

WEBSITE CREATION FOR BUSINESSES AND ORGANIZATIONS

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WITC - SUPERIOR

Offered by:



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FACEBOOK VS. WEBPAGES

	Facebook	Webpage
Control	Facebook sets to the terms of service (TOS), monitors your usage, and sells your usage data in the aggregate,	You own your website, and URL (if you set a custom URL, which is recommended). You maintain complete control. <i>Some exceptions, if you use a web-based website builder or content management system.</i>
Design	Facebook has a unique look, with no way to change that look. You differentiate yourself with your profile photo and cover photo, and posts.	You have full design control to communicate and align your brand.
Information	You are putting information where your customers are organically, although you may need to pay for some of those impressions.	Your customers need to come to you, in the digital world. A customer needs to be motivated to visit your website. If they are, you better be delivering what they are looking for.
Updating	No special skills required. Posting is easy, the skill is in communicating effectively with your brand voice.	Training might be required; special software may be needed (depending on design).
Pushing Content	Your post updates appear on your page timeline, and push to followers newsfeeds (in an ideal world).	Users can subscribe to your page via RSS feeds, so they can receive notifications of changes/updates. Use email and social channels to push people to your website.
Revenue	<ul style="list-style-type: none"> You cannot sell ads on your Facebook page. You can sell items on Facebook, depending on how your page is set-up. 	<ul style="list-style-type: none"> You can sell ads or ad an advertising service. You can integrate ecommerce tools on many platforms.
Statistics	Track page likes/follows, post likes, post shares, and other interactions. Some demographic and user data provided.	Most flexible and detailed. Many CMS platforms include, and Google Analytics can be incorporated into most any site at no charge.
Contests and Promotions	You can do on Facebook, and can drive traffic... however, you are limited by Facebook terms of service and rules.	You can do on your own site, and are only limited to laws governing contests in your state, or contest provider platform (if used).
User Interaction	Facebook encourages relationship building and interaction with your followers. Facebook Messenger for one-on-one communication.	Websites lack meaningful ways to engage with your users. Comments is the most common interaction, but the process feels old and stale. Email and webchat for one-on-one communication

CREATE YOUR WEBPAGE

Let's get to building your web page (site). The platform we will use in this workshop is called Wix. Why does UW-Extension use Wix in its broadband utilization classes?

- The free version is robust.
- Easy to use.
- Templates and desktop and mobile friendly.
- Advanced tools are available for more advanced users.

UW-Extension is ultimately brand agnostic, does not endorse one brand over another, nor do we have a financial relationship with any provider.

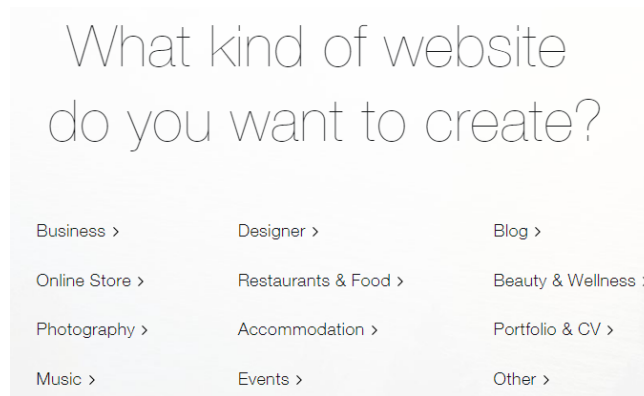
GETTING STARTED

Visit www.Wix.com

Click the "Start Now" button.

If you already have an account, login. If you need to create an account, click "Sign Up." Enter your name, email address, and set a password.

