PERSONAL WEBSITES & PASTRIES
Morsels of Reasons and Tips on Designing Websites

QTABS Professional Development | February 23, 2023
Workshop Overview

01 Benefits
Advantages of a personal academic website

02 Framework
A useful outline for structuring your website

03 Live Demo
Applying what you’ve learned to Google Sites

04 Usage
Maximizing your usage of a personal website
## Benefits of a personal website

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<th><strong>Beyond a CV</strong></th>
<th><strong>Emphasis</strong></th>
<th><strong>Expand</strong></th>
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<td>More extensive and engaging than a simple CV/resumé</td>
<td>Highlight your experiences &amp; professionalism to get readers excited about you!</td>
<td>Share your current skill sets while learning new ones</td>
<td>Build your reputation and presence for professional opportunities</td>
<td>Show off some web literacy and science communication</td>
<td>One stop for users to access contact info, social media pages, etc.</td>
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Benefits of a personal website...

**Disseminate**
Share your work! Research and publications, achievements, goals, etc.

**Networking**
Broadens your audience beyond immediate circle for future colleagues and employers

**Collaborate**
Building collaborations with users looking into your research direction

**Growth**
It shows BIG PICTURE and acknowledges both your assets and gaps

**It's fun!**
Able to move beyond formatting guidelines and have fun and be creative!

**Authenticity**
You can share your unapologetic authentic self, it's YOUR personal website
Some examples!

**Dominic**
My (somewhat outdated) personal website

**Robert Ulrich**
Saturn is a gas giant and has several rings

**Yesenia Garcia-Sifuentes**
A great example of mixing creativity and authenticity

**Dr. Raven Baxter**
The Sun is the star at the center of the Solar System
You are our guide to how you want your website to flow! Establishing a logical flow tends to work best.
Framework: CONTENT

Home page
- Provide a brief intro to yourself
- Feature some recent/ongoing highlights
**Framework:**

**CONTENT**

**Biography**
- Your space to curate your personal narrative about your past journey, current directions, and future expectations
- Authenticity!

...
Framework: CONTENT

Research Interests

- Link to publications or posters
- Highlight past projects
- Can provide a brief blurb about your contribution!
- Talk about your skill set
Framework: CONTENT

Other projects and interests
- If you have other ventures, you can highlight and link them!
Framework:

CONTENT

Photos and Videos
- Adds to visitor engagement with your website AND YOU
- High quality resolution
- Avoid overcrowding
Framework: CONTENT

Contact Info:
- Don’t forget to include how visitors can contact you (or follow your journey on social media!)

Get in touch!

Yesenia Garcia-Sifuentes
yesenia.garcia@emory.edu

Twitter
LinkedIn
This will be dependent on your chosen platform (i.e., Google Sites, WordPress, Wix, Squarespace, etc.).

Color can enhance the website experience and highlight key points, but it can also be distracting! Use sparingly and intentionally!

Some platforms provide you the domain name, others allow you to customize the name (for a financial price!)
Let’s do a quick demonstration with Google Sites!

https://sites.google.com/uci.edu/rbqtabspersonalwebsite
Maximizing your website's use!

- **Link your site!**
  Include the link in your e-mail signatures, social media, etc.

- **Plug in talks!**
  Point audiences to your website in Acknowledgements!

- **QR Codes!**
  Generate a QR code to include in posters or business cards!

- **Living Document**
  Regular updating throughout your career!
Discussion time:
What questions do you have?
Helpful Website Links

https://html5up.net/
https://render.com/
https://www.qr-code-generator.com/free-qr-code-creator/
http://tinyurl.com/
https://www.oit.uci.edu/services/communication-collaboration/google-sites/
Additional Resources

https://comms.msu.edu/academic-toolkit/building-a-website
https://www.linkedin.com/pulse/5-benefits-having-personal-website-vansh-sharma/
https://www.linkedin.com/pulse/who-needs-personal-website-lerato-mabiletsa/
https://www.topresume.com/career-advice/why-you-need-a-personal-website-asap
https://www.reddit.com/r/Python/comments/vyd23i/im_building_a_personal_website_should_i_bother/
https://html5up.net/
https://render.com/
https://www.qr-code-generator.com/free-qr-code-creator
https://theacademicdesigner.com/2020/how-to-make-an-academic-website/
https://www.elsevier.com/connect/creating-a-simple-and-effective-academic-personal-website
https://townsendcenter.berkeley.edu/blog/personal-academic-webpages-how-tos-and-tips-better-site
https://my.cgu.edu/preparing-future-faculty/why-have-a-personal-academic-website
Thanks for participating!

Do you have suggestions for future events?  
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