It’s worth the time, I promise!

- Yes, it takes **time** and **effort** to launch your website. It’s an **investment**!
- Your website might be the **first impression** you make on a **potential employer or collaborator**.
- Building a website **showcases** your **current work**, your **technical savvy**, and your personal **style**.
- Keeping records is hard, and a website can help you **remember your accomplishments** when you need them!

First, a disclaimer.

(in other words, a big thank you)

- Many of the following resources and examples are adapted from materials by **Jenny Bryan** and **Marvin Schmitt**.
- Their websites are full of helpful advice and tutorials, and I definitely **recommend** giving them a look!

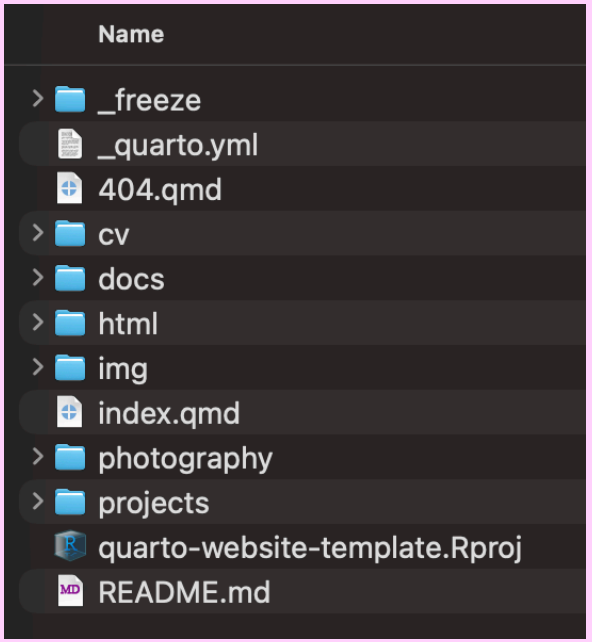


Everything's gotta talk to each other!

- I **assume** that you have RStudio, Quarto, Git, and GitHub all working on your local machine, and that you can **access** Git and GitHub through your installation of RStudio.
- If you don't, check out **Jenny Bryan's guide** to make that happen! *(You may want to do this later and follow along with the provided example for now.)*
- All other tools and tricks we mention can be **handled within the Quarto** files you use to make your website!

Step 0: Write (or download) the basic files.

- If you want to start with a **template**, use Marvin's setup from the **example**.
- Notice the different **components** that correspond to different **parts of the website**.
- You don't need to touch anything in the **_freeze** or **docs** folders.
- The **_quarto.yml** and **index.qmd** files drive your landing page information!



Step 1: Set up your YAML.

