

Introduction to Wix

GRMN 1101: Elementary German 1
Prof. Carolin Fuchs
Fall 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: bit.ly/fa23-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

Audience (Message/Purpose)

Content (Posts, Bio, Images)

Navigability (Headers, Pages, Menus, Hyperlinks)

.....
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

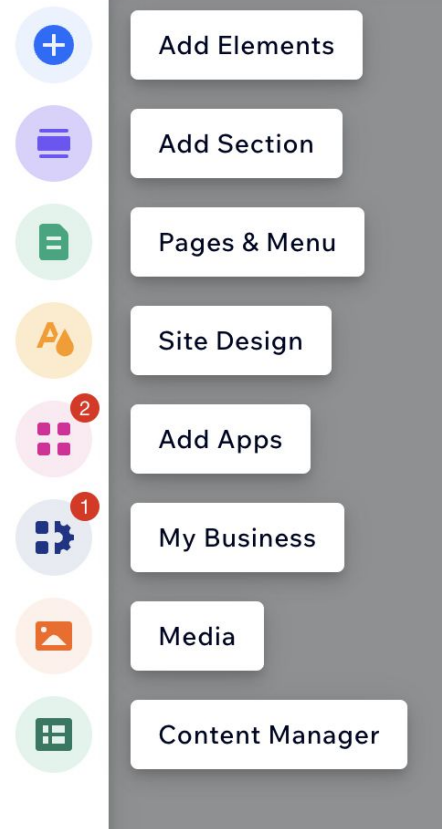


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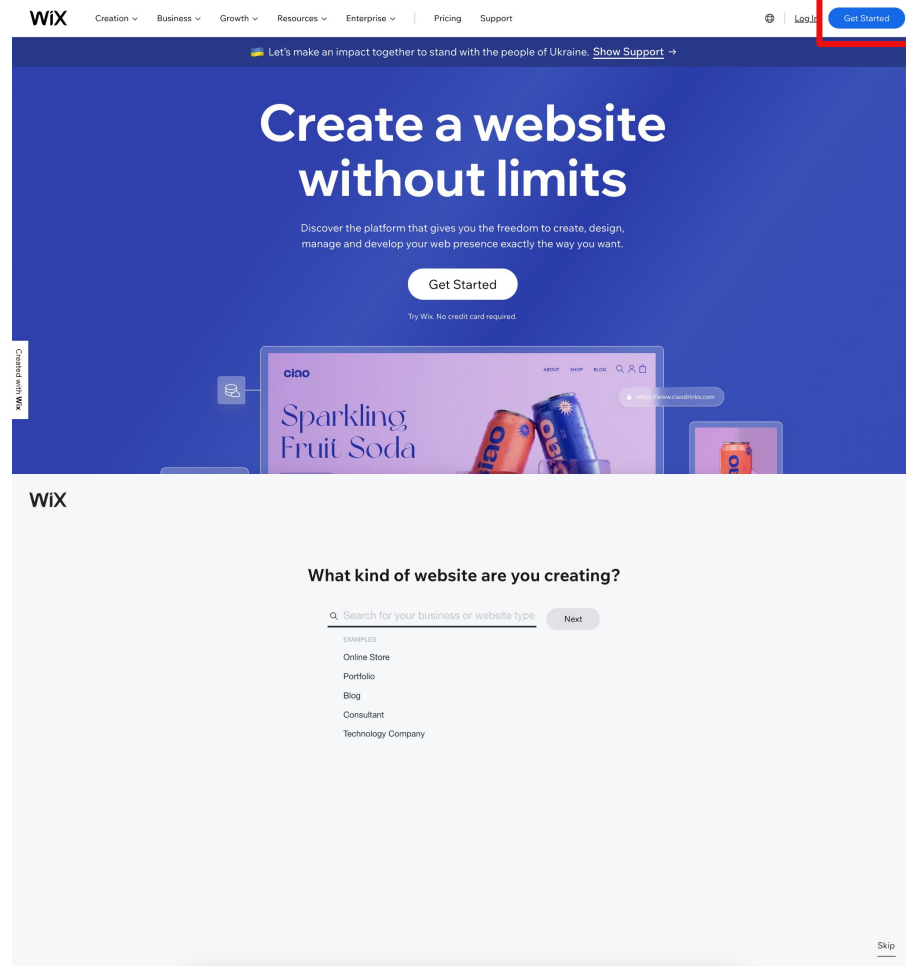
Wix vocabulary

- **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 titled "What do you want to add to your website?" and displays a grid of recommended website elements. The bottom screenshot shows the "Welcome to your Dashboard" screen, which includes a sidebar menu and a main area with setup tasks.

