

# A PRACTICAL GUIDE TO USING WIX TO BUILD A WEBSITE



AN AID TO ENABLE STUDENTS TO UNDERSTAND  
THE FUNDAMENTELS OF WEBSITE DESIGN  
WITHIN THE FRAMEWORK OF A WEBSITE  
PROJECT USING WEB DESIGN TOOLS

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# 1. INTRODUCTION TO THE WIX WEB DEVELOPMENT PLATFORM

## 1A BRIEF DESCRIPTION OF THE TOOL

Wix is a web development platform that enables you to build a website without any technical or programming knowledge. Using an Internet browser and drag and drop tools, all tasks needed to develop the website can be performed. It is entirely cloud-based, without the need to save anything on a computer.

Wix enables you to add a number of functionalities such as forms, eStores, social media plug ins and blogs. Additionally, an App store exists, through which additional functionality is offered by Wix and third-party developers.

This web development platform is offered for free but a number of premium plans are offered, such as connecting a domain name to the site, the removal of Wix advertising and extra storage and bandwidth.

## 1B MAIN ADVANTAGES AND DISADVANTAGES

Wix has the following advantages and disadvantages.

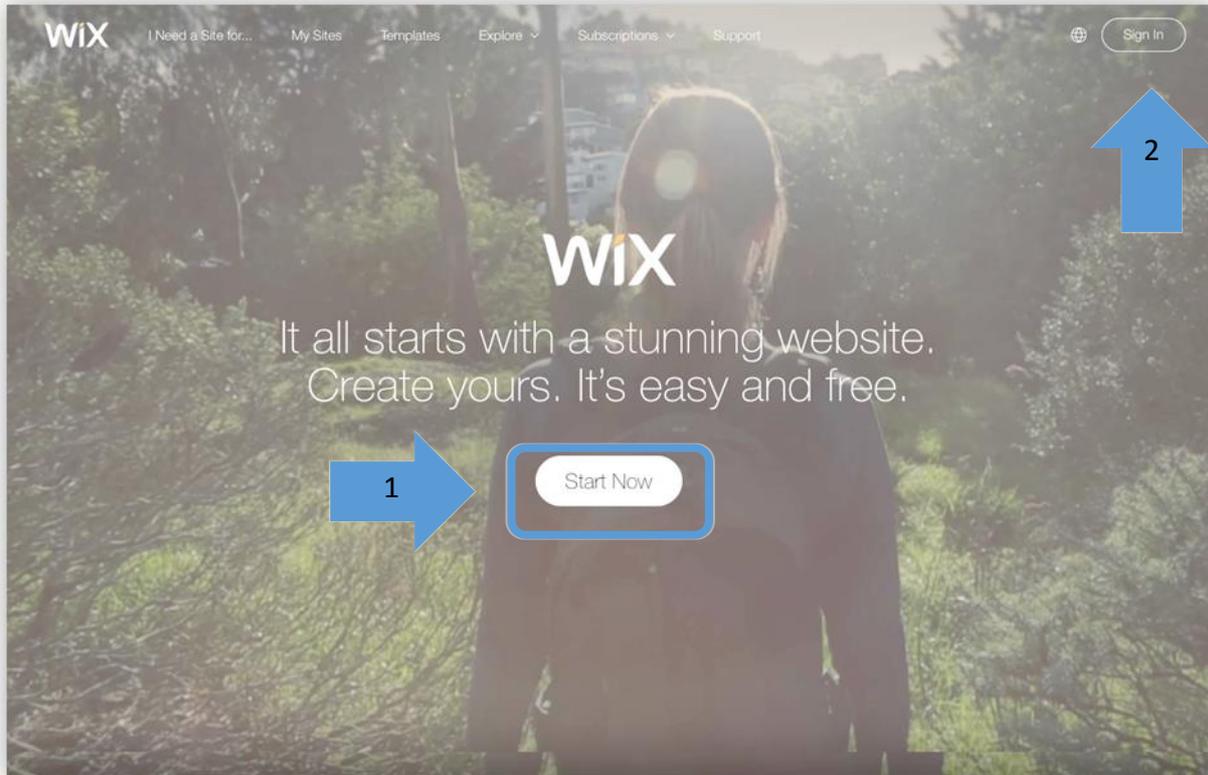
ADVANTAGES	DISADVANTAGES
Easy to use requiring no technical knowledge	Not able to perform programming coding for more sophisticated work
Easy to understand and teach for children and adults without any prior knowledge of website development	The sites produced are not responsive but adaptive. This means that the sites do not resize based on the screen size but instead display a different site when a mobile device is used, making the appearance not always optimal on some devices.
Cloud based enabling the user to work from any internet connected PC without the worry of where to store the work or for security backups	
Sites are created in HTML5 , which is the modern standard of creating websites, enabling rich content and functionality	
Mobile-friendly view produced	
A large community of App developers, which enables a number of functionalities and more interesting content	
Search Engine friendly, enabling better ranking in Search Engines such as Google.	

## 2. GETTING STARTED

### 2A SETTING UP AN ACCOUNT

#### Step 1 Starting

You can set up an account by visiting [www.wix.com](http://www.wix.com) on your Internet Browser and clicking on **Start Now** (1). Alternatively you can click on **Sign In** in the upper right corner.



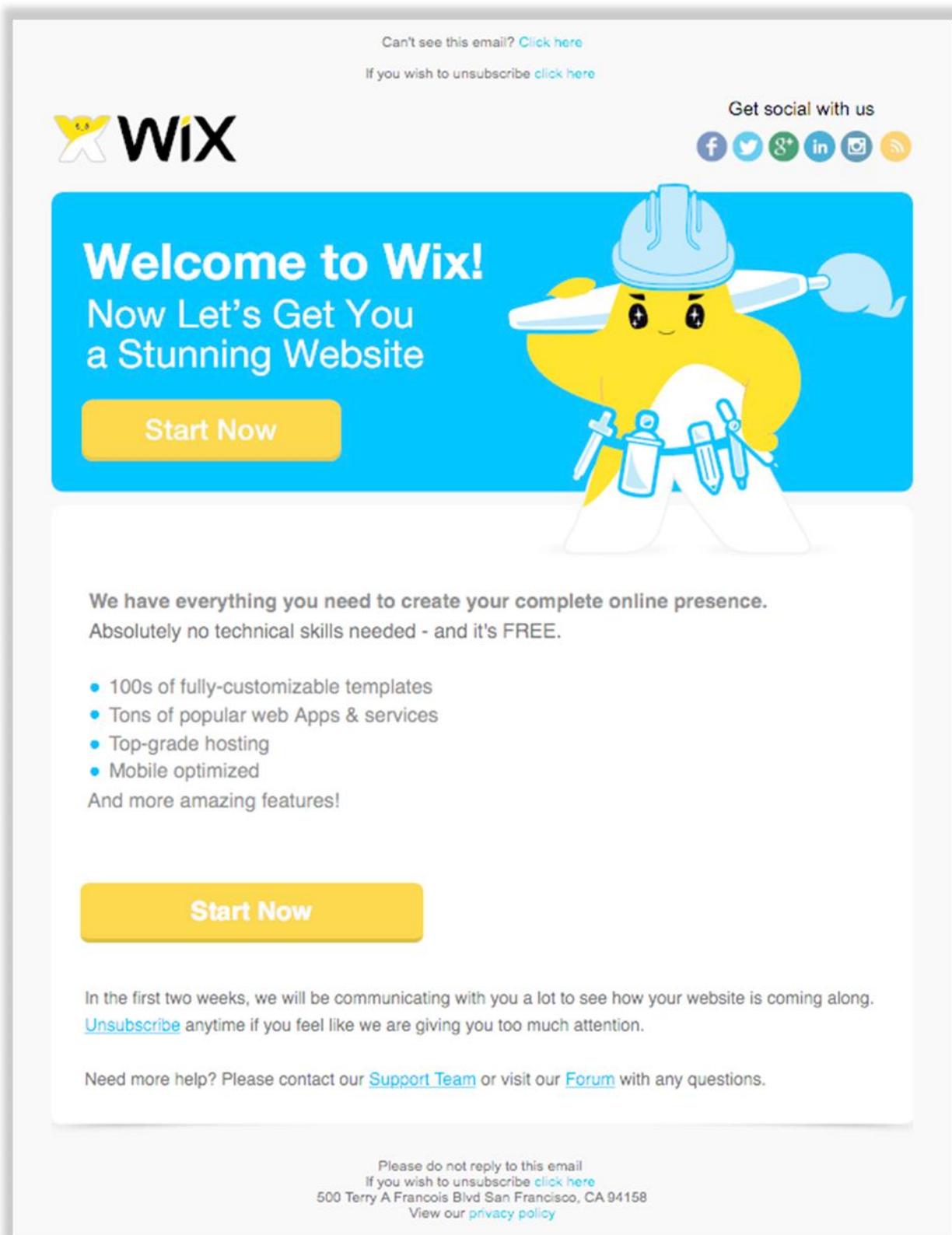
#### Step 2 Enter email and set password

Enter your email and the password (1 & 2) you wish to use or alternatively use your Facebook or Google + account (3).

A screenshot of the Wix "Sign In" form. The form is titled "Sign In" and has a close button (X) in the top right corner. On the left side, there is an email input field with the placeholder "Name@EmailAddress.com" and a subtext "e.g. yourname@gmail.com". Below this are two radio buttons: "I'm a new user" (selected) and "I'm an existing user". Underneath is a password input field with asterisks. There are checkboxes for "Remember me" and a link for "Forgot Password?". A blue "GO" button is at the bottom. On the right side, there is a section titled "Click below to sign in using your social account" with two buttons: "Sign in with Facebook" and "Sign in with Google". Three blue arrows with numbers 1, 2, and 3 point to the email field, the password field, and the social sign-in buttons respectively.

### Step 3 Completing the setup

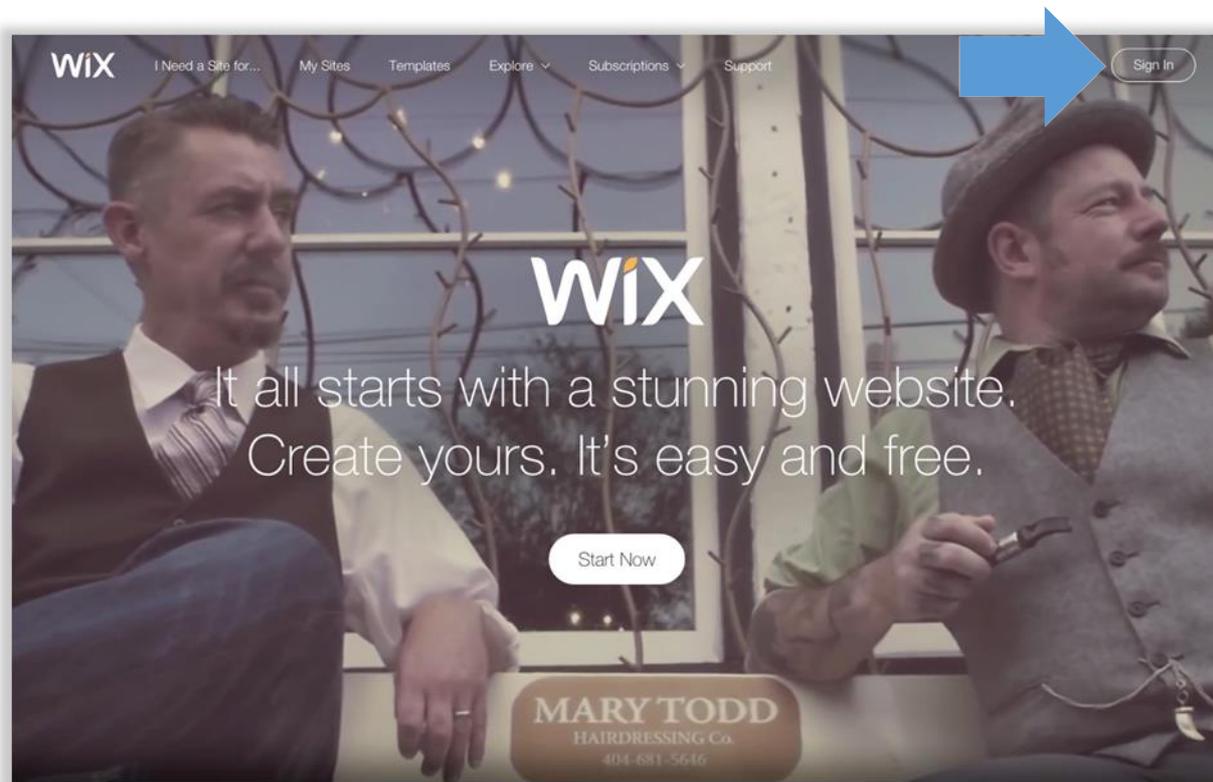
Your account will be set up immediately and you can either choose your template immediately after or use your login credentials to login at any time. You will receive the following email as a confirmation, which you can also use to start using the platform.



## 2B USING THE SERVICE (FOR EXISTING USERS)

### Step 1 Where to Sign In from

Use the **Sign In** button in the top right to enter the service.



### Step 2 Entering the service

Use your email and password (1&3) to enter the service. Click on the **I'm an existing user** radio button (2). Alternatively use your Facebook or Google + account (4).

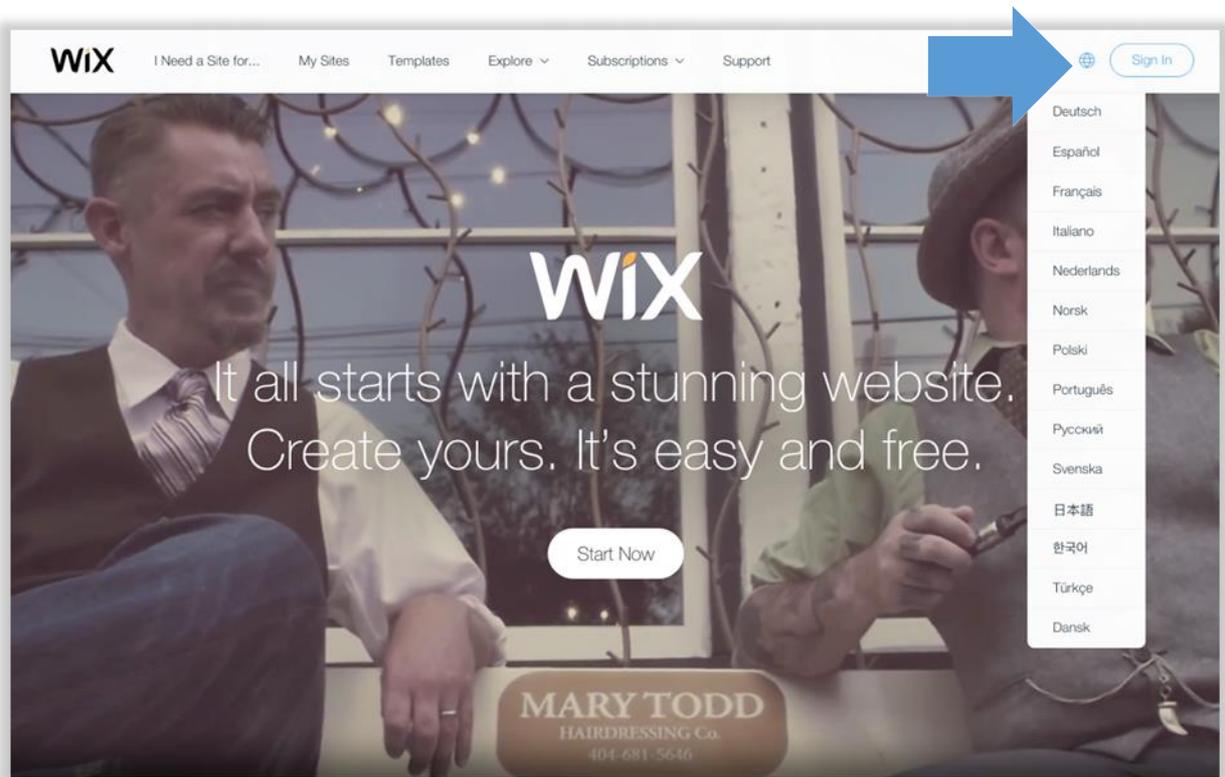
A screenshot of the Wix Sign In form. The form is titled 'Sign In' and has a close button (X) in the top right corner. It contains the following elements:

- 1. An arrow pointing to the email input field containing 'Name@EmailAddress.com' and the example 'e.g. yourname@gmail.com'.
- 2. An arrow pointing to the radio button selection area with options 'I'm a new user' and 'I'm an existing user' (selected).
- 3. An arrow pointing to the password input field containing '\*\*\*\*\*' and a 'Remember me' checkbox.
- 4. An arrow pointing to the social sign-in options: 'Sign in with Facebook' and 'Sign in with Google'.

A blue 'GO' button is located at the bottom of the form. A link for 'Forgot Password?' is also present.

## 2C LANGUAGE SUPPORT

The service supports a number of languages, which can be called by clicking on the globe icon on the top right of the screen.

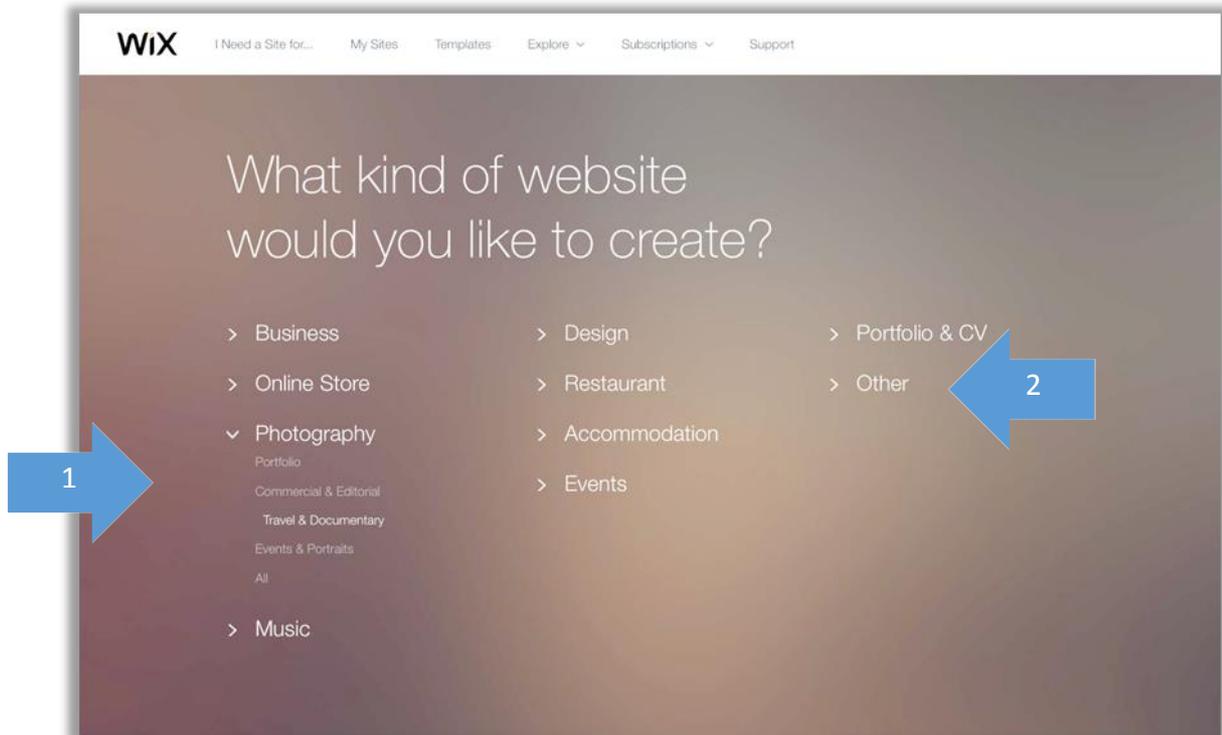


## 2D CHOOSING A TEMPLATE

You can choose your template as soon as you sign in or once you sign up to the service.

### Step 1 Finding preset template categories or finding other ones

You can choose from one of the preset templates (1). Alternatively you can choose from a number of other templates, if the category you are looking for is not found in the preset templates by clicking on Other.



### Step 2 Finding specific templates

Choose from a number of categories

Wix Photography My Sites Templates Explore Subscriptions Support ystephanou

Q E.g music, photography

View by  
NEW!  
Most Popular  
Blank Templates

Categories  
See All Templates  
Business  
Online Store  
Photography  
Music  
Design  
Restaurants & Food  
Accommodation  
Events  
Portfolio & CV  
Blog

