4-Part Online Course

Class 2: A Guide to Domain Names and Website Basics

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4-part Course Agenda:

- Pre-Class Work: **Free Webinar Replay**
- Class 1: Getting Started With E-Portfolio Development
- Class 2: A Guide to Domain Names and Website Basics
- Class 3: WordPress 101 – Getting Your E-Portfolio Site Up and Running
- Class 4: Showcasing Your e-Portfolio and the Career Boosting Benefits of Blogging

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How to Develop an Electronic Portfolio

If you already have a print version of your professional portfolio, get it out now. It will serve as a guide to planning your electronic portfolio also. They will not be exactly the same, but they will complement one another.

The 7 basic steps to creating your online portfolio:

1. Create a FREE WordPress.com website.
2. Setup your WordPress.com website.
3. Create pages for your WordPress.com website.
4. Add content to your WordPress.com website pages.
5. Reserve a domain name for your electronic portfolio website.
6. Forward and mask your domain name to your WordPress.com site URL.
7. Send your new website domain name out for others to view your new electronic portfolio.

An Electronic Professional Portfolio Preview

Here is a sample of my demonstration version of my electronic professional portfolio. You may also view it online at: www.julieperrine.wordpress.com.

This will give you an electronic portfolio site to look at as you go through the setup process. I'm constantly changing things around on this site for demonstration purposes, so the pages and related content may change from visit to visit, but you'll be able to capture the overall concepts I discuss in this course as you begin the development process of your own electronic portfolio website.

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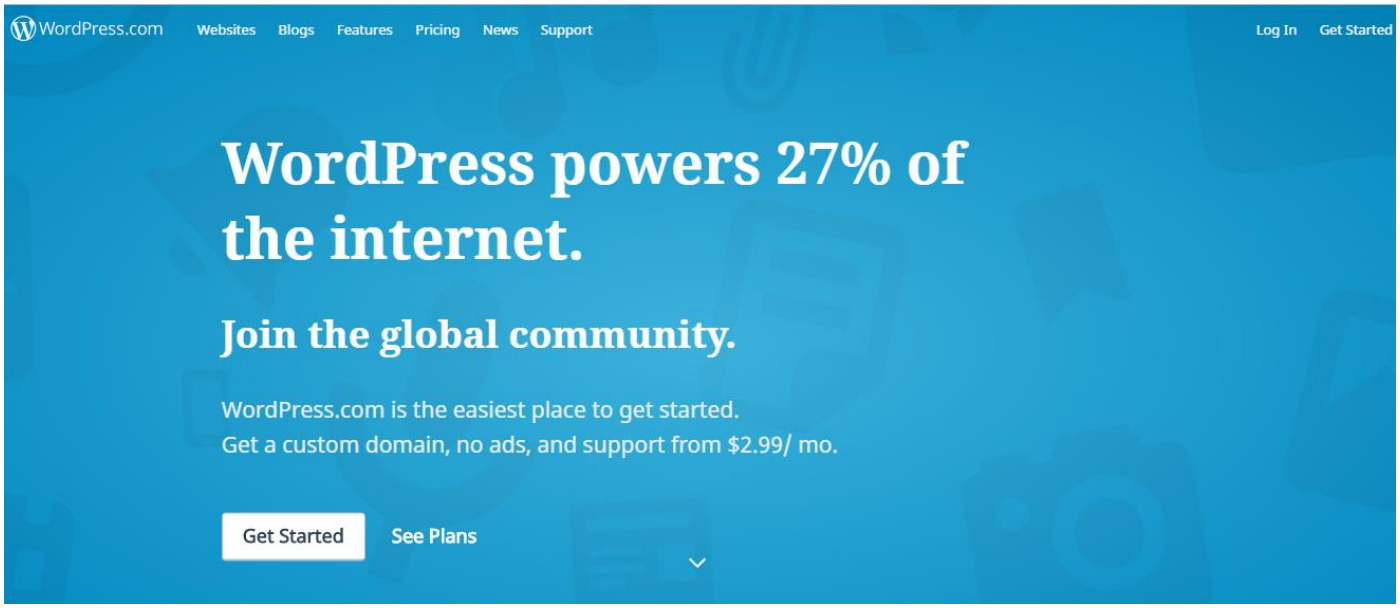
Registering and Creating Your Free WordPress.com Site

www.WordPress.com



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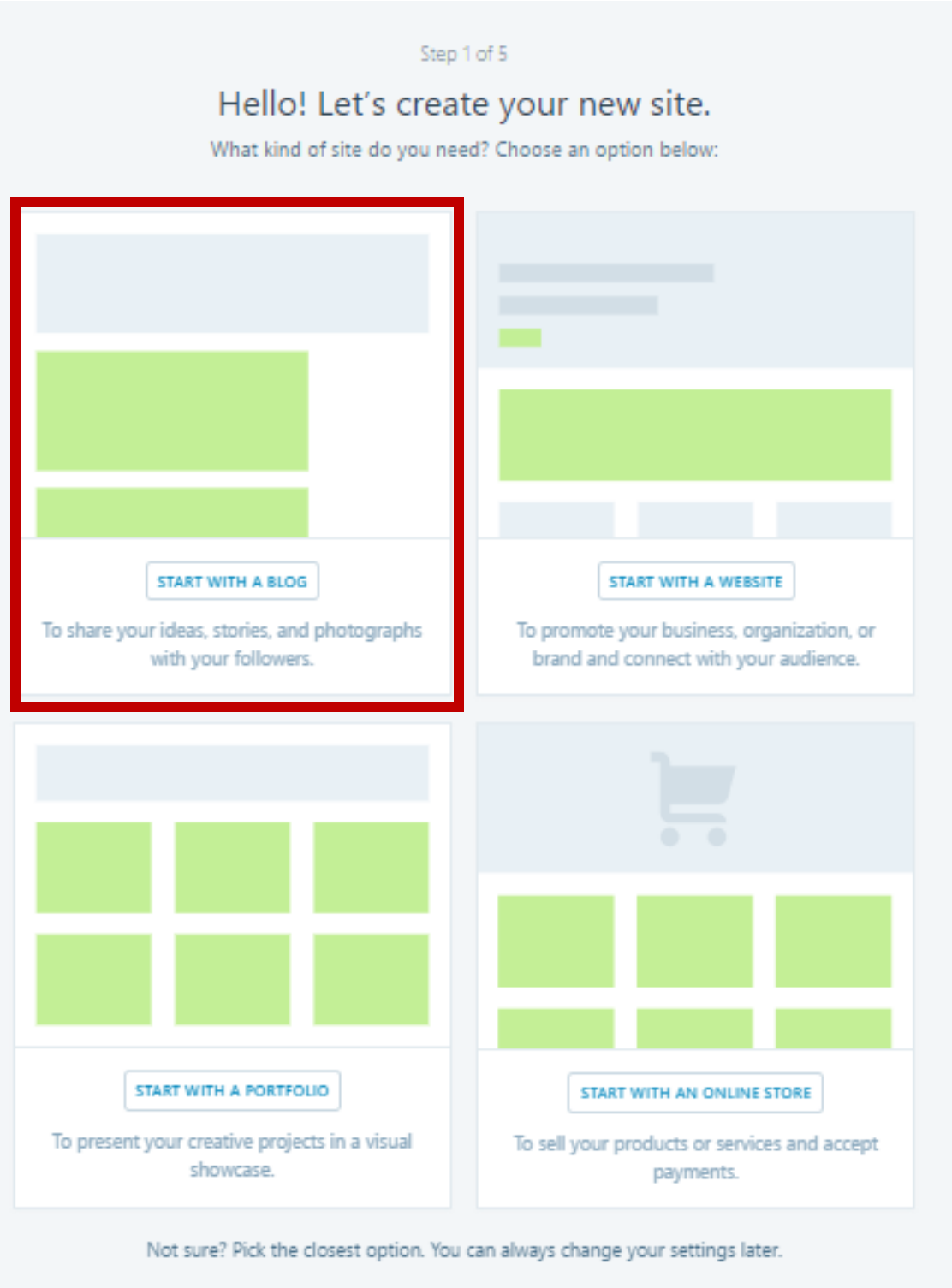

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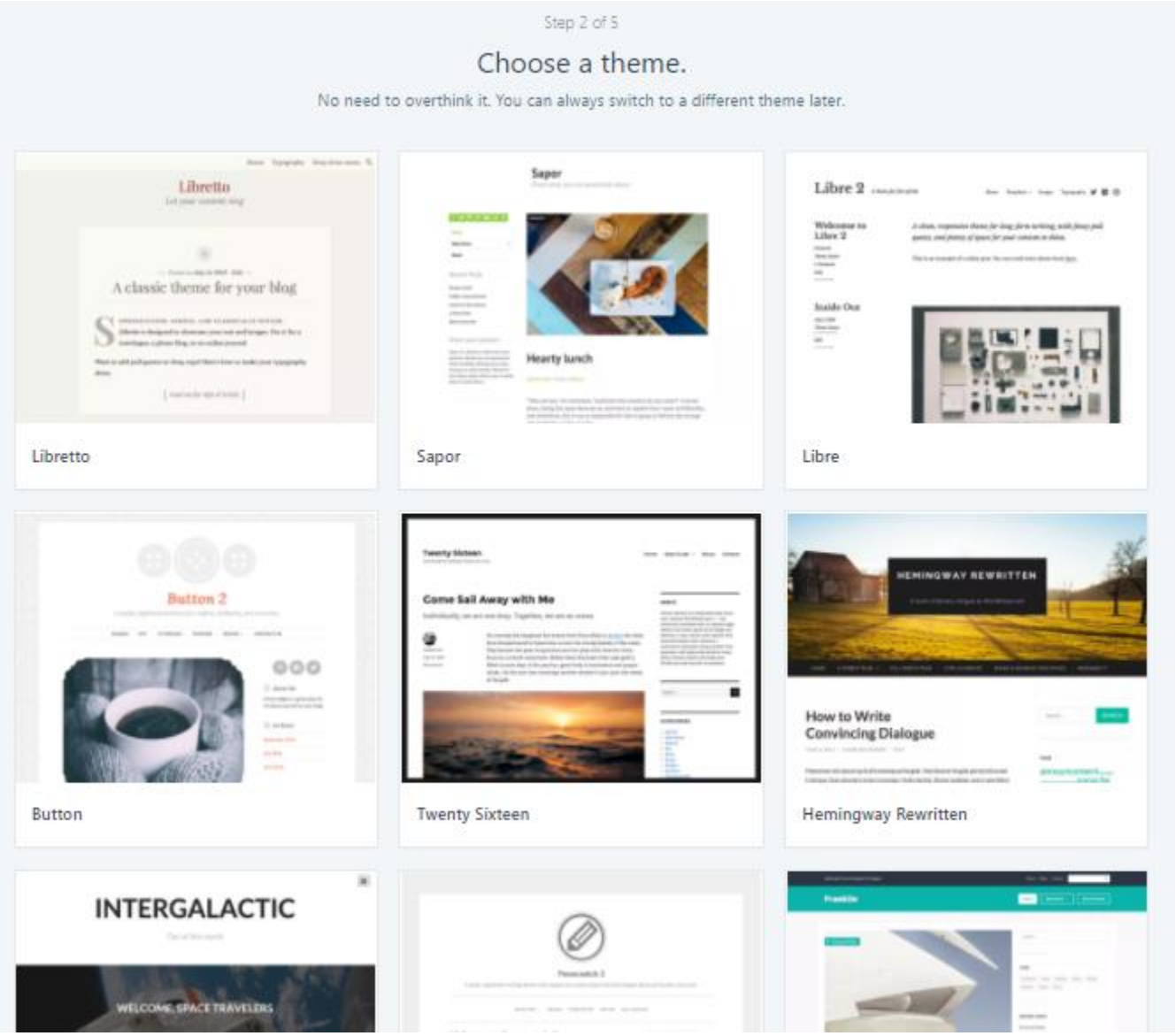

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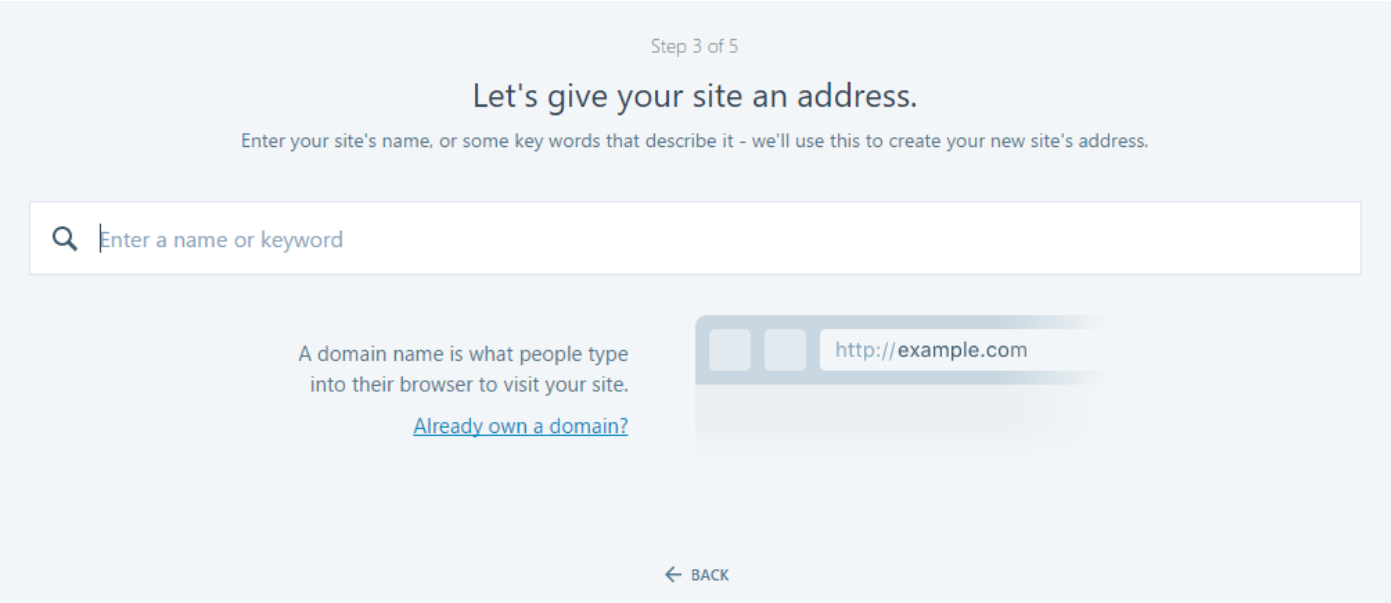

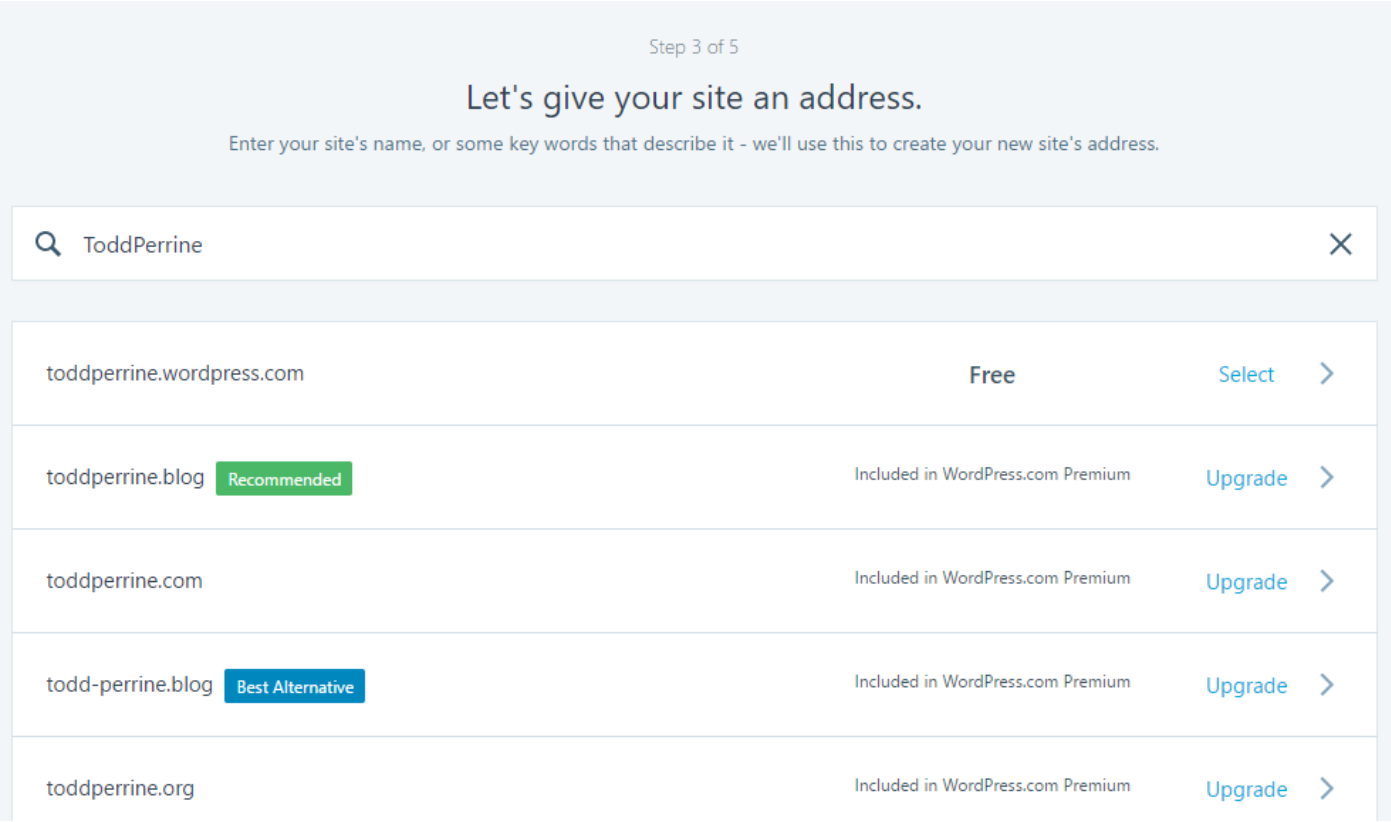

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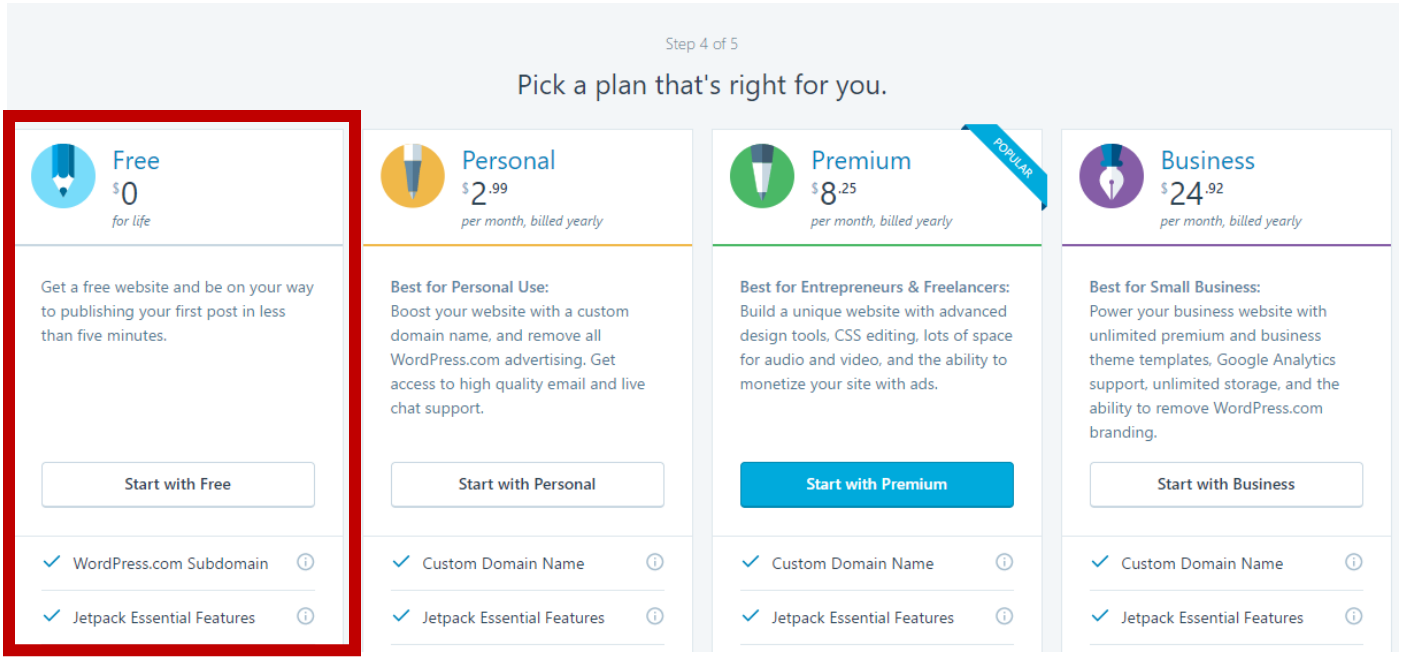

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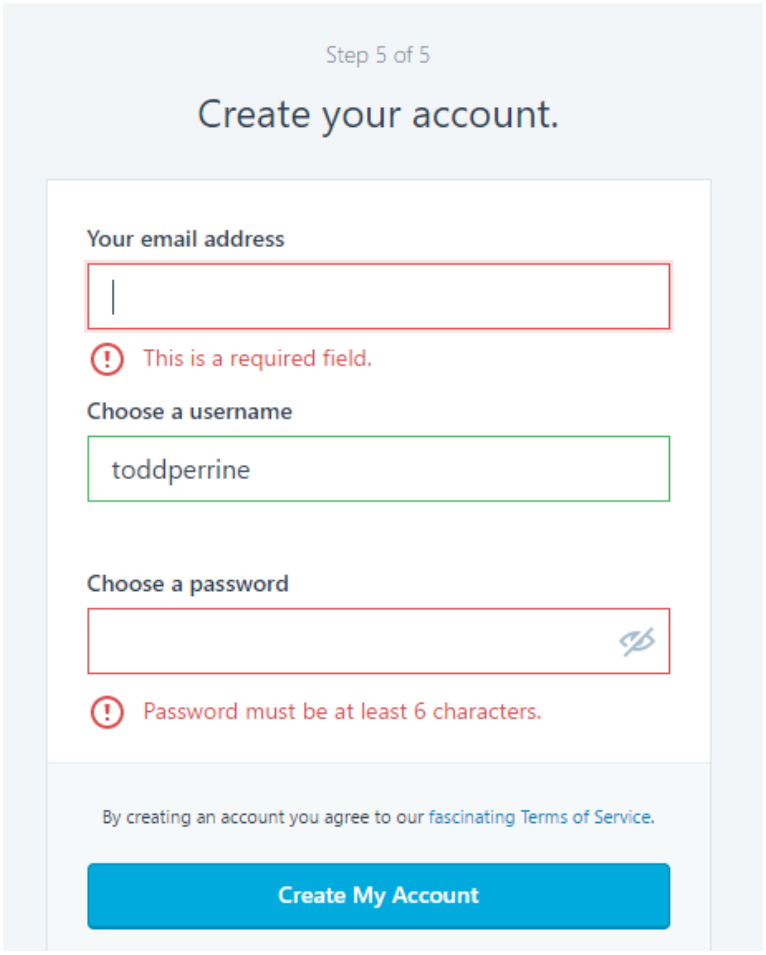

