

## BusinessYield Professional Website Portfolio Checklist

Create a website that contains examples of your prior work such as videos, recordings and books. Your website can be used to attract work as a musician, to add to your resume, or to showcase your music to family and friends. Your website will include one *new* work (an audio recording, video, or written work) -OR- you may host a website launch event with a live performance.

Research website builders and choose the platform you will use. We recommend using Google Sites, which is free, and easy to use.

1. **Create a Homepage:** this is the landing page that your audience will see when they first open your website. Grab the attention of your visitors with a photograph of yourself or original artwork.

Create a Biography Page: tell your audience your story. What makes your music unique? What do you hope to achieve with your music? How does your music make the world a better place? Include information about your education, artistic journey, and achievements.

Create Different Media Pages: showcase your work with a separate page for each type of media you want to include. For example, you can create a page for your embedded videos, a page for your embedded albums/audio recordings, and a page for your embedded e-books.

Create a Contact Page: this is the page that your audience can use to get in touch with you. Tell your audience what they may contact you about. Can they get in touch to commission a composition? Book you for an event? This page should allow for safe and secure contact via a contact form, a dedicated email address (NOT your personal email address), or social media. Do NOT share your personal phone number or home address.

Create Additional Pages as you like: what else would you like to add to your website? A blog? An events page that lists your upcoming performances? A shop?

Create your *new* work and add it to your website: this is the featured content that will take your website over the top! What element is your website missing? A music video, or visual album? A new single? A signature composition?

— OR —

If you think your website has enough content, you can choose to host a website launch event with live performances. This event should celebrate your portfolio and showcase your artistic journey so far.

Publish your website! Ask your teacher to fill out the announcement form to share your website with Orpheus.

### ★ PROFESSIONAL GUIDELINES

- Create a custom domain name to make your website more professional.
- Design a logo and add it to your website!
- Use your logo as a custom Favicon (the icon that appears on the website's browser tab):
- Add lots of visuals! Your audience is more likely to explore your website when there's lots of great images to look at.
- Get creative with your design! Experiment with different colors and fonts. Just make sure your audience can easily read the text on your site.
- Keep it consistent! Once you've decided on a website theme, use the same fonts and colors on each page.