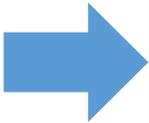
Pick the website template you love

Medical Group

Boutique Recruitment Agency

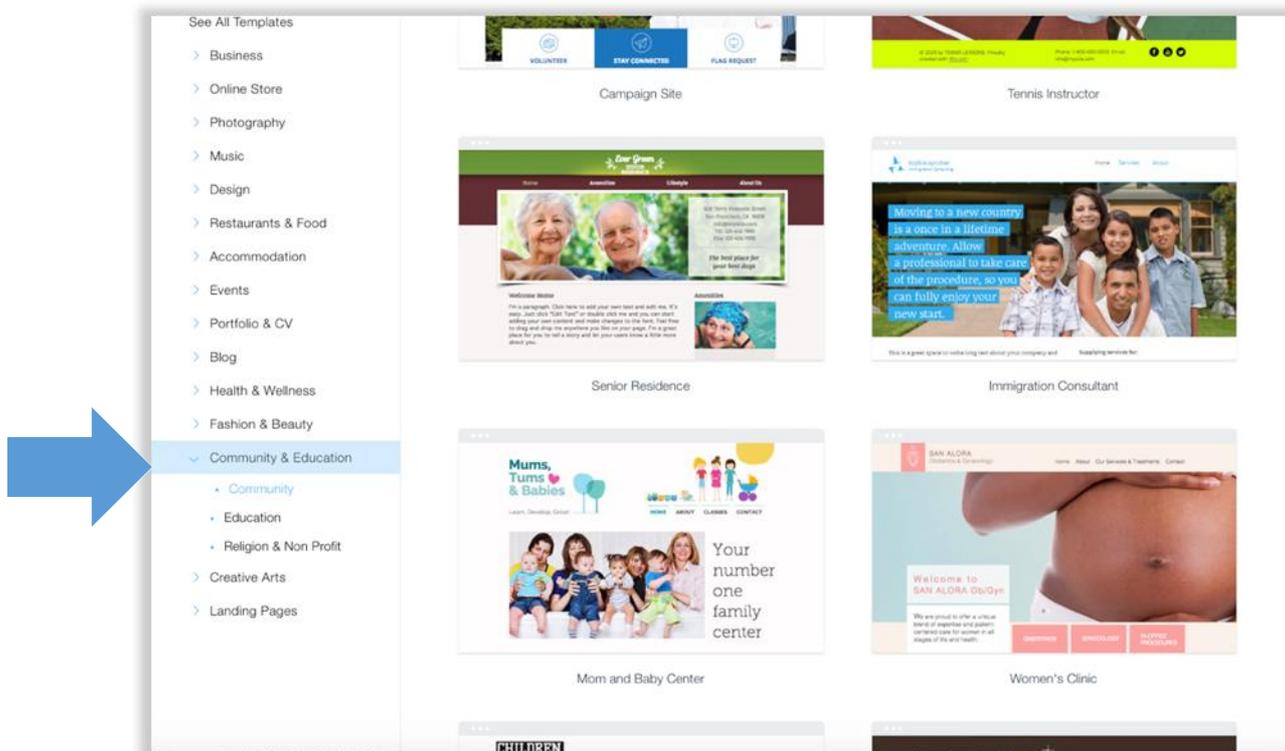
Spa Clinic

Moving Company

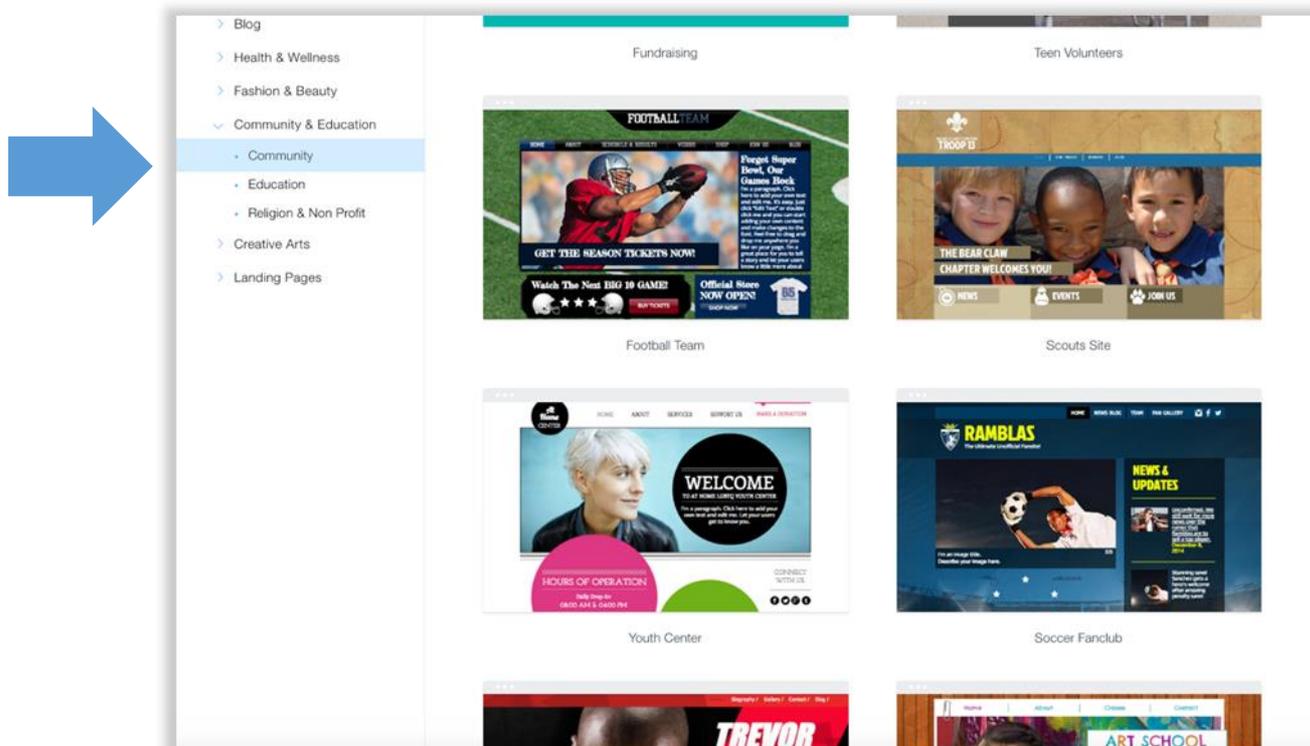


### Step 3 Finding the template you wish to use

Once you find the category you wish click on it to expand the menu

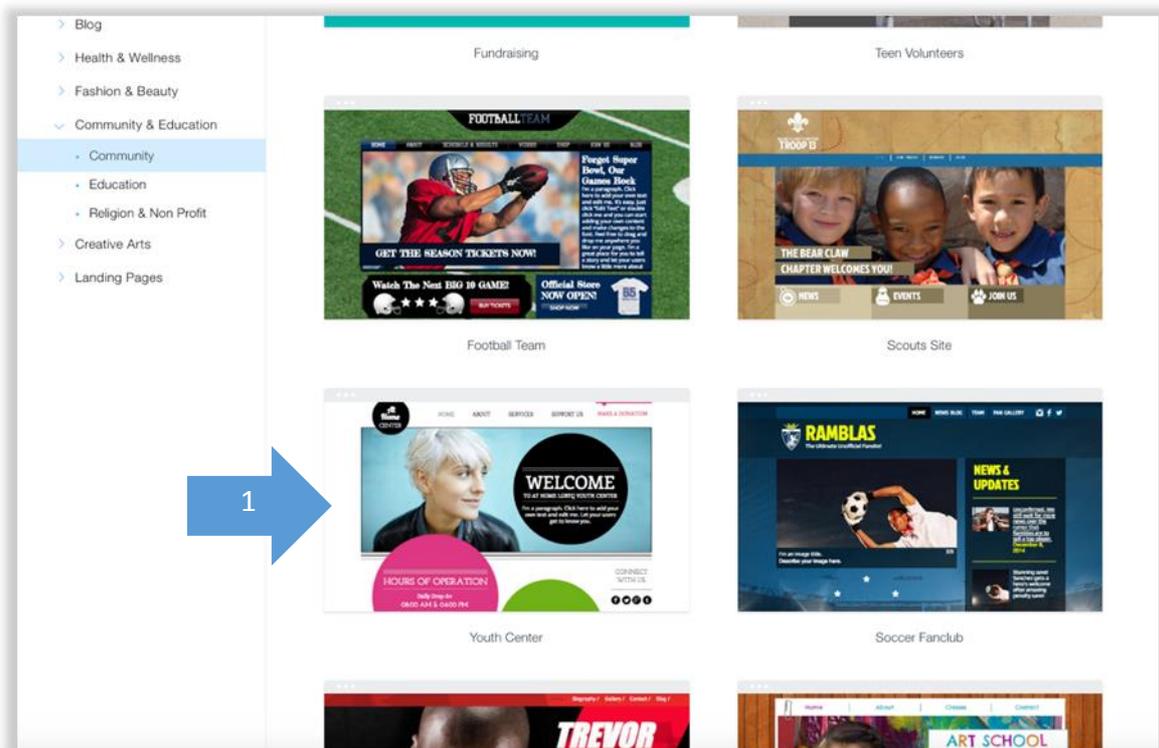


Once you choose your category, you can choose a sub-category

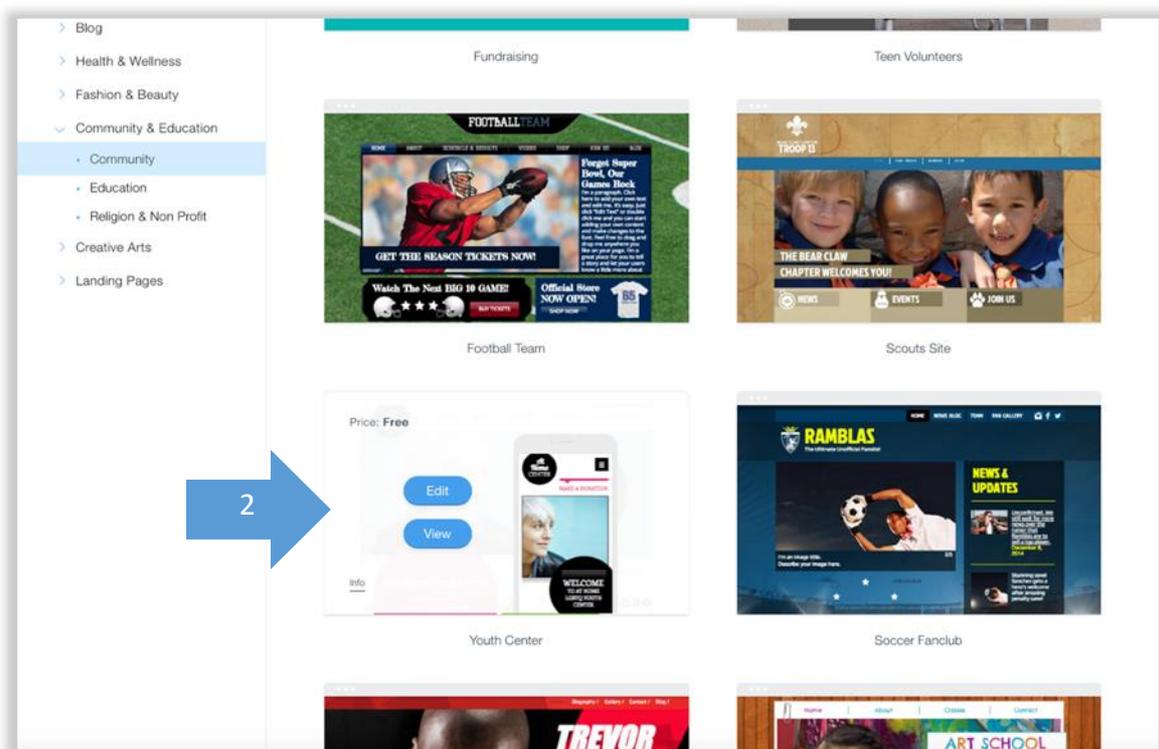


## Step 4 Choosing your template

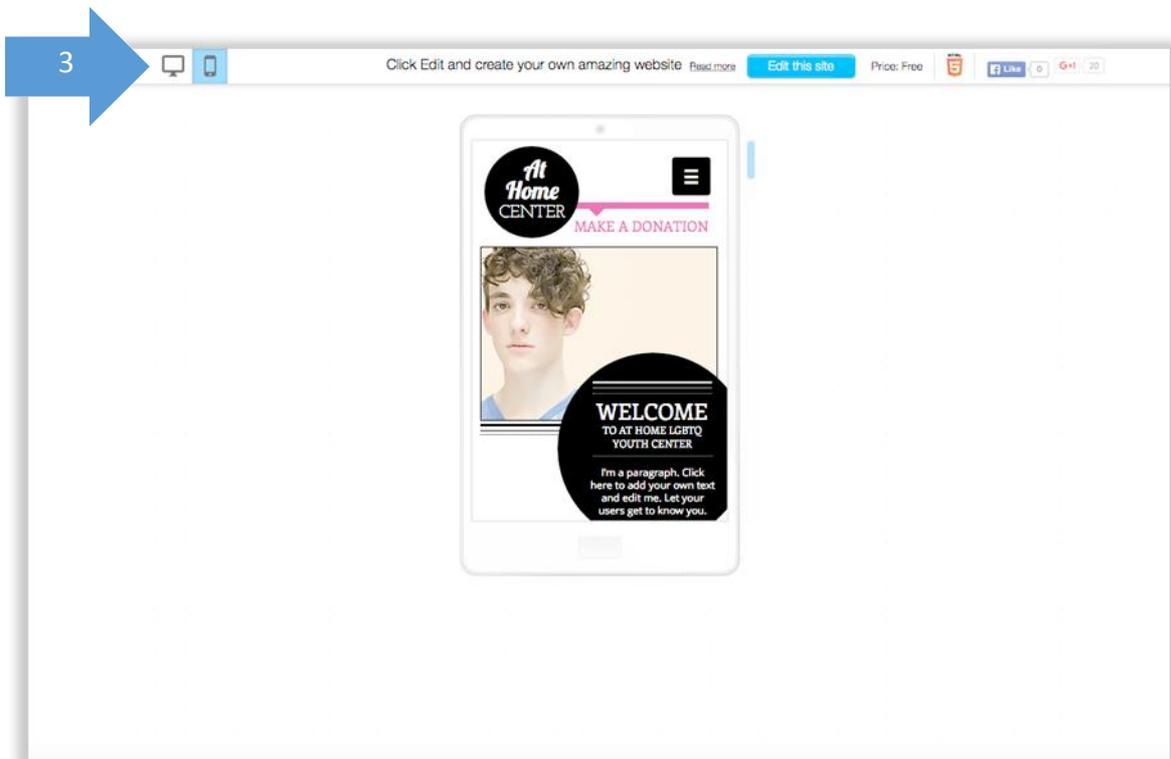
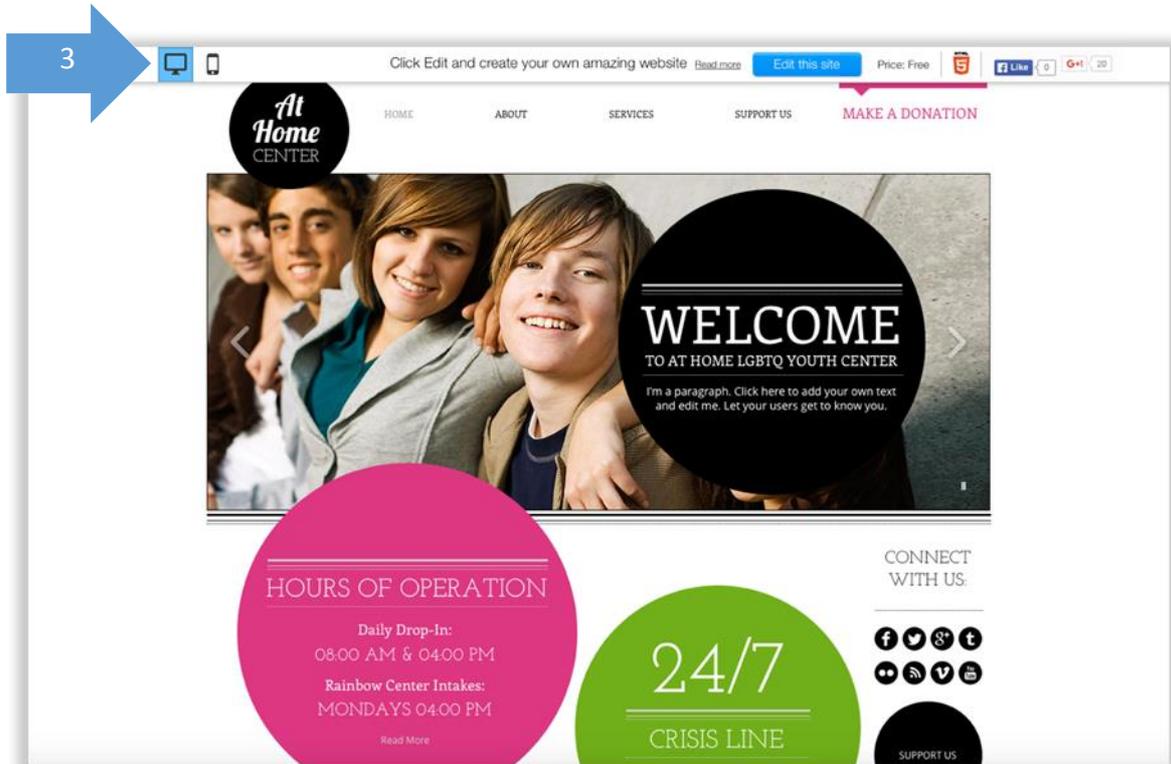
Click on the template you want to see the template menu (1).



Click on **View** to see how your template looks (2)

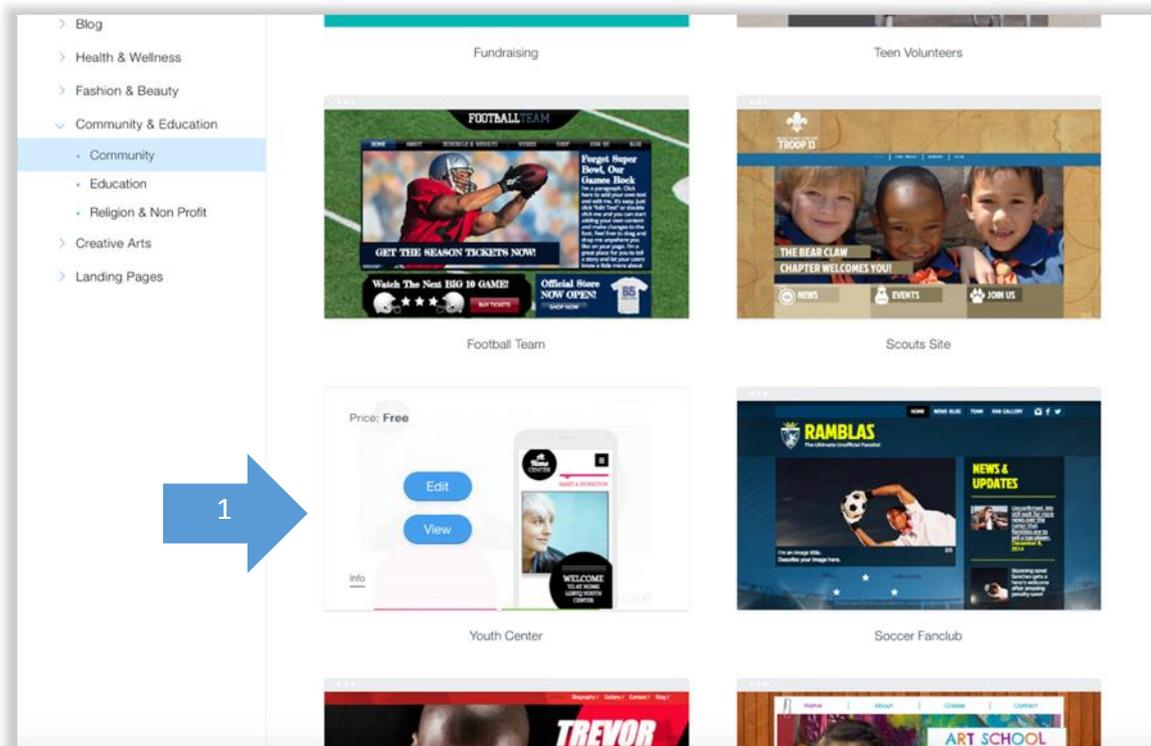


Once in the Viewing mode you can see how this template looks on the web. Use the upper menu to switch between the desktop and menu views (3).

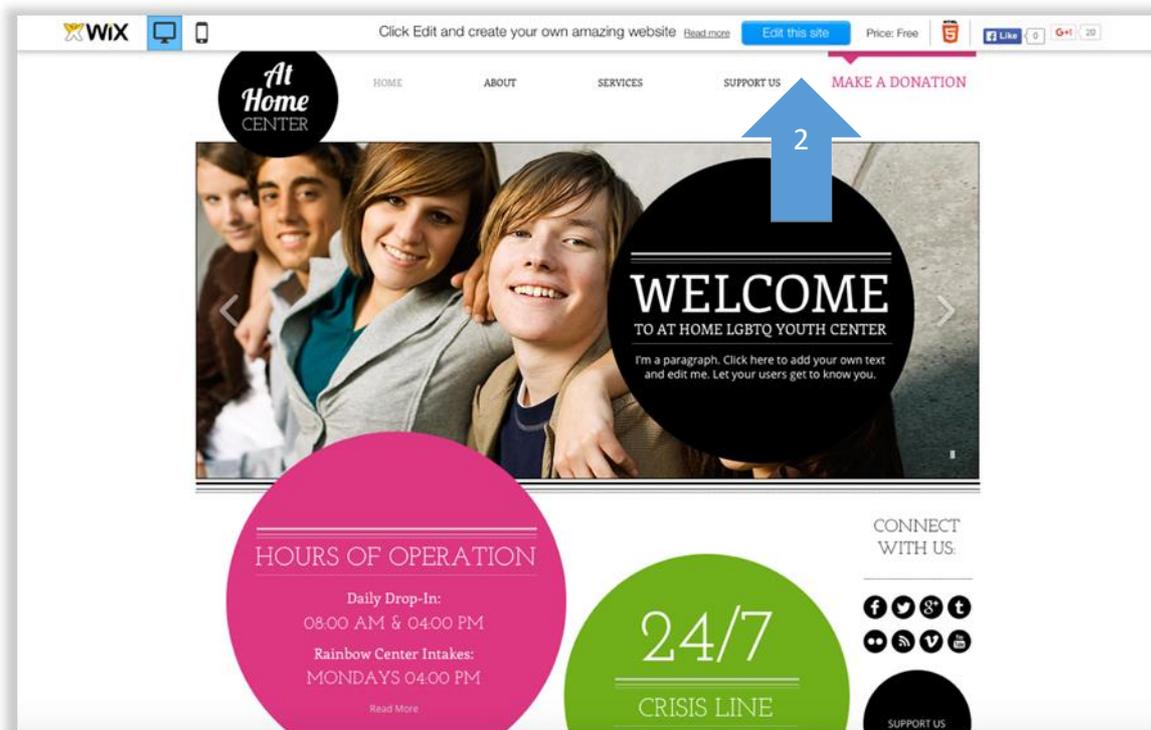


### Step 5 Selecting to edit the template

Once you like a template you can choose to edit the site either from the templates area by clicking on **edit** (1).

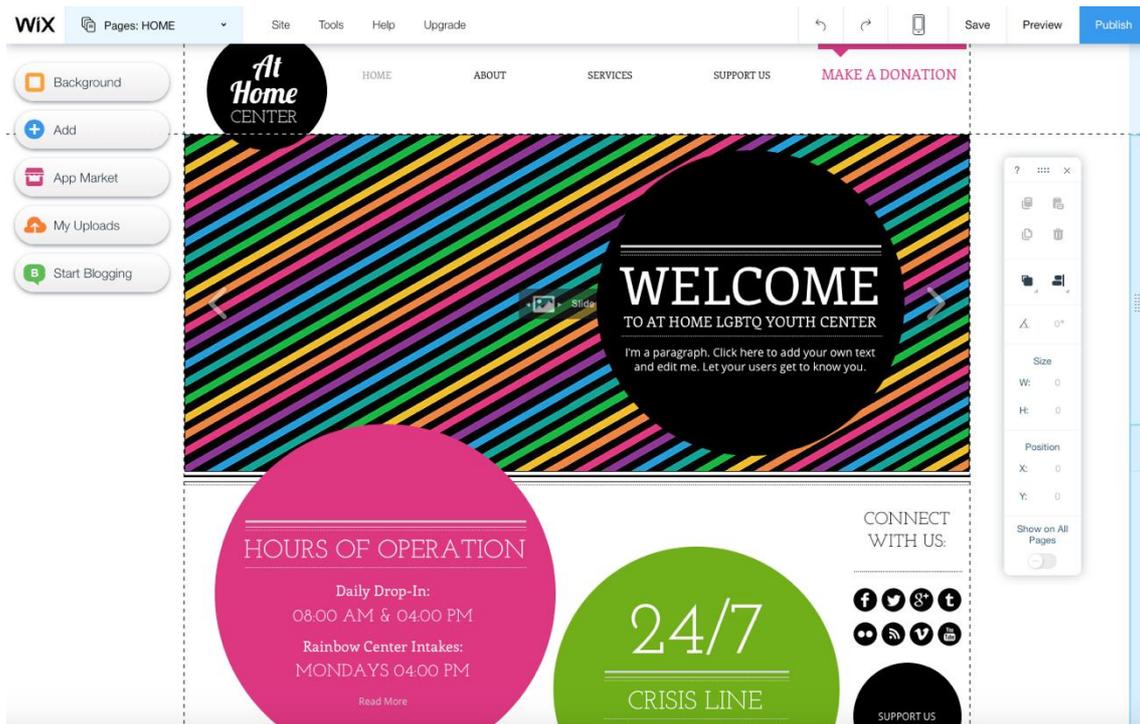


Or from the template view mode by clicking on **Edit this site** (2)



Step 6 See the site in edit mode

You will then be moved to the wix editor, from where you can edit your site.



## 2E SAVING YOUR SITE & DOMAIN NAME REGISTRATION

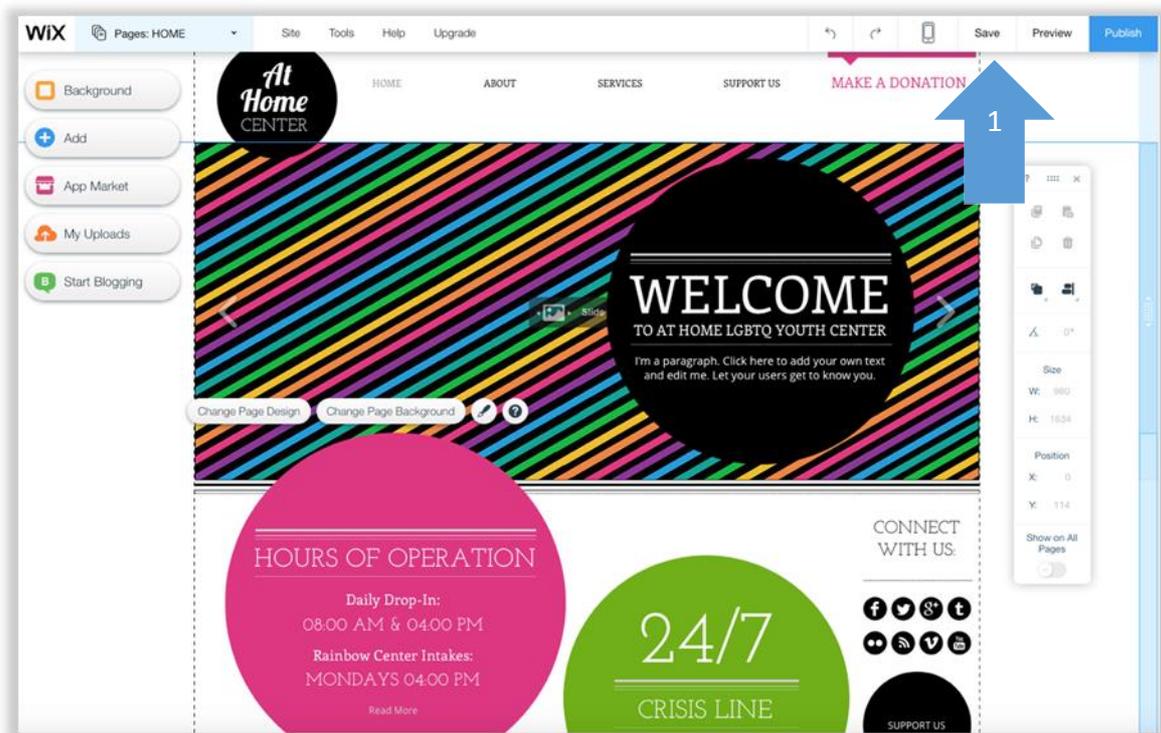
Wix allows you to have a web address in the following format:

<http://NameYouGave.wix.com/NameOfSite>

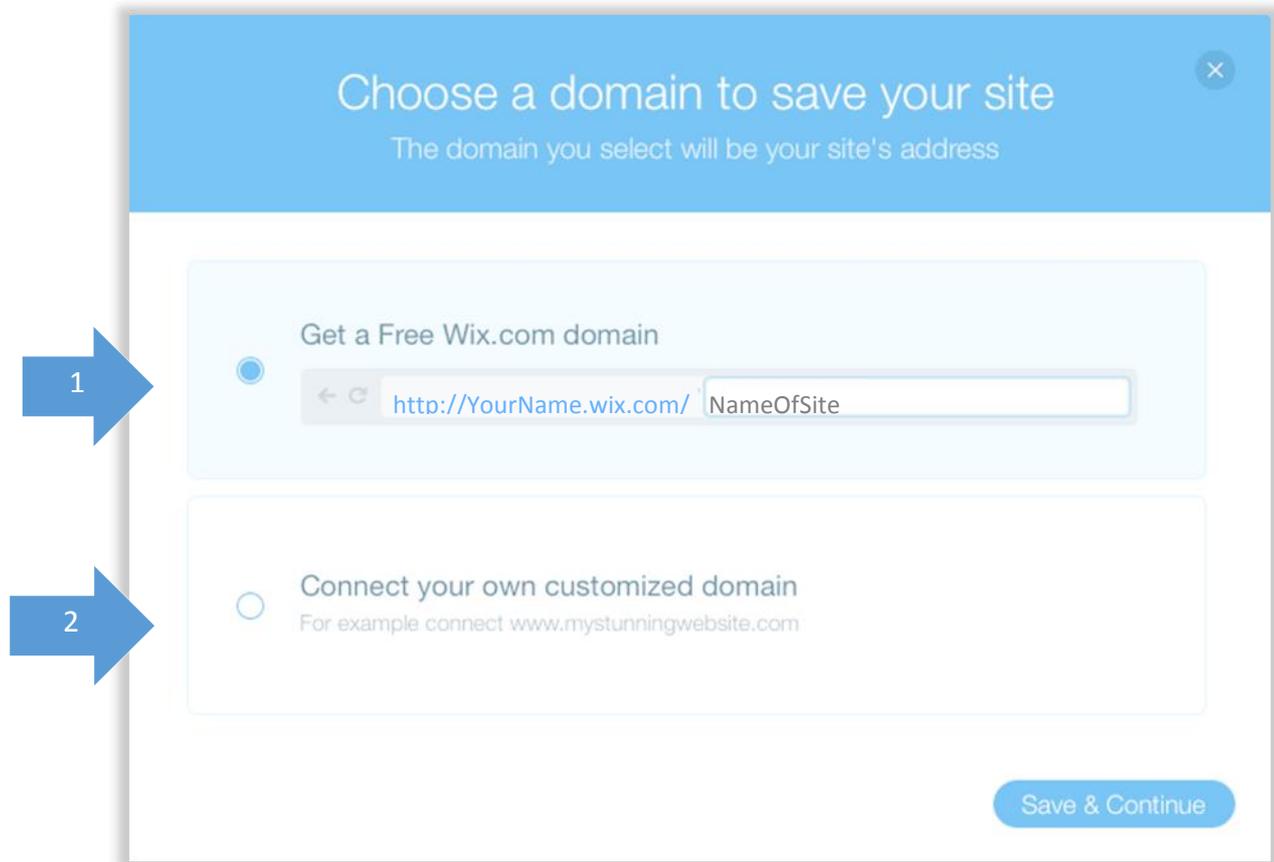
Additionally you can choose to buy a domain, in order to have your own web address, such as:

<http://www.NameOfSite.com>

You can select your domain name by choosing to save your site by clicking on **Save** (1) in the edit mode.



Once you click on save, a pop up appears that lets you save the site to a particular domain. The first option (1) lets you choose a name for your site under the Wix.com domain. The second option (2) lets you connect to your own customized domain.



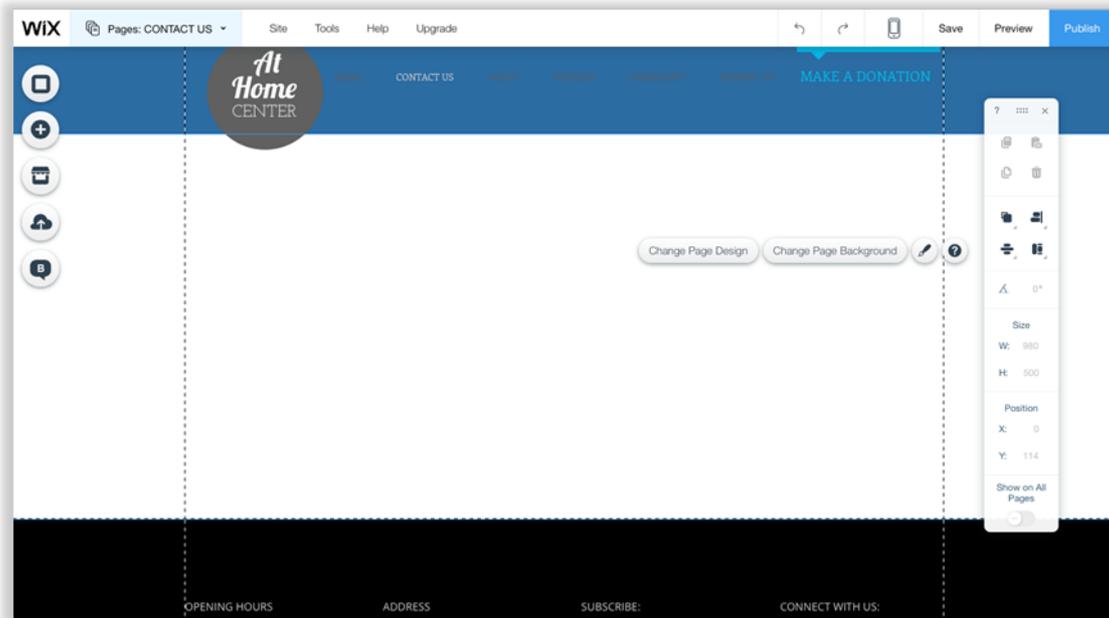
For more on domains visit <https://www.wix.com/support/html5/domains/>

## 2F EDITING AREAS IN WIX

This section shows the basic areas that one uses within Wix.

### 2F (i) Header and Footer

The Header area is seen in dark blue and the Footer appears in black in the screenshot below. A header and footer appear on all pages, unless you choose not to have them on a particular page.

