A guide to

WEBSITE DESIGN

Building Your Website
Website Design Overview
Website Do's & Don'ts
Defining Your Brand

BERKLEE CAREER CENTER

921 Boylston Street, Suite 100
berklee.edu/career-center
careercenter@berklee.edu
(617) 747-2246

Why do I need a Website?

A website is a great way to showcase your business, services, talents, and/or products as part of a digital portfolio. Even if you have an active social media presence, consider creating a website to convey a high level of professionalism to potential employers, clients, fans, and more. You can use your website to:

- Showcase your best work. Your website might be the first place a potential employer, client or fan goes to learn about you - use it to make a great first impression.
- Define your personal brand and tell your story as an artist.
- Consolidate your online presence into one central hub by linking your social media accounts to your website and vice versa.
- Give people ways to contact you about your work.
- Take control of your online presence.
- Set yourself apart as a professional in your field.

Berklee Wix

Building a website is convenient for Berklee students with Wix, an easy-to-use website building platform that allows for simple drag-and-drop customization, even for those with little to no experience creating websites. Through Wix's relationship with Berklee, students have access to exclusive templates designed specifically for the Berklee community as well as access to 50 percent discounts on premium Wix Music plans. Find templates customized for Berklee students, or browse their general collection of music templates.

Building Your Website

Unless you are already an experienced web developer, there is no need to build a website from scratch. There are a variety of easy-to-use website builders available that will save you time and help you create a professional-looking site, including Wix, Bandzoogle, BandVista, Jimdo, Simbla, SpaceCraft, Squarespace, Strikingly, and Weebly.

Before selecting a website builder, look at samples of other websites created on their service to see if their platform meets your needs.

Keep some of the following questions in mind when choosing a website builder:
- o Does the site look good on both desktop and mobile devices?
- o Does the platform offer built-in analytics?
- o Do you need the ability to sell products or downloads?
- o How well does the platform integrate social media and email newsletter options?
- o Is the platform easy to use? Consider your ability to use the site as the creator and editor as well as the ability for visitors to navigate the site.

Designing Your Website

- **Define the goals you have for your website.** Why are you creating a website and how do you want visitors to interact with your website?

- **Let your content be your guide when planning your website.** Plan out the pages your website will need ahead of time so that you can pick a template that works best for you.

- **Decide ahead of time what features you need on your website.** Useful features include mobile device adaptability, built-in visitor analytics, e-commerce features, streaming features, and social media integration.

- **Keep your site map simple and easy to navigate.**

- **Customize your website to match your tastes and brand as an artist.** Find common themes in your work to emphasize and use colors, fonts, and images that speak to your personality.

- **Use images, videos, and audio clips from your portfolio to enhance your website and naturally show off your work.** Keep these samples short and dynamic to capture your audience's attention.

- **Include relevant search terms** in your website text to increase your visibility on internet search engines.

- **Connect your website to your other online presence,** such as Instagram, LinkedIn, SoundCloud, and Facebook.

Website Tips

DO

➔ Focus on the goals of your website
➔ Customize your site to match your personal brand
➔ Post only your best work
➔ Optimize your site for search engines by using relevant keywords and phrases
➔ Design your site so it is accessible and responsive on mobile devices
➔ Regularly update your website

DON'T

➔ Overload your website with distracting design elements or animations
➔ Post every project you've ever completed. Focus on quality vs. quantity as well as the diversity of your portfolio.
➔ Forget to keep your website up-to-date

Defining Your Brand

A personal brand is a collection of physical and digital assets, moments, skill sets, and identities that show the world who you are, what you do, and what you stand for. Having a grasp on your personal brand is important for creating a personal website that showcases the best of you. Though it doesn't need to be identical across platforms, your personal brand should be consistent throughout your online presence, including your website, social media platforms, and LinkedIn.

It can be helpful to develop a brand statement, a one-line phrase that briefly and clearly defines you as a brand. Your brand statement highlights your areas of expertise, the values you stand for, the goals you want to accomplish, and the vision that you embody. When defining your brand, keep the following things in mind:

- What are your skills and strengths? Which will be most helpful in achieving your career goals?

- What is your tone and temperament?

- What are your top values and how do they factor into your work?

- How do others see you? Google yourself and see what comes up.

- What are your weaknesses? What skills are currently missing and what skills would you like to build upon?

Once you have a draft completed, we invite you to come to the Career Center for a review of your website, a one-on-one advising session, or a quick walk-in session.

Find out details by visiting berklee.edu/career-center.