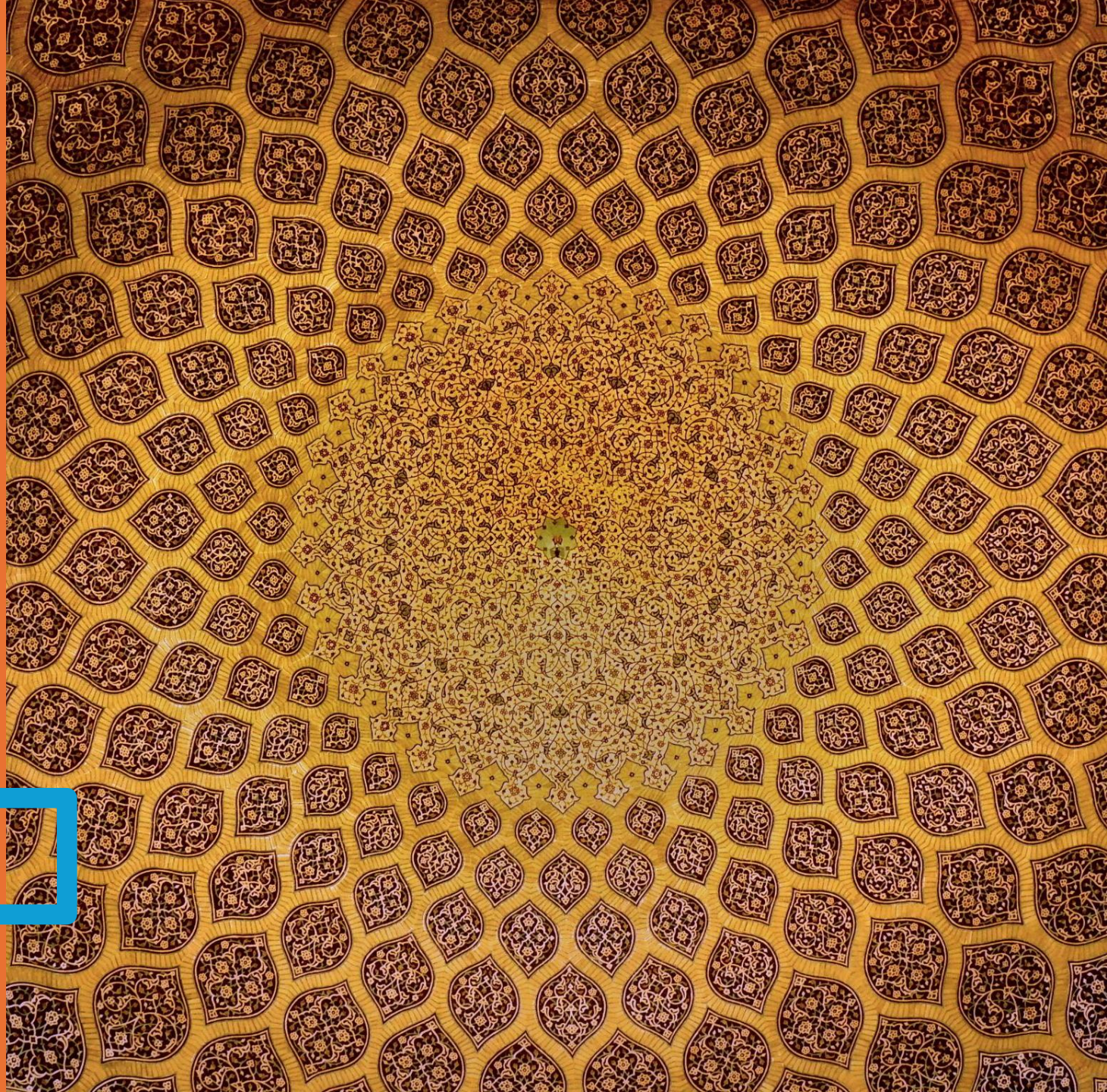# Marketing: Wix & Web Design

Your instructor, guide, and coach

John Fulton

- 40 years as a programmer
- 20 of those years building websites
- 17 years teaching
- Professor of Computer Science and Math at Franklin University
- One wife, four adult kids, two granddaughters, two cats, one dog
- When I'm not teaching of programming, I enjoy cooking, gardening, spending time with family

Connecting with Families in the Digital Age

Your Digital Front Door: Why a Website Matters

Why Does My Business Need a Website?