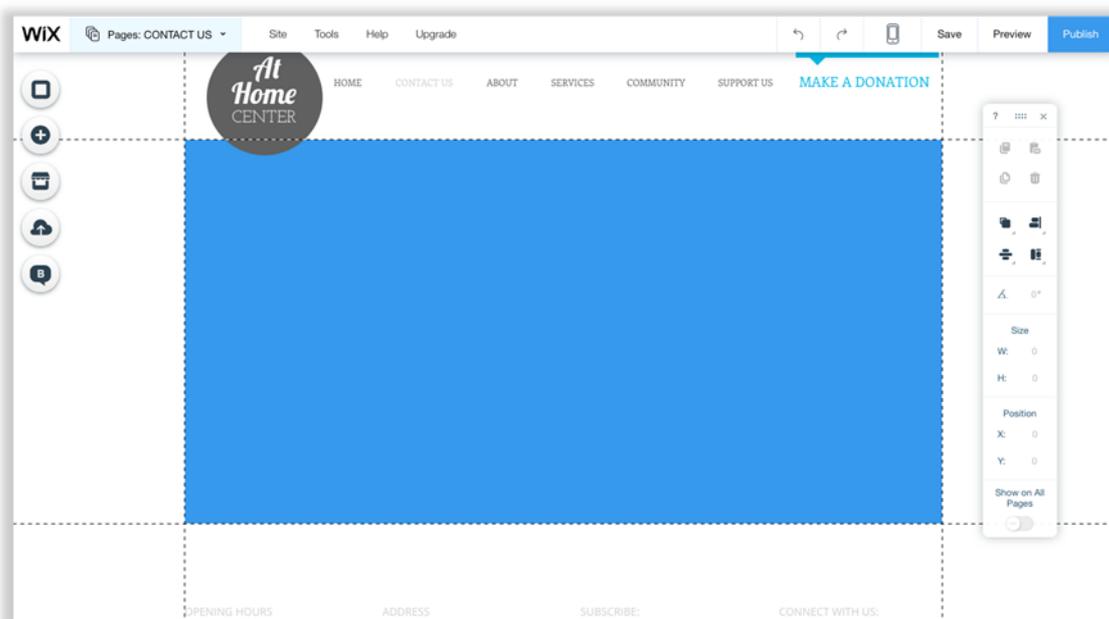


More about headers here <https://www.wix.com/support/html5/getting-started/site-layout/kb/about-the-header>

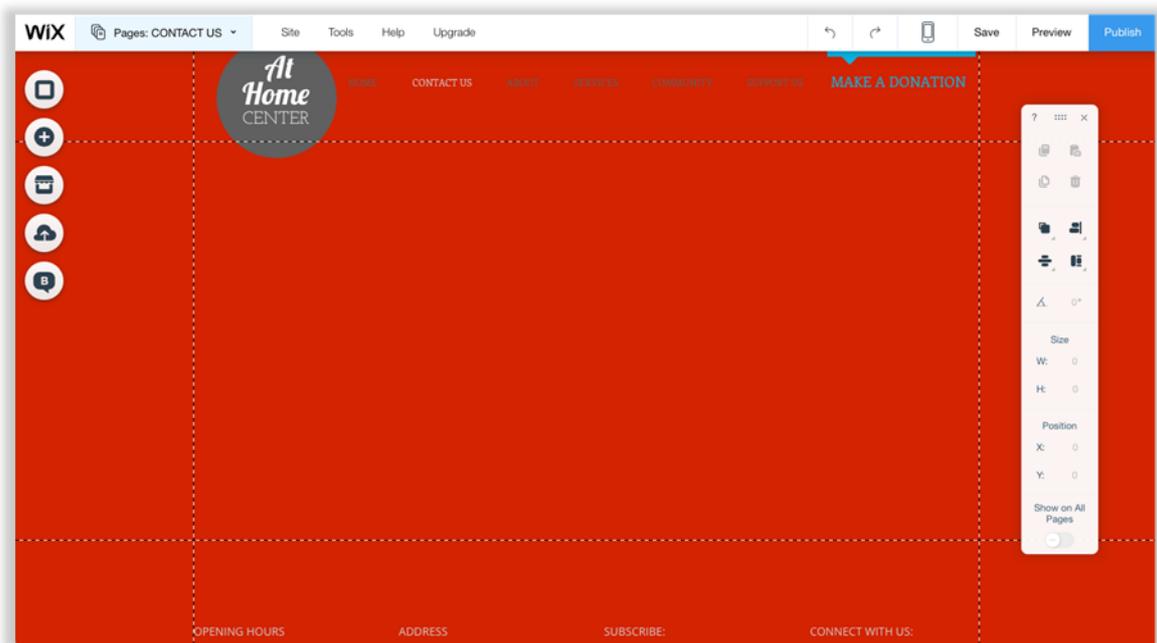
More about footers here <https://www.wix.com/support/html5/getting-started/site-layout/kb/about-the-footer>

### 2F (ii) Page and Background

Seen in blue, this is the **page area** that you use to add all the web elements you wish to show on your page.



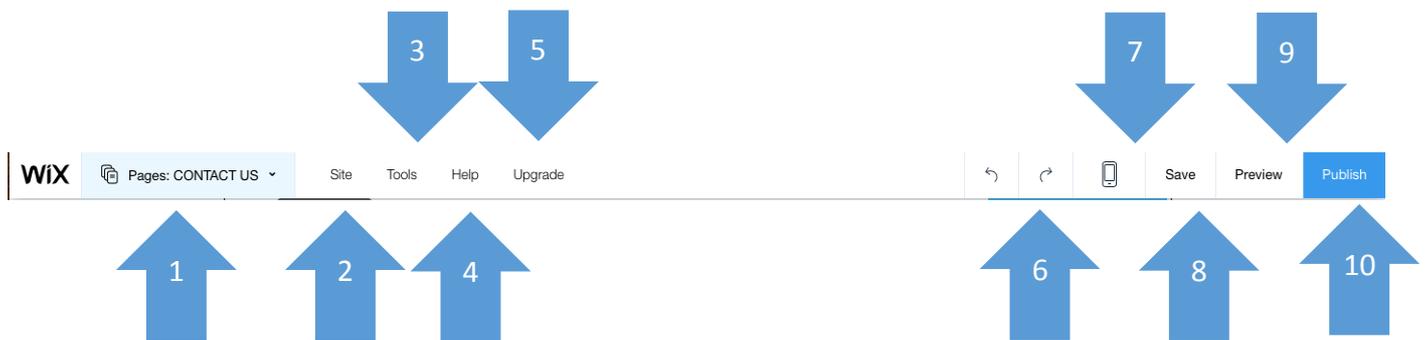
The **Background** area is seen in red. The footer, header, page area, as well as any other element you add will appear above the background.



## 2G A BRIEF DESCRIPTION OF WIX TOOLS

### 2G (i) Main menu

- 1 Drop down used to see the pages and structure of your website.
- 2 Manage your site from here
- 3 Choose what set of tools you wish to have available while you edit your site.
- 4 Use this to find support on all elements in Wix
- 5 Click in order to upgrade your site
- 6 Undo or redo changes
- 7 Move to the mobile view editing
- 8 Save your site either to your own domain or under the Wix domain
- 9 Click to preview your site and see how it appears in the Internet browser
- 10 Click to publish once you are done with your changes.



## 2G (ii) Tools used to add content to your site

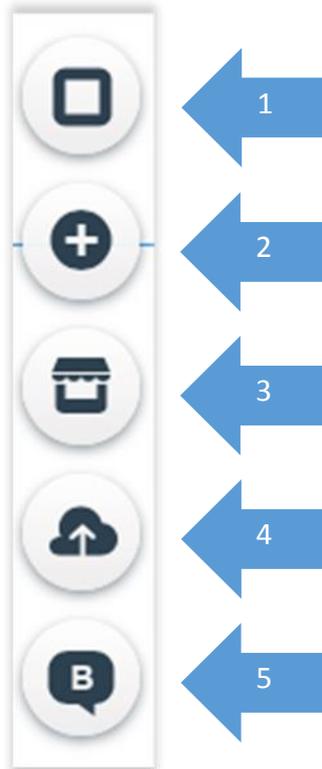
**1 Page Background:** Add or change a background.

**2 Add Web Elements:** Add web elements to your page such as text, images, menus and buttons.

**3 Wix App Market:** Add widgets or plugins created by Wix or third-party developers.

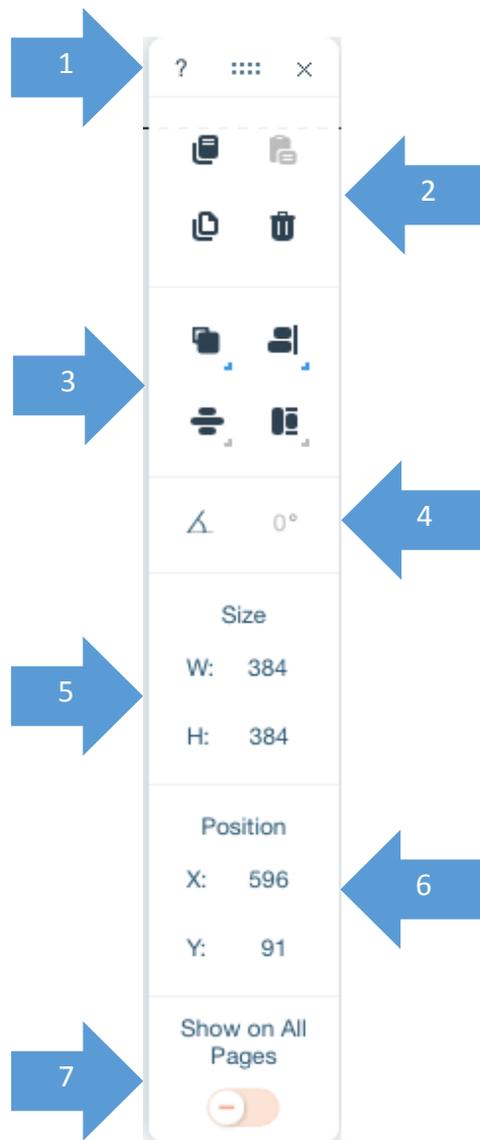
**4 My Uploads:** Upload or view your uploaded files.

**5 Blogs:** Add blog to your site.



## 2G (iii) Positioning and Editing Tools

1. Use ? to get more support, the dots to move the tools around the page and x to close the tools.
2. Use this set to **copy, paste, duplicate** or **delete** a web element.
3. Use this set to **move elements in front or behind other elements, align a selection of 2 or more elements, distribute a selection of 2 or more elements** or **match the size of 2 elements**.
4. Rotate an image using this tool.
5. Use this set to resize an element accurately based on pixels.
6. Use this set to more accurately position an element on the page. X is for horizontal movements and Y for vertical.
7. Choosing an element and turning the option **Show on all pages on** makes this element appear on all pages on the location this exists.



## 3 WEB AND PAGE STRUCTURE

### 3A PLANNING

Before you start editing your site it is recommended that you plan the structure of your site before you start. An example of a site plan is the following:

Home

Services

- Service 1

  - Additional Services1

  - Additional Services 2

- Service 2

- Service 3

About

- Who we are

- What we do

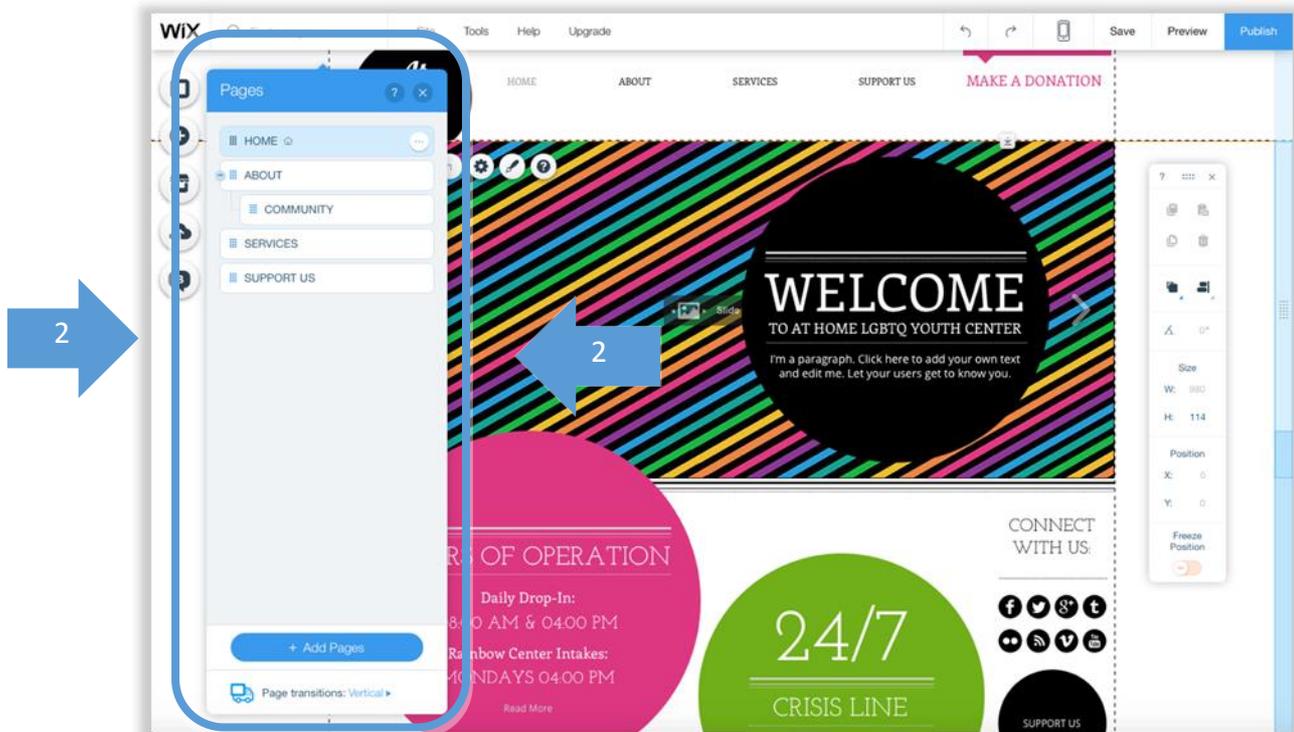
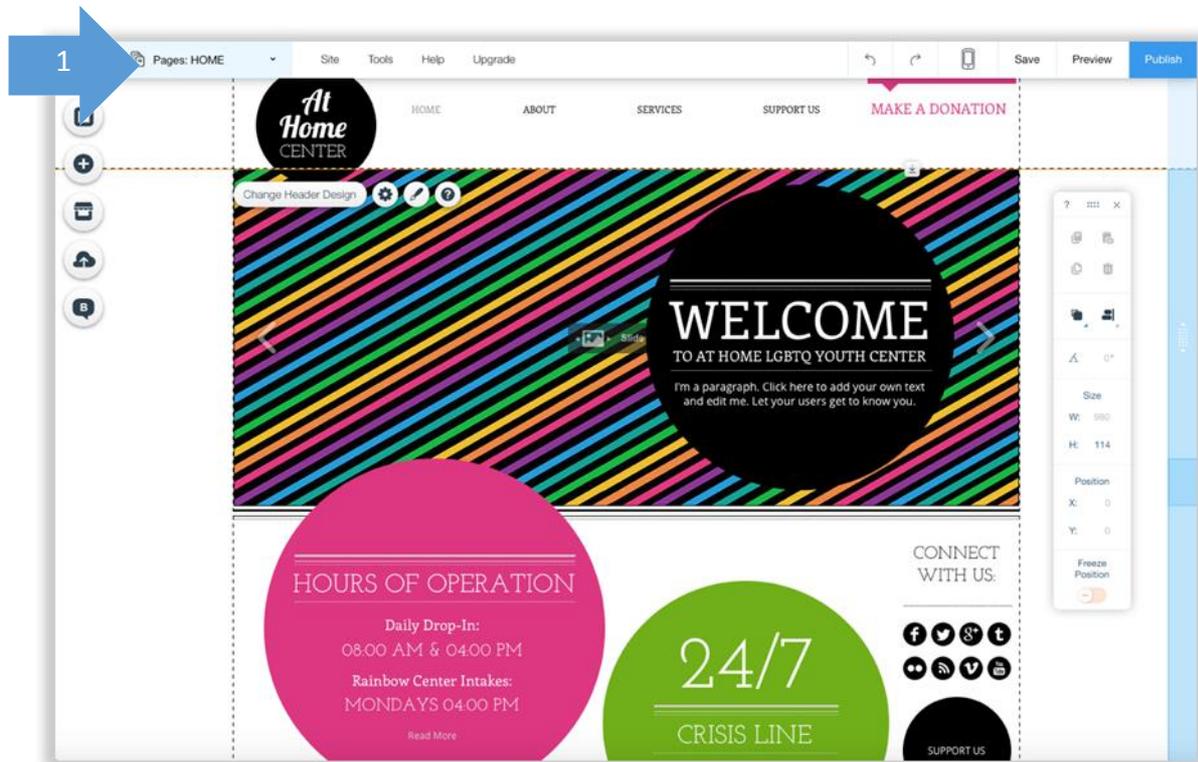
Contact Us

Following this, it is important to have a rough guideline of what will be placed on each page.

### 3B FORM THE STRUCTURE OF THE WEBSITE

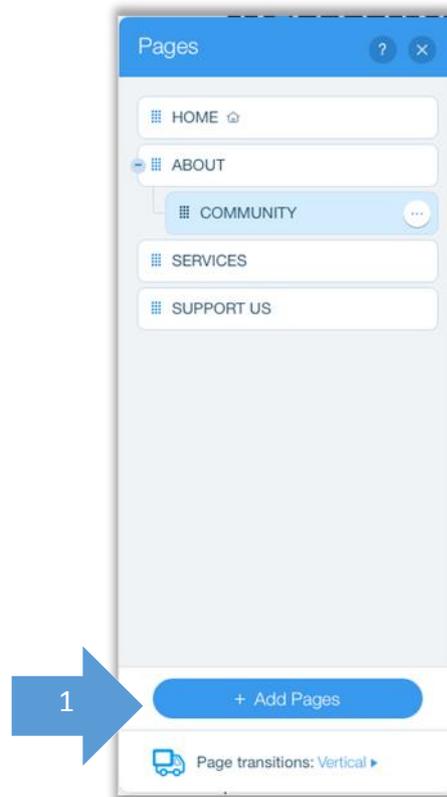
Step 1 Open the page structure

Click on the upper left menu of **Pages** (1) to see the page structure of your website (2).

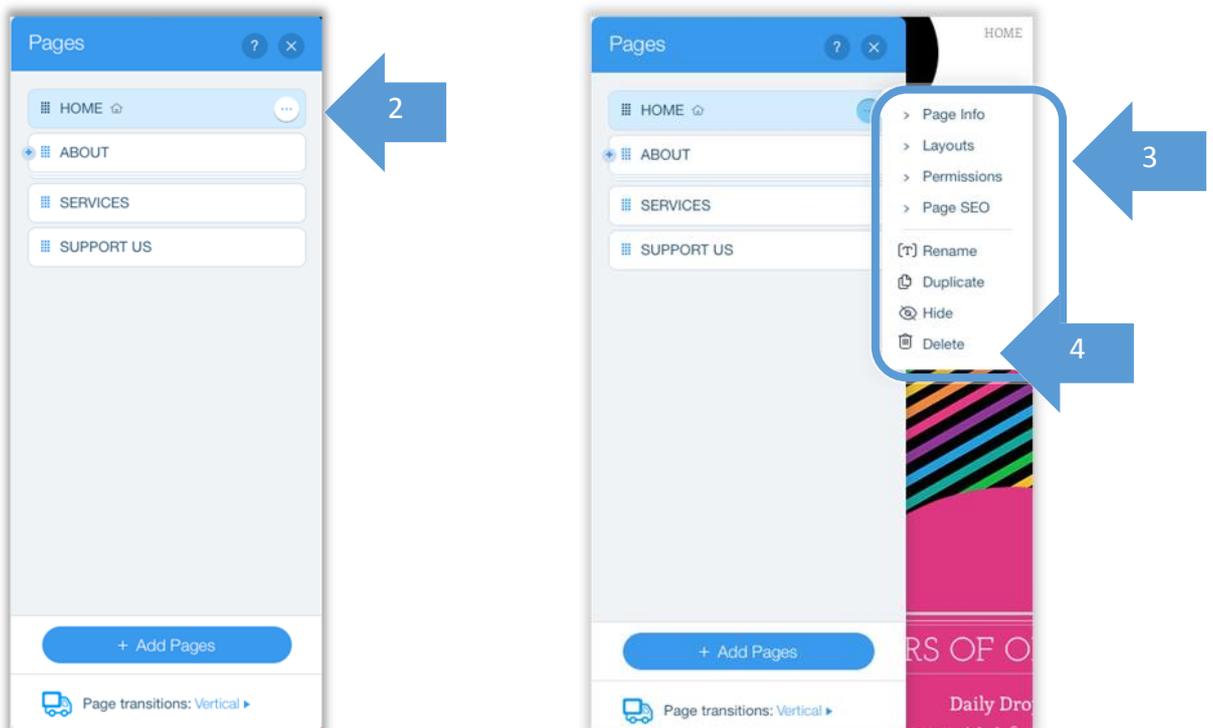


## Step 2 Adding, Subtracting and Renaming Pages

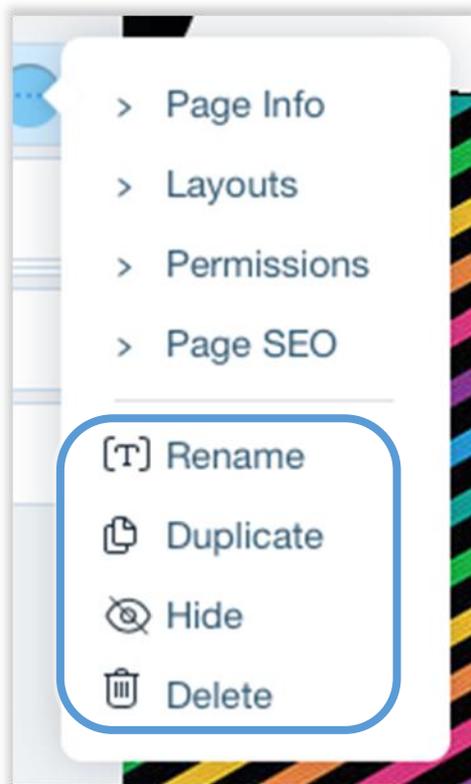
You can add new pages by clicking on **+ Add Pages Button (1)** at the bottom of the menu



You can delete pages by clicking on the **... button (2)** on the right of each page name (2) to get the individual page menu (3) and then choose to delete it.



You can also use this page submenu to Rename, Duplicate (copy an existing page) and Hide a page. Hiding a page means that it will not appear in the menu.

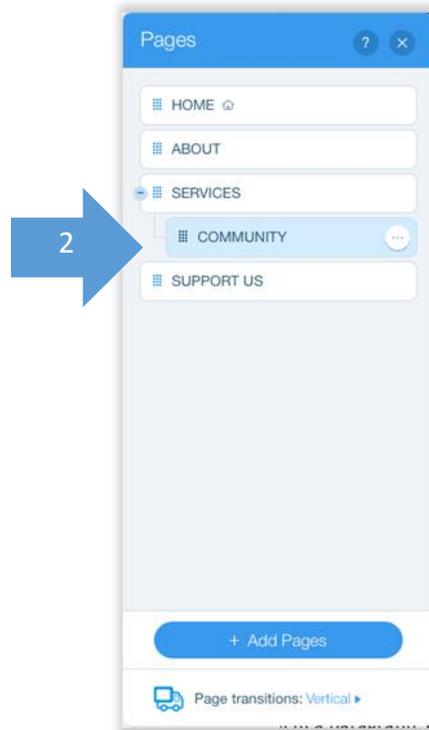


### Step 3 Reordering Pages

To change the order that the pages appear you need to click on the grid (1) on the left of a page name and grab it by holding down your mouse, which then enables you to move the page up and down your structure.

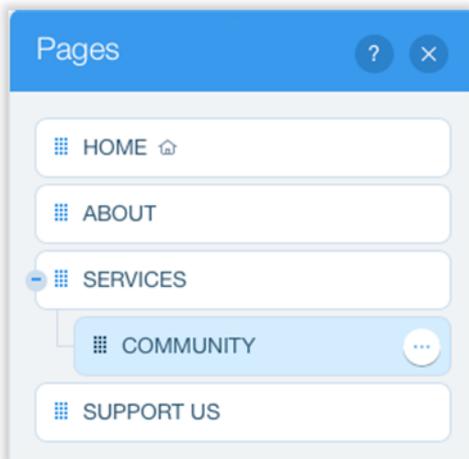


If you wish a page to be situated under another page, that is be its child page, you simply move your mouse under that page and shift it slightly to the right. The page name button will change to appear as a child, as seen below:

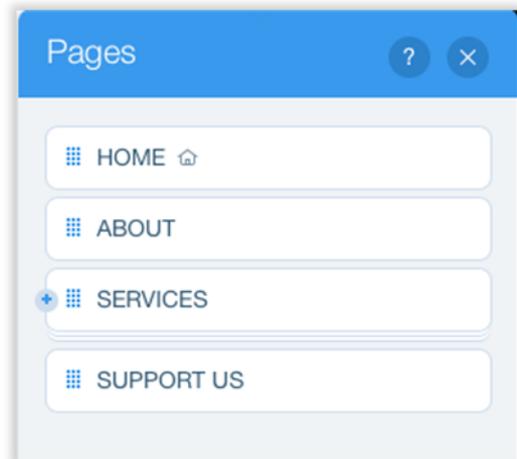


You can use the + and – buttons to expand the child pages or to hide them, so that you see only the parent page.

**Expanded View**

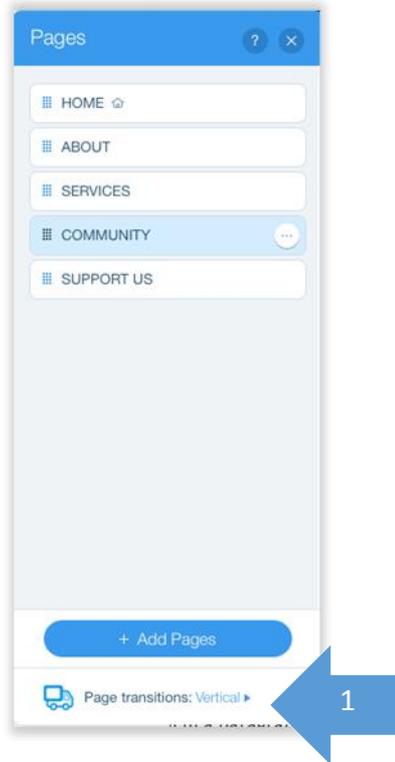


**Contracted View**

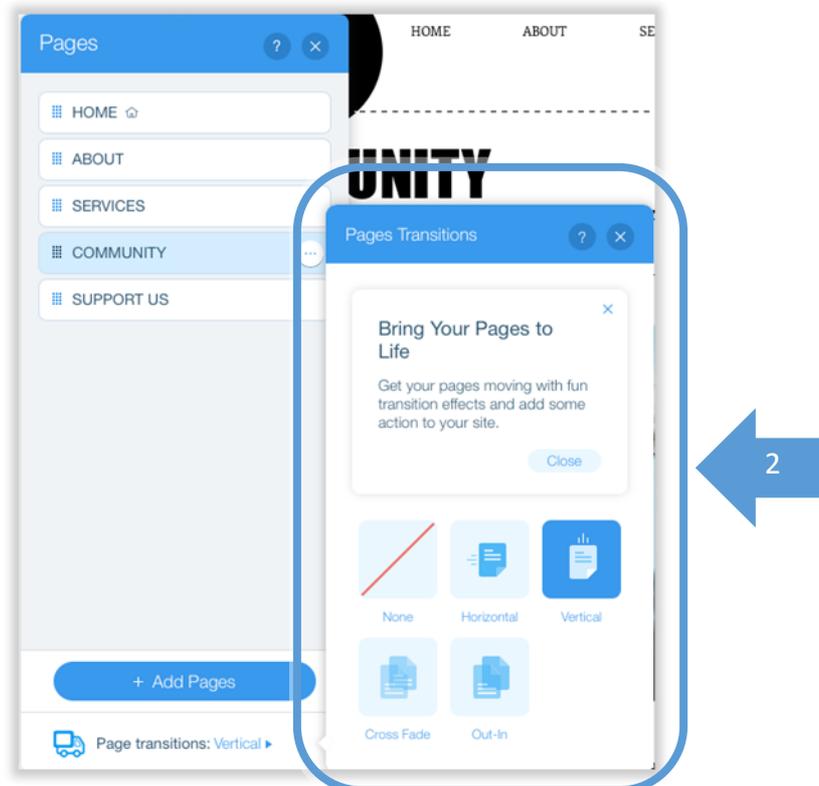


#### Step 4 Page Transitions

Once you finish your pages structure you can also select what kind of transitions (animation) a viewer will experience once he selects to go to a page. You can do so by finding the submenu **Page Transitions** at the bottom of the Pages menu and clicking on the type of transition (1)

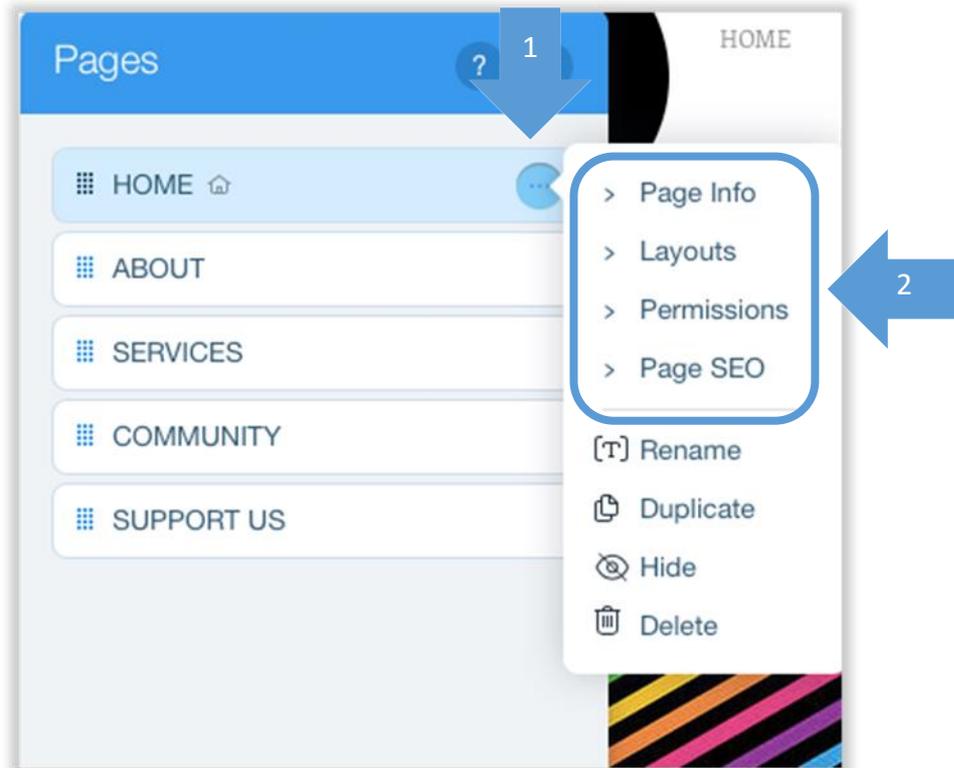


You can then choose the type of transition from the submenu that appears (2).

