

Website Design with Wix Instructor: John Aden



Class Objectives

- Understand the multitude of options for building your website
- Learn the interface of the the Wix Site Editor
- Build the foundation for your website

About Online Website Builders

About Wix

Benefits of picking Wix

- Very intuitive and easy to set up your website
- Beautiful templates to start with

What *is* included with free version of Wix

- 500MB of storage - A site's storage space refers to how much content (including images and files uploaded to your site) you can store on our servers.
- 1GB of bandwidth - A site's bandwidth determines how much data your visitors can view over time, as well as having an effect on the speed at which the site is viewed by visitors.

What is *not* included with free version of Wix

- Advertisement-free (There are large Wix ads at top and bottom of page)
- Linking to your own domain name (i.e., www.openmediafoundation.org - \$14.50/year, plus \$10.95/month, plus domain registration (check register for price quotes))
- Privacy protection (meaning people can't look up your name and address, costs \$9.90/year)
- Full customization

Note: Wix offers Non-Profits their Connect Domain Premium Plan plan for free! This plan enables you to use your own domain, purchased from any domain registrar. It also entitles you to receive premium support.

Alternatives to Wix:

- [WordPress](#)
 - Allows most flexibility, but you will need to do some coding
- [Weebly](#)
 - You can change templates

- Smaller ads
- [Squarespace](#)
- [Google Sites](#)
- Open Media Foundation [Web Design Services](#)

Sites that provide a comparison between all the options:

<http://www.codeinwp.com/blog/>

<http://www.websitetooltester.com>

Website Builder Vocabulary: Elements, Domain Names, and Pages

Elements: Single block of text, image, or aspect of the website that can be edited on its own.

Domain Name: Unique website address that leads to your website. For example, the domain name to Open Media Foundation is www.openmediafoundation.org.

Pages: The multiple sub-sites within your domain name that has a unique URL leading to it. For example, our About page (www.openmediafoundation.org/about) is a page within our website.

Basic Website Design with Wix

1. Pre-Production and Content

Before you begin creating a website through Wix, brainstorm the Content, Elements, and Organization of your site.

Common Basic Pages:

Home -- About -- History -- Contact Us -- Donate -- Services -- Blog -- Store -- Press -- Testimonials -- Volunteer -- Get Involved -- Membership

You can make some that are unique to you, as well! Research similar organizations. We recommend between 3 and 5 pages.

Content:

- Mission Statement
- Bios + Pictures of at least the founders or leaders of the organizations
- Pictures of events, products, or location of your organizations
- Description of all of your services
- Links to your social media accounts
- *And so much more... remember, Content is King.*

Research: We highly recommend you look at other sites that aim to achieve the same things your site does! Take notes on what you do not like (what makes the site feel cluttered, for example) and what you do.

2. Join Wix

Create an account at wix.com.

1. Click “Sign In” in the upper-right hand corner
2. Choose the button “I’m a new user.”
3. Enter your email address and create a unique password.
4. Click: “Go!”
5. Enter your email address and password again, making sure they match.
6. Click: “Sign Up!”

3. Foundations

Choose a category that reflects your organization or theme of your website.

Wix offers their suggested templates for that category, but you can browse all templates by clicking on the sidebar. For Non-Profits, we suggest the “Community & Education” to start.

When you see a template you like, click . It will open in a new tab, so you can View multiple possibilities and compare them side-by-side.

When you make your final decision, click  at the top of the page.

Notes on Choosing Templates:

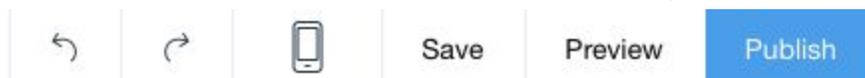
- The templates they offer has filler text with fake companies. Do not let this distract you. Choose a template based on design only, as you can change the text any way you like it.
- **With Wix, you cannot change the template once you choose it. You will have start over from scratch if you change your mind about the template later. Not true for Weebly.**

4. Wix Editor

There are three main components of the Wix Editor.

A. Save, Edit, and Publish

The first component we will look at is in the upper-right hand corner of the page.



Save

Click “Save.” The first time you click this, Wix asks you to create a domain name.

In the free version of Wix, your site address will be:

[www.\[username\].wix.com/\[sitename\]](http://www.[username].wix.com/[sitename]). Choose what you would like your web address to be.

Buying a Unique Domain:

If you would like to use your own domain without Wix in the address, you must pay a certain monthly or yearly fee.

Choose: “Connect your Own Customized Domain.”

Choose whether you would like to “Get a New Domain Name,” or “Connect your Pre-Existing Domain Name” to the new Wix site.

Preview

Allows you to view your site as any regular visitor would.

