

Introduction to Website Building

GRMN 1101: Elementary German 1

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Spring 2024, March 11th

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Northeastern University
NULab for Texts, Maps, and Networks

*Feel free to ask questions at any point
during the presentation!*

Workshop Agenda

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

Slides and handout available at: bit.ly/sp24-fuchs-grmn1101-wix



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



Website development best practices

- Always **remember your audience** and think about how you want to **represent your identity** and your work to that audience.
- Use the “**Preview**” button 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



Building for your audience

- A website is just like a research report or an essay—it needs to clearly communicate its message or purpose to a specific audience.
- Critical first steps in website design are to consider **who** your audience is, **what** they will need to be able to find and do on your site, and **how** they will move through the site.
- Work out what your website **needs**. Don't add media or components to a website that **don't** contribute to the site's message/purpose.



Planning your website

Audience (Message/Purpose)

Content (Posts, Bio, Images)

Navigability (Headers, Pages, Menus, Hyperlinks)

User Experience / Accessibility (Interactivity, Color scheme, Readability, Alt text)

Design (Color scheme, Font size, Typeface)

Media (Images, Embedded elements)

Other Functionalities (Widgets, Buttons, etc.)



Starting points: questions to consider

- **Who** is this site for?
- **Why** would your identified audience(s) visit your site?
- **How** will they find what they need, and navigate around?



Starting points: more questions to consider

- What is the **purpose** of this site?
 - How can you communicate this clearly in the site's content and design?
- Can **everyone** use your site effectively? Is it accessible on mobile devices, and to people with disabilities?
- How can you make **smart design choices** to enhance the site's look, navigability, interactivity, functionality and accessibility?



Website Building Tools



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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** (both), **widgets** (WordPress), and **apps** (Wix) to customize your website



Why choose WordPress?



- Better for websites with a blog component (features for tagging and categorizing)
- Often used for academic websites
- Template-based design
 - You can change your theme at any time, regardless of when the site was created
- Better longevity



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 WordPress sites include:

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



Why choose Wix?

- Often used for businesses and artistic websites
- Customizable design that is less template-bound
 - You cannot change your template on an existing site
- AI Design feature—recommends features to you



