

# Introduction to WordPress and Wix

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Advanced Writing in the Business Administration Professions

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# Workshop Agenda

- Understand the strengths of WordPress and Wix as website builders
- Understand best practices in website building
- Learn how to create a website with WordPress
- Learn how to create a website with Wix

Slides and handout available at:

<http://bit.ly/diti-spring2021-patterson>



# Activity: Create Your Own Site

- Your goal as you proceed through this presentation is to learn how to create your own WordPress or Wix site, should you choose that option for your final project
- Even if you do not make a WordPress or Wix website this semester, these are very helpful skills for making professional websites in the future



# What are WordPress and Wix?

- WordPress and Wix are professional **website-building tools** that allow you to build your own website
- They provide a free **domain name** with “wordpress” or “wixsite” in the URL, but both have paid versions
- They both support **themes, widgets** (WordPress), and **apps** (Wix) to customize your website



# What are the differences between WordPress and Wix?

WordPress	Wix
<ul style="list-style-type: none"><li>● Better for websites with a blog component (has features for tagging and categorizing)</li><li>● Often used for academic websites</li><li>● Template-based design</li></ul>	<ul style="list-style-type: none"><li>● Often used for businesses and artistic websites</li><li>● Customizable design that is less template-bound</li><li>● AI Design feature - recommends features to you</li></ul>



# WordPress Examples

Look through websites to see how Northeastern students use WordPress to present their professional identities.

- <https://madisonwaldron.wordpress.com/>
- <https://jordanwlai.wordpress.com/>

Professional examples of Wix sites include:

- <https://web.northeastern.edu/nulab/>
- <https://dsg.northeastern.edu/>



# Wix Examples

Look through websites to see how Northeastern students use Wix to present their professional identities.

- <https://bellama9.wixsite.com/website>
- <https://johnsonmaryb.wixsite.com/firstyearwriting2020>

Professional examples of Wix sites include:

- <https://www.helenakruger.com/>
- <https://www.laurabaross.com/>



# Website Building Vocabulary

- **Pages:** These are the main areas of your website that your audience will be able to navigate in your site's menu
- **Domain:** Your domain name is the unique URL that leads to your website
- **Design:** the aesthetic choices for your website, including colors, font, and more





# Wireframing: Planning your Site

- Before most people create websites, they create **wireframes**. Wireframes are rough outlines for the design and placement of a website's content. Some questions to consider as you make a wireframe are:
  - What is the purpose of this site?
  - What are the essential components I need to get this point across?
  - How can I make my site easy to use?
  - Who is my audience?
  - What site features will best support my goals and audience?
- Wireframing tools:
  - MockFlow: <https://www.mockflow.com/>
  - Wireframe CC: <https://wireframe.cc/>



# Website Development Best Practices

- Always remember your audience and think about how you want to represent your identity and your work to your audience.
- Use the “**Preview**” button (available on both WordPress and Wix) to see how your site will appear to your audience.
- More  $\neq$  better! You want your website to be easy to navigate, informative, and appealing.
- Pick a theme/format that is compatible with mobile phones.
- Design choices should be based on the **content** you are communicating.
- For maximum readability, use simple fonts and a high color contrast between text and background color. This is particularly important for accessibility.

Good

Good

Not so good

*Not so good*



# WordPress



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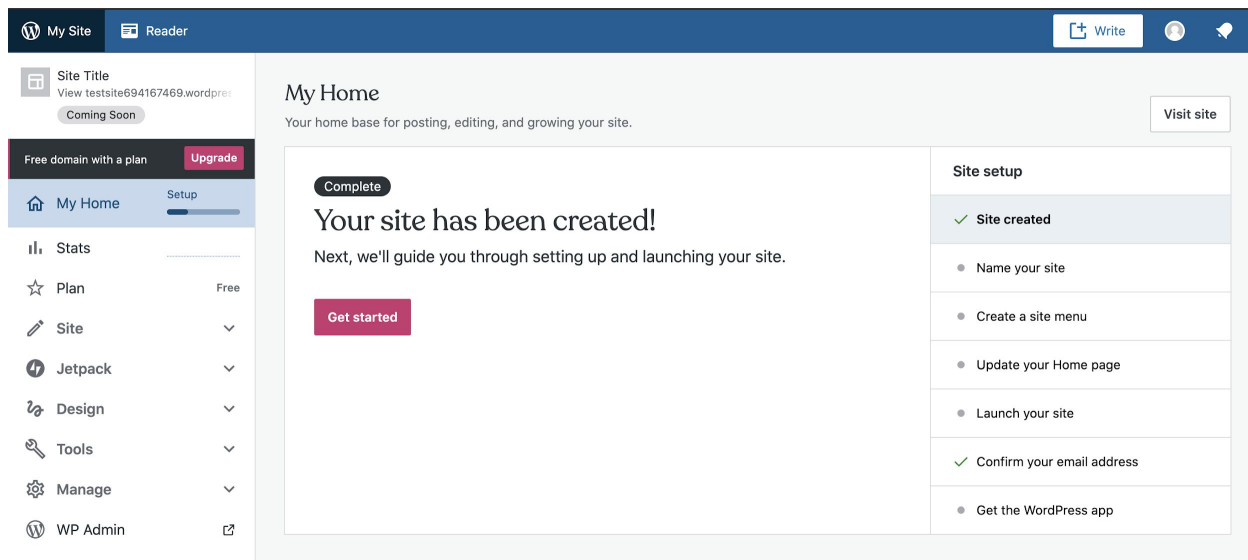
# Getting Started

- Go to <https://wordpress.com/> and click “**Get Started**” in the upper right corner
- Fill out the “**Create a Site**” information
- Choose a **domain name**. WordPress provides a free domain with “.wordpress.com” at the end of the URL.
- Use an email that you associate with your professional identity
- Make sure to select the free version of **hosting** (on wordpress.com)



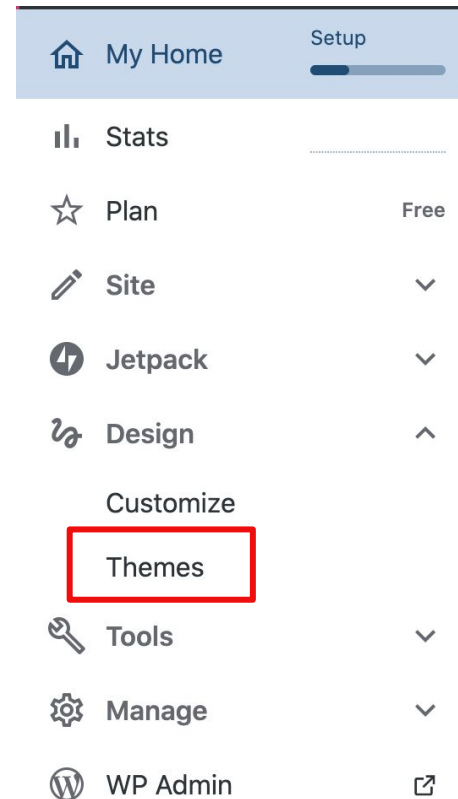
# Your Dashboard

Once you have created your site, you will be brought to your website's **dashboard**. This is where you can add new posts and pages and customize your WordPress site.