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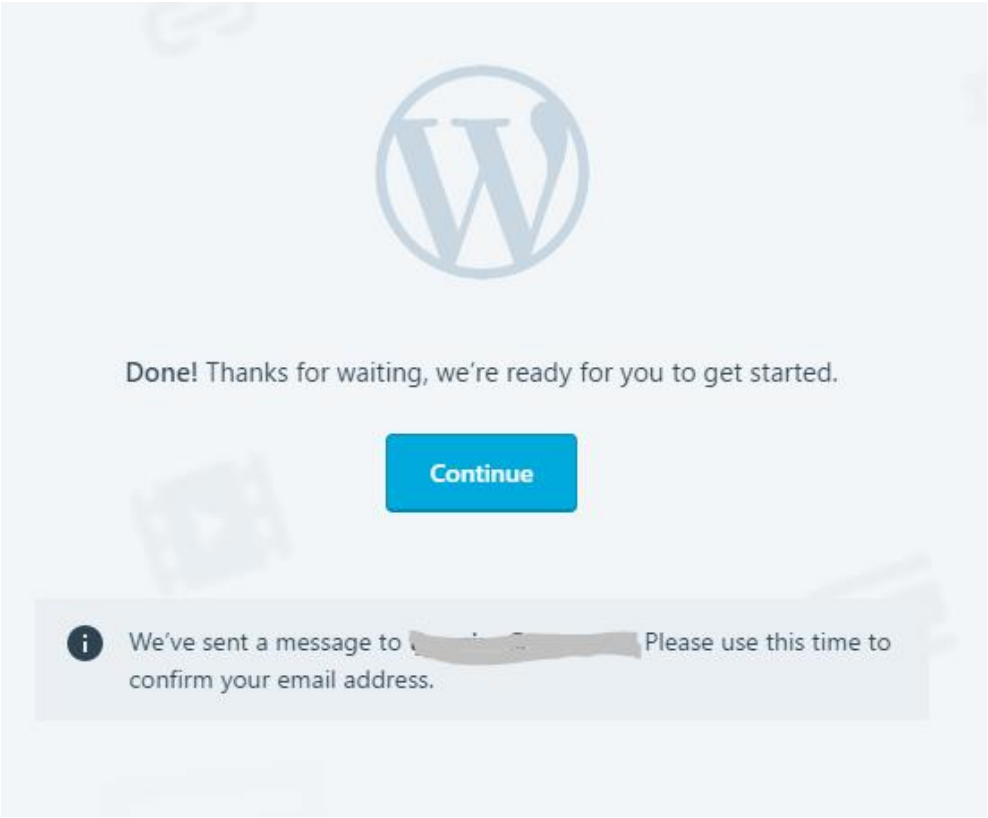

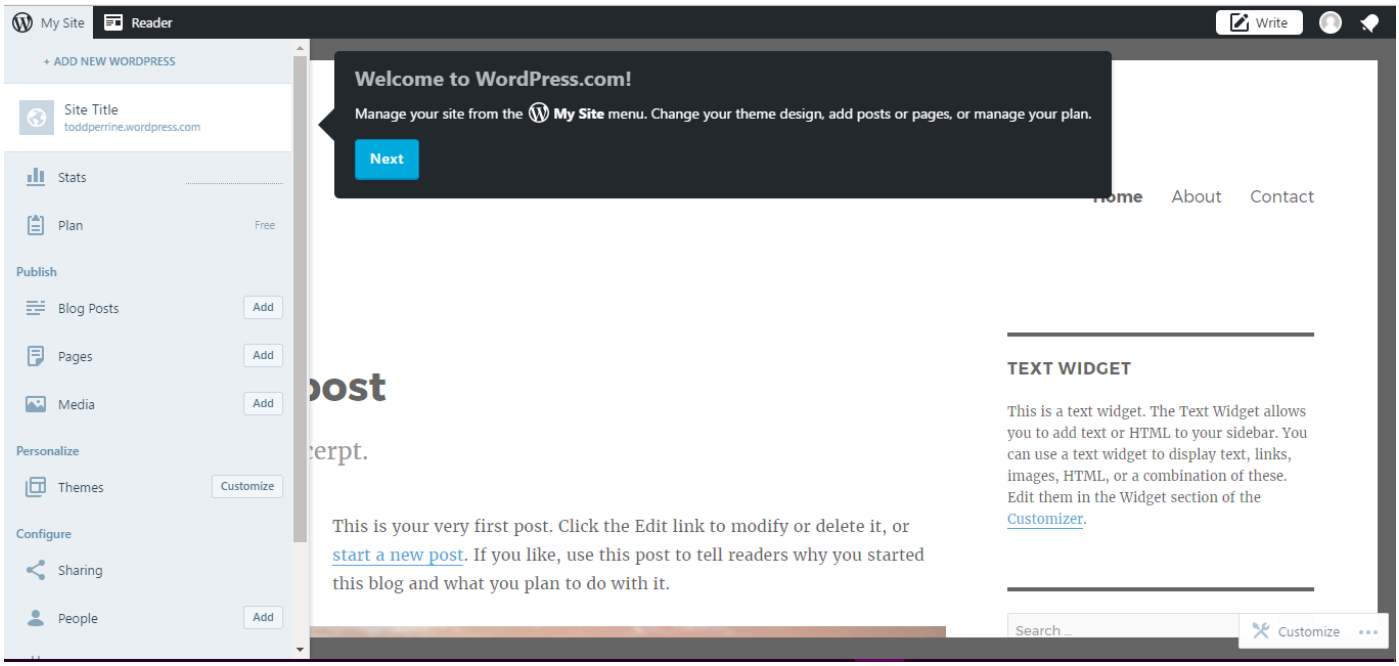

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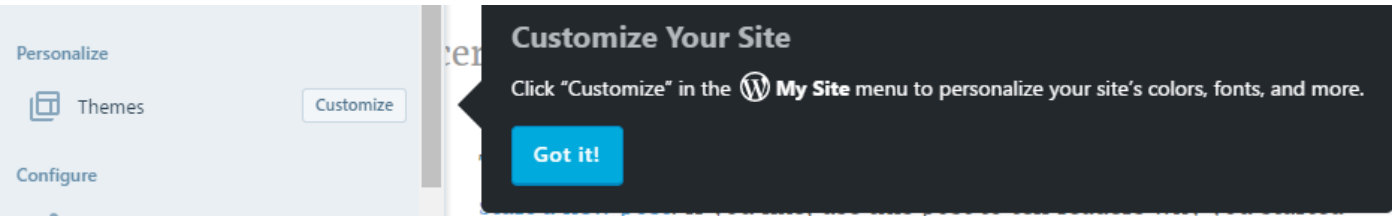

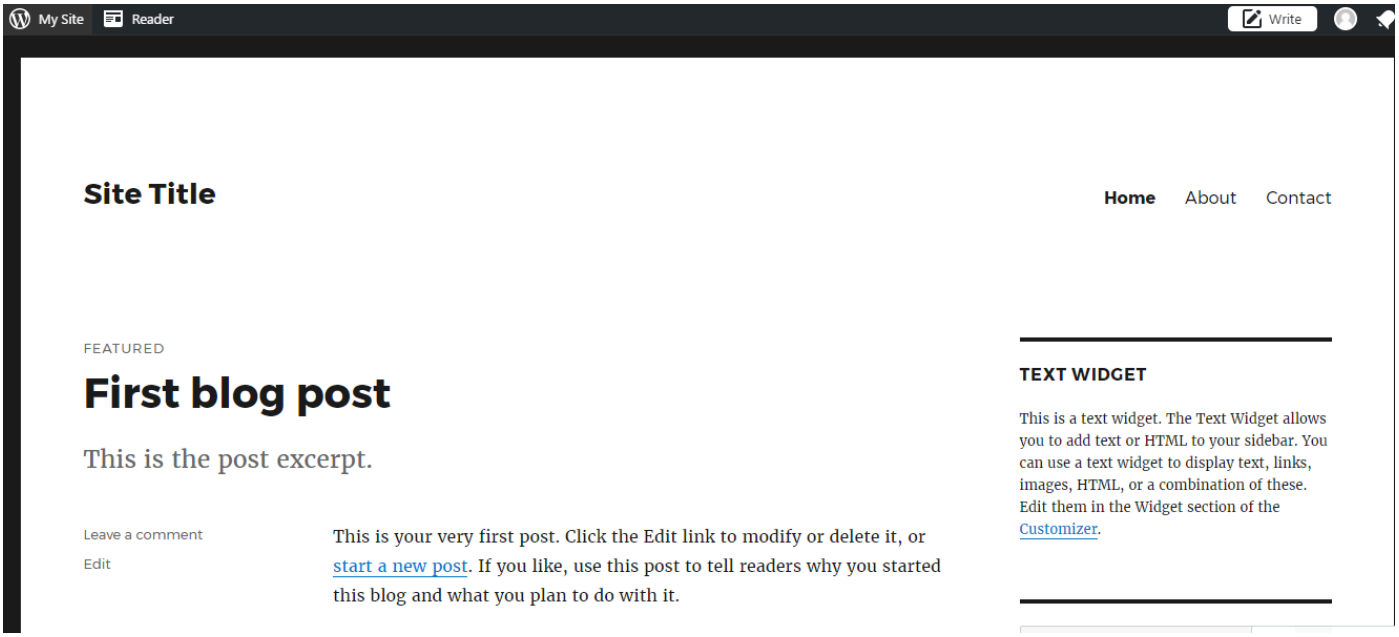

Starting pages: home, about, contact

Congratulations, you have just created your very own website!

We still have a little setup to do, but you're off and running, so pat yourself on the back.

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Now we're ready to start developing the website itself.

- Log in to your WordPress.com website control panel to set up your blog site.

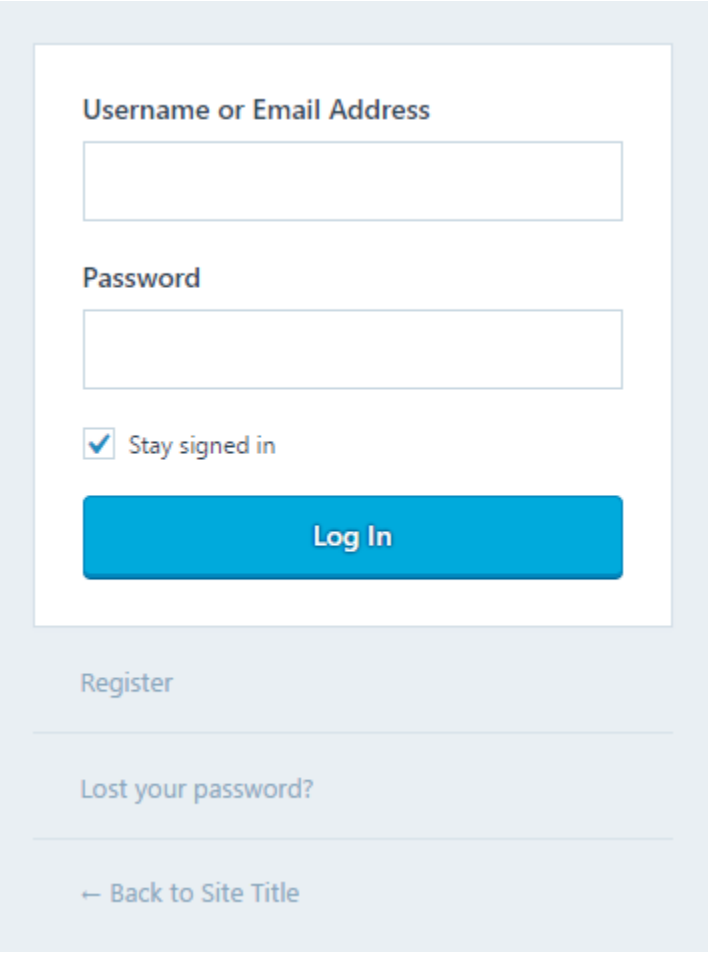
  You can log in one of two ways:

  - **Option 1:** Go to Wordpress.com and enter your user name and password.

  - **Option 2:** Log in directly to your dashboard panel using your administrative login, which is your WordPress.com domain name followed by /wp-admin

    Example: **www.yourname.wordpress.com/wp-admin**

  The window that opens should look something like this:



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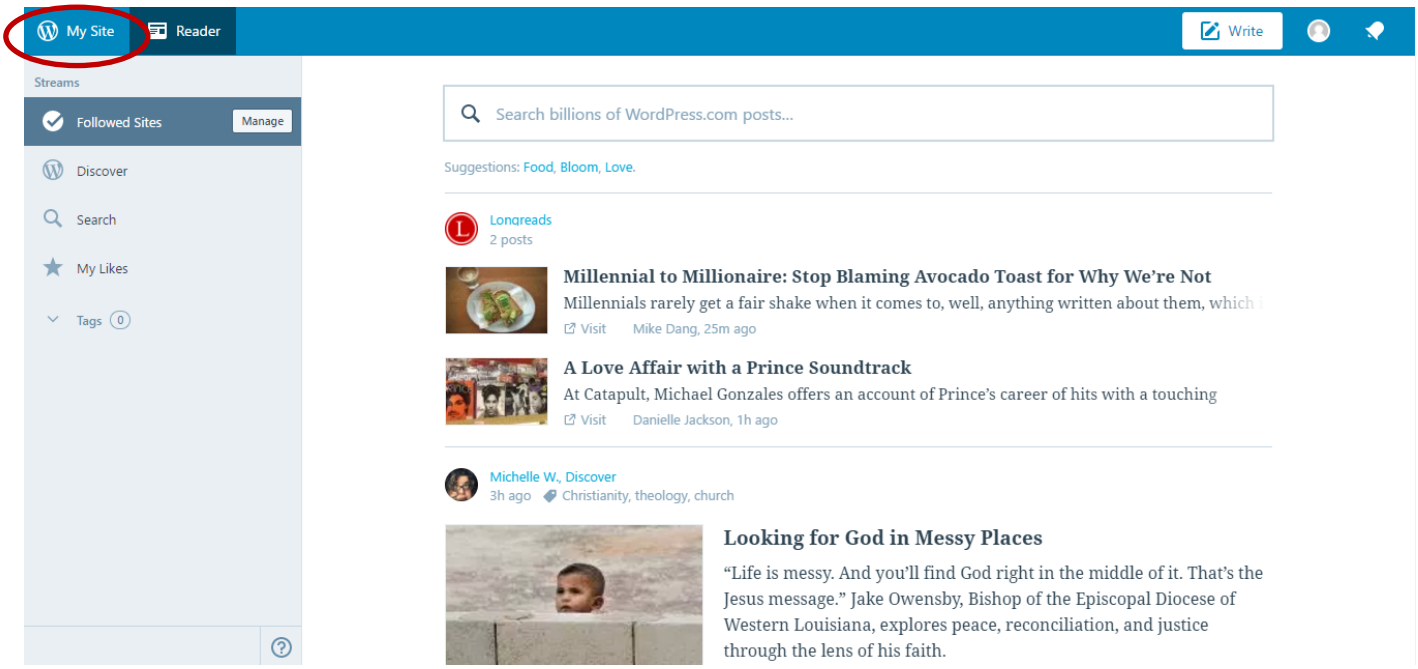

Once you are logged in, navigate to your site dashboard. This is where you will be able to do all of the following items:

- Choose or customize a theme, which determines how your site looks.
- Adjust your settings.
- Create pages.
- Add media (images, documents, audio, video).
- Start blogging (if you choose to, but you do not have to.)

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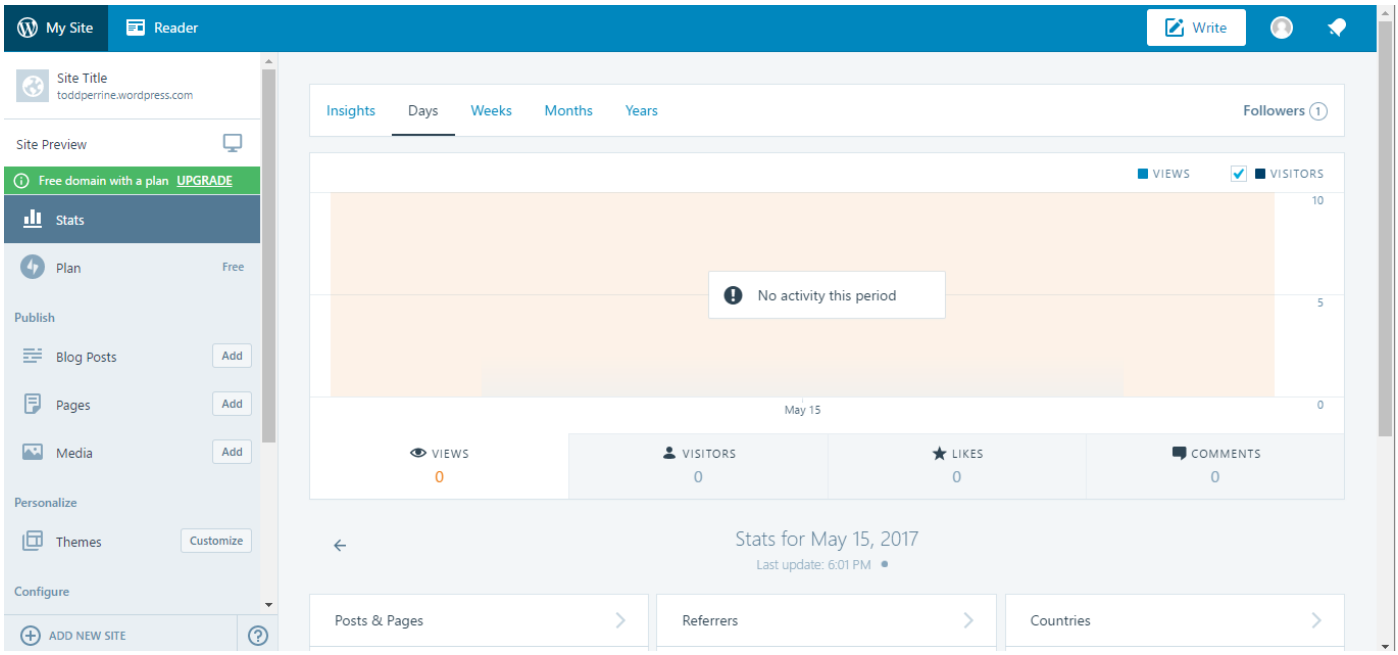

Customizing a Theme

Your blog initially will be started with a theme that WordPress chooses for you if you didn't already choose a new theme during the initial setup tutorial process. You can go in and search for other themes based on colors, design elements, or functionality that you prefer and install it on your blog instead.

Important: Not all themes offer the same features. Some functionality you see on one may not work on another.

On the main dashboard …

- Look for Themes on the left sidebar.
- Click on Themes to choose a new theme.
- Click on customize to choose custom settings for your current theme.

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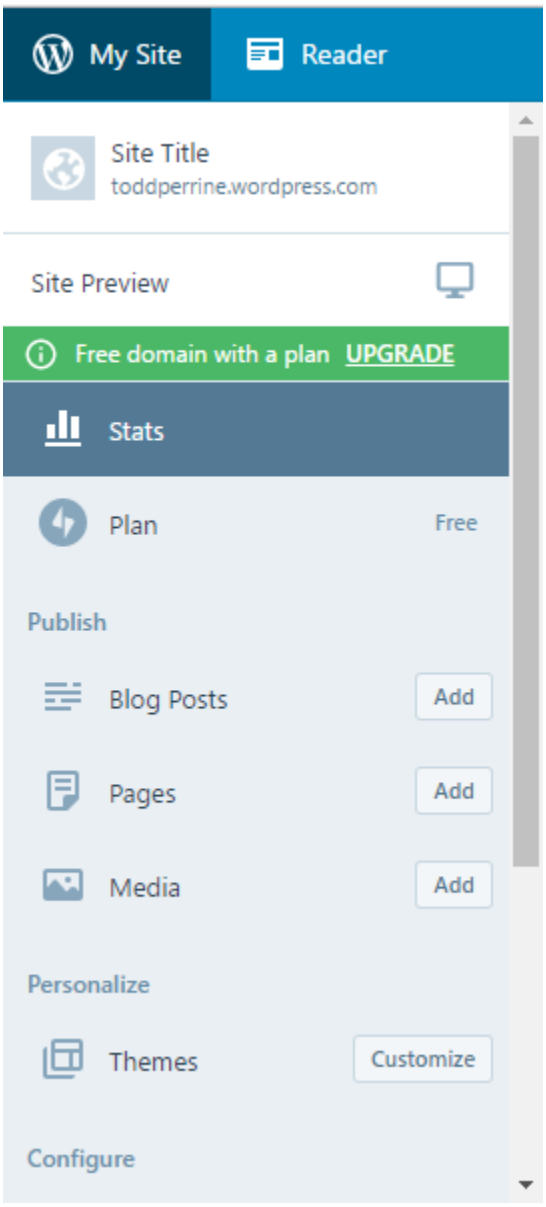

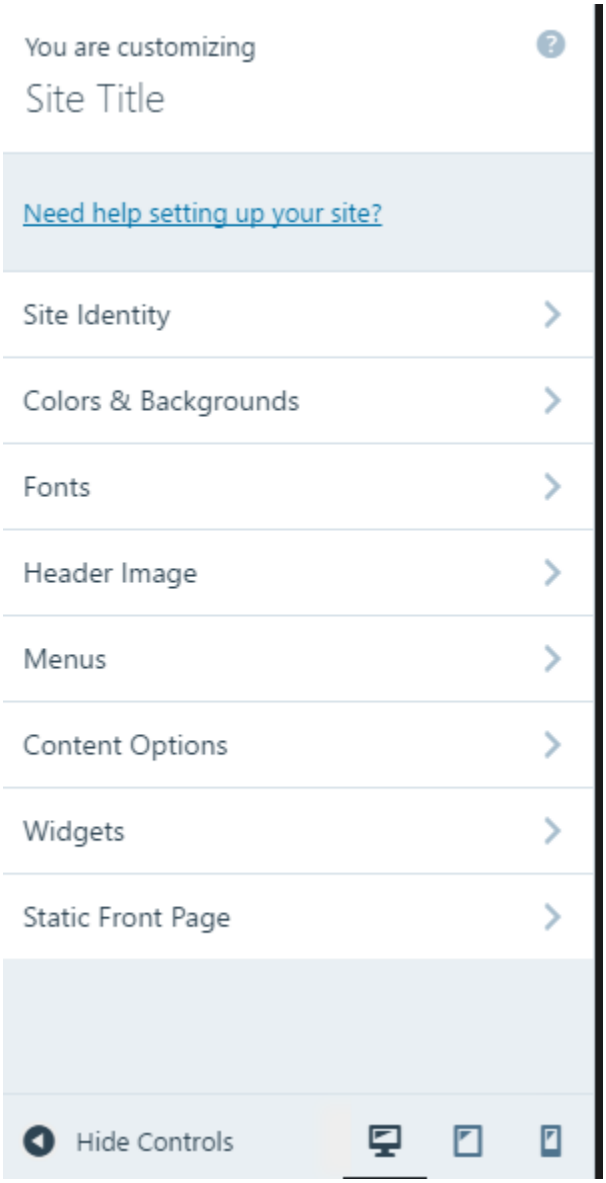

For some themes, you can change background colors, header graphics, etc. Play with it and have some fun!