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/>



Building your website in Wix

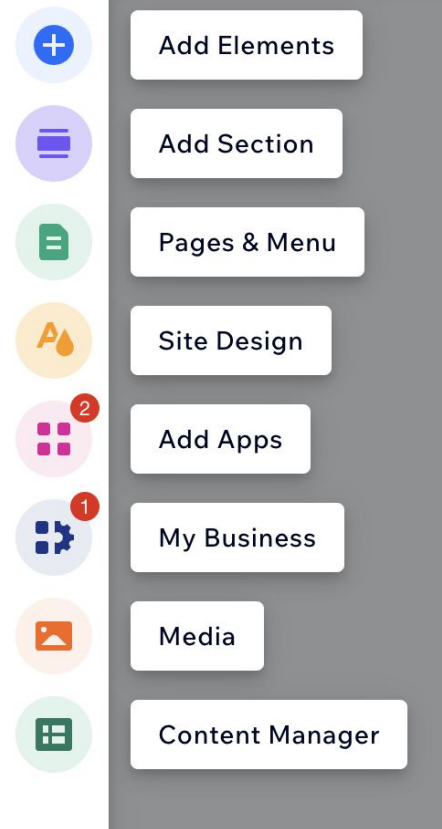


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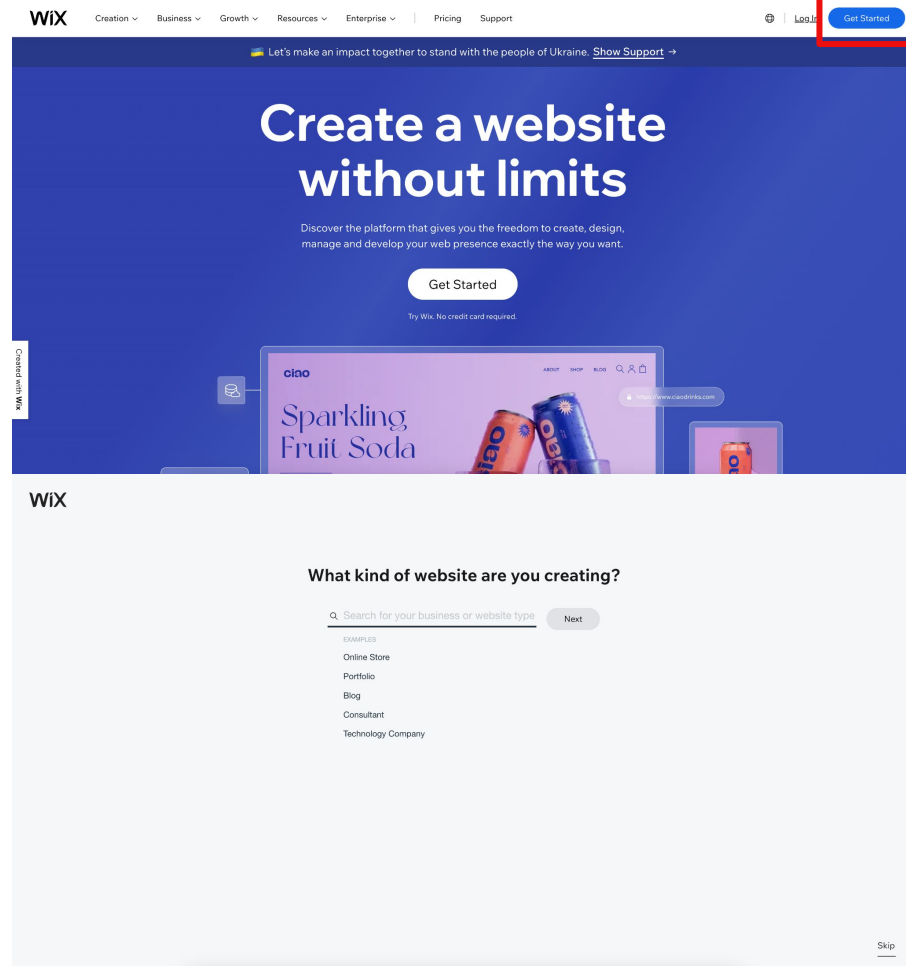
Wix vocabulary

- **Element:** the basic unit of content for your site. Headings, paragraphs, media, buttons, lists, galleries etc. are elements.
- **Section:** pages are divided into large chunks of content called “Sections.” They can be easily repositioned to change the layout of the page.
- **Pages & Menu:** pages are collections of sections and the menu lets your user navigate between them. You might have a “Home” page, an “About Me” page, and a “Projects” page on your website.
- **Site Design:** this is where you can apply themes to coordinate your website’s aesthetics across its pages.
- **Apps:** these are Wix-specific widgets designed for businesses, including things like ordering platforms, live chats etc.



Getting started

- Go to <https://www.wix.com/> and click “**Get Started.**” Sign up for a Wix account using your professional email.
- Click “**Create New Site,**” and then select what kind of site you want to create (e.g. “**Portfolio**”).
- Give your site a name (this doesn’t need to be the domain name).



Getting started

- Select any elements you want to include (e.g. “Online Store,” “Forms,” “Events”). You can edit these later.
- Select “Go to Dashboard” to go to the back-end hub of your website.
- From here you can design your website, connect a domain that you might own, and add type specific content (e.g. projects for a portfolio).

The image shows two screenshots of the Wix website creation interface. The top screenshot is titled "What do you want to add to your website?" and displays a grid of recommended website elements. The bottom screenshot is titled "Welcome to your Dashboard" and shows the setup progress for a new business website.

What do you want to add to your website?

Recommended for You

- Portfolio**: Showcase your work in a beautiful portfolio.
- Online Store**: Sell your products or find new products to sell.
- Forms**: Get info, subscribers & payments with Forms.
- Instagram Feed**: Display your pics & videos from Instagram.

