

Introduction to Wix: Website Building and Design

Digital Integration Teaching Initiative
Carolin Fuchs
Summer 1 2020



Northeastern University
NULab for Texts, Maps, and Networks

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

Workshop Agenda

- Introduce Activity (Create Your Own Wix Site)
- Introduce Wix
- Learn Wix's Features
- Activity: Create your own Wix site

Slides and handouts available at [**https://bit.ly/diti-summer2020-fuchs**](https://bit.ly/diti-summer2020-fuchs)

Google Slides (with videos) available at

[**https://bit.ly/diti-summer2020-fuchs-slides**](https://bit.ly/diti-summer2020-fuchs-slides)



Introduce Activity: Create Your Wix Site

Your goal as you go through this presentation is to **create your own Wix site** for your “German for Young Professionals” course.

Follow the steps provided in these slides to create your own Wix site.

At the end of these slides, you will be asked to create a few different Wix pages. These pages do not need to be complete, but rather a starter for your website that you will build

What is Wix?



Wix is a professional **website-building tool** that allows you to build your own website; provides a free domain name (with “wix” in it); and installs sections, apps, and themes to customize your website. There are other website-building tools, such as WordPress.

Wix prioritizes **customizable design** and allows creators to get as creative as they want.



Wix Examples

Look through these three Wix examples to see how professionals use Wix to present their professional identities!

Helena Kruger: <https://www.helenakruger.com/>

Laura Baross: <https://www.laurabaross.com/> &
<https://www.laurabaross.com/blog>

Bella and Bloom: <https://www.bellaandbloom.com/blog/>



Getting Started

To get started, follow these steps:

- Go to <https://www.wix.com/> and click “Sign In” in the upper right corner
- Sign up with a Wix account. I recommend **creating a Wix account** with your professional email.

+ Create New Site

With your Wix account, you can make multiple websites. In order to create your class website, click “Create New Site”



Northeastern University
NULab for Texts, Maps, and Networks

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

Your New Website!

What kind of website
do you want to create?

Business >

Designer >

Blog >

Online Store >

Restaurants & Food >

Beauty & Wellness >

Photography >

Fitness >

Portfolio & CV >

Music >

Events >

Other >

Recommendations for
the kind of website you
create for class:

- Blog*
- Portfolio & CV
- Other

*If you choose blog, your
homepage will be your blog
pages. This can be changed later.



Northeastern University
NULab for Texts, Maps, and Networks

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

Let Wix Design AI Help Create Your Site

Wix ADI will ask **questions** about
the purpose of your site.

- What do you want your site to capture and represent?
- Who do you want to read your site?

(Wix ADI will ask to import content, but you can **skip** this content)

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](#)



Northeastern University
NULab for Texts, Maps, and Networks

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

Your Site's Dashboard

Your toolbar

Page: Home ▾ Add ▾ Design ▾ Manage Blog | ⌛️ ⌚

WiX Saved 📁 ▾ Help Site ▾ 🔔 Upgrade Preview Publish

https://www.wix.com/mysite Connect Your Domain

CARA MARTA MESSINA

Home Blog

CARA MARTA
MESSINA

?

A
preview
of your
site



Northeastern University
NULab for Texts, Maps, and Networks

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

To Get Back to Your Site When You Login

Choose "My Sites"

The screenshot shows the Wix dashboard with a red box highlighting the "My Sites" tab in the top navigation bar. The main area displays a list of sites. One site, "Cara Marta Messina", is highlighted with a red box. This site has a thumbnail image of a glass on a table, the name "CARA MARTA MESSINA", and the status "Not Published". To the right of this site is another card labeled "Mysite" with the same status. A promotional banner on the right side offers "50% OFF Select Wix Premium Plans" with a "Save Now" button.

WiX My Sites Explore Help Hire a Professional

Choose "My Sites"

My Sites

Select a site to edit, view and open its dashboard.

All Sites

Search for a site...