Wix

What do you want to add to your website?

Included based on the website you chose.

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.

+ Back **Next** Skip

Wix Example Student Webs Explore Help Hire a Professional Upgrade Search for tools, apps, help & more... nulab.info@gmail...

Welcome to your Dashboard Design Site

Free plan **Compare Plans** No domain **Connect** No business email **Connect** Business info

Let's set up your business 1/5 completed

- ☒ Update your site type
- Add a project to your portfolio** **Add Project**
- ☐ Connect a custom domain **Connect Domain**
- ☐ Design your website **Design Site**
- ☐ Get found on Google **Get Started**

Wix stands with Ukraine [Show Your Support](#)

Quick Access

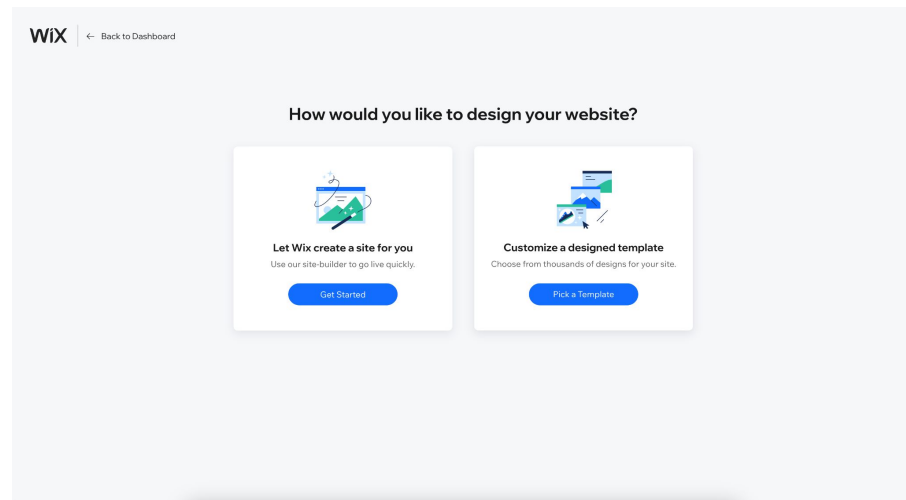
Limited Time Only
50% OFF Select Wix Premium Plans **Save Now**

Offer valid until February 22, 2020 01:00PM
*1% discount only valid for this offer.
*Offer good purchased during this sale.



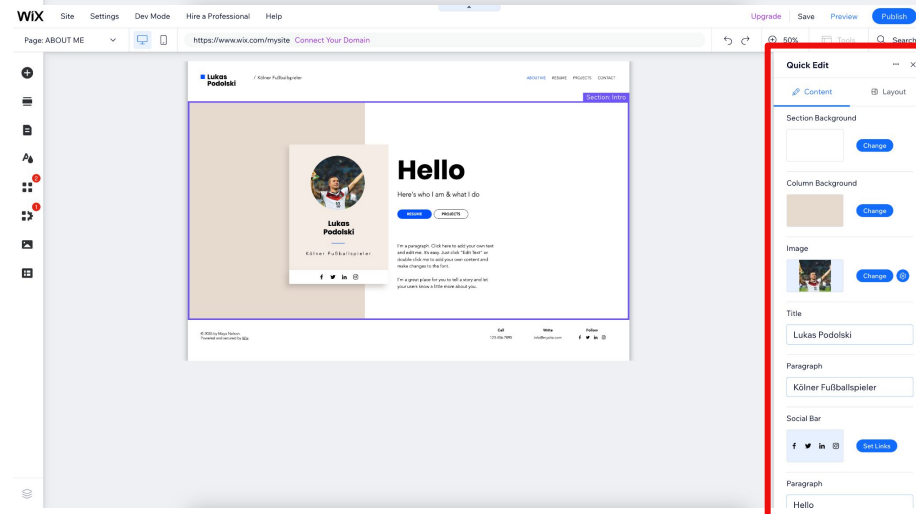
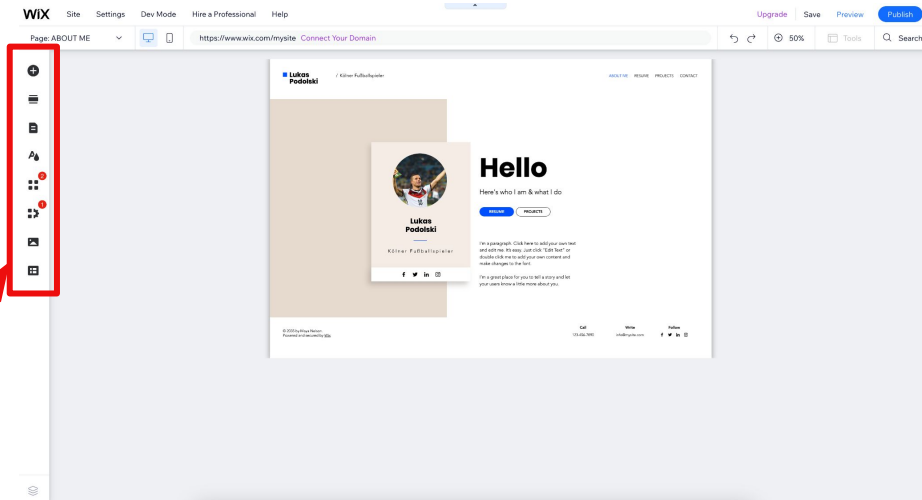
Designing your website