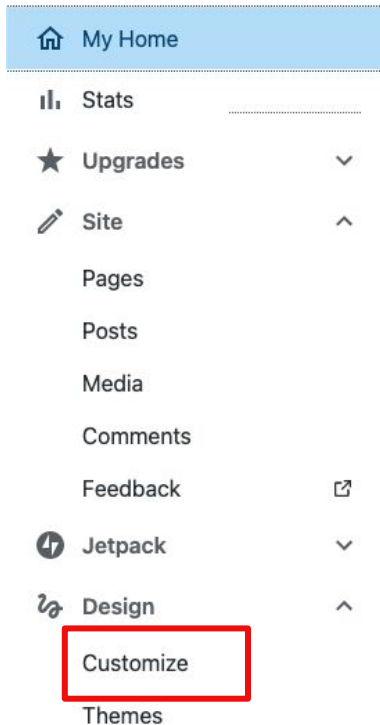


# Choosing a Theme

- **Themes** control your WordPress site's appearance and functionality
- In the left-hand column of your Dashboard, scroll to “**Design**” and then click the “**Themes**” button
  - Depending on the content of your website, each theme will offer strengths and weaknesses. You can try out different options and see what will work for your website (you can change your mind later too).



# Customize your Theme



- Under “**Design**” you can click “**Customizer**,” which shows you the changes you can make across your site. Some of the customization options are dependent on which theme you choose.
- You can get back to this menu by clicking “**Customize**” on your Dashboard



# Website Content: Pages vs. Posts

**Pages** are the static infrastructure of your website, and they appear across your header menu. Pages are content with a fixed location on the site.

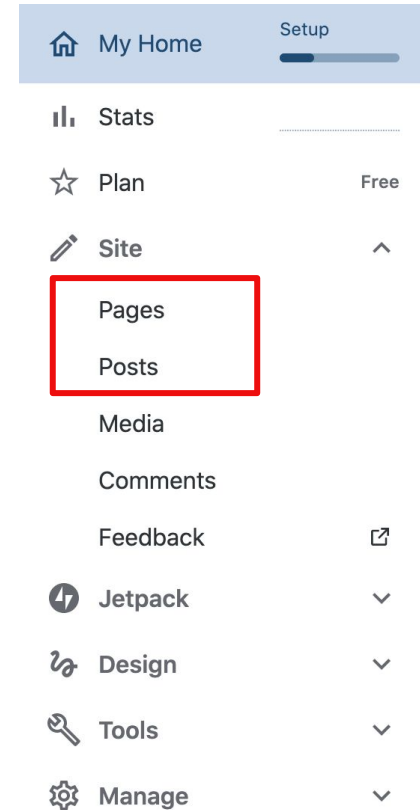
**Posts** are blog or news posts that show up as you publish them, usually in a feed that appears on a page.



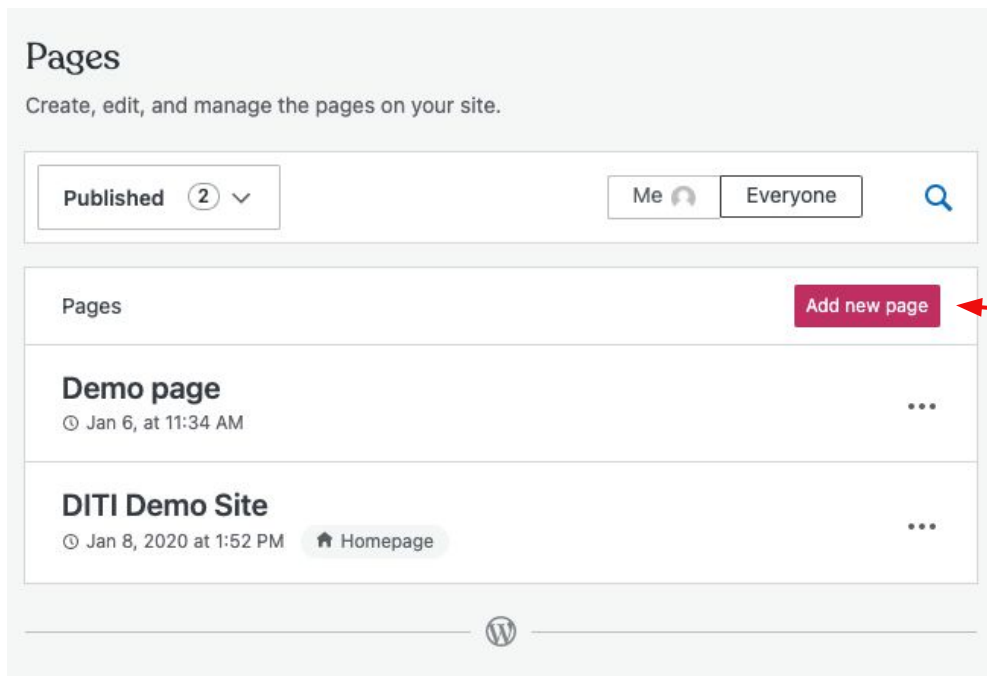


# Managing Pages and Posts

Go to your Dashboard and click “Site.” Then either click the “**Pages**” button or “**Posts**” button. You will navigate through your pages and posts using this side menu.