View More

- Chat**: Chat with site visitors from desktop or mobile.
- Bookings**: Let clients schedule appointments on your site.
- Events**: Create events, sell tickets & track RSVPs.
- Blog**: Write posts to drive traffic and share your ideas.
- Pricing Plans**: Sell subscriptions & memberships.
- Video**: Share, stream and sell your videos.
- Music**: Stream and sell your music commission free.
- Online Programs**: Create and sell step-by-step training programs.
- Forum**: Start discussions and build community.
- Groups**: Create active communities for your site members.
- File Share**: Create a shared file library for your team.
- Table Reservations**: Let diners book a table on your site.

Welcome to your Dashboard

Let's set up your business

1/5 completed

- Update your site type
- Add a project to your portfolio
- Connect a custom domain
- Design your website
- Get found on Google

Wix stands with Ukraine. Show Your Support.

Quick Access

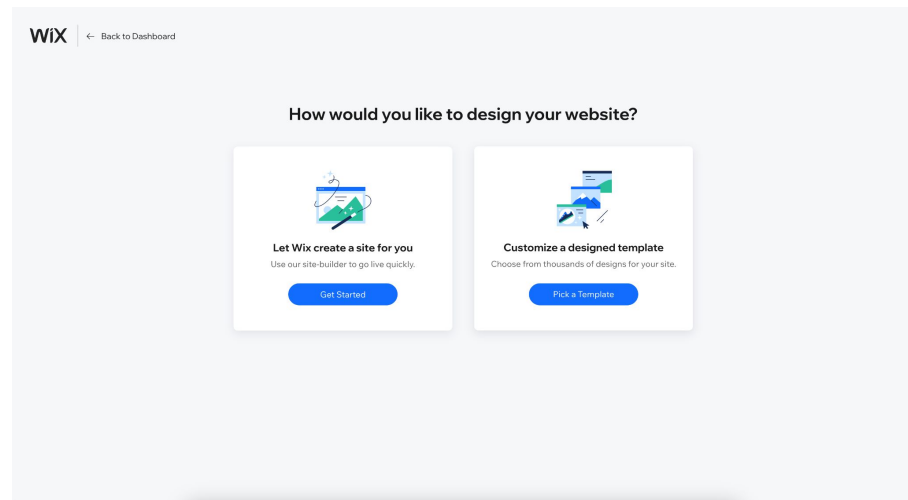
Limited Time Only
50% OFF Select Wix Premium Plans

Offer valid until February 22, 2020 01:00PM
*1% discount only valid for this order.
*Offer good purchased during this sale.



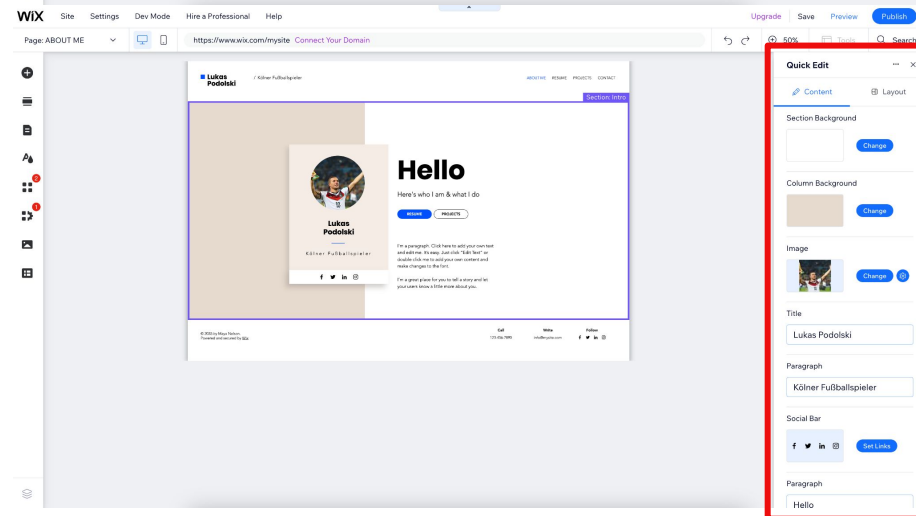
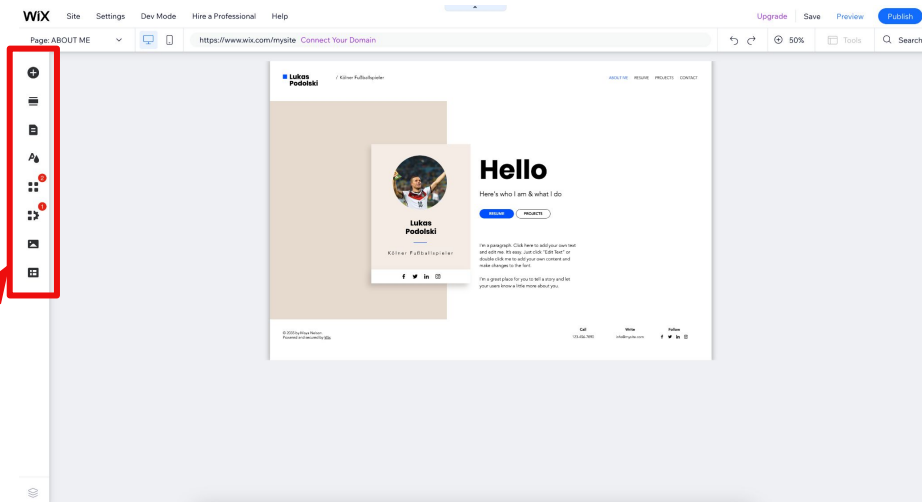
Designing your website

