Introduction to Wix

Taught by Chris McNulty & Ana Abraham
GRMN 1101: Elementary German 1
Prof. Carolin Fuchs
Spring 2023

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

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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.

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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 ≠ 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*

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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.

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Planning your website

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)
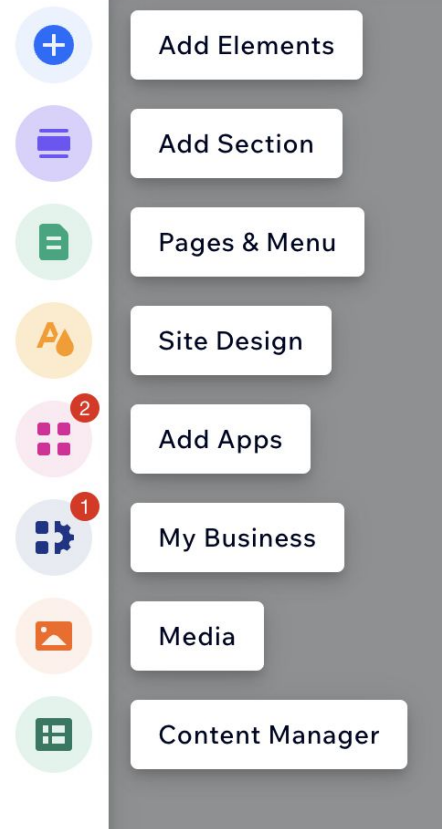
Other Functionalities (Widgets, Buttons, etc.)

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# 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?

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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?

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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.

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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).

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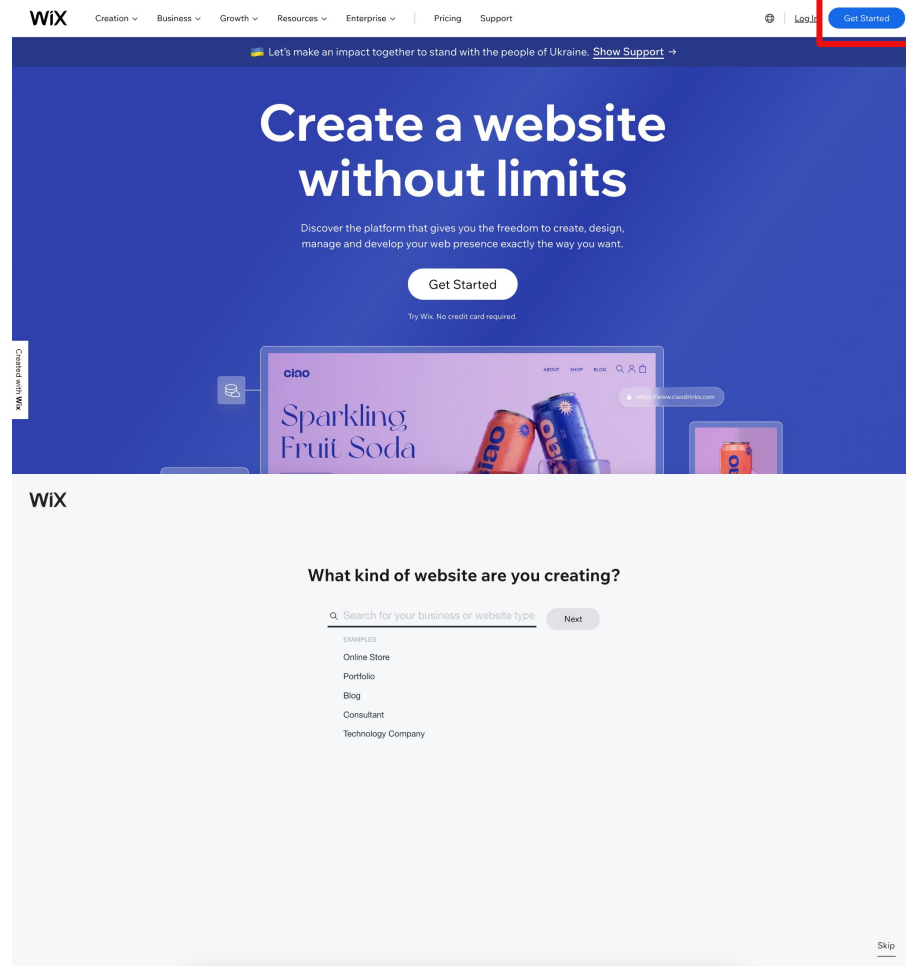
Getting started

- 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).