_quarto.yml

- **Update** your personal information.
- The **sub-pages** will appear on the top left of the site in the **navigation bar**.
- Each sub-page will need at least a **sub-folder** with another file called **index.qmd**.
- You can **delete or add options** in the social media section.
- You may want to **change the footer** in the “don’t touch” section.

```yaml
# website settings
website:
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  image: img/my_image.jpg

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  # start of the navigation bar at the top of the website
  navbar:
    pinned: true
    logo: /img/logo.png

    # your sub-pages
    left:
      - text: "Blog"
        href: blog/index.qmd
      - text: "Software"
        href: software/index.qmd
      - text: "Talks"
        href: talks/index.qmd
      - text: "Publications"
        href: papers/index.qmd
      - text: "CV"
        href: cv/index.qmd

    # your social media handles
    right:
      - icon: twitter
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      - text: "{{<iconify ri:bluesky-fill>}}"
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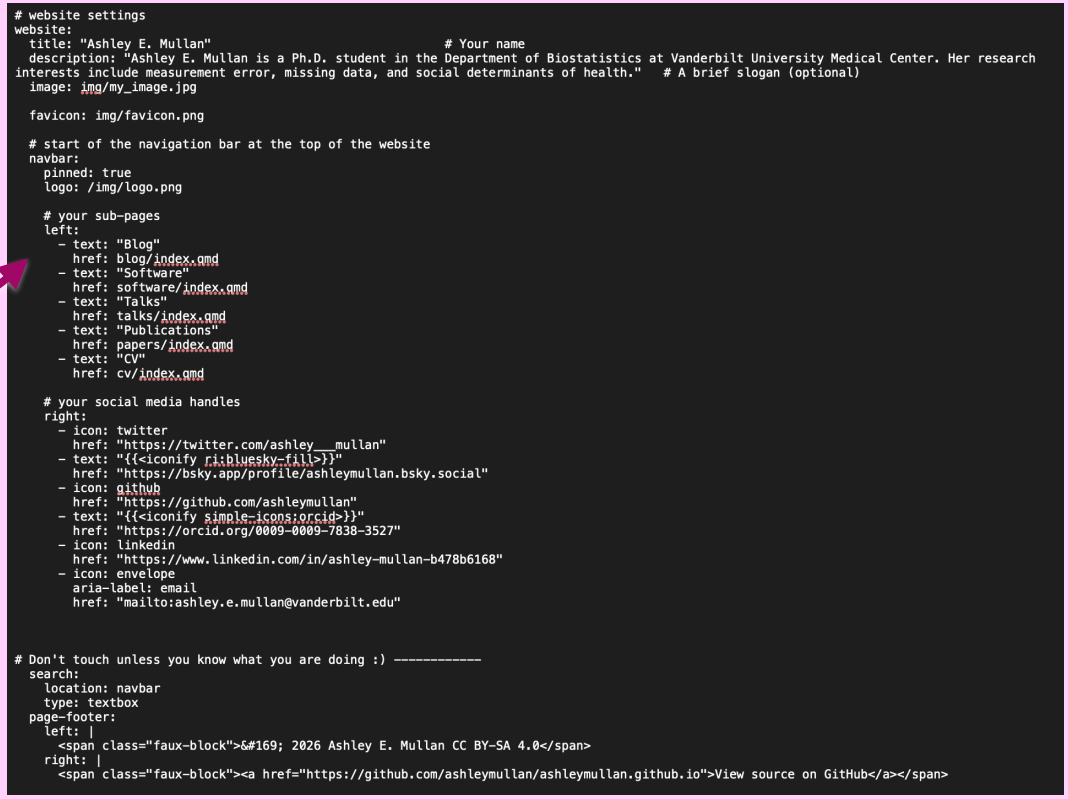


# Don't touch unless you know what you are doing :) ----------
  search:
    location: navbar
    type: textbox
  page-footer:
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Step 2: Set up your homepage.

index.qmd *(the original)*

- The **about** block sets up everything above your welcome header.
- Similarly to your YAML setup, you can add any flavor of **contact info** below your headshot.
- This includes **icons**, **labels**, and **links**!
- If there's no easy icon available, you can always try out **iconify**!
- Once you've **defined** the block, you can directly call it by its **label**!