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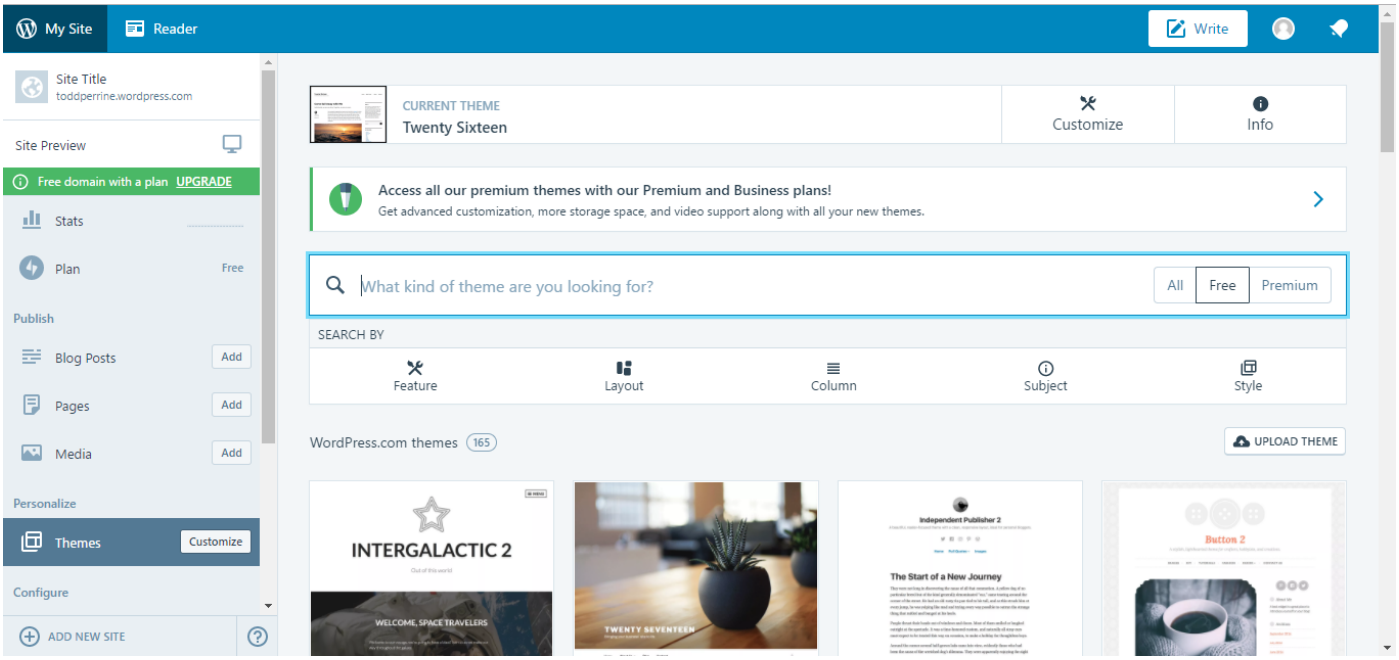
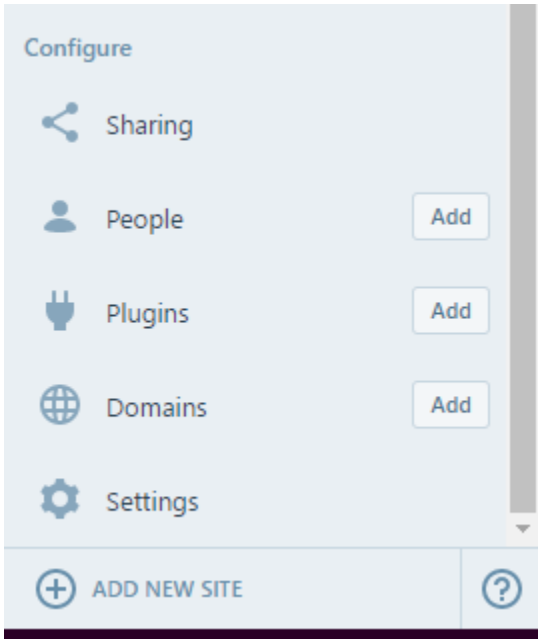


Configure your site settings



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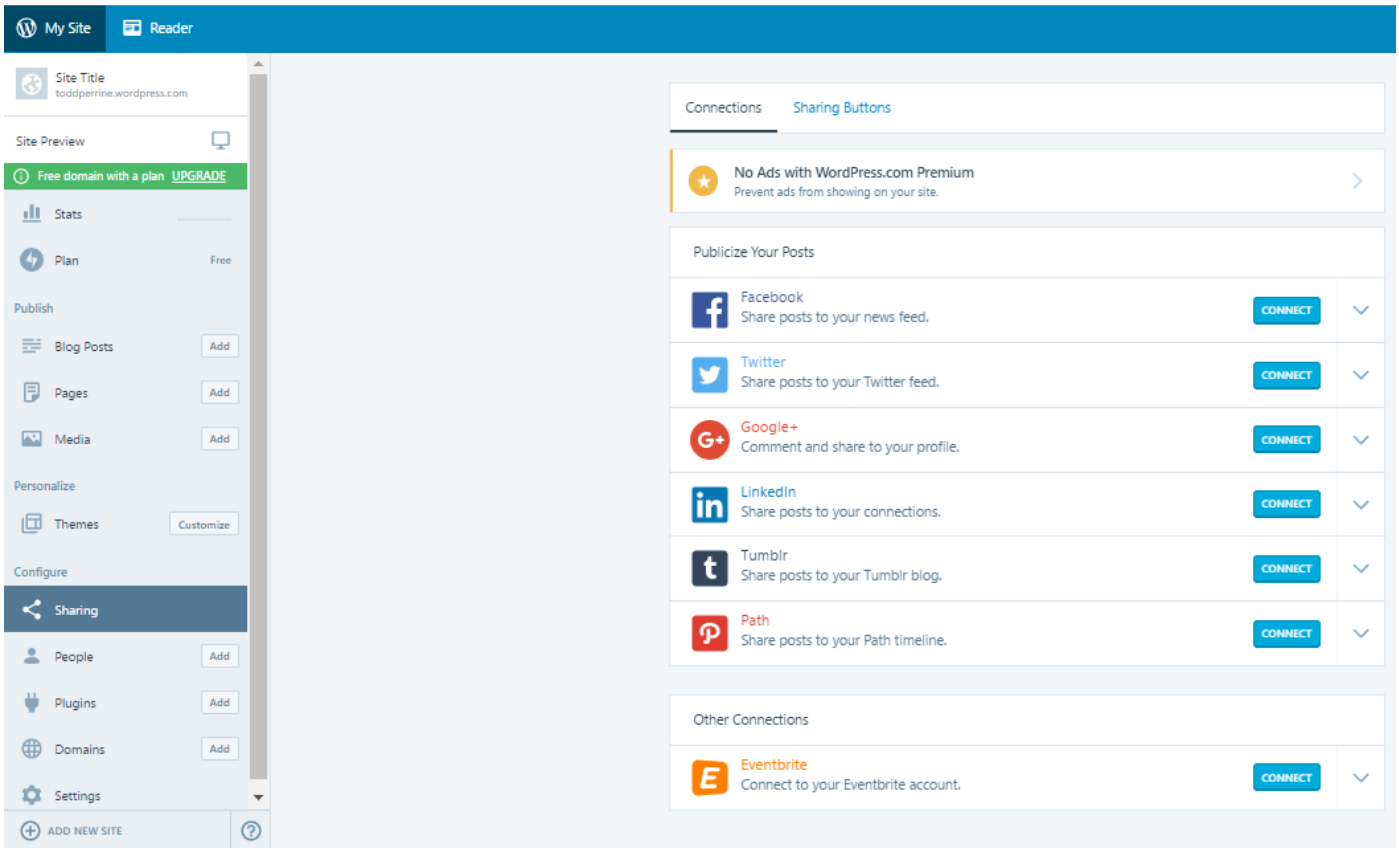

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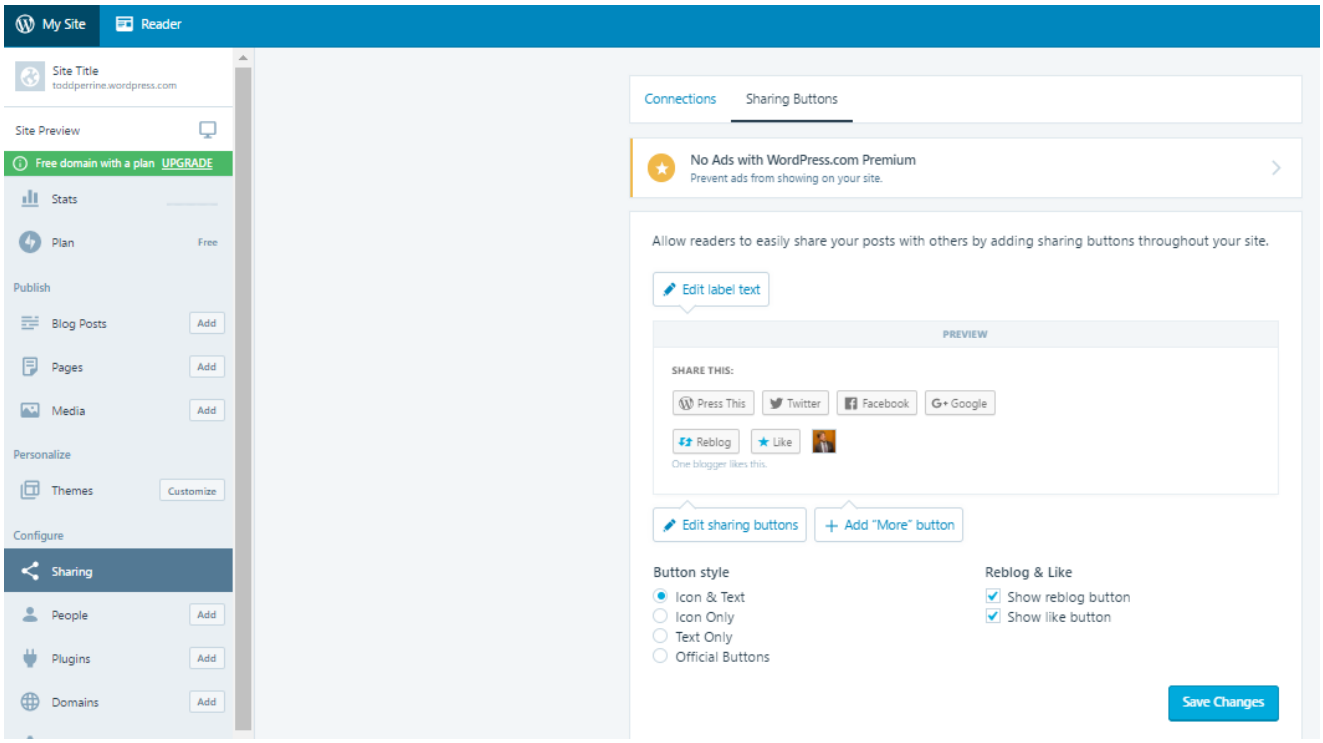

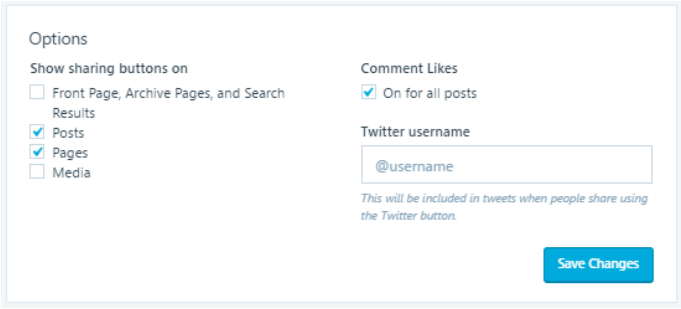

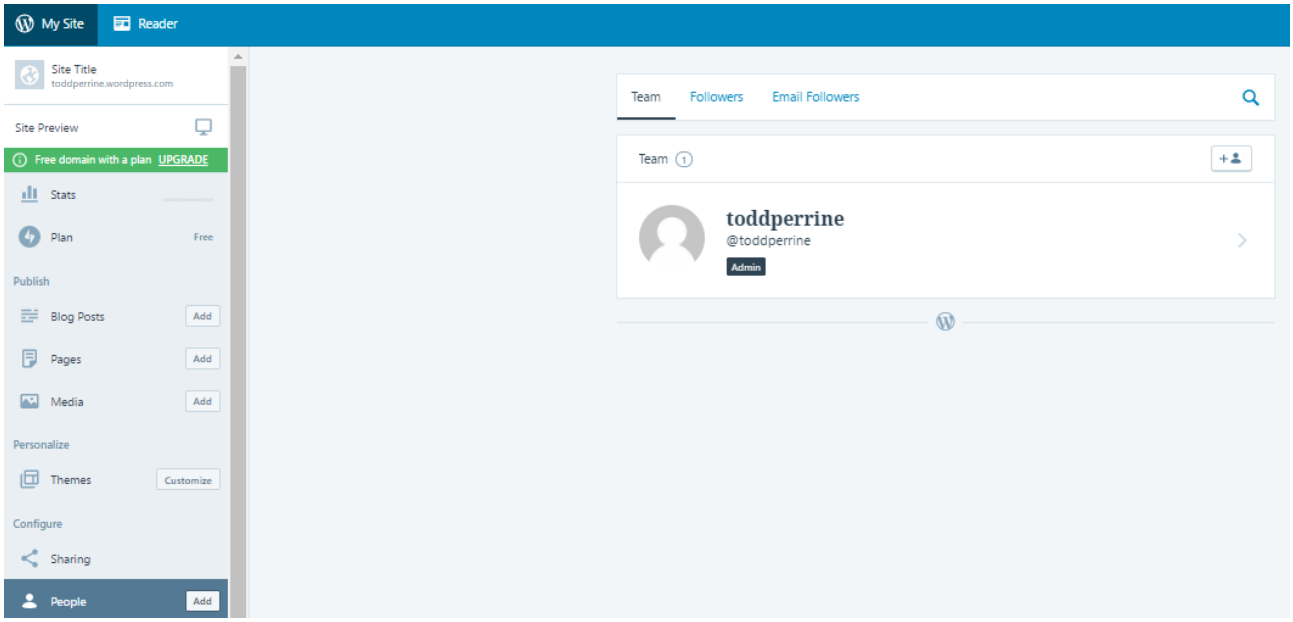

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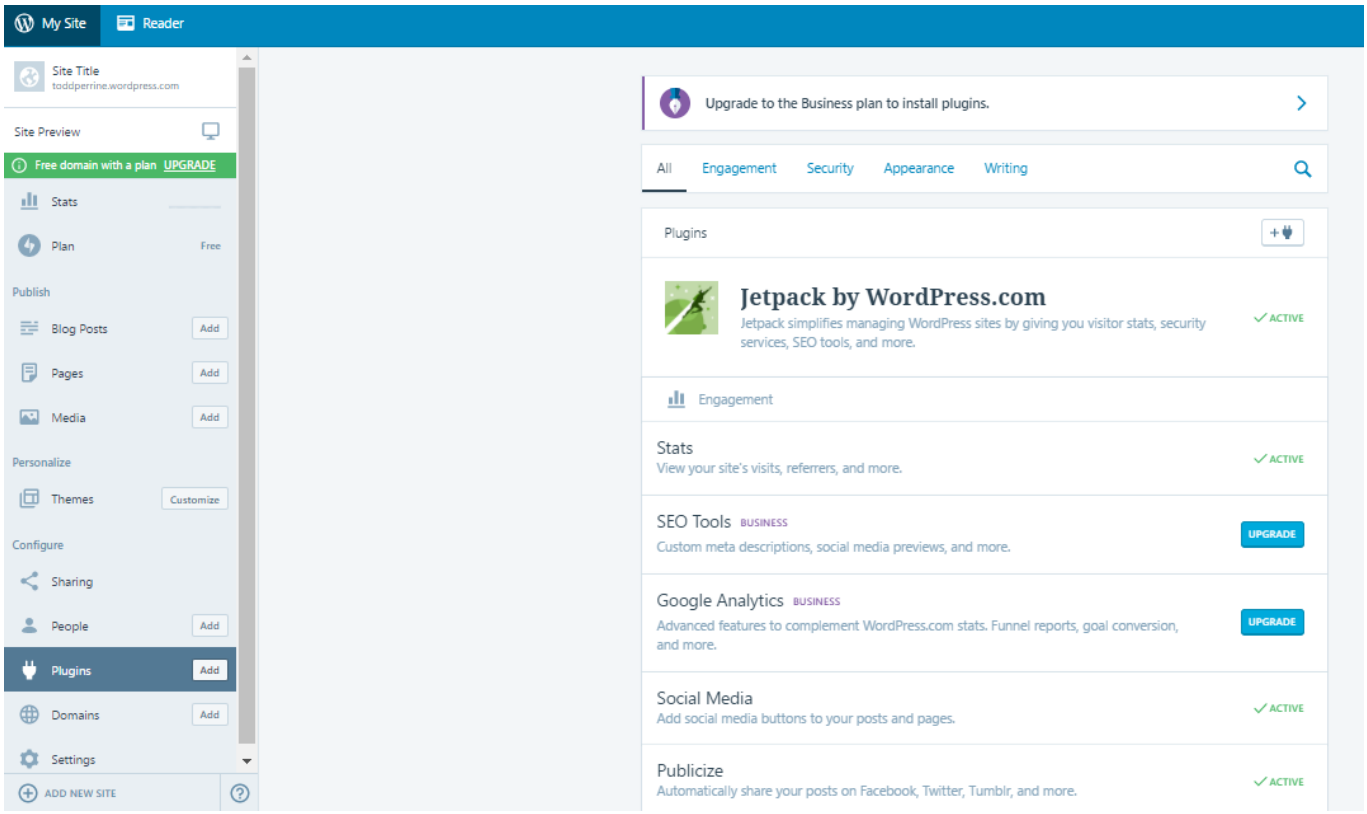

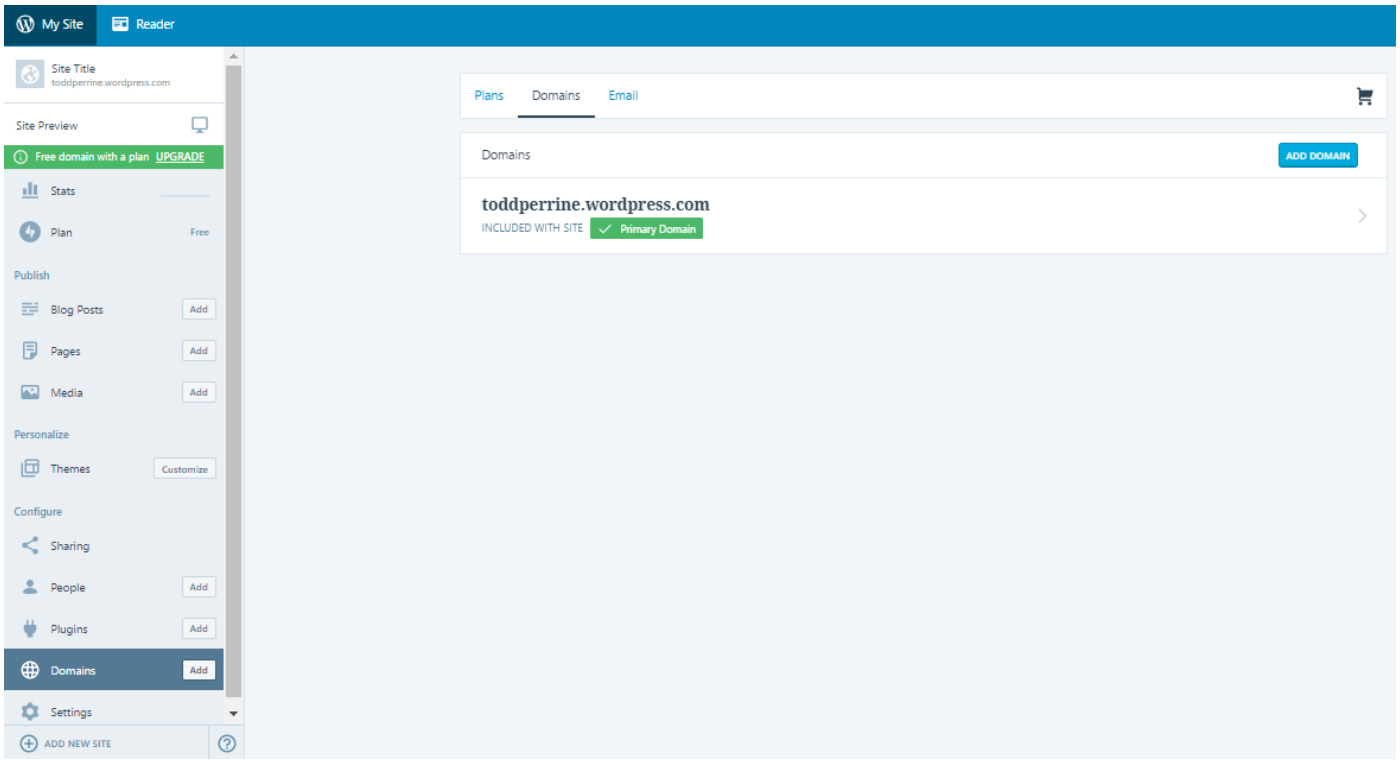

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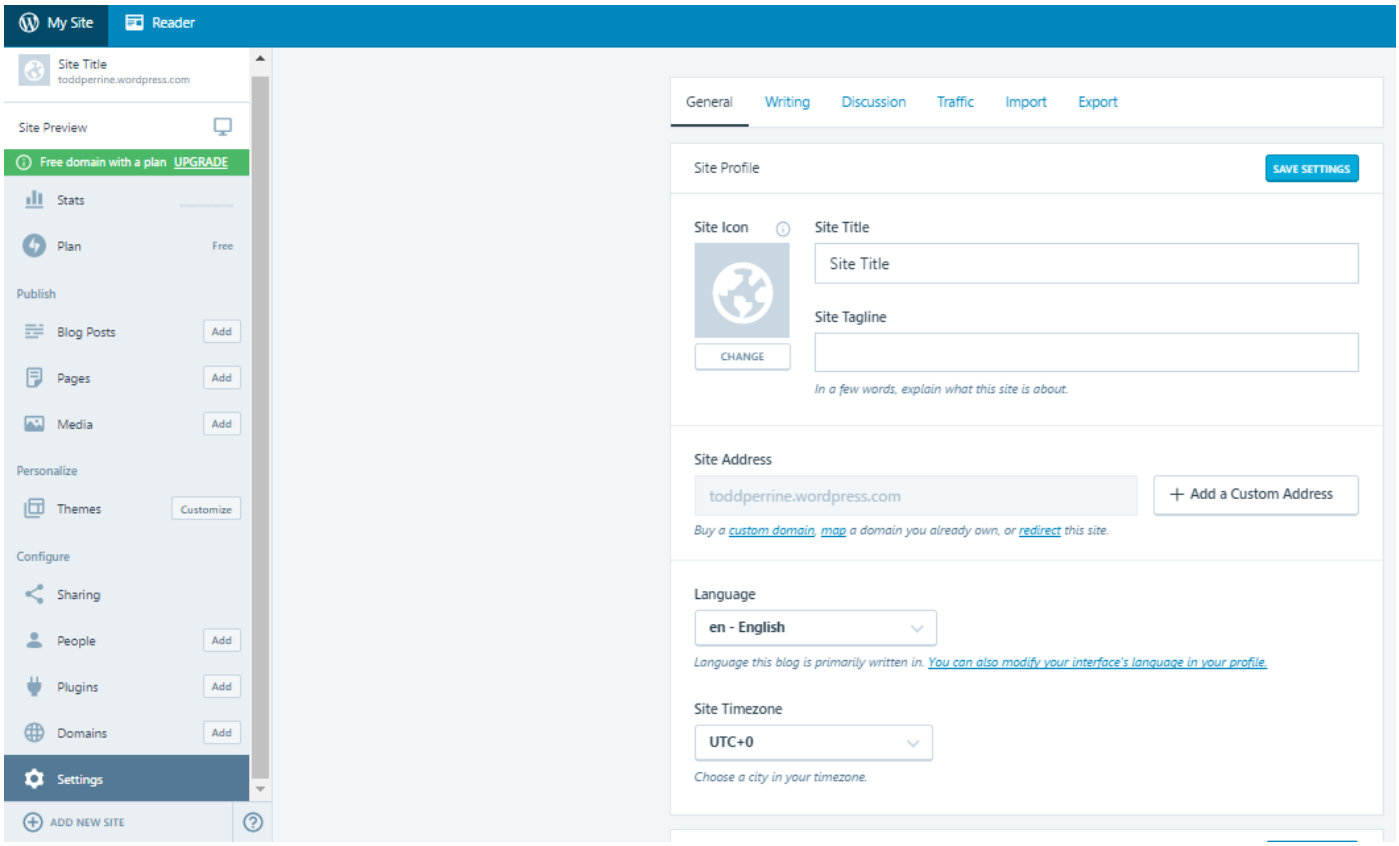