- **Credibility & Professionalism:** Establishes trust and legitimacy in a competitive market.

- **Accessibility 24/7:** Families can find information anytime, anywhere (even after hours).

- **Information Hub:** Centralized place for essential details (hours, services, philosophy, contact).

- **Marketing & Reach:** Expand your visibility beyond word-of-mouth; reach new families.

- **Showcase Your Unique Value:** Highlight your strengths, unique programs, and testimonials.

- **Competitive Edge:** Many providers don't have one – stand out!

The Power of Your Online Presence

What a Website Can Do for Your Business

- **Provide Essential Information:** Detailed service descriptions, pricing, location, hours.

- **Showcase Your Environment:** Photo galleries of your facility, activities, and staff.

- **Share Your Philosophy/Approach:** Explain your educational methods and values.

- **Collect Leads:** Contact forms for inquiries, waiting list sign-ups.

- **Answer FAQs:** Reduce phone calls by providing answers to common questions.

- **Share Testimonials/Reviews:** Build social proof and trust.

- **Integrate Social Media:** Link to your Facebook, Instagram, etc.

Website Realities: What Not to Expect (and What's Needed)

What a Website Cannot Do

- **It's Not a Magic Bullet:** A website alone won't guarantee full enrollment. You still need quality care and good marketing.

- **It's Not "Set It and Forget It":** Requires ongoing updates (content, photos, policies).

- **It Doesn't Replace Personal Connection:** Families still want to meet you and see your space.

- **It's Not a Customer Relationship Management (CRM) / Enrollment System (by default):** While it can collect leads, more robust systems are separate.

- **Requires Time/Effort:** Initial setup and ongoing maintenance.

- **Requires Content:** You need to provide the text, photos, and information.

Low-Cost Website Providers: An Overview

Affordable Options for Your Online Home

- **Website Builders (Drag-and-Drop):**

  - **Pros:** Easy to use, no coding required, templates, integrated hosting.

  - **Cons:** Less customization, can be harder to migrate later.

  - **Examples:** Wix, Squarespace, GoDaddy Website Builder, Weebly.

- **WordPress (.com vs. .org):**

  - **.com (hosted):** Similar to website builders, easier start.

  - **.org (self-hosted):** More powerful, flexible, but steeper learning curve, requires hosting.

- **DIY (Google Sites):** Free, very basic, good for a minimal presence.

Your Building Partner: Introducing Wix

Deep Dive: Why We're Talking About Wix

- **Ease of Use:** Intuitive drag-and-drop editor, user-friendly interface.

- **Templates:** Wide variety of professional, customizable templates (look for "child care" or "education" specific ones!).

- **No Coding Required:** Accessible for non-tech-savvy users.

- **All-in-One Solution:** Includes hosting, domain connection, security (the "s" in https).

- **Built-in Features:** Booking systems (Wix Bookings), contact forms, photo galleries, SEO tools.

- **Mobile Responsiveness:** Websites automatically adjust for mobile devices.

- **Customer Support:** Available help resources and support team.

Considerations with Wix (Disadvantages)

Understanding Wix's Limitations

•**Cost Scaling:** Free plan has limitations (Wix ads, no custom domain); premium plans can add up.

•**Website Portability:** Difficult to migrate your website off Wix to another platform later.

•**Limited Customization (for advanced users):** While flexible for beginners, experienced designers might

find limitations.

•**Performance:** Can sometimes be slower than highly optimized custom-built sites (though improving).

•**Search Engine Optimization (SEO) (Historically):** While improved, some advanced SEO capabilities can

be more limited compared to WordPress.

What Content Do I Need for My Website?

Essential Ingredients for Your Child Care Website

- **Homepage:** Welcoming, clear message, call to action.

