# CREATING A **PROFESSIONAL** WEBSITE: QUICKLY AND CHEAPLY!

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# YOUR WEBSITE IS **YOUR** BRAND

# REQUIREMENTS FOR A "GOOD" WEBSITE

- Note: These are just my opinion, but I think they lay a good bottom line

- 1. Keep it **simple**

- 2. Make it **responsive**

- 3. Make it **small**

- 4. Make it **accessible**

# REALISTIC SCENARIOS FOR WEBSITES

- You're at a conference. You give a talk on your research, or meet someone at the conference and make an impression. What will be amongst the first things they do?

- You go to visit a department, and they send out an announcement "____ is coming, send an email if you want to meet with them" – what will be one of the primary ways people learn about you?

# DOMAIN

- Using an academic domain (i.e. as.utexas.edu/~____)
  - This is good, but then you have to move institutions!
  - Moving to a new institution also means your google rank listing has to "start over"

- Getting your own domain name: this can be a .com, .net, or other higher level (although more expensive) domains
  - Can keep it throughout your whole academic career, so there aren't multiple versions of a page floating around

# SETTING UP A WEBPAGE

- **Convenient**
  - Sites that do the work for you
  - Squarespace
  - Wix
  - Godaddy
  - Websitebuilder.com
  - wordpress

- Will host a domain FOR you
- Offer drag-and-click website builders
- Costs between $5 - $20/mo

# CHEAPLY – BUT STILL LOOKS GOOD!

- Get your own domain name and DNS provided by a separate and cheap provider (I use nearlyfreespeech.net – its pay as you go and quite cheap!)

- Build your site for free!
    - Two good options
    - Multi-page site: sites.google.com – drag and click UI, easy and free
    - Single-page site: html5up.net template – need to edit in text editor, but don't really need to know a lot html5 or css (unless you want to really edit a lot)