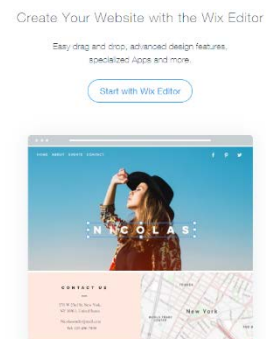
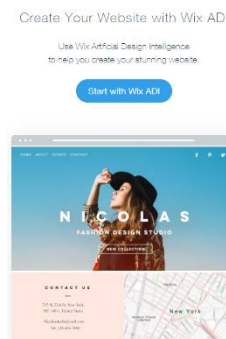
WHAT KIND OF WEBSITE?



Making the right decision here will help in guiding your website development process.

WIX – ADI VS. EDITOR

You will next be asked if you want to use the Artificial Design Intelligence (ADI) tool, or the Wix Editor. **For this workshop we will use the Editor.** The ADI tool uses predictive technology to design your website, based on information you enter. Once Wix designs a site for you using the ADI tool, you may edit and refine on your own.

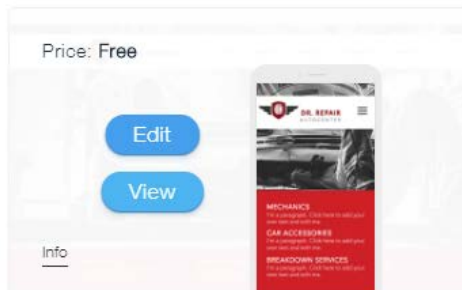


PICK A TEMPLATE

You will now be presented with a variety of templates to choose from, the templates may vary depending on the type of website you selected in the earlier step.



Coming Soon Landing Page



Mechanic

- Most of the templates are free. If there is a licensing fee, you will see it immediately.
- To preview a template, hover over the template and click the “View” button.
 - A preview of the template will open in a new window or tab.
 - You can view and click through the template in either desktop mode or simulate a mobile device.
 - **Tip:** If you have a pop-up blocker on, it may interfere with the preview and editor windows opening.
- To select a template, click the “Edit” button.

QUICK TIPS

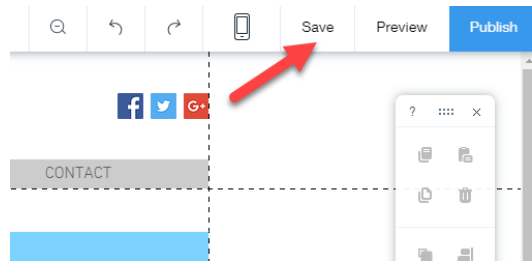
- A user account may have multiple websites associated with it.
- Only one template allowed per site, but a user account could have multiple sites with different templates.
- Once you select a template, you cannot apply a new template to that design... you need to start from scratch with a new template or new blank site.
 - You can then transfer the site name to the newly set-up site.
- If you pay for a *Premium Plan* for a site, the *Premium Plan* is by site, not by user account.
 - For example, a user account has four websites on Wix, and only one of the four is upgraded to a Premium Plan.
- What is a Premium Plan?
 - The following premium options are available (varies by plan):
 - A custom domain name, e.g.: YourDomanName.com
 - Removes Wix branding
 - Allows you to sell products or services online
 - Connect Google Analytics
 - More storage and bandwidth
 - Premium support
 - Premium plans range in cost between \$5 and \$25 per month

ACTION: PICK A TEMPLATE

Select a template or blank template to use for the workshop. The facilitator will be using **Blank Templates: Classic Layout** for instructional purposes.

ACTION: SAVE YOUR PROGRESS

Once your template loads, save your work. When you do this, you will also be creating your website name. Note that you can change this name at a later time, so what you choose isn't critical at this point.



