

Introduction to Wix

Taught by Chris McNulty & Ana Abraham

GRMN 1101: Elementary German 1

Prof. Carolin Fuchs

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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 as a website building tool.
- Learn how to create a website with Wix.

Slides and handout available at:

<http://bit.ly/sp23-grmn1101-fuchs-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 (overall considerations)

Audience (Message/Purpose)

Content (Posts, Bio, Images)

Navigability (Headers, Pages, Menus, Hyperlinks)

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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?



Building your website in Wix

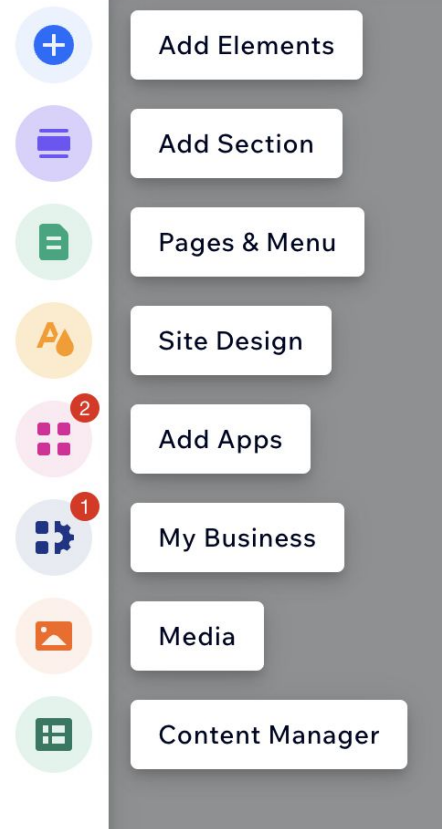


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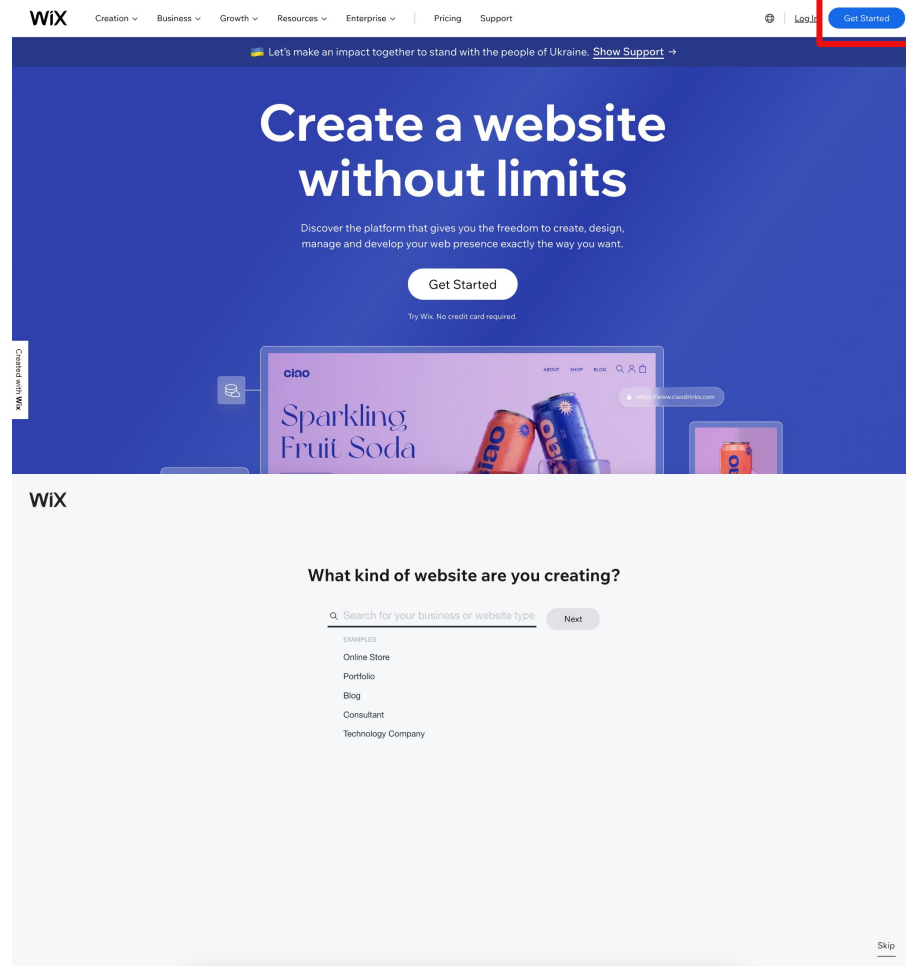
Wix vocabulary

- **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 the 'What do you want to add to your website?' screen, which displays a grid of recommended website elements. The bottom screenshot is the 'Welcome to your Dashboard' screen, which shows the progress of setting up the business and provides options to add projects, connect domains, design the website, or get started.

