

THE SCIENCE OF PERSONAL WEBSITES FOR CAREER ADVANCEMENT



TODAY'S COMPETITIVE REALITIES



**THE OFFICIAL UNEMPLOYMENT
RATE IN THE UNITED STATES**



**THE “REAL” UNEMPLOYMENT
RATE IN THE UNITED STATES**



OF EMPLOYED WORKERS ARE SEARCHING FOR THEIR NEXT JOB



300

**THE AVERAGE NUMBER OF CV'S
RECEIVED FOR EVERY OPENING**



8 MO

**THE LENGTH OF THE TYPICAL
JOB SEARCH**



40%

OF EMPLOYMENT WILL BE CONTRACT WORK BY 2020

WHAT DOES THIS MEAN?

WE MUST GET BETTER AT MARKETING OURSELVES

SOCIAL MEDIA
IS NOT ENOUGH TO MARKET YOURSELF

NOT AVAILABLE EVERYWHERE



26%

**OF U.S. COMPANIES BLOCK
SOCIAL MEDIA SITES**



59%

**OF COMPANIES WORLDWIDE
BLOCK SOCIAL MEDIA SITES**

WHAT PEOPLE REMEMBER



10%

OF WHAT THEY HEAR



20%

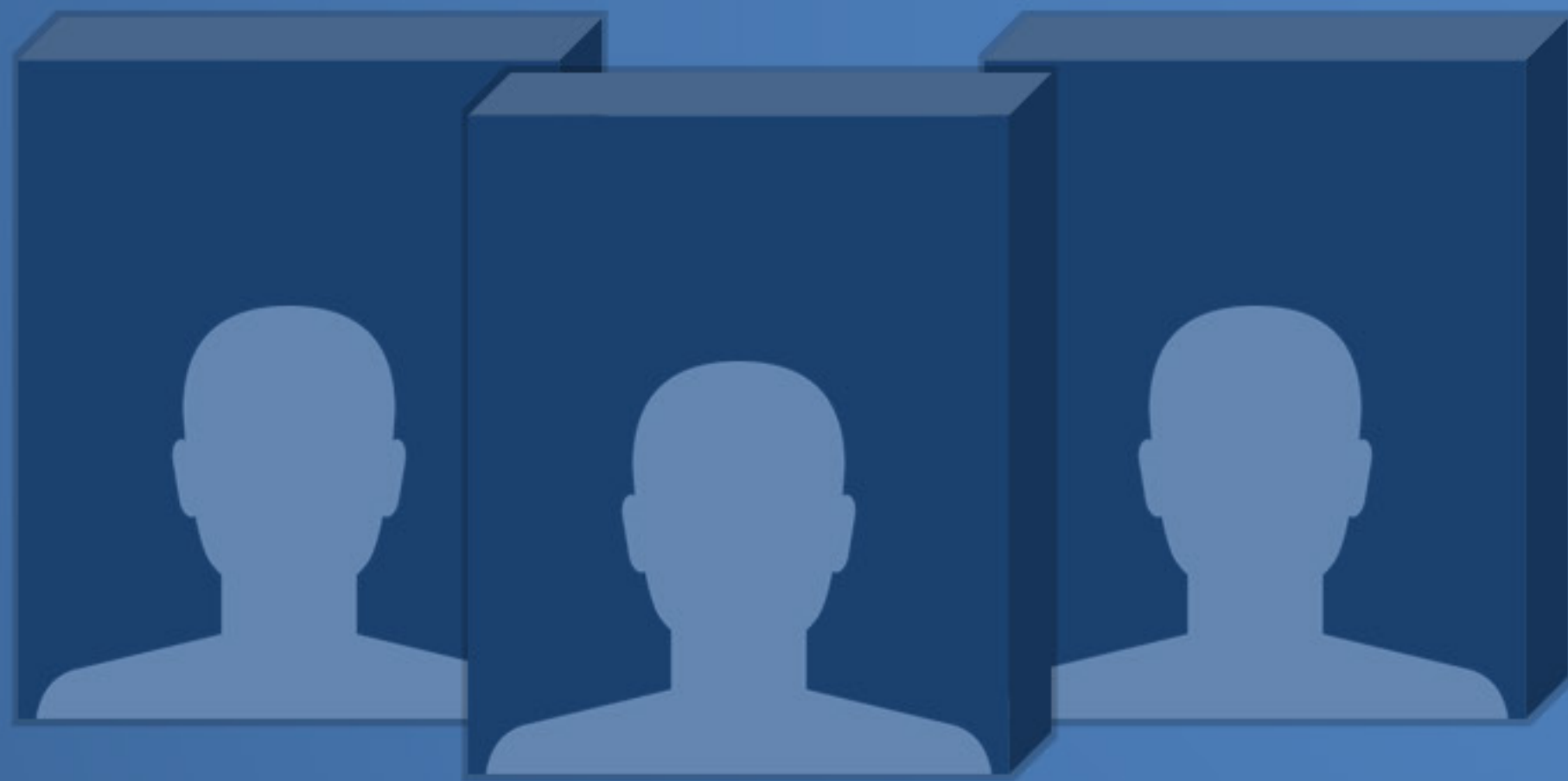
OF WHAT THEY READ



80%

OF WHAT THEY SEE

EVERYONE'S PACKAGING IS THE SAME



THE IMPORTANCE OF PACKAGING

PROVIDES DIFFERENTIATION
COMMUNICATES VALUE
REINFORCES BRANDING

IT'S NOT JUST ABOUT YOU

