

How to make Your Own Portfolio Website

From beginner to master – build a stunning portfolio website with ease.

Introduction

Overview

1. Background
2. Website concepts
3. Portfoliobox tutorial
4. Final words

Background

Part 1

The value of a portfolio website

Background - 1

Why creatives need a portfolio website

Stand out to hiring managers

- 91% of hiring managers say they visit ePortfolios when provided a link via emails. (1)

Increase your chances of being hired

- 90% of managers find digital portfolios valuable in the hiring process. (2)

Showcase your unique skills

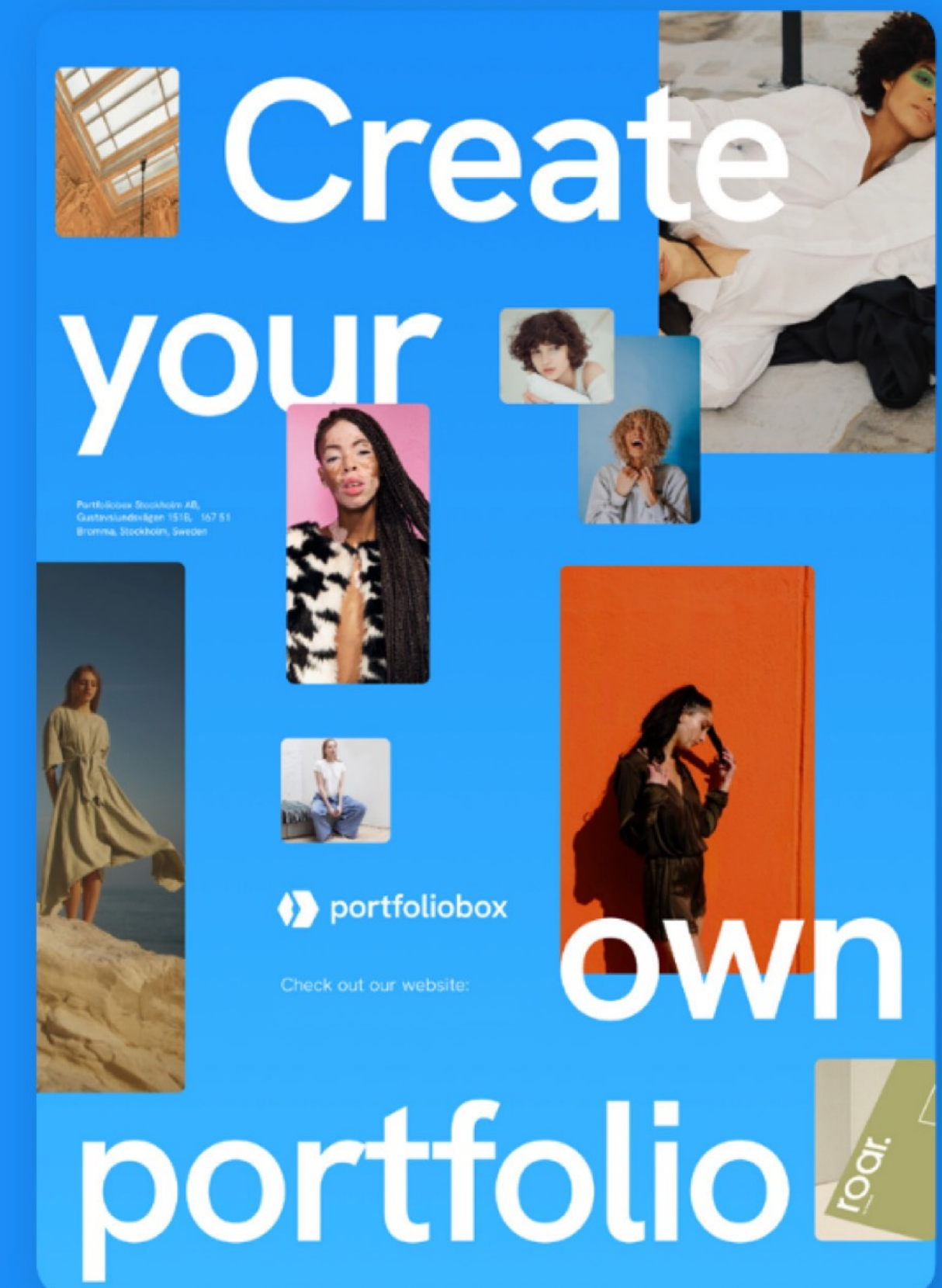
- 83% of hiring managers believe portfolios accurately reflect skills and aptitude. (3)

Boost your professional image

- A portfolio helps you stand out in a competitive market. (5)

Demonstrate growth and initiative

- A well-crafted portfolio shows effort, passion, and commitment, positioning you as a proactive, self-driven individual in a competitive world. (5)



I'll know in 10 seconds if a portfolio has potential. If it passes, I'll probably spend another five minutes taking a closer look to see how it aligns with my project's vision or team's needs. ⁽³⁾

Background - 3

Make your portfolio stand out

Get a custom domain (yourname.com)

- Instantly conveys professionalism and commitment.

Create a unique design

- Tailors the presentation to your skills and work.
- Demonstrates ambition and creativity, showing you can think outside the box instead of relying on templates.

Use a professional email address

- Reflects your professionalism in every interaction.

Portfoliobox makes all this possible -
for a fraction of the cost and with a much easier learning curve than competitors.



"Designers, photographers, illustrators, artists, art directors, writers ...
you must have a portfolio. No one cares about a resume." ⁽³⁾

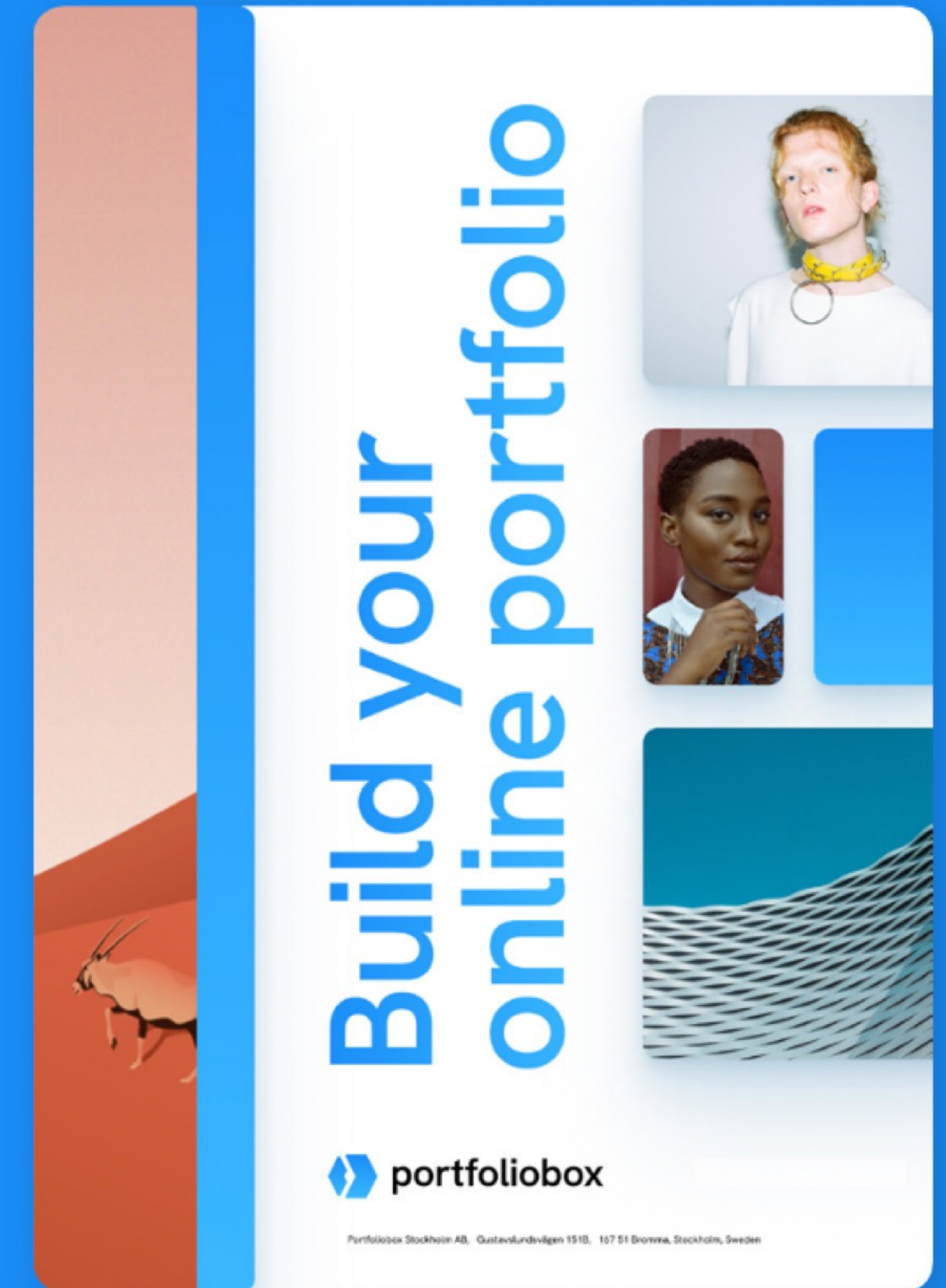
A tiny investment for great returns

Master Portfoliobox in a few hours

- With just a few hours of learning, you'll gain a skill that will prove very valuable throughout your creative career.

Launch your portfolio for free

- Portfoliobox offers a free portfolio website to help you get started.



Website concepts

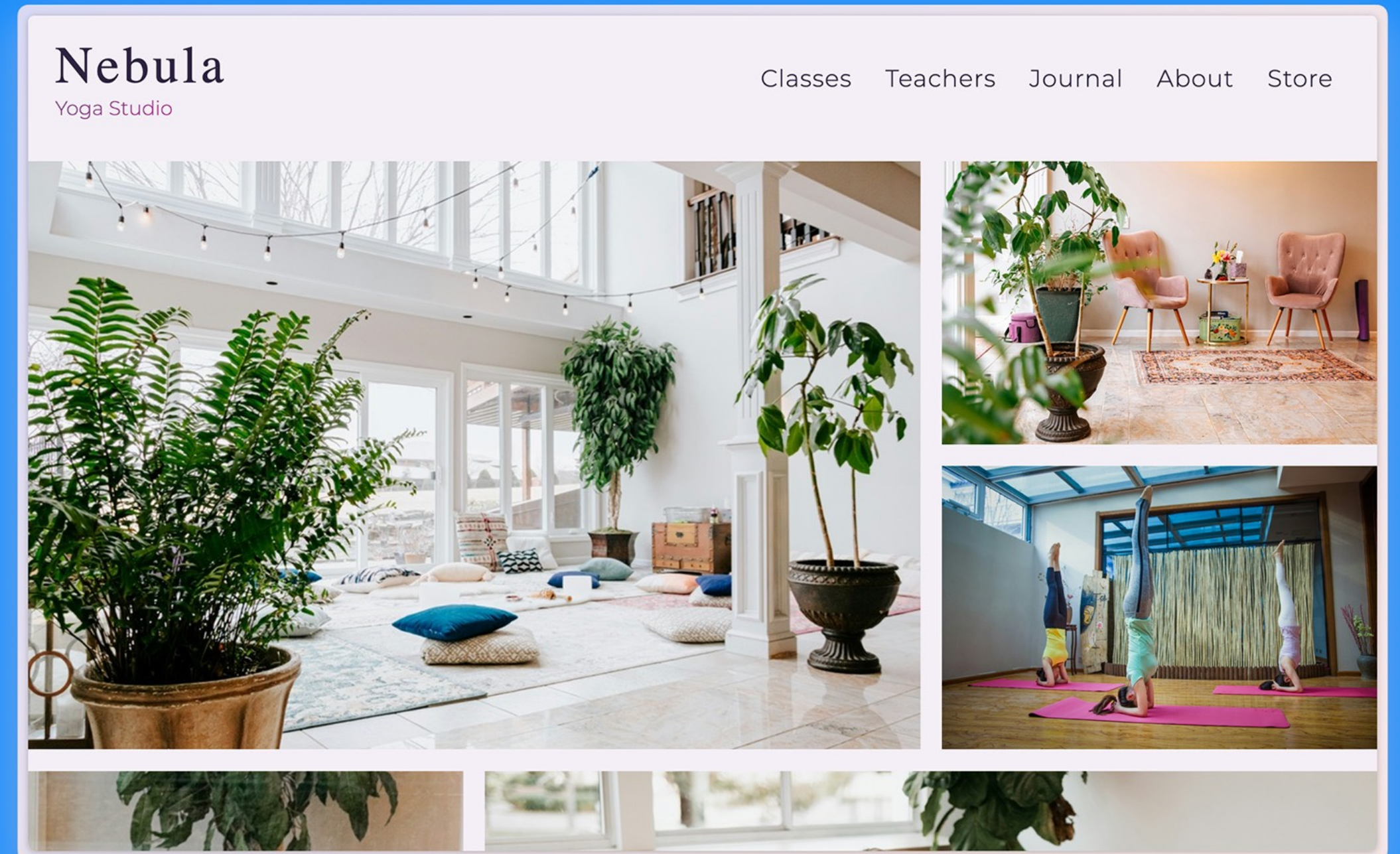
Part 2

Understanding the basics of websites

Website concepts - 1

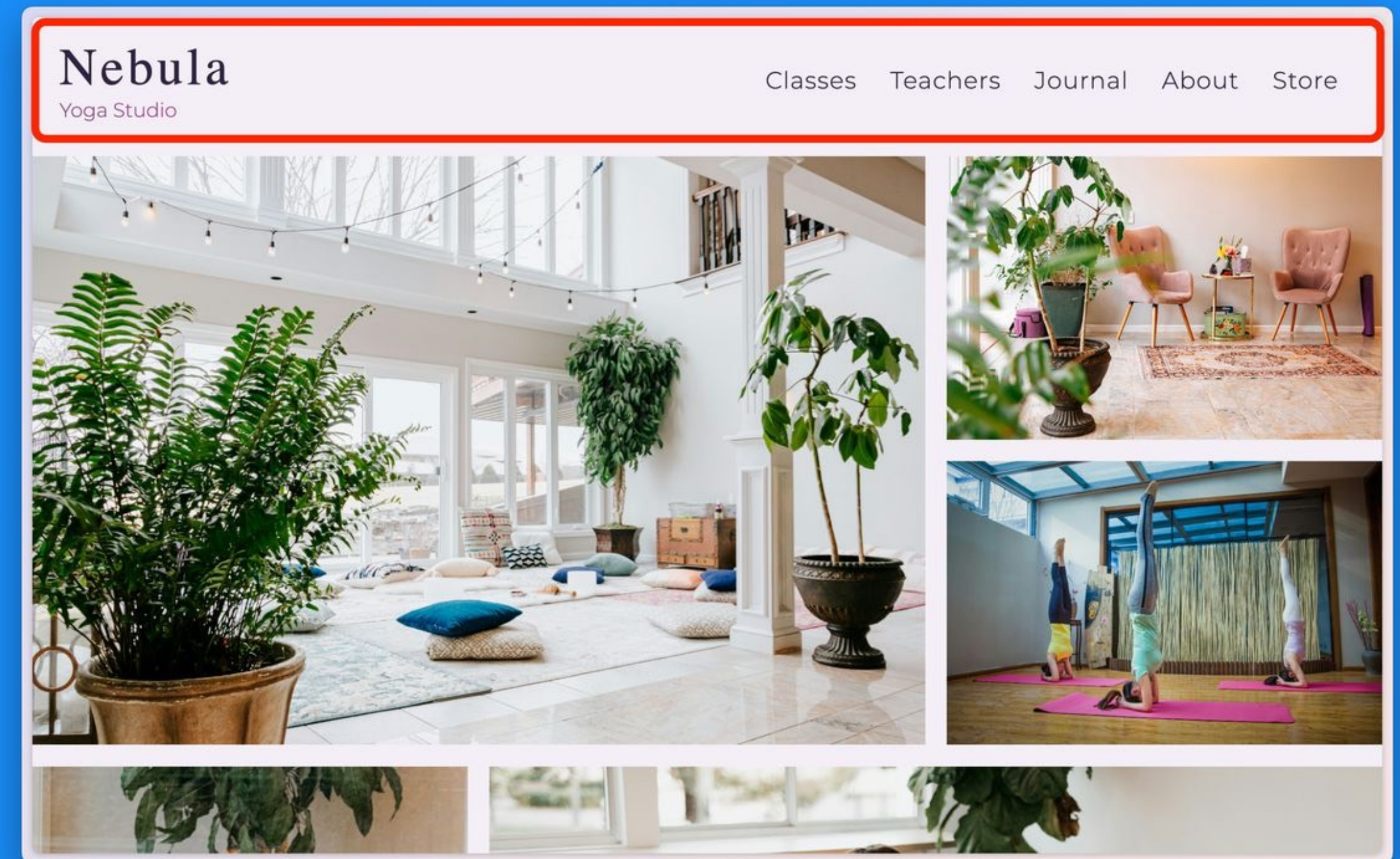
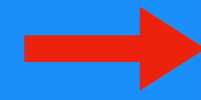
What is a website?