Options for a custom URL:

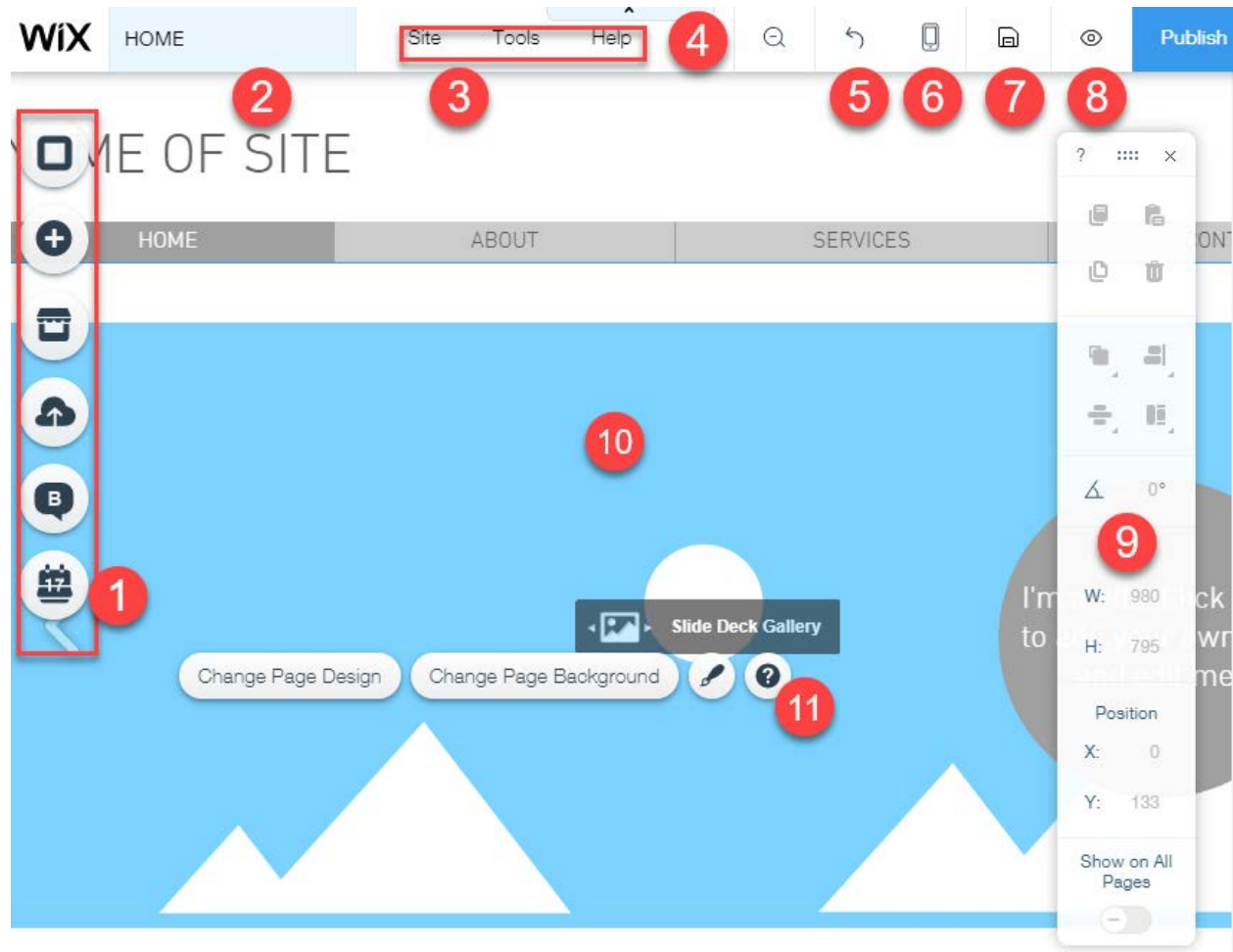
- Link an existing URL registered elsewhere.
- Add a Premium service to your Wix site that includes a custom URL

Once you save your work, you may either:

- Publish your site, or
- Continue editing your site.

Note: Your site is not visible until you publish your site.