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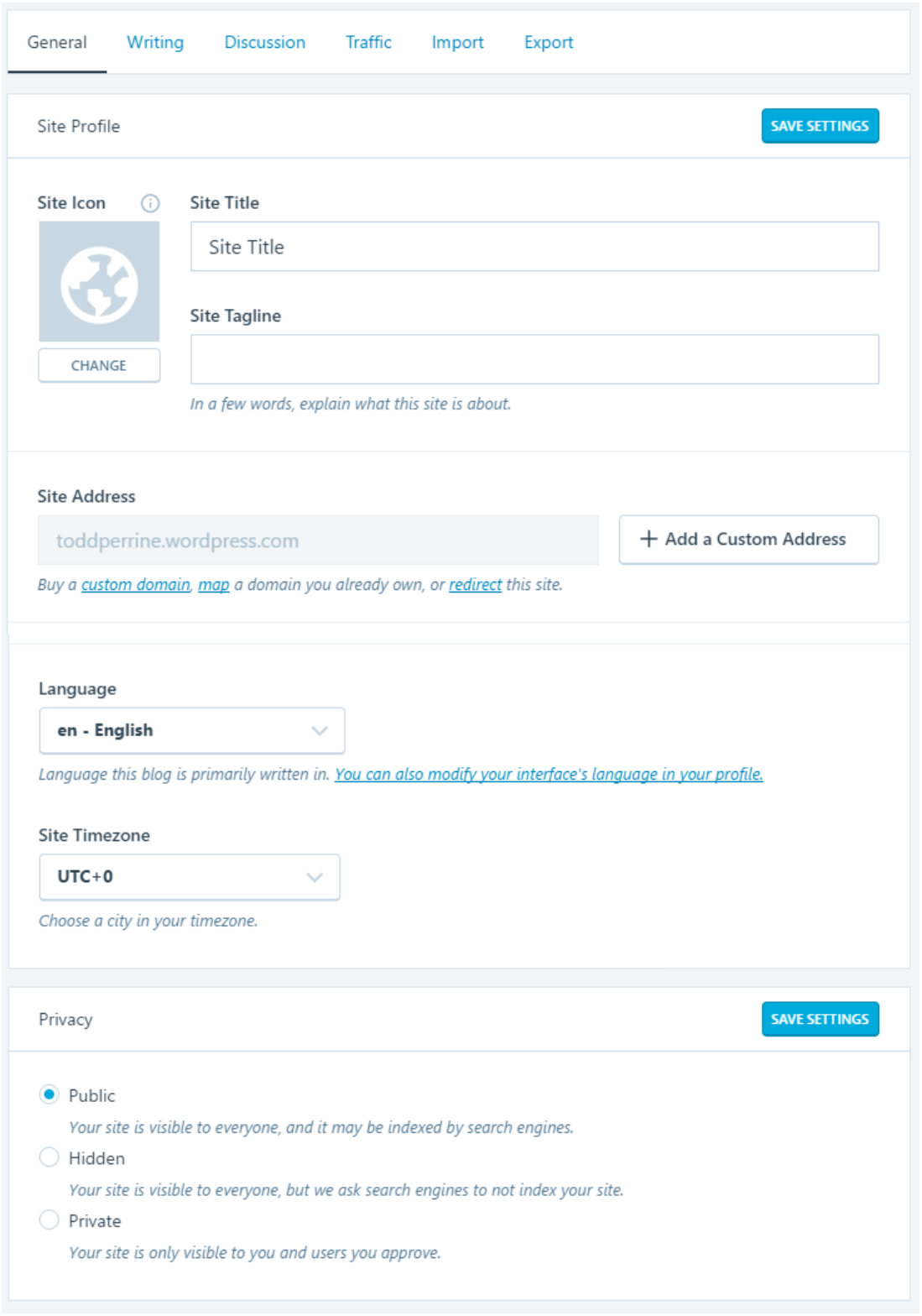

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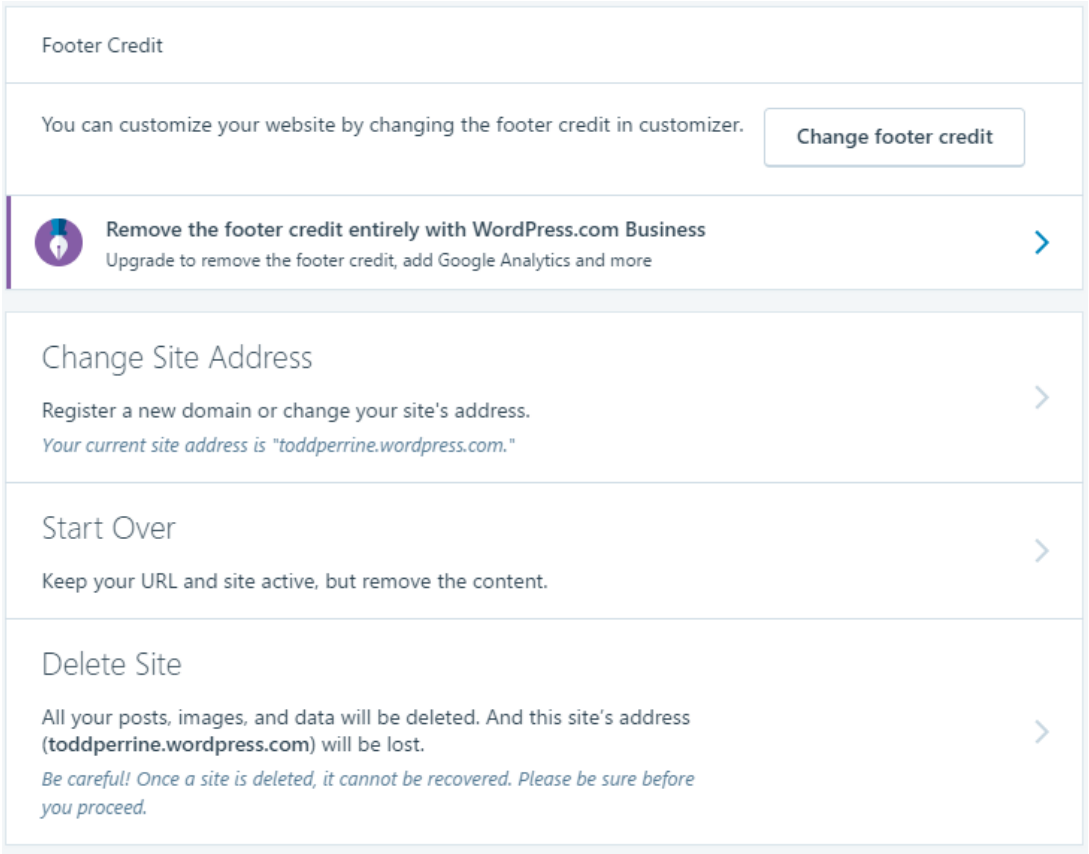

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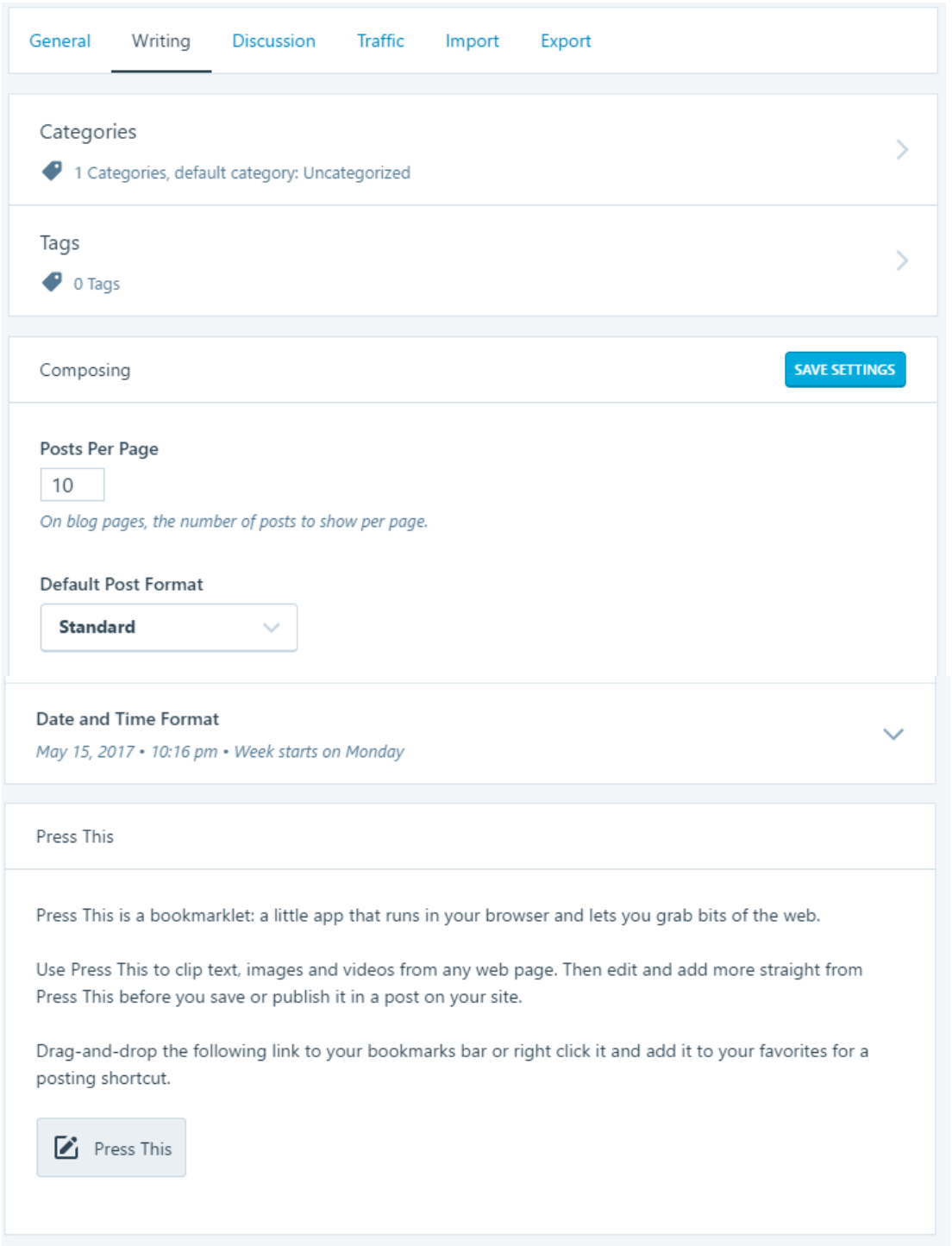

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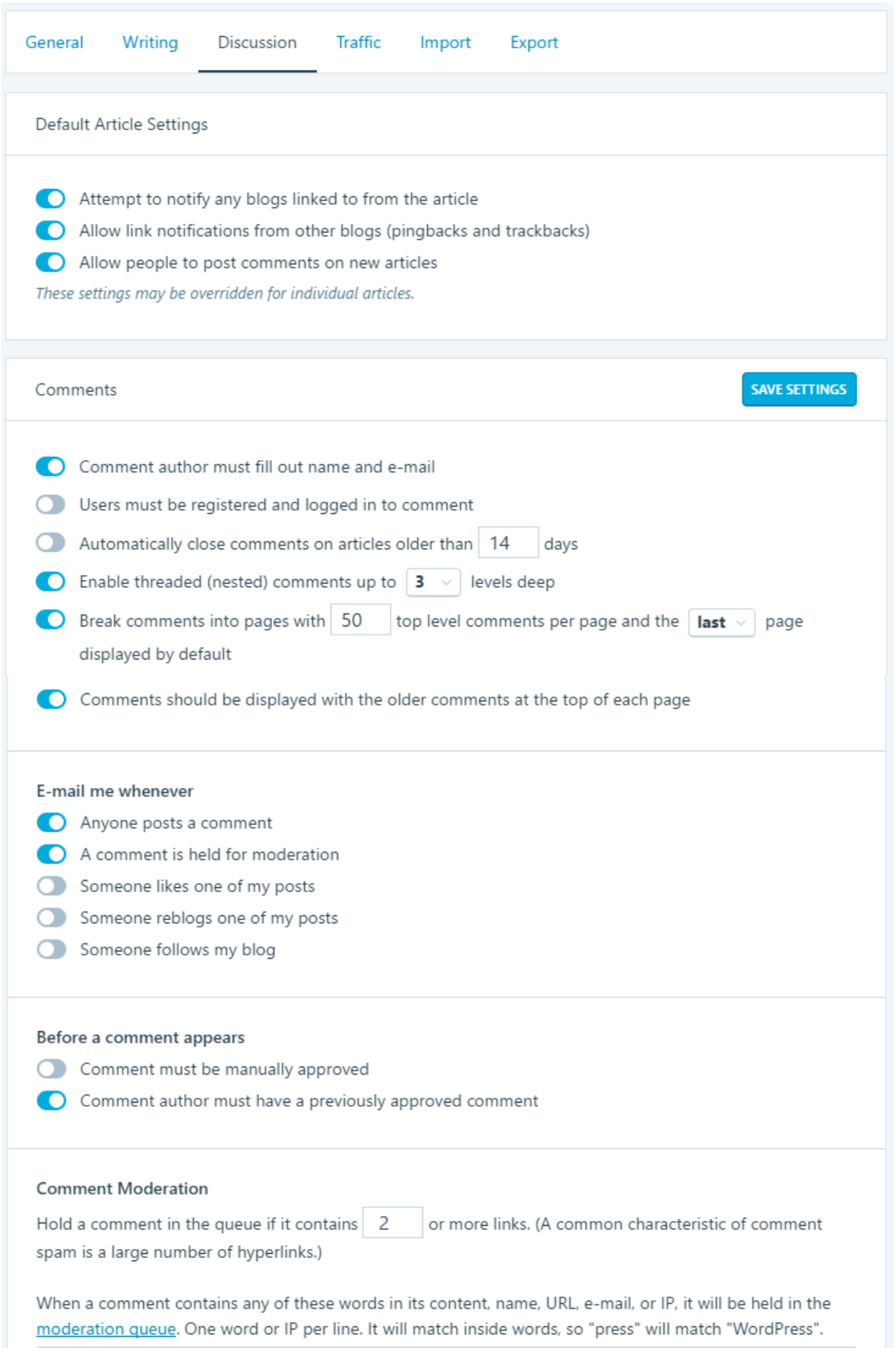

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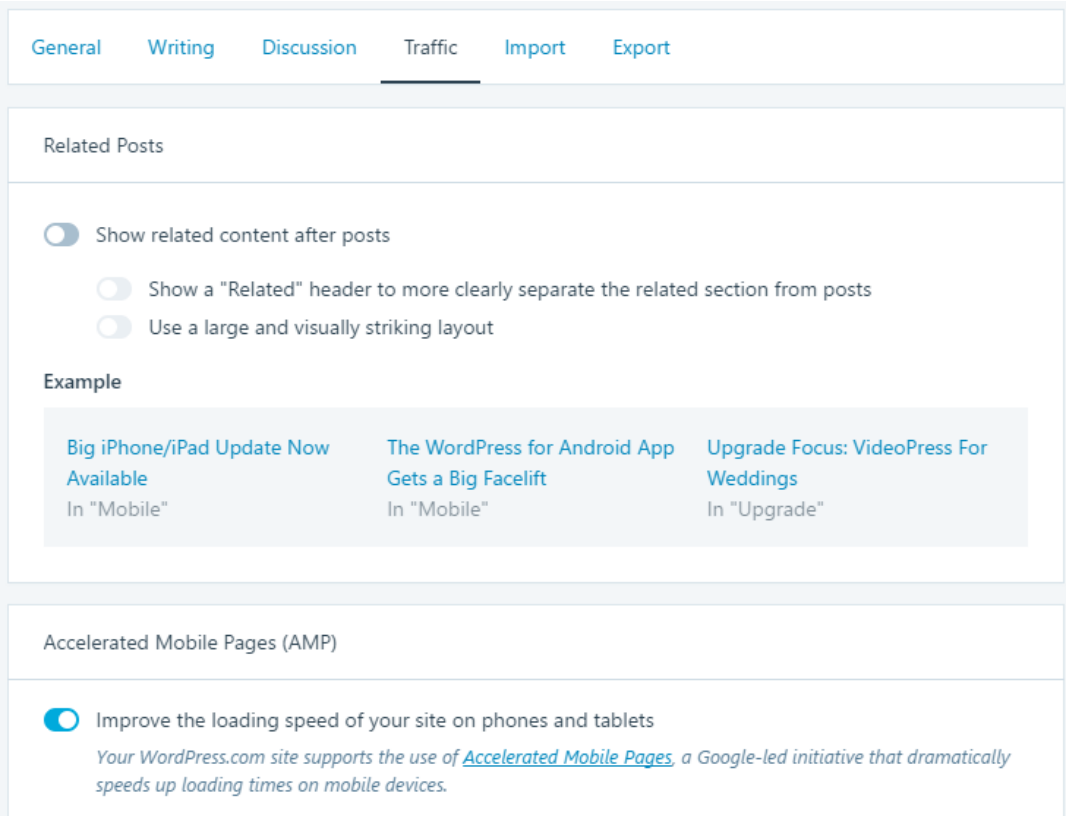

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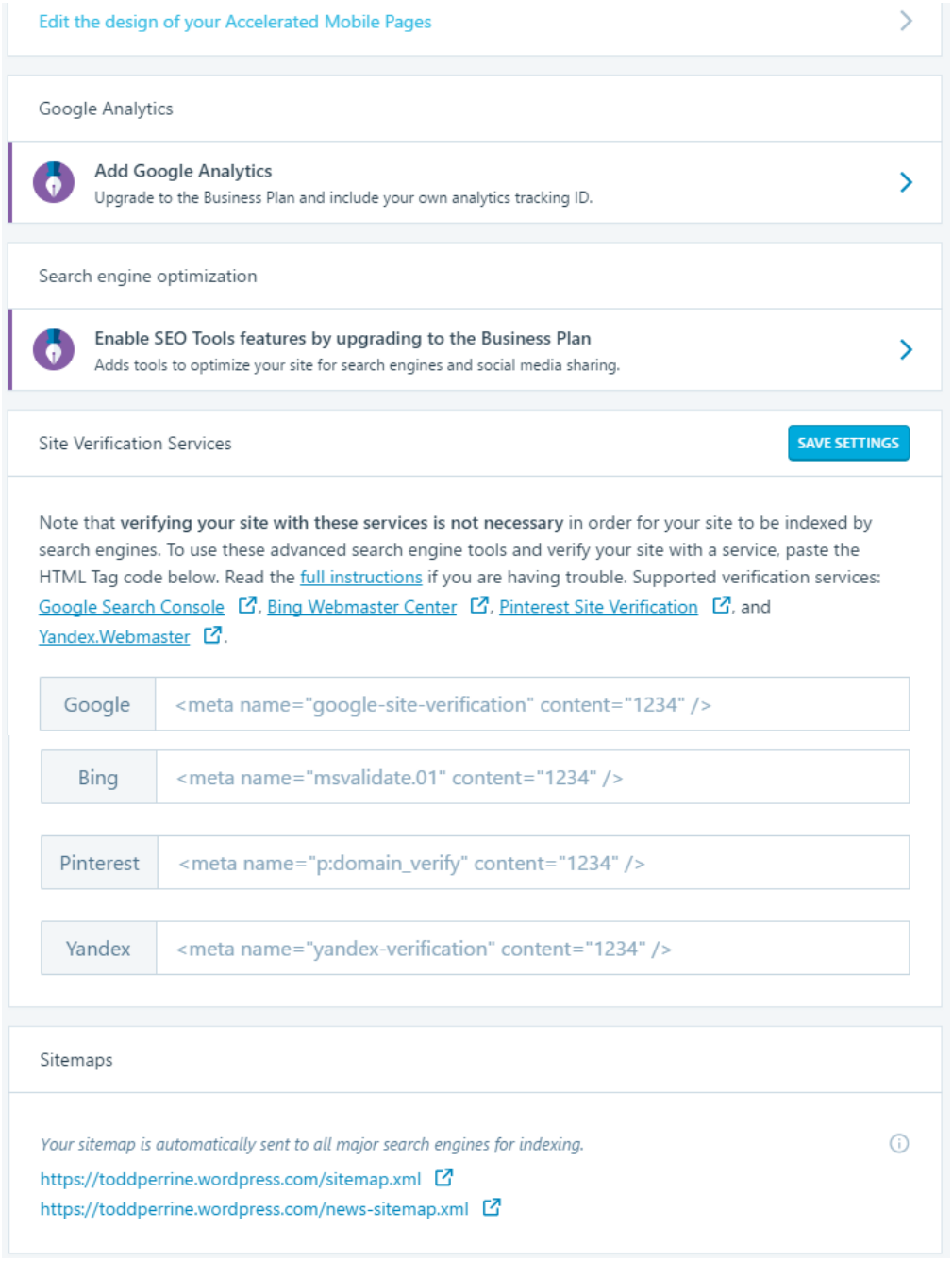

