

# Portfolio by Herb Design Group

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## Introduction

Portfolio is a service by Herb Design Group, LLC designed to help artists and creatives alike bring their portfolios online with ease. The only requirement is a domain name (ex. mywebsite.com).

Portfolio comes stocked with the following pages, which all have the ability to be customized via the Content Management System (CMS) to your liking: Splash/Welcome page, Home page, About page, CV page, Contact page, a Galleries landing page, and a page for each Gallery. Most options can be left empty to omit them from appearing on your website if there are elements you do not want.

## Pages and Customizations

### Splash/Welcome Page (Optional)

The Splash page (or Welcome page) is an optional page that can create a first impression when your user first visits your website. The page contains a background image where you can show off your finest work, your website's title, and a button labeled "Enter Site" where the user can continue to the Home page. The Splash page will only be shown when the user first visits your website so they do not see it every time they try to access the Home page.

The Splash page's customization options exist within the Home page tab in the CMS and has the following options:

- Show splash page before homepage - A toggle to enable or disable the Splash page
- Splash background - The background image to be displayed on the Splash page
- Background display - Sets whether to cover the background with one large image or to tile the image (such as for repeating patterns)
- Button text - Sets the text that appears in the button to continue to the Home page. This defaults to "Enter Site".

### Home Page

The Home page is your opportunity to give your website's visitors a brief introduction to your work and who you are. The Home page also provides a quick way to see and navigate to your Featured Galleries.

The Home page's customization options exist within the Home page tab in the CMS and has the following options:

- Hero slideshow - An image or images to be shown at the top of the home page. If more than one image is uploaded, it will create a slideshow effect and loop through them.
- Maintain aspect ratio - If enabled, this option will make sure all parts of your image(s) are visible within the Hero section. This will create a blurred effect on the sides of the image that are shorter than the sections width or height.
- Hero heading - Sets the main title text that appears in the Hero section, such as your name (ex. Quintin Herb).

- Hero subtext - Sets the text that appears below the Hero heading in the Hero section, such as your title (ex. Standup Philosopher).
- Artist photo - A photo that will be paired with a short blurb about you and/or your work.
- Blurb - A brief description of you and your work. This can be as detailed as you wish, though there is an optional About page if you would like to go in further detail elsewhere. This section supports basic HTML tags for styling.
- Featured section heading - Sets the heading text of the Featured Galleries section.
- Featured galleries - Sets which galleries will be shown in the Featured Galleries section. This will include the featured image, title, and description of the Gallery (see how to create Galleries later).
- Show work page - Enable or disable a landing page for your Work/Galleries. If disabled, the Galleries section in your navigation bar or sidebar will link to nothing.
- Page title - Sets the title of the Work page that acts as a landing page to your Galleries. (ex. Photos for photography.quintinherb.net)

## About Page (Optional)

The About page gives you the opportunity to go into greater detail about yourself and your work, including an optional Artist's Statement.

The About page's customization options exist within the About page tab in the CMS and has the following options:

- Show about page - Enables or disables the About page. If enabled, the page will appear in the navigation bar or sidebar.
- Page title - Sets the title of the page to whatever you want (ex. "About Me"). This defaults to "About".
- Artist photo - A photo that will be paired with a bio about you and/or your work.
- Bio - Contains any and all information you would like to tell about yourself or your work. This section supports basic HTML tags for styling.
- Artist's Statement | Section title - Sets the title that will appear above your artist's statement
- Artist's Statement | Statement - The body text of your artist's statement. This section supports basic HTML tags for styling.

## CV Page (Optional)

The CV page is a place to display your Curriculum Vitae. This page supports creating multiple CV sections and will display each entry with the following format:

Year — Event Name, Venue, Location

(ex. “2024 — Art with Heart Exhibition, Creative York, York, PA”)

The CV page’s customization options exist within the CV page tab in the CMS and has the following options:

- Show CV page - Enables or disables the CV page. If enabled, the page will appear in the navigation bar or sidebar.
- Page title - Sets the title of the CV page (ex. “C.V.”). This defaults to “CV”.
- Blurb - A short section of text to appear at the top of your CV.
- CV Groups - Individual sections of your CV. They contain the following properties:
  - Title - The title of the section you are adding to your CV.
  - Sort order - Which order the section should appear in.
  - Entries - [Year, Event name, Venue, Location, Sort order]

## Contact Page (Optional)

The Contact page contains a customizable contact form with built-in spam protection and a short text section with your social media links displayed below. Any submissions to the contact form will appear in the CMS under the Submissions > Contact tab.