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

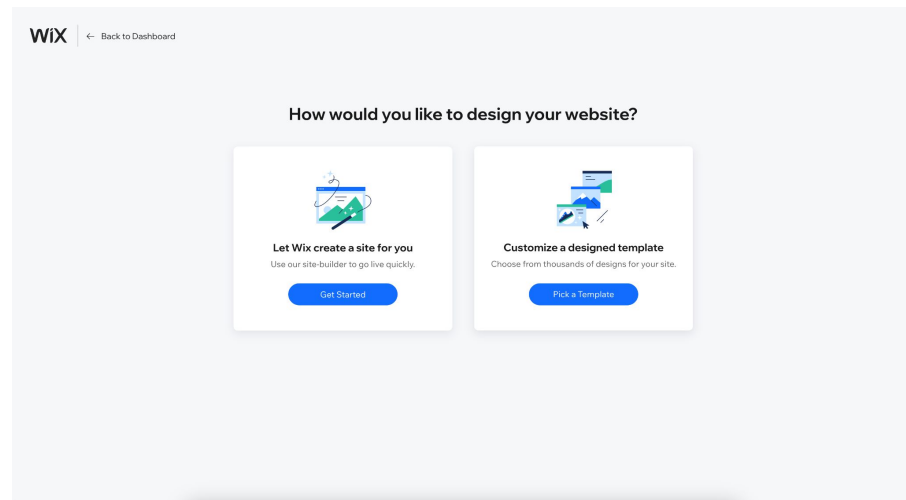
Let's set up your business

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



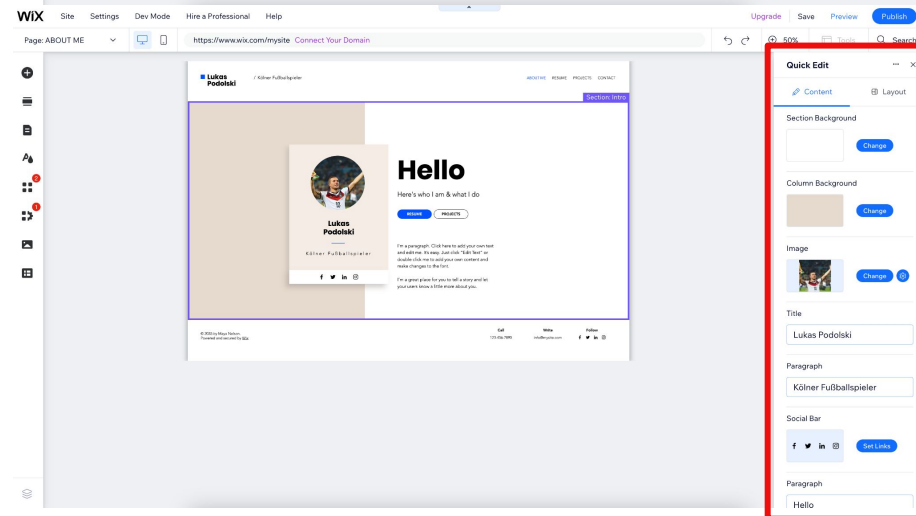
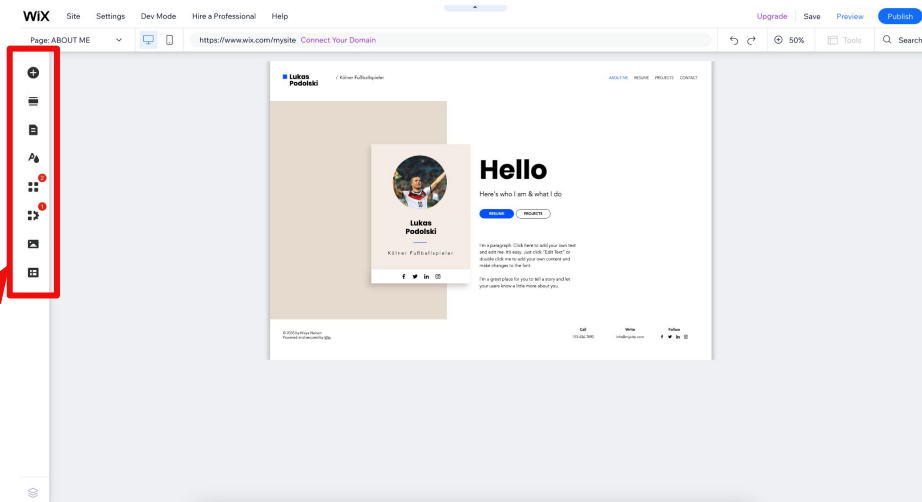
Designing your website