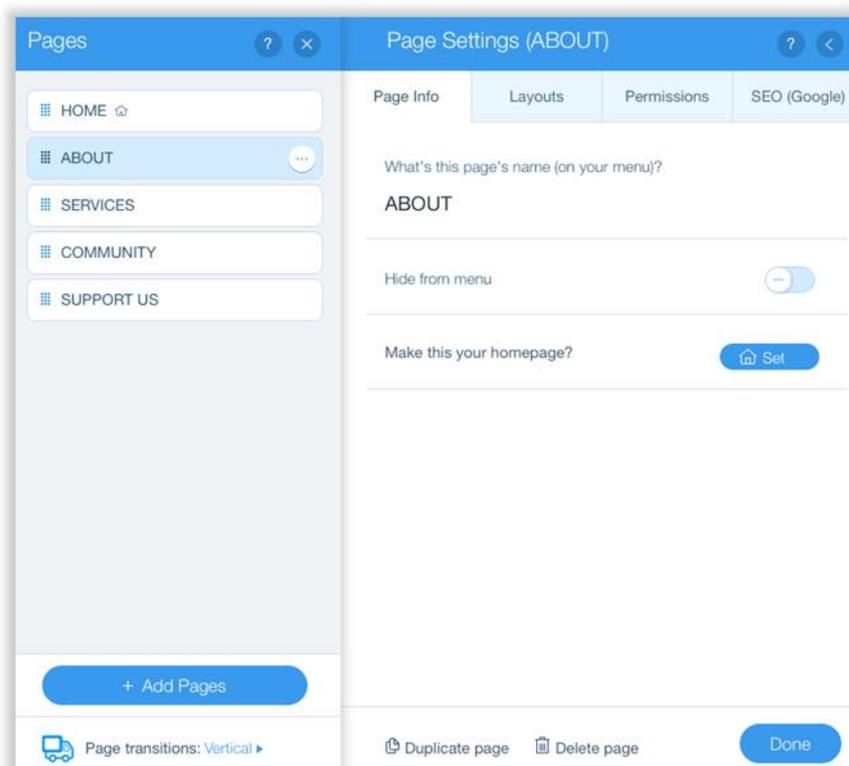


### Step 5 Additional Options

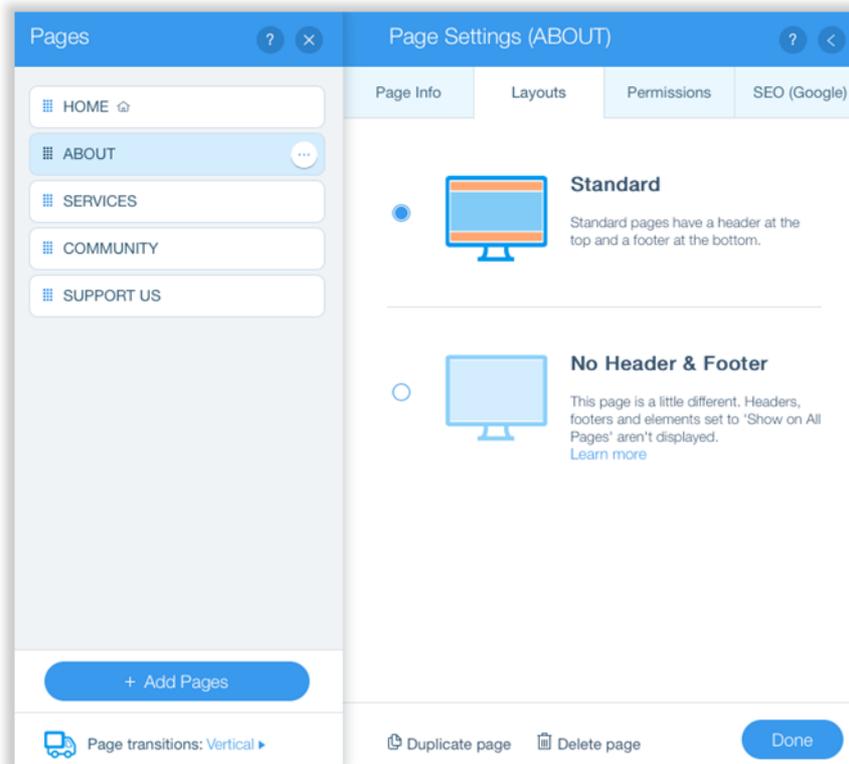
From the menu of each individual page, which can be populated by clicking on the .... **Button** (1) on the right of each page name) you also have a number other options (2) as seen in the screenshot below.



**Page Info** enables you to change the name of the page, set the page as a home page and hide the page from the menu.

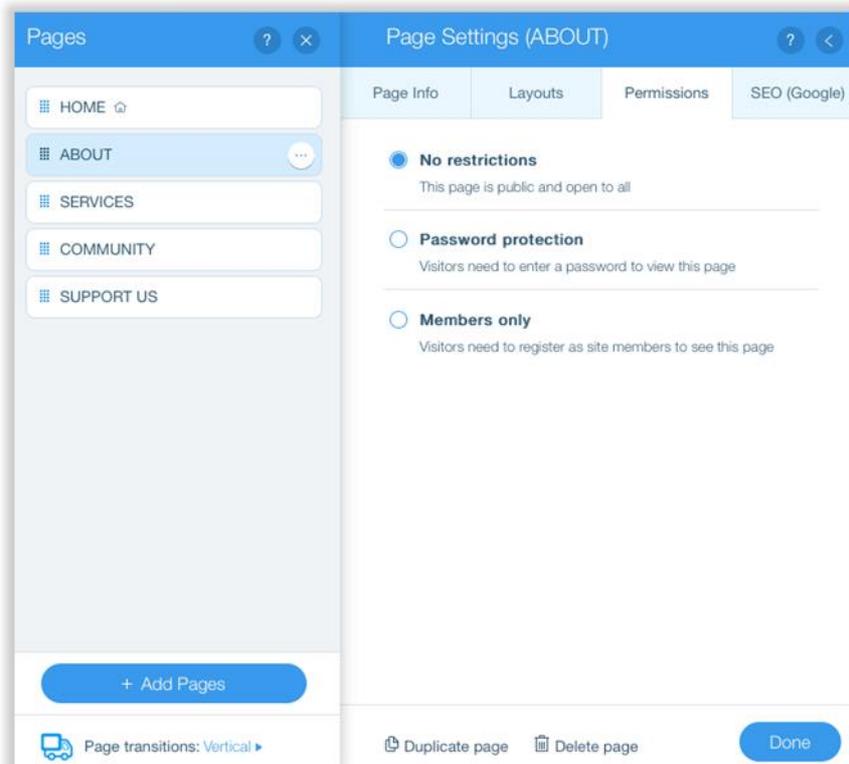


**Layouts** enables you to manage if the page will carry the Header and Footer that all pages within your website have.

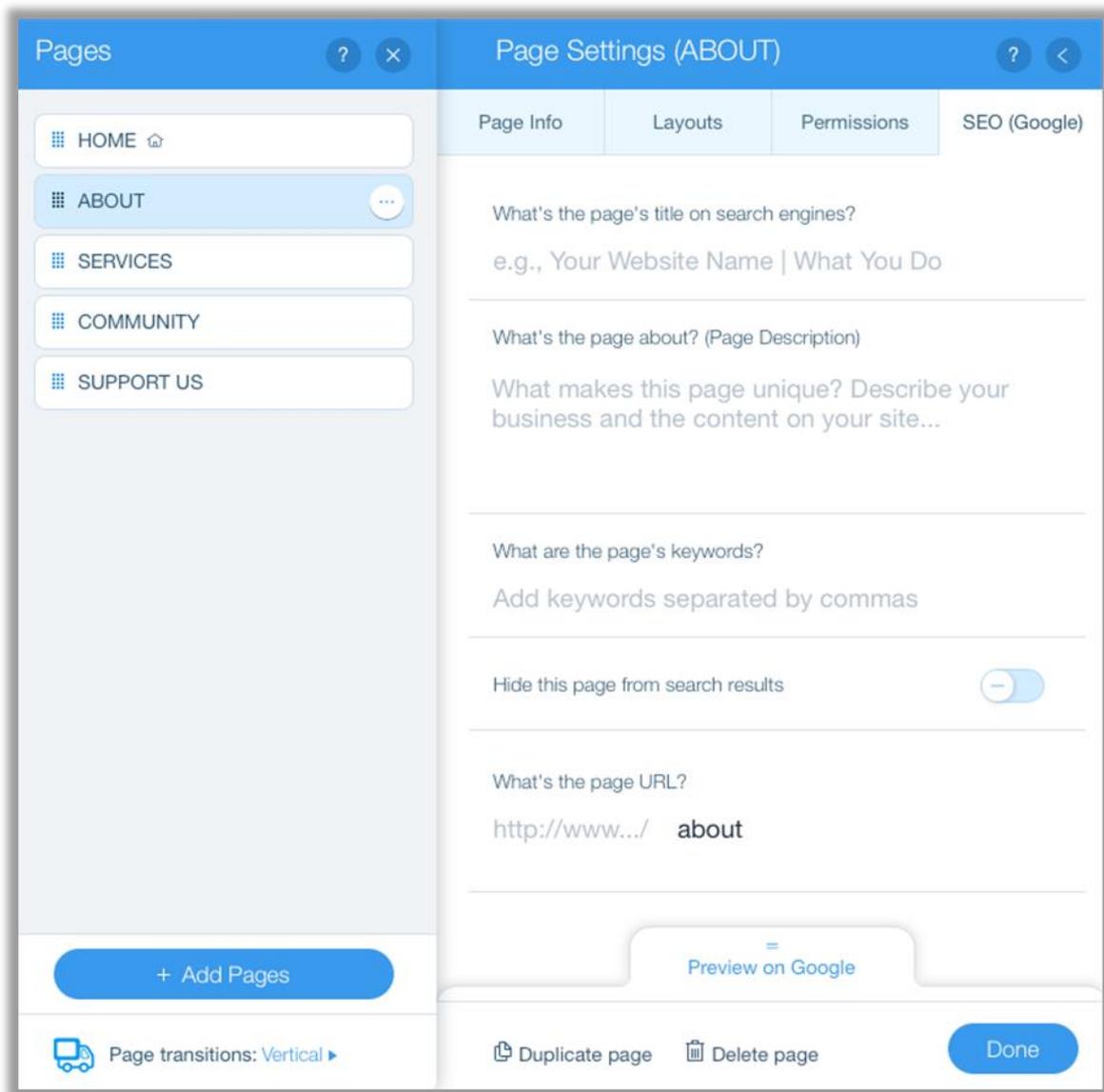


! Headers & Footers are the way Wix enables you to design elements once, which then show on all pages of the site.

**Permissions** allow you to set if the page will be viewed by the visitors of the website without any restrictions, using a password or only if they are registered members.



**SEO (Google)** enables you to set the Search Engine Optimisation parameters of the page.



**i** Search Engine Optimisation enables your site to “talk” to Search Engines such as Google and to enable visitors to find the site more easily on them.

**🔗** More on SEO here: [https://en.wikipedia.org/wiki/Search\\_engine\\_optimization](https://en.wikipedia.org/wiki/Search_engine_optimization)

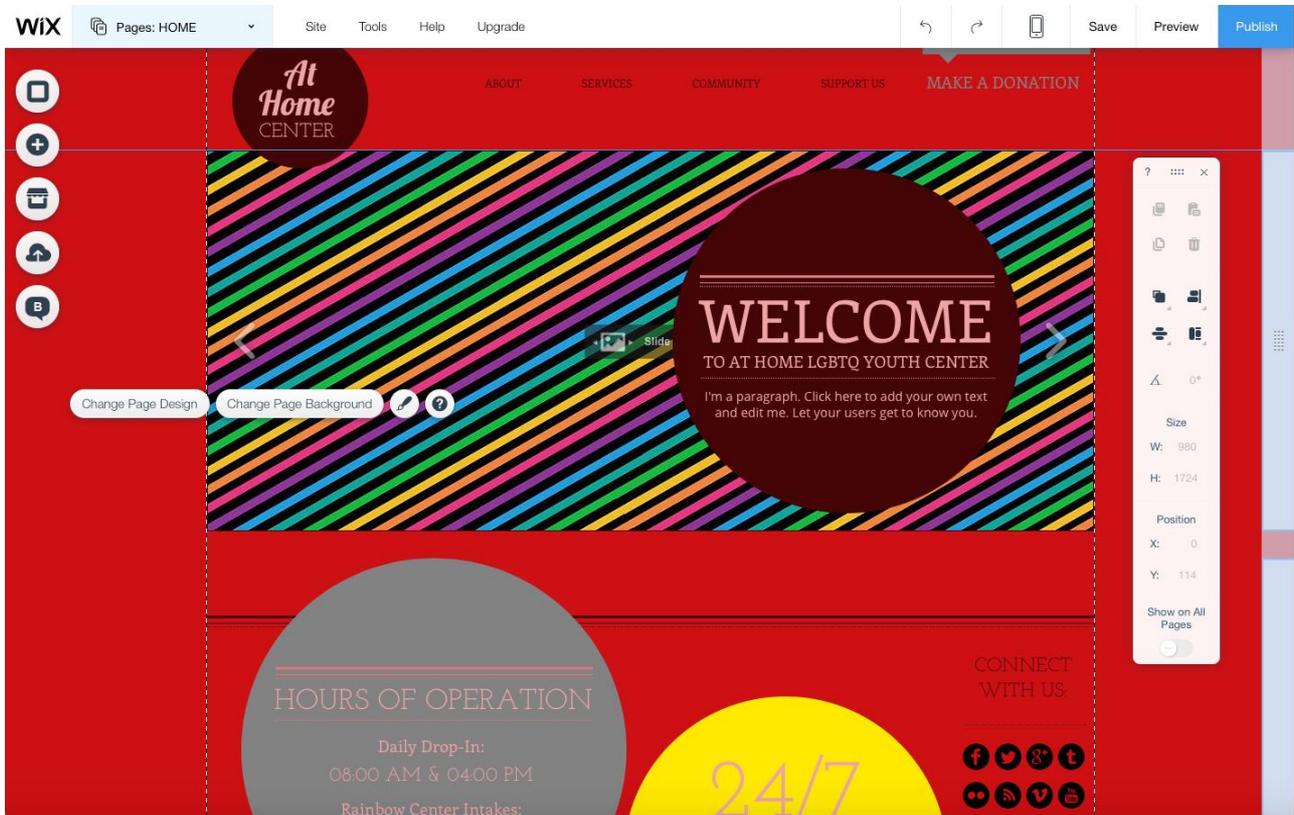
**🔗** More on using SEO on Wix: <https://www.wix.com/support/html5/search-engine-optimization/>

**📺** Explaining SEO in simple terms <https://www.youtube.com/watch?v=hF515-0Tduk>

## 4 EDITING

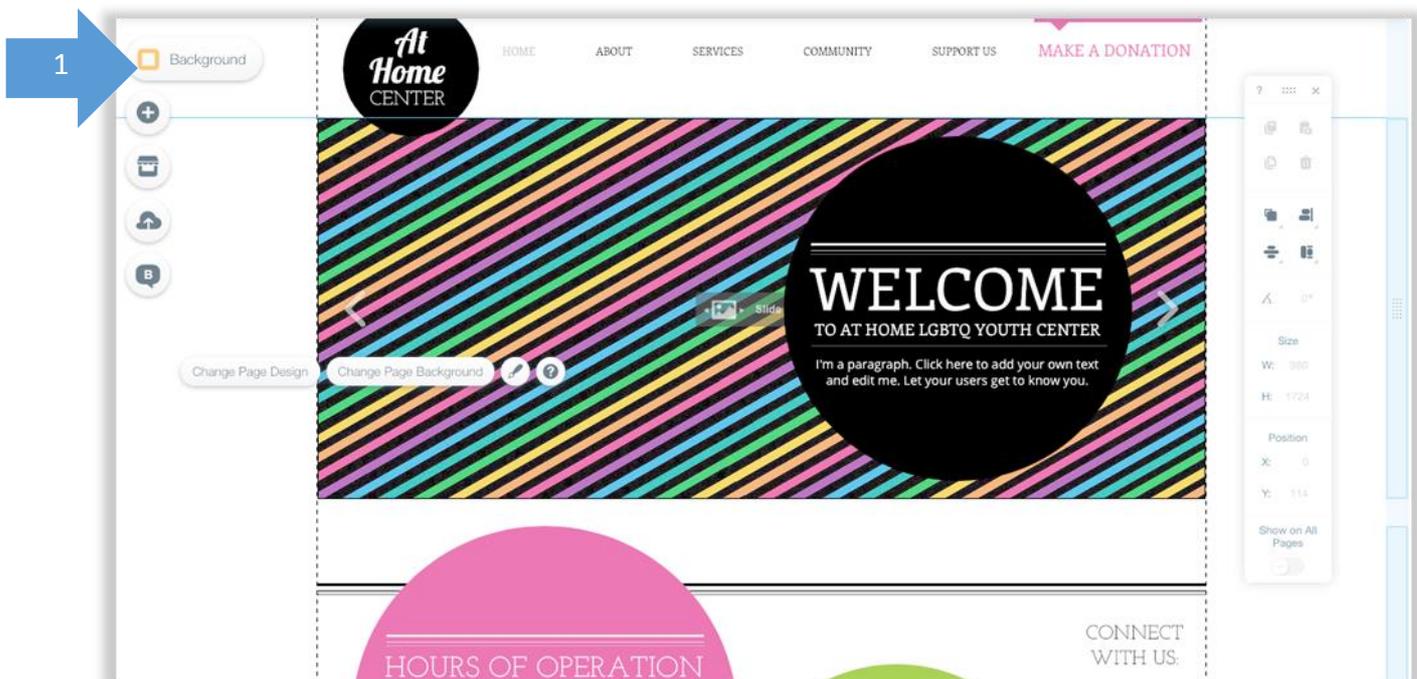
### 4A BACKGROUND COLOUR

The background colour is the colour that appears behind all the elements you add to a web page. This appears as red in the screenshot below.



#### Step 1 Setting the background of your website

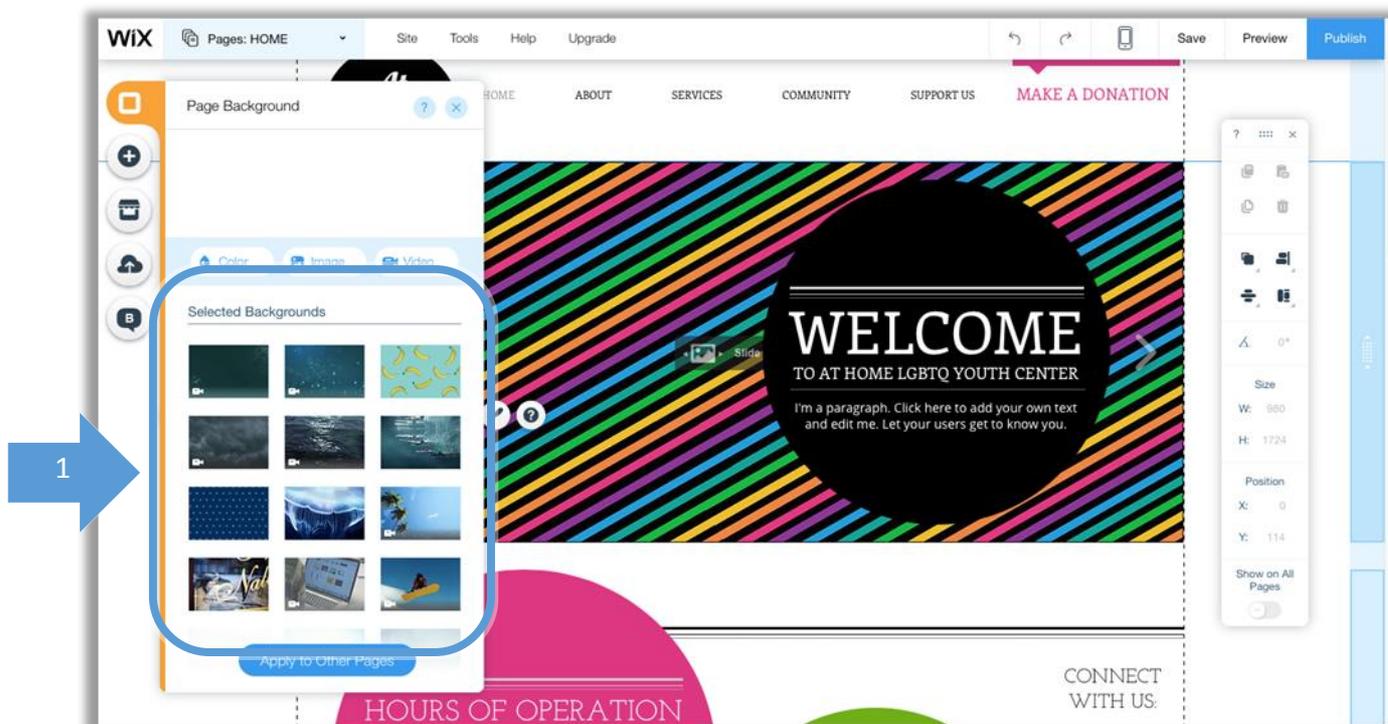
Move to the page you wish to apply a background and click on the button with the square shape (1) to see the sub menu.



## Step 2 Select the type of background you wish

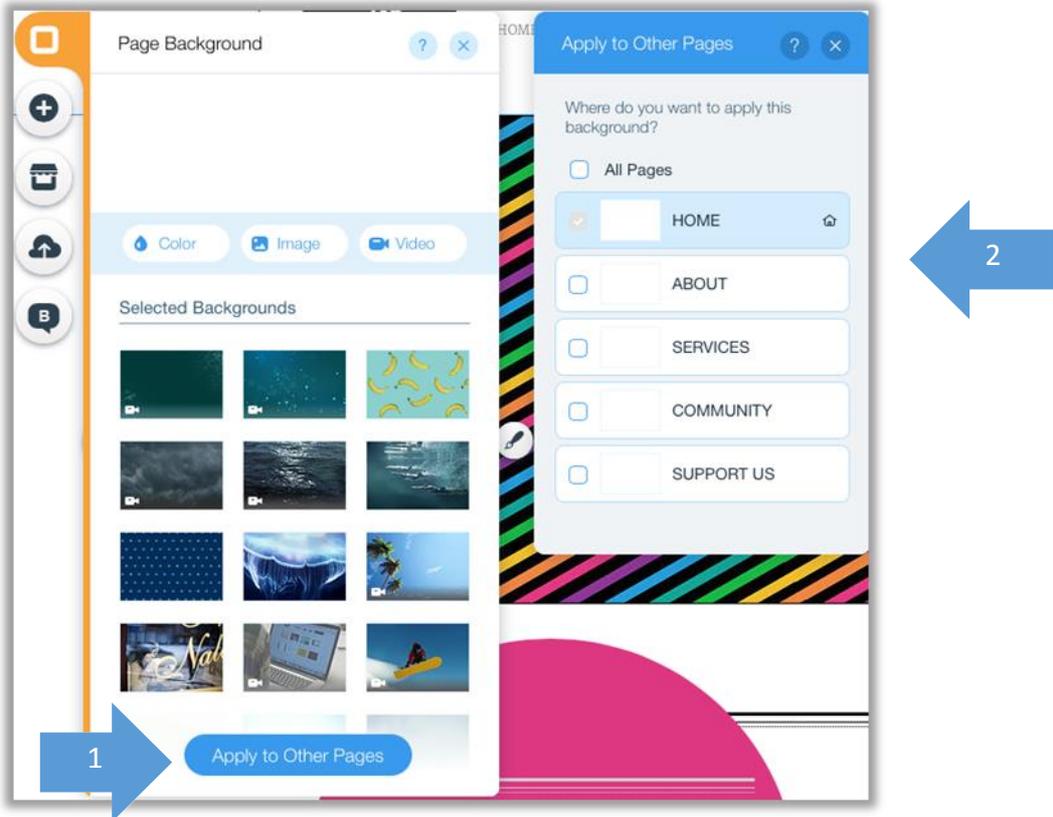
Using the submenu you can select from 3 types of background styles: Colour, Image or Video.

Image and video assets are available to use from the thumbnail menu (1) and once you select one it will appear in the background of your page.

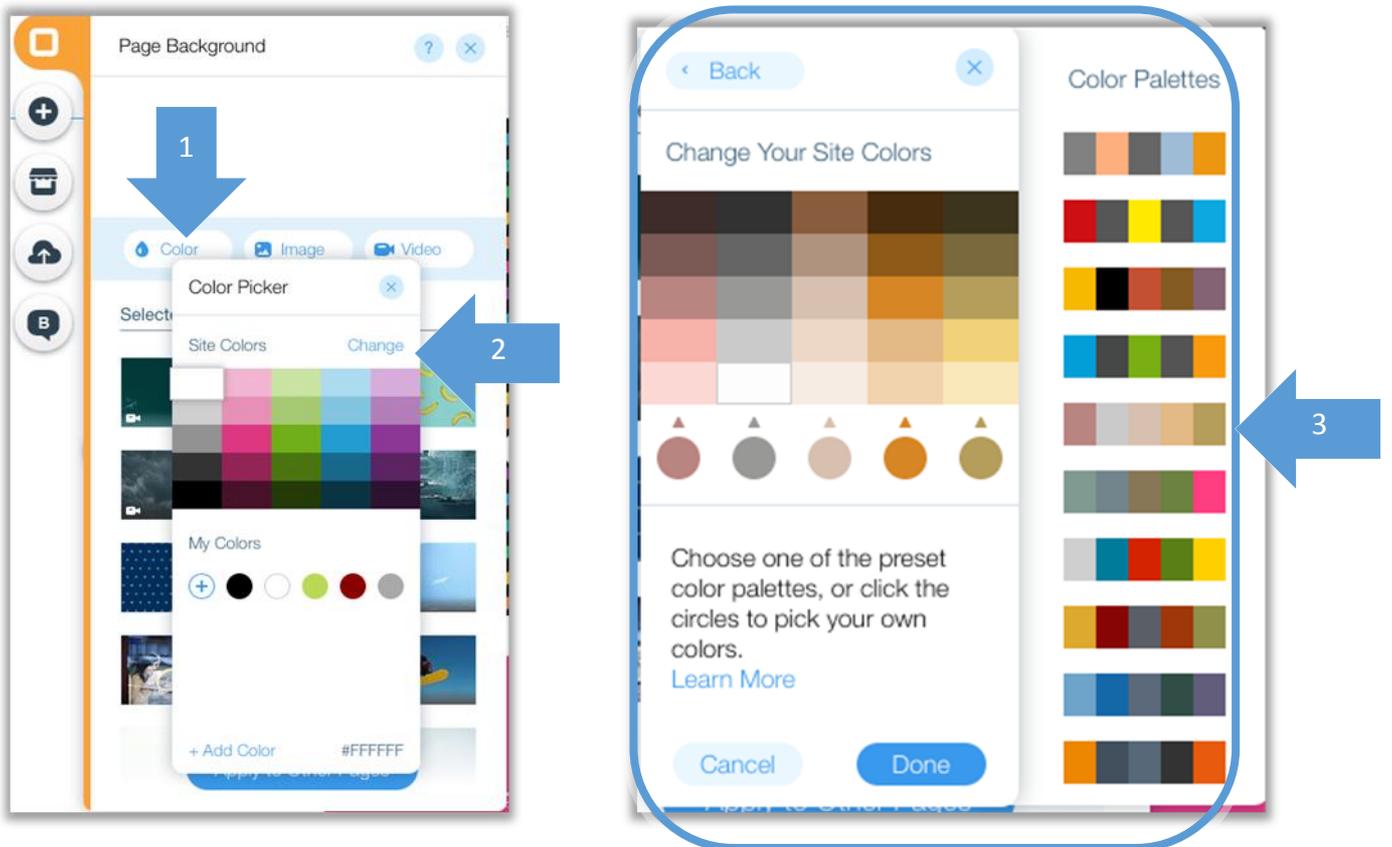


Whatever asset you choose to use as a background of the particular page you are on, you can choose to apply it to all pages by clicking on the **Apply to Other Pages Button** (1). You can then select which pages you wish to apply this background on using the submenu (2).