Your website is a collection of content, style, and structure accessed through a unique domain (e.g., www.myname.com).



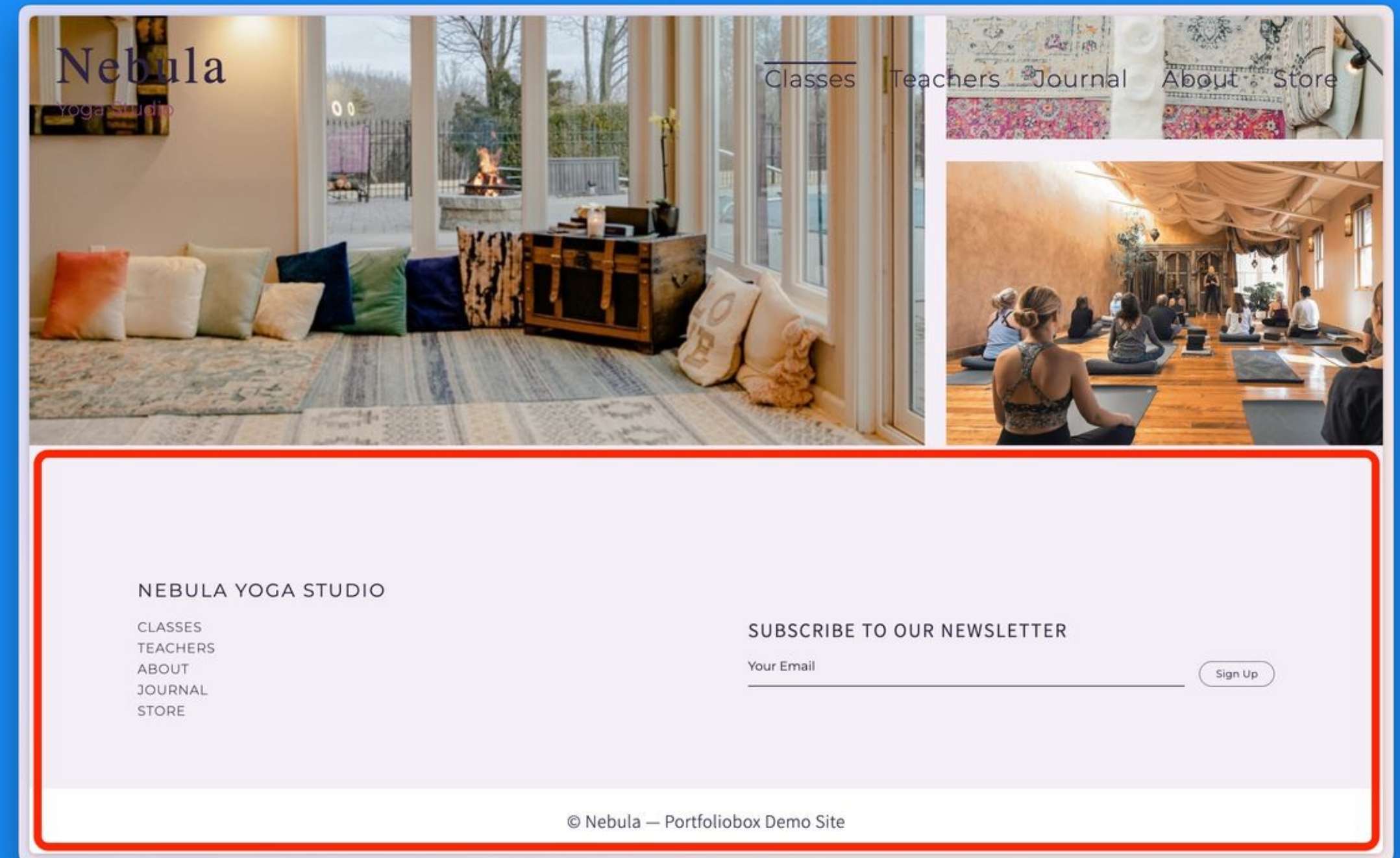
Main menu

- Located at the top of your site, consistent across pages.
- Links to your key pages.



Footer

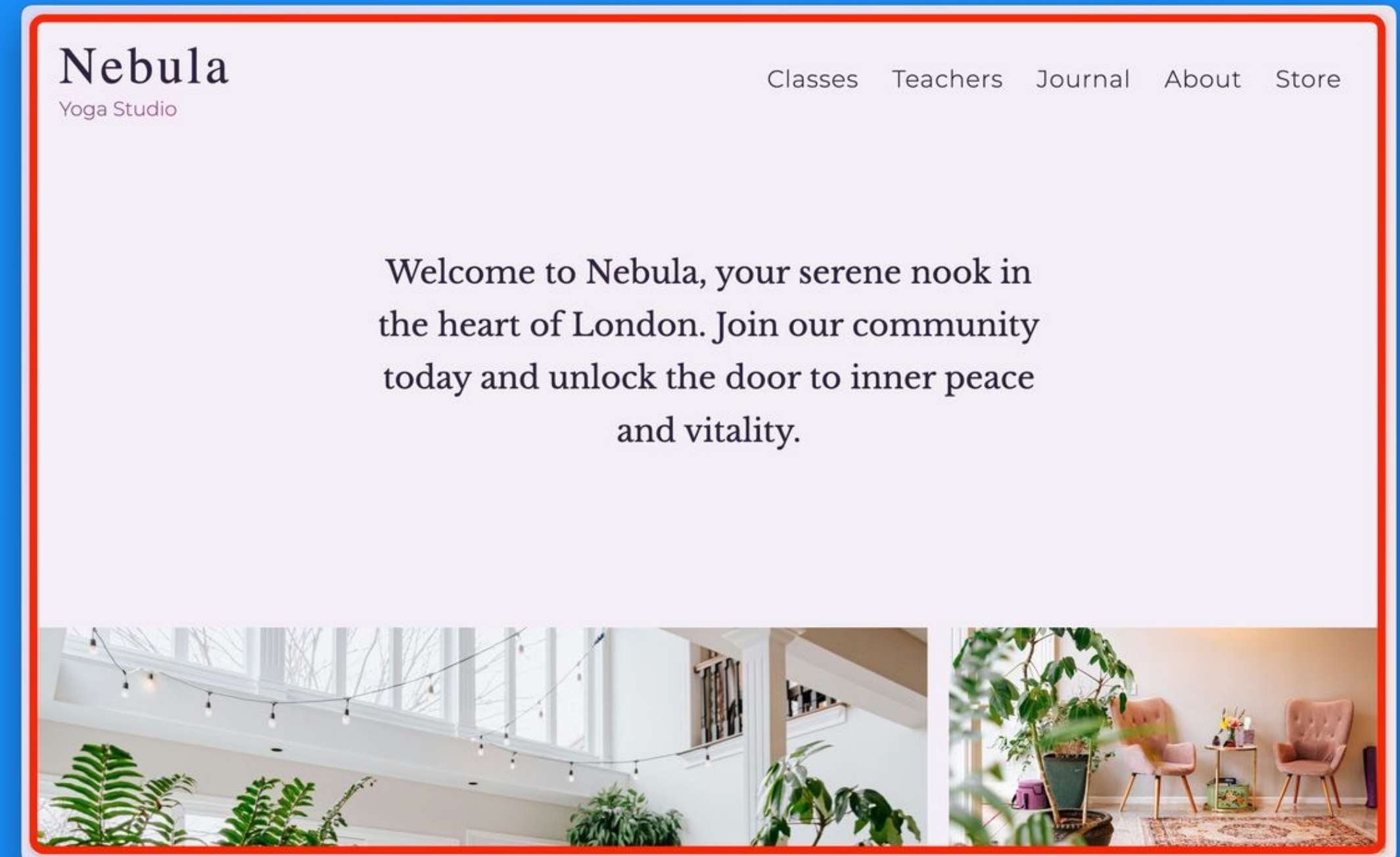
- Found at the bottom of every page.
- Can include links, contact details, or a copyright notice.



Start page

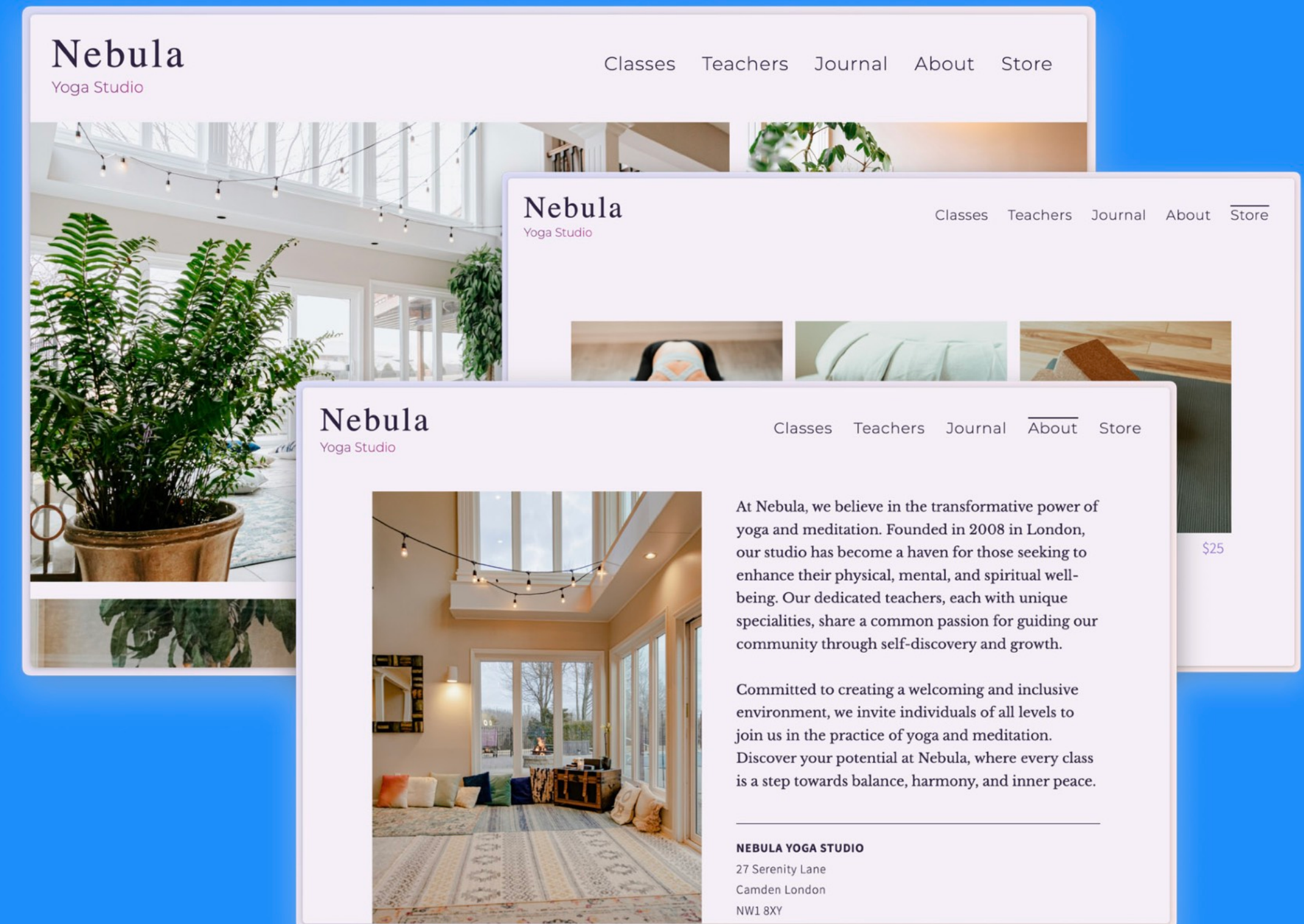


- The first page visitors see (e.g., www.myname.com).
- Typically features an introduction, links to galleries, or a cover image.



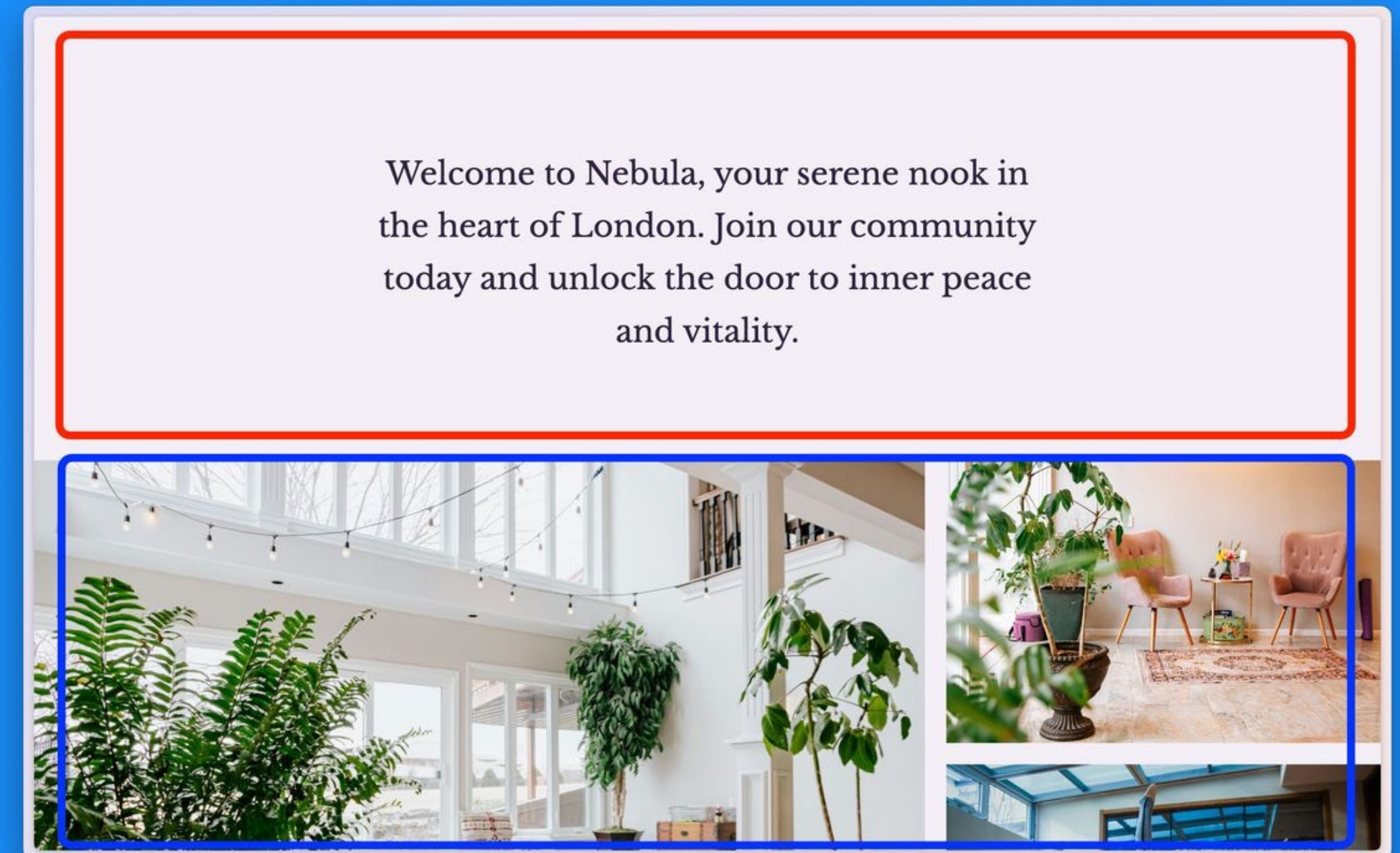
Pages

- Each page on your site has a unique URL appended to the domain (e.g., www.myname.com/about-me).
- Pages can be accessed through the main menu, link pages, or other navigation elements.
- Galleries are also pages with their own unique URLs.



