

# Some Dos and Don'ts for Making Web Pages

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These days, when we want information about someone, we usually immediately turn to Google for answers. Because of this, it is crucial to have an up-to-date, informative, easy-to-navigate representation of your professional self on the internet. It is a real missed opportunity if someone actually wants to read one of your papers and can't find it, or worse, can't even find your web page. On the other hand, it can also be damaging if someone looks you up and finds a little too much information.

Do have a web page, even as a beginning graduate student.

Do make sure your web page is easy to navigate. In particular, your papers should be front and center.

Do use PDFs as opposed to proprietary files such as word.

Do check to make sure all of your links work.

Do include a picture of yourself, so you can be identified.

Do include an updated CV.

Do divide your page into sections, with easy ways to navigate between teaching, research, etc.

Don't clutter your page.

Don't include too much personal information. A few hints about what you like to do outside of work is plenty. (Think about the short list of personal interests you would put on a resume.) Use Facebook instead (although even there be careful).

Don't be overly silly or weird. No cats.

Make your Facebook page non-searchable, so it does not come up in Google searches. Also, it is best not to make stupid posts on Facebook. Even better, delete your Facebook page.