# Creating a New Page (or Post)

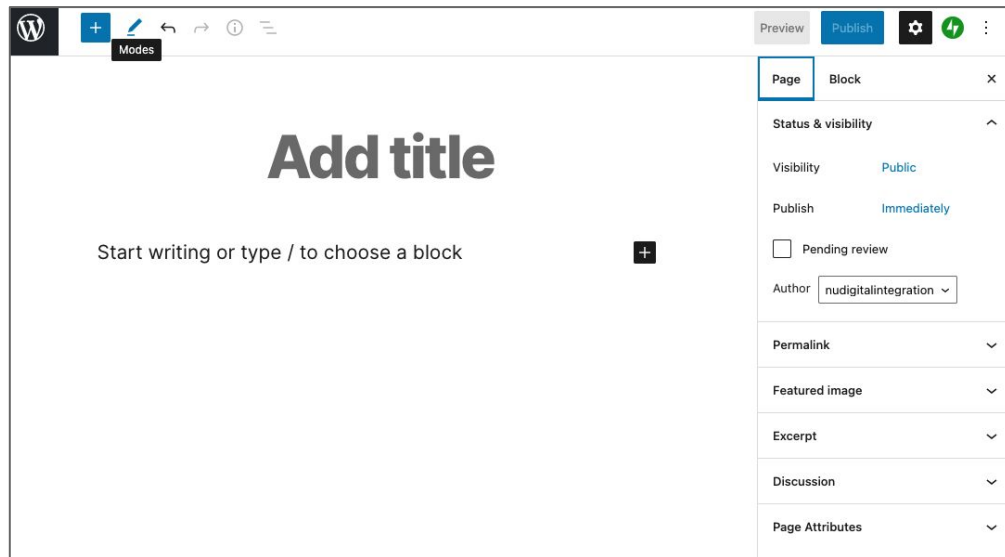


To create a new page, go to your dashboard and click the **“Add New Page”** button. The same works for **posts**.



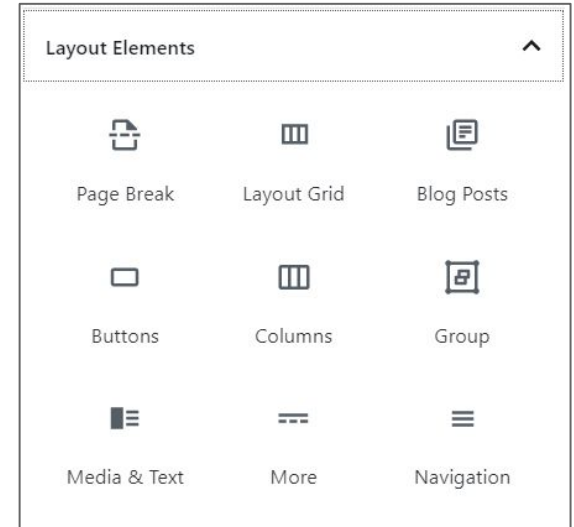
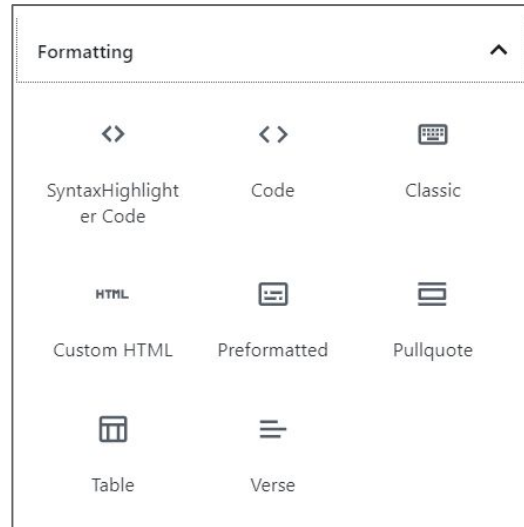
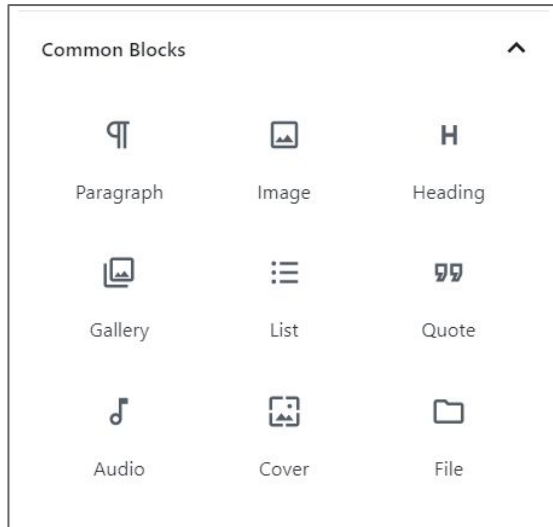
# Visual Editor (Pages and Posts)

- Creating a new page will open up the visual editor. This is where you fill in your content!
- You have options to style your content (font size, styles, colors, add images, add links, bullet points, etc).
- You can also use HTML, if you know that. Note that some themes have back-end HTML/CSS that may not allow you to make certain changes.



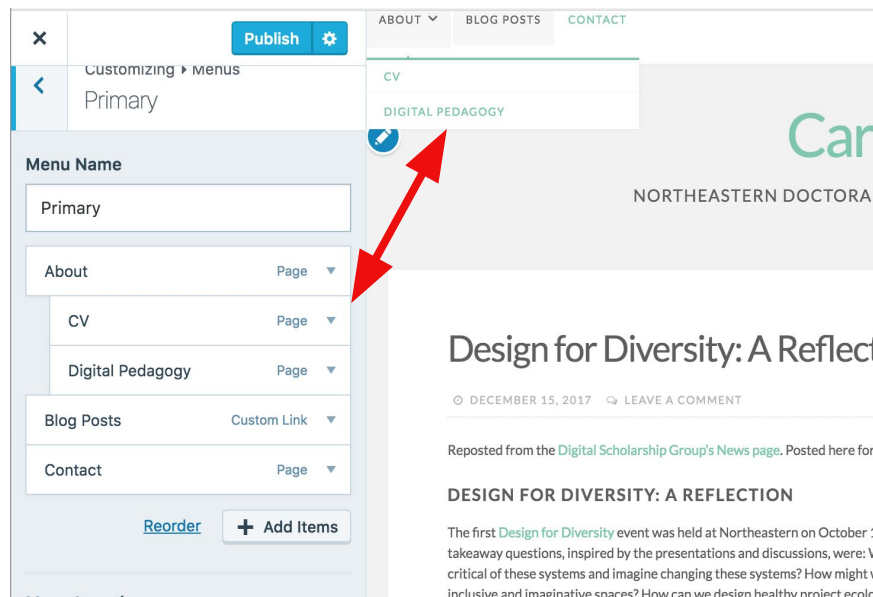
# About WordPress Blocks

WordPress pages are organized into pre-formatted sections called “**blocks**.” Blocks allow you to manipulate the layout of the page. These include:



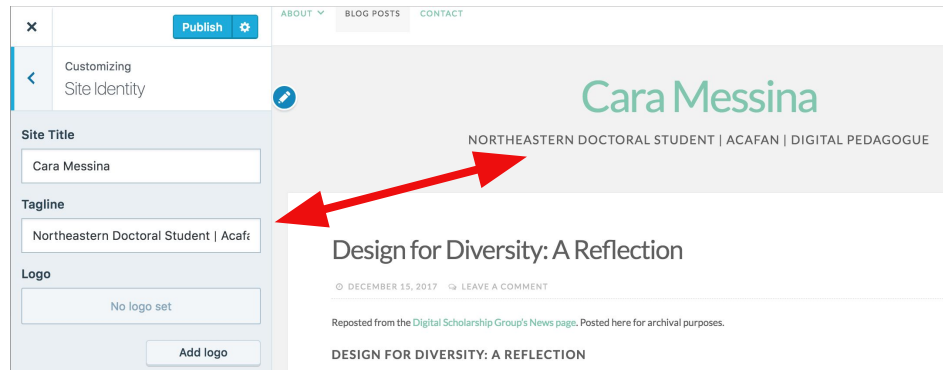
# Site Menu

- Go back to your “**Customize**” menu (in the Dashboard under “**Design**”)
- In the “**Customize**” menu, go to “**Menus**,” which will allow you to add pages, posts, and other content to the overhead menus
  - You can create dropdown menus by sliding one page under another page



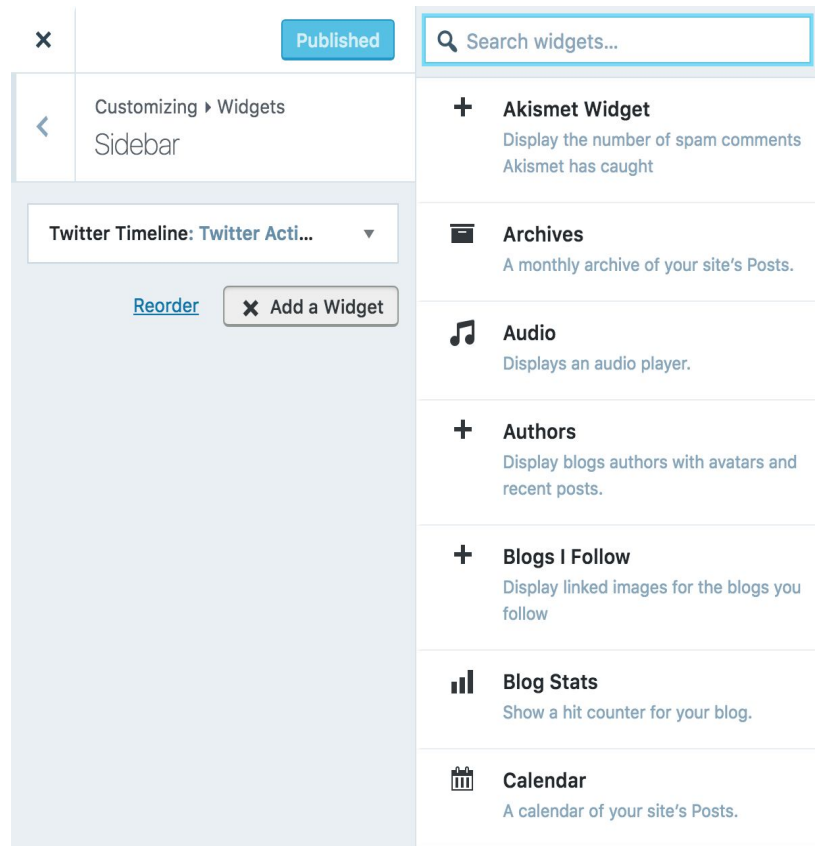
# Header

- Your website, like all websites, should show off a “brand” of some kind. The **header** and **subheader** can help with this. The header is the phrase/name that appears at the top of each page (the subheader, if applicable in your theme, appears below)
- You can find the ways to change your header in “Site Identity” under the “Customize” menu.



# Widgets

- **Widgets** are small applications and components that appear in different places on your WordPress site
  - For example, a “Footer” widget will appear at the bottom of your website across the different pages. The widgets you put in “Sidebar” will appear in the sidebar.
- You might use a widget to attach your Twitter feed to your website, or to attach a calendar of your posts



# Wix



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# Getting Started

+ Create New Site

- Go to <https://www.wix.com/> and click “**Sign In.**” Sign up for a Wix account, using an email that you associate with your professional identity.
- With your Wix account, you can make multiple websites. To create your class website, click “**Create New Site.**” With Wix, you don’t pick your domain name until later.
- You can use Wix’s **Design AI** feature or build the website from a template using Wix Editor.  
*Note: Wix Editor is not covered in these slides.*



# Wix Vocabulary

- **Section:** Each page is divided into large chunks of content called “sections.” These sections (images, text, videos, etc.) can be easily swapped around to rearrange the layout of the page. Sections are Wix’s version of WordPress **blocks**.
- **Apps:** These are specific Wix-created applications that you can add to your site, including blog posts and different types of forms. Apps are Wix’s version of WordPress **widgets**.