- You will be asked to choose a starting point: letting the Wix ADI 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.




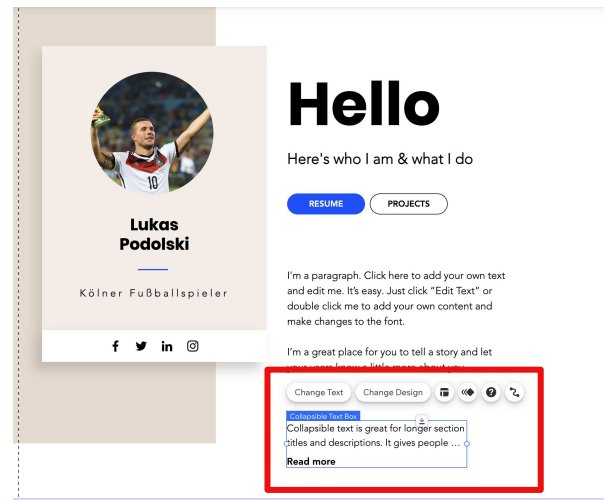
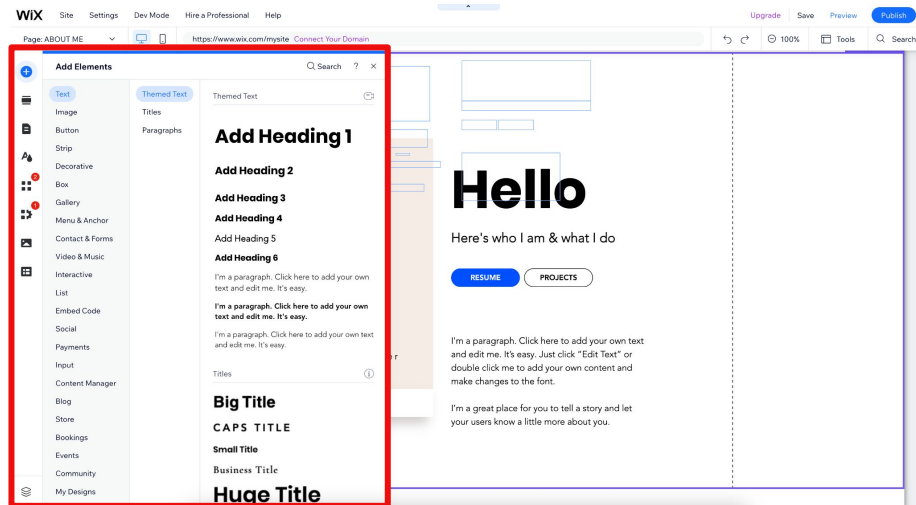
Wix Editor

- 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 to “Quick Edit” panel, in which you can edit the content of the template.