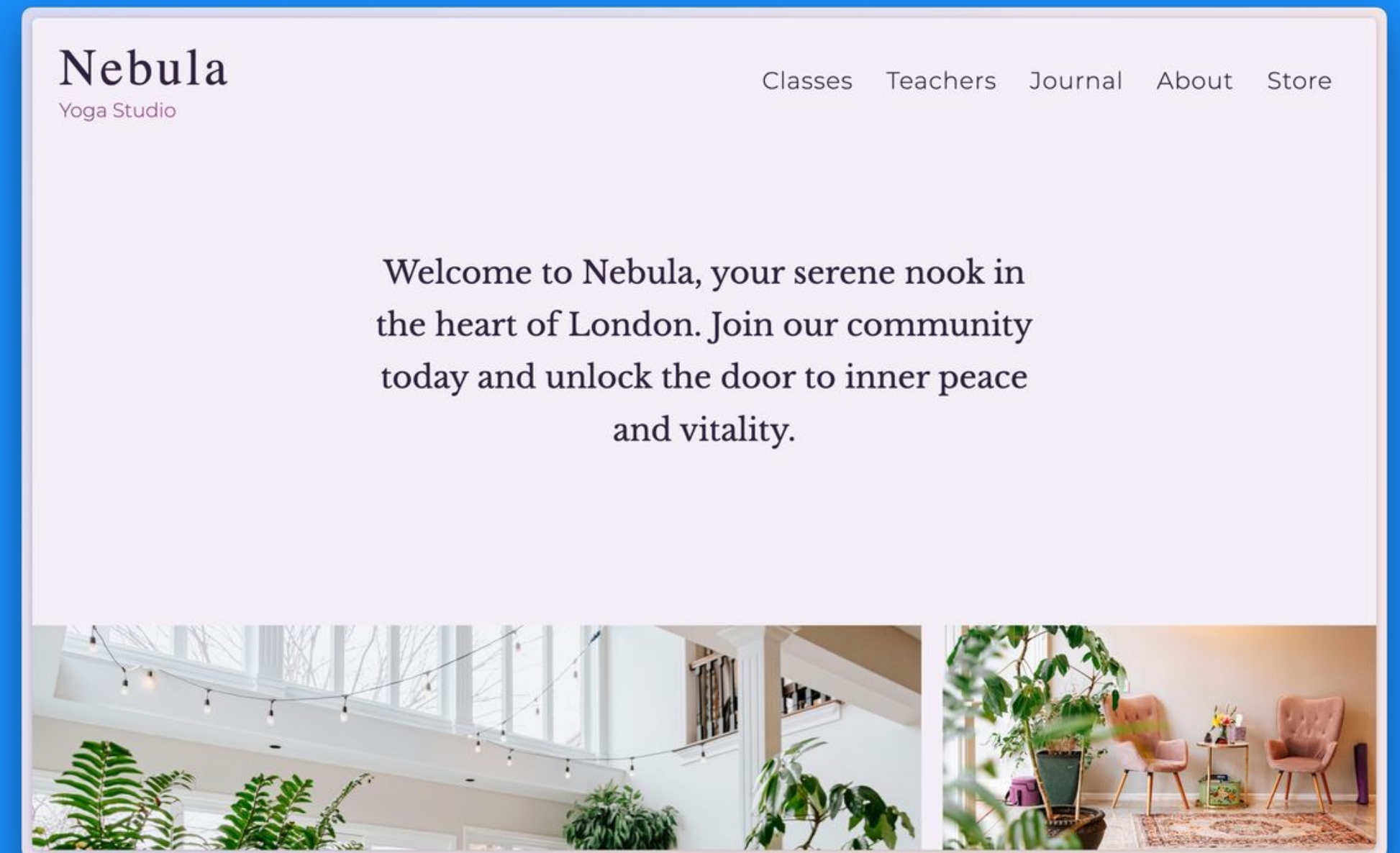
Sections

- The building blocks of your pages.
- Types include:
 - **Text:** Add written content.
 - **Gallery:** Display images or videos.
 - **Links:** Navigate to other pages, ideal for portfolios.
 - And **many more**.



Styling

- Consistent **global styles** ensure a cohesive look (e.g., colors, fonts, sizes).
- **Local styles** allow customization for individual elements.



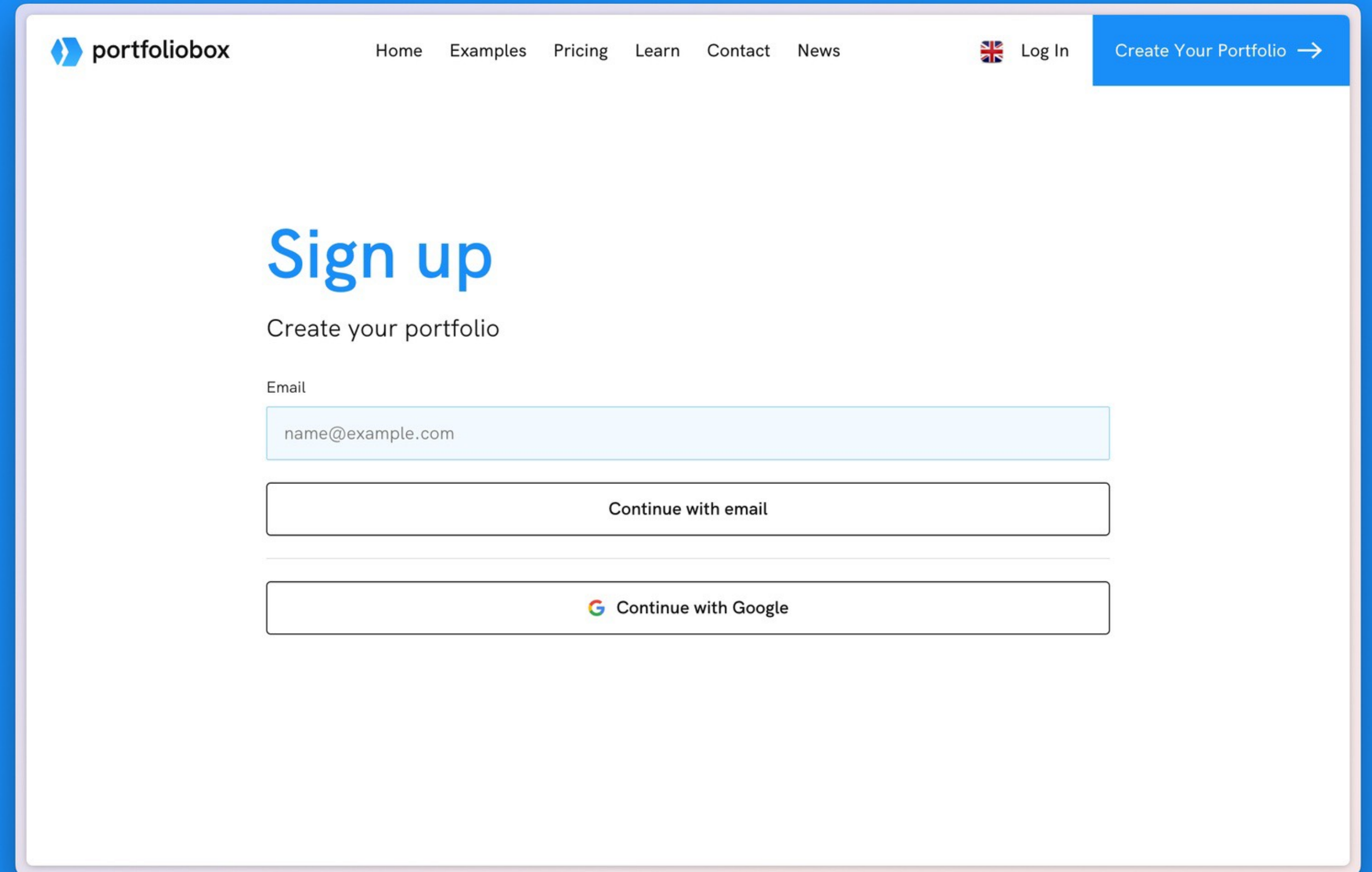
Portfoliobox tutorial

Part 3

Let's build a portfolio website with Portfoliobox

Create your account

Sign up at portfoliobox.com.
You can build your portfolio website for free, or upgrade to get a premium domain for as little as \$8.9 per month.



The screenshot shows the Portfoliobox website's sign-up page. The header includes the Portfoliobox logo, navigation links (Home, Examples, Pricing, Learn, Contact, News), a language selector (UK flag), a 'Log In' link, and a 'Create Your Portfolio' button with a right arrow. The main content area features the heading 'Sign up' in blue, followed by the subtext 'Create your portfolio'. Below this is an 'Email' label and a text input field containing 'name@example.com'. There are two buttons: 'Continue with email' and 'Continue with Google' (which includes the Google logo).

portfoliobox

Home Examples Pricing Learn Contact News

Log In

Create Your Portfolio →

Sign up

Create your portfolio

Email

name@example.com

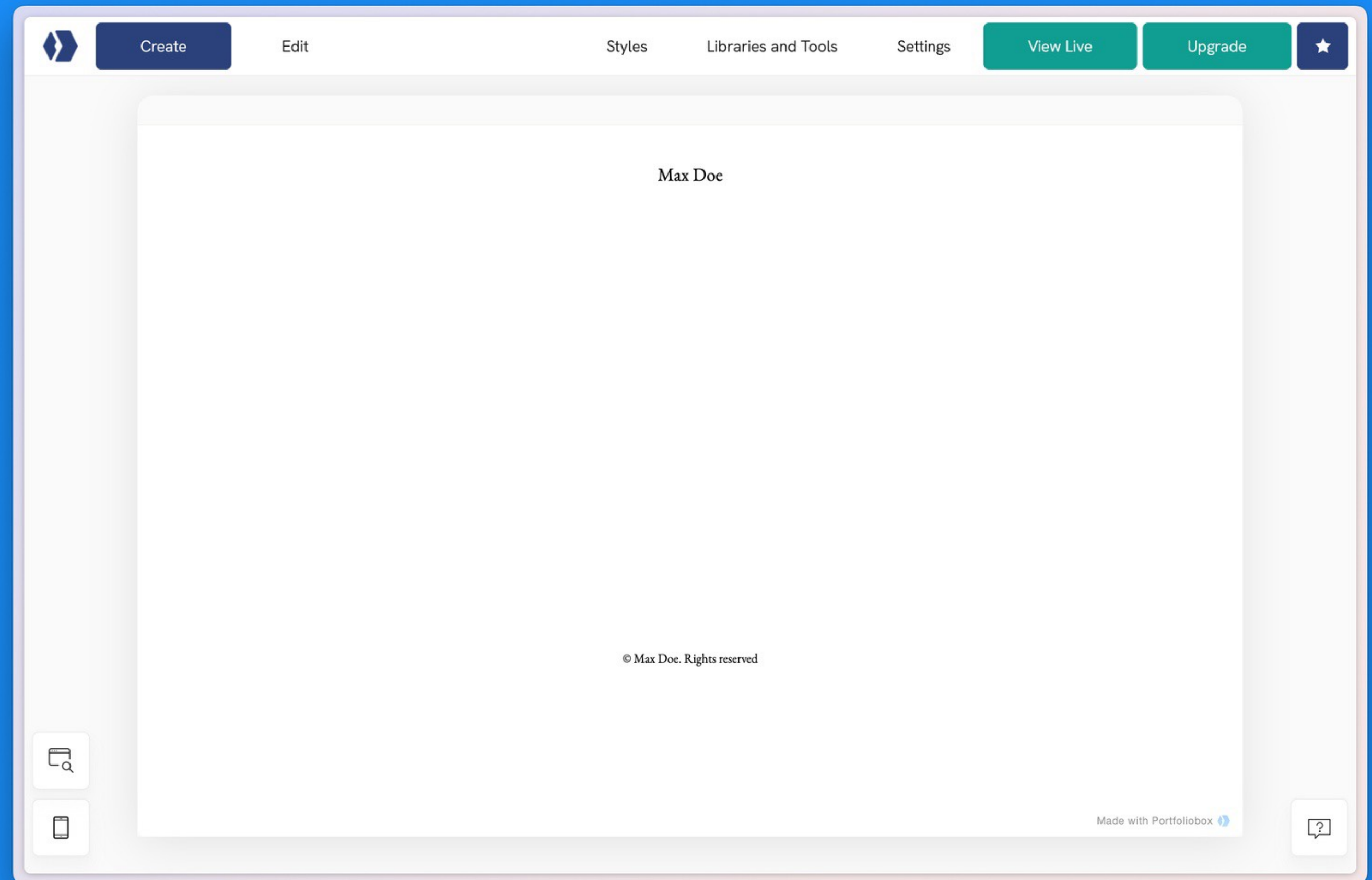
Continue with email

Continue with Google

Portfoliobox tutorial - 2

Admin panel

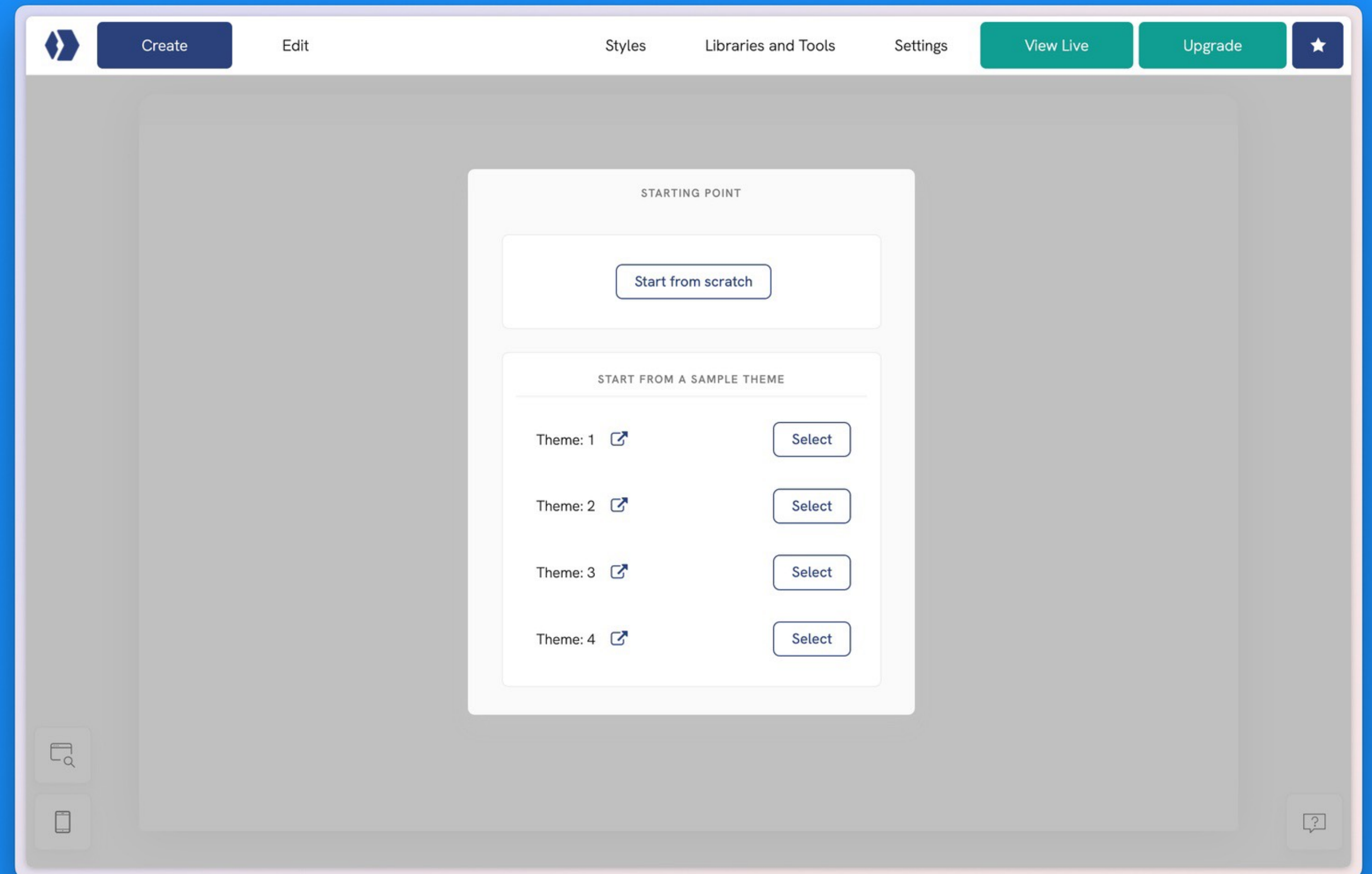
Build your site directly in your browser with live editing tools —no downloads required.