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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.

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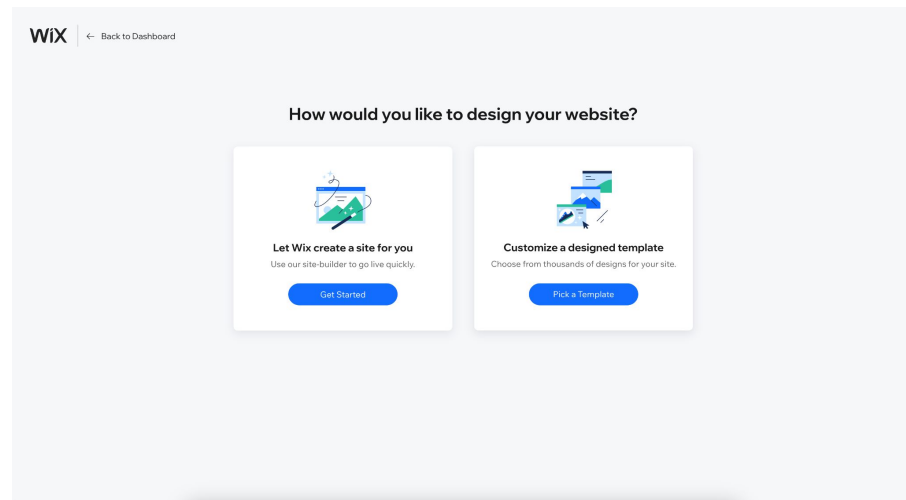
Wix Editor

- 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.

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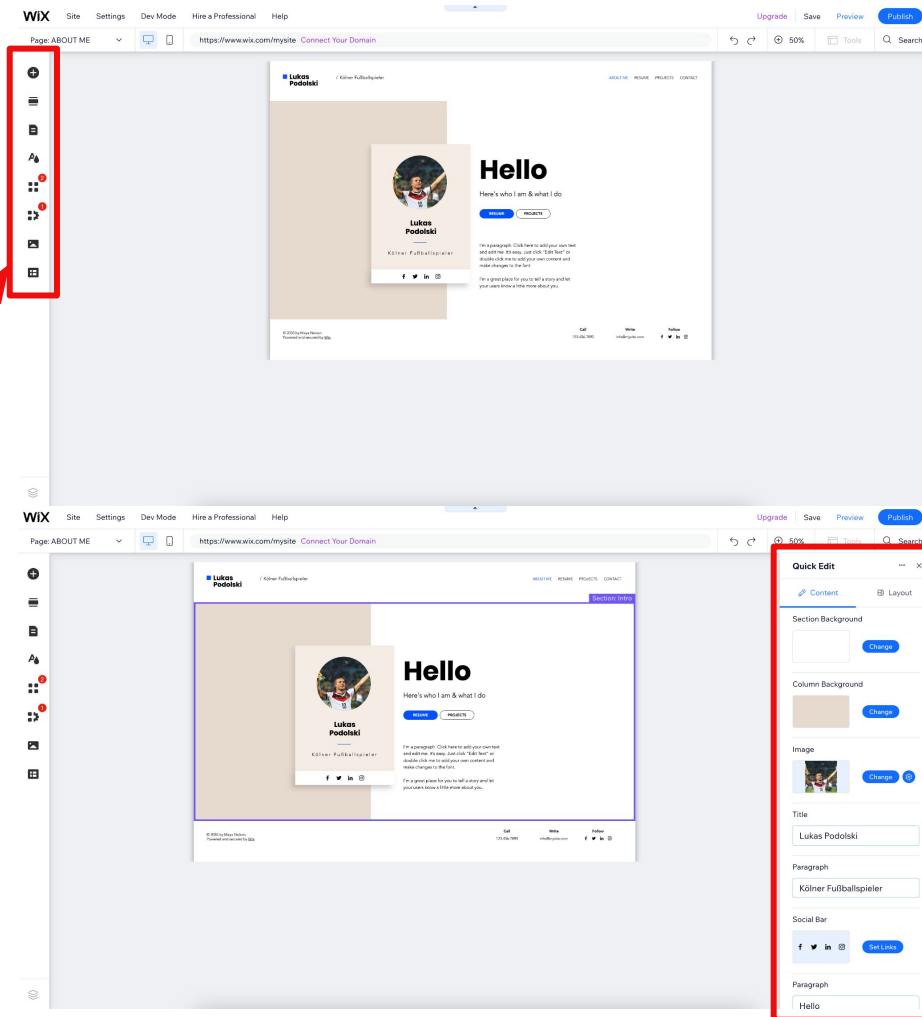
Adding Elements

- 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.