# Using Wix Design AI

Wix ADI will ask generate a website draft based on your answers to questions such as:

- What type of website do you want to create?
- What do you need on your new website?
- Do you want to import images and text? (you can skip this step)

## Let Wix ADI Create a Website for You

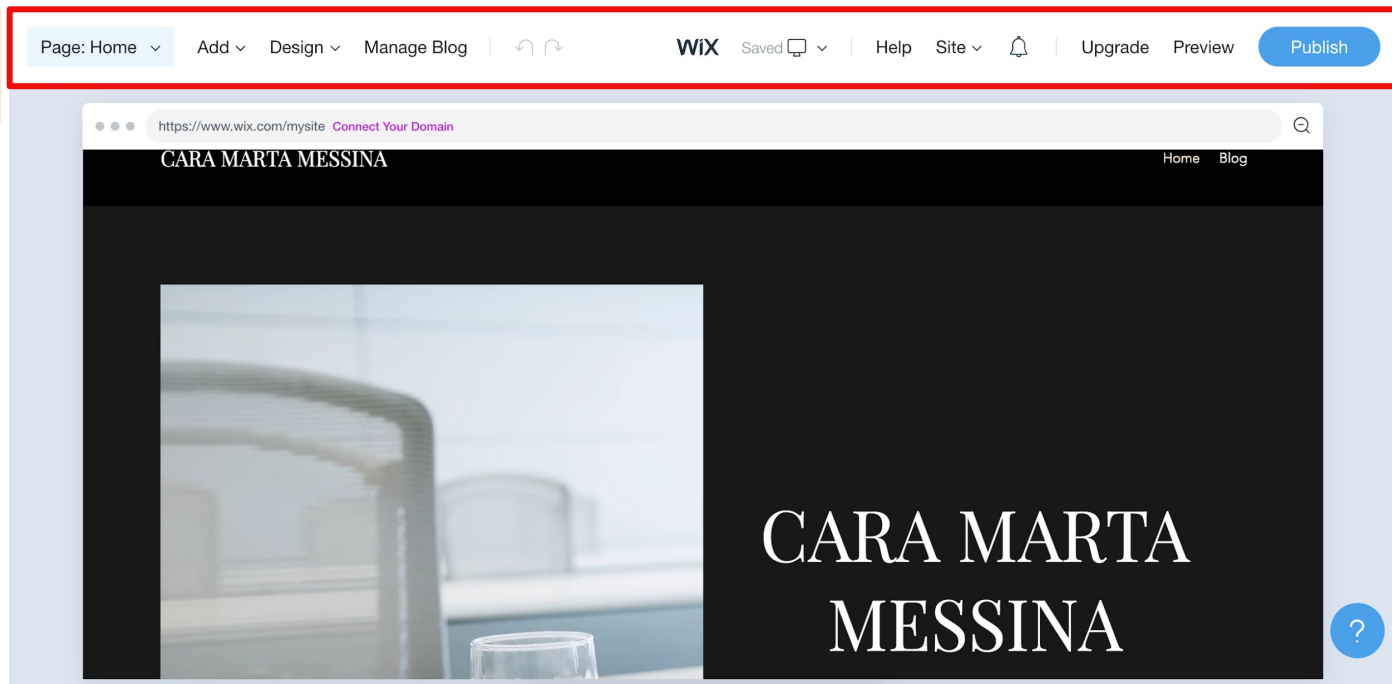
Answer a few simple questions and automatically get a website designed just for you in minutes.

[Start Now](#)