Choose a Theme or Start Blank

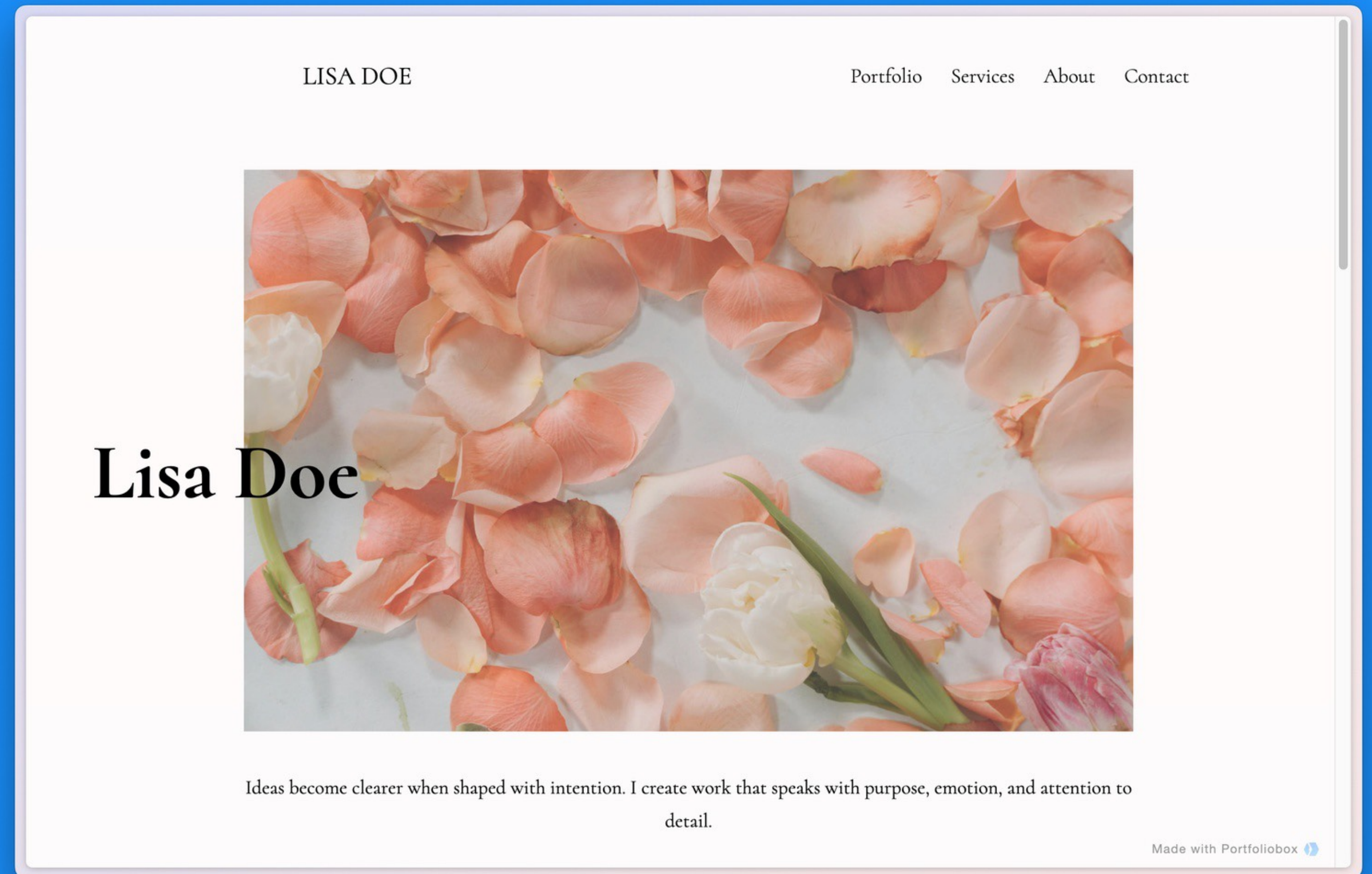
If you choose a theme, you'll get a few dummy pages from the start — an easy way to begin.

You can also start blank and build your site from scratch.



If You Selected a Theme

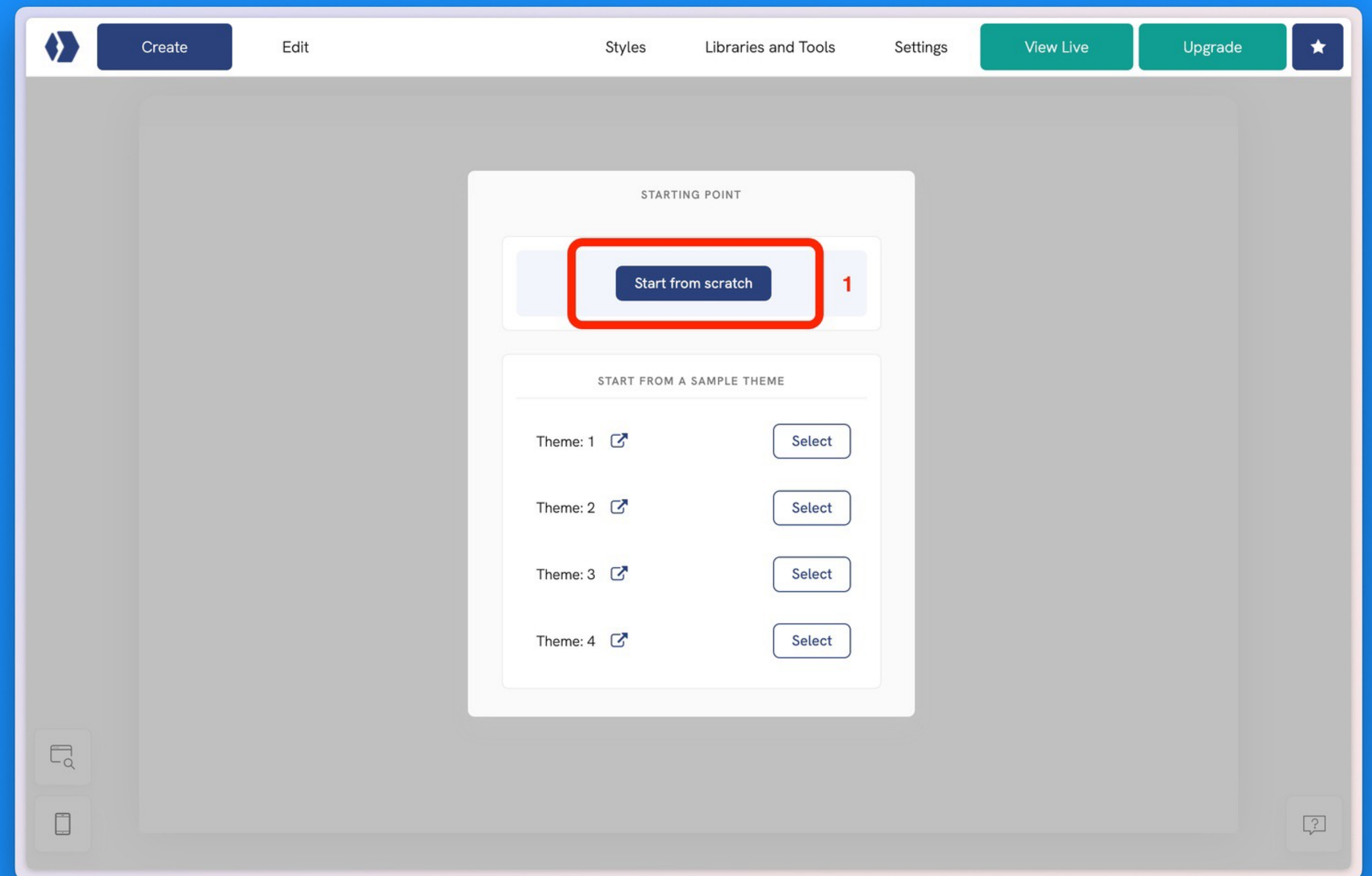
Simply modify the content to make the website yours. Once you've edited the content, you can start styling your website. (More on that later.)



Start from Scratch

Let's continue by building a website from scratch to better explain the main concepts.

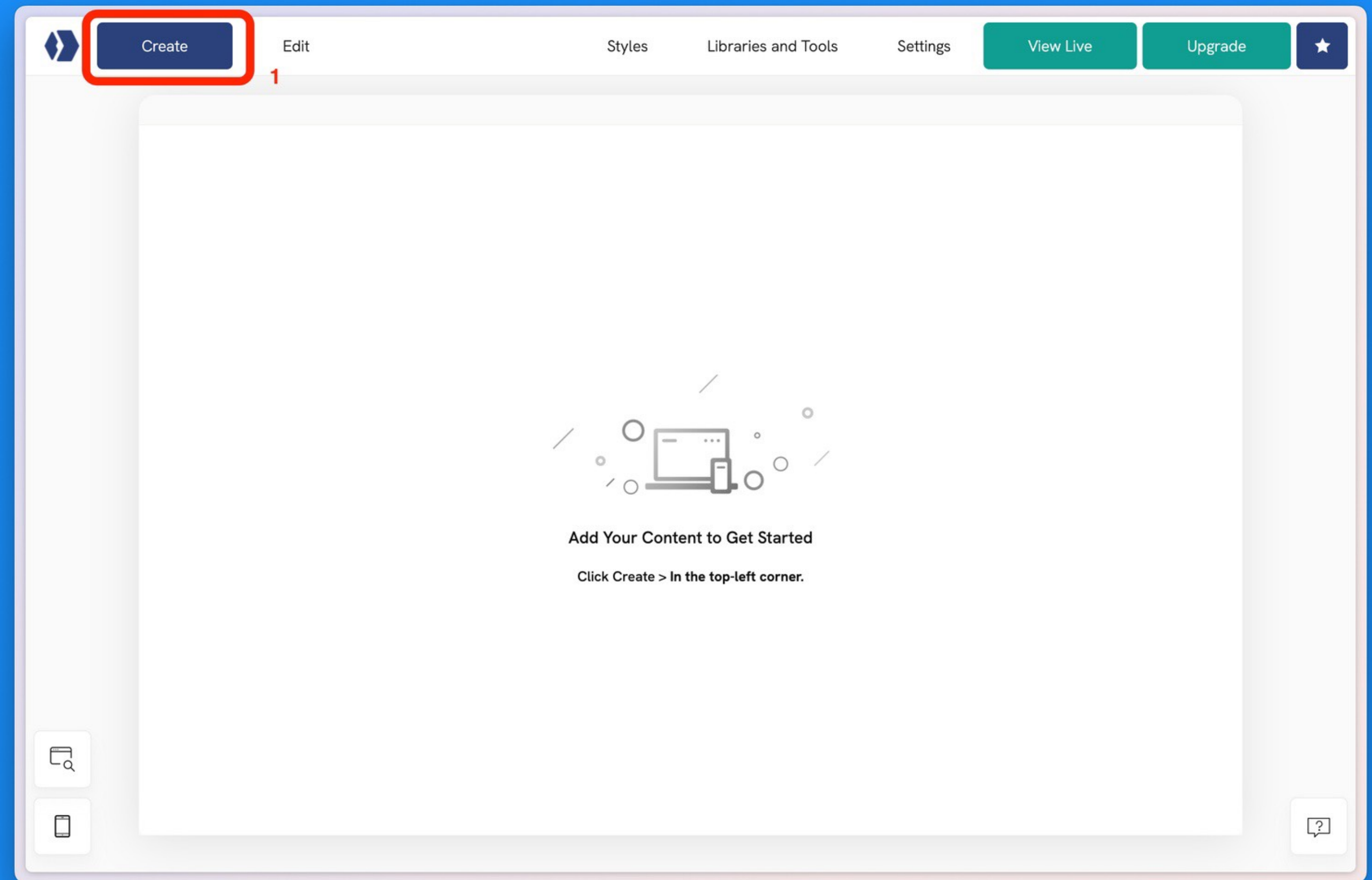
1. Click "Start from Scratch."