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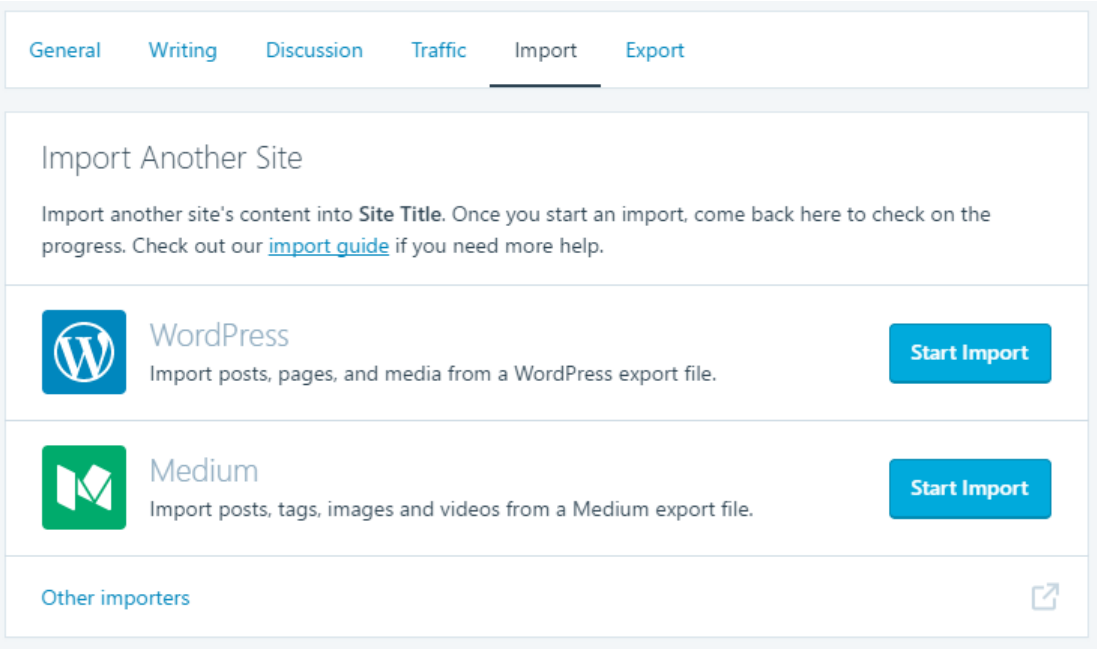

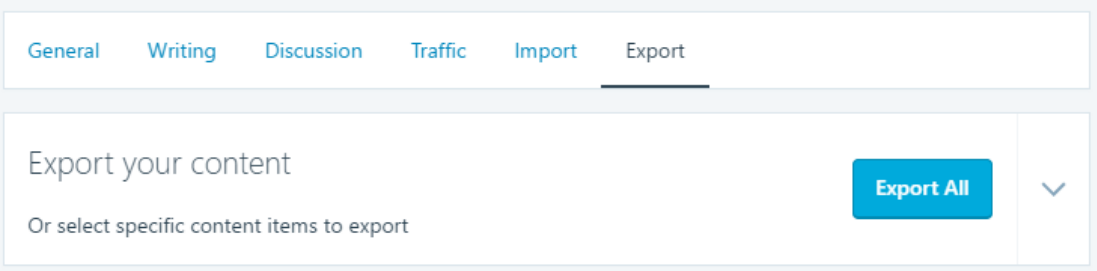

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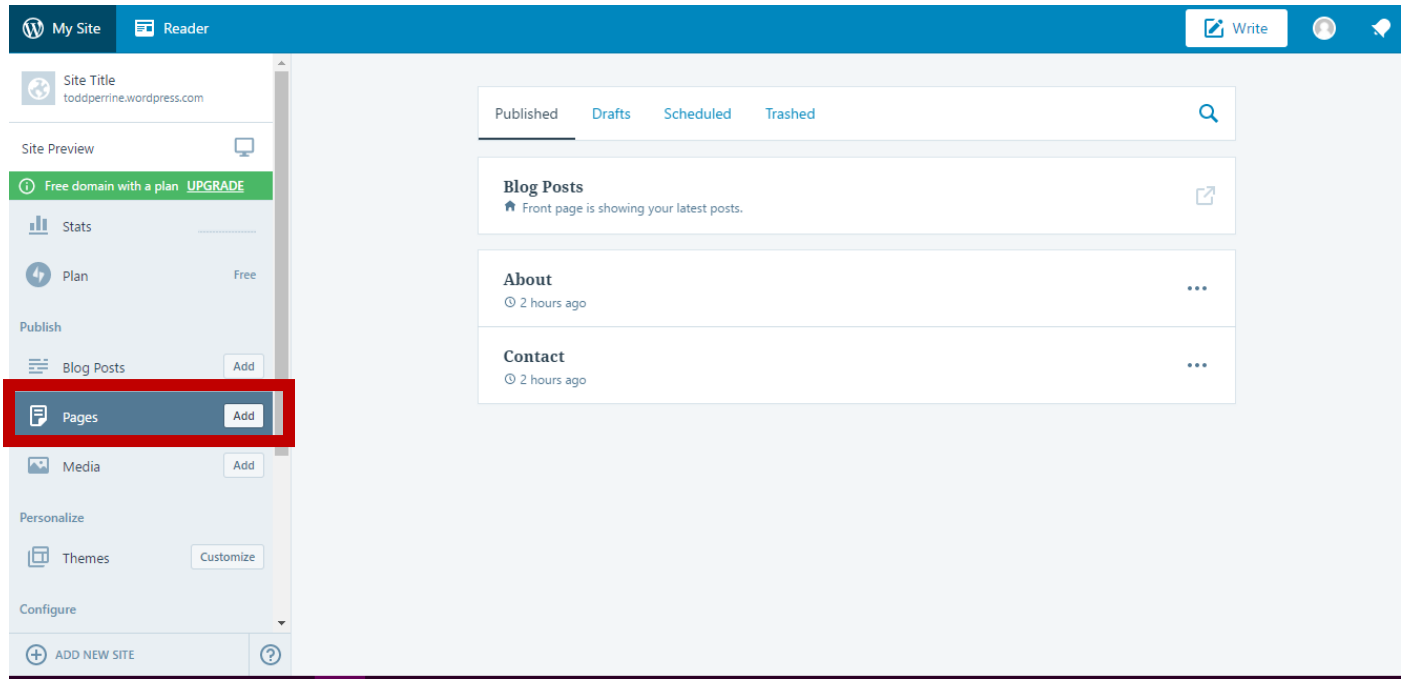
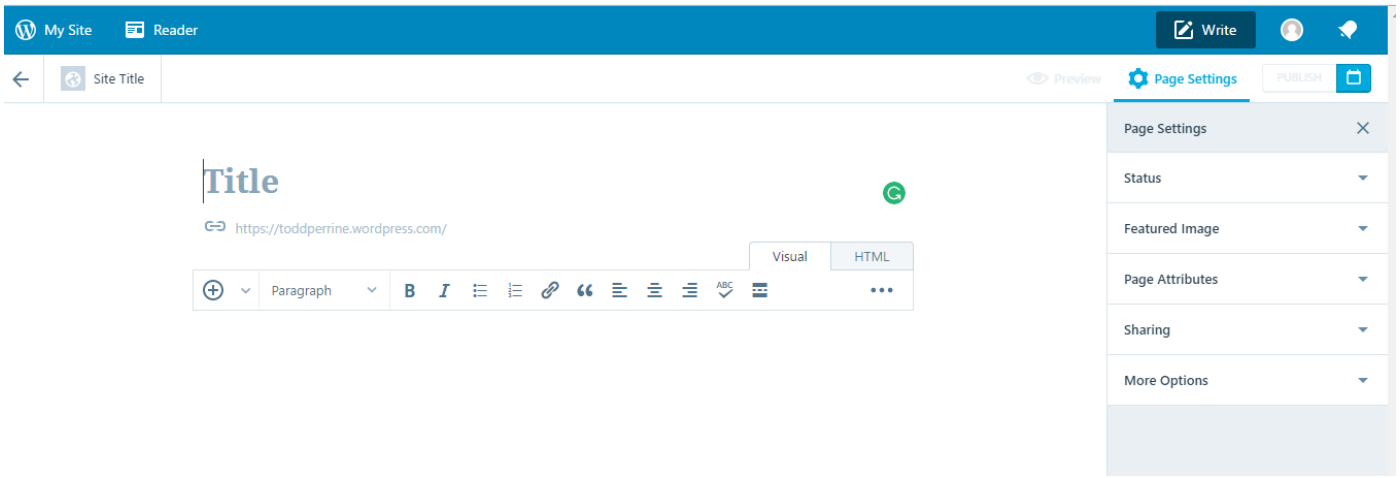
Creating a Page





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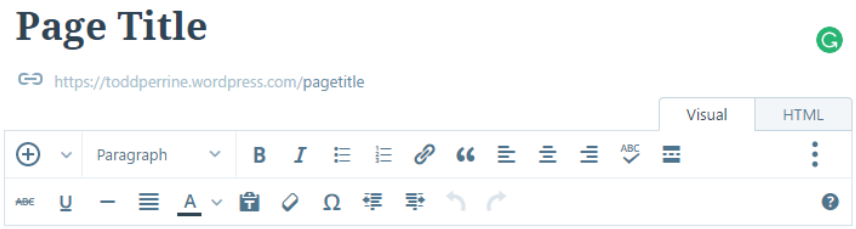
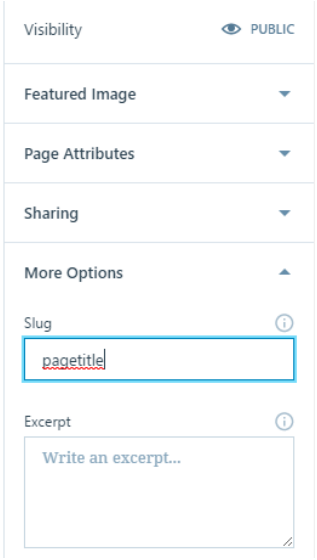
Page Titles and Customizing Slugs / Page URLs





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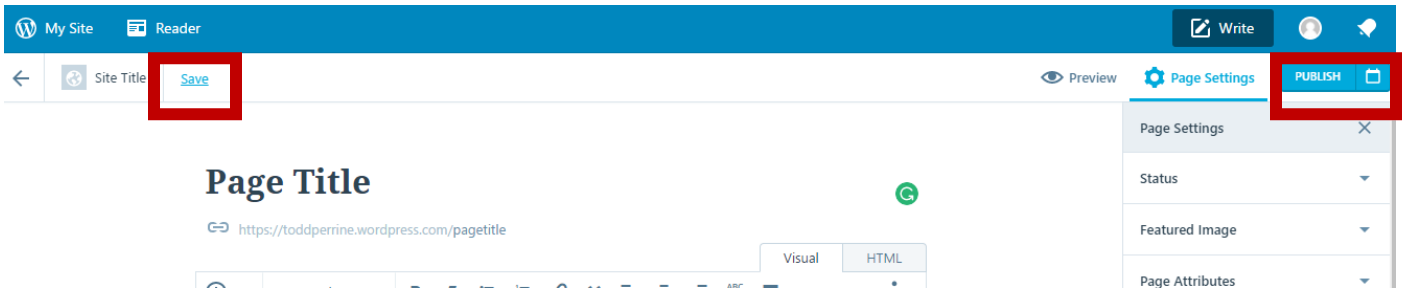
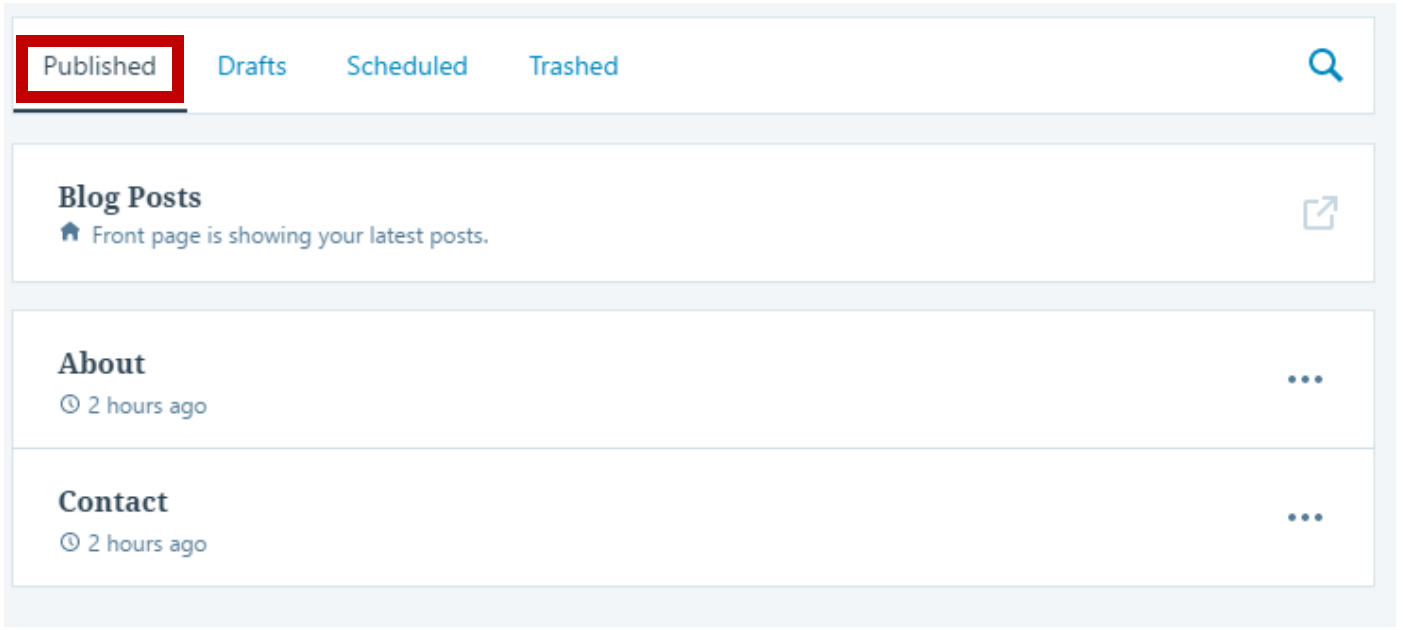
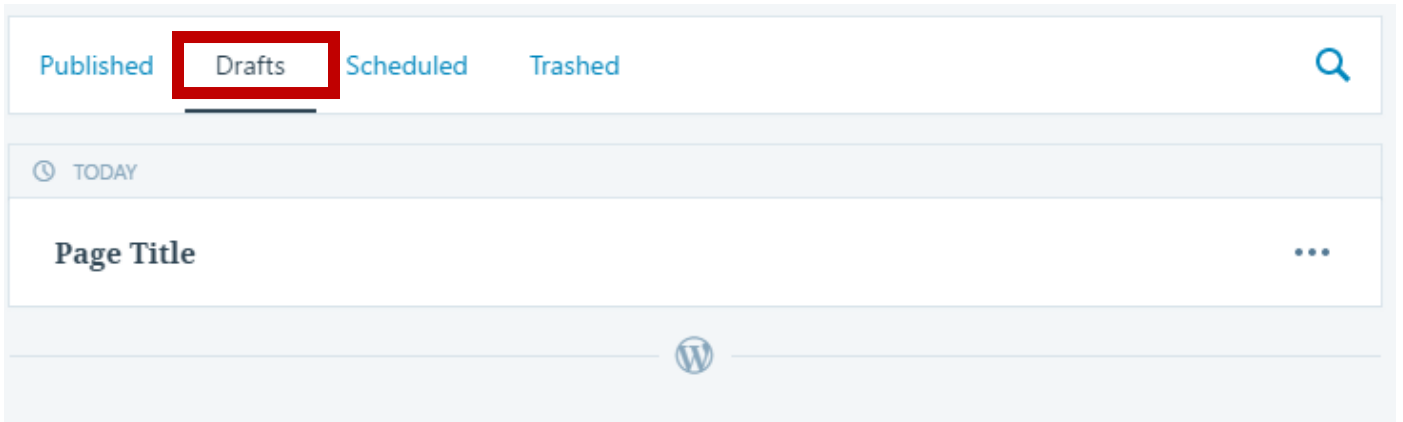
Saving vs. Publishing



Finding Saved vs. Published Pages





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What pages do you want on the website?

Before you create any additional site pages, let's do some site planning. Use your print portfolio as a guide. Ask yourself:

- How can I convert some of these items to digital?
- Is it appropriate to share on the web?
- How can I make it appropriate to share on the web?

Create a page for each category of your work samples that you want to showcase on your website. Each page you create will automatically appear on the navigation bar for your site. So don't go overboard, clutter it up, or make it difficult to navigate with excessive pages. You're going to pick the best of the best and give them a highlight – not give them the entire print version of your professional portfolio.

Common pages to start with:

- Home
- About or About [Your Name]
- Blog (Optional)
- Resume
- Work Samples or Portfolio
- Contact or Contact Me

Other page options to consider (if applicable):

- Event Planning
- Website Development
- Education
- Certifications
- Document Design and Editing
- Project Management
- Administrative Support
- Presentation Development
- Travel Planning
- Newsletters or Writing

These may be set up as subcategories (or nested pages) to the main pages.

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How do you get this information onto your website?

- Scan certificates or documents you no longer have electronically.
- Open the PDF on your screen and take a screenshot. Save the image.
- Include before-and-after screenshots of documents you've created or edited to make them more user-friendly.
- Link to websites or take screenshots of websites you've worked on or developed.
- Any documents you've created for your print portfolio can be converted to PDFs by scanning them. If appropriate, you may be able to share some of the same information by posting the scanned document on your electronic portfolio site.
- Add a note to your site pages: "This is a simplified display of my work product that is appropriate for web viewing. To review a more complete and detailed version of my professional portfolio in print, please contact me at [your e-mail address or a link to your contact page on the portfolio site]."

Let's brainstorm for your own personal site here.

Categories of your experience:

_____

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_____

_____

Pages you will create to get your site started:

_____

_____

_____

_____

_____

_____

_____

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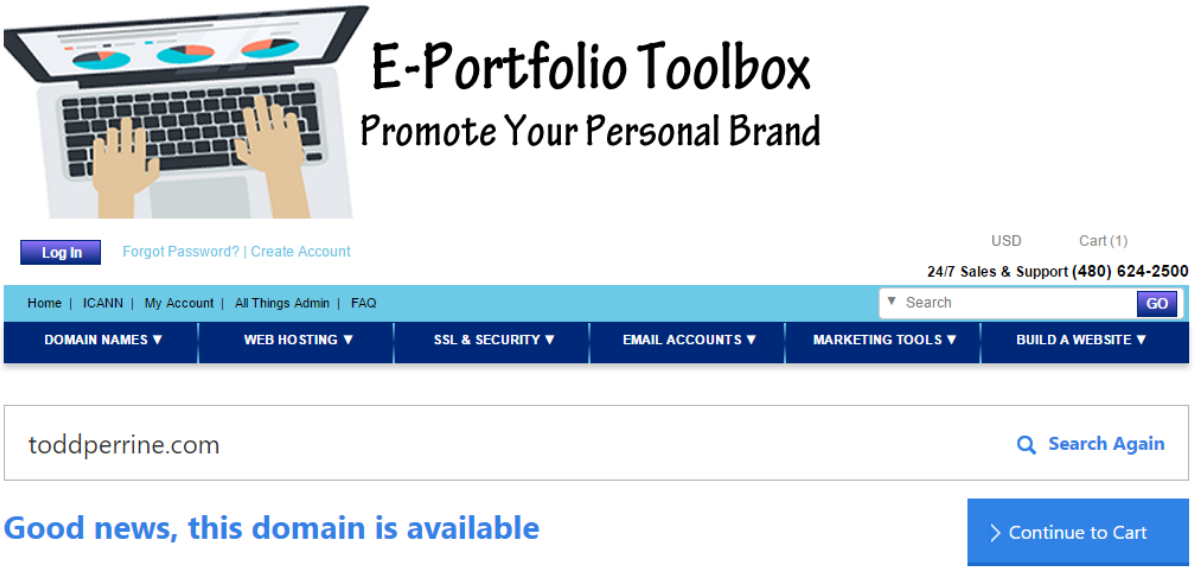
Registering Your Own Domain Name

To register your domain name, there are a lot of economical sites where you can do this. My personal preference is **www.eportfoliotoolbox.com**. *(Note: This site is a GoDaddy reseller account for Julie Perrine International, LLC. If you purchase your domain name through this site, JPI may profit from the transaction.)*

- Go to: **www.eportfoliotoolbox.com**

- Enter the domain name you want to search far and click SEARCH.



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Select options for 1 domain.

› Continue to Cart

Step 1 | Privacy

Protect My Personal Information

As low as $9.97/domain

Prevent your personal information from falling into the wrong hands.

Privacy Protection - $9.97/domain

What does my domain look like without Privacy Protection?

Order Summary

Scroll down to continue to cart

Step 2 | Options

Host my Website

ePortfolio Toolbox Hosting provides an easy, super reliable and lightning-fast host for your website.

Economy

- 1 Website
- 100 GB Disk Space
- Unlimited Bandwidth
- 100 Email Addresses^^
- 10 MySQL Databases (1 GB ea.)

$6.99/mo

Deluxe

- Unlimited Websites
- Unlimited Disk Space†
- Unlimited Bandwidth
- 500 Email Addresses^^
- 25 MySQL Databases (1 GB ea.)