- 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.



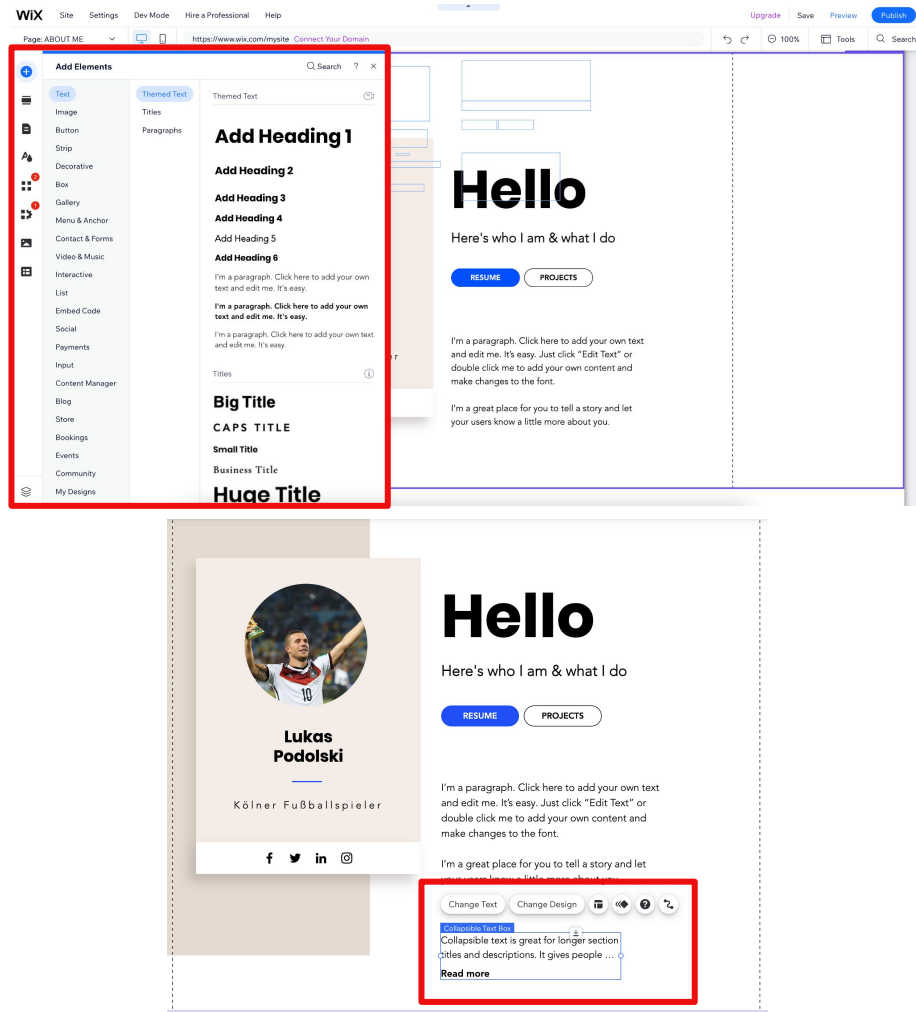
Wix Editor

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



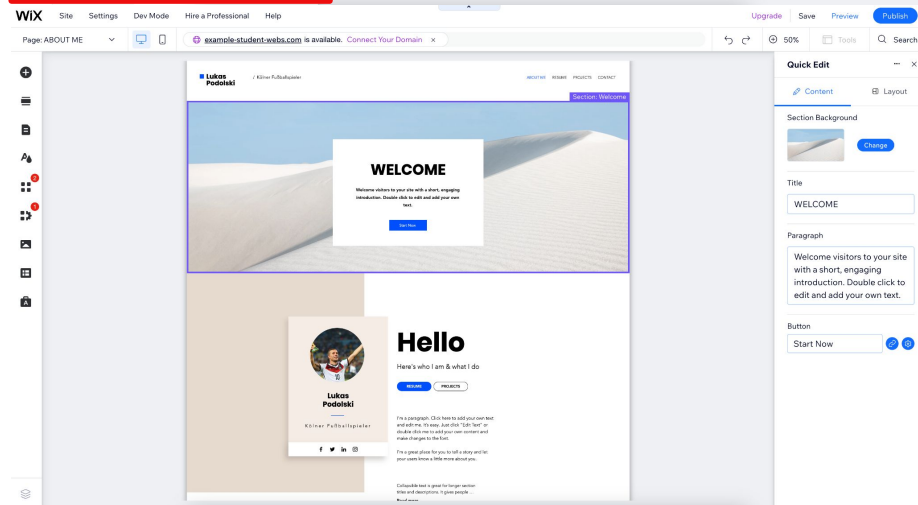
