Zahava Gopin

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Assignment 4.3

Personal Portfolio: Market Research

The domain name for a personal portfolio is important because it’s the first time anyone will be introduced to that person. there are some things to keep in mind while creating a domain for a personal site. If someone’s name is hard to spell, just using the initials or a part of the name is suggested. Remember to keep the domain name short- this makes it easier to read and remember. Leave out numbers and dashes as they can confuse people when trying to find the domain. Think about how the domain will look in an email address.

A personal portfolios main purpose is to create awareness. I want to share, with those that are interested, my work and my skills that I can contribute to projects that may need my help.

When creating a product the first question to ask is “who is our target audience?”. When you have that in mind throughout the building process it becomes easier to keep the end goal in mind. In the case of a personal portfolio website, the target audience is someone who will contact me for a job. Call that a boss or a client (is there a difference?) but by remembering this, the goal of awareness stays sharp in my mind. I will want the layout and navigation of the website to be clean and organized, this will reassure whoever is looking at the website that I am on top the job and won’t leave any strings hanging. I want the overall look of the site to best reflect me and what I have to offer. This will create an awareness of what I can achieve and what is important to me.

For me, specifically, I do not plan on becoming a full-stack developer. I hope to focus more in the web design area then the web development area. While doing research I found that the three most common skills that web designers are HTML, CSS, and WordPress. Comparing these to myself, I think I will be better prepared than most once I graduate. After looking through examples of different web designers personal websites, I found that most websites reflect their personality, while still being business-like. You get the feeling right away if hiring this person would be positive for your project or not. I think for designers especially, because of the impact they will have on the project, it’s important to showcase what design features you can offer.

There are many ways to increase the visibility of my website. The first would (obviously) be to make sure I have good content that attracts people. A second idea, which also adds convenience, is to make my site mobile friendly. Another idea is to use long-tailed keywords like “web designers to hire in x location”.

Resources:

Hover. (2020, August 11). *Choose a domain name for your portfolio website*. Hover Blog. Retrieved January 24, 2023, from https://hover.blog/choosing-domain-name-for-portfolio-website/#unexpected

Galvan, M. (2021, July 13). *Do you know the goal of your website?* Medium. Retrieved January 24, 2023, from https://uxplanet.org/do-you-know-the-goal-of-your-website-ca555ee2bfdf

Wade, N. (2023, January 24). *10 stunning web design portfolio examples: Webflow blog*. Webflow. Retrieved January 24, 2023, from https://webflow.com/blog/web-design-portfolios

Ninjasites. (n.d.). *These website Visibility Tips helps you with online presence*. Ninjasites. Retrieved January 24, 2023, from https://ninjasites.com/website-visibility-tips