The Contact page’s customization options exist within the Contact page tab in the CMS and has the following options:

- Enable contact page - Enables or disables the Contact page. If enabled, the page will appear in the navigation bar or sidebar.
- Page title - Sets the title of the Contact page (ex. “Contact Me”). This defaults to “Contact”.
- Sidebar text - Sets the text that appears beside the Contact form. This can include any requests you have when a user fills out your contact form.
- Form fields - Sets what information the user can enter when submitting the Contact form. The default fields are Name (required), Email (required), Message (required).

## Galleries

Galleries are sections containing all of your portfolio's images and information. These aren't treated as pages, rather, the website will automatically handle linking and displaying your Galleries after you create them.

By default, you are limited to 512 MB of storage. This can be upgraded for an additional monthly fee. It is recommended to resize and compress your images both for the sake of saving storage to stay within your quota and to ensure your users experience fast load times when viewing your images.

Galleries can be created, modified, or removed by navigating to the Galleries tab in the CMS and contain the following options:

- Title - Sets the title of your Gallery. This will also set the title of the Gallery's page and link in the navigation bar or sidebar.
- Description - A brief description about the collection of images.
- Columns - How many columns will display when viewing the Gallery on a full-sized computer screen.
- Max images per page - How many images display when viewing a Gallery on the website before the user has to click "Next".
- Sort order - Sets the order the Gallery will appear in on the Galleries landing page and the navigation bar or sidebar.
- Published - Disable this to hide your gallery from the website and enable it to show it again.
- Featured thumbnail - The image used in the Featured Galleries section and Galleries landing page.
- Images - The collection of images in the Gallery. Each image has the following properties:
  - Image - The uploaded image itself.
  - Title - The title of the image.
  - Description - A description of the image. You can enter information on new lines if you want to separate between size, medium, material, or whatever information you feel is important when describing the image.
  - Sort order - Sets the order the image will appear in within the Gallery.

## Other Features

### Analytics (Optional Add-On)

Analytics are an option that can be added on to your monthly subscription for an additional fee. The analytics are collected in an anonymous, compliant fashion and must be opted-in for by the user. The following analytics are collected and displayed on the Dashboard of the CMS:

- Daily page views - How many pages were visited on the day.
- Weekly page views - How many pages were visited in the last 7 days.
- Unique visitors - How many visits the website received over the last 7 days.
- Page views - A graphical chart of daily page views over the last 7 days.
- Hourly traffic - A bar graph of times your website gets visited based on a 30-day average.
- Top pages - A bar graph of which pages get the most traffic over the last 7 days.
- Devices - A pie chart breakdown of what devices users are using to visit your website over the last 7 days.

### Daily Backups (Optional Add-On)

For an additional monthly fee, your website can automatically back up itself daily to ensure you always have a checkpoint to fall back on in case of accidents and disasters. Backups are retained for 7 days.

### Site-Wide Customizations

There are customizations that can be applied to the entire website. Such customizations include the following:

- Heading font - The font used for headers across the website.
- Body font - The font used for regular body text across the website.
- Page text color - The color of page text across the website.
- Page background color - The color of the background across the website.
- Page accent color - The color used for small features and animations across the website.
- Navigation layout - How the navigation appears to users on computers with full-size screens. The two options are Top navbar (appears across the top of the screen) and Sidebar (appears to the left of the website).
- Navigation background - The color used for the navigation layout's background.
- Navigation text - The color used for the navigation layout's text.
- Navigation highlight - The color used for the navigation layout's text when the user hovers over a link with their cursor.
- Footer background - The color used for the footer's background.
- Footer text - The color used for the footer's text.
- Footer highlight - The color used for the footer's text when the user hovers over a link with their cursor.
- Favicon - The icon displayed in the browser's tab when a user is visiting your website.

- Shop button text - The text that appears in the Shop button if you wish to link to an external platform (ex. Redbubble, Etsy)
- Shop button URL - The link to your external platform.
- Social media - Each platform and profile URL for the social media platforms you wish to link to. These will appear in the footer and contact page.
- Meta title - How your website's title appears on search engines (ex. Google, Bing) when it appears in the search results
- Meta description - How your website's description appears on search engines (ex. Google, Bing) when it appears in the search results
- Social share image - The image displayed when a link to your website is shared on social media platforms.

## Further Customization

If you want very specific customization for your website, this can be accomplished for a quoted one-time fee. Herb Design Group, LLC reserves the right to reject any request for customizations that extend beyond the provided functionality of the Portfolio platform.

If you have any questions, please contact us at [support@herbdesigngroup.com](mailto:support@herbdesigngroup.com).