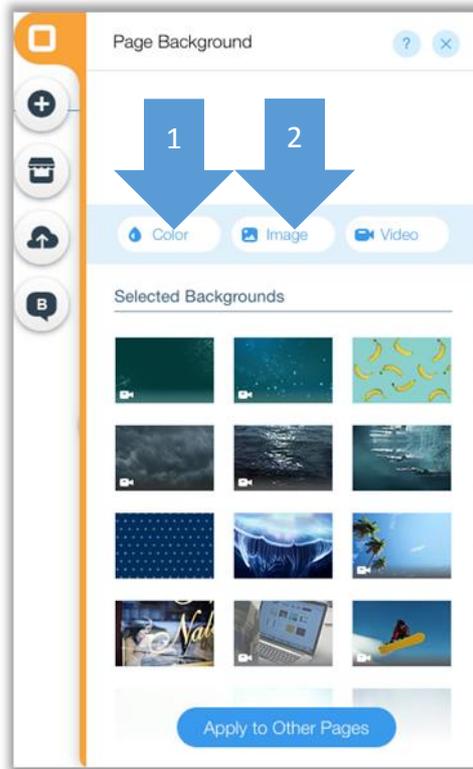




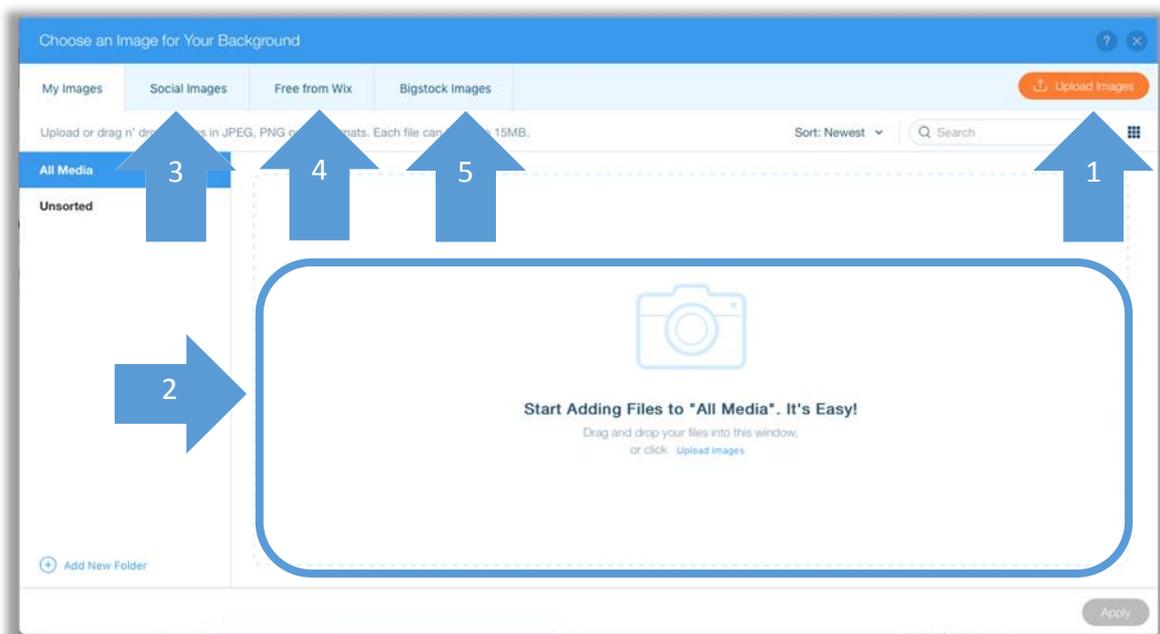
To choose a colour for the background, click on the **Color** button (1) and then select the colour you wish. If the color you want to use is not available in the submenu then click on the button **Change** (2) to get a selection of colour swatches to choose from (3).



If you wish to use your own assets as a background just click on the **Image** (1) or **Video** (2) buttons to upload and use them, from where you can also select from categories of ready to use assets as well.

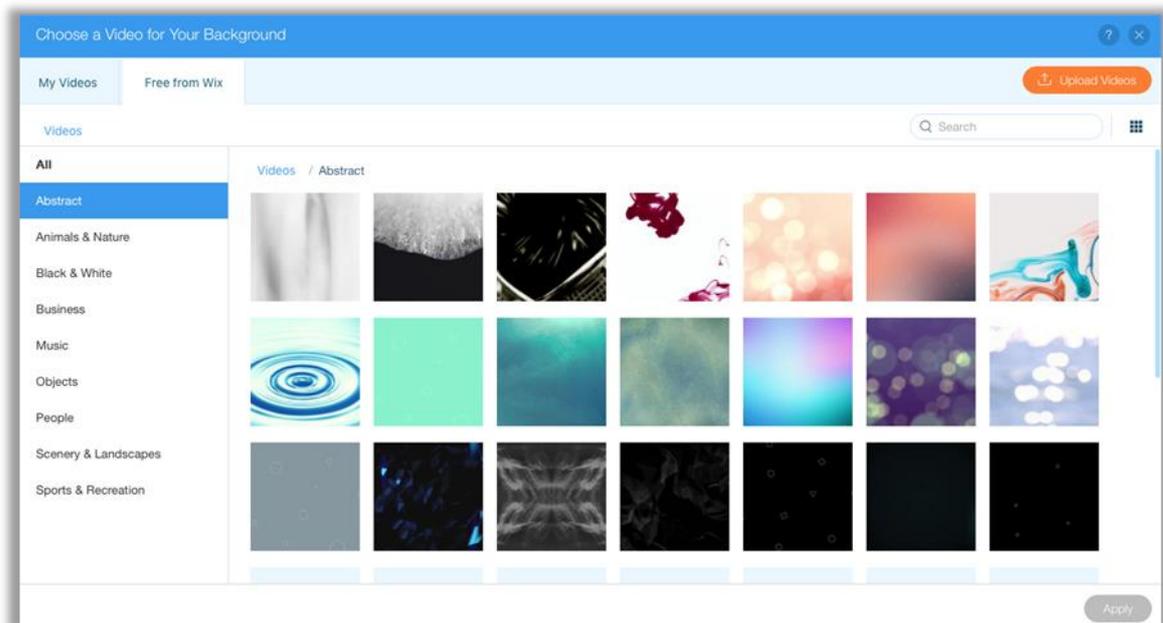


By clicking on the image button you can see all media that you have already uploaded. You can click on the **Upload Images** (1) button to upload new images or simply drag and drop the image in the space shown (2) or any of the tabs Social Images (3), Free from Wix (4) and Bigstock Images (5) to find images from various categories.



**⚠️** Note that Bigstock Images are not free and every time you click on the image in this tab the price appears.

If you click on the **Video** button from the Page Background Menu, you get a similar window that you can use in a similar way as you would do with Images.

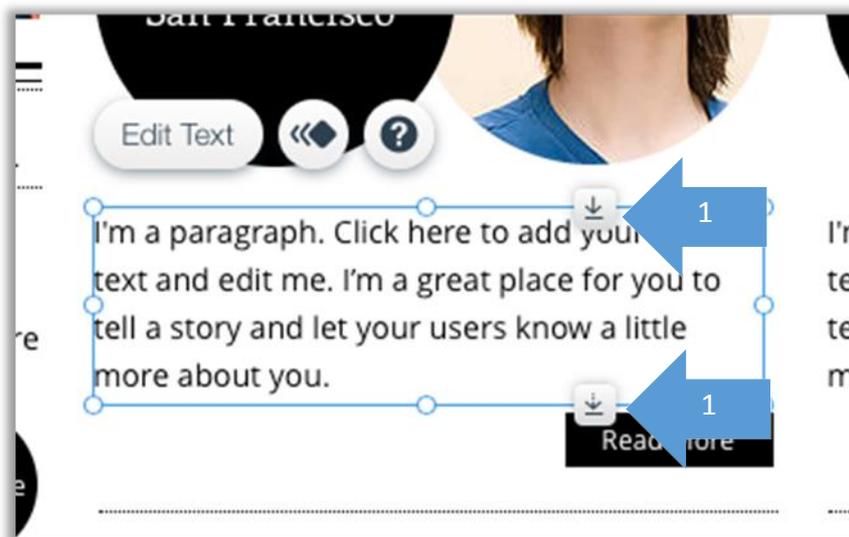


## 4B TEXT FORMATTING

### 4B (i) Editing existing text within a template

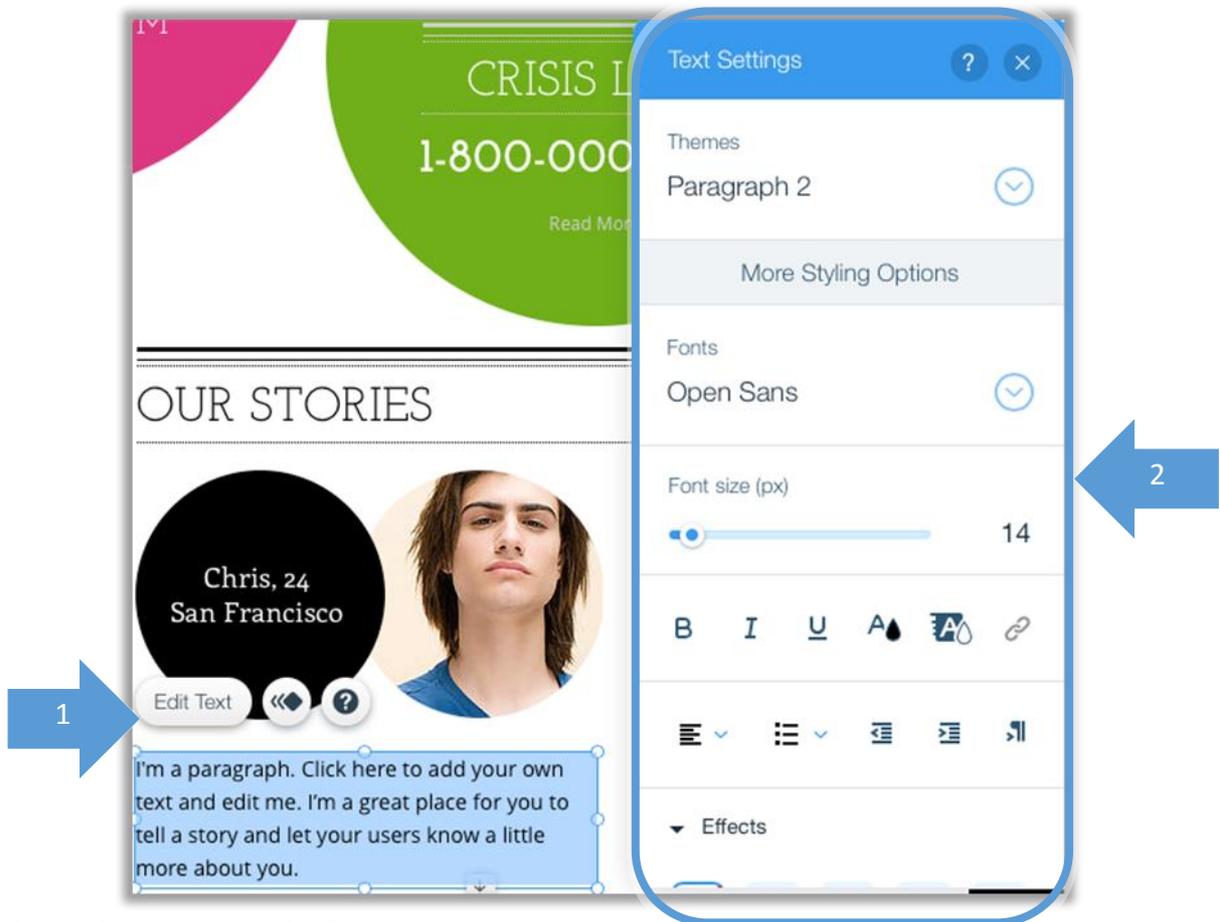
#### Step 1 Finding and moving text

Go to the text you wish to change within the template you are using and click on it in order to see the menu. Use the arrows (1) to move the text up and down the page without altering the layout. Alternatively click and hold the text box so that you can move it anywhere you wish.



#### Step 2 Editing text and its settings

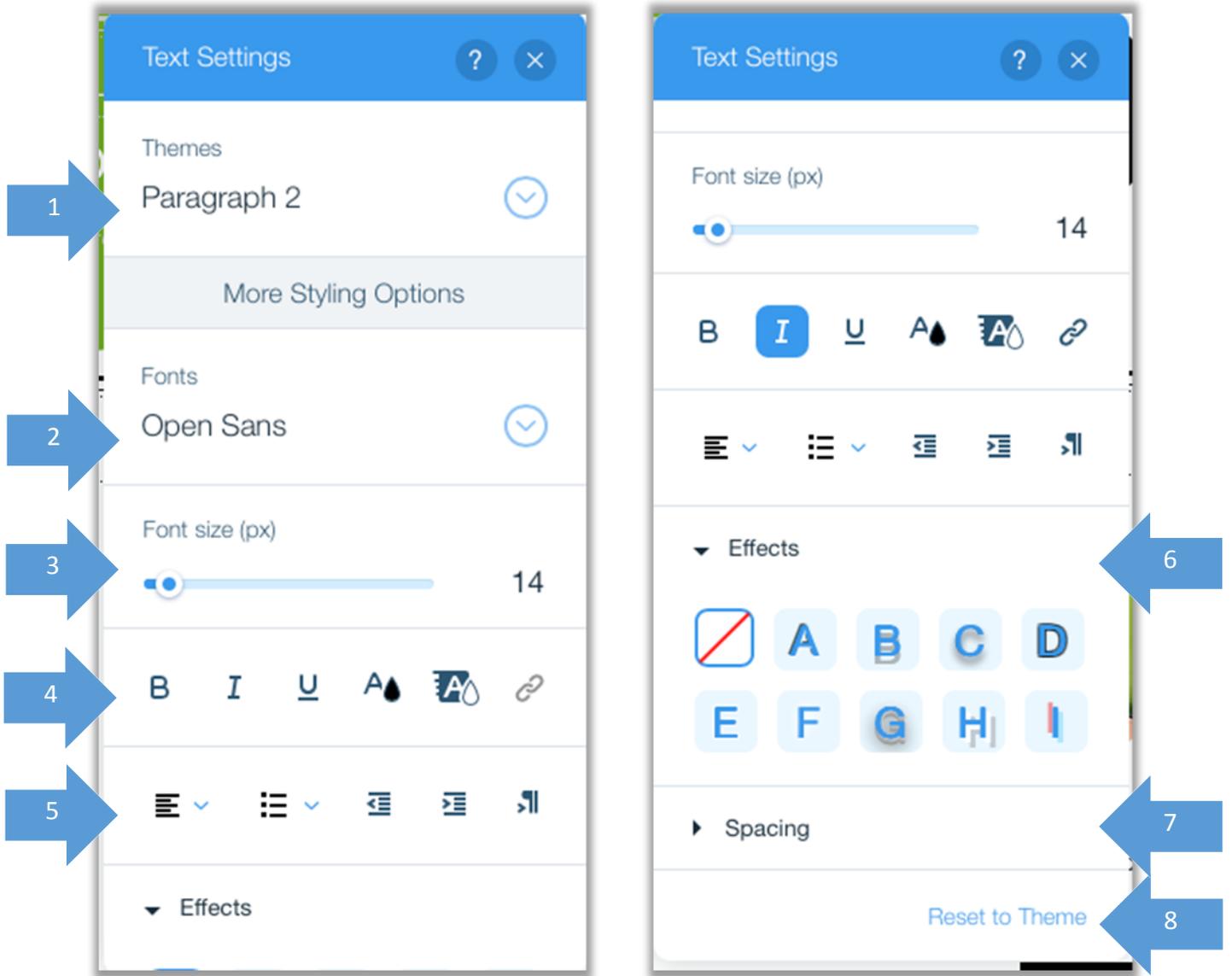
Click on **Edit Text** (1) to be able to amend it and manage the attributes of this text (2).



### Step 3 Change how your text looks

Using the text settings menu you can define various aspects of your text. You can use the scroll button on your mouse to move down the menu. You can perform the following changes to your text:

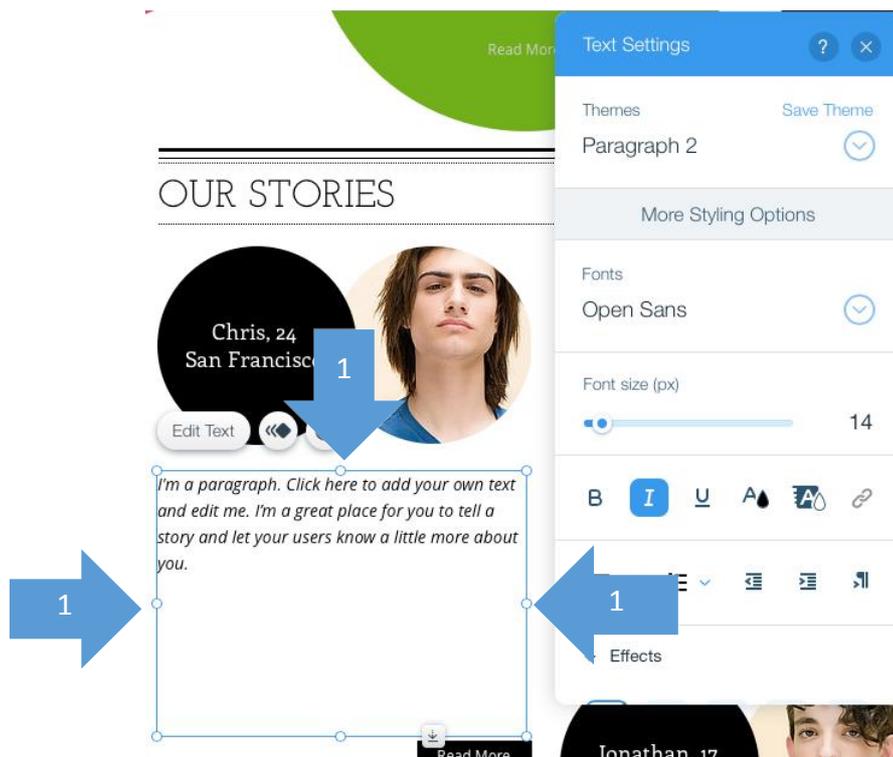
1. Choose from various text themes (1)
2. Change your font (2) and font size (3)
3. Format your text (4) as bold, italics and/or underline, change the colour of the text or highlight it with a colour of your choice. You can create a text link from here by selecting the text you wish and clicking on the link button ([See section 4D Creating Links](#))
4. Using the set of tools seen as (5) you can change your text alignment, add bullet or number lists, decrease and increase your text indentation and change the orientation.
5. Effects (6) let you give your text a number of effect.
6. You can change the line spacing using this category of tools (7)
7. At any time you can reset your changes to that of the theme (8)



**i** For more detailed information on how to edit text in Wix visit <https://www.wix.com/support/html5/the-wix-editor/text/> or click on the ? button above the tool set.

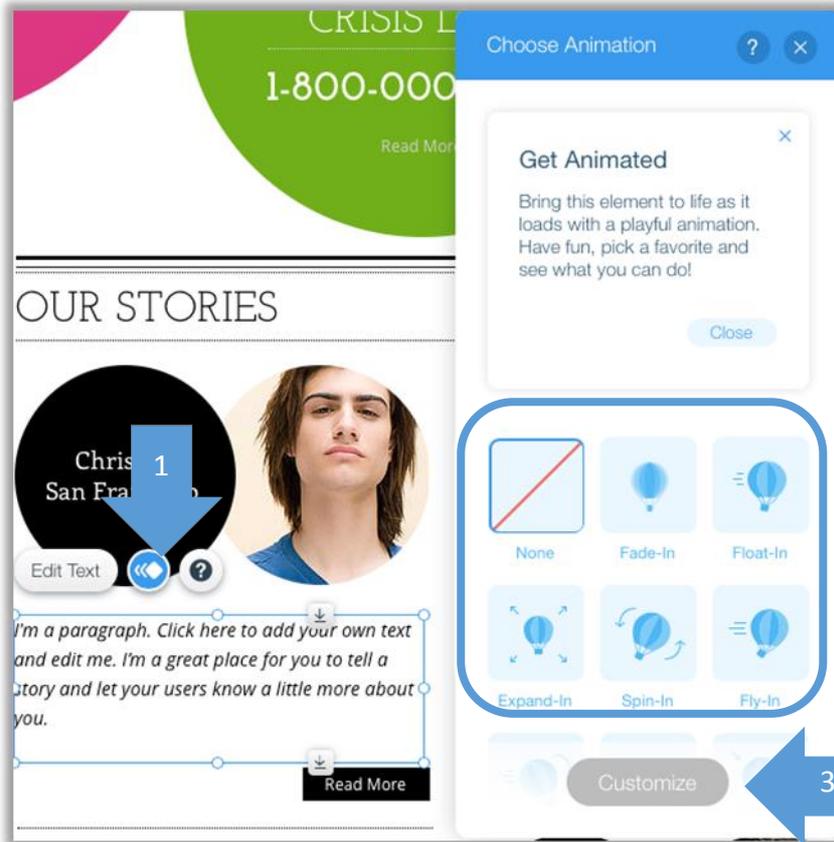
#### Step 4 Typing in your text and resizing the text box

As you are typing, the text will enlarge to push down the other web elements but maintaining the layout of the page. You can also use the various points on the text box (e.g. 1) to resize the text box.



#### Step 5 Animating your text

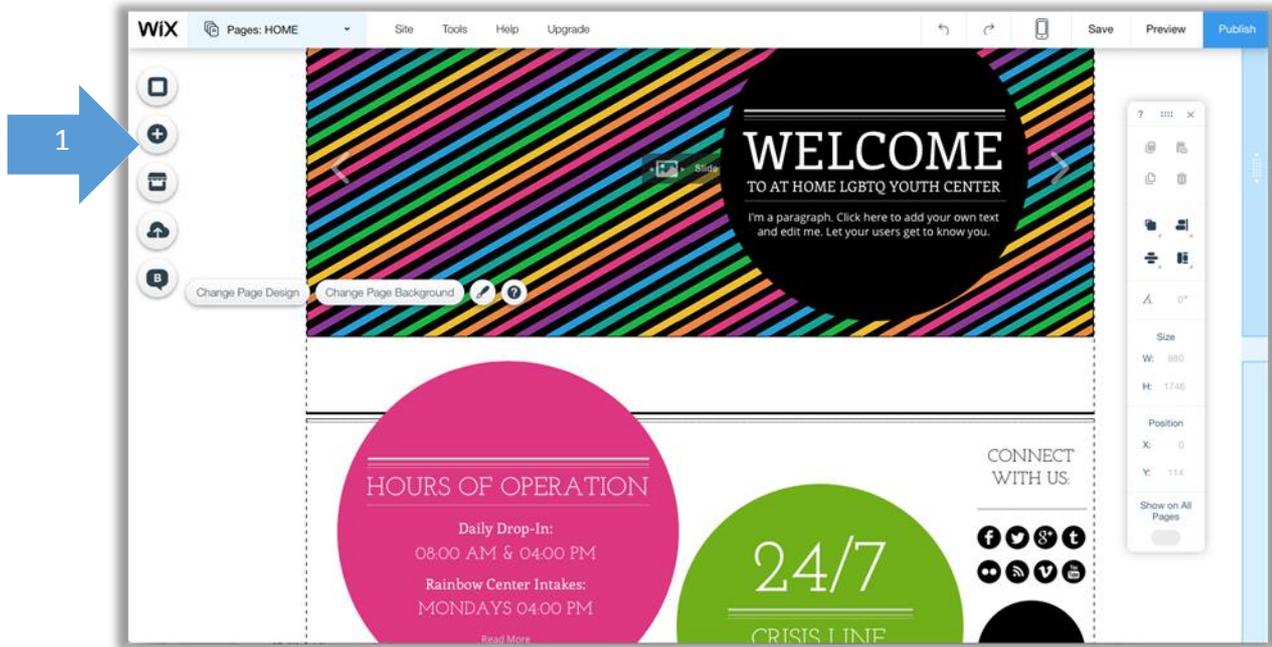
You can also choose to animate your text by clicking on the **Animate** button (1). You can then choose from a number of animations (2) and you also customise them (3).



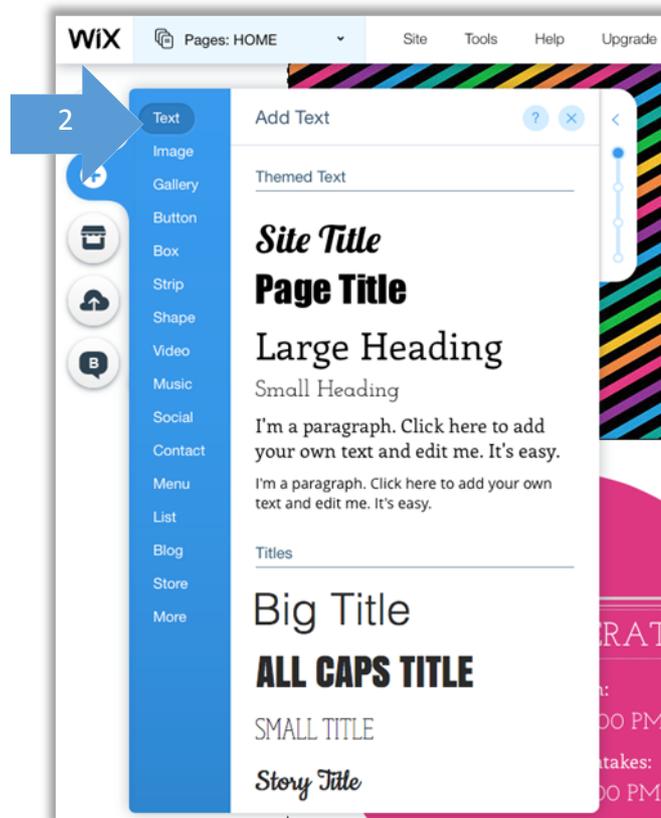
## 4B (ii) Adding new text

Step 1 Go to add menu

Click on the **+** button (1) to add an element to your site



Step 2 Select text from the menu that appears (2)



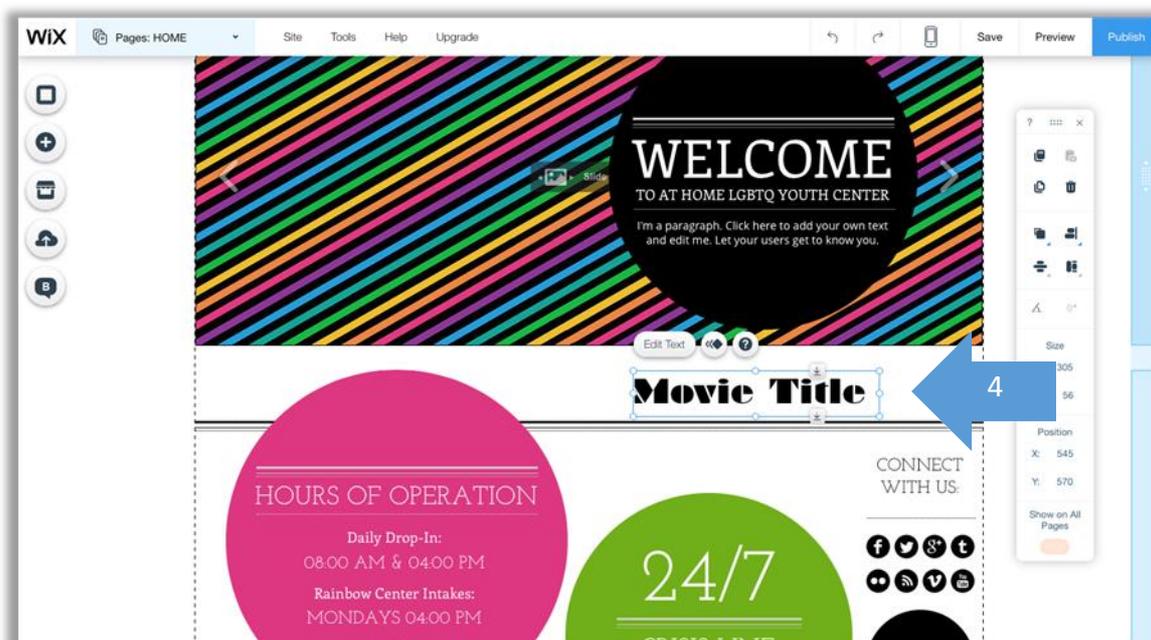
Step 3 Choose the text you wish to add

Once you find the text you wish to use (e.g. 3), click on it and keeping your mouse pressed grab it and drop it where you wish to use it in your site.



