

# Tips for Web Design Portfolios

*This is an extra resource to go along with the original article:*

[Squarespace Portfolios for Web Designers](#)

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Here are a few tips to consider when creating your web design portfolio:

1. Curate, and then edit yourself again. It's often tempting to add a few too many examples. Stick with the best 8-12 examples of the work you really want to be doing.
2. Tell a story with your portfolio pieces. Every good website tells a story, so showcase your storytelling abilities in your portfolio. How did you capture the aesthetic of the business? Is there anything you can say about it as a case study?
3. Showcase your own personality. You don't want to look the same as every other designer, otherwise why should someone choose you? Pick your own aesthetic and be consistent.
4. Keep it fresh! If your examples are too old, people will wonder if you're still designing or not. Think of it like a resume, which you should always have up-to-date.
5. Use direct quotes from your clients where you can. It doesn't hurt to include a few recommendations!
6. Have a great design. There's an old stereotype about how the plumber's house always needs the pipes fixed - don't let that be you in web design form! The design of your website is as much a selling point as the projects you've worked on.
7. Always screenshot as soon as you've finished a website. This helps to capture it as you created it, rather than finding a client has made changes later.