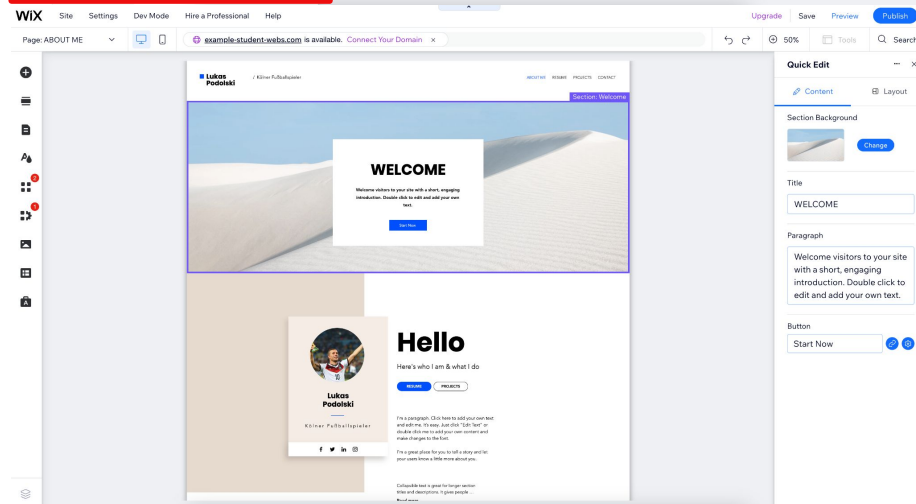
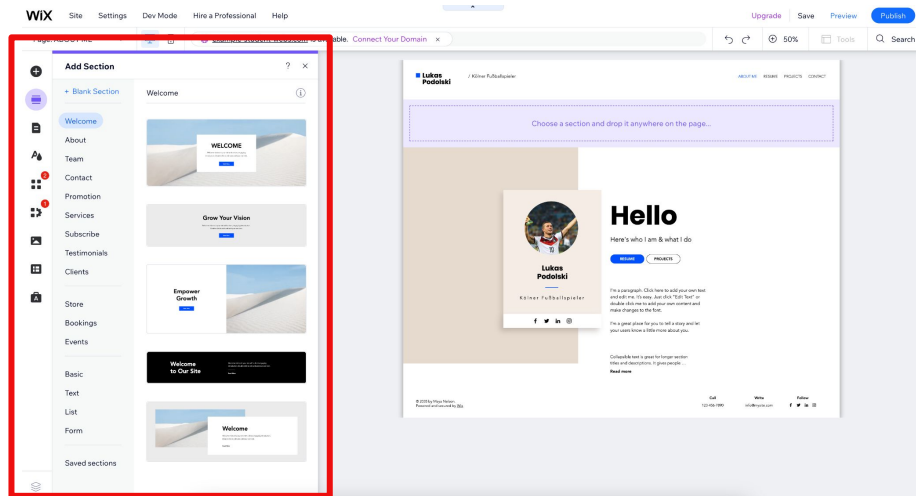
Adding Elements

- 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.




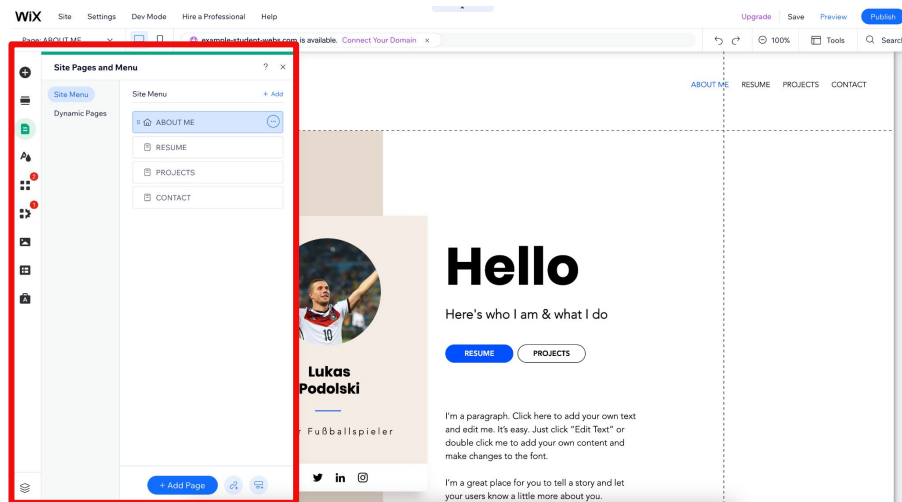
Adding Sections

- 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.




