

Why and How to Build a Personal Website

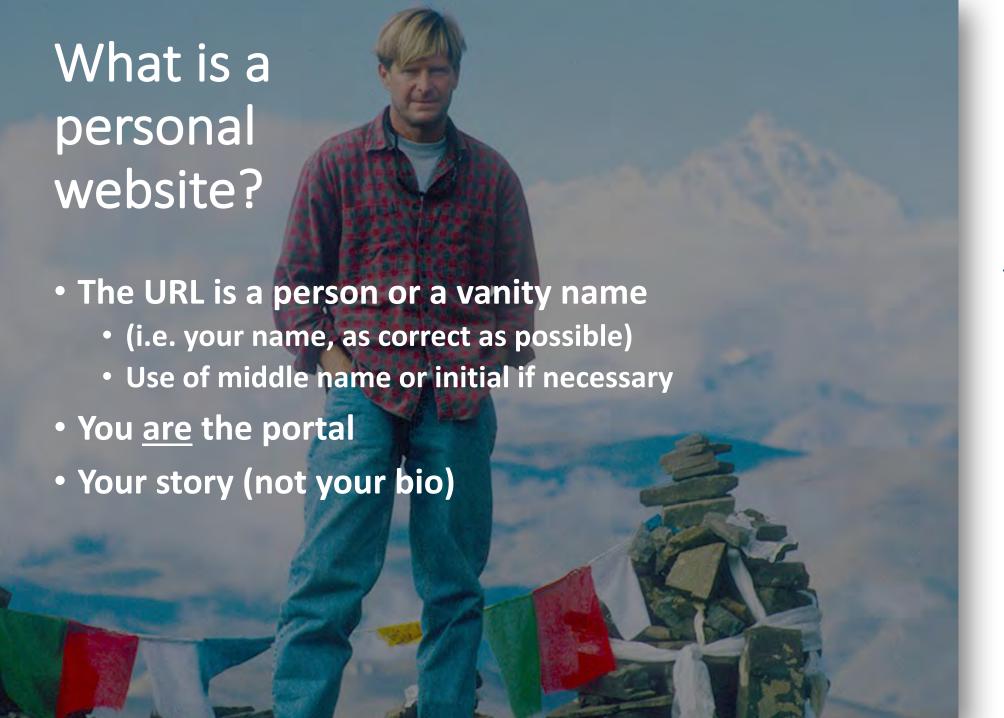
for Yourself and Others

A Guide for Students and Teachers

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Your story (not your bio)

Your projects

Your education

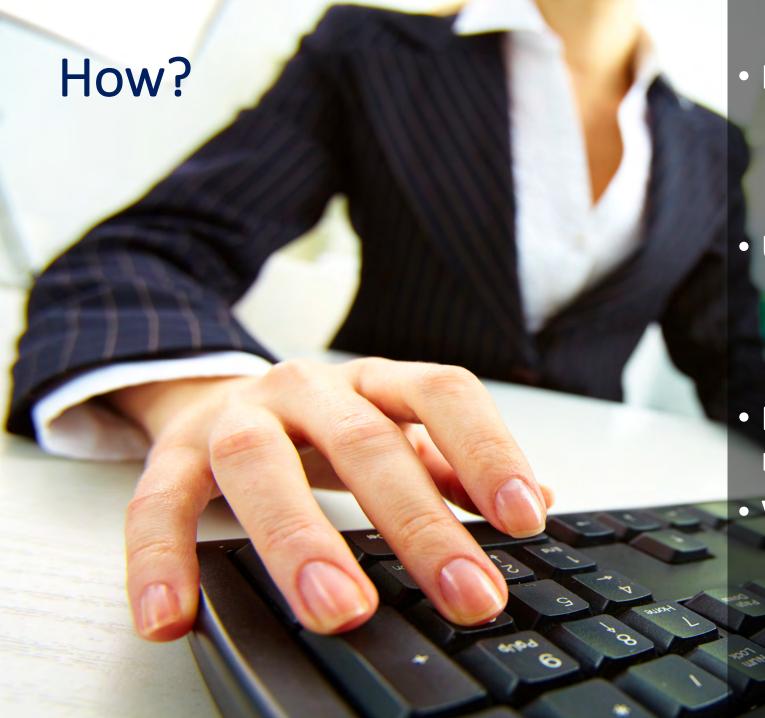
Your research

Your teaching

Your photos

Your videos





- Learn basic web design
  - May need help with the initial site setup (e.g. the 'shell')
  - Basic understanding of Photoshop
- Use of Google drive
  - File sharing
  - Ability to link to large or highresolution files
- Basic understanding of file naming and organization
- Video...
  - Basic understanding of video production and/or video management

#### **Positives**

- A place to share your education media
  - An online publication list with links provides international exposure
  - Research and publication
  - PowerPoints/presentations become public and available
  - Video (easy links to Youtube/Vimeo/Google drive)
  - Images (e.g. field trips/photo journals)



- Creates 'findability' for your work (create your personal SEO)
- Does not require much money!
- Ability to update from anywhere at any time

## Negatives

- TIME!
- Risk of doing a poor job
- Makes you a target for negative criticism
- Mistakes, including English/grammar/typos are visible to everyone
- Sitting at the computer is not particularly good for your body

### Benefits for students

- Demonstrates foresight and innovation to your teachers and/or research committees
- Can be incorporated into research presentations and/or thesis defense
  - Shareable with committee members
  - Your work is conveniently available



- Can be used to communicate and collaborate with others
- Creates an updateable and life-long online CV

# Benefits for teachers and researchers

- Natural fit for academics and educators
- Communication and collaboration in research
- Teaching platform for courses
- Multimedia portal
- Online publication list
  - Ability to link to papers and journals
  - Creates SEO for you and your faculty and university

### Do it for yourself

- Put your best foot forward to the world
- Super online CV
- A validation of your accomplishments
  - Helps you to see your self and your work objectively
  - May serve as a type of autocatharsis (i.e. a therapeutic process)



### Do it for others

- Share your experience
  - Can your example benefit others?
  - Friends and family
- Success is contagious
- A tool for teachers to reach new and wide audiences