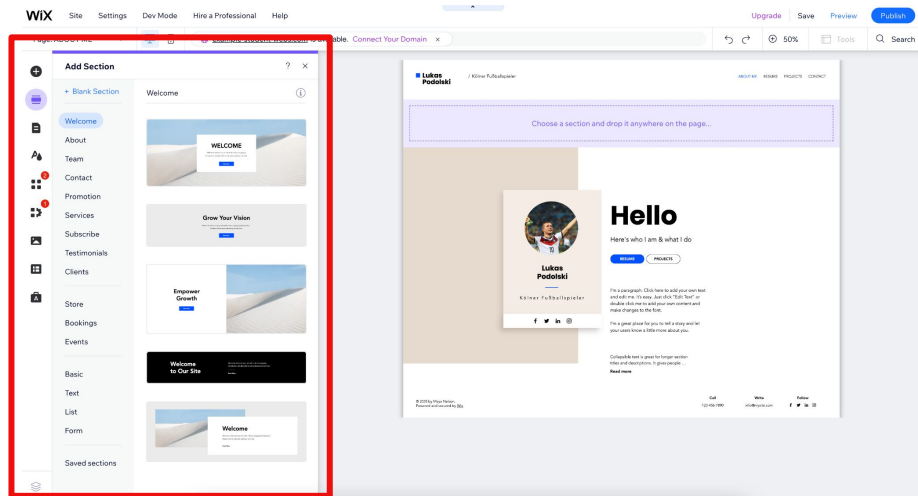
Adding Elements

- 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.




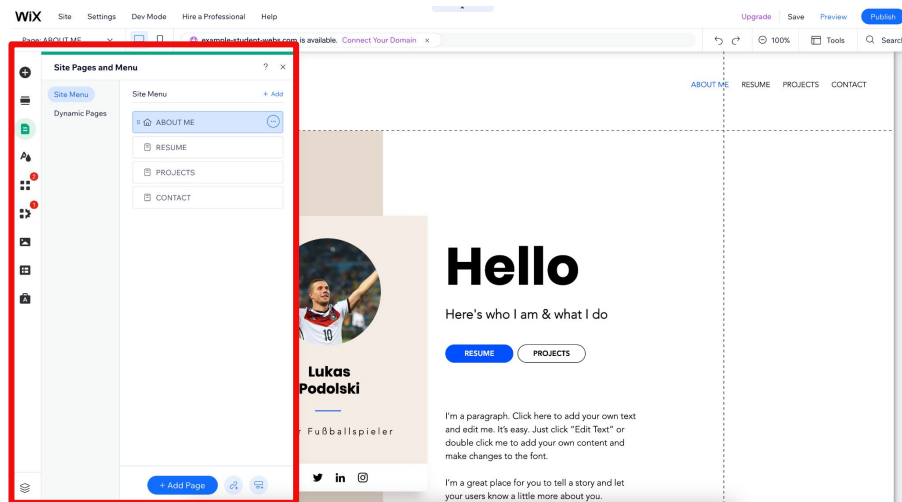
Adding Sections

- 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.