WIX EDITOR

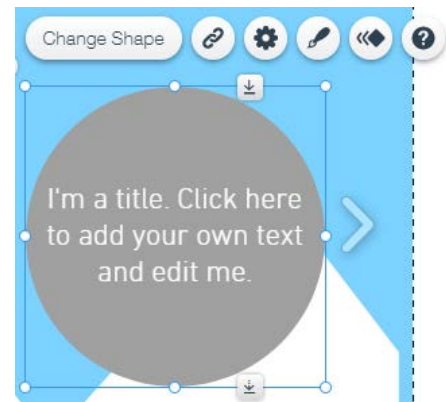


1. Tool bar, top to bottom:
 - a. Change background
 - b. Add element (text, image, gallery, slideshow, button, box, strip, shape, video, music, social tools, contact form, menu, list, lightbox, blog, store, and more)
 - c. Wix App Marketplace – free and paid Apps to enhance your website
 - d. My Uploads, manage files and assets you have uploaded. Also includes Wix provided clip art and assets available for your use
 - e. Wix Blog, add a blog to your site
 - f. Bookings, add a tool for scheduling customers for appointments
2. Website page selector. If your website has multiple pages, click here to select the page that you want to edit.
3. Menu bar: Site, Tools, and Help
4. Full Screen View
5. Undo (keyboard shortcut Control-Z)
6. Switch between mobile and desktop editor
 - a. A mobile site is automatically generated based on the template you select. Entering the mobile editor will allow you to refine what the mobile site looks like
7. Save
8. Preview your site – desktop and mobile
9. Properties Inspector and formatting tool bar (floating)
10. An asset on the page
 - a. Blank templates are blue blocks
 - b. Template sites could be photos, text, or other assets
11. Asset tool bar, which will be visible when clicking an asset. The options will depend on the type of asset

ASSET EDITING TOOLS

When you select an asset on the layout editing, a toolbar will display with editing tools to modify that asset. The tools available will depend on the asset type that you select.

Clicking the “?” button will display a help window, which will summarize the ways the specific selected asset may be modified.



FILE TYPES

In Wix you may upload a variety of assets to enhance your website. These assets include photos, videos, music, and attachments.

WORKING WITH IMAGES

For website images, you have several options:

- **Upload Your Own Images.** Upload images to Wix from your computer or storage device. JPEG, PNG, and GIF images are allowable file types, and no single image may exceed 15MB in size.
- **Connect to Social and Cloud Images.** Connect to your Facebook, Instagram, or Flickr photos; or connect to cloud based storage from Dropbox, Google Drive, and Google Photos.
- **Free Wix Photos.** Free stock photos from Wix.
- **Bigstock Images.** Paid stock photos.

WORKING WITH VIDEO

For embedding video in Wix, you may upload your own video, or embed web based video from Facebook, Vimeo, or YouTube.

When uploading video to Wix the maximum file size is 15GB, and all major file types are permitted, including: QuickTime .MOV, MP4, and AVI. You may also transfer video files from Google Drive and Dropbox.

WORKING WITH MUSIC

Music files are limited in size to 360MB, or 50MB if using a mini-player. Allowable file types include: WAV, FLAC, M4V (Apple lossless), and MP3. MP3 is typically the smallest file type, but is also the most compressed file type, which may impact quality.

SUMMARY OF SUPPORTED FILE TYPES

- Images: .jpg, .png, and .gif
- Fonts: .ttf, .otf, .woff2, .woff
- Music Mini Players: MP3.
- Wix Music: WAV, FLAC, M4A (Apple Lossless) & MP3. [Click here to learn more.](#)
- Wix Video: All popular video formats (Quicktime, AVI, MP4 etc.) [Click here to learn more.](#)
- Single Video Player: YouTube or Vimeo.
- Note: It is not possible to upload your own video to the video element. [Click here to vote for this feature.](#) You can upload your own videos to Wix Video.
- Background Videos (for pages and strips): .avi, .mpeg, .mpg, .mpe, .mp4, .mkv, .webm, .mov, .ogv, .vob, .m4v, .3gp, .divx, .xvid.
- Documents: doc & .docx, .xls & .xlsx, .ppt & .pptx, .odt, .odp and .pdf

