



Advanced Writing in the Business Administration Professions
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Introduction to WordPress and Wix

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

This is a great way to plan out a website before you jump into making pages and posts.

- 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.
- 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 “Design” and then click the “Themes” button
5. Add Pages and Posts
 - a. Go to your dashboard and click “Site” 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. This is where you fill in your content!
 - b. 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
 - 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

Using Wix:

1. Go to <http://www.wix.com/> and click “Sign In” in the upper right hand corner
2. Let Wix ADI help create your site!
 - a. Wix ADI will ask questions about the purpose of your site
3. Change your design
 - a. The ‘Design’ button will help you change the global design of your website: either the overall theme, or specifics like colors, fonts, and animation.
4. Editing your site’s pages
 - a. Sections



- i. There is a wide variety of sections you can add, ranging from simple “elements” to more complex sections such as Instagram feeds, FAQ, and forms
 - b. Add Pages or Sections
 - i. Add new pages or sections by clicking the “Add” menu
 - ii. Choose your content and drag and drop it to the area on your page
 - c. Editing Sections
 - i. Hover over the section you want to edit and click the “Edit” button in the top left corner
 - ii. Use the bar on the left side to make edits to your section
 - iii. Sections are very easy to delete if you make a mistake!
 - d. Add Media
 - i. Go to “Add Section” and click “Video” (or “Media Gallery” if you want to add multiple items)
 - ii. Select the layout you like best
 - iii. When you add the section, you can edit the text, the URL/video file, and all other aspects of it.
- 5. Apps
 - a. Apps are Wix’s version of widgets
 - b. Select from a full list of apps by clicking “Add,” then “Apps”