Create New Folder

Create New Site

Cara Marta Messina

Cara Marta Messina

Not Published

Mysite

Not Published

- Limited Time Only -

50% OFF

Select Wix Premium Plans

Save Now

Offer valid until April 22, 2020 (7 am UTC). Promotion only valid for the initial subscription purchased during this sale.

Select your site



Northeastern University
NULab for Texts, Maps, and Networks

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

Editing Your Site



Your Site's Pages

The different pages on your site that your audience will navigate.

Each page should have a particular purpose and different content. Page ideas:

- Homepage
- Blog page
- About page



A screenshot of a website's page management interface. At the top, there is a navigation bar with "Page: Blog" (highlighted with a red box), "Add", "Design", "Manage Blog", and other icons. Below this is a main content area titled "PAGES" with a help icon and a close button. It contains instructions: "Manage all the pages on your website here. To manage your menu items, go to Site Menu." Below this are links for "Home" and "Blog" (highlighted with a blue bar). At the bottom of the content area is a blue button labeled "+ Add Page". To the right of the main content area, there is a sidebar with a URL "https://www.wix.com", a navigation bar with three dots, and a preview of a website titled "CARA MARTA MESSI".

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

Change Your Design

Change the design of your website, either the overall theme, or specifics like colors, fonts, and animation.

The screenshot shows a user interface for customizing a website's design. At the top, there are navigation links: 'Page: Blog', 'Add', 'Design' (which is highlighted with a red box), and 'Manage Blog'. Below these are several icons for different design categories: 'Themes' (represented by a house icon), 'Colors' (represented by a color swatch icon), 'Fonts' (represented by a font icon), and 'Animation' (represented by a circular arrow icon). A large, semi-transparent overlay covers the main content area. It features two preview cards: 'MIDNIGHT', which has a dark background with a small gold bar and the word 'MIDNIGHT' in white, and 'SKY HIGH', which has a dark blue background with a grid pattern and the words 'SKY HIGH' in white. At the bottom of this overlay is a blue button labeled 'Customize Site Design'.



Add Sections/Content

You can add different **content**, including new pages or content on pages using “**Section to Page**.”

Choose your content and **drag and drop** it to the area on your page.

The screenshot shows a user interface for managing a blog. At the top, there are navigation links: 'Page: Blog', 'Add' (which is highlighted with a red box), 'Design', 'Manage Blog', and some icons. Below this, a dropdown menu titled 'Section to Page' is open, also highlighted with a red box. The menu includes options like 'Section to Page', 'Page', and 'Apps'. To the right of the menu, there are two preview images of blog pages. The top preview shows a workspace scene with text 'HELLO! I'M CARA MARTA MESSINA' and a 'Get Started' button. The bottom preview shows a desk setup with a laptop, a cup, and some pens, with the name 'CARA MARTA MESSINA' displayed prominently.



Types of Sections to Add

ELEMENTS: The elements are your basic sections, such as texts, images, videos, photo galleries, and more.

OPTIONAL: Based on your website's purpose according to your ADI's results, you will get some recommended sections. For example, I chose "Portfolio & CV," so my optional sections revolve around work experience

MORE SECTIONS: Sections that have specific purposes, such as FAQs, Instagram, Subscribe, Testimonials, and more.

FORMS: These are forms that people can submit through your website, such as a Testimonial Form or Job Application.



Example of Adding a Page & Section

The screenshot shows a Wix website editor interface. At the top, there's a navigation bar with 'Page: Home' (dropdown), 'Add' (dropdown), 'Design' (dropdown), 'Manage Blog' (dropdown), browser icons, 'WIX' (with a 'Saving' status), 'Help', 'Site' (dropdown), 'Upgrade', 'Preview', and a 'Publish' button. Below the bar is a browser window with the URL 'https://www.wix.com/mysite'. The page title is 'CARA MARTA MESSINA'. The main content area features a large image of a train car, with the name 'CARA MARTA MESSINA' repeated in large white text on the right side. A blue help icon with a question mark is visible in the bottom right corner. A toolbar with various editing icons is at the bottom left.