Create Your First Page

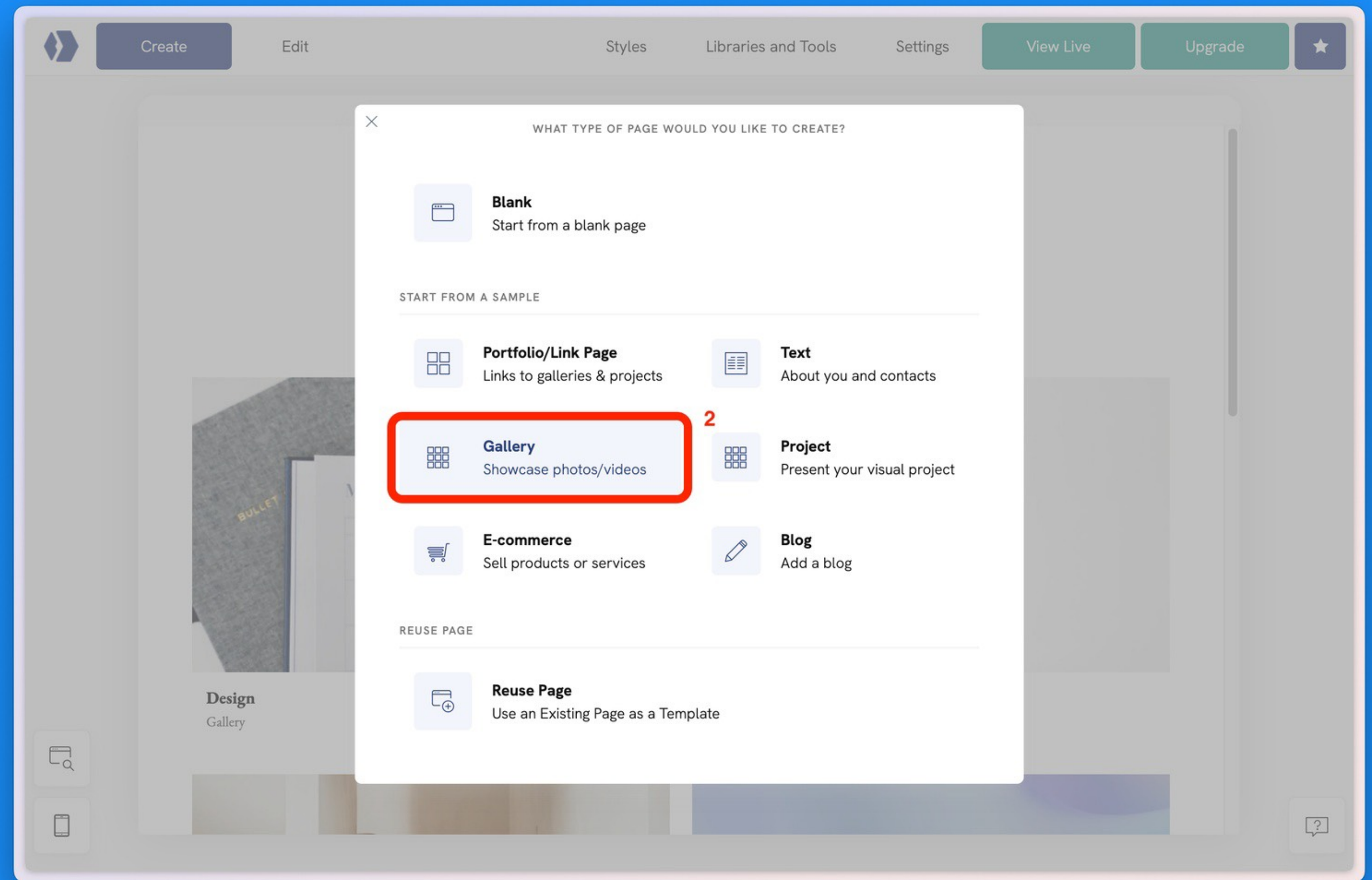
1. Click "Create."
2. Select "Portfolio / Link Page"
3. Name it "Portfolio."

(This is now the start page of your website. You can change start page later.)



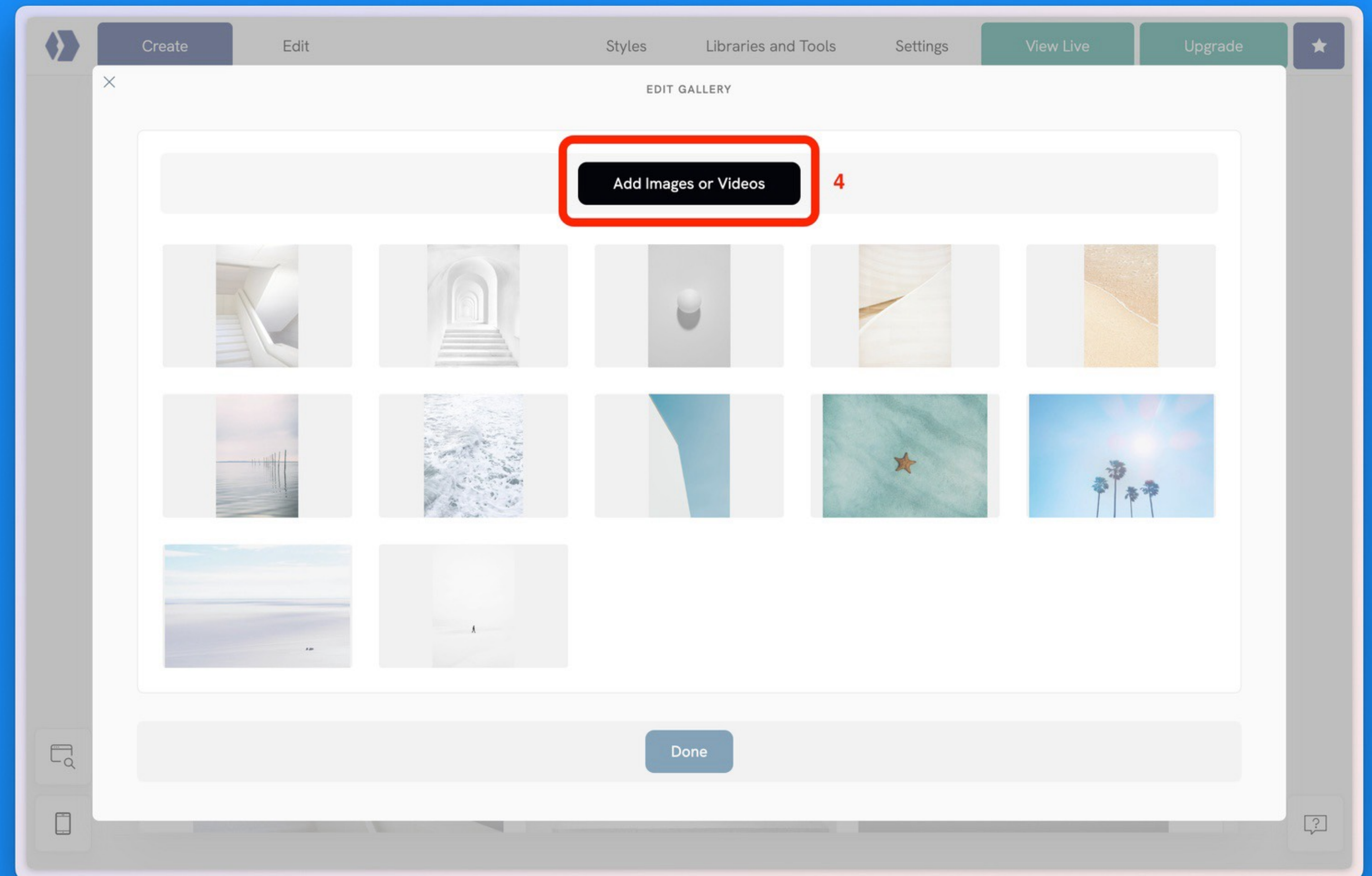
Add Your Galleries

1. Click "Create."
2. Select "Gallery."
3. Toggle off "Add to menu" (we'll add it to the portfolio instead).
4. Name it "Portraits."
5. Upload your images.
6. Click "Done."
7. You'll now get an option: "Add to Link Page?"
8. Select "Portfolio."



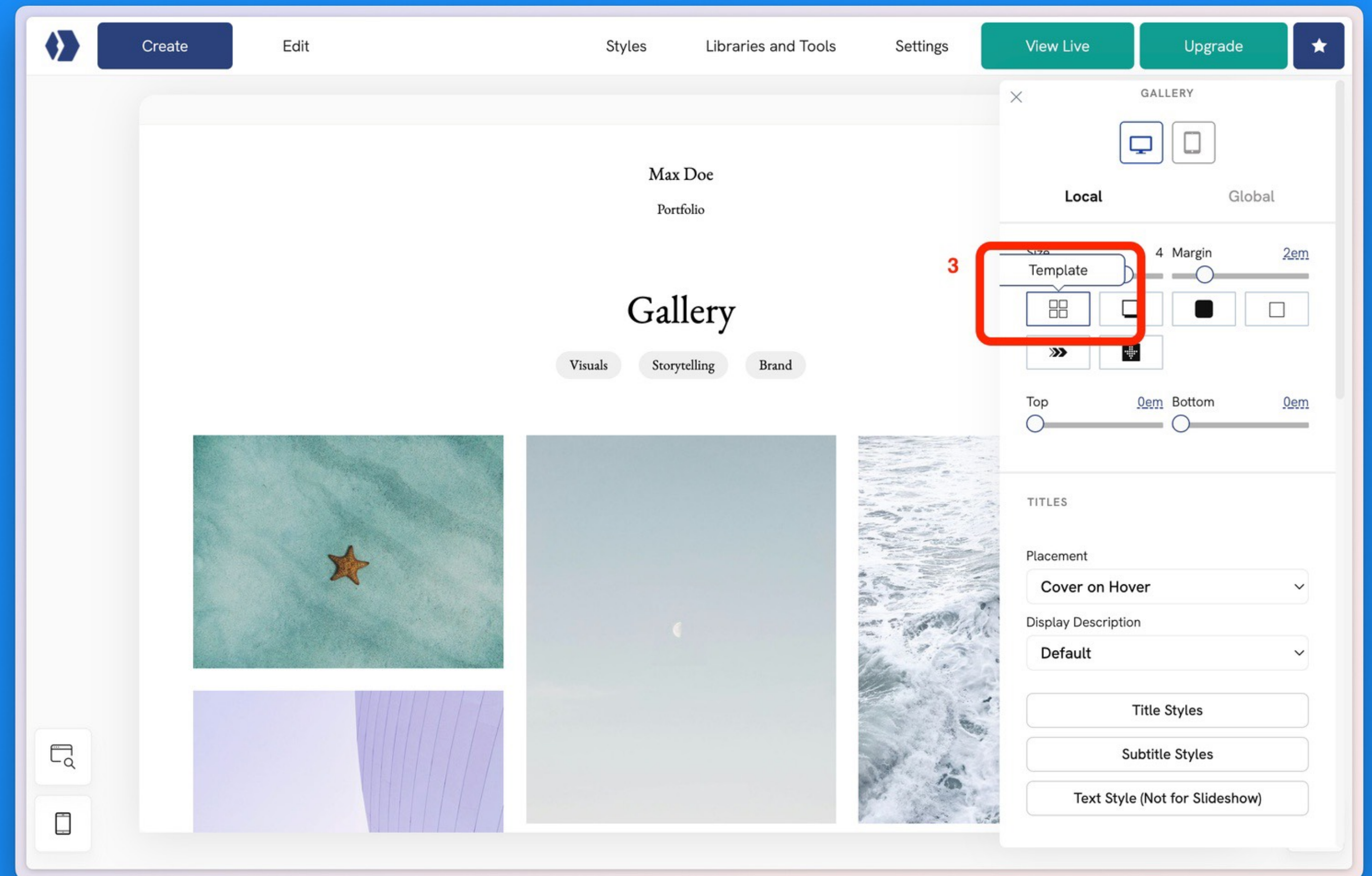
Add More Images to a Gallery

1. Enter the gallery.
2. Click "Edit Images."
3. Click "Change Content."
4. Click "Add Images or Videos."
5. Select the images for the gallery from your computer and upload them to your image library.



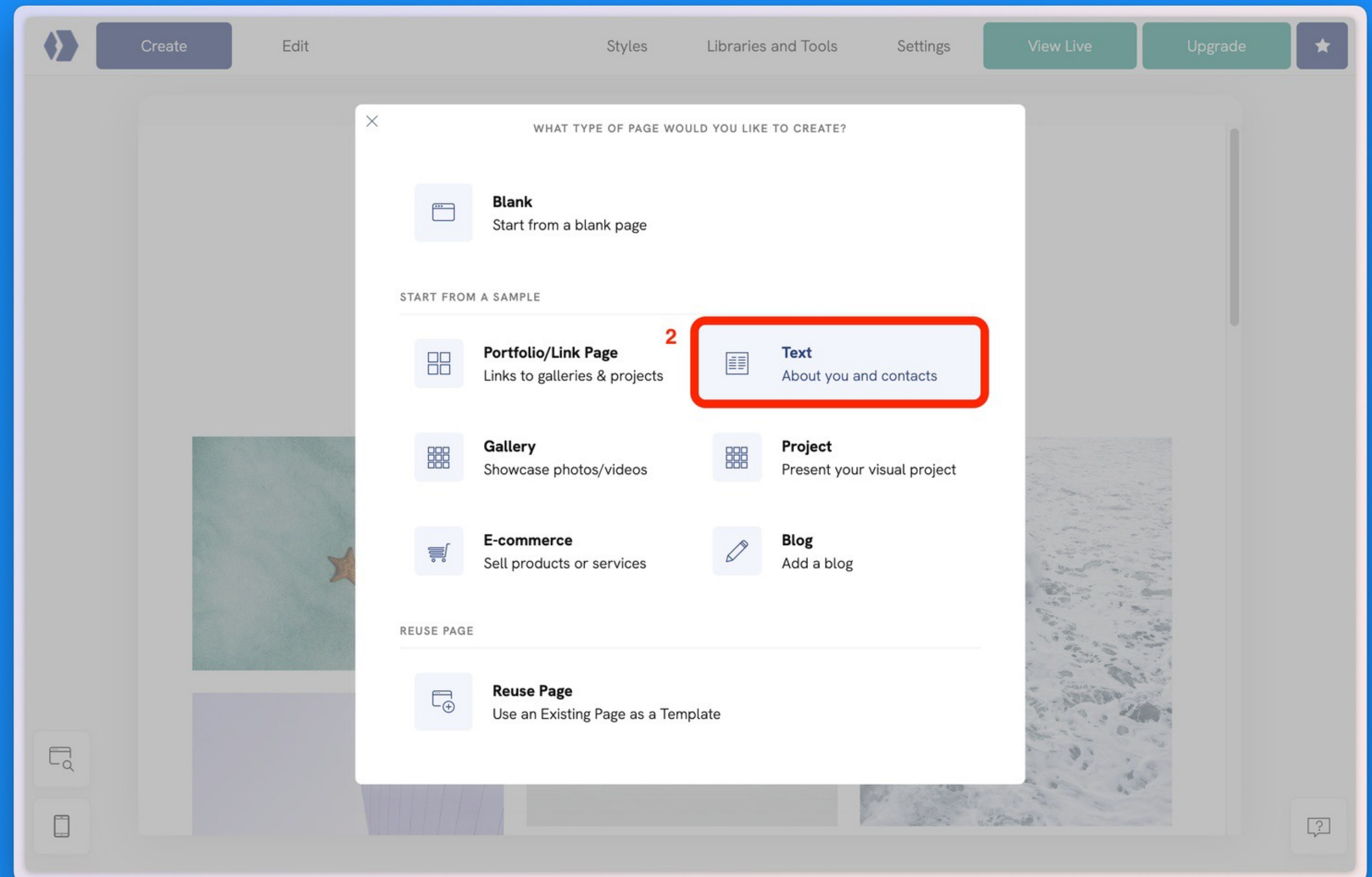
Style your gallery

1. Click "Edit Images."
2. Click "Styles."
3. Click "Templates" and try different templates.
4. Use the "Size" setting to change image size.