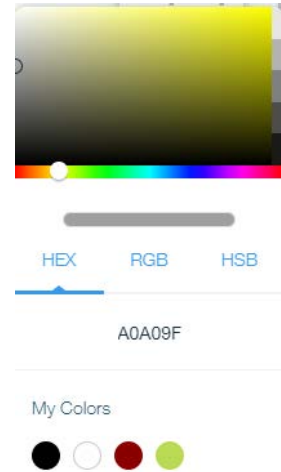
SUMMARY OF SUPPORTED FILE SIZES

- Images: 15MB
- Music Mini Players: 50MB/MP3
- Wix Music: 360MB
- Wix Video: 15GB per video file
- Background Videos (for pages and strips): 50MB (approximately 20 minutes long). Recommended resolution: 1920 x 1080px.
- Documents: 15MB/files

WORKING WITH COLORS

When working with colors in Wix, you typically have these options:

- **Preset Palettes.** Most themes will have a pre-established palette, which can be changed. A palette is a selection of complimentary colors
- **Setting Custom Colors.**
 - Use a color picker to set a custom color.
 - Color codes that work with Wix:
 - Hex Color Numbers (commonly used in HTML programming)
 - RGB Color Numbers (Red, Green and Blue)
 - HSB Color Numbers (Hue, Saturation, Brightness)



Tip: Businesses and organizations that establish style guides will often have their color palette established by RGB and/or HEX (for digital publication).

ACTION: COMPLETE ALL PLACEHOLDERS

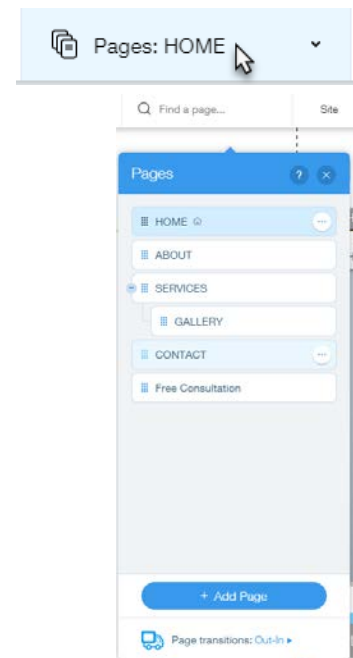
Complete all template placeholders – customizing text, adding images, stylizing (color, background, etc.). Delete any items you don't want to use.

ADDITIONAL USABILITY INFORMATION

MANAGE WEBSITE PAGES

Click the “Pages” button near the top left of the editor to manage pages. From here you may:

- Re-order pages
- Rename pages
- Add pages
- Create sub-pages
- Delete pages
- Set page transition animations
- Set a home page (initial page when main URL is accessed)
- Set page layout
 - Standard with/ headers and footers
 - No header and footer
- Set permissions
 - Add password protection to a page
 - Create a “members” area
 - No restrictions
- Set search engine optimization (SEO) keywords and description
- Hide a page, if you don't want it displayed



ACTION: DEVELOP YOUR PAGE STRUCTURE

Add and delete pages as necessary, based on your desired site structure.

HEADERS AND FOOTERS

Information contained within the headers and footers will display on each page that you have set to include headers & footers. The header and footer information cannot be customized per page, it is set across the site for all pages displaying.