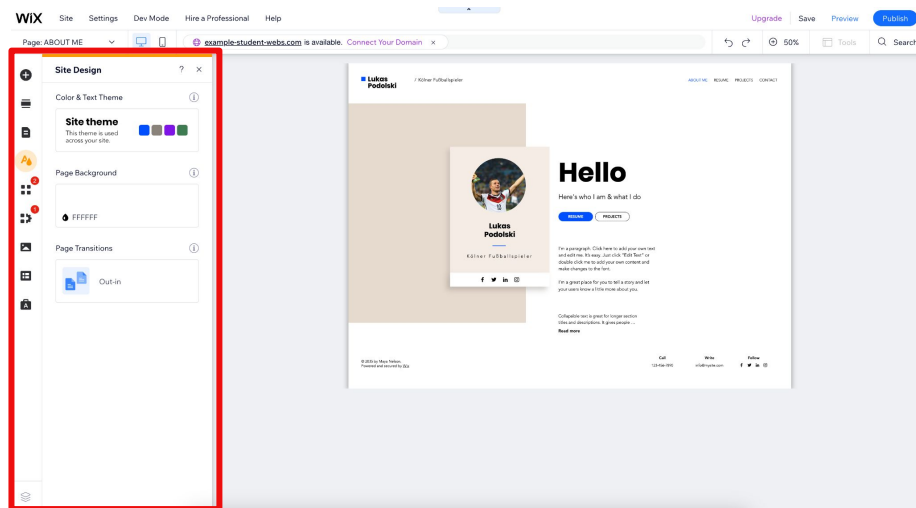
Adding Pages, editing the Menu

- 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.




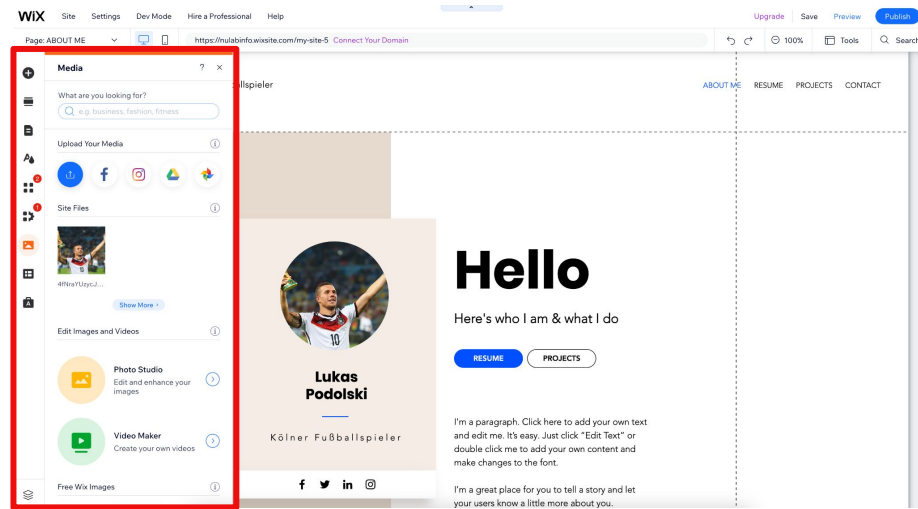
Site Design

- 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.



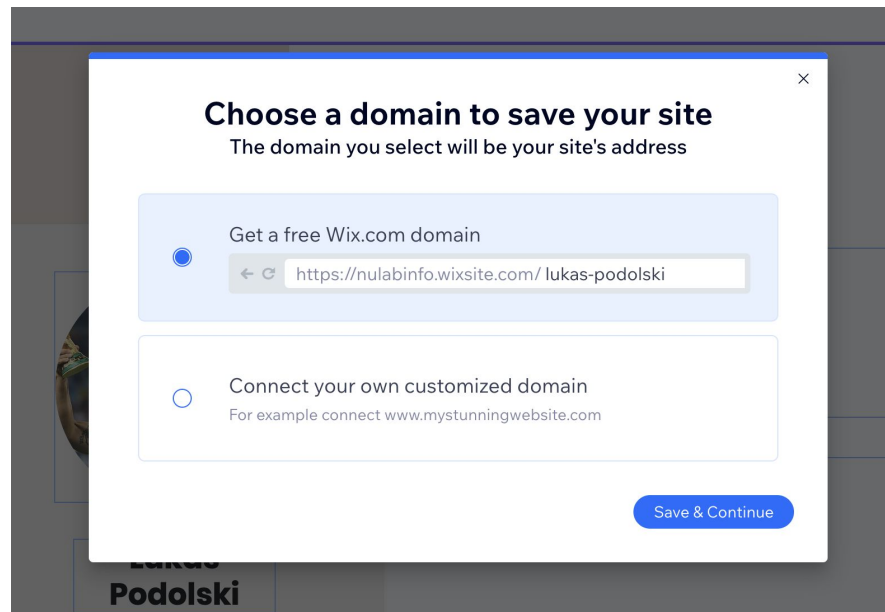
Adding Media

- 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!

Taught by Chris McNulty
Digital Integration Teaching Initiative
Assistant Director

Ana Abraham
Digital Integration Teaching Initiative
Assistant Director

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

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

Link to Online Materials: <http://bit.ly/sp23-grmn1101-fuchs-wix>