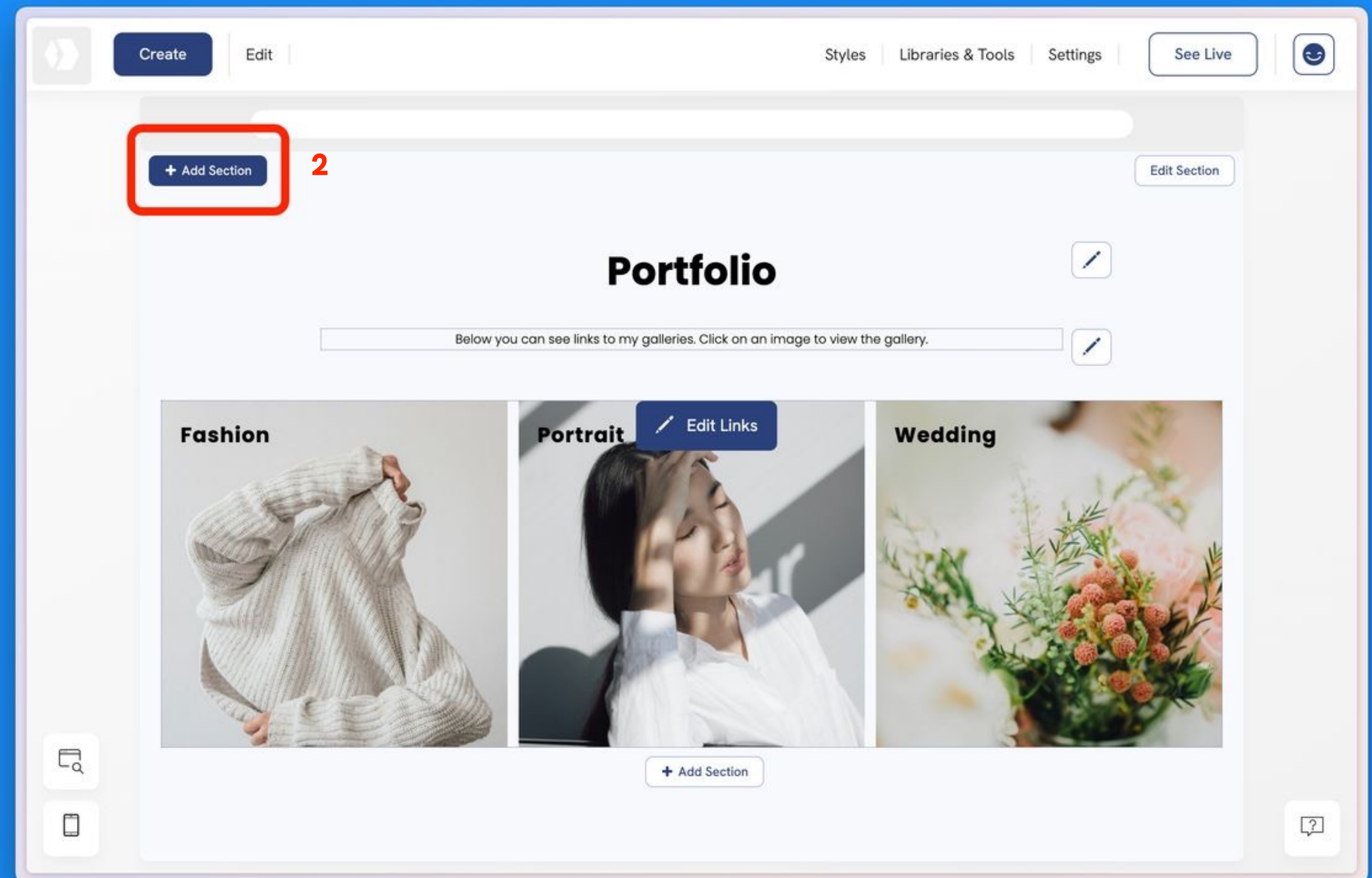
Add your about page

1. Click "Create" to make a new page.
2. Select "Text."
3. Name the Page "About."
4. Edit the content.



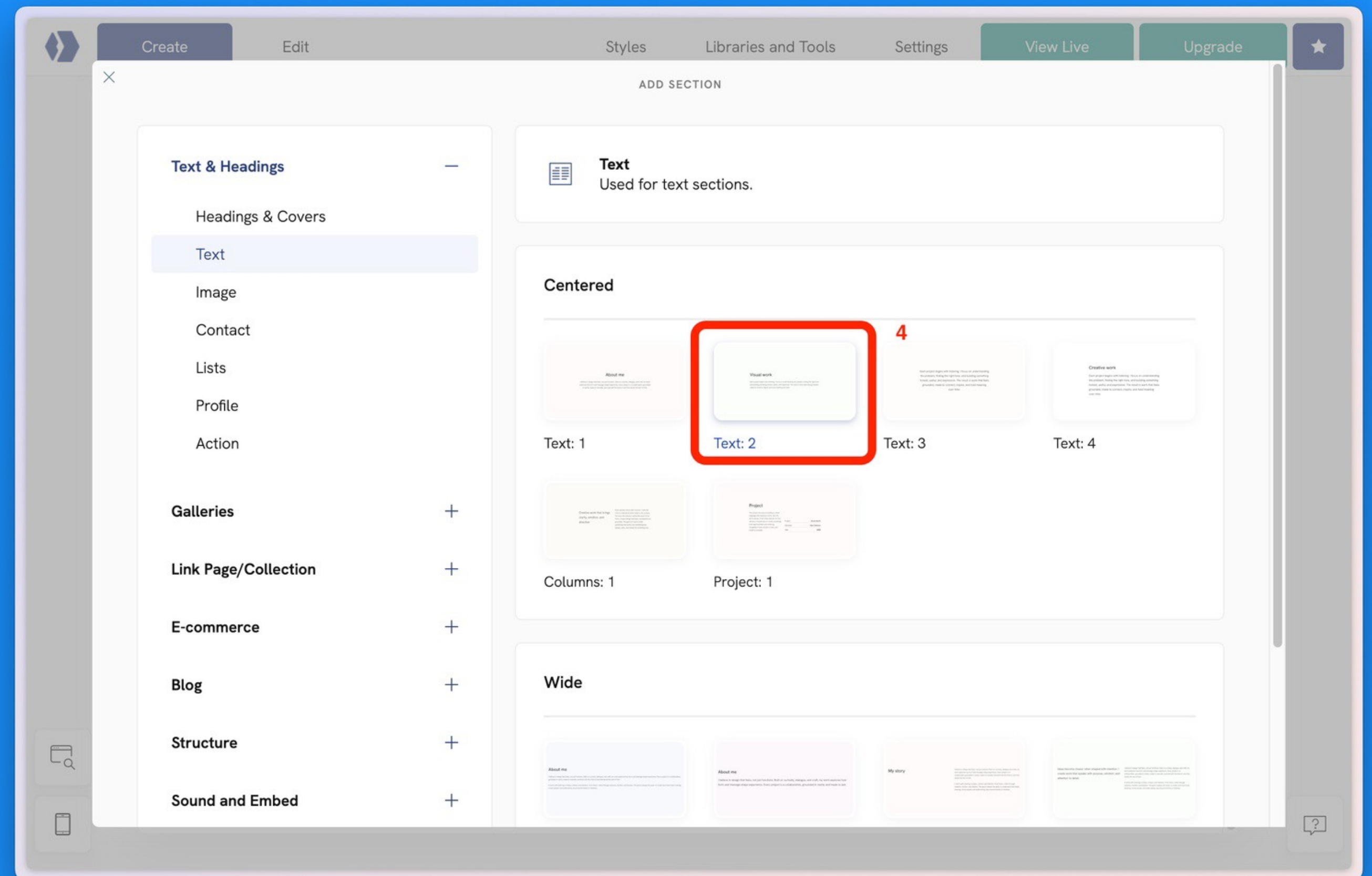
Add a cover section to your portfolio page

1. Go back to your start page.
2. Click "Add Section" (above your links).
3. Select "Text and Headings."
4. Choose a cover template.
5. Add your image (should be a portrait image > 2000px wide).
6. Edit the text as needed.



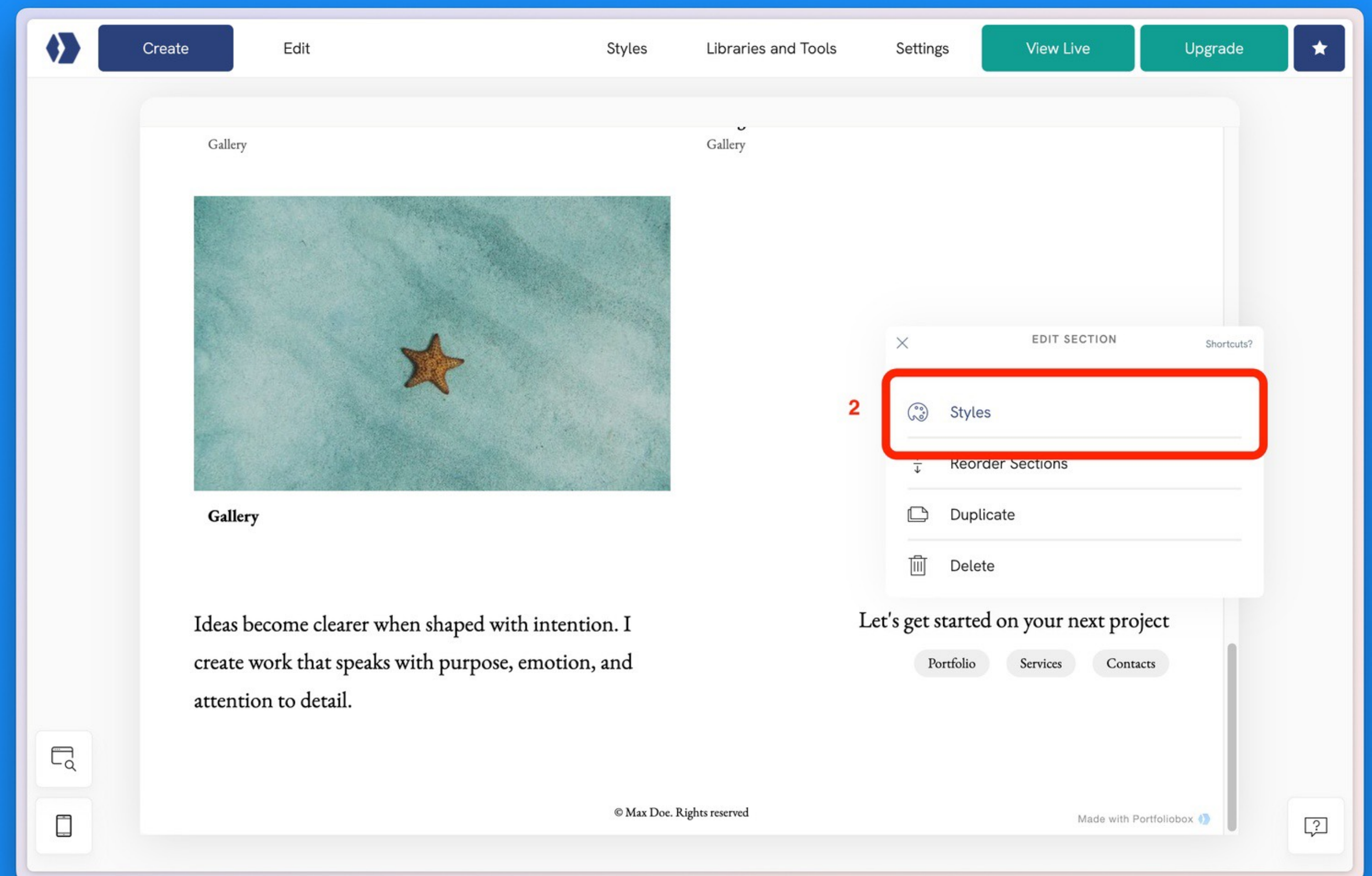
Add a text section below the portfolio links

1. Scroll down below the portfolio links.
2. Click "Add Section."
3. Select "Text and Headings"
4. Choose a text template.
5. Add a short text about yourself.



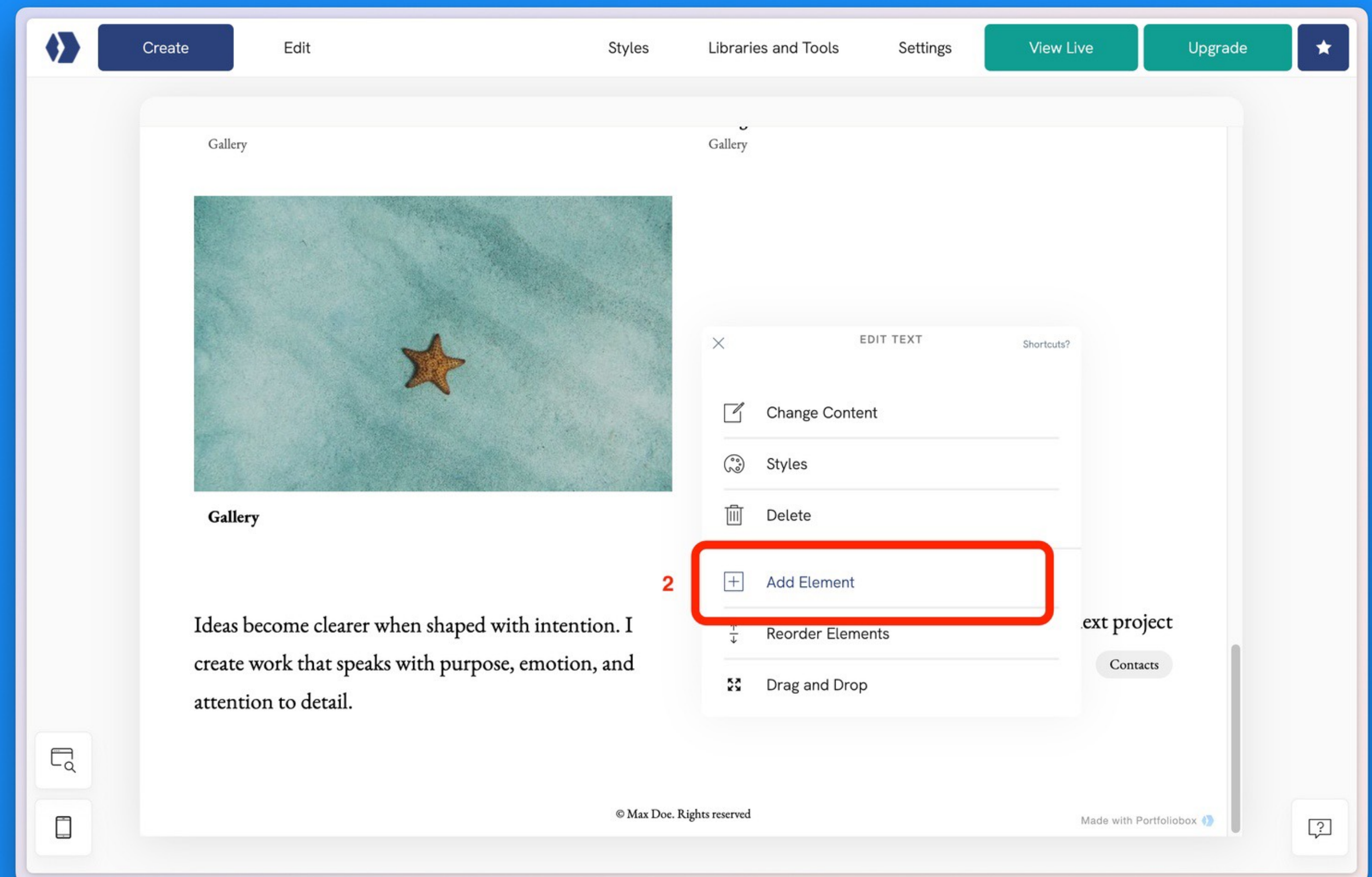
Change the background color of the text section