Publish

Publishes your site to the internet. If you simply click “Save” without clicking “Publish,” the general public will not see the updates you made.

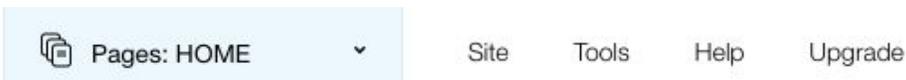
*****Do not forget to Publish every time you edit!*****

Mobile Editing

The symbol of a smartphone allows you to see what the mobile version looks like to users and edit that layout, as well. This is free.

B. Editor Set-Up and Navigation

We will now make sure your Wix site has exactly the Pages you want on your website, in the order that you would like them. This section is in the upper left-hand corner of the page.



Click the the light blue “Pages: HOME” button. A drop-down menu will appear.

Pages

You may edit each individual page (Home, About, etc.) on Wix. Choose which page you want to edit from the light blue drop-down menu.

****You may also use this menu to re-order or re-name your Pages.****

Close the “Pages: HOME” button by clicking the small  in the upper right-hand corner.

Site

This allow you to do everything the “Save, Edit, and Publish” section we went over above allows you to do.

Tools

This drop-down menu allows you to toggle the Toolbar and Gridlines on and off.

The Toolbar is similar to a toolbar in Microsoft Word: it has basic formatting functions, that, depending on what you have selected, will allow you re-size, re-arrange, and re-type the element.

The Gridlines are visual guides to help make sure your elements are aligned.

Help

Contains list of keyboard shortcuts for moving items around the Editor site, or for undoing and re-doing actions (Command+Z or Y for Macs, Control+Z or Y for Windows).

C. Wix Editor Tools

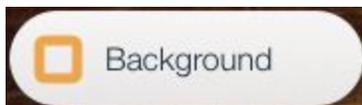
Now to the fun stuff! Let's begin designing!

The Wix Editor treats your web page as a blank canvas. You can drag and drop the elements of your website anywhere you would like, arrange them in front of or behind others, and change their color or styles.

Each element will have its own options for editing it if you click on it. When you click on the element, these options will appear floating above the element in the upper-left hand corner; they will also appear in the floating Toolbar on the right side of the page.

There are five main buttons for adding and altering the page. These are prominently displayed on the left-hand side of the page editor.

Background



Change the background of the whole page to be a color block, an image, or a silent video clip that plays on loop.

In the pop-up menu that appears when you click on Background, it offers you many ways to change the background to an image.



Image: Click on the Image button in the menu. A new pop-up window will appear with these four tabs:



You can click the orange  button in the upper right-hand corner of this window to make the background an image you have saved on your computer.

You can also search through images on your social media sites, if you connect them, and through free Wix images. Bigstock Images will charge you for any images you use.

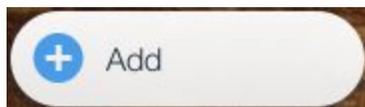
Be sure to click the  in the bottom right-hand corner of the window.

Video: Click on the Video button in the menu. This also pops up a new window, similar to the one for Images. You can upload your own video, and Wix will automatically loop it.

In the Free from Wix tab, Wix offers you their pre-made options. Hover over the small  magnifying glass at the bottom of each clip to preview the video in action.

Note on Videos: This could slow down the load time for your visitors. *Be careful.*

Add



Text: with all of the theme's different pre-loaded styles of headings and text as options.

Image: Insert free Wix images; upload from your files; connect social media images.

Gallery: Add a grid of multiple square images. Each image may be programmed to link to another page in your website.

Click on the grid you added and click "Change Images" button that hovers in the upper left corner.

Buttons, Boxes, Strips, or Shapes: Make it obvious what text someone should click.

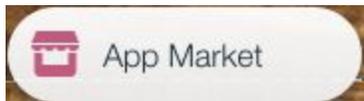
Social: put social media Sharing icons on your page or show a clip of your most recent Facebook post.

Contact: Add contact information, such as pre-formatted Contact Us forms or Google Maps drop-pins.

List: “Latest News” or latest blog posts, etc.

More: PayPal donate buttons!

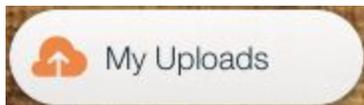
App Market



The App Market contains add-ons to your site that carry additional functions or styling options.

Some Apps are free, and some can only be used in the Premium, paid version of Wix. To determine whether an App is free, look under the title: it will say “Free / Premium” if free.

Uploads



Upload videos, music, images, and documents to your media library. Then, to add them to your site, click on the file you want to upload and click Apply.

This is useful if you know you want to upload certain files (like a PDF of your Annual Report), but are not ready to put it on the site yet. They stay in your library for future use.

