Introduction to WordPress and Wix
ENGW 1111
Prof. Julia Garrett
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Questions to consider when planning a website

- 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

Wireframes are rough outlines for the design and placement of a website's content. They also help us envision the user experience of our site. This is a great way to plan out a website before you jump into making pages and posts. 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?
- Who is my audience?
- What site features will best support my goals and audience?
- How can I make my site easy to use?
- How can users search specific information or find resources on the website?

Wireframing tools

- MockFlow: https://www.mockflow.com/
- Wireframe CC: https://wireframe.cc/

Best practices in website building

- 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 ≠ 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.

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- For maximum readability, use simple fonts and a high color contrast between text and background color. This is particularly important for accessibility.

Important Vocabulary
- **Pages:** These are the main areas of your website that your audience will be able to navigate on 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.

Using WordPress
1. Go to http://wordpress.com/ and click "Get Started" in the upper right hand corner
2. Fill out the "Create a Site" information
   a. Keep in mind the purpose of the website in entering this information
3. Your dashboard
   a. Where you can add new posts and pages and customize your site
4. Choose a Theme
   a. In the left-hand column of your dashboard, scroll to "Appearance" and then click the "Themes" button
5. Add Pages and Posts
   a. Go to the left-hand column of your dashboard then either click "Pages" or "Posts" (depending on what you want to add)
   b. Click the "Add new" button on the top right hand corner of either the "Pages" or "Posts" page
   c. Both will provide options to style your content (font size, colors, images, etc.)
6. Editing Pages and Posts
   a. Creating a new page will open up the visual editor.
   b. You can pick a predefined layout or start with a blank page. This is where you fill in your content!
   c. WordPress pages are organized into pre-formatted sections called "blocks." Blocks allow you to manipulate the layout of the page. They include a wide variety of options such as heading, paragraph, image gallery, and pullquote.
7. Customize your site
   a. The "Customize" menu is a bar on the left-hand side that shows global changes you can make on your site
      i. To get to the Customizer click "Design" on the left-hand column of your dashboard and click "Customize"
   b. Site Menu
      i. In the "Customize" menu, go to "Menus," which will allow you to add pages, posts, and other content to the top menu bar
      ii. You can create dropdown menus by sliding one page under another
   c. Header

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Developed by Colleen Nugent, Tieanna Graphenreed, and Claire Tratnyek
Slides and additional materials available at https://bit.ly/fa22-garrett-wordpress
Questions? Contact us: nulab@northeastern.edu

         i. You can change your header by clicking "Site Identity" under the "Customize" menu

8. Widgets
    a. Small applications and components that appear on your site in specific areas
        i. For example, a "Footer" widget will appear at the bottom of your website across different pages
    b. Think about where and how you want your information to be presented
    c. You can add any block to your site's widget areas or use the classic widget options

About Wix

Wix is a professional website-building tool that allows you to build your own website, provides a free domain name, and installs sections and themes to customize your website.

Important Vocabulary

- **Pages:** These are the main areas of your website that your audience will be able to navigate on your site's menu. You can add and delete pages on your Wix dashboard, and when you do, these pages will show up automatically on your site's menu
- **Domain**: Your domain name is the unique URL that leads to your website. Wix provides a free domain name that will look like "username.wixsite.com/website_name." You can also purchase a domain name if you plan to use this website professionally or more frequently.
- **Add:** The "add" feature allows you to add a new page, sections, and/or applications
- **Section:** On each page, you can add multiple sections. Wix provides both general sections (text, images, galleries, etc) as well as sections with particular purposes.
- **Apps:** Specific Wix-created applications that you can add to your Wix page, including blog posts and different types of forms.
- **Blog:** The writing you can publish and update. Your Wix provides a "Blog" app option, and this blog application will allow you to add, edit, and publish blog posts on your Wix page.
- **Design:** the aesthetic choices for your website, including colors, font, and more.

Example Wix Sites

- https://www.helenakruger.com/
- https://www.laurabaross.com/ & https://www.laurabaross.com/blog/
- https://www.bellaandbloom.com/blog/

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