- **About Us:** Your story, philosophy, mission, values, staff bios.

- **Programs/Services:** Detailed descriptions of age groups, daily schedules, activities.

- **Enrollment/Admissions:** How to apply, forms, waiting list info, tours.

- **Photos/Gallery:** High-quality images of your space, children engaged in activities (with permission!).

- **Testimonials:** Quotes from happy parents.

- **Contact Us:** Phone, email, address, map, contact form.

- **FAQs:** Common questions about pricing, hours, policies.

- **(Optional) Blog/News:** Share updates, parenting tips, events.

What will I need to get started?

To get to a working websoite today

- **Access to email** - WIX uses it for validation

- **Payment method** – You don't have to spend money today byut you'll likely want to

- **Content** – Descriptions, lists of services, testimonials, photos (with permission)

Bonus

- Content is hard

- Most AIs can generate images that you can use without royalty or permission

- To avoid mistakes with content, consider "greeking"

Next Steps: Getting Started with Wix

Your Website Journey Begins!

- **Define Your Goals:** What do you want your website to achieve?

- **Gather Your Content:** Text, photos, testimonials.

- **Choose a Template:** Explore Wix's library.

- **Start Building:** Take advantage of Wix's tutorials and AI site generation

- **Review and Launch:** Get feedback, check all links, then publish!

- **Maintain:** Keep content fresh and relevant.

Building your first WIX site

Steps to a working site

- Understanding Wix: Free vs. Paid Options

- Choosing the Right Plan: The "Light" Advantage

- Step-by-Step Account Creation & Upgrade

- Unlocking Your Site's Look: Themes & Design

Steps to a working site

- Building Essential Pages: Home, About, Contact Us, Message

- Basic Content & Customization

- Going Live: Publishing Your Site!

Free vs. Paid - Options

Free Plan:

- Wix Ads & Branding

- Wix Subdomain (e.g., yourname.wixsite.com/mysite)

- Limited Storage & Features

- *Good for testing, not for professional use.*

Free vs. Paid - Options

Paid Plans (Premium):

- No Wix Ads

- Custom Domain (e.g., www.yourwebsite.com)