- You will be asked to choose a starting point: letting Wix create a site for you, or customizing an existing template.
- We recommend choosing a template, as you have more creative and operational control in the Wix Editor.



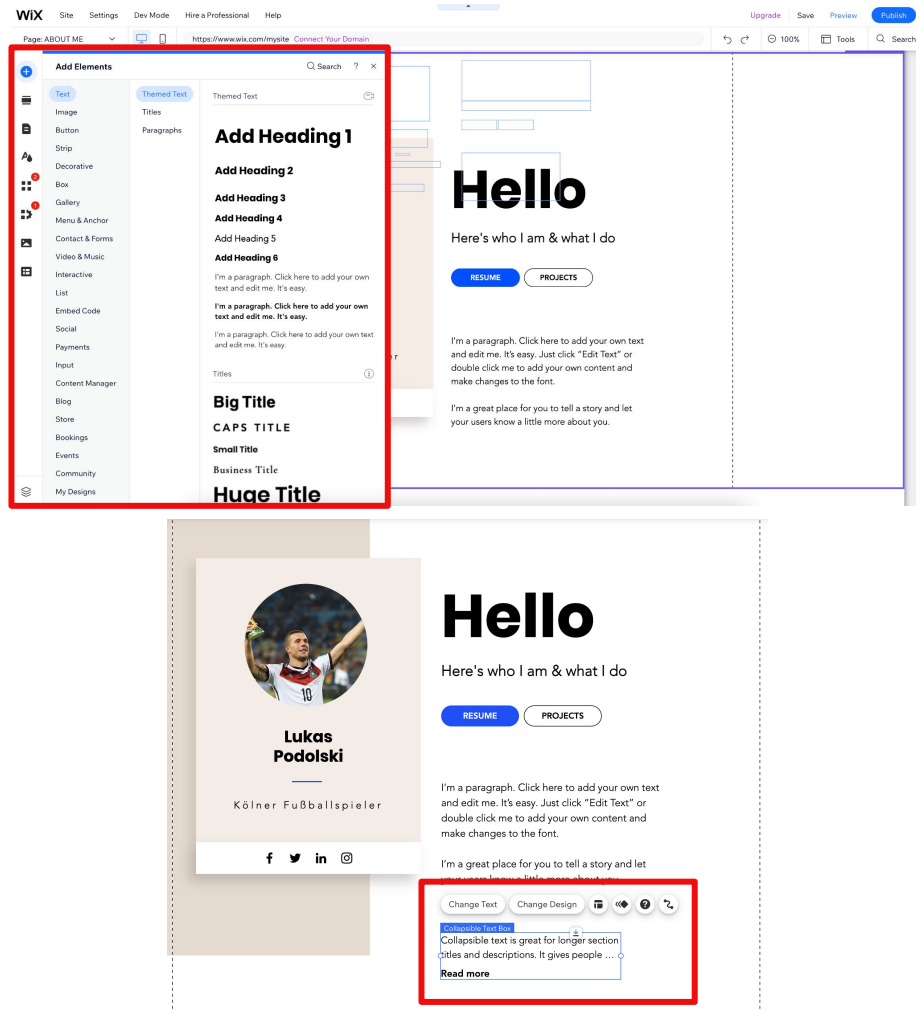
Wix Editor

- Once you have chosen a template, the Wix Editor will open.
- To add elements, sections, apps etc., use the panel on the left.
- Hovering over any part of the page will allow you to open the “Quick Edit” panel, in which you can edit the content of the template.