PERCENTAGE OF PROFILE PAGE REAL ESTATE DEDICATED TO THE USER, ADS AND OTHER PROFILES COMPETE FOR ATTENTION



LINKEDIN



FACEBOOK



PERSONAL WEBSITE

WHY EVERYONE SHOULD HAVE A PERSONAL WEBSITE



**RESUMES GO INTO PILES. PROFILES GET SCANNED.
WEBSITES GET OUR ATTENTION.**

— VICE PRESIDENT OF HUMAN RESOURCES, FORTUNE 500 COMPANY

GIVES YOUR MESSAGE MORE ATTENTION

AVERAGE VIEWING TIME

0:06

RESUME/CV

0:36

SOCIAL PROFILE

3:00

PERSONAL WEBSITE

HELPS WITH “CYBER-VETTING”



OF EMPLOYERS CONDUCT ONLINE RESEARCH OF CANDIDATES

IMPRESSES SCHOOLS, EMPLOYERS, CLIENTS

56%

**OF PROFESSIONALS RANK PERSONAL WEBSITES AS MOST
IMPRESSIVE TOOL ANYONE CAN HAVE**

HOW TO OPTIMIZE YOUR PERSONAL WEBSITE

WHAT IS A WEBSITE?

MAKE SURE THE WEBSITE TOOL OR SERVICE YOU CHOOSE...

- ☐ **ALLOWS A CUSTOM DOMAIN FOR YOUR SITE**
- ☐ **NOT JUST A LANDING PAGE OR ONLINE RESUME**
- ☐ **SUPPORTS VARIOUS FILE TYPES, MEDIA FORMATS**
- ☐ **PERMITS CUSTOMIZATION OF APPEARANCE, LAYOUT**
- ☐ **HAS A BLOG**