```yaml
---
about:
  template: jolla
  id: about-block
  image: "img/my_image.jpg"
  links:
    - icon: twitter
      text: Twitter
      href: "https://twitter.com/ashley___mullan"
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::: {#about-block}
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# 👋 Hi, and welcome to my website!
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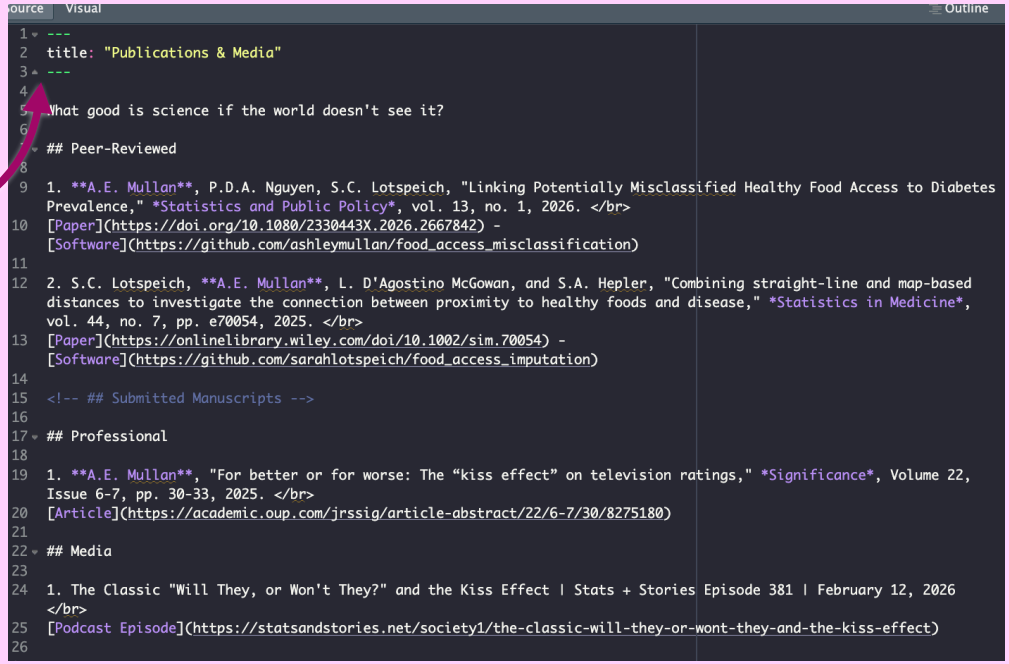
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```

Step 3: Add some more pages.

page-name/index.qmd

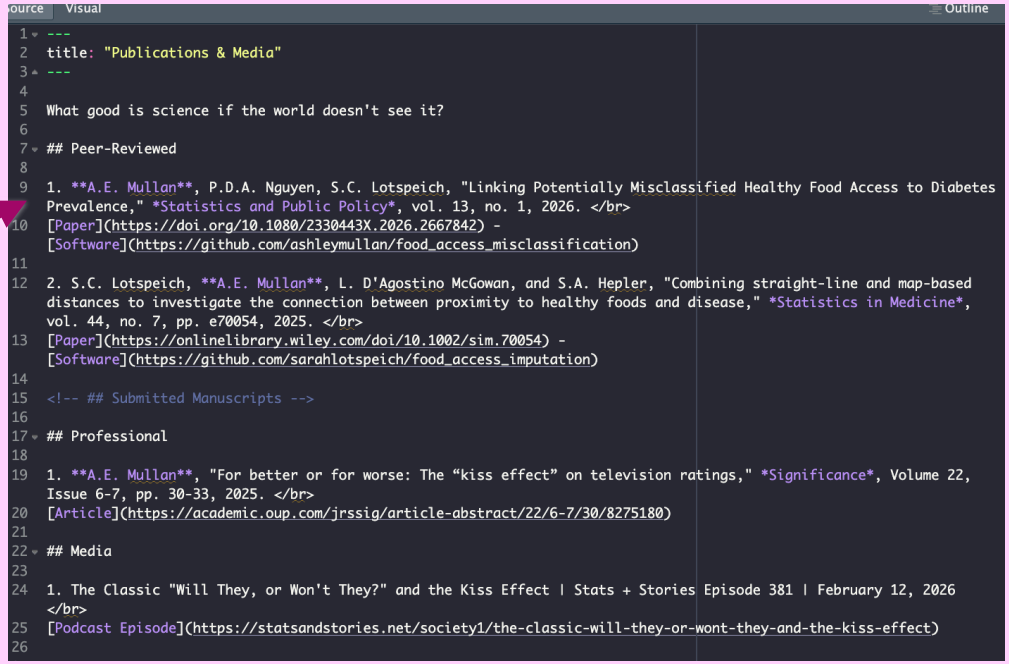
- The name of the page in the **navigation bar** comes from what you called it in the **YAML** in Step 1.
- The name at the **top** of the page comes from the **title**.
- Use **standard Markdown** tricks (headers, bolding, italics, and links) to construct a simple page.
- This works just like any standard document that **renders** to HTML.