$8.99/mo

Ultimate

- Unlimited Websites
- Unlimited Disk Space†
- Unlimited Bandwidth
- Unlimited MySQL Databases (1 GB ea.)
- 1000 Email Addresses^^
- FREE Premium DNS
- FREE SSL Certificate††

$14.99/mo

Order Summary

Scroll down to continue to cart

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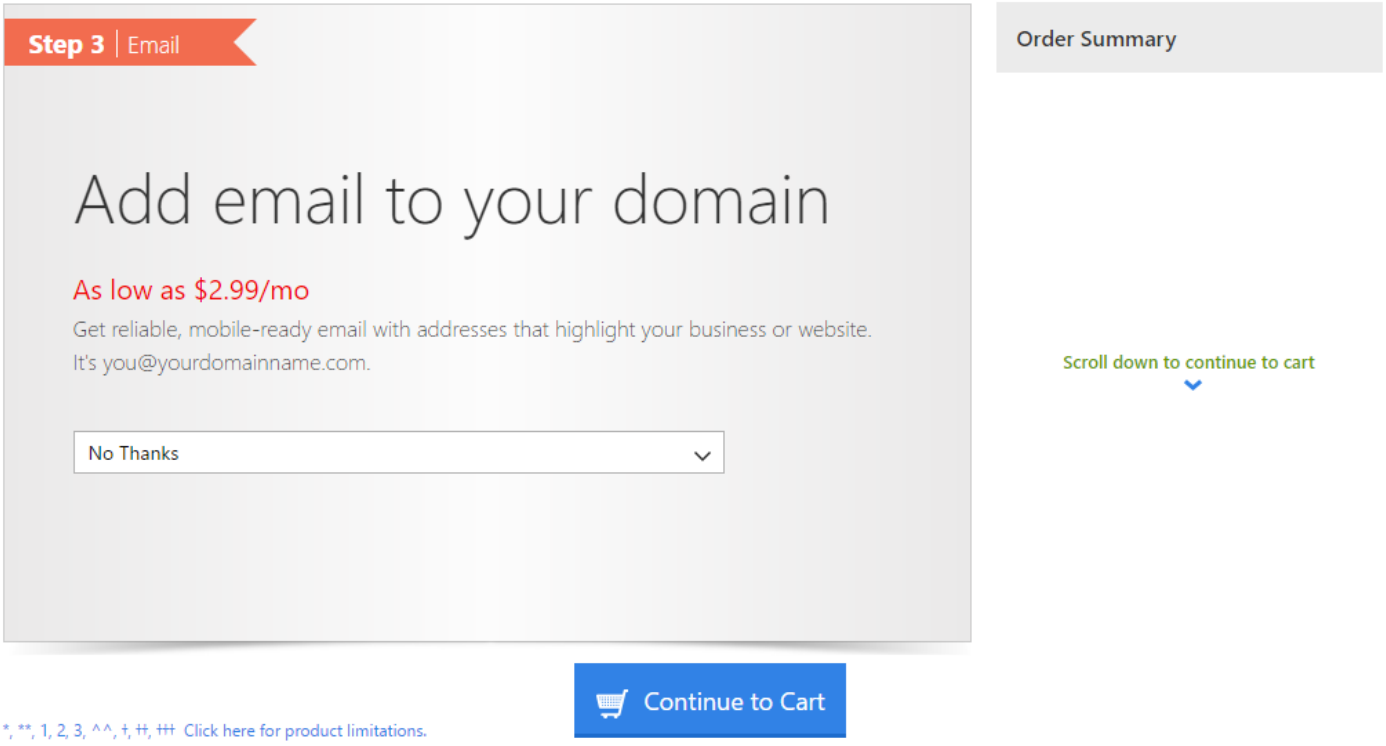

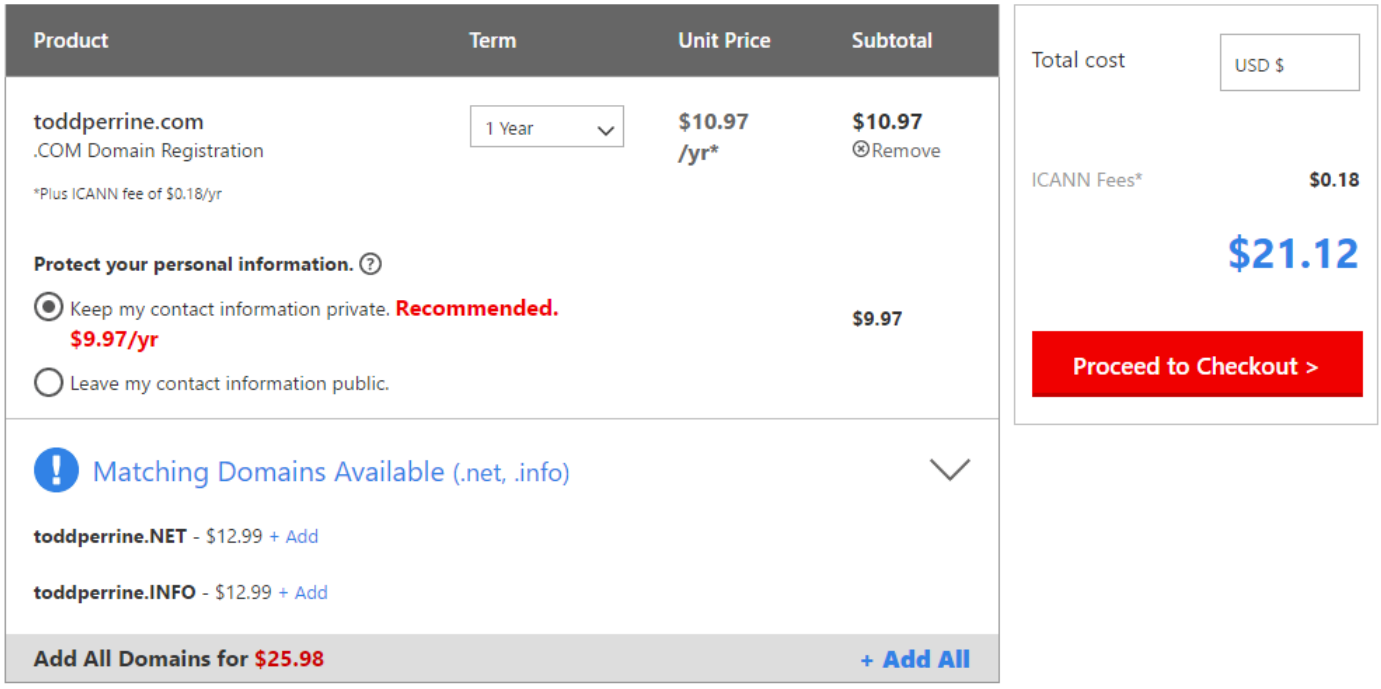

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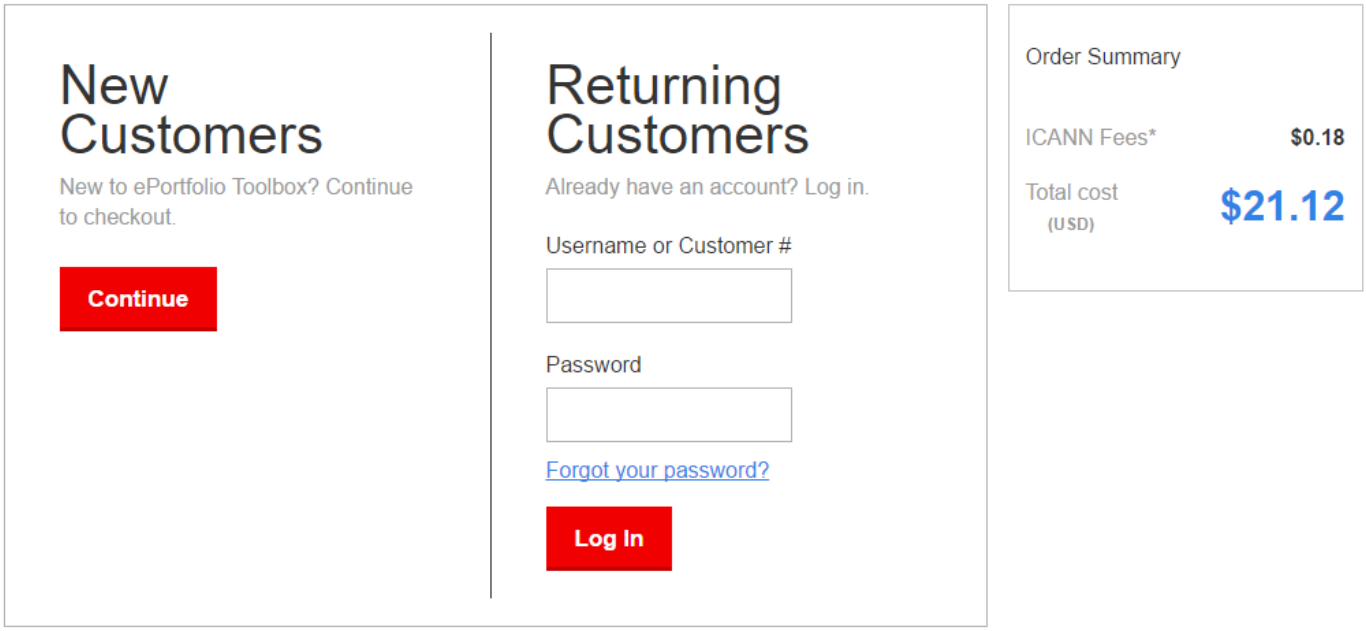

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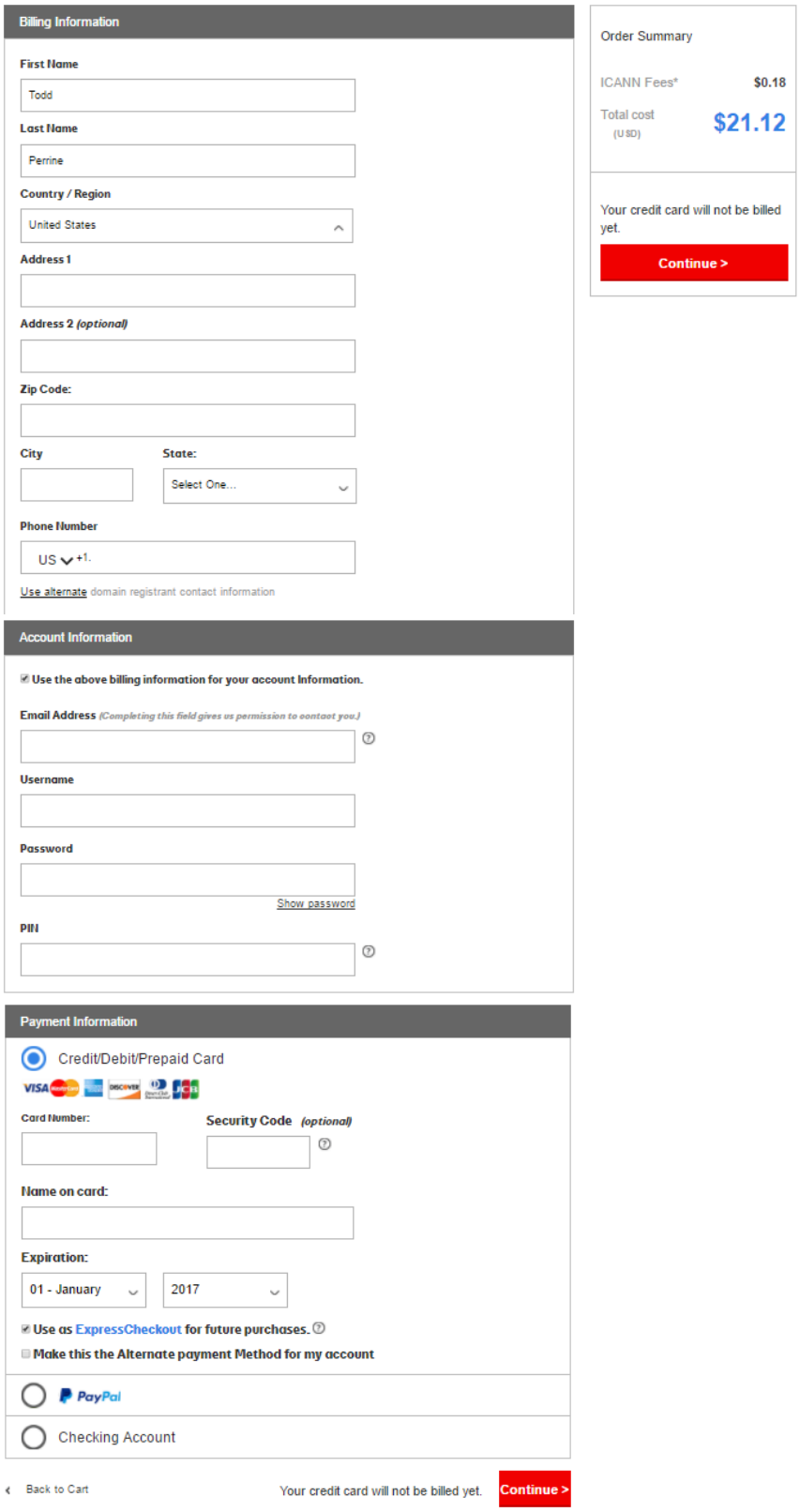

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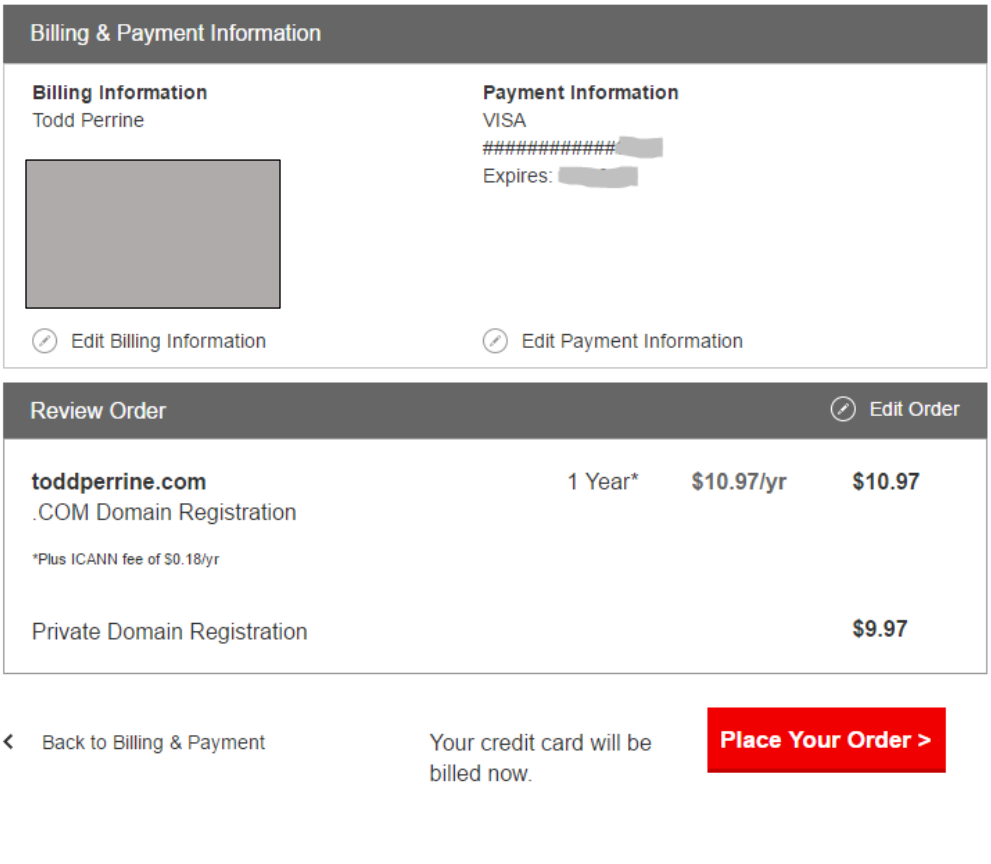

Billing & Payment Information

Billing Information
Todd Perrine

[redacted]

Edit Billing Information

Payment Information
VISA
############[redacted]
Expires: [redacted]

Edit Payment Information

Review Order — Edit Order

toddperrine.com .COM Domain Registration	1 Year*	$10.97/yr	$10.97
*Plus ICANN fee of $0.18/yr			
Private Domain Registration			$9.97

Back to Billing & Payment

Your credit card will be billed now.

Place Your Order >

Order Summary

ICANN Fees*	$0.18
Total cost (USD)	$21.12

By clicking "Place Your Order", you agree to the **Terms and Conditions** applicable to your purchase and our **Privacy Policy**.
Universal Terms of Service Agreement
Privacy Policy
Domain Name Registration Agreement
Domain Name Proxy Agreement

Place Your Order >

Your purchase includes enrollment in our automatic renewal service. This keeps your products up and running by automatically charging the then-current renewal fees to your payment method on file just before they're set to expire, with no further action on your part. You may cancel this service at any time by turning off the auto-renewal feature.

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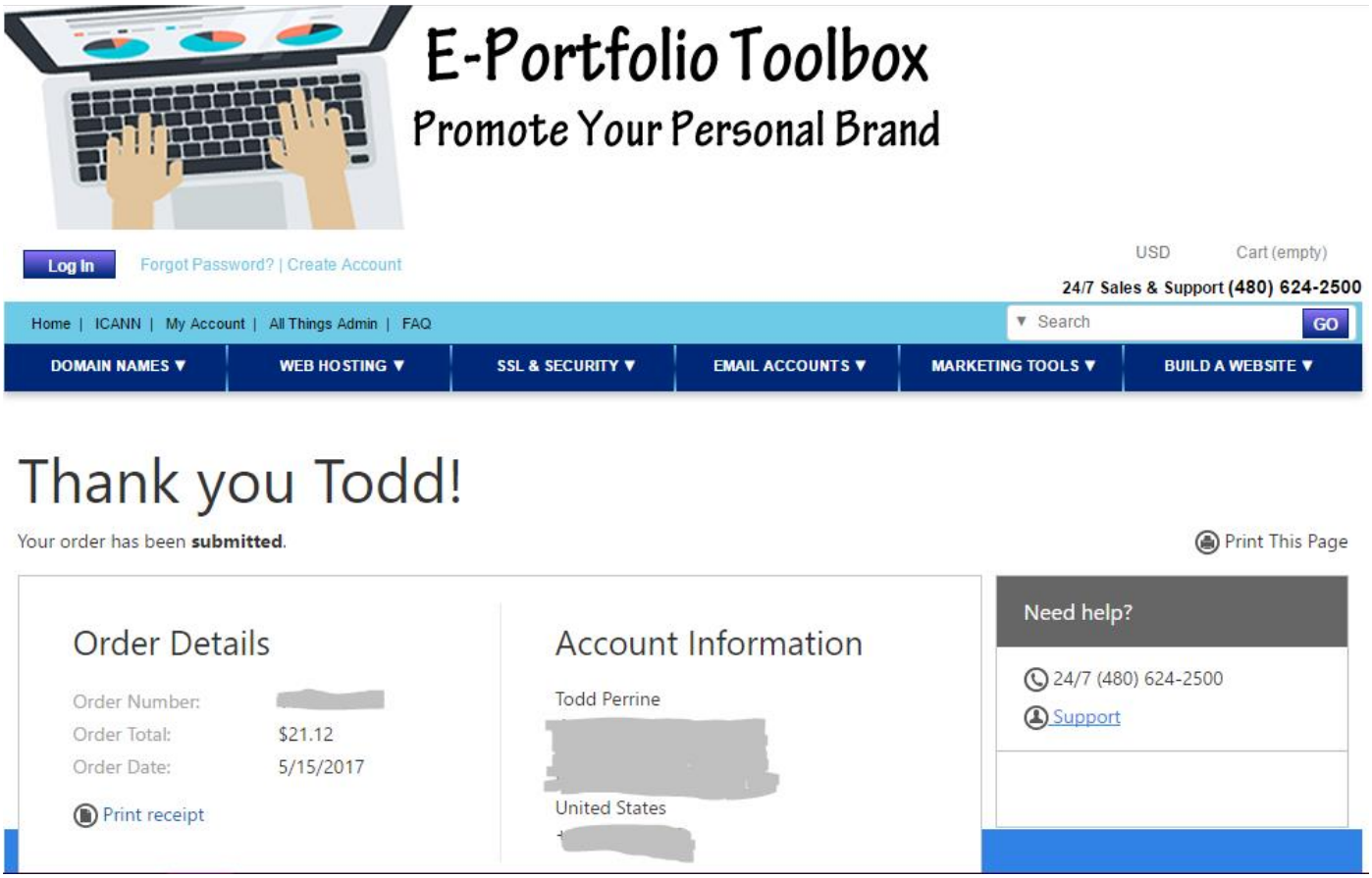

You'll receive 2 emails after you complete the order:

- Order confirmation email
- Email confirmation email

Congratulations! You now own your very own domain name!

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Forwarding and/or Masking Your Domain Name to Your WordPress.com Site

Fowarding vs. Masking

Forwarding: It's pointing one URL to a second URL. The second URL remains visible in the browser to the visitor.

> E.g. I type in www.ToddPerrine.com and it takes me to www.ToddPerrine.wordpress.com. But the URL in the browser bar shows www.ToddPerrine.wordpress.com

Masking: It is used with forwarding to point one URL to a second URL and hide the second URL from the visitor in the browser window. The first URL remains visible no matter which page of the site the visitor clicks into. The website viewer doesn't know he or she was taken to a different website URL.

> E.g. I type in www.ToddPerrine.com and it takes me to www.ToddPerrine.wordpress.com. But the URL in the browser bar shows www.ToddPerrine.com (it masks – or hides – the wordpress.com URL).

Why would you forward and/or mask a domain name?

Forwarding and/or masking helps hide longer, more complicated URLs such as the one you created for your free WordPress.com website. It's easier for people to remember a simple domain name vs. a longer one with a lot of periods and forward slashes. For people who already have a website with multiple pages, it's another easy way to direct people to a specific page or location without a lot of added website development hassle.