ACTION: CUSTOMIZE YOUR HEADERS AND FOOTERS

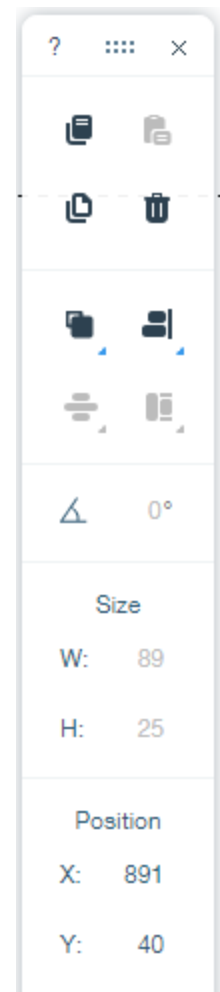
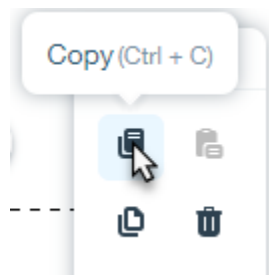
- Site name
- Logo
- Social icons

USING THE TOOLBAR

Starting in the upper right corner (and going left), here is a short description of each control:

- (?) Display a help window to explain each control
- Grabber to move panel
- Close toolbar
- Copy selected item
- Paste clipboard item
- Duplicated selected item
- Delete selected item
- Arrange item(s) – move forward or backwards
- Align items – align: top, middle, bottom, right, left, and center
- Distribute items vertically
- Distribute items horizontally
- Rotate, set degrees in text box to right
- Size – width & height. Current dimensions displayed. Type new numbers to resize. Note that when changing one parameter, the other will not automatically set.
- Position – X & Y coordinates on the screen. Type new coordinates to set an exact location.

The toolbar includes a reminder function. Hover over an item to display the action of the item.



WORKING WITH IMAGES

When you insert an image onto a page, the image may have a variety of behaviors set, and image may be stylized as well. When you click the image, the tools for the image will display.



IMAGE BEHAVIORS

The image can simply be an image, with no special behaviors. Other options include:

- Setting a hyperlink when the image is clicked
 - Move to an anchor
 - Send an email
 - HTTP web address
 - Dial a phone # (mobile devices primarily)
 - Open a document
 - Open a lightbox
 - Link to a page on the site
- Magnify the image when clicked
- Larger version of the image opens in a pop-up within existing window

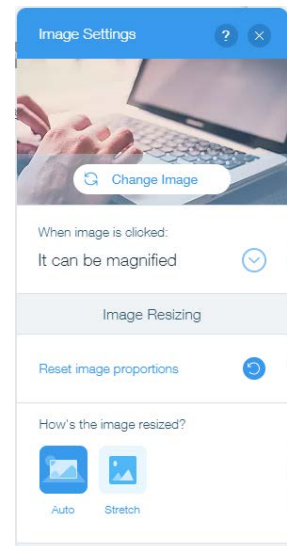
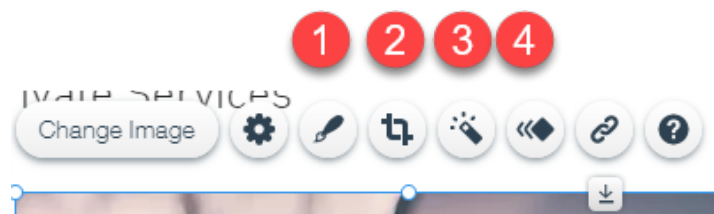


IMAGE STYLIZING



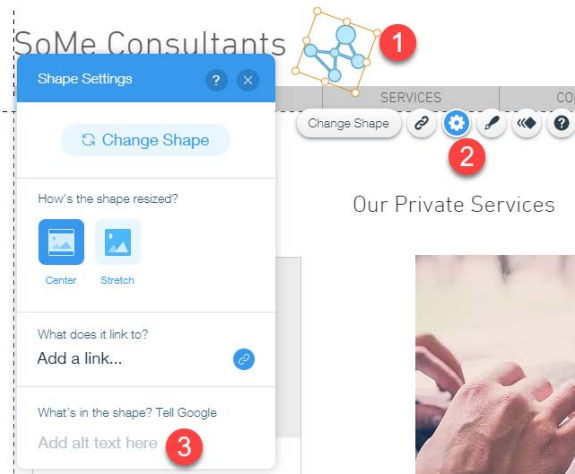
1. **Design.** Set an image frame
2. **Crop.** Crop an image
3. **Filter.** Filters similar to Instagram and Facebook to stylize your image
4. **Animate.** Give your image a motion behavior

ALT TEXT

Images pose challenges for search engine optimization (SEO) and accessing your website by people with visual disabilities. Images cannot be “read” or interpreted on their own. HTML allows for the setting of ALT tags, which describes the image. This can be useful for SEO, and when persons with disabilities use tools like screen text readers.

