. Uses coding skills
6. In a separate page go to:  
[https://github.com/shelbywilcox/shelbywilcox.github.io/blob/master/\\_config.yml](https://github.com/shelbywilcox/shelbywilcox.github.io/blob/master/_config.yml)
7. Edit your navbar links in your \_config.yml
8. Make the necessary pages for your \_config.yml/navbar
  - a. Make 'markdowns' - file that will be NAME.md
  - b. NAME should be the same for your navbar name
  - c. Use markdown codes to format
9. Shelby will help and is available anytime to fix bugs or answer questions







# /SUMMARY



## /YOUR BRAND

Remember three  
key ?'s

## /SITE OPTIONS

Make the right  
choice for you

## /GITHUB

Customizable  
sites and  
useful skills



# /THANKS!

## /DO YOU HAVE ANY QUESTIONS?



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