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page-name/index.qmd

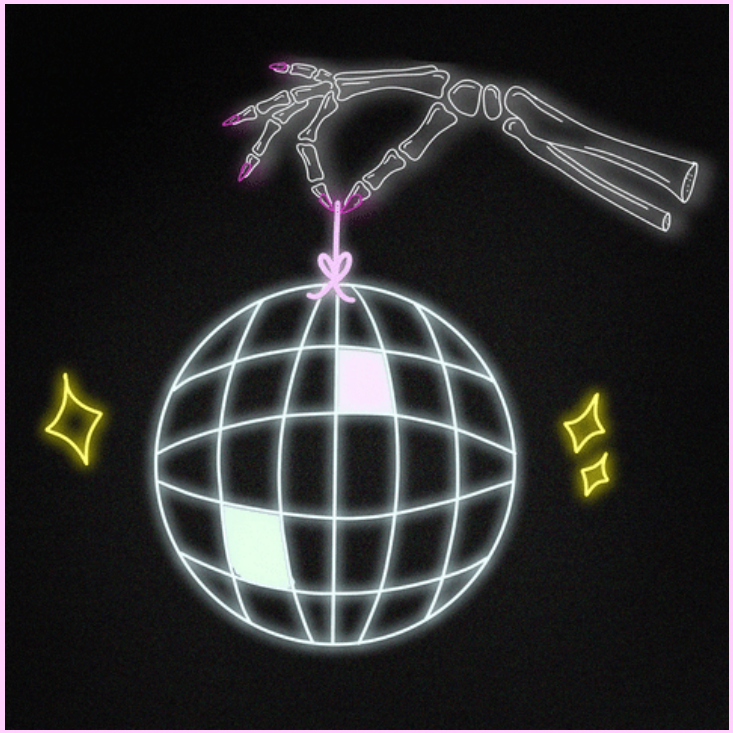
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Now that the skeleton works, add sparkle!

✨💀✨💀✨💀✨💀✨💀✨💀✨💀✨💀✨💀✨💀✨💀✨💀✨💀✨💀

- Column and tab layouts
- Images and GIFs
- Pops of color
- Embedded documents
- Specialized fonts
- Fancy YAML options



Columns and Tabs

(it's just a class within Quarto 😊)

- Set up **classes** within your page to create specialized layouts!
- You'll recognize a class by its preceding **colons** and **curly bracket** label.
- If you **start a class** with 4 colons, you **close** it with 4 colons when you're done! Label with **#** signs.
- You can put classes (like **tabs**) inside of other classes (like **columns**)!

```
8
9  :::: {.columns}
10
11 ::: {.column width="78%"}
12
13 ## Coming Soon to Theaters
14
15 1. **Invited Talk**: Seize the Data: Around the World of Statistics in Five Days </br>
16 *Women in Statistics and Data Science Conference* - *October 2026* </br>
17 <span style="color:#cc00cc;"> Slides </span>
18
19 ## Highlight Reel
20
21 ::: {.panel-tabset}
22
23 ### 2026
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### 2026
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Images and GIFs

(a picture is worth 1,000 words)

```
7 ![legally blonde joke caption](legally-blonde.gif)
```

- The basic **format**: ![caption](location)
- You can **download** images to the website files or use **URLs**.

```
90
91  <img src="themePark.png" style="height: 25%; width: 25%; margin: auto; display: block; object-fit: fill"
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- You can use HTML to make your images or GIFs **clickable**!