1. Click "Edit Section."
2. Click "Styles."
3. Select "Background Color."
4. Change it to a light grey.



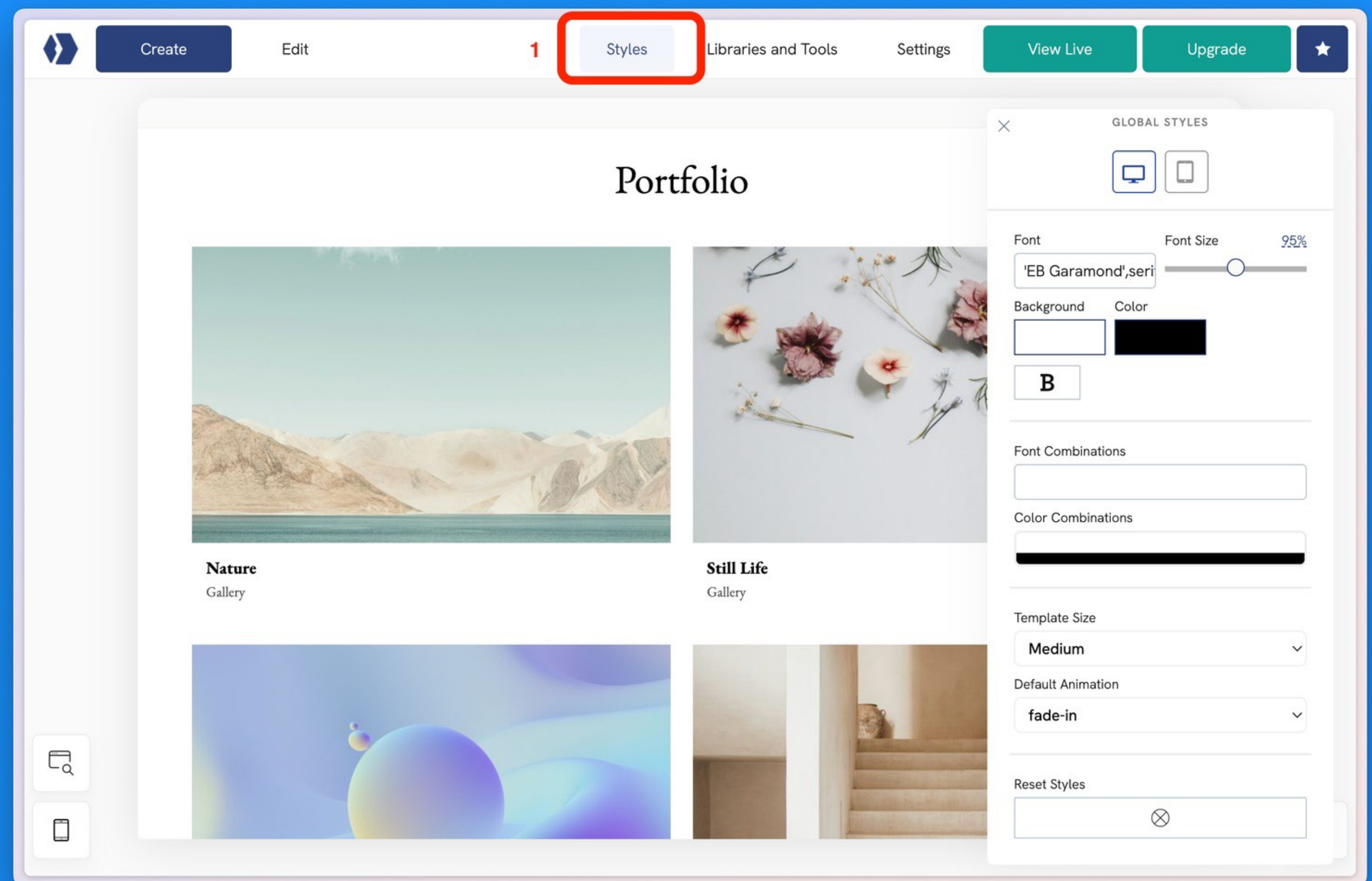
Customize the template and add a button

1. Click the pen icon next to the text.
2. Click "Add Element."
3. Choose "Links" and then select "Button." A button will appear.
4. Click the edit button next to the button.
5. Change the link to "One of your Pages": select "About".



Change the global styles of your website

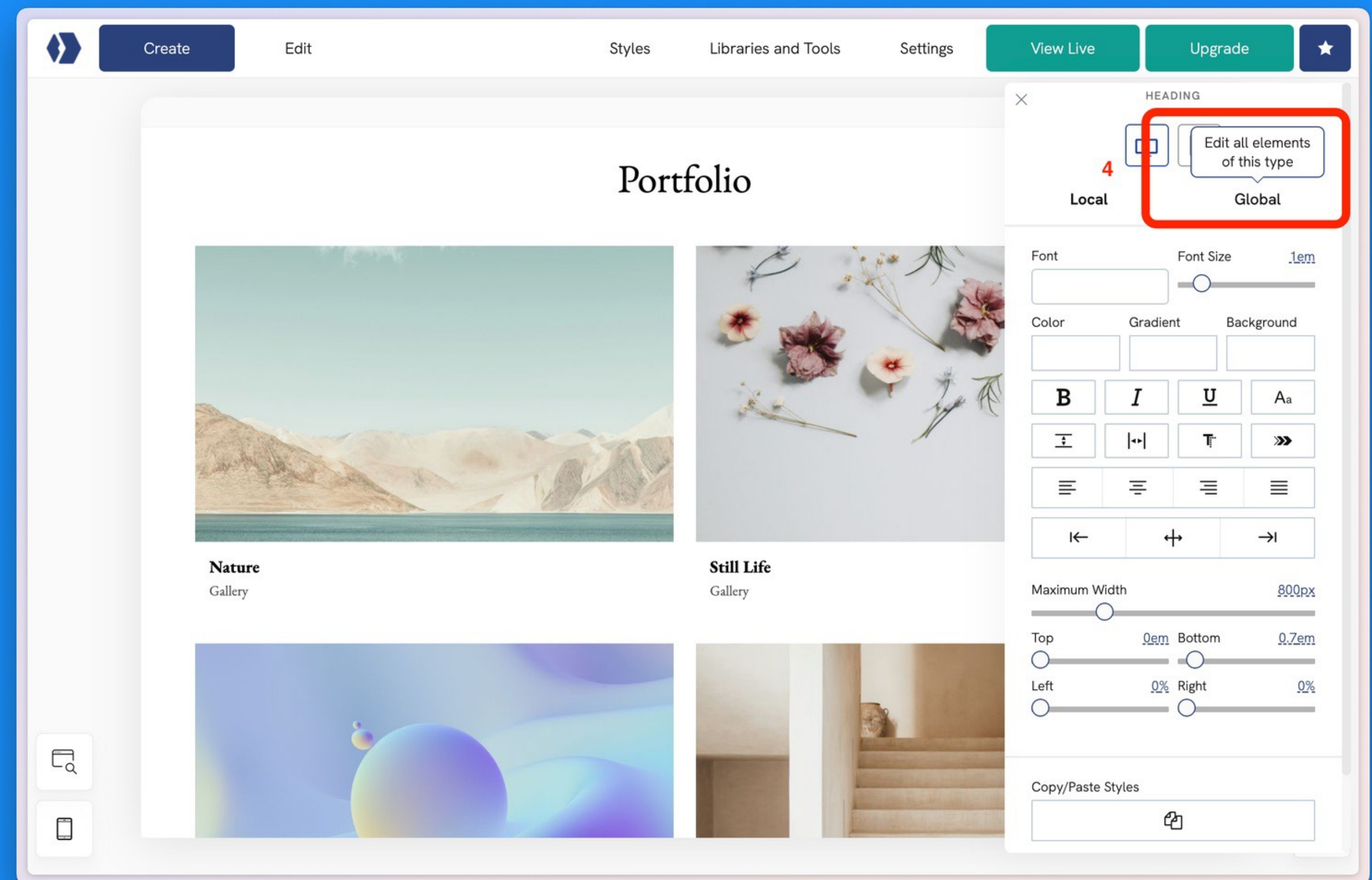
1. Click “Styles” in the top menu of the admin panel.
2. Click “Font.”
3. Choose “Poppins.”



Change the global styles of all Header 1's

1. Scroll down to a main header on your page.
2. Click the pen icon.
3. Click "Styles."
4. Change the selector at the top to: "Edit all elements of this type on your site."
5. Adjust the font size.

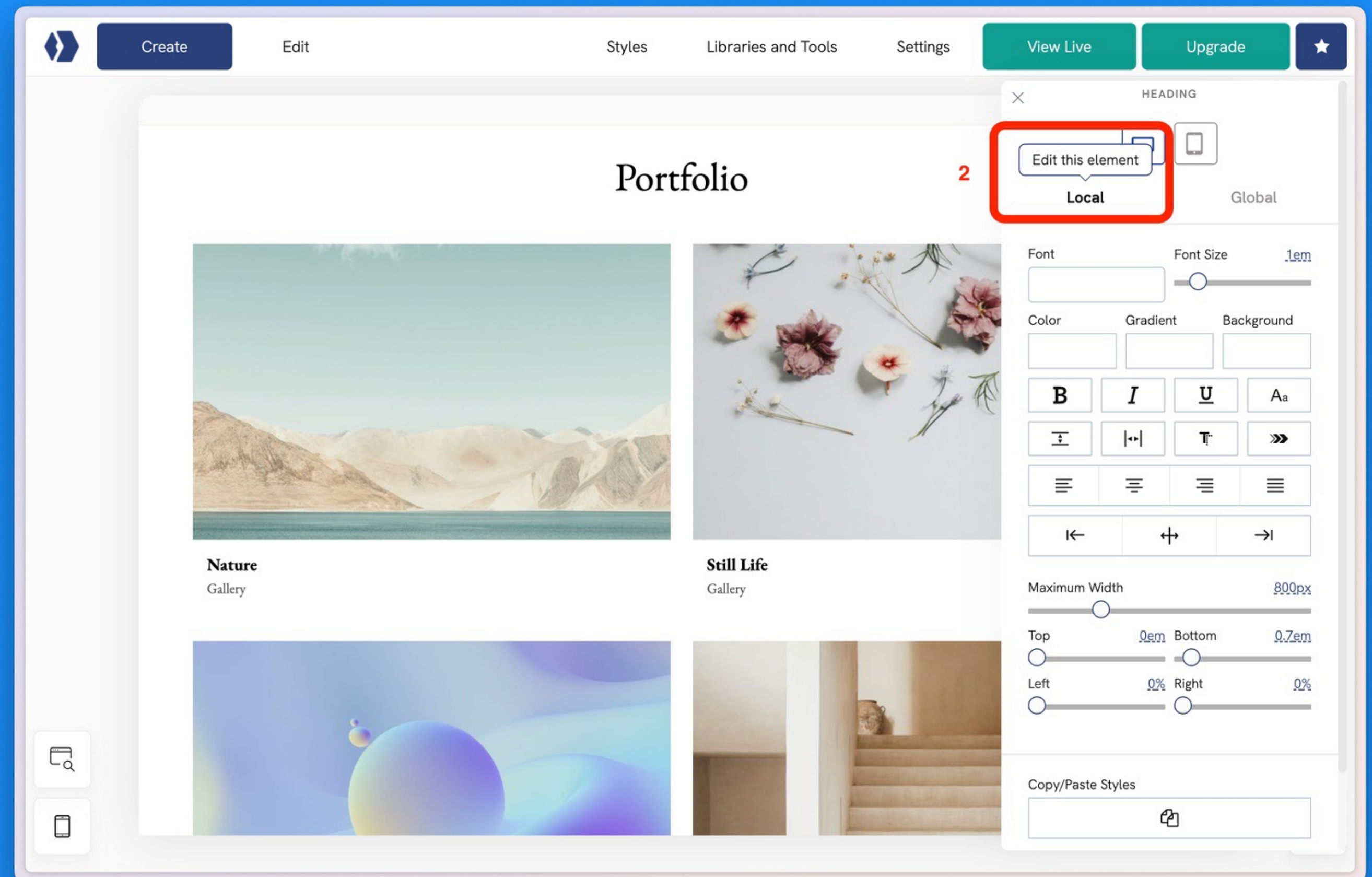
This will apply the style changes to **all** Header 1 elements across your site.



Change the local style of the Header 1

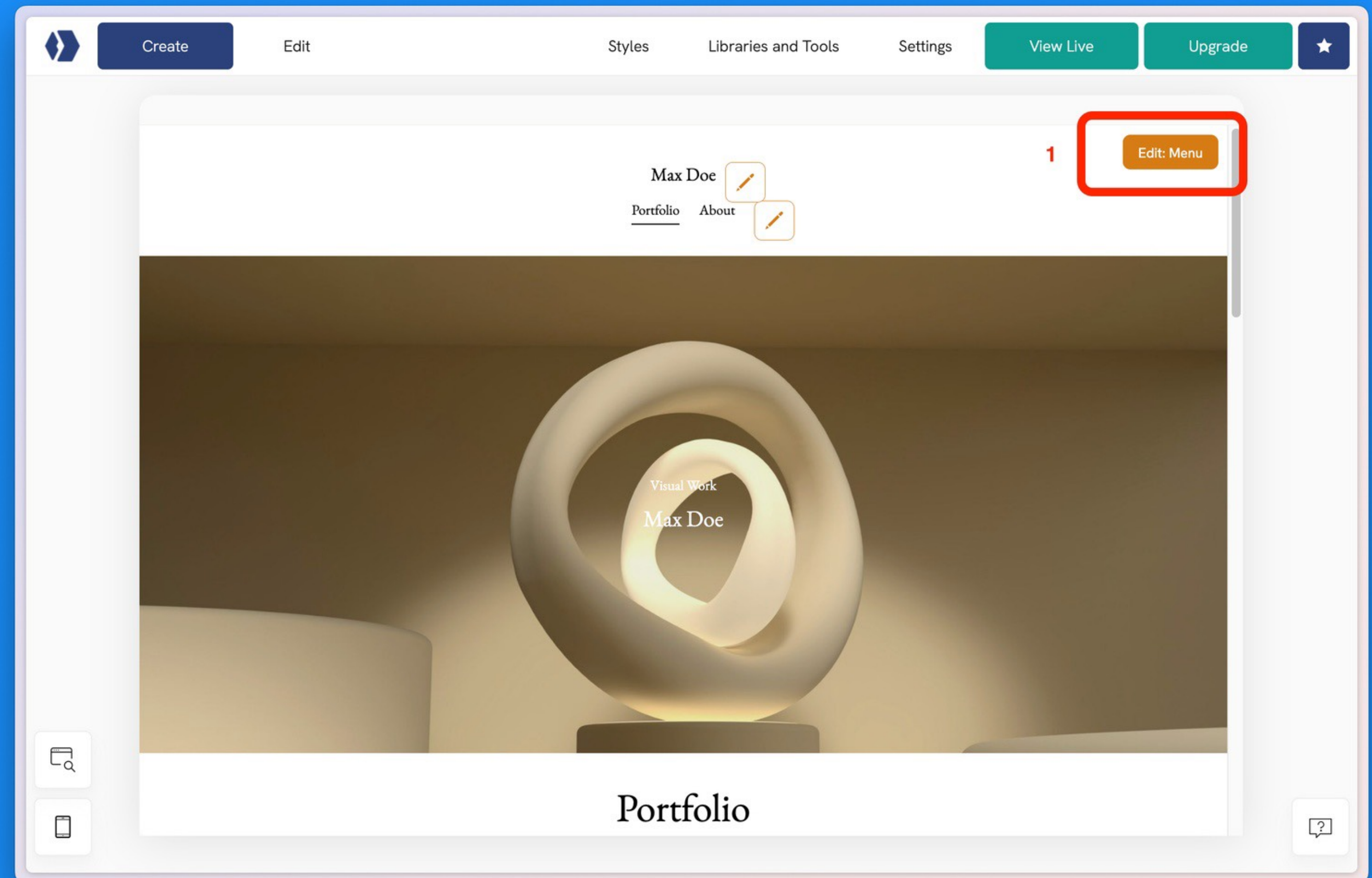
1. Without closing the style editor of the header:
2. Change the selector at the top to: "Edit this element."
3. Use "Transform" to change the text to uppercase.

This will override the specific property (e.g., text transform) for this header. All other global styles for the header will remain unchanged.