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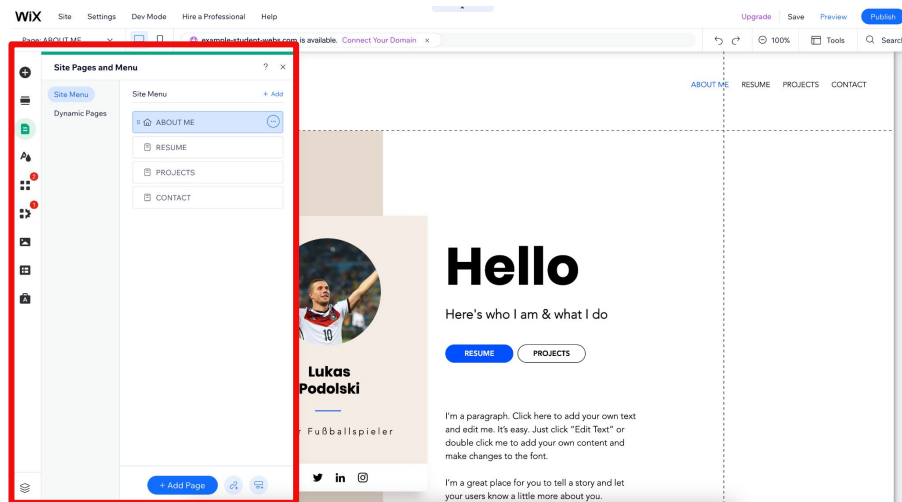*NULab for Texts, Maps, and Networks*
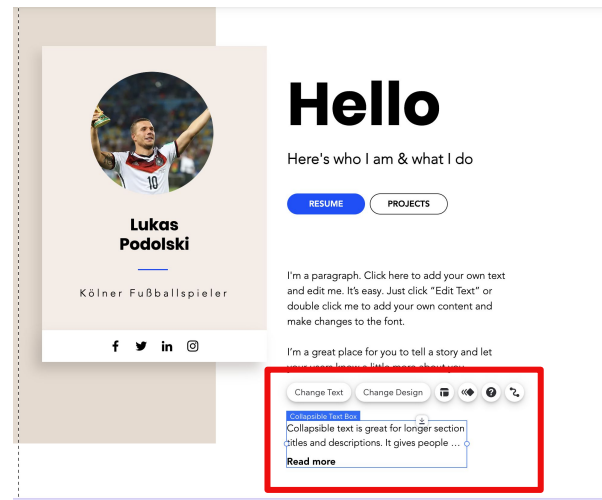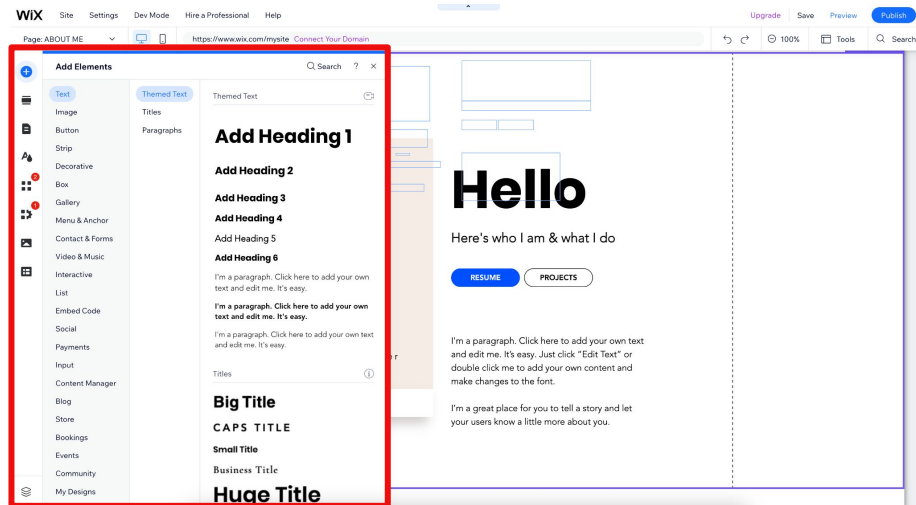
Adding Sections

- 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.