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140 ::: {.column width="20%"}
141
142 ### GIFs Galore!
143
144   <a href="materials/day-of-disc.pdf">
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147
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- You can **customize settings** like height, width, positioning, and caption styling after specifying the photo location.

```
21 ![Photo taken by Peg Duthie!](figs/sept-2-2026-meeting.png){width=100%}
```

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Channel your inner Bob Ross! 🎨

(your website isn't like other websites)

- Site-wide color choices live in your **styles.scss** file, and you can also name specific colors in there by their **hex codes**.
- You can change things like the **navigation** bar, **background**, and **link** color!
- One-time color changes can be done via **HTML styling,** similarly to **bolding** or **line breaks**.

```
$blue:    #2780e3 !default;
$indigo:  #6610f2 !default;
$purple:  #9b7cbb !default;
$lavender: #d3d3ff !default;
$darkpink: #cc00cc !default;
$pink:    #A52C60 !default;
$red:     #CF4446 !default;
$orange:  #EE6A24 !default;
$light-orange:  #FB9E07 !default;
$yellow:  #F6D645 !default;
$green:   #118230 !default;
$teal:    #068194 !default;
$cyan:    #3093CF !default;

$primary:   $purple!default;
$secondary: $lavender!default;
$success:   $green !default;
$info:      $cyan !default;
$warning:   $orange !default;
$danger:    $red !default;
$light:     $gray-400 !default;
$dark:      $black !default;
```



```
// Links
$link-color: $darkpink !default;
$link-decoration: none !default;
$link-hover-color: $red !default;
$link-hover-decoration: underline !default;

// Footer
$footer-bg: $gray-900 !default;
$footer-fg: $gray-300 !default;

// Inline code
$code-bg: $gray-200 !default;
$code-color: $gray-900 !default;

// TOC
$toc-color: $orange;
$toc-font-size: 1em;

// Body Color
$body-bg: lavender;
```

```
17 <span style="color:#cc00cc;"> Slides </span>
```

Channel your inner Bob Ross! 🎨

(your website isn't like other websites)

- Site-wide color choices live in your **styles.scss** file, and you can also name specific colors in there by their **hex codes**.
- You can change things like the **navigation** bar, **background**, and **link** color!
- One-time color changes can be done via **HTML styling,** similarly to **bolding** or **line breaks**.

```
$blue:    #2780e3 !default;
$indigo:  #6610f2 !default;
$purple:  #9b7cbb !default;
$lavender: #d3d3ff !default;
$darkpink: #cc00cc !default;
$pink:    #A52C60 !default;
$red:     #CF4446 !default;
$orange:  #EE6A24 !default;
$light-orange:  #FB9E07 !default;
$yellow:  #F6D645 !default;
$green:   #118230 !default;
$teal:    #068194 !default;
$cyan:    #3093CF !default;

$primary:   $purple!default;
$secondary: $lavender!default;
$success:   $green !default;
$info:      $cyan !default;
$warning:   $orange !default;
$danger:    $red !default;
$light:     $gray-400 !default;
$dark:      $black !default;
```



```
// Links
$link-color: $darkpink !default;
$link-decoration: none !default;
$link-hover-color: $red !default;
$link-hover-decoration: underline !default;

// Footer
$footer-bg: $gray-900 !default;
$footer-fg: $gray-300 !default;

// Inline code
$code-bg: $gray-200 !default;
$code-color: $gray-900 !default;

// TOC
$toc-color: $orange;
$toc-font-size: 1em;

// Body Color
$body-bg: lavender;
```

```
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$toc-font-size: 1em;

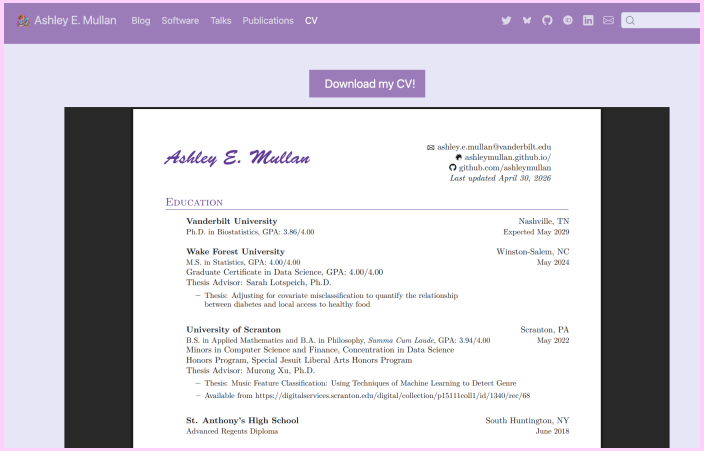
// Body Color
$body-bg: lavender;
```

```
17 <span style="color:#cc00cc;"> Slides </span>
```