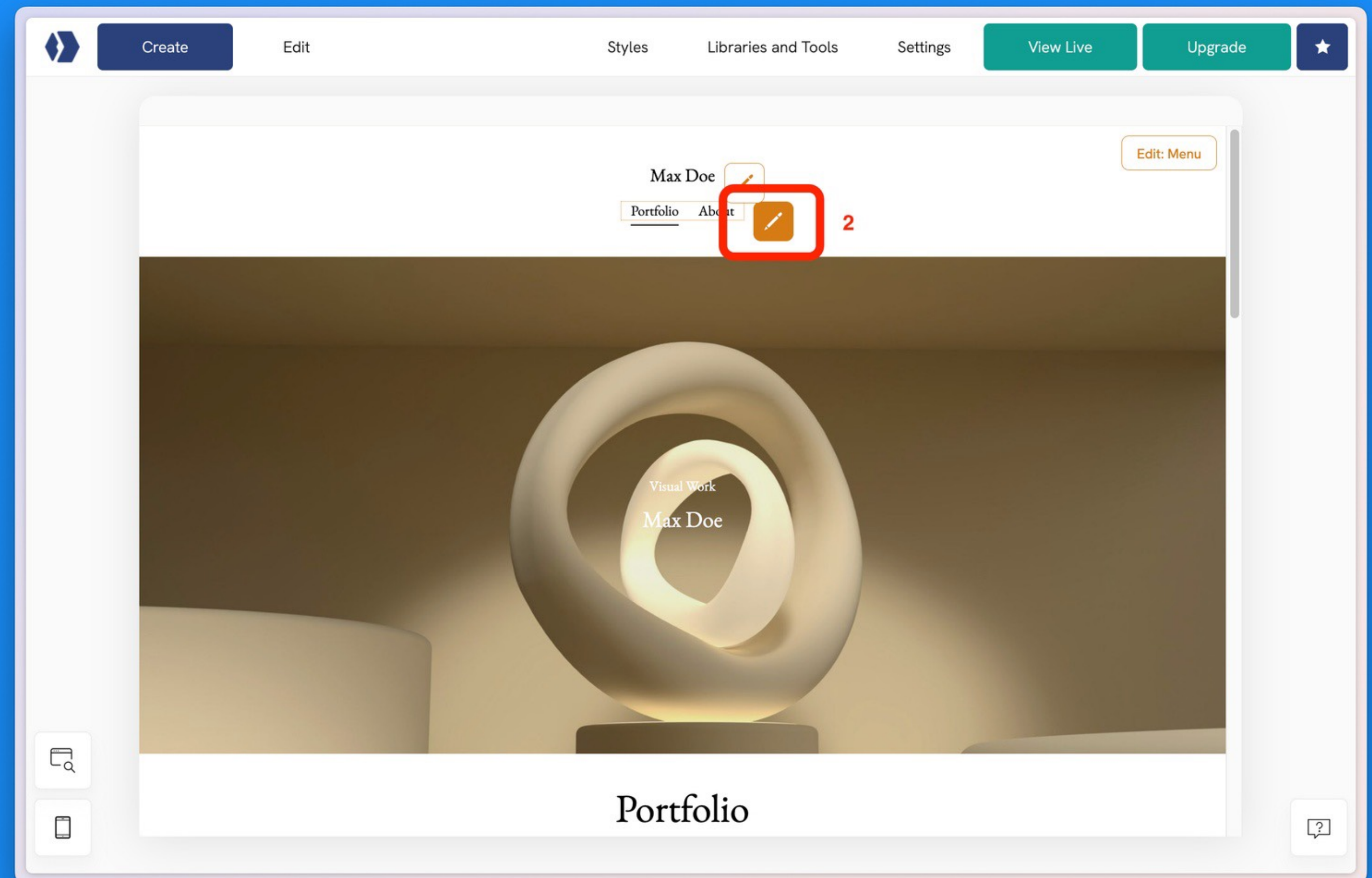
Change the main menu template

1. Click "Edit Menu" at the top of your site.
2. Click "Styles."
3. Select "Templates."
4. Choose "Border Top 1."



Style the main menu links

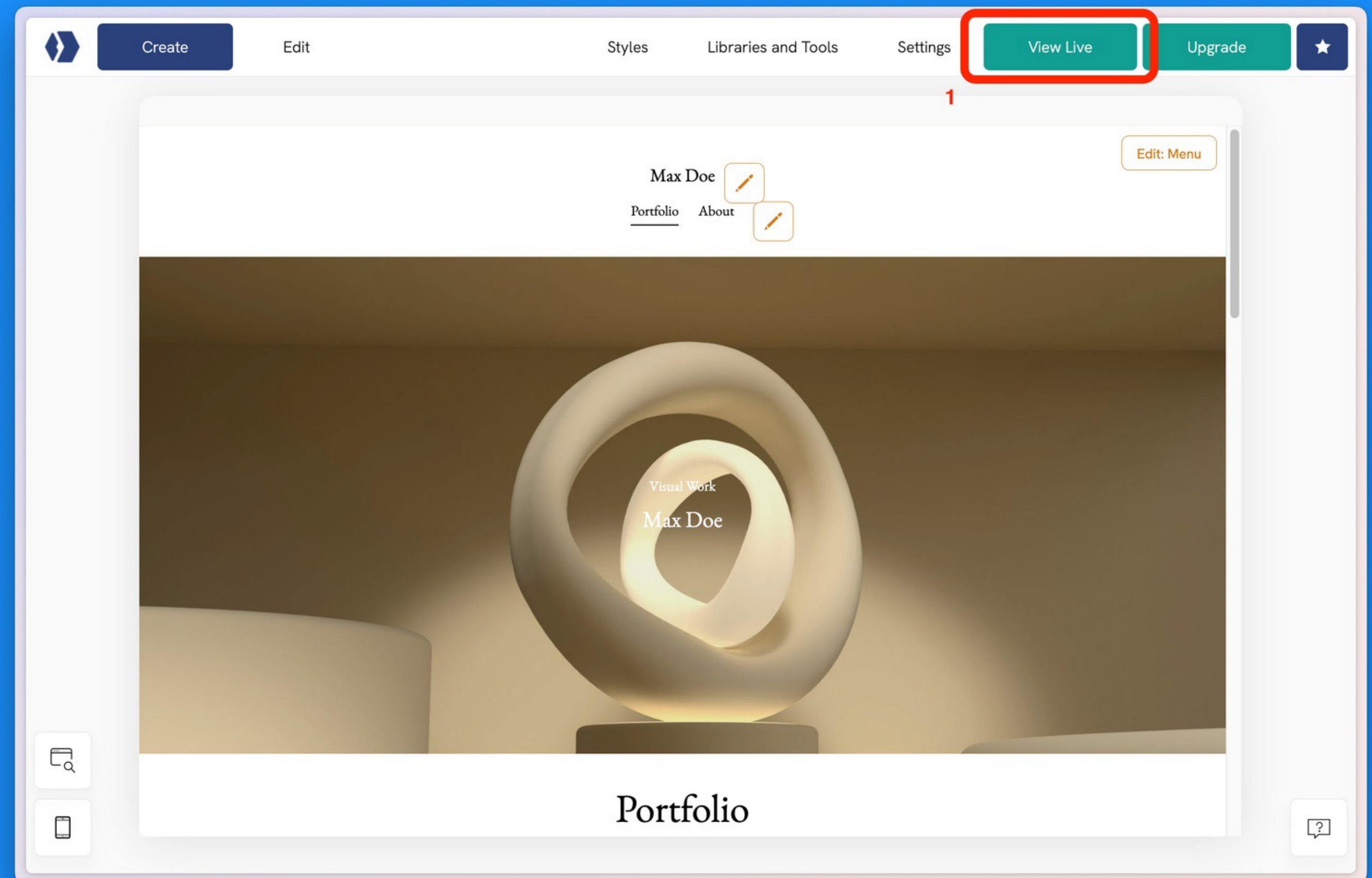
1. Scroll to the top of your site.
2. Click the pen icon next to the menu links.
3. Click "Styles."
4. Set padding top to 0.



Publish your site

1. Click "View Live" in the top-right corner.
2. Click "Publish"
3. Click "Get a New Domain"
4. Select a plan: Free, Personal or Professional.

Your website will now be published. You will receive an email when the site is live. In the meantime, set up your professional email address.



Final words

Part 4

Plan before you start building

Final words - 1

Planning = Audience and purpose

Key questions:

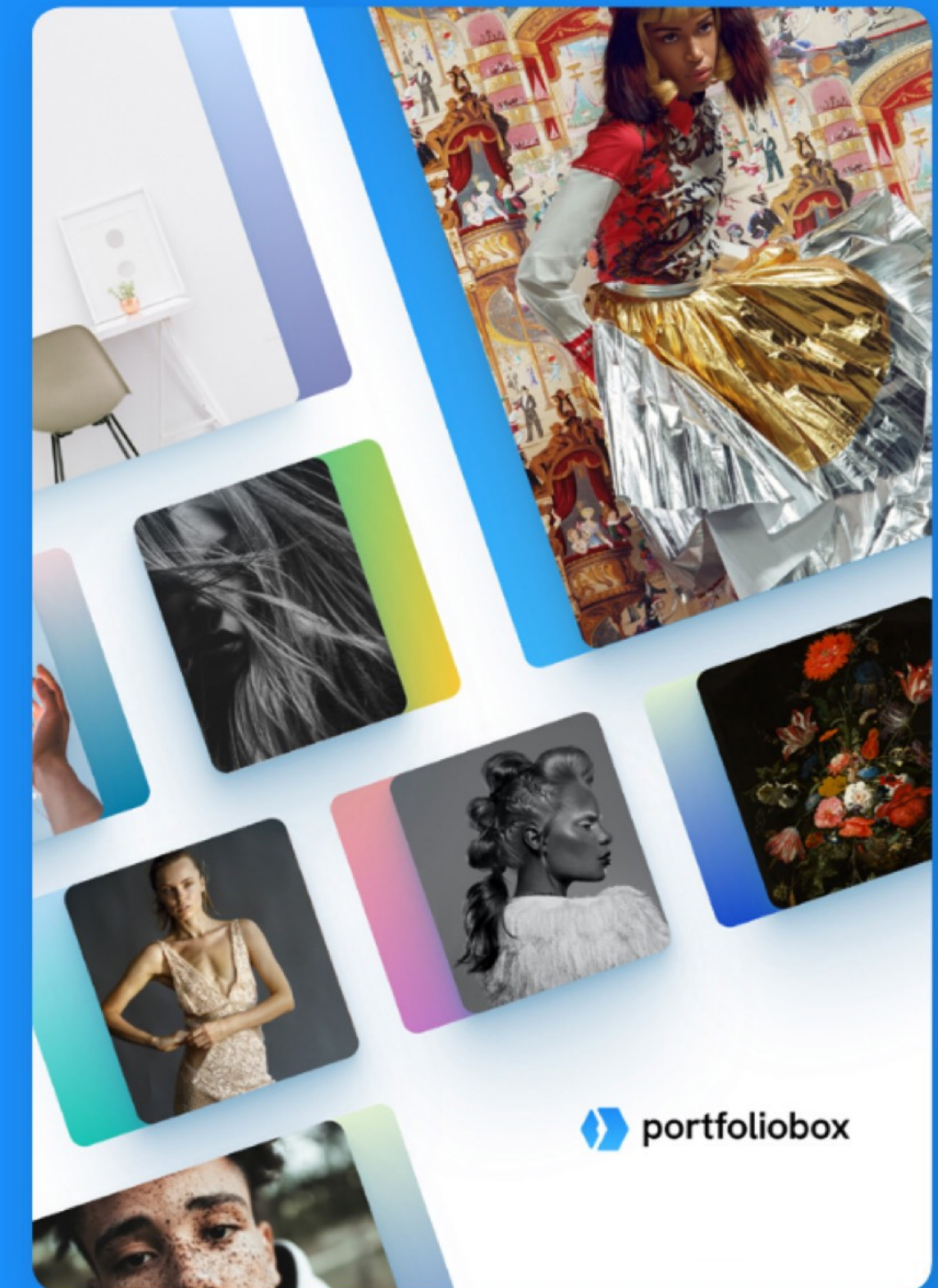
- Who is your audience?
- What impression do you want to leave?
- What action should visitors take?

With these answers, plan your structure:

- What content belongs on your start page?
- Which pages do you need?
- What sections will each page include?

Quality over Quantity

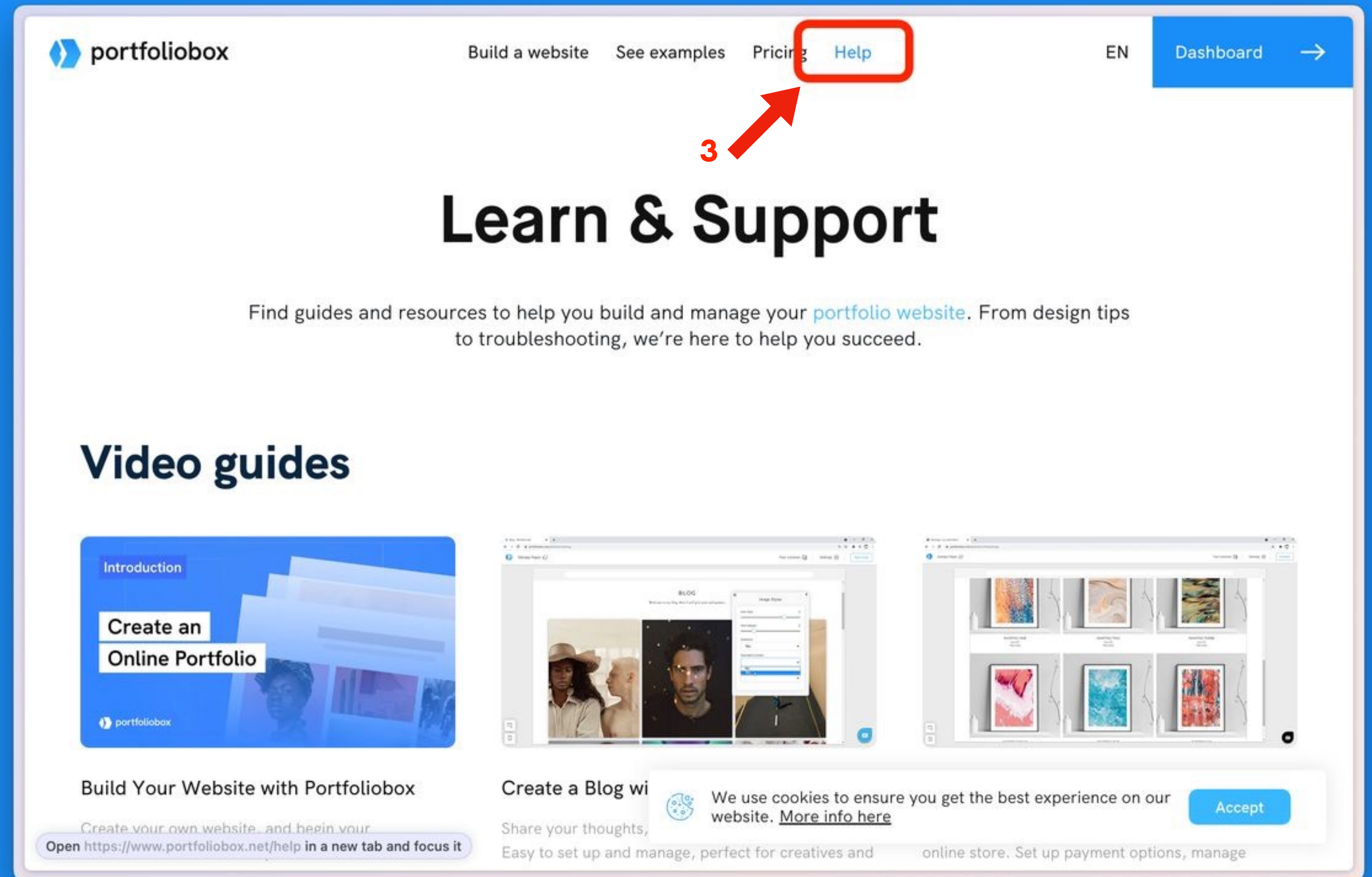
- Only include your best work—your portfolio is judged by its weakest piece.



Final words - 2

You are ready to go

1. Create your account at portfoliobox.com
2. Start building your own Portfolio website.
3. Find more learn material in our Learn Portal
4. Good luck!



Sources

[1] <https://eportfolio.nd.edu/news/focus-group-report-what-do-nd-s-top-recruiters-say-about-career-eportfolios/>

[2] <https://www.emerald.com/insight/content/doi/10.1108/jwam-01-2021-0001/full/html#sec007>

[3] <https://www.blurb.com/the-ultimate-portfolio-handbook>

[4] <https://capd.mit.edu/benefit-of-portfolios>

[5] <https://journals.sagepub.com/doi/abs/10.1177/1098048220913339?journalCode=adva>

The end
Thank you and good luck!