

How to build an online portfolio as a professional writer

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As a writer, we all know how important a portfolio is. It can single-handedly give your career the long boost you are looking for. But for that, you will need to curate a portfolio that speaks your work and credibility to potential clients. For a professional writer, a portfolio means showcasing your best works as well as featuring the range of your skills and expertise. Below are some important tips to keep in mind when creating an online portfolio as a professional writer.

Google Sites and Wix that are perfect for website hosting.

WEBSITE ARRANGEMENT

An issue that often comes up when creating a professional portfolio is how to arrange the website. What you might want to add depends on what kind of skills and works you want to showcase. You can start with a cover page with your name and job title. Then add a bio, writing samples, contact information and your updated resume. A couple of recommendations

professional showcase of your work. As a professional writer, your writings should attract clients and employers while displaying the range of your writing skill. Before adding the samples, decide on your strong suit - what is your niche and how you should cater for the audience with that niche.

Don't go overboard with the writings and add anything you might find. It makes the website cluttered and shows your lack of organisation to clients and employers. Focus on what kind of clients you are looking for. Then add the pieces. If you have samples of different niches, add them accordingly in various sub-menus.

TARGET AUDIENCE

A professional portfolio should contain the writer's core skills apart from the writings. When adding the required set of skills, keep in mind what current employers are looking for. Most of the writers go with the skills that a writer should have. But the employers today are looking for writers who can't just write but also make a marketable presentation of their content. In the end, the content represents the employers/organisations themselves.

Choosing a target audience ultimately boils down to the range of your writing skills. Some must-have skills for a professional writer are strong research and collaborative skills, a good grasp of grammar and the ability to cater to different niches.

ADDITIONAL SKILLS

Apart from the aforementioned fundamental skills, modern employers also look for writers with a strong SEO background. A writer with solid SEO knowledge and experience with SEO-centric articles will know the tricks needed to reach a greater audience and make the content visible on the internet.

A good vocabulary is also essential. When we say vocabulary, we don't mean learning all the complicated words. You should make sure you know how to write in everyday words - in a structured and coherent manner so readers of all levels can understand what you are saying.

In the end, remember that your work and skills will speak for you. So, don't put too much pressure on yourself and your portfolio. Follow the fundamental protocols and refrain from overdoing anything, and you will be fine.

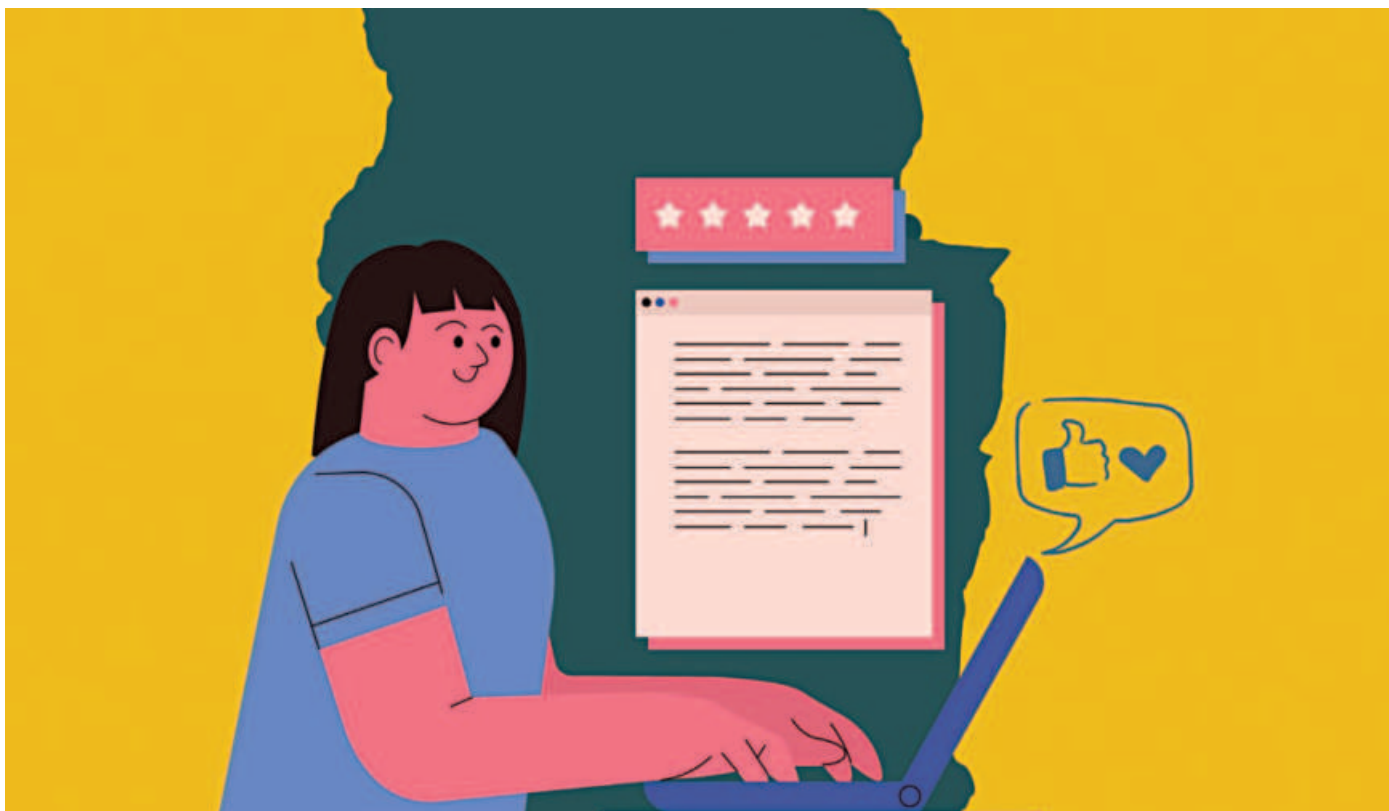


ILLUSTRATION CREDIT: ZARIF FAIAZ

WEBSITE DOMAIN AND HOSTING

The first step of creating your professional writer portfolio is to purchase a domain name. You can add your name to the website since the goal is branding yourself. However, there are availability issues. See if the domain is available first. If not, expand the words, omit them or add something else. You can start with something based on your name or your internet alias, the choice is up to you. But make sure it's a name that clicks with potential clients and your expected range of audience. Afterwards, figure out where you want to host your portfolio. There are different sites like WordPress, Upwork,

from your previous clients and employers will be a good addition. The bio should describe yourself and your work and keep it short and straightforward.

In the case of writings, add hyperlinks, not the whole article. When designing the website, keep the organisation in mind. Don't have too many buttons and menus. For additional information, add sub-menus. Think about what you would prefer as a client when entering a website.

WRITING SAMPLES

The next step is to curate your pieces in the portfolio. This is considered the most important part when building a