Northeastern University
NULab for Texts, Maps, and Networks

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

Edit Sections of Your Site

Step 1:
Choose the
page you
want to edit

The screenshot shows the Wix website editor interface. At the top, there's a navigation bar with 'Page: Home', 'Add', 'Design', 'Manage Blog', and other site management options. Below the navigation is a toolbar with 'WIX', 'Saved', 'Help', 'Site', 'Upgrade', 'Preview', and 'Publish' buttons. The main area displays a section titled 'ABOUT ME'. On the left, a sidebar shows settings for the 'BIO' section, including fields for 'TITLE' (Bio), 'SUBTITLE', 'DESCRIPTION' (with placeholder text about being a go-getter), and 'MEDIA'. On the right, the preview window shows the 'BIO' section with its content and a 'Get in Touch' button. A red box highlights the 'Edit' button in the top right corner of the preview window.

Step 3:
Use the bar
on the left
side to make
edits to your
section

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



Northeastern University
NULab for Texts, Maps, and Networks

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

Made a Mistake? Easily Delete Sections!



A screenshot of a web editor interface. At the top, there are three buttons: 'Edit' (with a pencil icon), 'Design' (selected and highlighted in blue), and a three-dot menu button. A context menu is open over a section of text. The menu options are: 'Duplicate', 'Move to...', and 'Delete'. The word 'TITLE' is visible in large letters above the text area. The main text area contains the following placeholder text: 'This is your first paragraph. It's a great place to add a description of your business, your site or what you do. Use this space to add information for your users, write about your philosophy or your journey and define your distinguishing qualities. Consider adding an image for extra engagement.'



Add Media to Your Site

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

The screenshot shows the Wix website builder interface. On the left, a sidebar titled "ADD SECTION" lists various content types: Projects, Recognitions, Volunteer Work, Interests, ELEMENTS, Text, Image, Video (which is selected and highlighted with a red border), Gallery, Media Gallery, List, HTML Embed (which is also selected and highlighted with a red border), and MORE SECTIONS. Below this, there are links for About, Services, Testimonials, and Team Members. In the center, a preview window shows a video thumbnail with a play button. A red box highlights the "ADD THIS SECTION" button below the thumbnail. To the right, the main workspace shows a blue placeholder box labeled "Drag Section Here". Another red box highlights a video section that has been added to the page, showing a thumbnail for "African sunset" and some descriptive text. The top navigation bar includes "Page: Home", "Add", "Design", "Manage Blog", "Help", "Site", "Upgrade", "Preview", and "Publish".