To add ALT text:

1. Click the image you want to work with.
2. Click the Gear Icon from the menu that displays.
3. Add a text description at the bottom of the window that opens, where it states “What’s in the shape/image? Tell Google.”



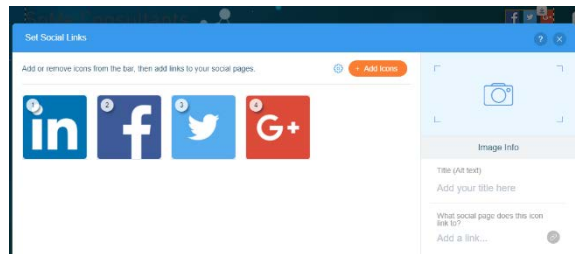
ACTION: STYLIZE YOUR SITE IMAGES

Using these tools, set your ALT tag attributes, and stylize your images consistent with your branding.

SOCIAL LINKS

If you use the Social Links option in the header, you may select which social network icons display, and the URL for the link... so the link will open your social media page.

You may also set a custom image and ALT tags for each social icon.



SEARCH ENGINE OPTIMIZATION

- For each page:
 - Set Page Keywords, Location, Site Name
 - Description, what makes the page unique?
- For each image and shape, set the ALT text attribute.
- For the site: Run “Get Found On Google” from the Site menu

After running “Get Found On Google,” you will receive a report on any items that need to be completed to maximize your search engine optimization.

SHARE YOUR SITE FOR FEEDBACK

Once you have your site built out, it is possible to share the site to co-workers, friends, etc. without publishing. From the Site menu, select “Get Feedback.” You will receive a link you may share with people who will be able to view your site in desktop and mobile mode. Viewers will also be able to make comments while viewing, and you will be able to see these comments.

This is a great way to test usability and quality of the information you have put on the site.

MANAGE YOUR WEBSITE

When you return to Wix.com to edit your site, after logging in, you will want to click “Manage Site” (1) button. If you have multiple sites associated with your login / email address, click the down arrow (2) to choose the site you want to manage.

The Manage Site utility allows you to publish and unpublish your site, adjust the site name, manage your URL, upgrade your plan, and other management functions.

Other tools you may find useful here include:

SEO: Maintain your site for search engine optimization.