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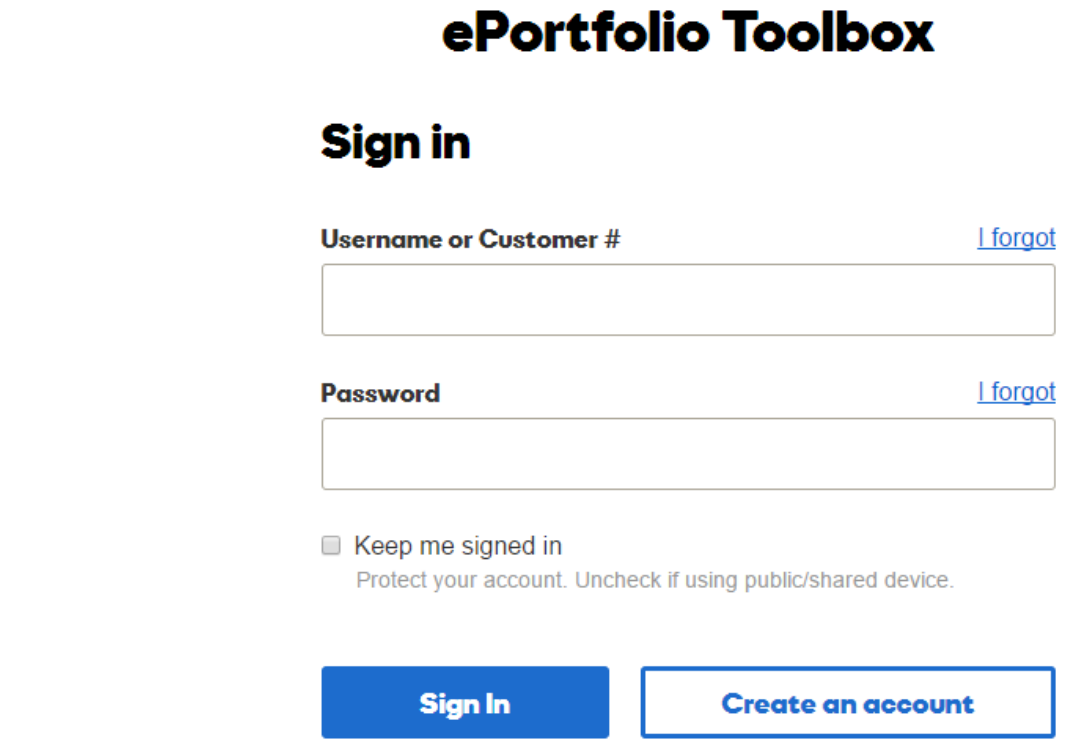
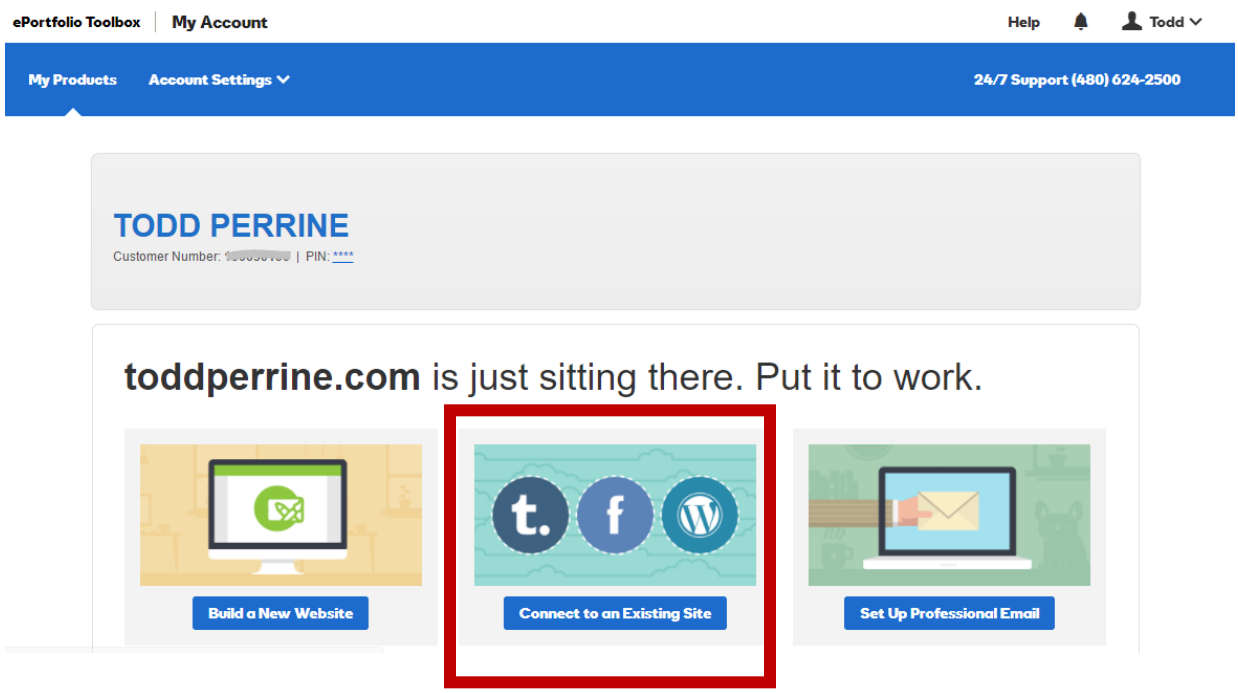
Login to eportfoliotoolbox.com





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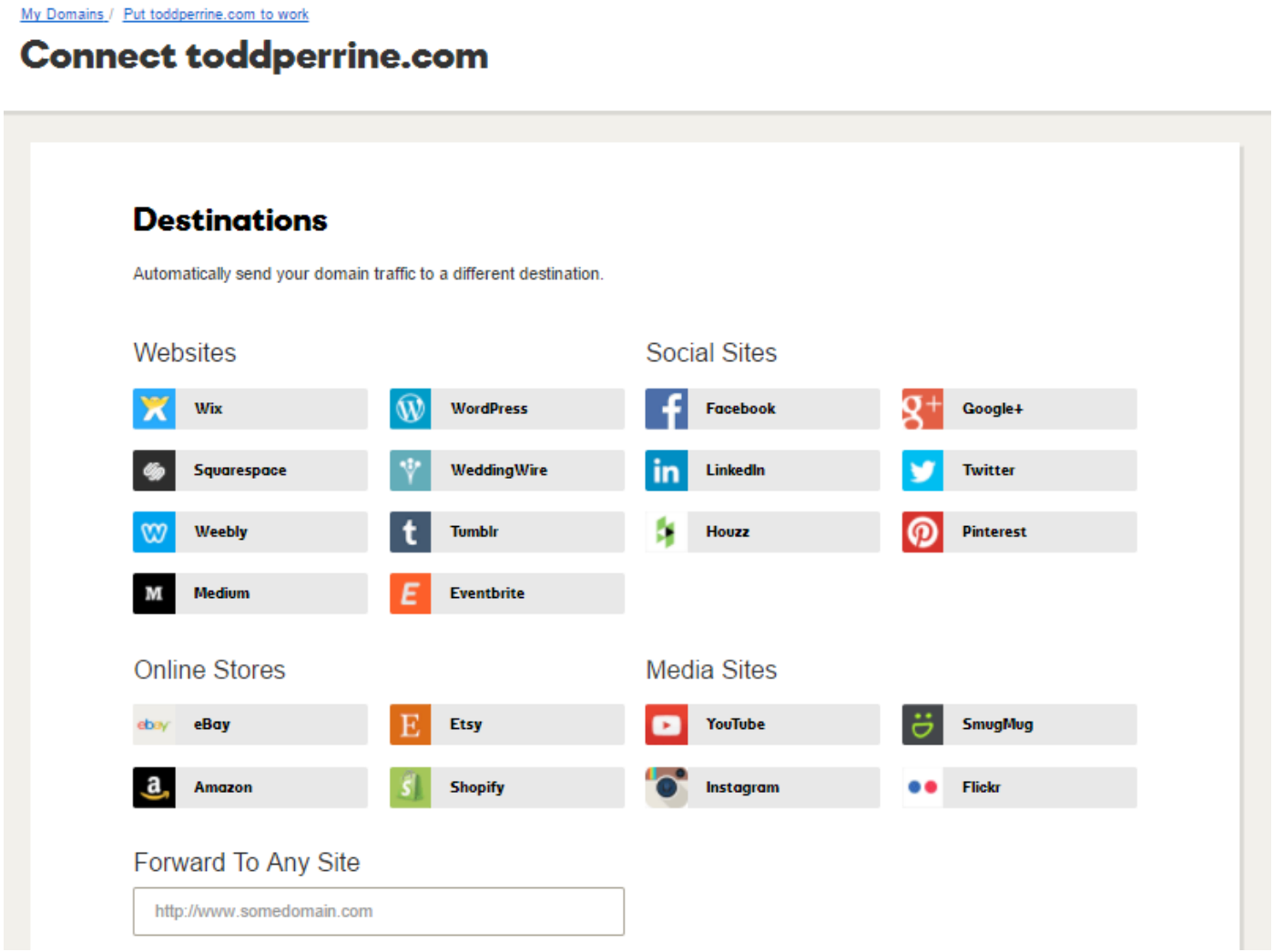

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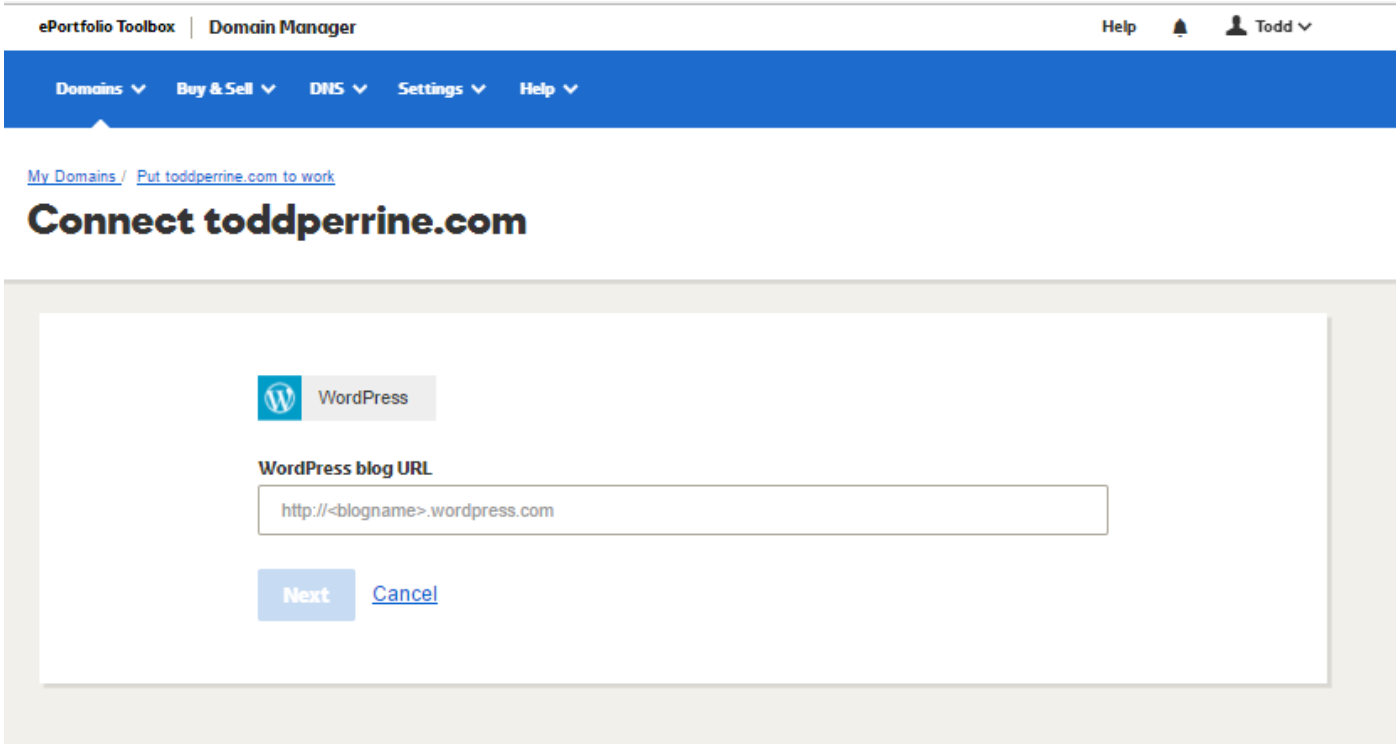

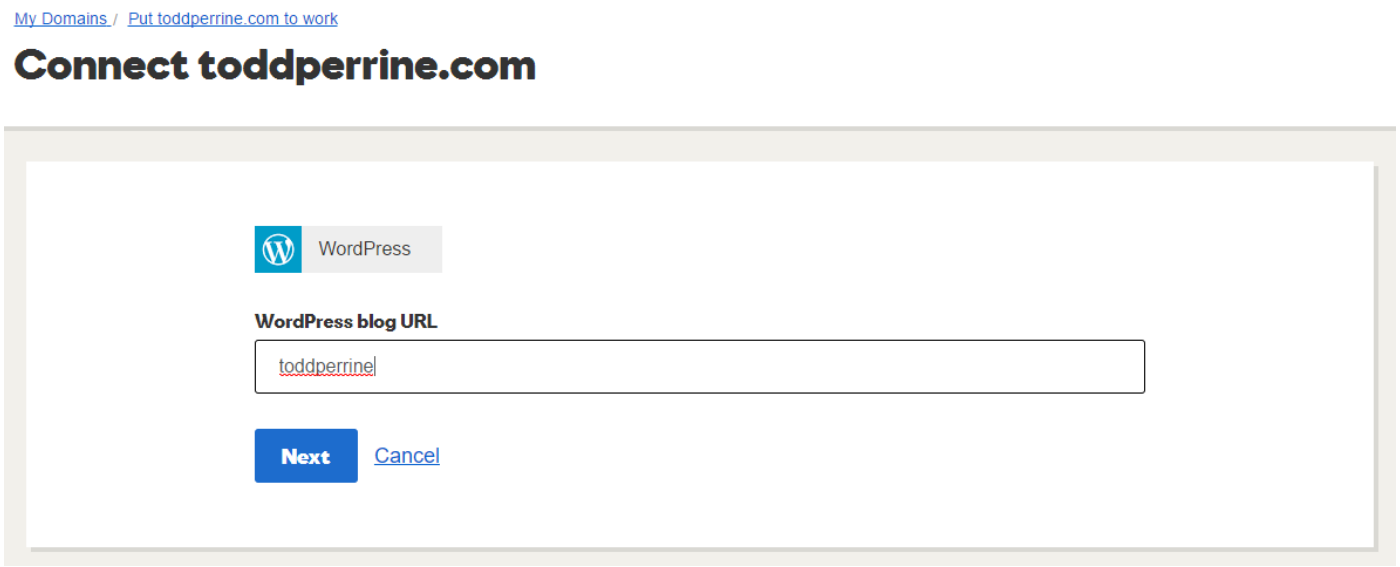

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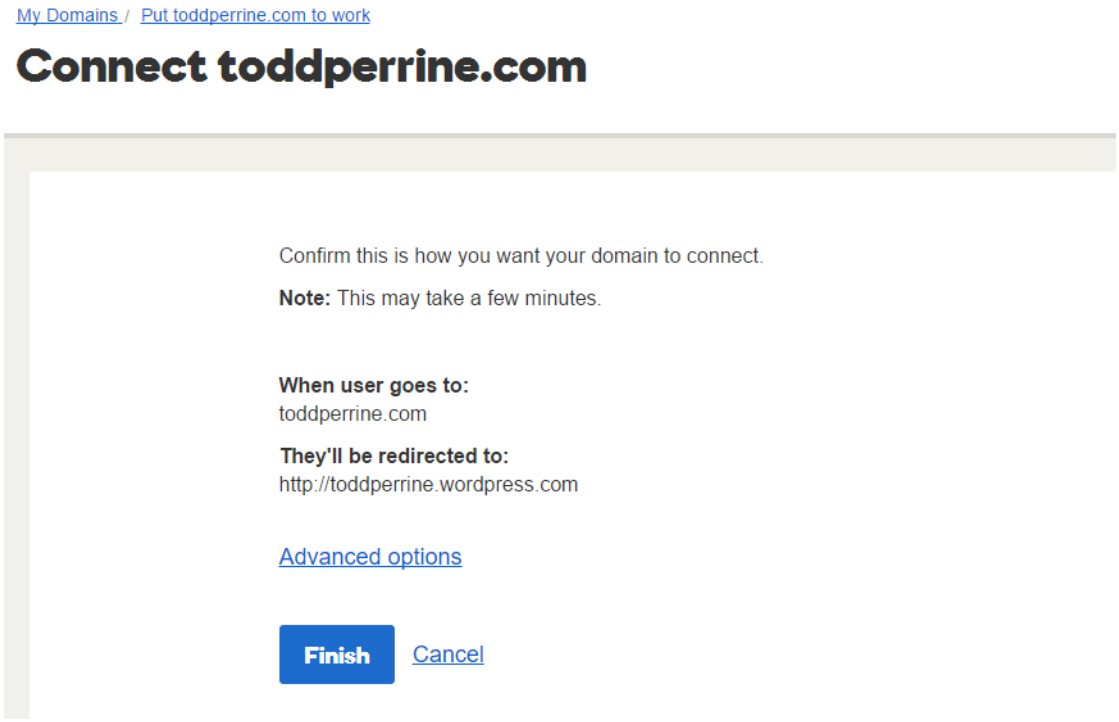

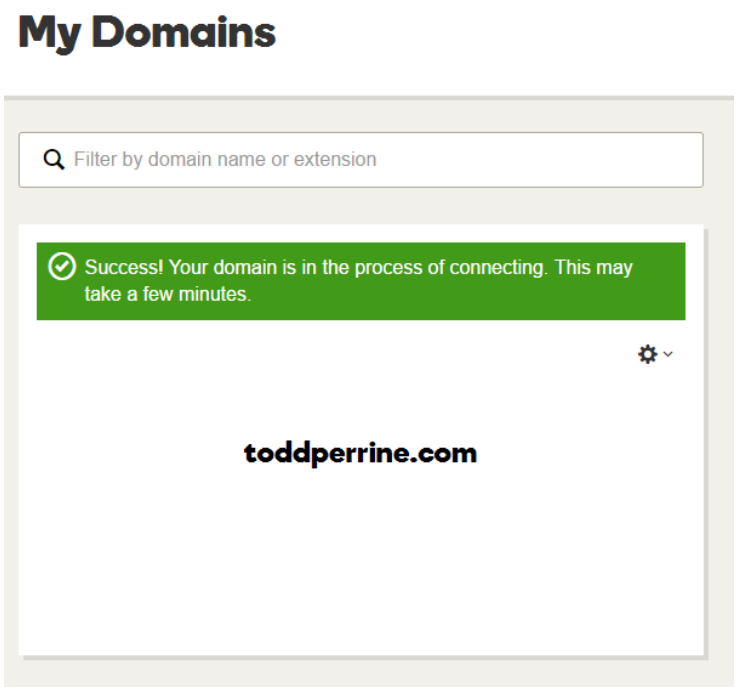

Idea: If you have a great profile created on LinkedIn.com, you could have your new domain forward to your LinkedIn public URL until you have your WordPress.com website ready to launch.

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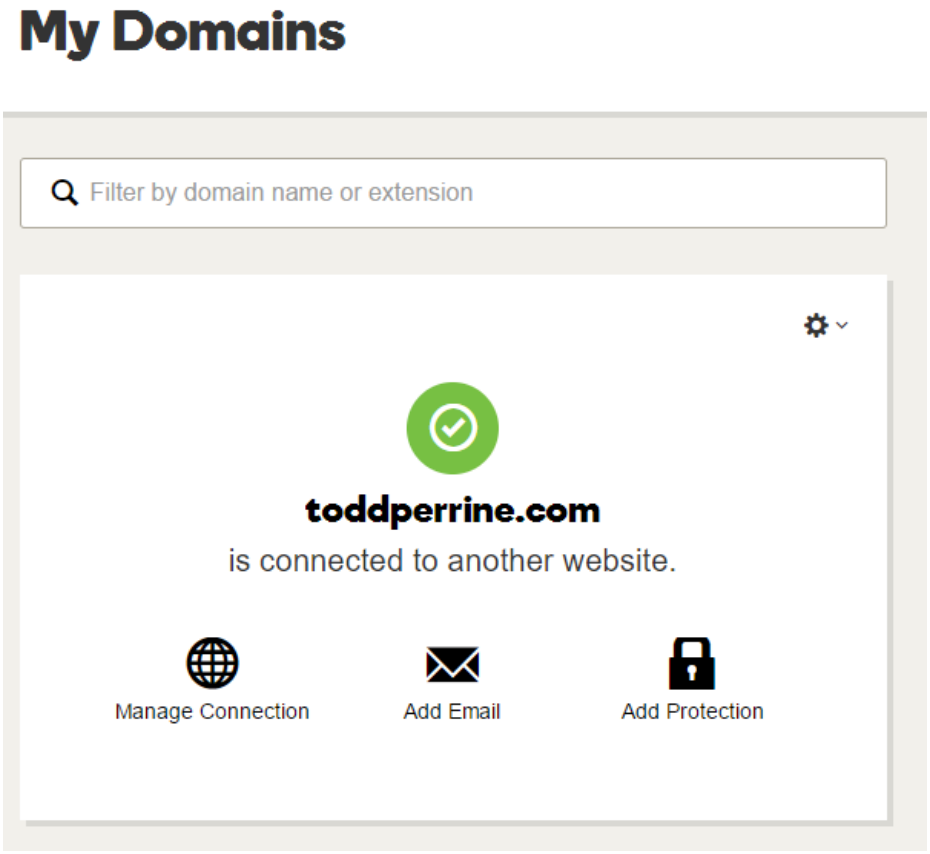