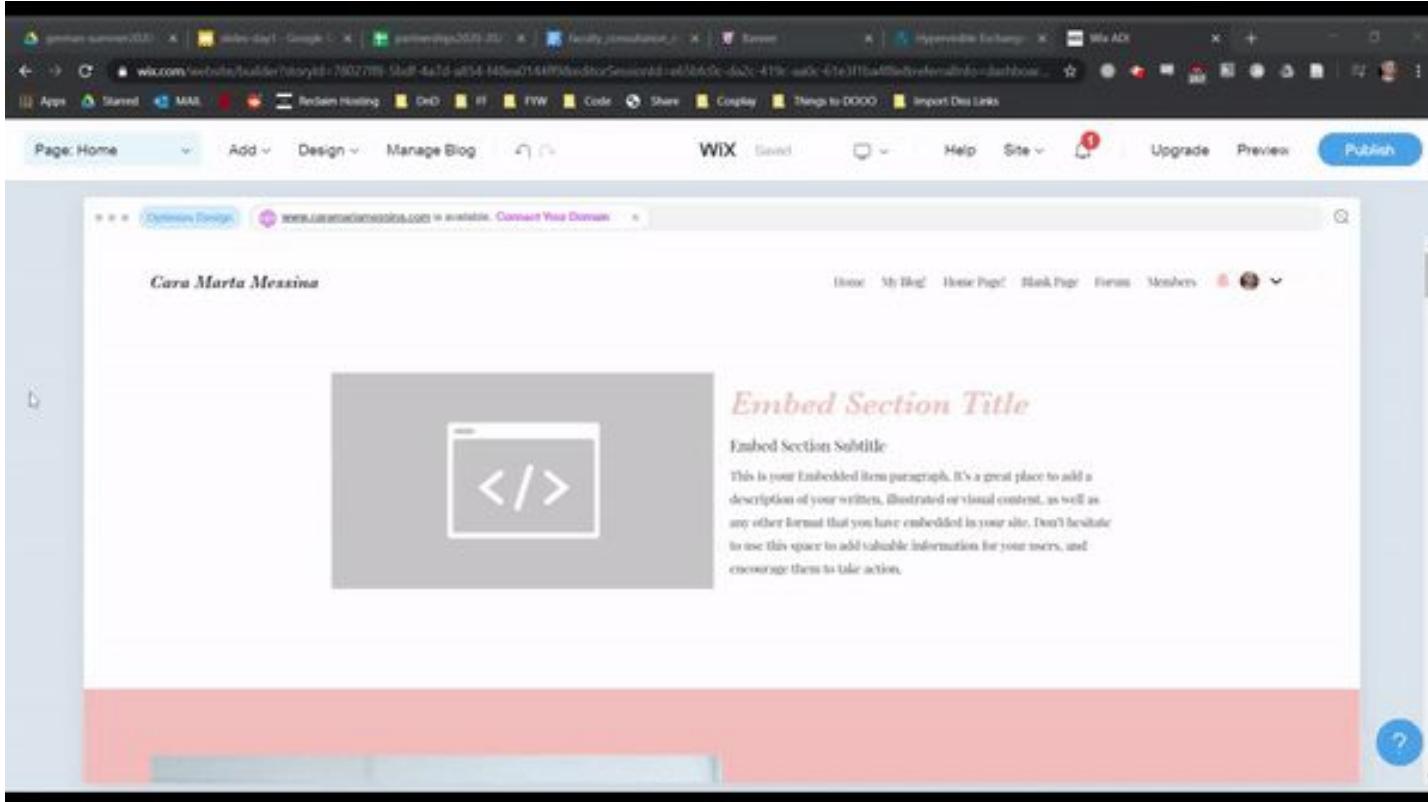
Step 2:
Select the layout you like best

Northeastern University
NULab for Texts, Maps, and Networks

Step 3:
When you add the section, you can edit the text, the URL/video file, and all other aspects of it.

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

Example of Adding Media



Northeastern University
NULab for Texts, Maps, and Networks

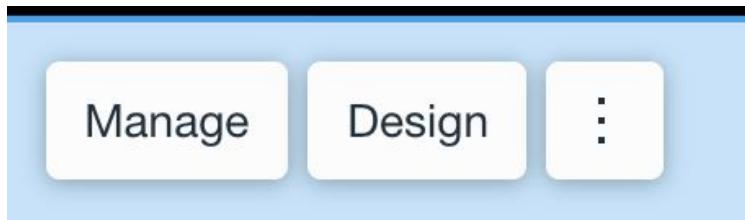
*Feel free to ask questions at any point
during the presentation!*

Blog Posts

Your website might already have a “Blog Posts” page. If not, go to “Add” > “Apps” > “Blog”

Go to your blog page (“Pages”>“Blog”)

Hover over your blog section and click “Manage”