Embedding Files

(this might be where your CV lives)

- You can **embed a file** within a page on your website so it becomes **scrollable**!
- This trick requires defining the **container** with a **CSS block** in the **index.qmd** and specifying the file you want to embed in the index's **YAML**.
- Once you've defined the **container**, you write an **html** block to create it!




```
<div class="embed-container">
  <iframe src="`r rmarkdown::metadata$cv$pdf`#toolbar=0"
style="border: 0.5px;width: 100%;"></iframe>
</div>
```

Fancy Fonts

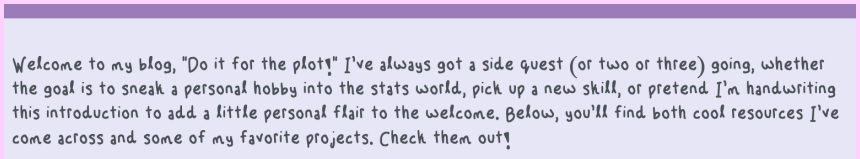
(for when the built-ins just won't do the trick)

- If you want to incorporate a **custom font** family, you can add any **.ttf file** into the site files and call it on a specific piece of text!

- The easiest way to do this is to place the text within **square brackets** that are immediately followed by a **style** specification within **curly brackets**.

- You can often **download** fonts for free from sites like dafont or even **create your own**.

```
[Welcome to my blog, "Do it for the plot!" I've always got a side quest (or two or three) going, whether the goal is to sneak a personal hobby into the stats world, pick up a new skill, or pretend I'm handwriting this introduction to add a little personal flair to the welcome. Below, you'll find both cool resources I've come across and some of my favorite projects. Check them out!]{style="font-family: 'ash-handwriting';font-size: 2rem;letter-spacing: -1px;line-height: 0.9;"}
```



More on YAML

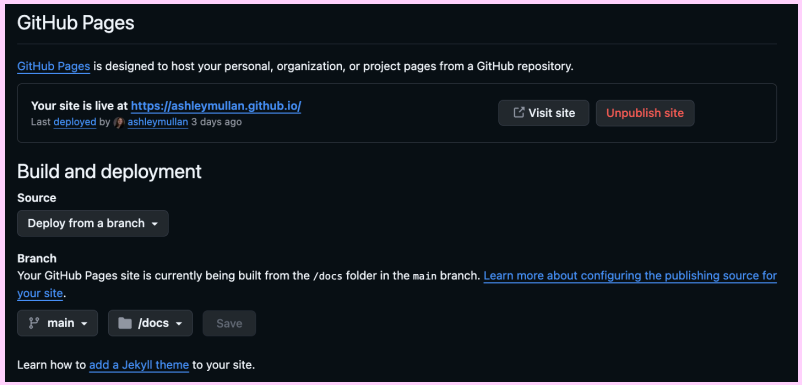
(yet another way you can customize)

- An individual file's **YAML section** can hold many **extra settings** that further customize the page it builds.
- For pages you **update frequently**, you might want a "**date-modified**" option along with the "**date**" you first published the page.
- Within the "**execute**" option, you can control when a page **renders**.
- Within the "**resources**" option, you can explicitly **link** to other files.