Step 4 Edit your text

Once you drop the text where you wish, you can then edit it in the same way shown in [Section 4B \(i\) Editing existing text within a template.](#)

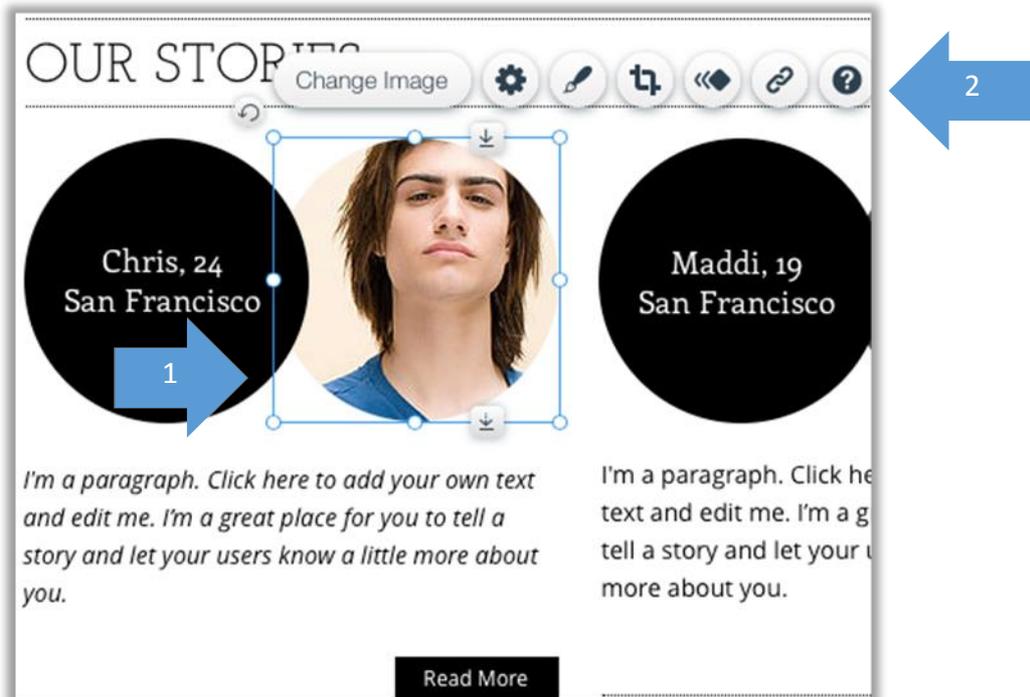


## 4C IMAGE MANAGEMENT

### 4C (i) Managing existing images in the template

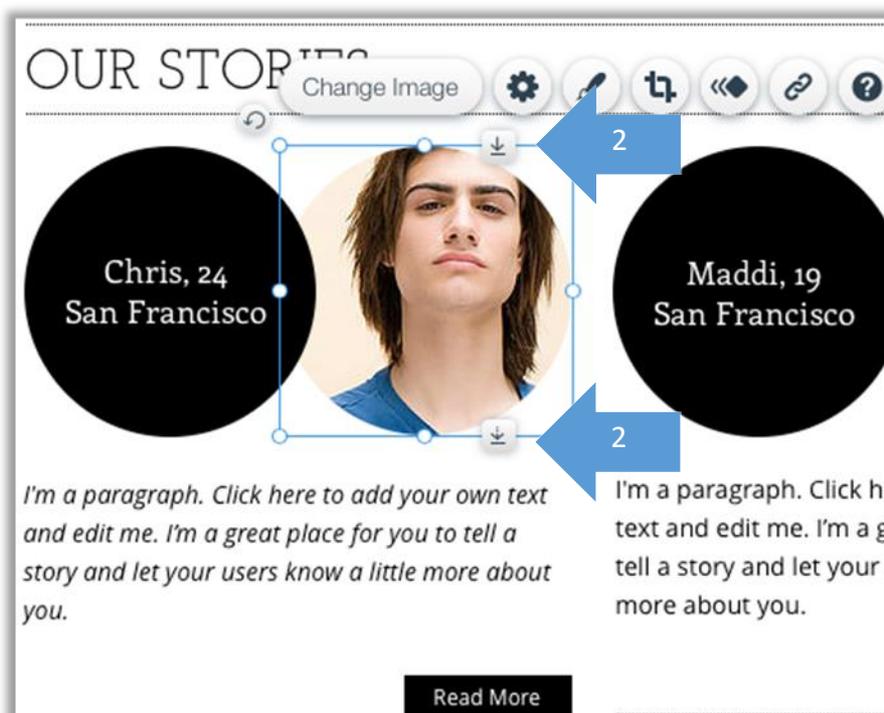
Step 1 Find the Image you wish to manipulate

Click on the image you wish to manage (1) to populate a set of tools (2)



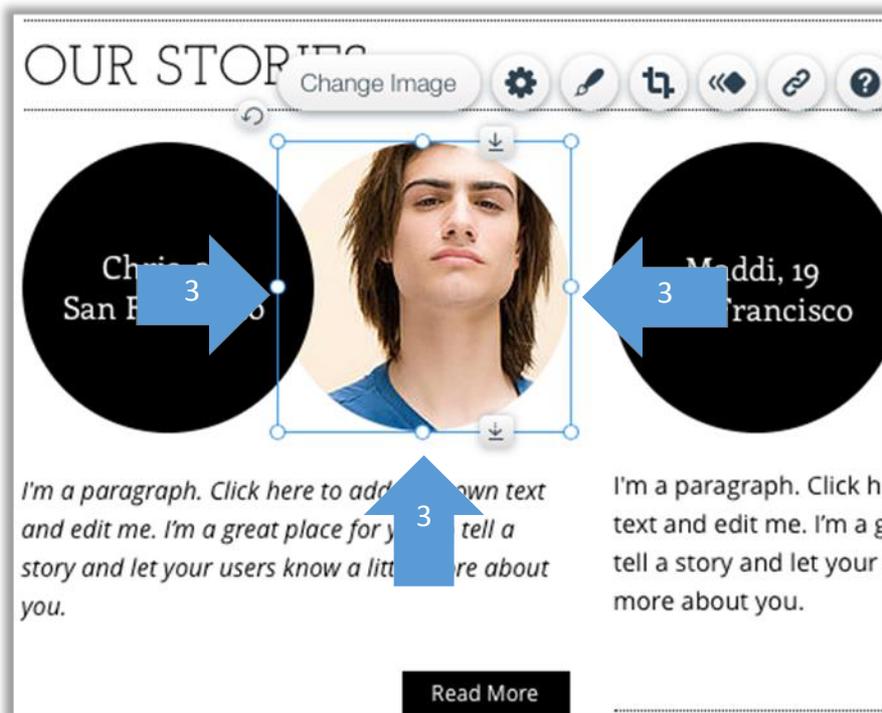
Step 2 Move the image

You can use the arrows (1) to move the image up and down the page without affecting the layout of the page by clicking and dragging it (holding down your mouse button) up and down. Alternatively, you can click on the image and drag and drop it anywhere on the page.



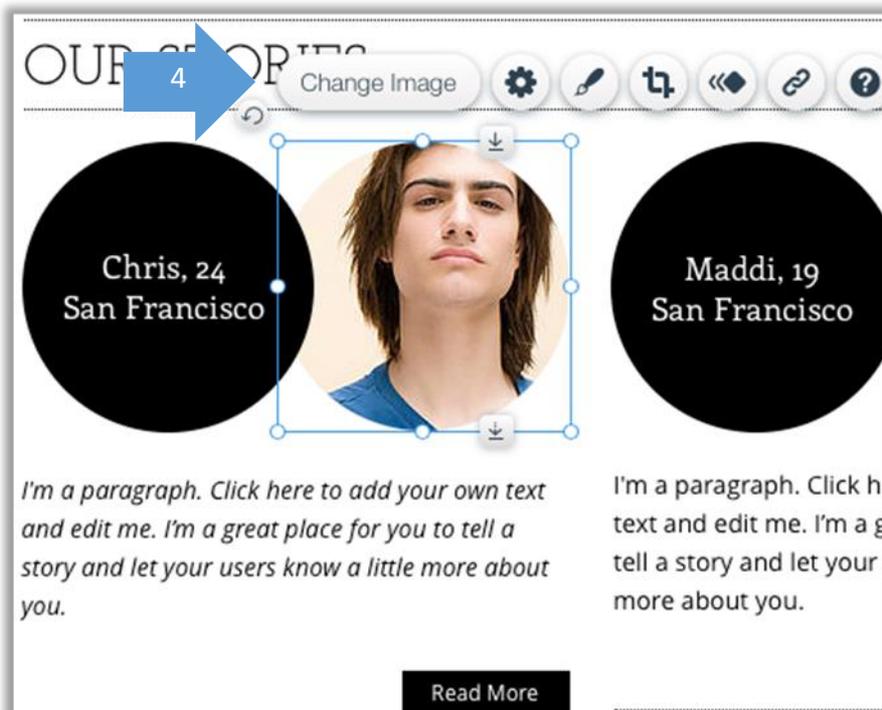
### Step 3 Resizing your image

Use the various points on the box (e.g. 3) to resize your image.



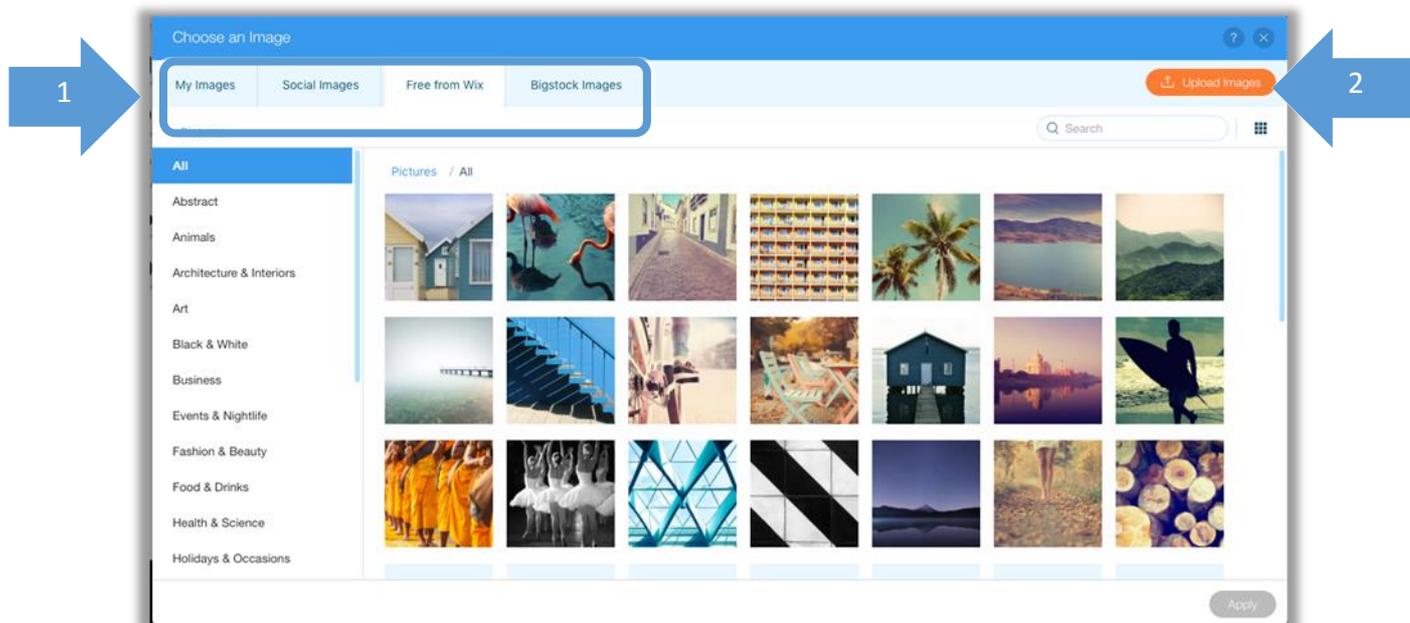
### Step 4 Change your image

Click on **Change Image** to replace your image



### Step 5 Choose your new image

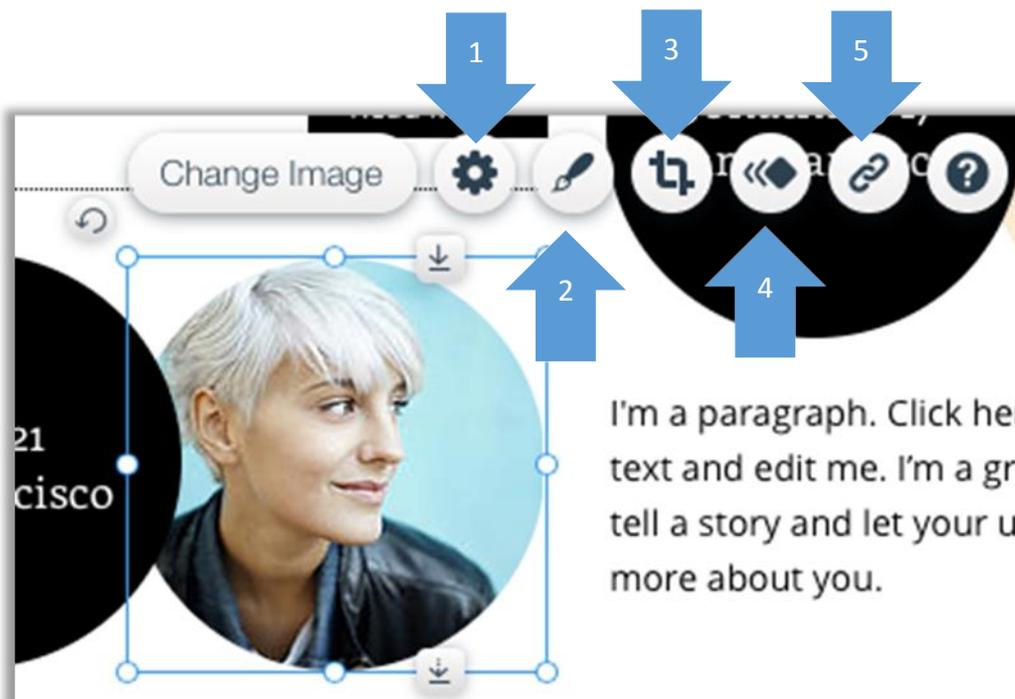
Use the tabs My Images, Social Images, Free from Wix and Bickstock Images (1) to find the library of images you wish to use and then select the image you wish to use. Alternatively you can choose to upload your own image using the **Upload Images** button (2).



### Step 6 Editing your image and additional options

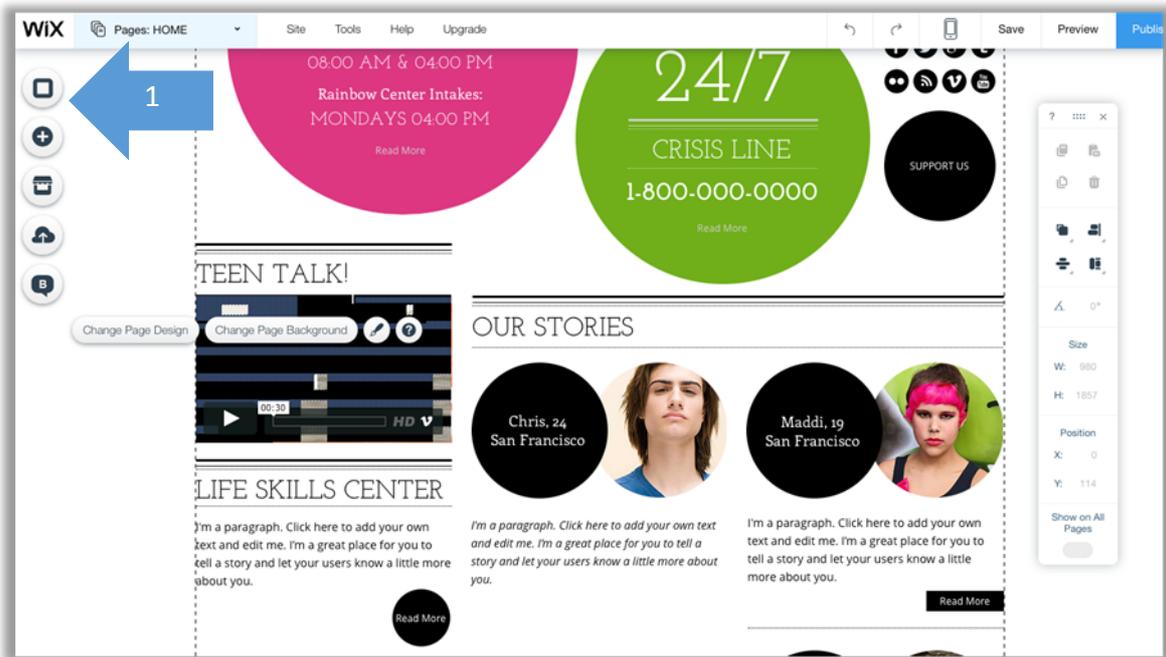
Additionally you can edit your image using the following options.

1. Manage the image settings (1)
2. Customise the design with themed frames (2)
3. Crop and edit your image (3)
4. Create an animation for your Image (4)
5. Link your image to an internal or external page (5)



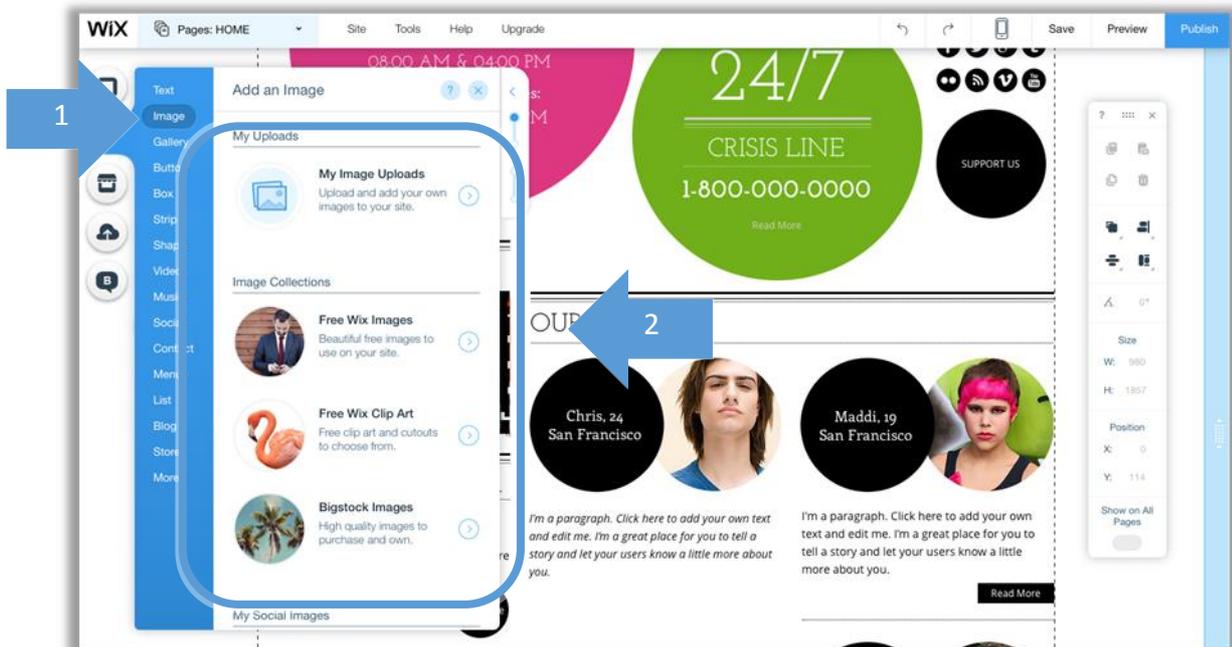
## 4C (ii) Inserting a new image

Step 1 Click the + button to add a new element on the website (1)



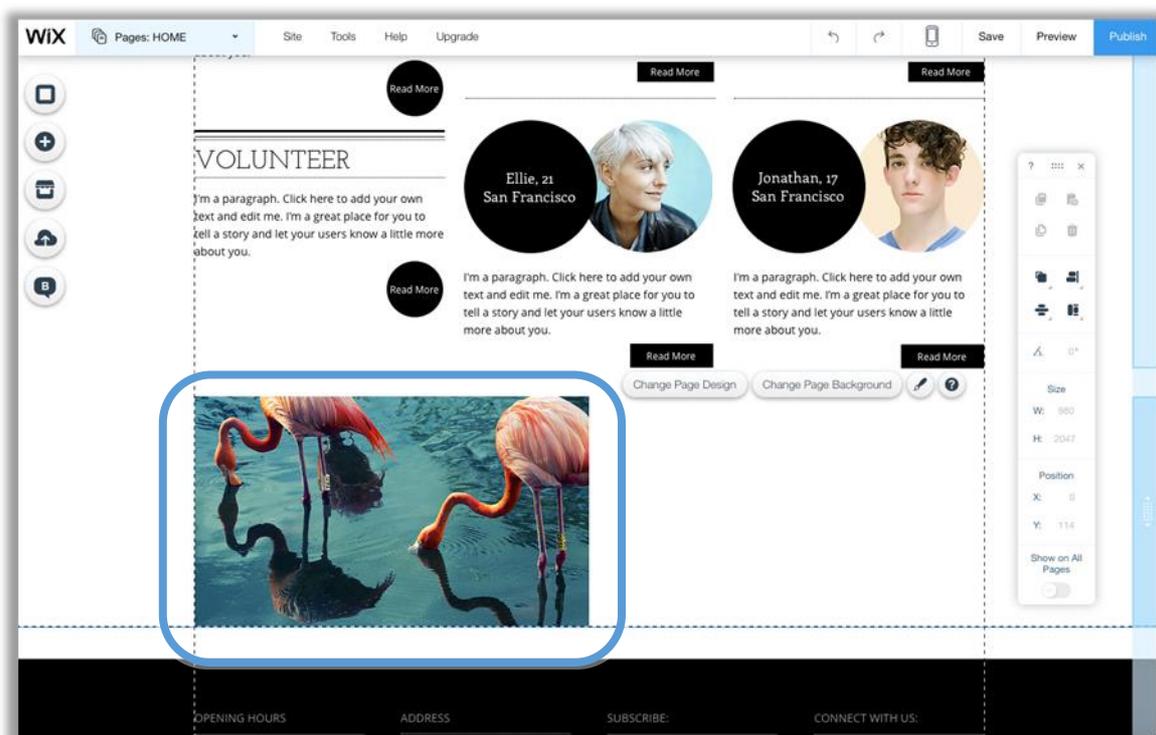
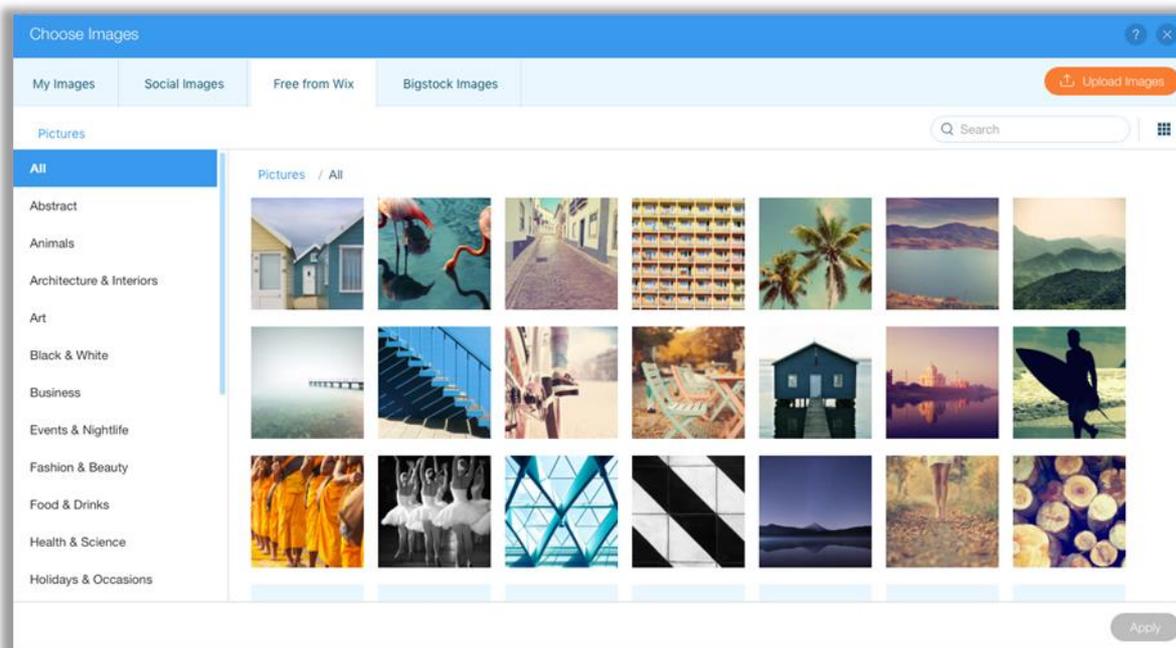
Step 2 Select to insert an image on the website

Once you click on Image (1) then you can choose from which library to choose from (2).



### Step 3 Choose your image from the library

Once you choose from the library of images, in the same manner as step 5 of [4C \(i\) Managing existing images in the template](#) you can then drop it anywhere on the web page.



You can then edit the image in the same manner as seen in [4C \(i\) Managing existing images in the template](#).

## 4D CREATING LINKS

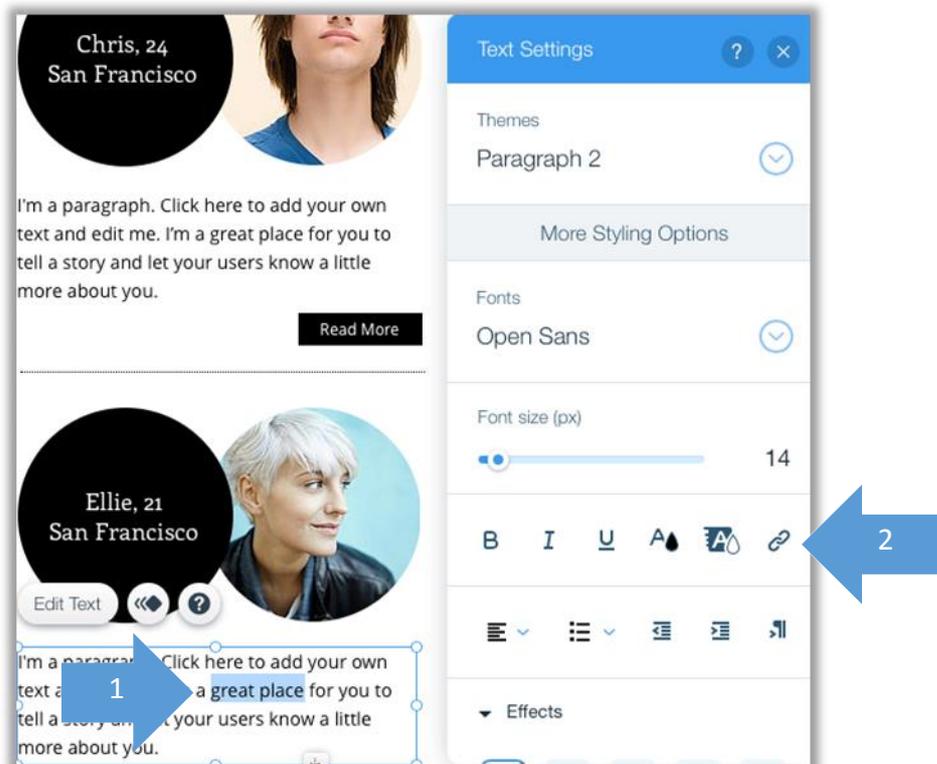
### 4D (i) On text

Step 1 Click on the text box in which the text you wish to place the link on is found and then click on **Edit Text** (1)



Step 2 Place link on selected text

Use your mouse to select the text you wish to place your link on (1) and then click on the link button (2) in the text settings set of tools..