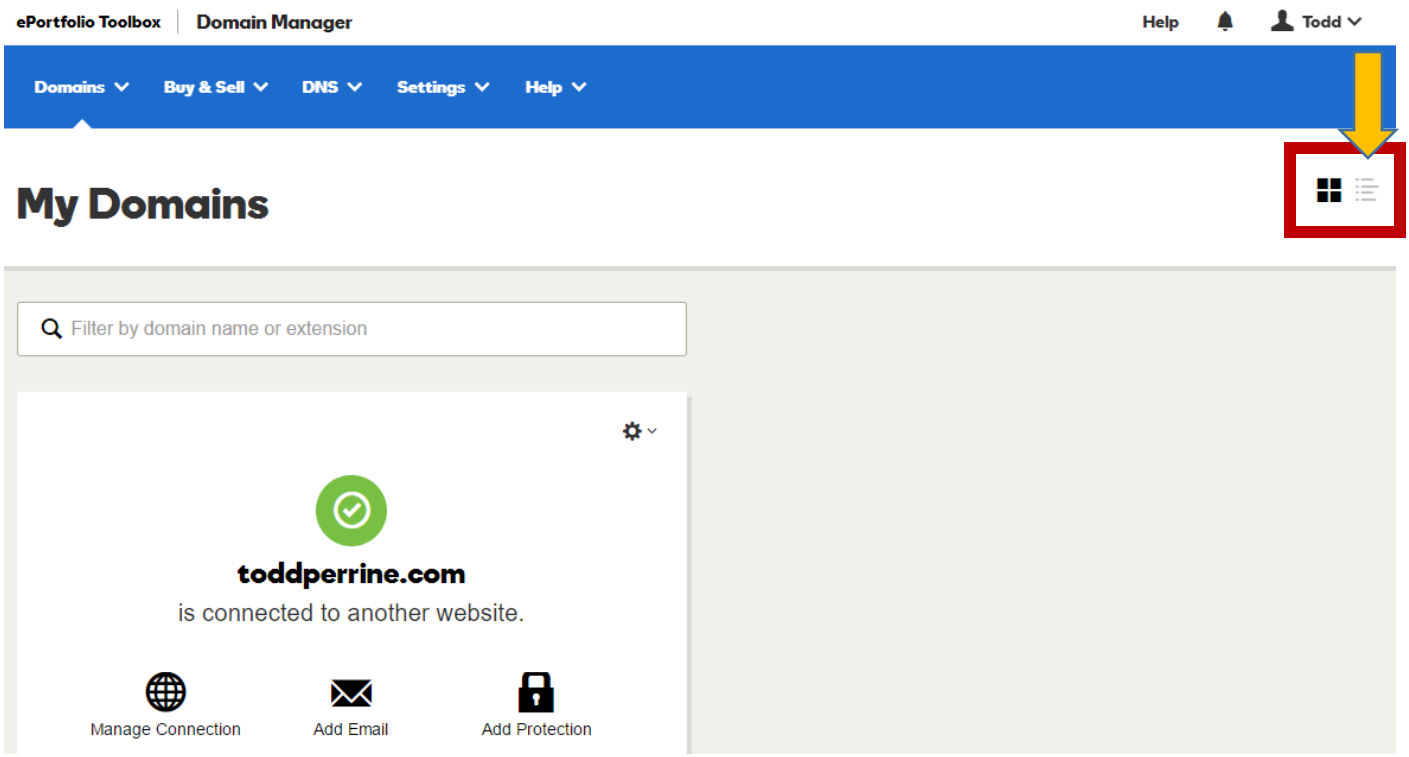

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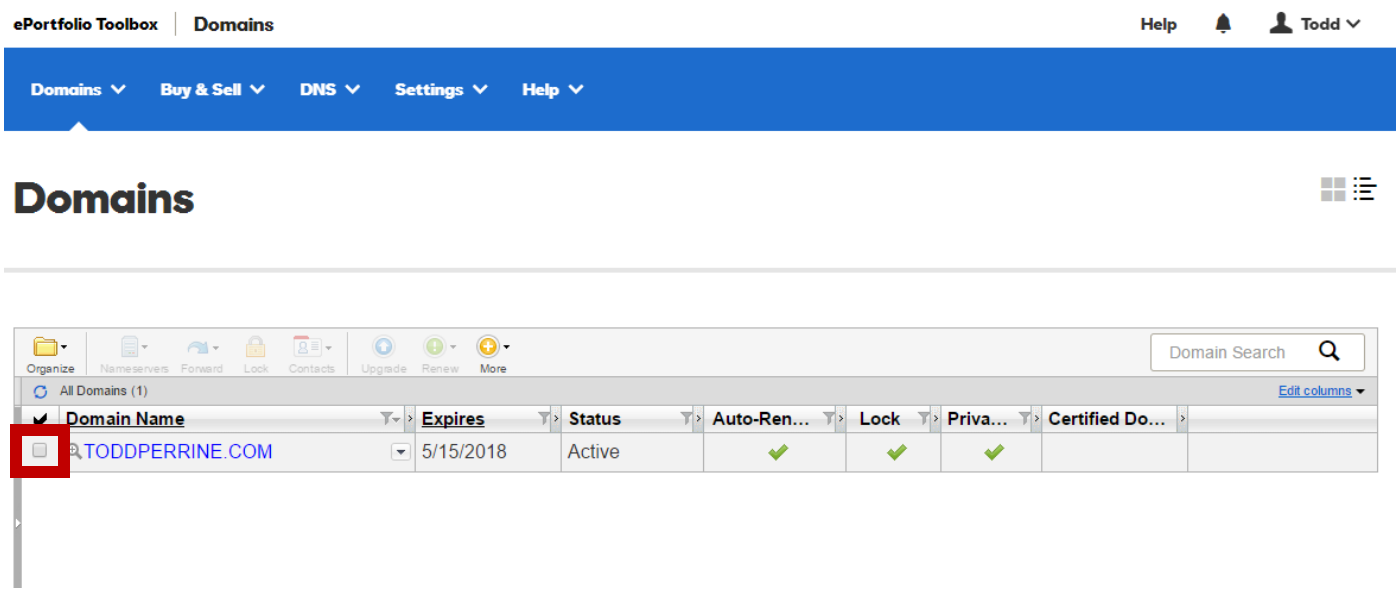

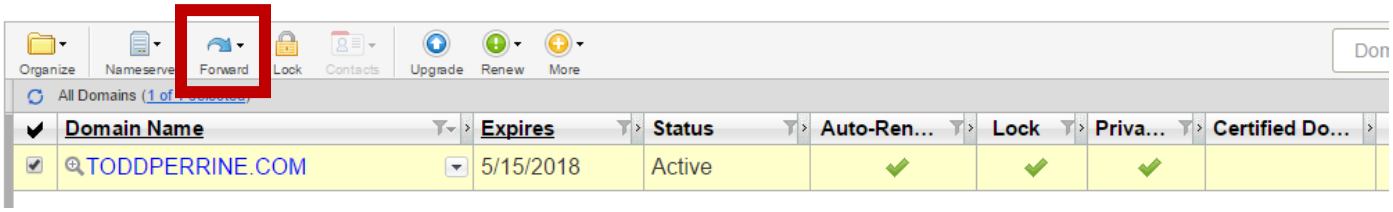

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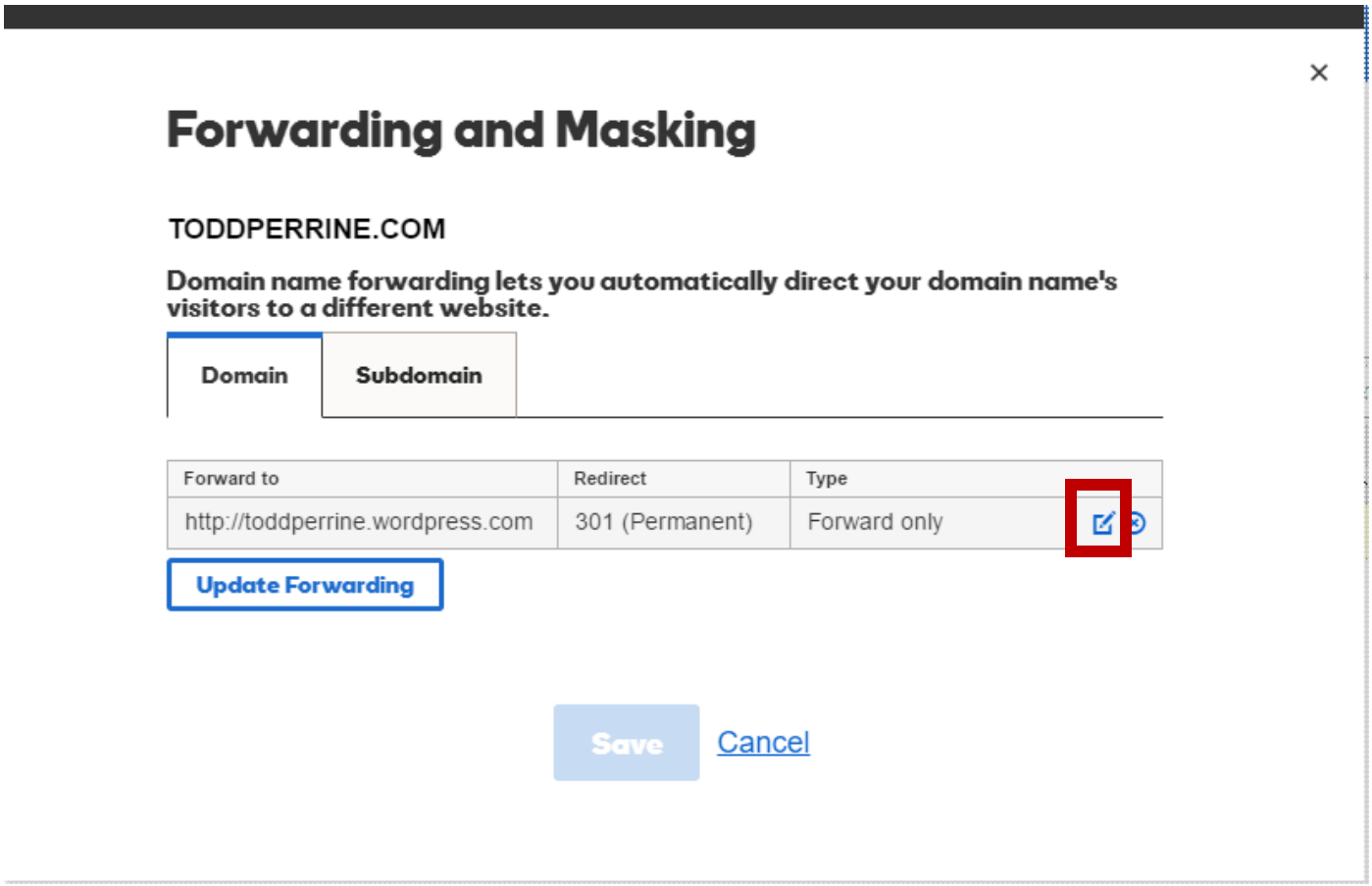

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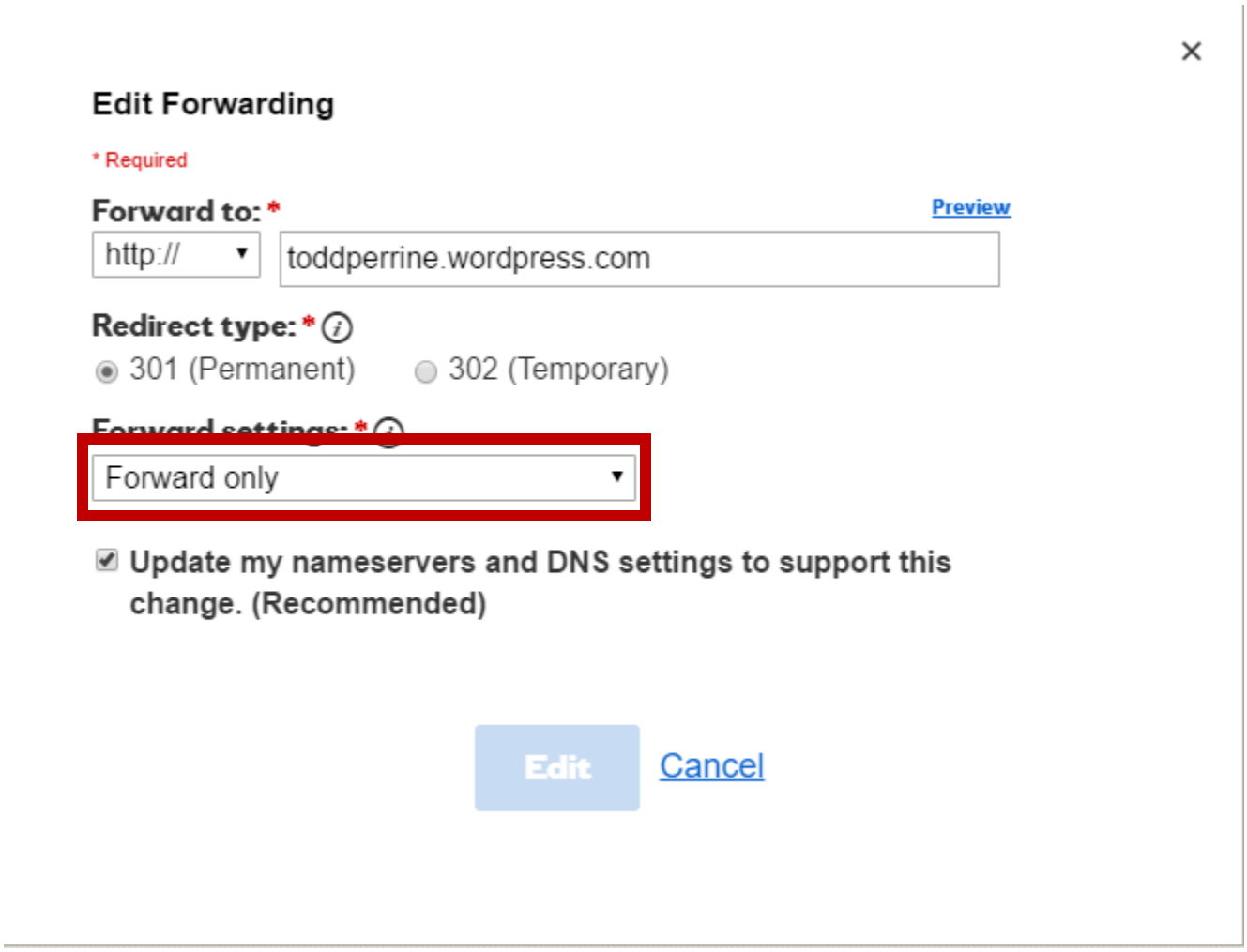

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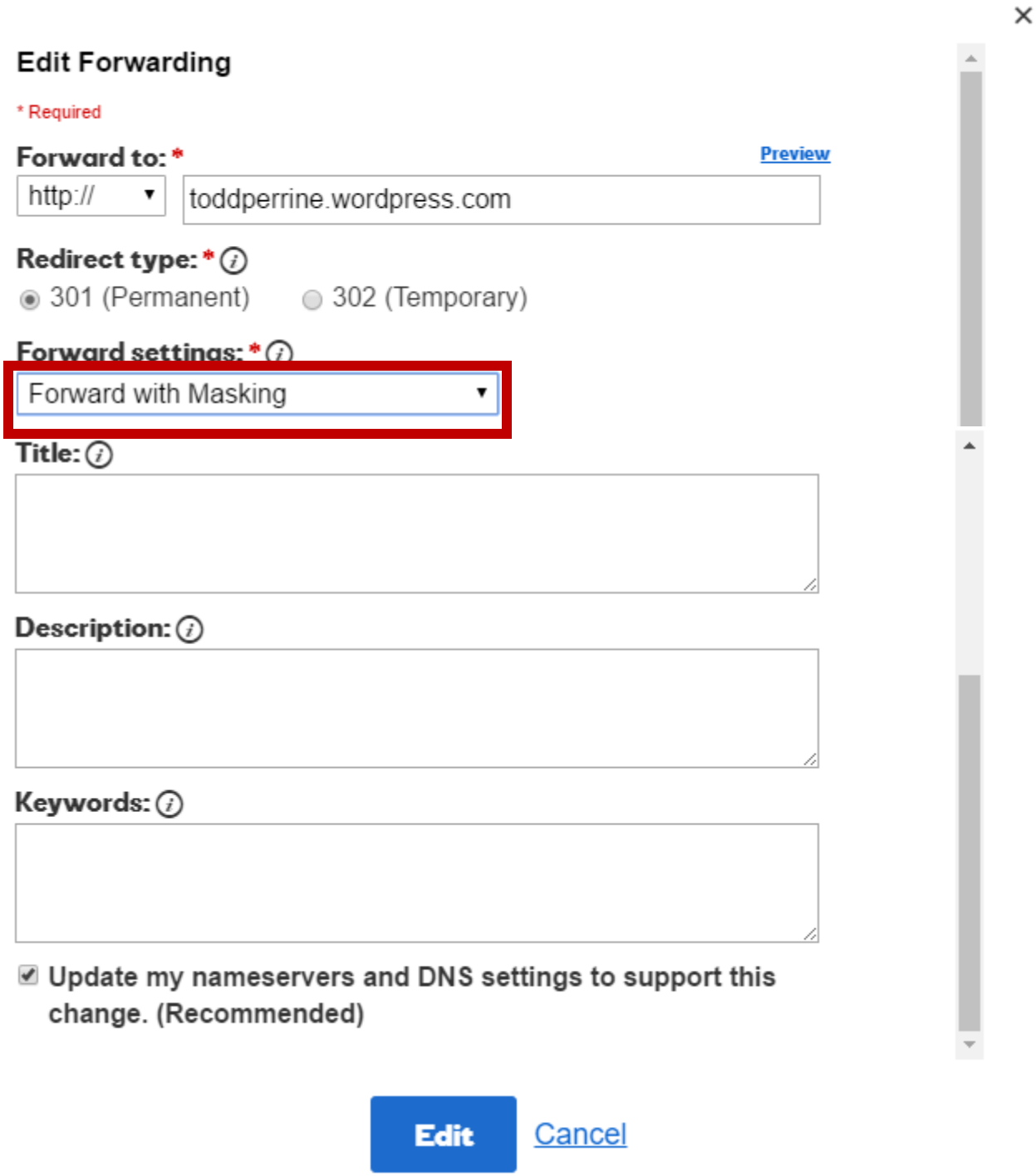

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Title: ⓘ

Todd M. Perrine - Professional Digital Portfolio

Description: ⓘ

Welcome to the online version of the Todd M. Perrine professional portfolio.

Keywords: ⓘ

Todd Perrine, Todd M Perrine, paralegal, business analyst, strategic thinker, analytical thinker

☑ **Update my nameservers and DNS settings to support this change. (Recommended)**

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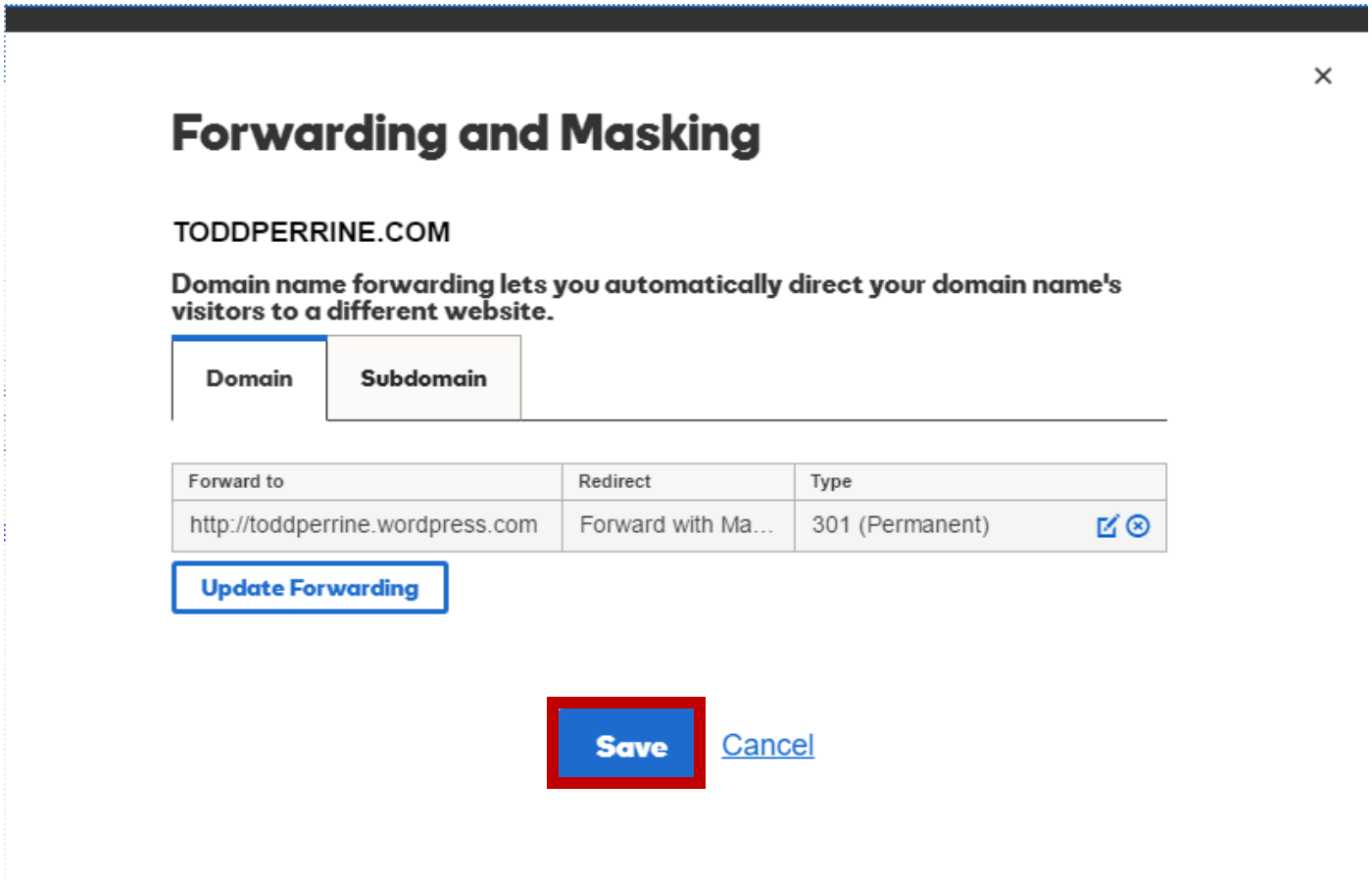

Don't panic! This may take a couple of hours to take effect.

Congratulations! You've successfully forwarded and masked your new domain name to your new WordPress.com website!

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e-Portfolio Setup Logins and Passwords

Domain Name Registration / Website Hosting Company

NAME OF HOSTING COMPANY: _____
(For example: GoDaddy or ePortfolioToolbox)

WEBSITE URL OF HOSTING COMPANY: _____
(For example: www.ePortfolioToolbox.com)

LOGIN: _____

PASSWORD: _____

E-MAIL ADDRESS USED TO REGISTER: _____

PASSWORD HINT: _____

CALL IN PIN (if applicable): _____

Wordpress.com Account

LOGIN: _____

PASSWORD: _____

E-MAIL ADDRESS USED TO REGISTER: _____

Your e-Portfolio Wordpress.com Dashboard

Website URL Login Screen: _____
(For example: www.julieperrine.wordpress.com/wp-admin)

LOGIN: _____

PASSWORD: _____

Gmail / Google Account

LOGIN: _____

PASSWORD: _____

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Class 2
Plan of Action

- **Create a FREE WordPress.com website.**
- **Begin creating pages** on your online portfolio at WordPress.com.
- **Reserve a domain name** for your electronic portfolio website.
- **Forward and mast your domain name** to your WordPresss.com site URL.
- **Pick your Top 5 Items from your brainstorming list that you can include immediately!**

1. _____

2. _____

3. _____

4. _____

5. _____

- **Start assembling those 5 items one by one!**

Item	Date Completed
1	
2	
3	
4	
5	

In class 3, we'll spend more time on creating pages for your website, customizing the look and feel of your pages, adding images, uploading files, and more.

Connect with Julie Perrine online:

- **Visit the All Things Admin Blog** at www.AllThingsAdmin.com
- **Like All Things Admin!** www.facebook.com/AllThingsAdmin
- **Follow me!** www.twitter.com/julieperrine
- **Connect with me!** http://www.linkedin.com/in/julieperrine

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