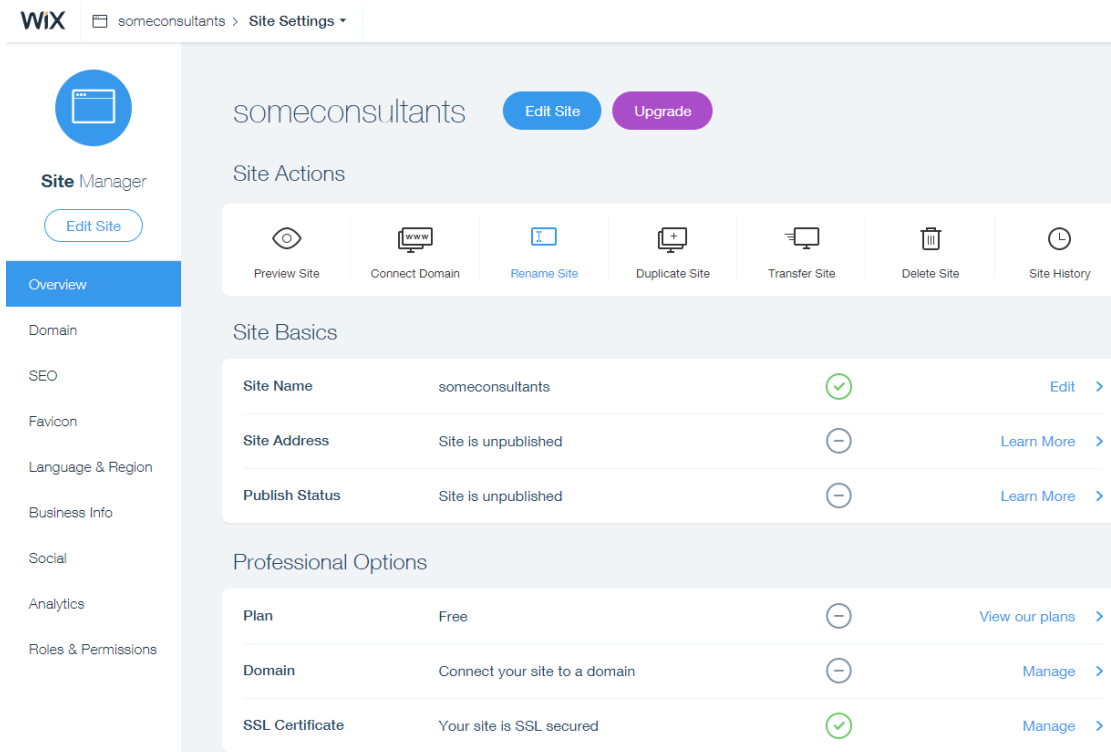
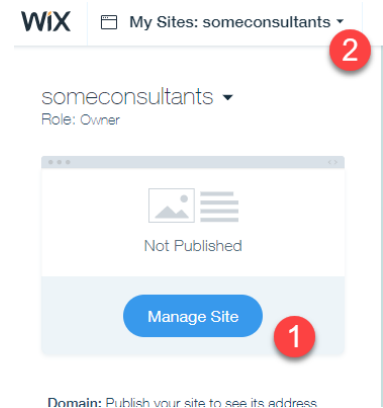
Favicon: Set a custom Favicon, the image that appears in the browser URL bar.

Business Info: Business name, address, phone number.

Social: Set the image and description that is used if someone shares your page on Facebook, using the social icons.

Roles and Permissions: Allow others to access your site to make changes.

TIP: If you want to make a significant change to your site once the site is online, you may find it easier to duplicate the site, make the changes on the duplicate site, and then move the URL to the new location.



APPENDIX: PLAN YOUR WEB PAGE

SITE

Site Name: _____

URL*: _____

- Wix free accounts use a base URL <http://username.wixsite.com/yourURLname>. Paid versions allow you to create a custom URL or link to your hosted Wix site from your domain server.

DESIGN

Site purpose: _____

Color Scheme (do you have brand colors?): _____

Note that you can set specific RGB and HEX colors, if known.

Main Photos to include (photos are typically background or header photos): _____

Other Photos (product and service photos, for example): _____

PAGES

What types of pages are important for your site to contain?

Main / Home / Landing (with content)

Contact

Scheduling

Landing that is branding centric

About

Other

Product or Services pages

CALL TO ACTION

What do you want your site visitors to do when they visit your website?

Sign up for email

Call you

Set an appointment

Visit and like your social (Facebook, Twitter) page

Access a coupon

Other:

SEARCH ENGINE OPTIMIZATION

If someone is Googling you, what would they search for? _____

Short Description of your Site (you will also need one for each page): _____

Site Keywords: _____

SEO FOR PAGES

Description, Page: _____

Page Keywords: _____

Description, Page: _____

Page Keywords: _____

Description, Page: _____

Page Keywords: _____

Description, Page: _____

Page Keywords: _____

Description, Page: _____

Page Keywords: _____

Description, Page: _____

Page Keywords: _____