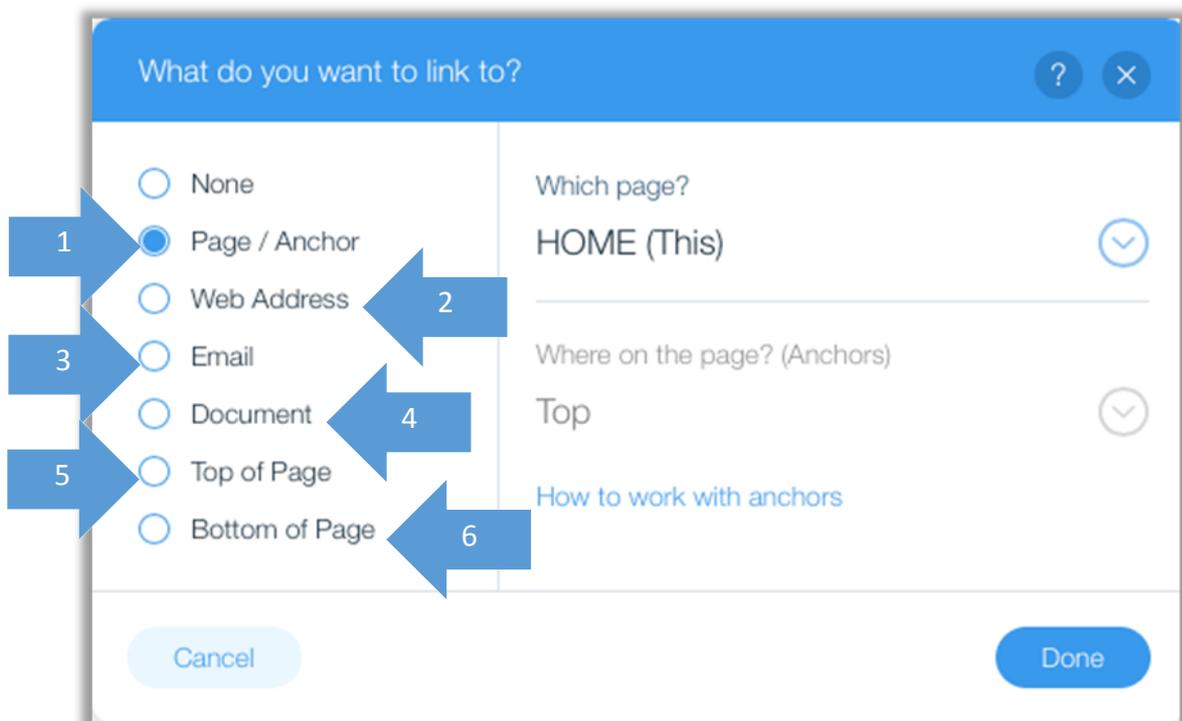
### Step 3 Choose the type of link

Wix offers a number of link options:

1. Choose a page within your website (1). Simply click and select (1).

 To link to an anchor on another page go to [Section 4D \(iii\) Creating a Links to a specific part of a page \(anchor\)](#)

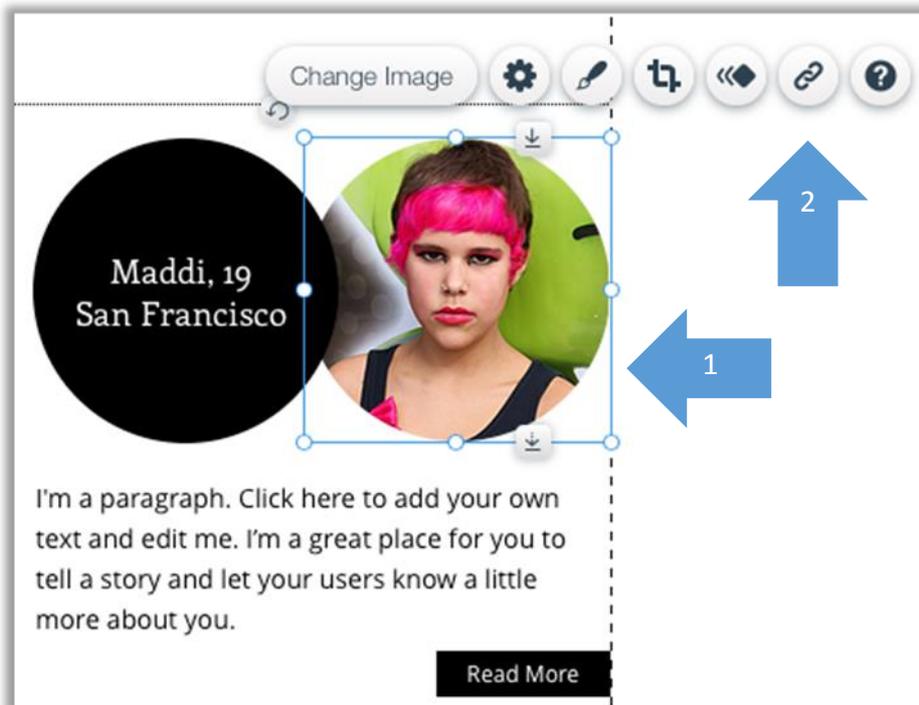
2. Enter an external web address (2)
3. Place an email address (3). When visitors click on this link, a new email message will be opened with your email address entered in the sender field.
4. Link to an uploaded document (4). Choose document and then upload the document you wish to link to.
5. Top of Page (5) and Bottom of Page (6) take you to that location within the same page.



#### 4D (ii) On images

Step 1 Select the image to link from

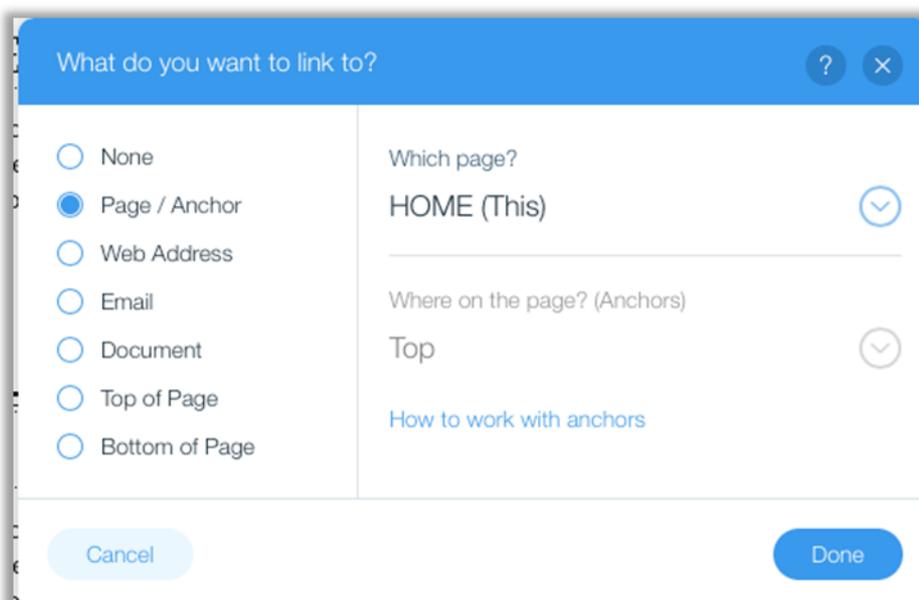
Once you select the image you wish to add a link to (1), then click on the **link tool** (2)



Step 2 Select where the image will be linked to

Choose the link type by using the options in the window that appears.

[See what options are available](#) in Step 3 in **Section 4D (i) Creating Links on text**

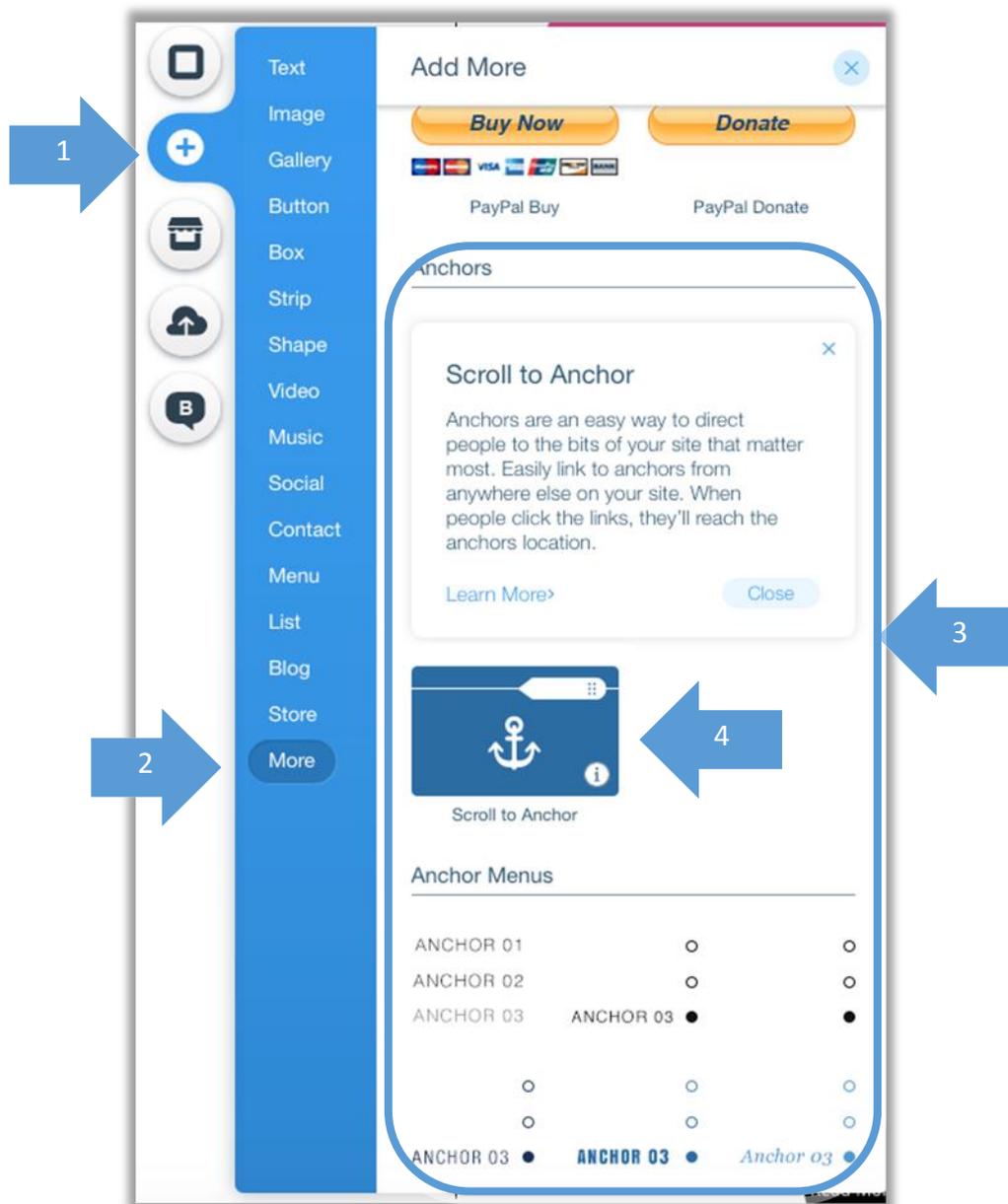


**i** Adding links on buttons is done in the same way as it is done for images.

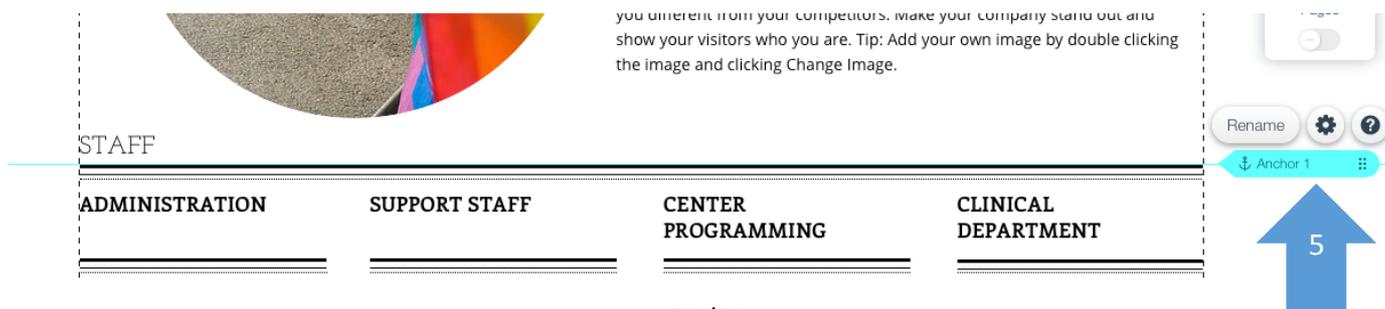
#### 4D (iii) To a specific part of a page (anchor)

##### Step 1 Place anchor on page

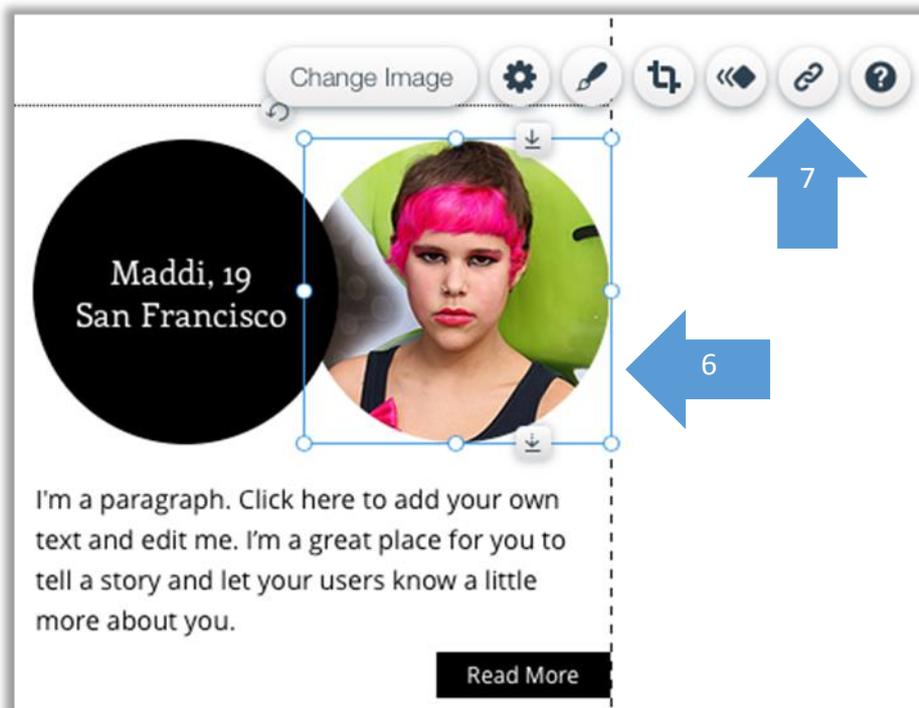
Choose the page you wish to place an anchor on and click on the **+** button (1). Select **More** (2) and scroll down the menu to find the Anchors options. Click on the anchor image (4) and drag and drop it on the height of the page you wish.



Once on the page, you can move the anchor up or down, whilst clicking on it (5) pops up a menu that allows you to rename it or define its settings.

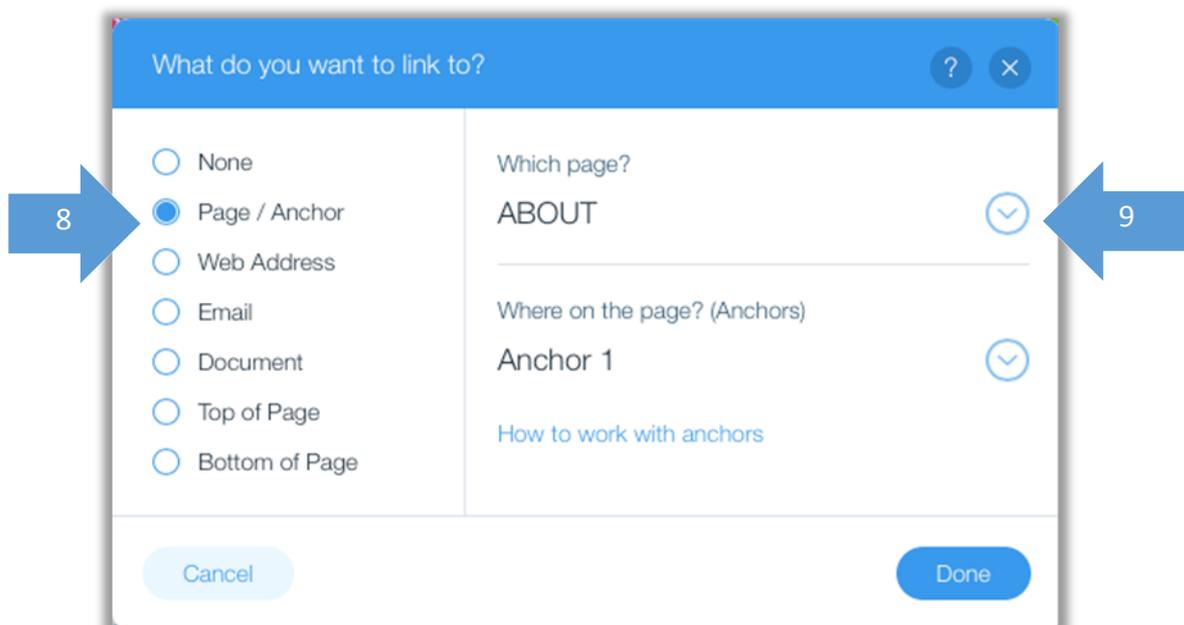


Step 2 Choose the image or text you wish to add the link to the anchor  
Select where the link will be added (6) and click on the link button (7)



Step 3 Linking to an anchor

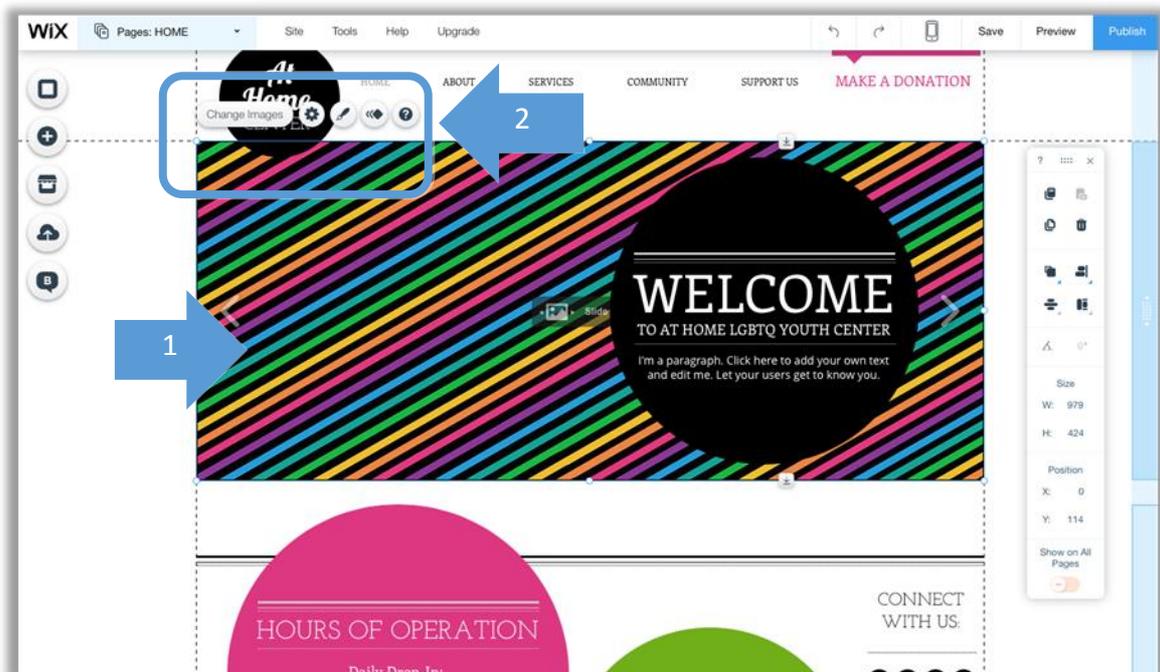
Select Page/Anchor (8) in the window that will appear. Select which page on the site you wish the anchor to be placed (9)



## 4E BANNERS (GALLERY)

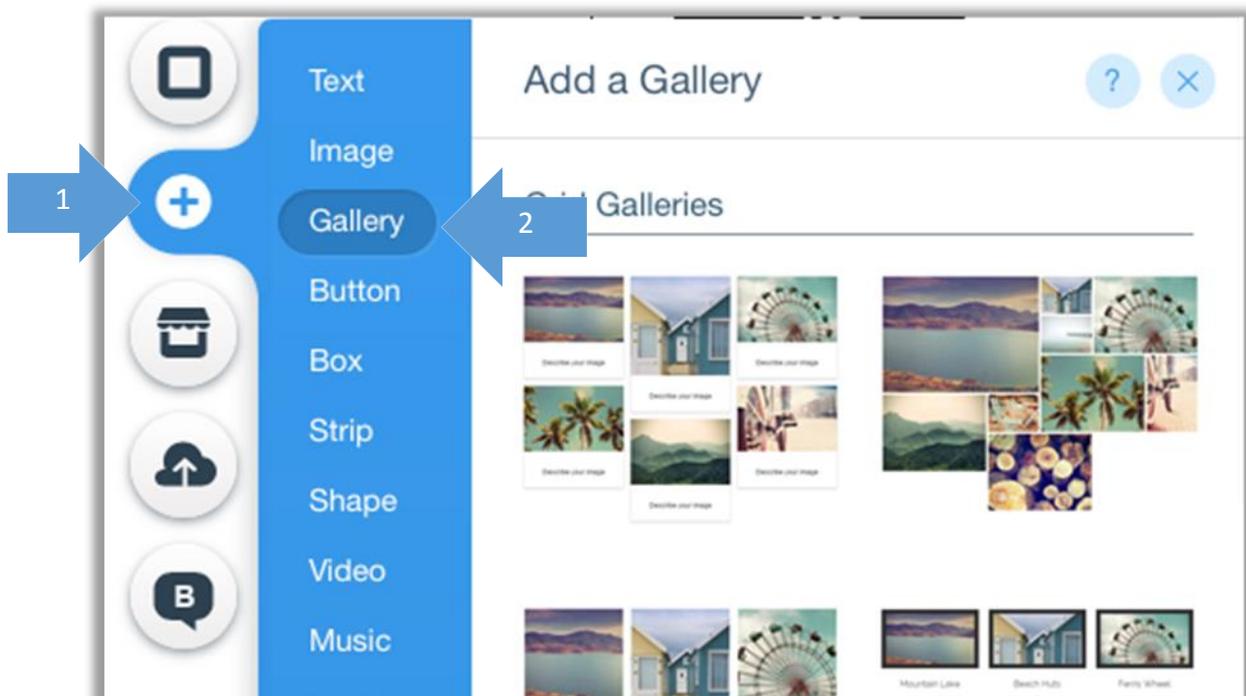
### 4E (i) Editing an existing banner in template

Click on the banner (gallery) (1) in order to see the pop up menu (2). Use this pop up menu to choose the images that will appear on your carousel banner, affect the settings such as the transition speed between images and choose what type of animation will be used.



### 4E (ii) Adding a new banner or gallery

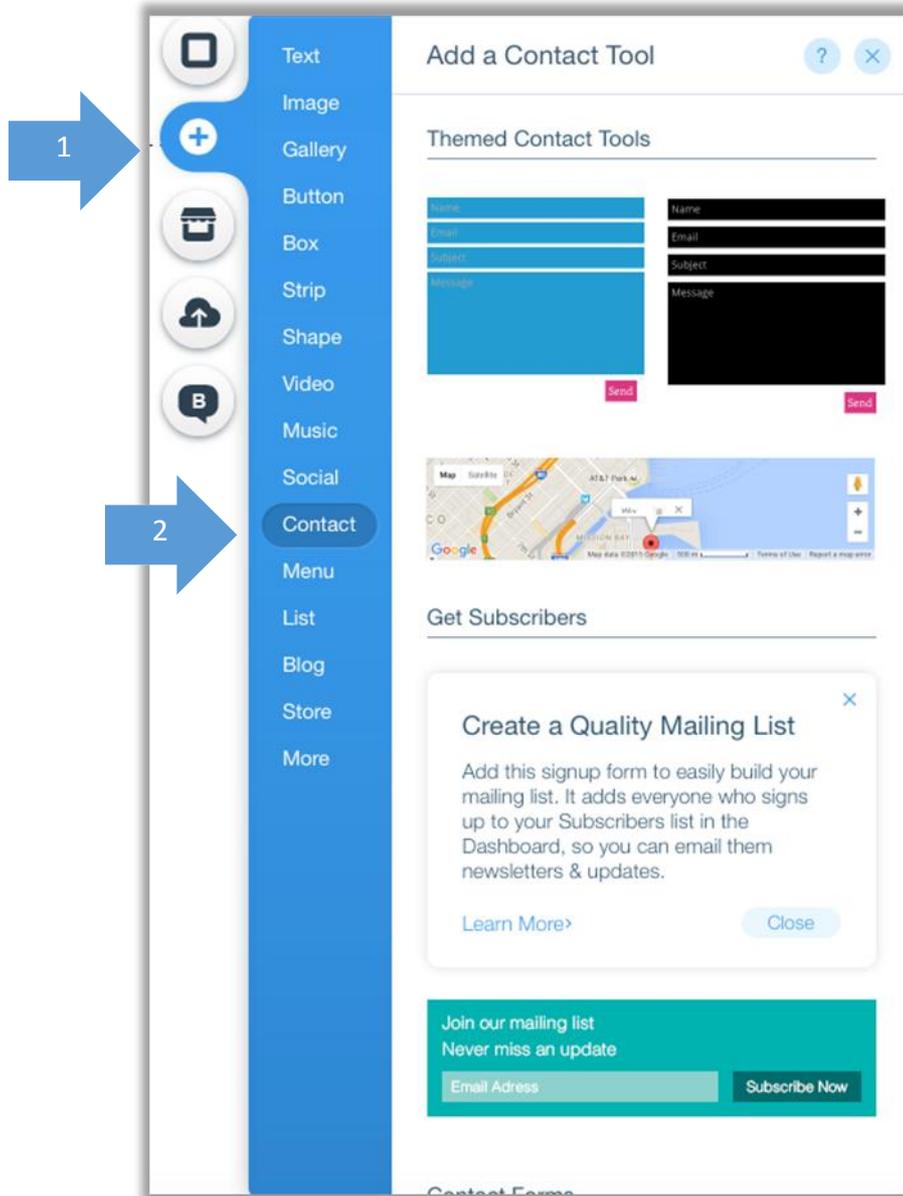
Click on the **+** Button (1) and select the Gallery style you wish to use (2). Edit it in the same manner as indicated in section 4E (i).



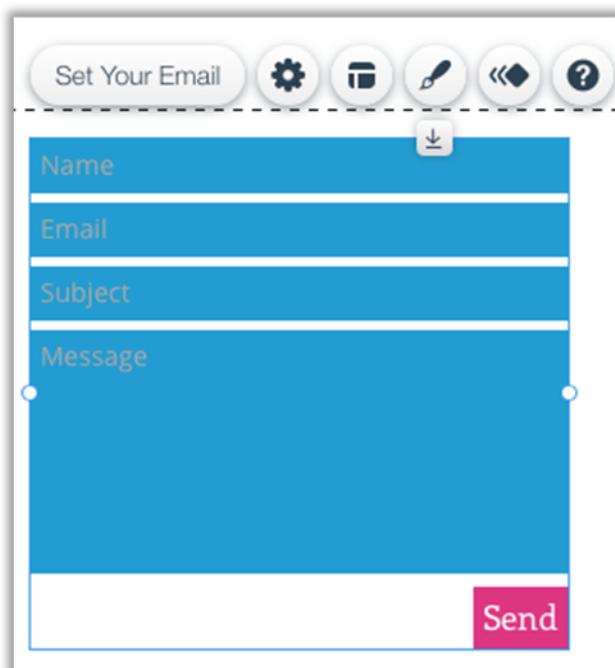
## 4F ADDING A FORM OR MAP

### 4F (i) Insert and edit a contact form, subscription form or map

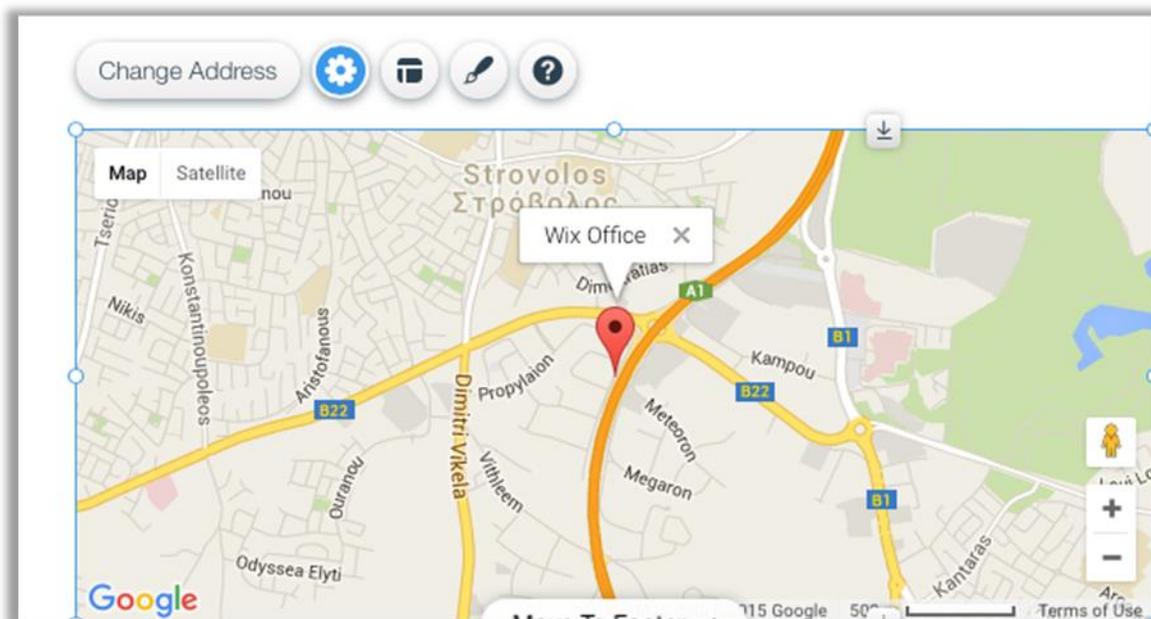
Click on the **+ button** (1) and then on **Contact** (2). Choose the form or map style you wish and drop it onto your page.



When you click on the form, a menu of tools will pop up, which will enable you to set the email the form will be received, once submitted by a user, add and remove cells and change the settings of the form.