# Your Site's Dashboard

Your  
toolbar



A  
preview  
of your  
site

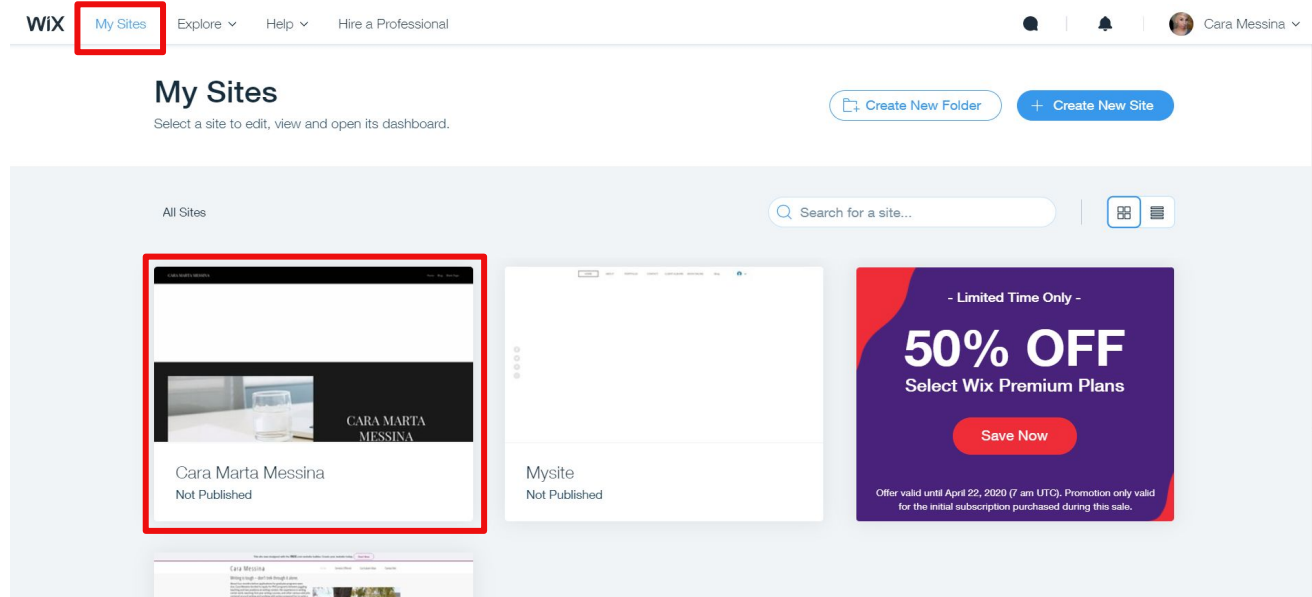


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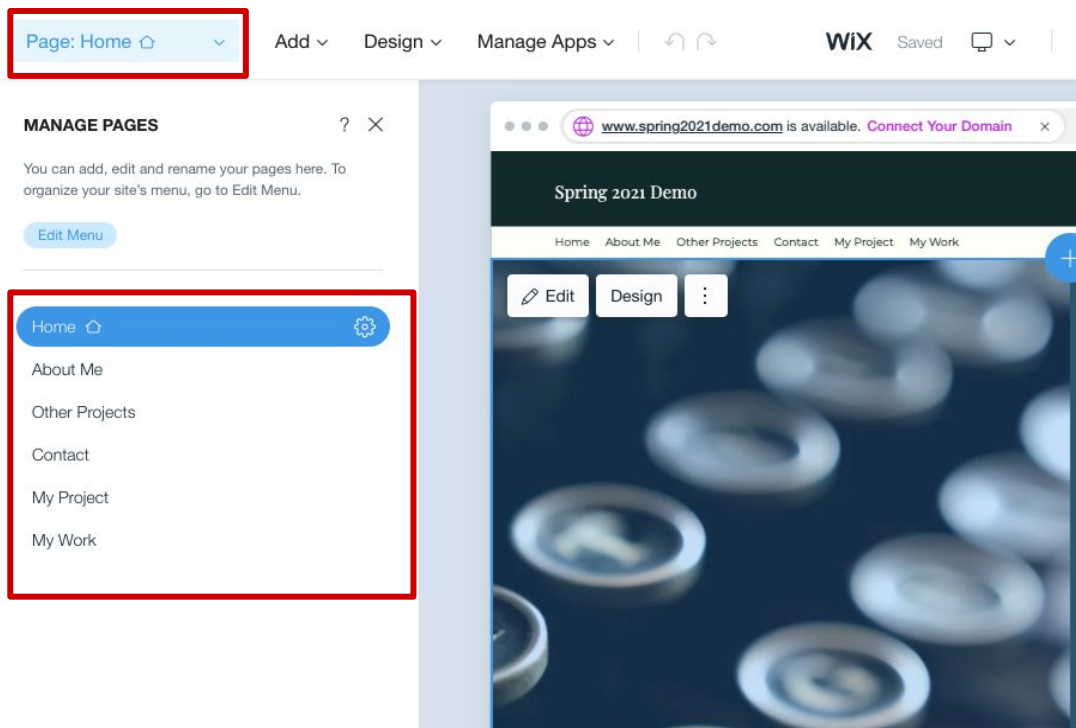
# Navigating your Site

To get back to your site when you log in, choose “**My Sites**,” then select your site.



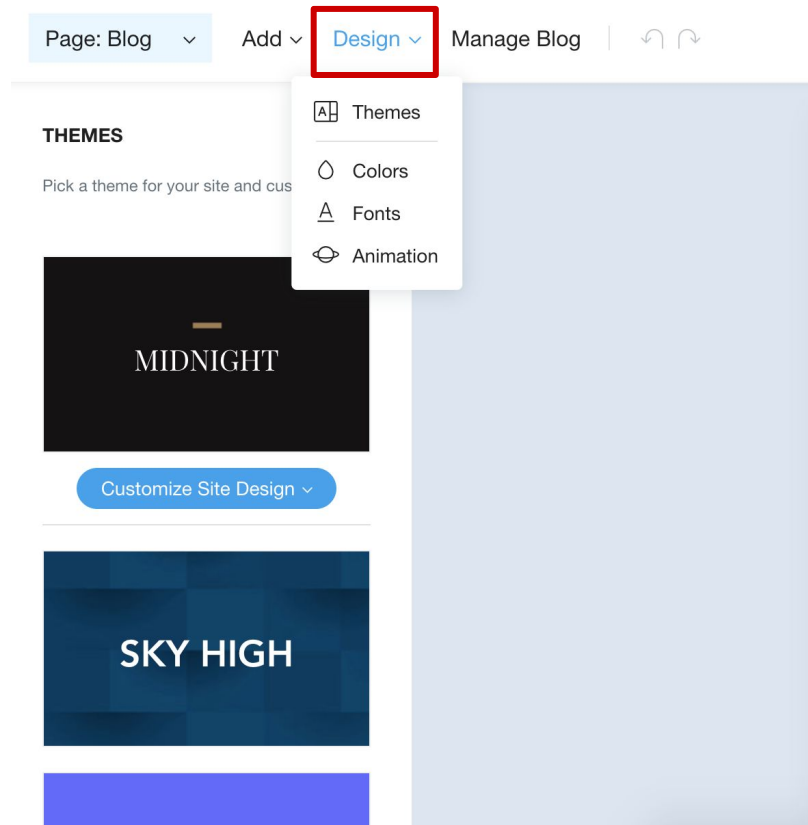
# Navigating your Site

Navigate around your site using the drop-down “**Page**” menu on the side.



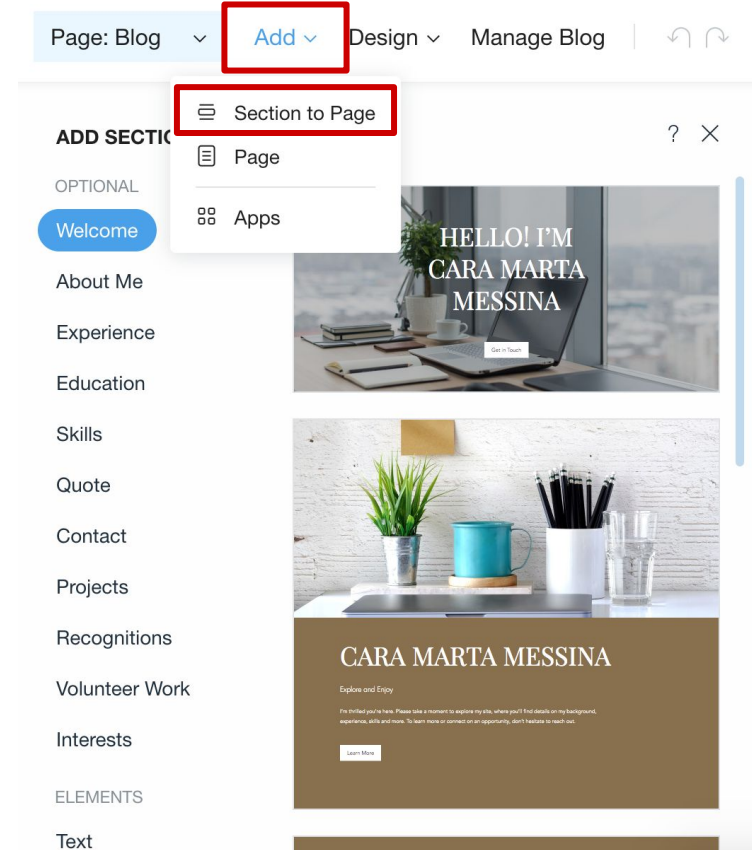
# Change Your Design

The “**Design**” button will help you change the global **design** of your website: either the overall **theme**, or specifics like **colors**, **fonts**, and **animation**.