- Increased Storage & Bandwidth

- Access to Premium Features & Support

- *Essential for a professional online presence.*

Least expensive paid plan - The WIX "Light" Plan

- Connect Custom Domain (Free 1st year with annual plan)
- Remove Wix Ads
- 2 GB Storage
- Basic Visitor Analytics
- Basic Marketing Tools
- **Ideal For:** Personal sites, portfolios, informational business sites.
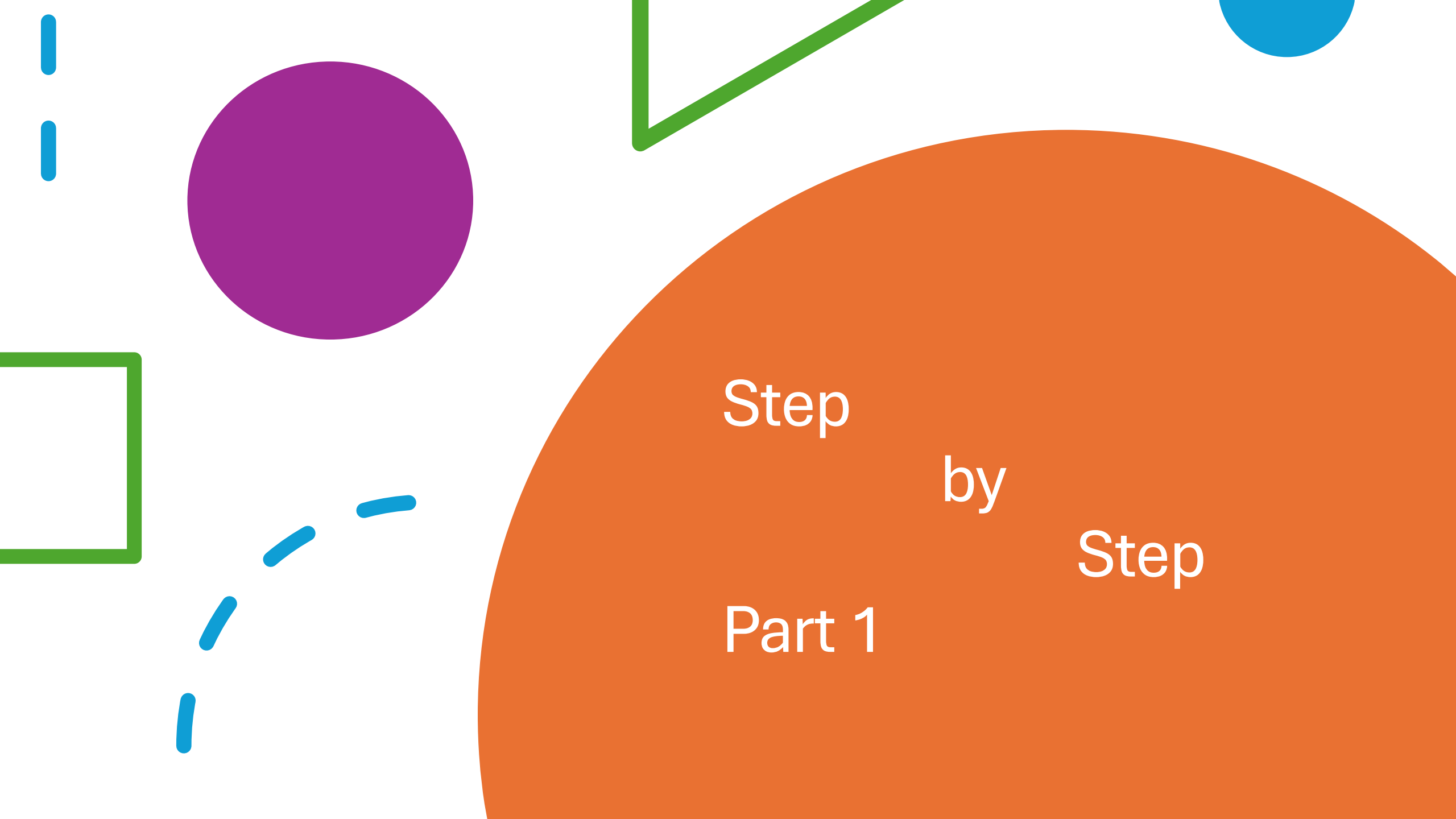- **Not For:** E-commerce (taking payments or selling products).

Pricing

$17/month ($204 for the year, paid annually)

Includes first year of custom domain name ($17 - $25 value)

$24/month ($288 for the year, paid monthly)

Your Website Journey Begins!

1 - wix.com → Get Started

2- Signup

　　Email address

　　Password

Bonus

- Passwords
  - Complex
  - Different passwords for each

- You need a password manager
  - LastPass
  - Bitwarden
  - Proton Pass

Your Website Journey Begins!

1 - wix.com → Get Started

2 - Signup → I recommend email

Email address

Password

Signup

A website for myself

Your Website Journey Begins!

3 – Initial Setup Questions – AI guided questions to aid setup

Go to Dashboard

Design your site

Your Website Journey Begins!

4 – Customize a template or let AI do the initial design

5 – Review Free Site – before upgrading

6 – Upgrade to the "Light" Premium plan

     Ads go away

     Custom domain

Let's
make
improvements

Part 2

Bonus

- Web design
  - 30 minutes to learn
  - A lifetime to master

- You now have another dog to walk

WIX Editor

1 – Edit Site

2 – Site Design

3 – Adding and managing pages

4. Adding content to pages

5 – Customizing elements

6 – Mobile Optimization

Bonus

- 60% of all web access come from mobile devices.

- Make it easy

WIX Editor

1 – Edit Site

2 – Site Design

3 – Adding and managing pages

4 – Adding content to pages

5 – Customizing elements

6 – Mobile Optimization

7 – Save your work regularly

8 – Publish your site

How to Get Help

- WIX help, Blog, Chat
- Ask an AI (ChatGPT, Gemini, etc.)
- Reach out to your network
- Paid help

Pro Tips