STYLING YOUR WEBSITE

YOUR WEBSITE'S APPEARANCE PROVIDES CUES TO YOUR PERSONALITY AND BRAND

BLUE LOYAL, CONFIDENT

GREEN SAFE, NATURAL

RED AGGRESSIVE, FEARLESS

YELLOW SMART, CAUTIOUS

PURPLE REGAL, INSPIRATIONAL

SANS RELIABLE, INTELLIGENT

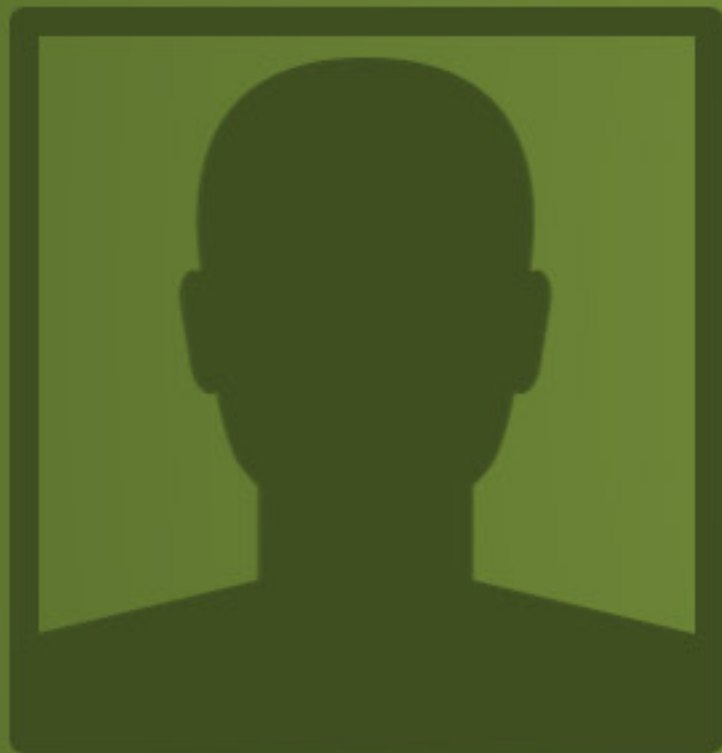
SERIF CONSERVATIVE, FORMAL

SLAB SAFE, PERMANENT

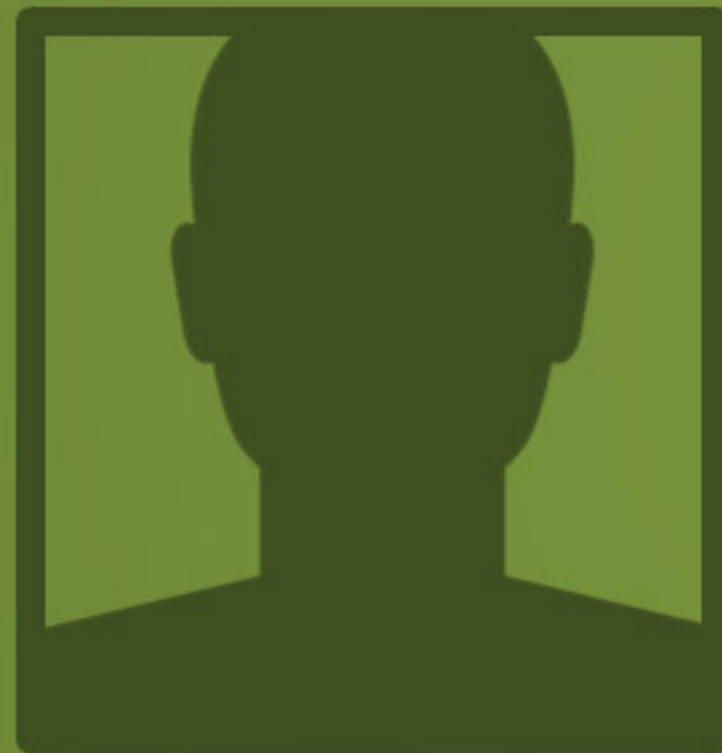
SCRIPT CARING, EMOTIONAL

WRITTEN INFORMAL, ACADEMIC

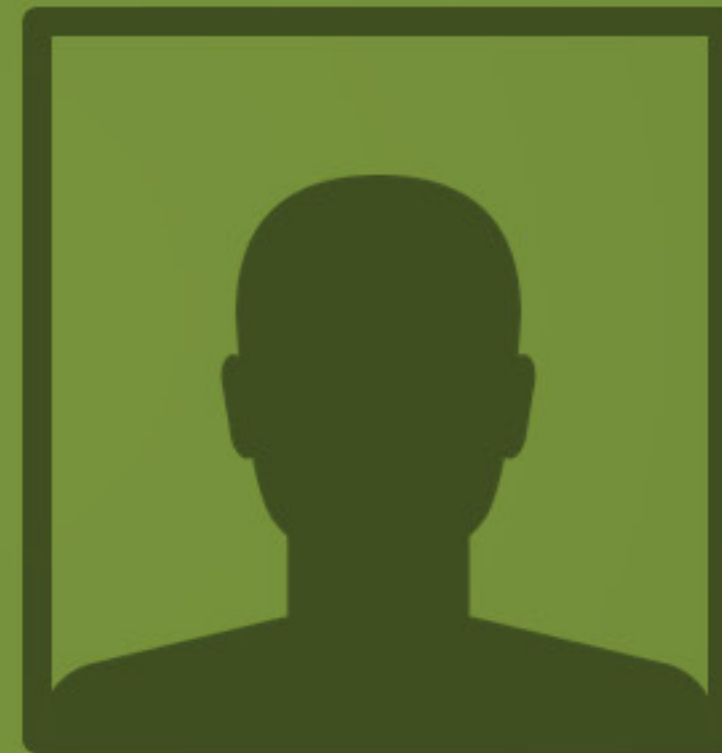
PHOTO



OR



NOT



OR



PROFESSIONALLY-TAKEN, RETOUCHEE, FRONT-FACING, HEADSHOT
NO PHONE CAMERAS, NO SELFIES

HEADLINE

TITLE | WHAT YOU WANT TO BE KNOWN FOR | KEY SKILLS

- ☐ **START WITH YOUR LINKEDIN HEADLINE**
- ☐ **HEADLINES ON WEBSITES FACTOR IN SEARCH RANKINGS**

SUMMARY

[NAME] IS THE [POSITION] AT [COMPANY].
HE/SHE [WORK YOU DO]. [NAME] GRADUATED
WITH A [DEGREE] FROM [SCHOOL]. IN [YEAR]
[NAME] [NOTABLE ACHIEVEMENT]. [NAME]
LIKES TO [HOBBIES AND INTERESTS]. [NAME]
LIVES IN [CITY].

- ☐ **WRITTEN IN THE THIRD PERSON**
- ☐ **2000 CHARACTERS OR FEWER**

RESULTS AND ACHIEVEMENTS



YOUR RESULTS & ACHIEVEMENTS SHOULD

STAND OUT