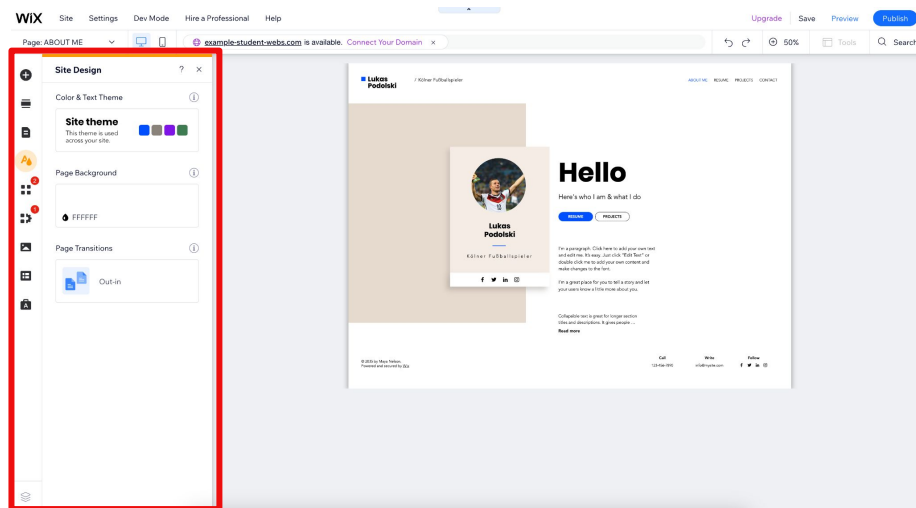
Adding Pages, editing the Menu

- 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.




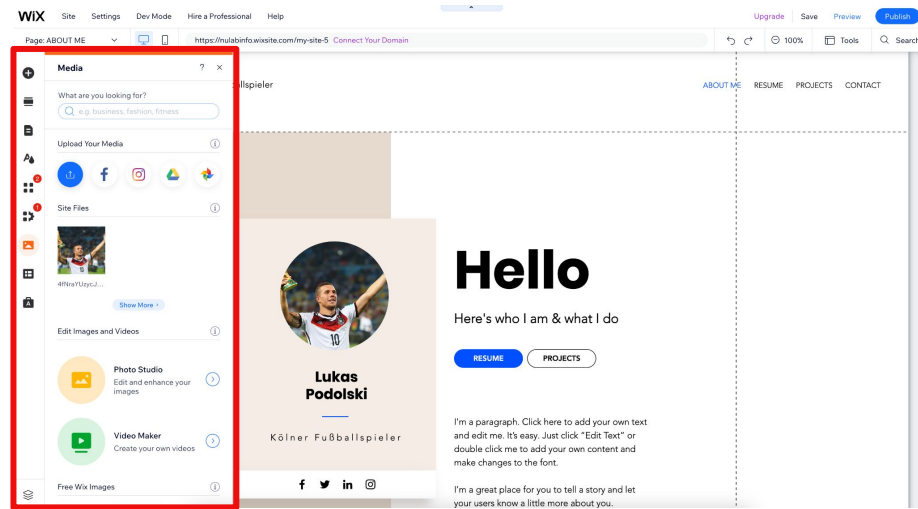
Site Design

- 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.



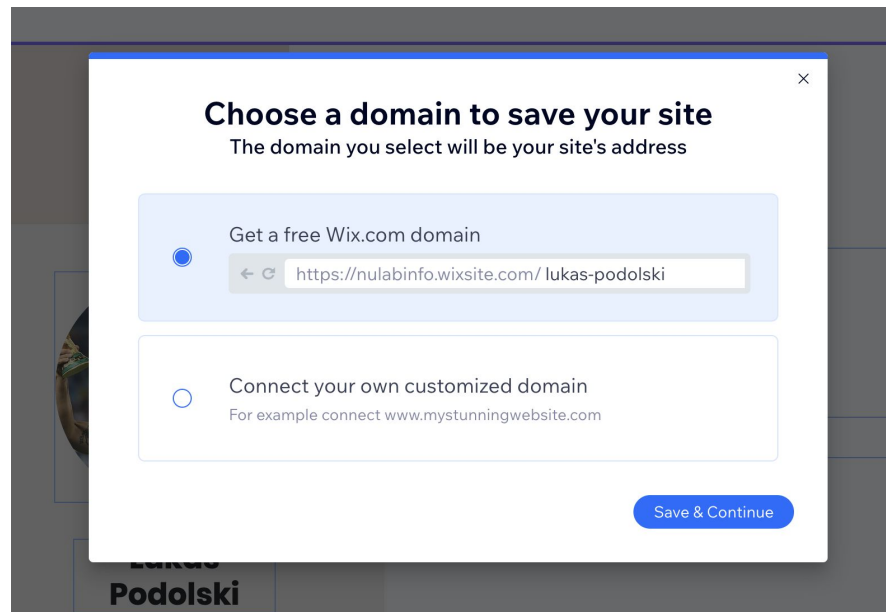
Adding Media

- 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!

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: bit.ly/fa23-fuchs-wix



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