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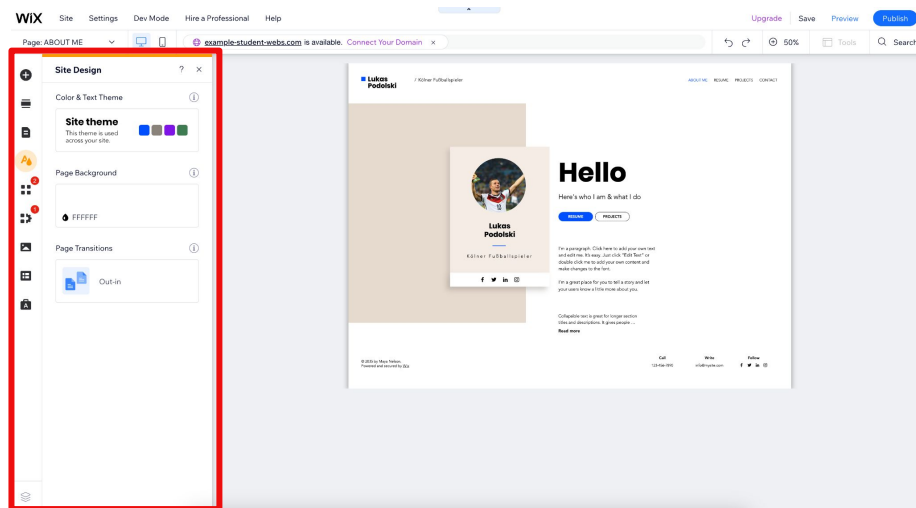NULab for Texts, Maps, and Networks
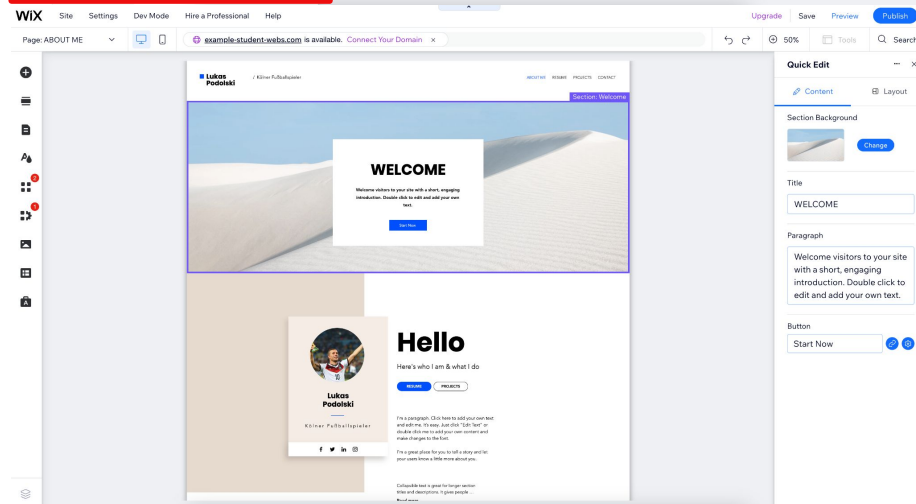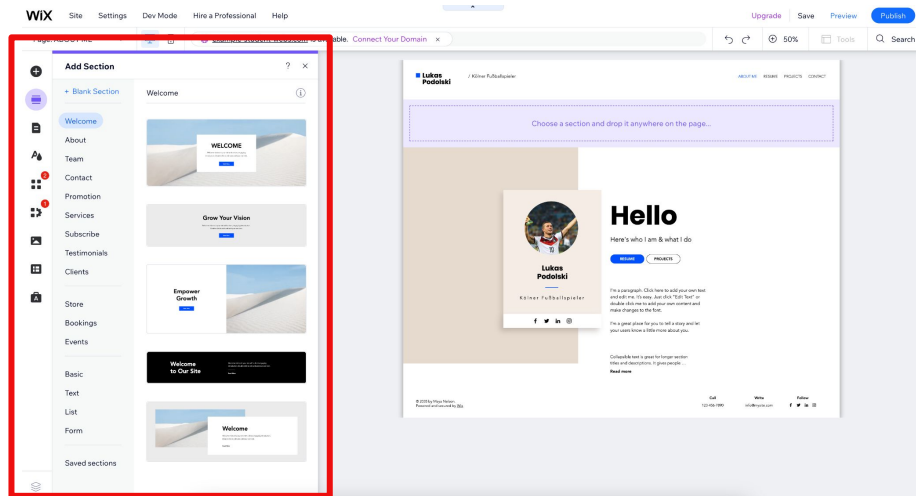
Adding Pages, editing the Menu