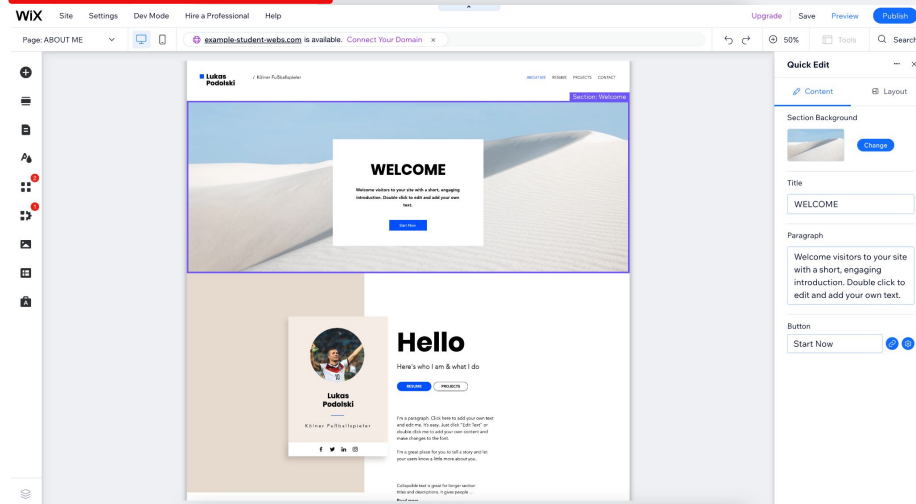
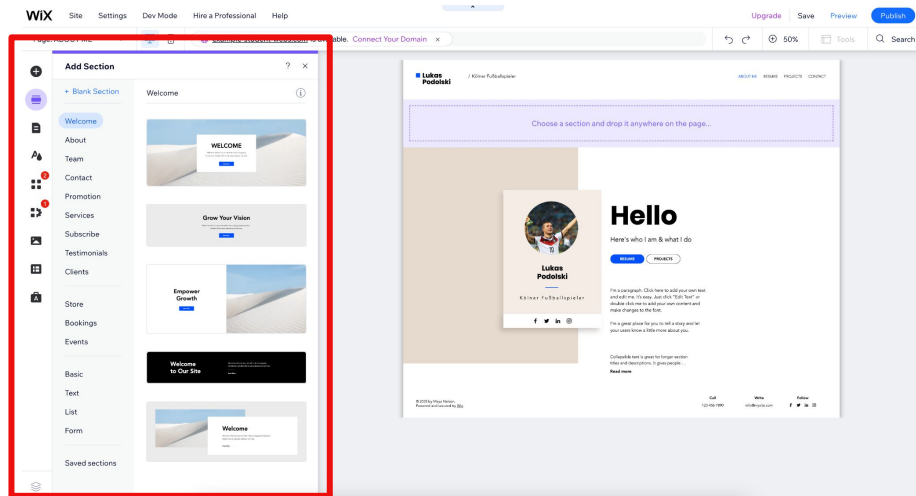
Adding Elements

- To add Elements, click the top icon on the left panel. ⊕
- This will open the Elements menu and you can choose from a huge variety of options.
- Adding an element will float it in the center of your page, but you can drag it into position and edit it.
- NB. To embed external media (like a StoryMap), add the “Embed” element from this menu.