Blogs



You can now create your own blog directly in the Wix Editor!

5. Class Exercises

Everyone’s page will look a little different, depending on the template they chose. However, these elements are common to all pages, so we will practice some common site-enhancing editing together.

Exercise 1: Animating and Designing -- Text and Images

- a. Click on the element that has the Title of the Organization/Company.
- b. Double-Click on the text to highlight it and re-write what you would like.
- c. To finish, press Enter on your keyboard or click in a blank space on the page.
- d. Click on the element that has the logo.
- e. Click on the “Change Image” button.
- f. Click on the “Upload Image” button.
- g. In the window that pops up, open:
Desktop → Vertical Logo.png
- h. Click “Apply”

Designing Images:

- i. Click on the Logo element once.
- j. Click on the  Paintbrush icon that appears.
- k. Click through the various Framing options and choose a good one!

Designing Text:

- l. Click on the Title element once.
- m. Double-Click on the text within the element.
- n. In the pop-up window that appears, choose a new font color.
- o. Scroll down in that pop-up window to Effects. Choose a text effect.

Note: If the text remains highlighted/selected so you can't see that color change, click once on the text again. To continue making other changes, make sure you highlight the text by double-clicking it again.

Animating:

- p. Click on the Title element once.
- q. Click on the  Animate icon.
- r. Click on a type of Animation.
- s. Click on the  button.
- t. Choose the direction, the duration, and the delay (if any).
- u. Press the  Preview button to see what the animation looks like.

Note: The ‘Delay’ option can be fun to play with if you have two or more headers on a page next to each other. One can appear after the other.

Exercise 2: Linking Social Media Sites to Social Media Icons

- a. Find the pre-loaded social media icons on your page. It will probably require you scrolling all the way down to the footer section of the site.

It will look something like this:



- b. Click once on that Social Media element.



- c. Click the "Set Social Links" button.
- d. Click on the first icon in the new window that pops up.
- e. On the right-hand side of the window, click on the website link that appears. Enter your specific social media site's website address.
- f. Click on the "+ Add Icons" button to add a social media site that is not there already.
- g. Navigate on in the left menu bar to the correct social media site.
- h. Choose the correct color for the icon you want.
- i. Add the correct website address that icon should link to.

Exercise 3: Add a Photo Gallery Grid and Link Photos to other Pages

- a. Click on the large main photo on the Home page and click Delete -- or find a blank space on any of your pages where you can insert a grid of photos.
- b. Click on the Add button in the left-hand menu bar.
- c. Click the Gallery menu option in the left-hand side of the pop-up window.
- d. Choose a Gallery type you like the look of.
- e. Click on "Change Images"
- f. Click on the first image in the list that appears in the new pop-up window.
- g. Click on "Replace Image" in the right-hand column in the pop-up window.
- h. Click on the logo that you uploaded previously in this class.
- i. Click "Apply"

Linking to other Sites or Emails

- j. In the bottom of the right-hand column of the pop-window, click the "Add a Link" button.
- k. Choose if you want that photo to link to another website, or an email address!
- l. Click "Done."

Note: If you have a page on your website that includes bios to your staff members, this is a good thing to do. That way, people can click on their picture to automatically send an email.

Changing the Grid Layout

- m. Click the Grid element once.



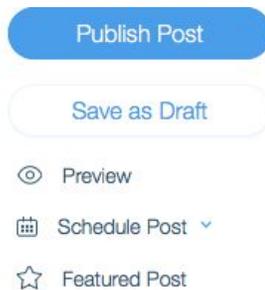
- n. Click the button.
- o. Choose the number of columns, rows, and spacing you would like in the grid.

Note: If you decide you don't like shape or layout of the Grid you have chosen, click the paintbrush Design icon to choose a different one. Click the Animate icon to animate the grid. You cannot animate each photo individually in the Gallery Grid.

Exercise 4: Creating a Blog

Note: Because this is a very new feature Wix is offering, everyone's Blog window might look a little different. Be patient and click around until you find what you are looking for!

- a. Click the Blog button on the left-hand menu bar on the Wix Editor.
- b. Click Add a New Blog Post
- c. Add a Title, Author, and blog content!
- d. The right-hand menu of the Blog Post pop-up window:



Preview the post before you Publish it, or schedule the Post to appear on a certain day. If you click "Featured Post", the post will show up on the left side of your Blog page on your website and remain there until other, more recently Featured Posts are marked.

- e. To see your posts, click on the HOME menu button in the Editor Set-Up and Navigation menu in the upper left-hand corner of the Wix Editor.
- f. Navigate down the Blog page.
Note: There are often another set of social media icons on this Blog page. Make sure to link those to your social media sites again!