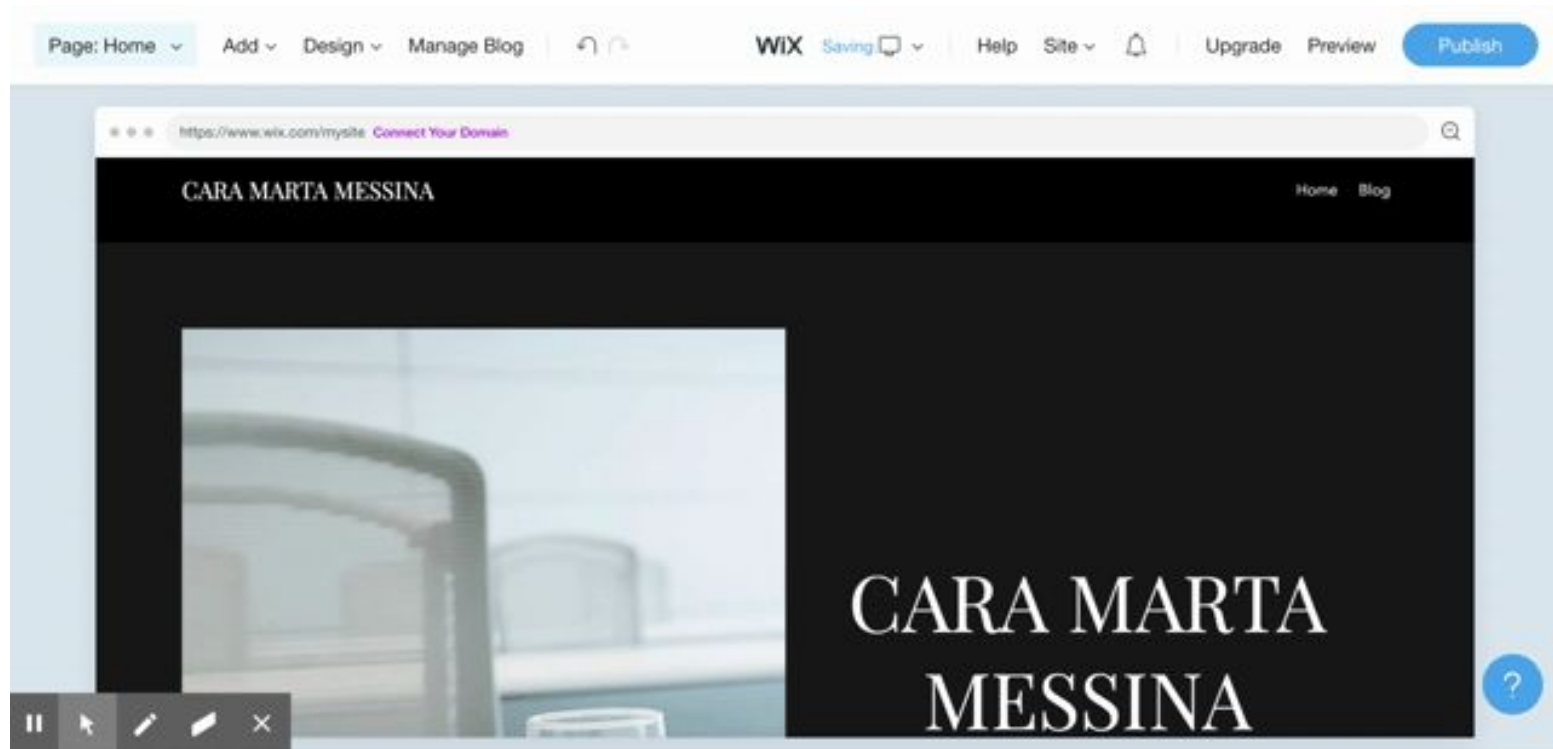
# Add Pages/Sections

- Add new pages or sections by clicking the “Add” menu
- Choose your content and **drag and drop** it to the area on your page.





# Example of Adding a Page & Section



# Types of Sections to Add

- **Elements:** basic components, such as text, images, and videos
- **More sections:** these have specific purposes, such as Instagram feeds, CV (resumé), and FAQ
- **Forms:** Contact Forms, Testimonial Forms, etc.
- **Optional sections:** Based on your website's purpose according to your ADI's results, you will get some recommended sections. For example, if you chose "Portfolio & CV," your optional sections might revolve around your work experience.



# Edit Sections of Your Site

**Step 1:**  
Choose the  
page you  
want to edit

**Step 3:**  
Use the bar  
on the left  
side to make  
edits to this  
section,  
including  
design edits

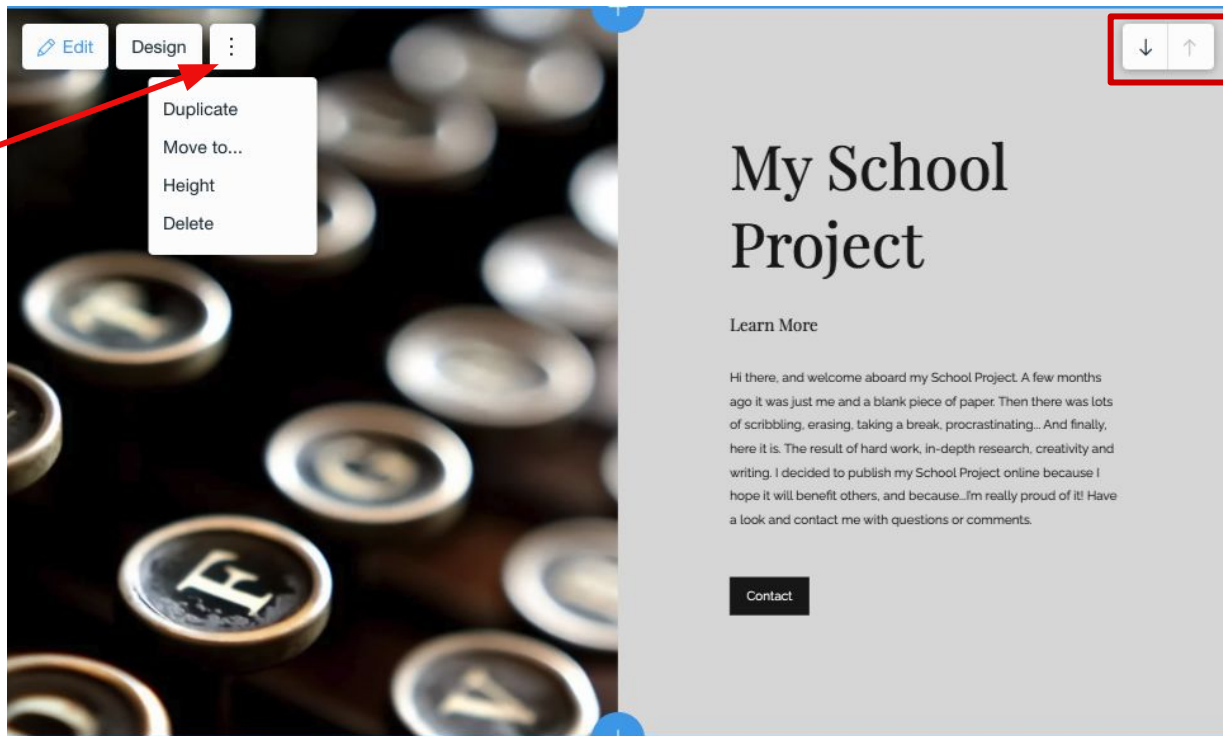
The screenshot displays the Wix website editor interface. At the top, a navigation bar includes a dropdown menu labeled 'Page: Home' (highlighted with a red box), followed by 'Add', 'Design', 'Manage Blog', and a refresh icon. To the right of these are 'WIX', 'Saved' (with a dropdown arrow), 'Help', 'Site' (with a dropdown arrow), a bell icon, 'Upgrade', 'Preview', and a 'Publish' button. Below the navigation bar, the main editing area is divided into two panels. The left panel, titled 'ABOUT ME' (highlighted with a red box), contains a 'Section Design' preview and a settings bar with fields for 'TITLE' (set to 'Bio'), 'SUBTITLE', 'DESCRIPTION' (containing a paragraph of text), and 'MEDIA'. Each field has a status indicator (a blue checkmark for 'TITLE' and 'DESCRIPTION', and a blue circle for 'SUBTITLE' and 'MEDIA'). The right panel shows a preview of the 'ABOUT ME' section on a website. The preview includes a header with 'BIO' and a blue 'Edit' button (highlighted with a red box), a 'Design' button, and a three-dot menu. The main content area of the preview shows the same paragraph of text as the left panel, with a 'Get in Touch' button at the bottom. The URL bar at the top of the preview shows 'https://www.wix.com/mysite' and a 'Connect Your Domain' link.

