

Portfolio Website Analysis

By

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When I set out to choose a portfolio-building website, a quick Google search turned up dozens of options: far more than I anticipated for such a niche market.

While the list of sites was initially intimidating, I was able to quickly sort through the choices provided. Following an afternoon of research, one website stood out from the others based on my desired characteristics and aesthetic preferences.



One of many articles listing selections of potentially relevant websites

Making the Choice

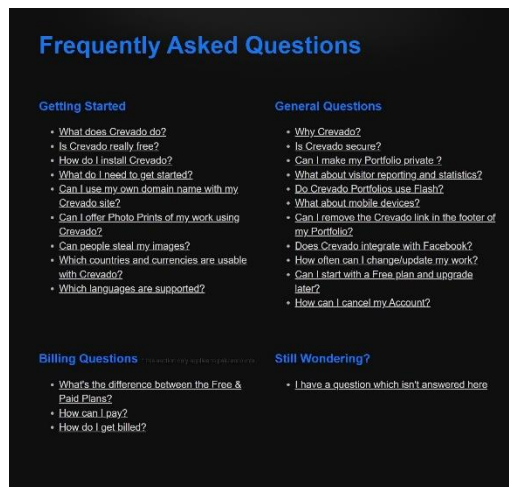
Several of the options I looked at were sites offered by larger, well-known companies (e.g. Weebly, Adobe, Google) but a quick tour through the portfolio options on these websites left me underwhelmed. Several of these sites required payment to use, even for the most basic portfolio-hosting services, a requirement I preferred to avoid if possible. Additionally, several of these sites required the user to have experience with coding and/or HTML, which is not a skill I currently have. I was hoping to find an option I could begin using immediately.

Next, I looked over sites I was not as familiar with, and immediately found content more to my liking. The three sites I examined at this stage were JournoPortfolio.com, Clippings.me, and Crevado.com. These all provided dedicated portfolio-building platforms that I felt I could use right away. I also liked the overall layout and design of these sites more than those I had viewed previously. Having narrowed down my choices, I did a deeper dive into these three sites and came up with a short list of characteristics to take into consideration when making my choice.

Criteria

Characteristic	Desired quality
Cost	Free
# of items allowed	At least 10 (for free account)
Ease of use	No coding required, no HTML required
Reviews	Positive reviews from current users
Examples	Large variety of engaging portfolio examples from writers
Aesthetics	Styles, colors, font choices matching my personal aesthetic values

The first site I examined at this stage was Crevado.com. I noticed immediately that I did not like the font choices and color choices on most of the pages I viewed.



FAQ page on Crevado.com

Although this may not be the best criteria to make my choice, there were other features on Crevado that didn't match up with my desired criteria: among other things, this site requires payment for some basic features, including addition of a contact form.

While I found Clippings.me to be much more aesthetically pleasing, Clippings also failed on the cost front. Additionally, I didn't find the example portfolios as immediately engaging as those on some of the other platforms. Moreover, for both Clippings and Crevado, I was unable to find many positive reviews from actual users.

It became clear fairly quickly that Journoportfolio was the site that was the best match for my desired criteria. This website offered a robust free option and had a nice assortment of example portfolios that I found engaging and eye-catching. I was able to find a number of positive reviews from current users and, while harder to quantify, this site seemed more in line with my personal sense of aesthetics.

Site Description

Journoportfolio was originally launched as a portfolio website for journalists, but now offers online portfolio hosting for a wide variety of creators in written and visual media. The site offers easy portfolio creation with no need for coding knowledge, and it offers both paid and free options. Users are able to import a variety of types of media into their portfolio, including PDFs, images, web links, and blog posts created directly on the website. The site offers many options for customization of the user's portfolio (e.g. design, colors, fonts) including "themes" for ease of creation. It also offers useful security options.

Benefits

The benefits of using Journoportfolio fell nicely in line with the list of criteria I made for myself at the beginning of my selection process. The free option appeared fairly robust, giving the user the ability to post up to 10 items in their portfolio. I was able to find and read a number of positive reviews for the site.

Perhaps most importantly, I found the example portfolios I viewed on this site very pleasing in terms of aesthetics and ease of use. There was a good range in terms of complexity, from simple portfolios that offered little more than name, contact information, and an assortment of link blocks, to those whose owners had clearly spent a significant amount of time in creating complex, interactive portfolio pages. After viewing an assortment of example portfolios, I was already looking forward to creating my own.



Example portfolio on Journoportfolio.com

Drawbacks

The biggest drawback for me to consider in terms of using Journoportfolio was simply name recognition. This site was less well-known than some of the others I looked at, such as those from Google and Adobe, and a less established site would be less likely to turn up in search results.

Additionally, the name of the website (“Journoportfolio”) was somewhat unwieldy. This name also had the potential to be misconstrued, and could lead one to think the site was only for journalists, instead of a broader array of creative types. (The site owners also clearly had this concern, as they had a prominent disclaimer stating “Not just for writers!” displayed at the top of their homepage.)

Conclusion

In the end, I felt that the benefits far outweighed the drawbacks, and that, despite my initial apprehension at wading through the dozens of options available to me, Journoportfolio was the site that would best serve my needs.