Rendering to Preview

(translating your human-readable files into site files)

- Hitting the "**render**" button in RStudio **converts** the Quarto source files into their **html output** and allows you to **preview** what your site will look like in the **browser**.
- If you **don't render** the files, your changes **won't be seen** on the website.



- In the **YAML file**, you can set it up so the render dumps the **html output** into a **specific subfolder**, like a "docs" folder.
- The folder with the html outputs is what **GitHub Pages** uses to **create the site files**!

```
project:
  type: website
  output-dir: docs

  preview:
    port: 22222
    browser: true
    watch-inputs: true
    navigate: true

execute:
  freeze: true
```

Gitting It Out There

(committing and pushing changes)

- Start from the **correct directory**! *(try “cd”)*
- The “git status” command displays a list of **changes** since your last commit.
- The “git add -A” command prepares all of your changes to be **saved** in your next commit.
- The “git commit -m your_message_here” command officially creates the **newest version** of your website.
- The “git push” **sends the commit** from your **local repo** to GitHub, and you can set your site up so this **cues the change** in the live site.

```
macbookpro:ashleymullan.github.io ashleymullan$ git status
On branch main
Your branch is up to date with 'origin/main'.

Changes not staged for commit:
  (use "git add <file>..." to update what will be committed)
  (use "git restore <file>..." to discard changes in working directory)
        modified:   docs/search.json
        modified:   docs/talks/index.html
        modified:   talks/index.qmd

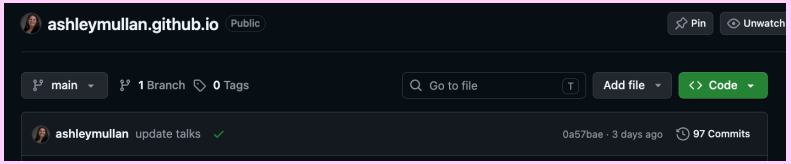
Untracked files:
  (use "git add <file>..." to include in what will be committed)
        docs/talks/materials/auburn-guest.gif
        talks/materials/auburn-guest.gif

no changes added to commit (use "git add" and/or "git commit -a")
macbookpro:ashleymullan.github.io ashleymullan$ git add -A
macbookpro:ashleymullan.github.io ashleymullan$ git commit -m "update talks"
[main 0a57bae] update talks
 5 files changed, 23 insertions(+), 14 deletions(-)
 create mode 100644 docs/talks/materials/auburn-guest.gif
 create mode 100644 talks/materials/auburn-guest.gif
macbookpro:ashleymullan.github.io ashleymullan$ git push
Enumerating objects: 20, done.
Counting objects: 100% (20/20), done.
Delta compression using up to 8 threads
Compressing objects: 100% (11/11), done.
Writing objects: 100% (11/11), 588.65 KiB | 11.32 MiB/s, done.
Total 11 (delta 7), reused 0 (delta 0), pack-reused 0
remote: Resolving deltas: 100% (7/7), completed with 7 local objects.
To https://github.com/ashleymullan/ashleymullan.github.io.git
   4285f46..0a57bae  main -> main
```

Hosting

(how the people can find you)

- Hosting on **GitHub Pages** is free if you are willing to accept something like <github-username>.github.io (with possible repo name suffix) as your **URL**.
- There are great **tutorials** linked within your **GitHub Pages settings** on how to enable **another domain name** if you happen to have one.
- If you don't have a paid GitHub account, the **repo** holding your website source files has to be **public**.



- The ✓, 🟤, and × symbols at the top of your repo tell you if your **most recent edits** successfully made it to the public page.

Other Website Options

(if you choose to not go with this setup)

- There are various **free or cheap website options** out there.
- GitHub Pages can deploy static **site files** that weren't made by Quarto.
- **Templates** (free or paid) like **Jekyll** often have integration with GitHub Pages!
- Choose the setup that best **showcases** your work and personality.