**Step 2:**  
Hover over  
the section  
you want to  
edit and click  
the “Edit”  
button in the  
top right  
corner



# Manage Sections

These three dots open a menu that gives you the option to duplicate and delete sections

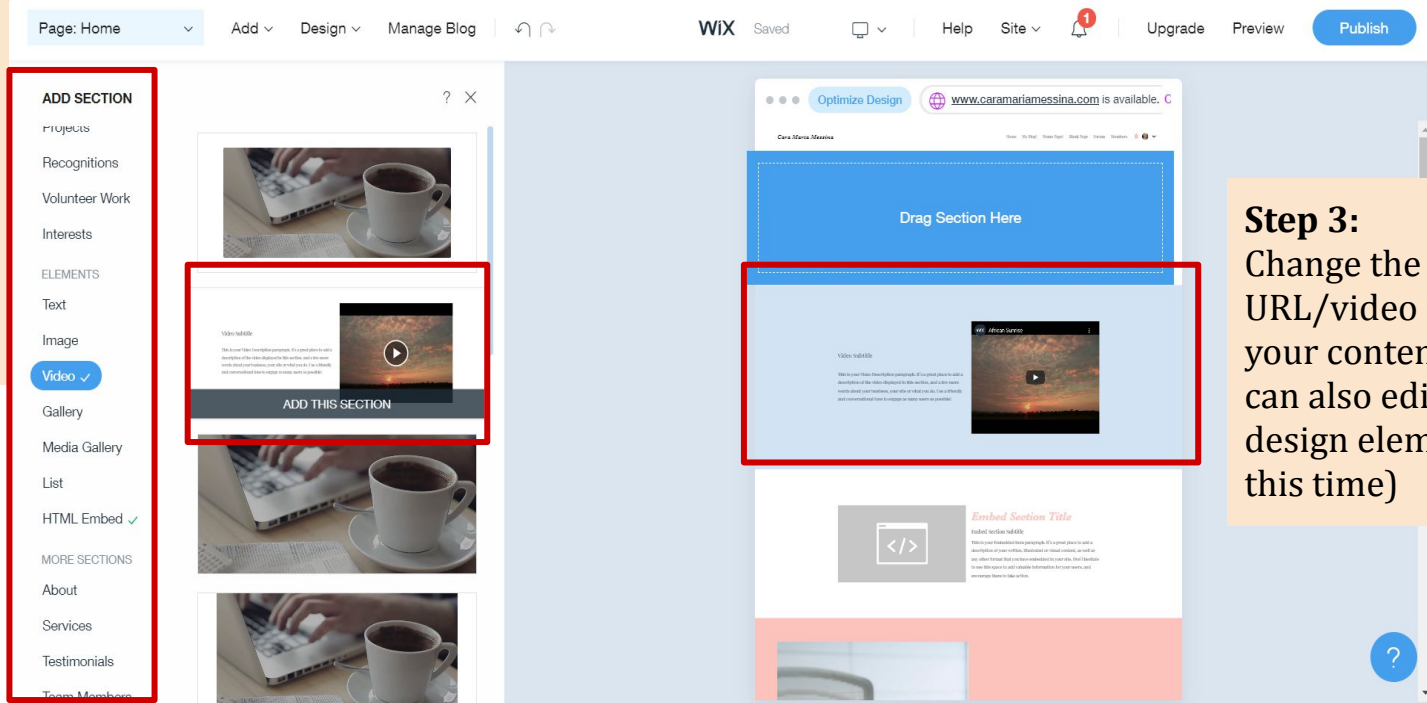


Use these arrows to change the order of sections on the page



# Add Media to Your Site

**Step 1:**  
Go to “Add Section” and click “Video” (or Media Gallery if you want to add multiple items)



**Step 2:**  
Select the layout you like best

**Step 3:**  
Change the URL/video file to your content (you can also edit text and design elements at this time)



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# Adding Apps

- In Wix, you have the option to add **apps**. These include:
  - Blog
  - Discussion forum
  - Bookings
- You can select from a full list of apps by clicking **“Add,”** then **“Apps”**



# Thank you!

If you have any questions, contact DITI at [nulab.info@gmail.com](mailto:nulab.info@gmail.com)

Sign up for DITI office hours! <https://calendly.com/diti-nu>

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