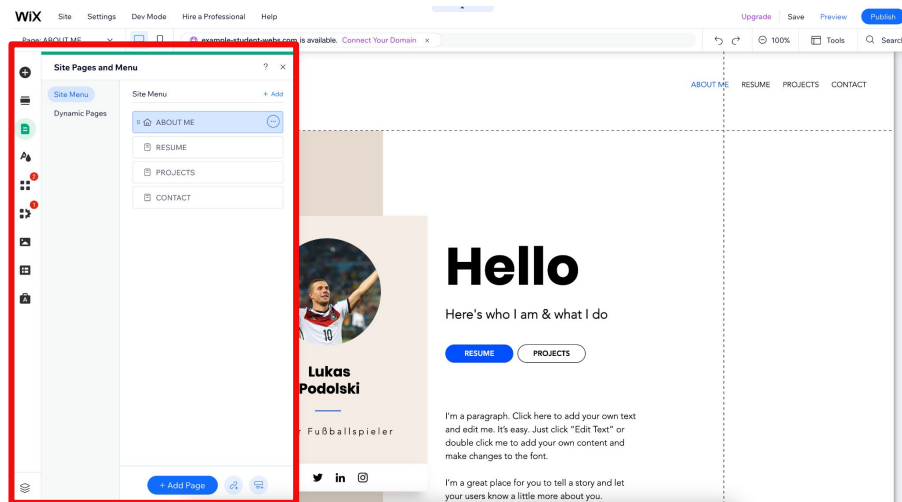
Adding Sections

- Adding Sections works in the same way. Select the second icon on the left panel to open the menu. ☰
- You can choose from various sections, such as “Welcome,” “About Us/Me,” “List” and “Testimonials.”
- Edit sections in the same way: hover over a section and open the “Quick Edit” panel or reposition it as desired.




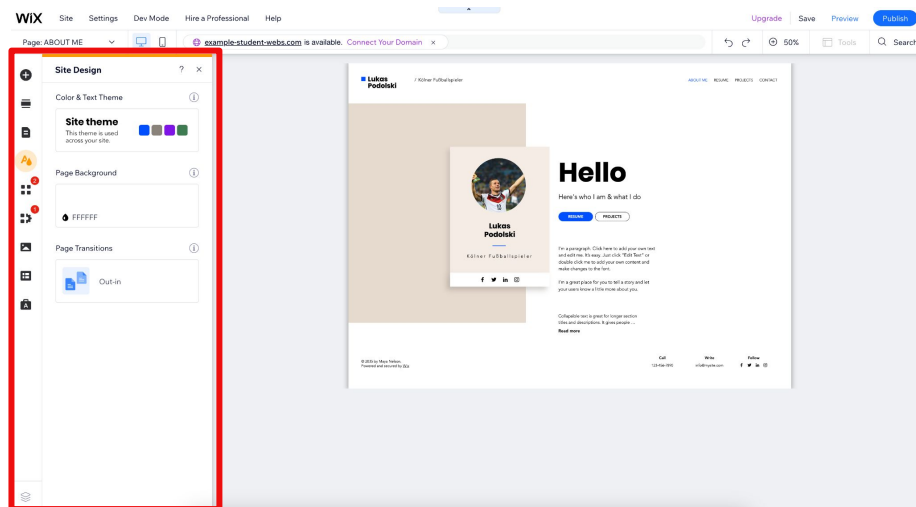
Adding Pages, editing the Menu

- To add pages and edit the menu, select the third icon on the left panel to open the menu. 
- Your template will have a selection of pages, and you can navigate to them here.
- Edit these pages in the same way using Elements and Sections.
- Adding a new Page will automatically add it to the Menu.