- 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.

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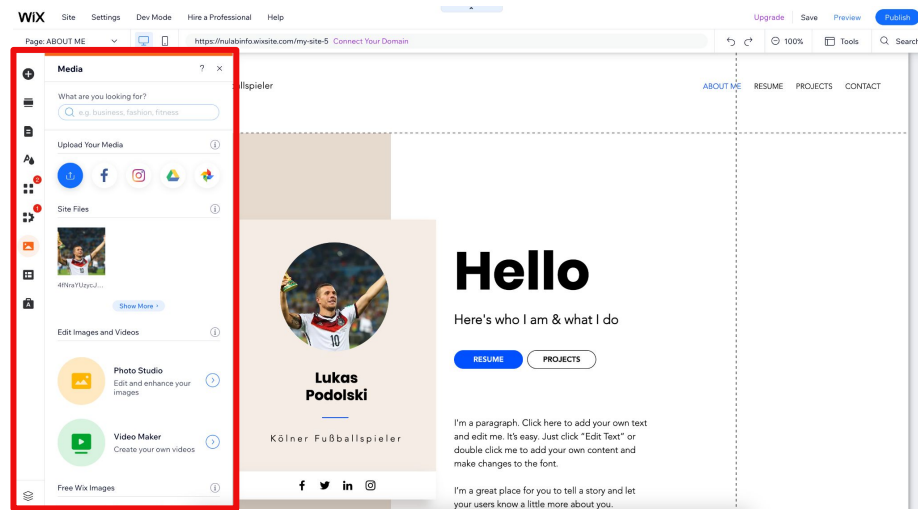*Feel free to ask questions at any point during the presentation!*

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.

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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.

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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.

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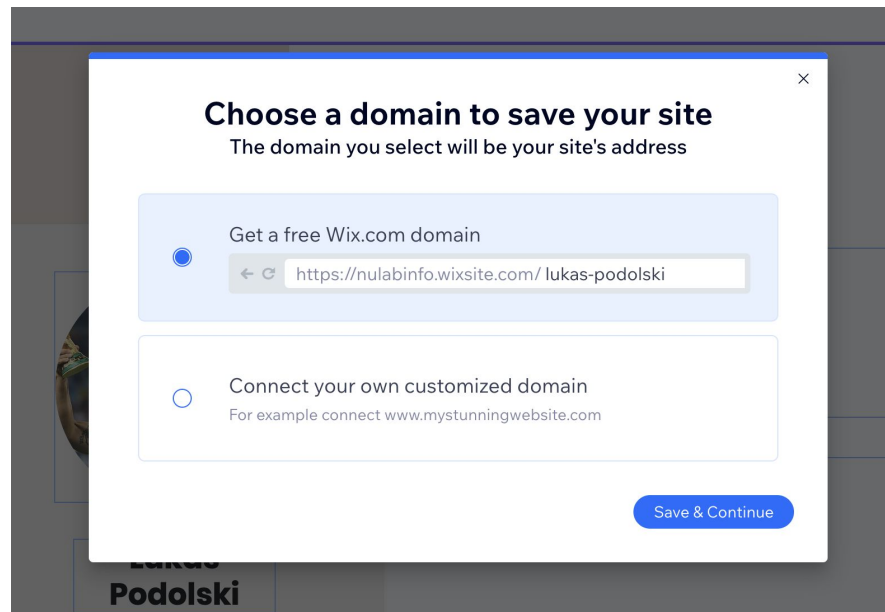
Thank you!

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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**

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