Lamphills

Lamphills' Checklist to Building a Digital Marketing Portfolio

You need a portfolio to showcase your skills and experience in digital marketing. To ensure you craft the most compelling portfolio, we'll segment the things to check in 5 different parts as seen below:

Part A: Portfolio Structure and Design

The first part focuses on your Portfolio Structure and Design, you'll have to decide this before creating a portfolio.

- ☐ **Choose a Platform**: Choose a platform to host your portfolio (e.g., personal website, Behance, Dribble). Ensure the platform supports multimedia content and is easy to update.
- ☐ **Decide the Professional Layout**: Select a clean, professional template that is easy to navigate. You can use consistent fonts, colors, and design elements.
- ☐ **Responsive Design:** Ensure your portfolio is mobile-friendly and looks good on all devices.

Part B: Contact Information

The B part is solely for your contact information. Make sure whatever information you put here is clear and easily accessible.

- ☐ **Contact Information**: Clearly indicate your contact details (email, LinkedIn, phone number).
- ☐ **About Me Section:**Write a brief bio highlighting your background, skills, and career goals.
- ☐ **Image**: Add a professional headshot.

Part C: Content and Projects

This section showcases your expertise and proof that backs up your claims. Here, you're to check the following:

- ☐ **Showcase Diverse Projects:** Include a variety of projects that demonstrate different skills (SEO, content marketing, social media management, PPC, etc.).
- ☐ **Project Descriptions:** Write detailed descriptions for each project, including:
  - ☐ Objectives
  - ☐ Strategies
  - ☐ Tools used
  - ☐ Outcomes and key results
  - ☐ Visuals and Screenshots

Remember to add high-quality visuals, screenshots, and other relevant media to illustrate your work.

- ☐ **Client Testimonials: Here, you're to** include testimonials from clients or colleagues to add credibility.
- ☐ **Metrics and Results:** Here you're to highlight key metrics and results (e.g., traffic increase, conversion rates, engagement metrics) to demonstrate the impact of your work.

Part D: Skills and Expertise

- ☐ **Skills Summary: C**reate a section summarizing your key digital marketing skills. List tools you are proficient with (e.g., Google Analytics, SEMrush, Hootsuite).
- ☐ **Certifications:** Display relevant certifications (e.g., Google Ads, HubSpot, Facebook Blueprint) with links to the certification details.
- ☐ **Additional Sections for Case Studies:** Here, you're to include in-depth case studies for major projects, detailing the problem, solution, and results. If you write about digital marketing, include links or excerpts from your blog or articles.
- ☐ **Professional Development:** List any relevant courses, webinars, or workshops you have attended.
- ☐ **Optimization and Updates:** Ensure your portfolio is optimized for search engines with relevant keywords and meta tags.

Part E: Final Review

This is to ensure there are no errors in your portfolio.

- ☐ **Proofread:** Check for spelling and grammatical errors.
- ☐ **Feedback:** Get feedback from peers or mentors to refine your portfolio.
- ☐ **Test Usability:** Ensure all links work and the portfolio is easy to navigate.