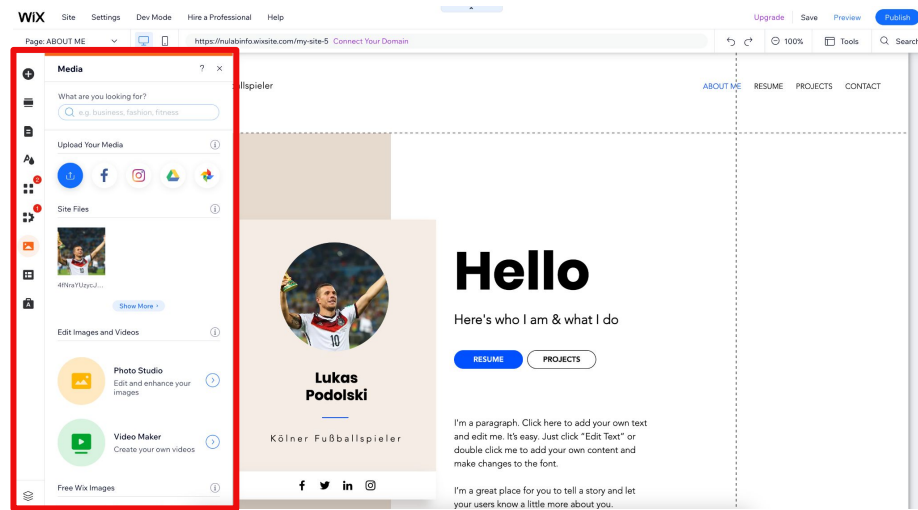
Site Design

- Selecting the Site Design icon allows you to change the appearance of your website. 
- Editing the theme will change the color and text across your pages.
- You can also customize the transitions between your pages.



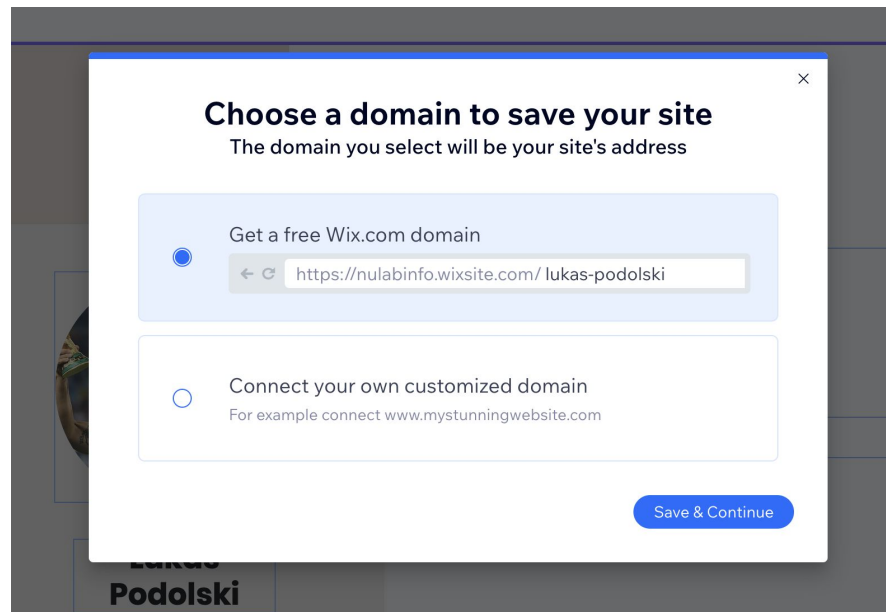
Adding Media

- You can add media from the “Element” menu, but also by selecting the media icon.
- You can select free images from Wix or Unsplash, upload files from your computer, link to URLs, or connect to social media.
- You can drag and drop media within sections, and apply filters, effects, and otherwise edit it on the page.



Publishing your website

- Click “**Save**” from the top menu and select the domain name for your site. Free Wix sites will always have the “wixsite.com” suffix.
- Preview your page, and, when you’re ready, click “**Publish**” in the top right to take your site live.
- You can edit your website and monitor traffic from your dashboard.



Thank you!

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If you have any questions, contact us at nulab.info@gmail.com

Schedule an appointment with us! <https://calendly.com/diti-nu>

Link to Online Materials: [**bit.ly/sp24-fuchs-grmn1101-wix**](https://bit.ly/sp24-fuchs-grmn1101-wix)