Your Blog Dashboard

DASHBOARD

Help X

Cara Marta Mes...
Role: Owner

Set Up Your Site
1/4 Completed

< Main Menu

Blog

Posts

Categories

Upgrade

Posts

More Actions ▾ Create New Post

Choose an author name
Cara Messina

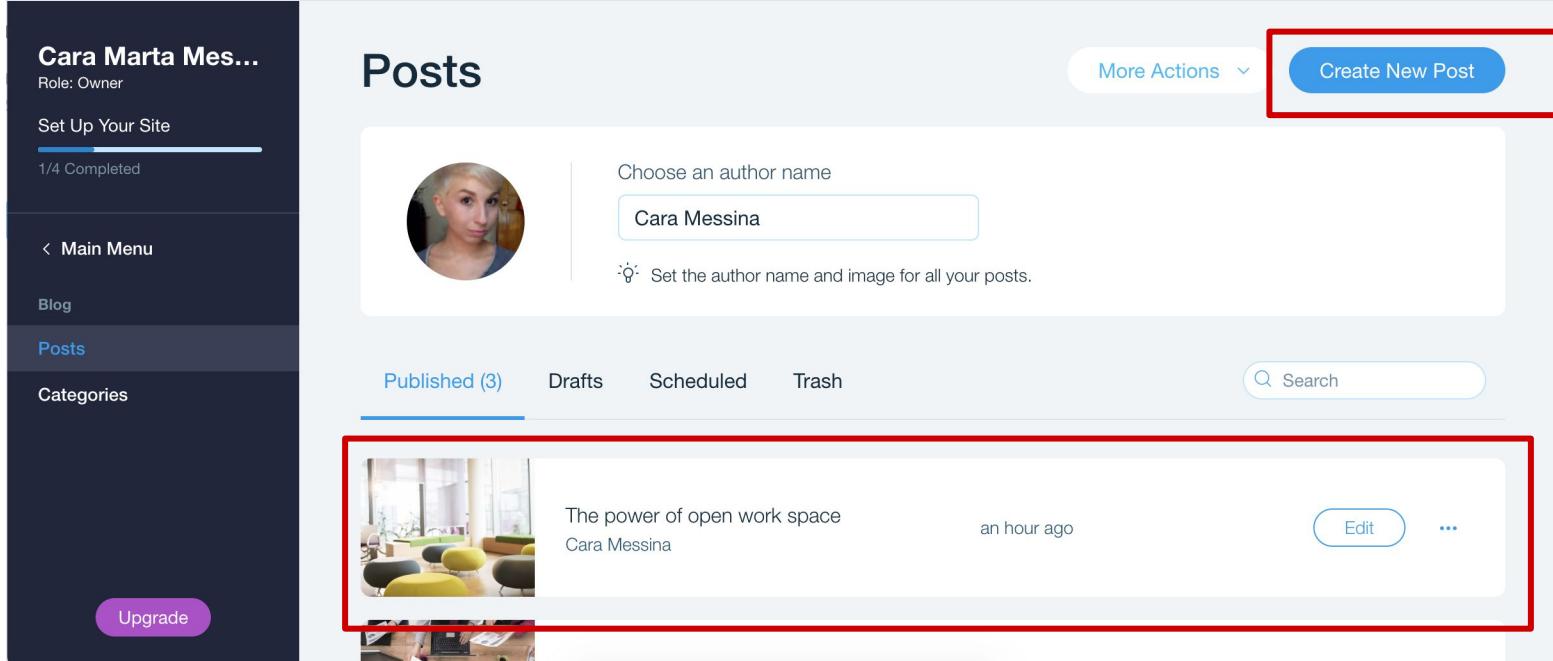
Set the author name and image for all your posts.

Published (3) Drafts Scheduled Trash Search

The power of open work space
Cara Messina an hour ago Edit ...

Add another blog post

Edit your current blog posts



Northeastern University
NULab for Texts, Maps, and Networks

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

Your Turn! On your Wix page, add:

- Edit a section on your homepage to include an area for media (a gallery of photos, a video, etc)
- Create a new page called “About Me.”
 - Add a text section
 - Add an image section & an image
- Create a new page called “Professional Experience” (or Resume, CV, etc)
 - Add a list section with your education
 - Add any previous working experience
- Publish your site so you can share it with Prof Fuchs!



Thank you!

If you have any questions, contact us at:

Sarah Connell

Digital Integration Teaching Initiative

Co-Director

sa.connell@northeastern.edu

Slides and handouts available at <https://bit.ly/diti-summer2020-fuchs>

Google slides available at <https://bit.ly/diti-summer2020-fuchs-slides>

Schedule an appointment with us! <http://bit.ly/diti-office-hours>



Northeastern University
NULab for Texts, Maps, and Networks

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