- ☐ **LIST YOUR MAJOR ACHIEVEMENTS**
- ☐ **NUMBERS ARE POWERFUL AND REINFORCE CREDIBILITY**

WORK SAMPLES



**PRESENTATIONS,
PHOTOS, VIDEOS**



**PAPERS, RESEARCH,
ARTICLES**



**IDEAS, SKETCHES,
CREATIVE WORK**

FREQUENTLY ASKED QUESTIONS

WHY DID YOU CHOOSE YOUR PROFESSION? WHO HAS INFLUENCED YOUR CAREER? HOW DO YOU WORK? WHAT'S NEXT FOR YOU?

- ☐ **INTERVIEW YOURSELF (UNDERUTILIZED AND EFFECTIVE)**
- ☐ **RESPOND IN THE FIRST PERSON**
- ☐ **ASK “WHY” AND “HOW” QUESTIONS**
- ☐ **GREAT PLACE TO TELL SUCCESS STORIES**

CALL TO ACTION AND CONTACT INFO

JUST LIKE A BUSINESS WEBSITE A PERSONAL WEBSITE SHOULD HAVE AT LEAST ONE “CALL-TO-ACTION”

- ❑ **STATE WHAT YOU ARE LOOKING FOR AND ENCOURAGE CONTACT**
- ❑ **USE A CONTACT FORM TO PROTECT EMAIL PRIVACY**
- ❑ **LINK TO SOCIAL PROFILES**

BEST WAYS TO PROMOTE YOUR SITE

EMAIL SIGNATURE



40

**AVG. NUMBER OF BUSINESS
EMAILS SENT PER DAY**

OTHERS

- ☐ **SEO & SEM**
- ☐ **SOCIAL MEDIA PROFILES**
- ☐ **RESUME/CV**
- ☐ **BUSINESS CARDS**

SOURCE: RADICATI GROUP STUDY

FOR MORE INFORMATION VISIT

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WORKFOLIO.COM