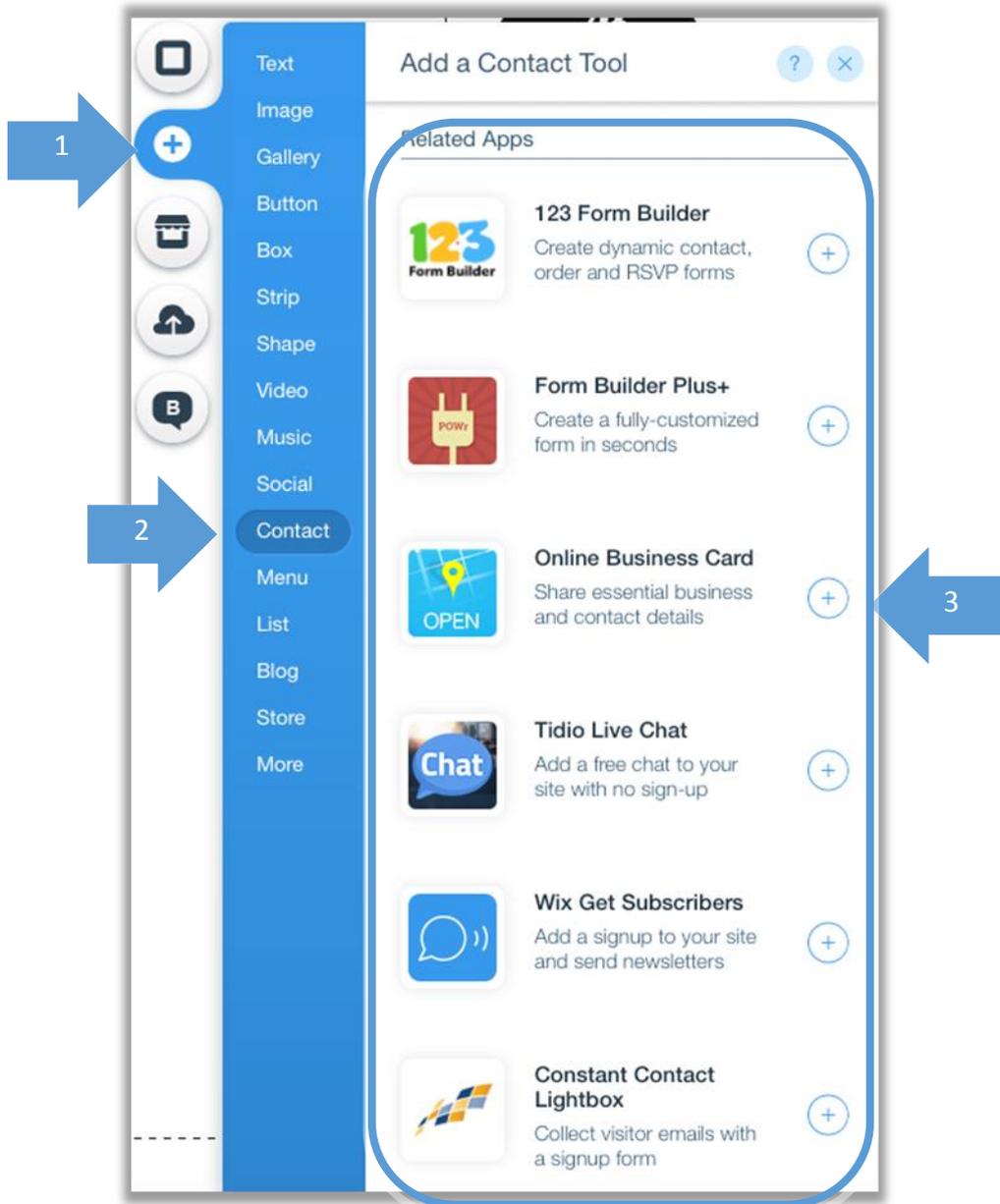
When you click on the map you have added, a menu of tools will pop up, which will enable you to set the address and change the settings of the map. If you are unable to find your address by typing it in you can enter the coordinates directly in the format 35.126177, 33.363689.



See how to find the coordinates of your location at <https://support.google.com/maps/answer/18539?hl=en>

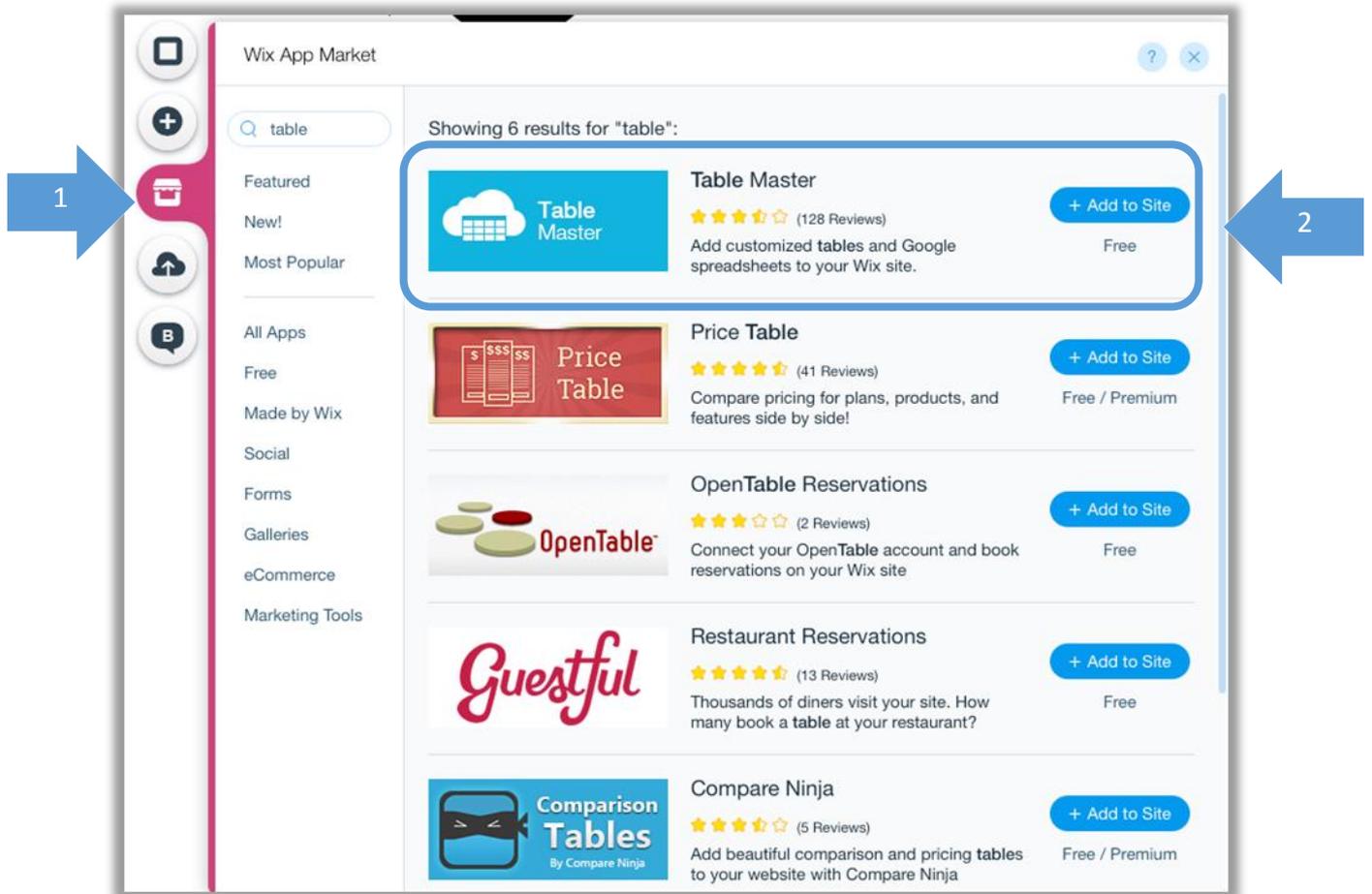
#### 4F (ii) Add other types of forms

You can add other types of forms by clicking on the **+ button** (1) and then on **Contact** (2). Scroll down to **Related Apps** (3) to choose from a number of form services.

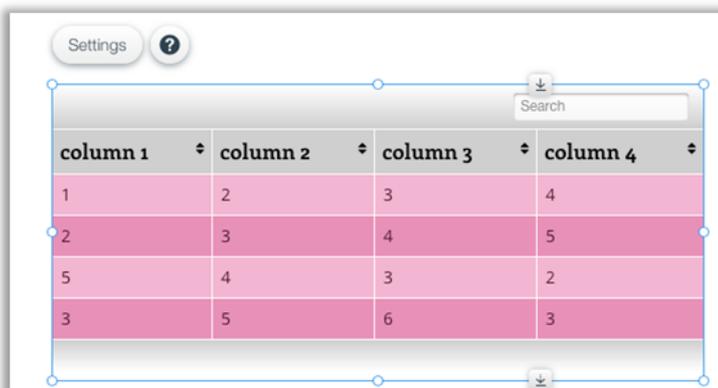


## 4G ADDING A TABLE

You can add a table to your site by clicking on the **Wix App Market** (1), searching for table in the search box and then adding **Table Master** to the site (2).

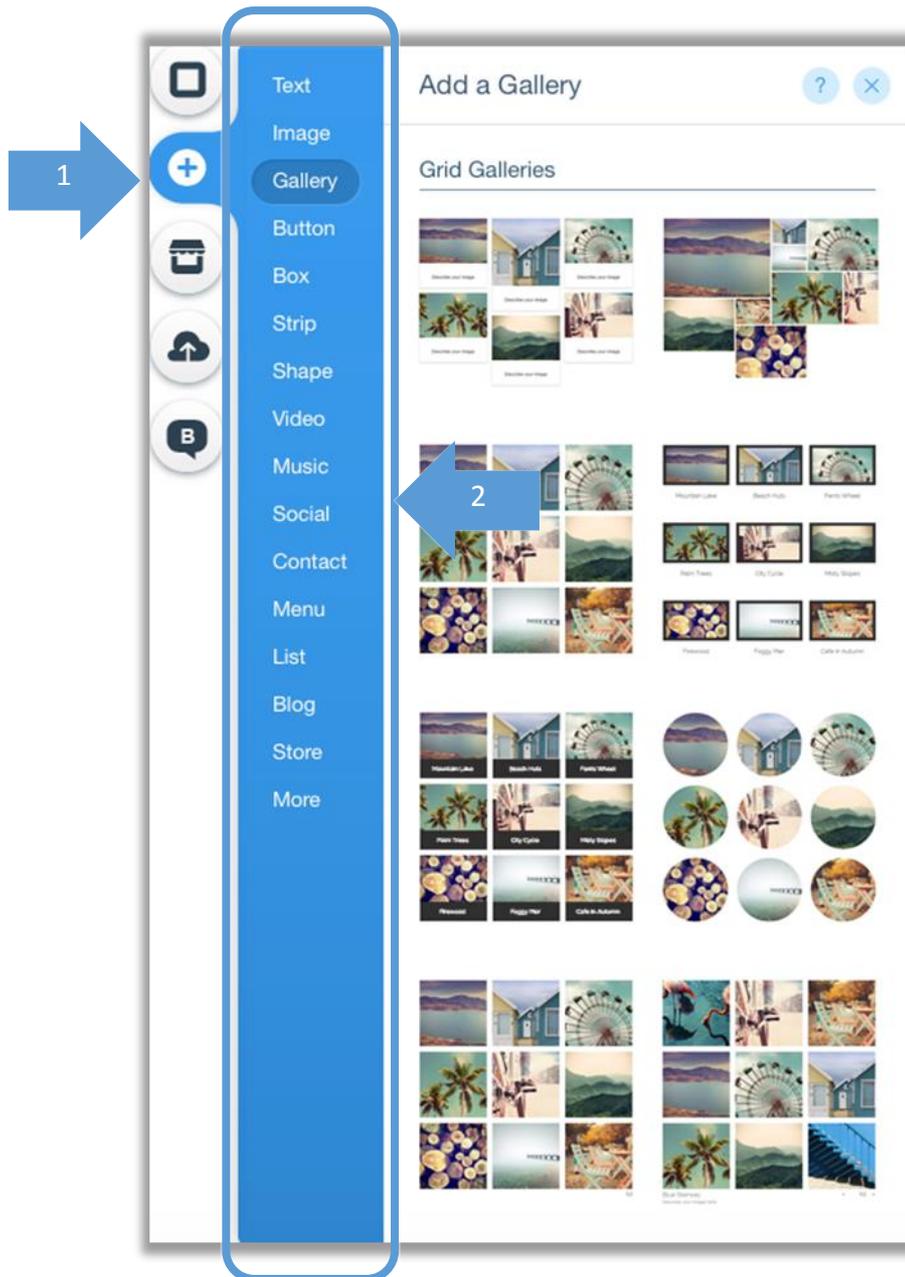


You can then define the settings of the table by clicking on it and then on **settings** and using the menu that is populated to edit the text in the table, to edit the table itself, to define the rows and columns and colours of the table.



#### 4H ADDING OTHER TYPES OF CONTENT

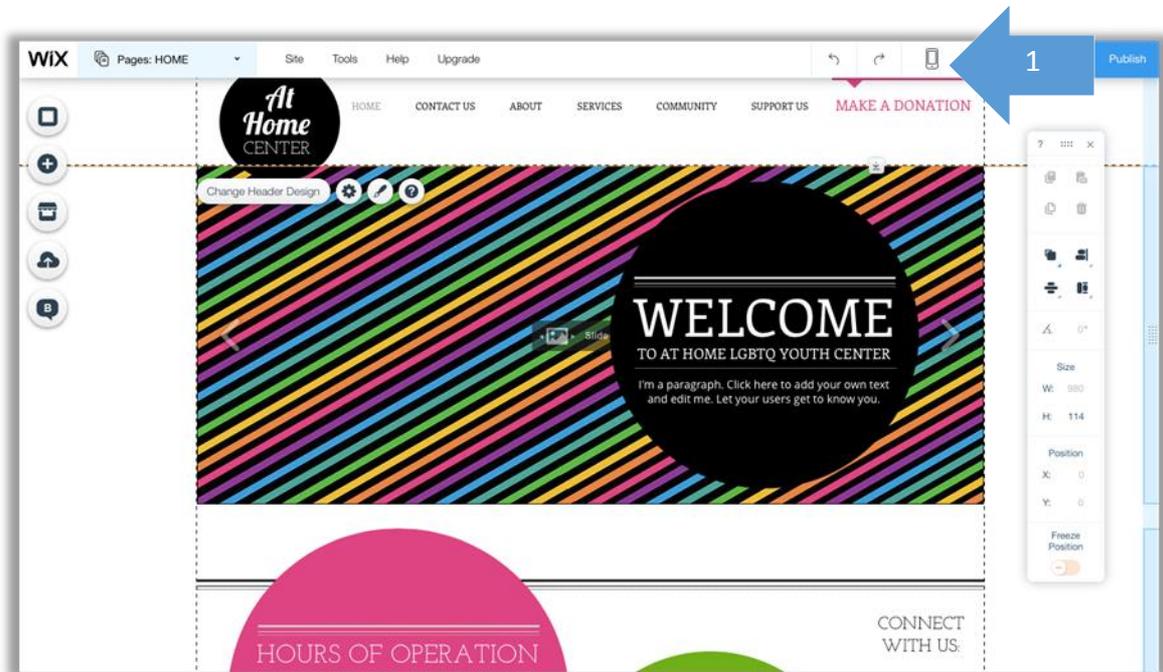
Wix enables you to add a number of web elements and content by clicking on the **+ button (1)** with the options seen in (2) available:



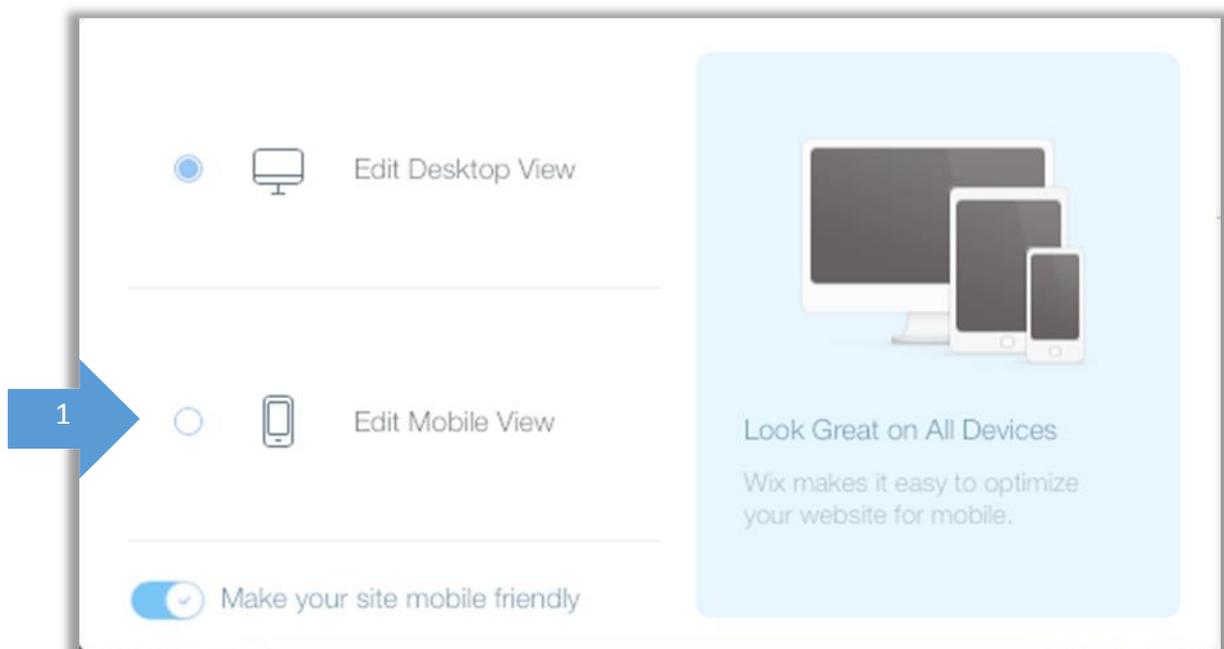
## 5 MOBILE & TABLETS

### Step 1 Move to mobile view

Click on the mobile icon (1) to switch to the mobile view.

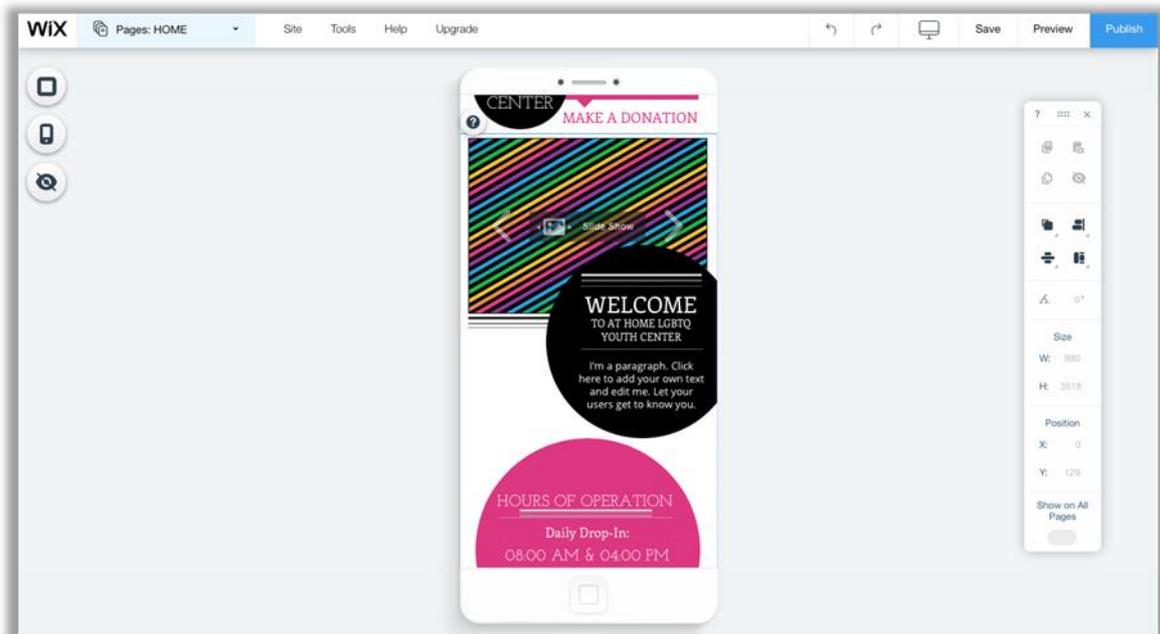


Then click on the **Edit Mobile View** radio button (2)



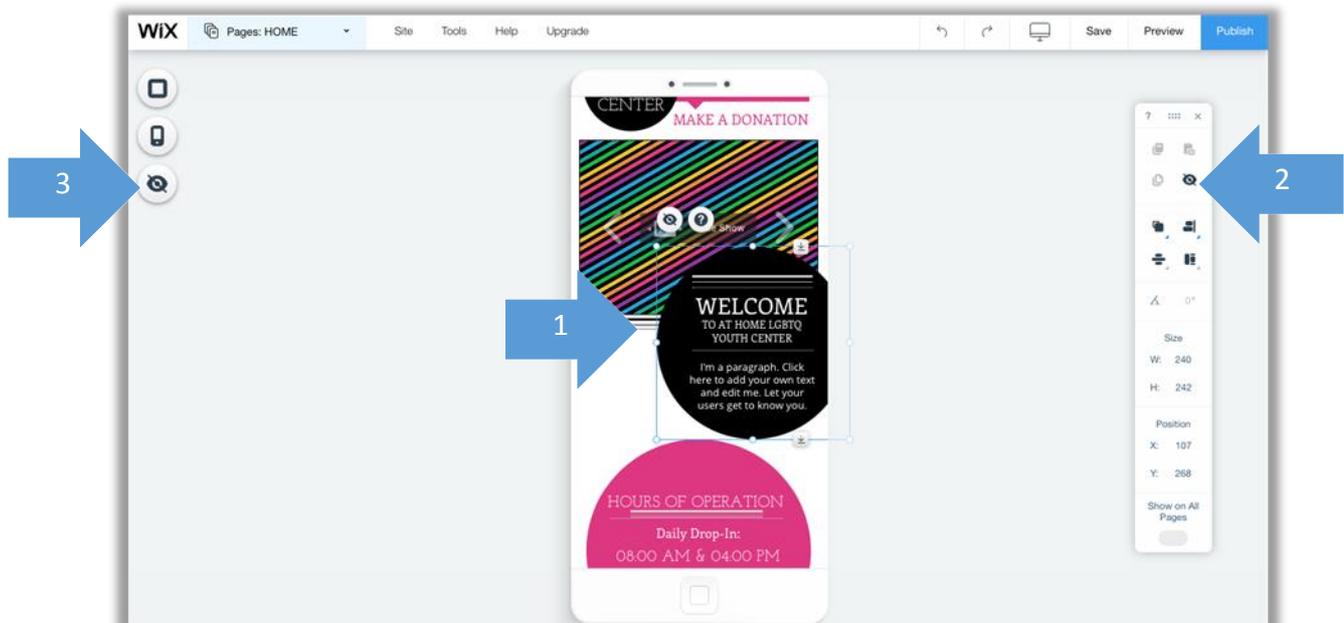
## Step 2 Edit the mobile view

You can edit your mobile view in the same way you did your desktop version.



## Step 3 Hiding elements

If you wish to hide elements that appear on the desktop version from the mobile view you can do so by clicking on the item you wish to hide (1) and then on the hide button (2). You can then view which items are hidden using the **Hidden Elements** button (3).

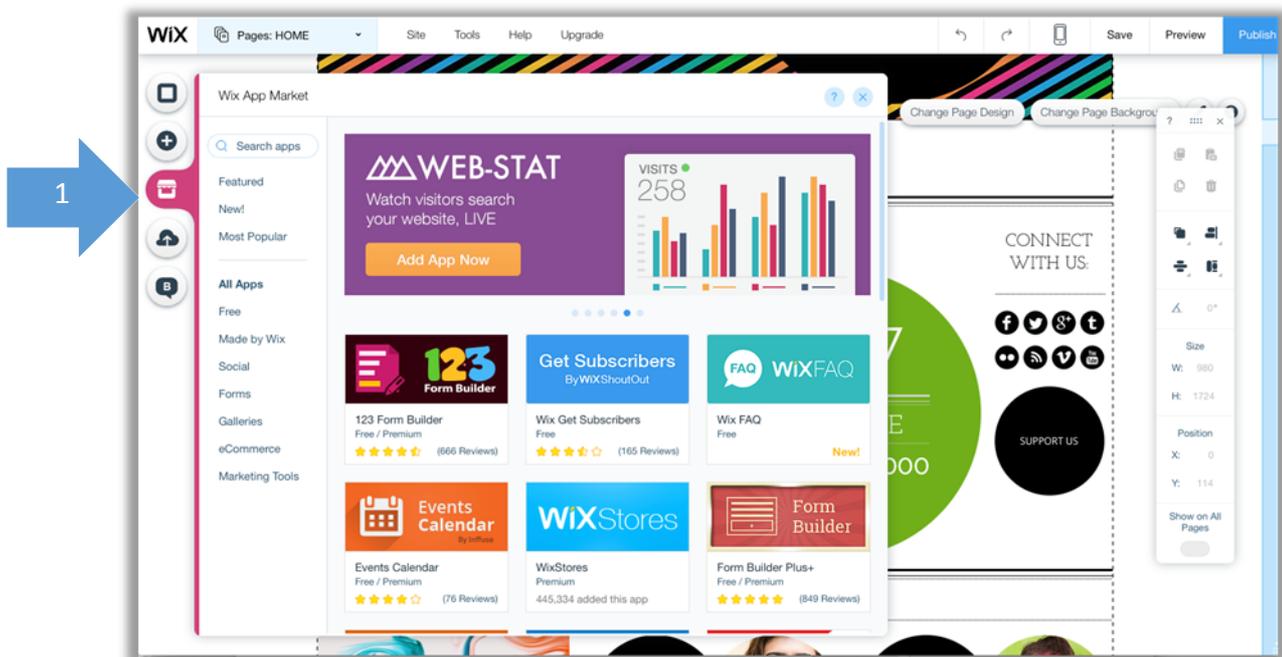


## 6 APPS & ADDITIONAL MODULES

Wix enables you to add a number of apps and features to your site. Apps enable you to add various types of functionality to your website, such as forms, calendars or stores.

### 6A ADDING APPS TO YOUR SITE

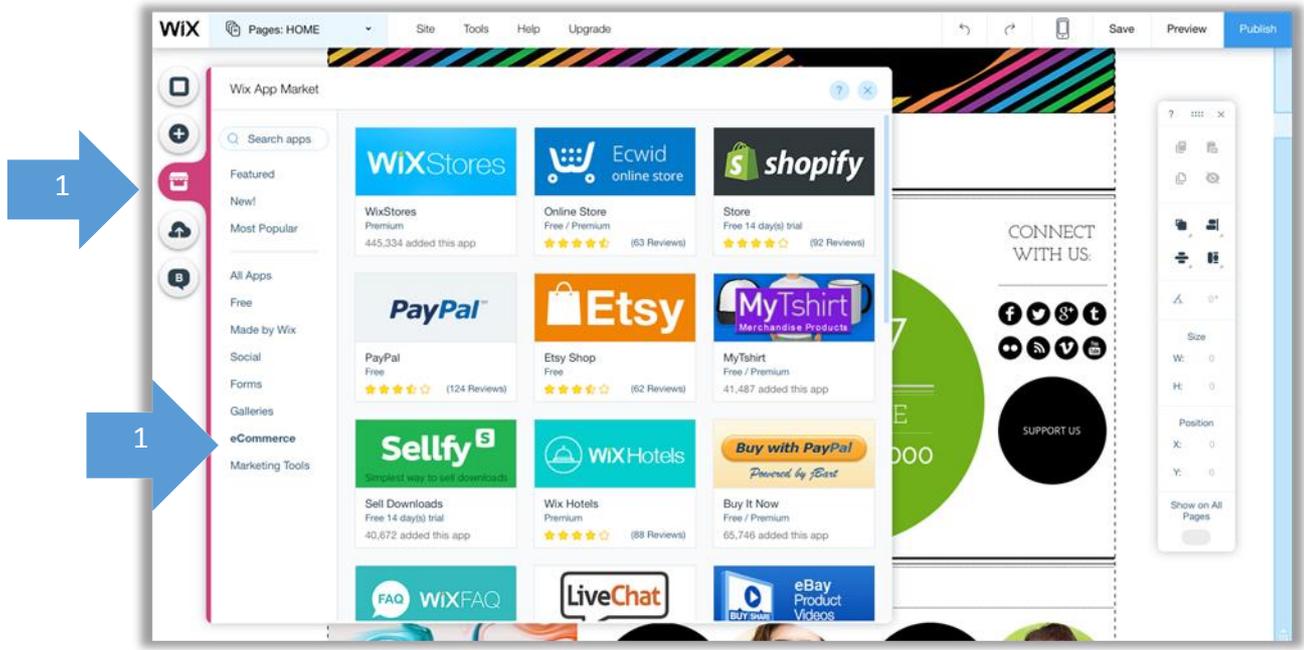
To add an App to your site, click on the **Wix App Market** button (1) and choose the app you wish to add.



 Although some apps are free, some apps are available at a charge.

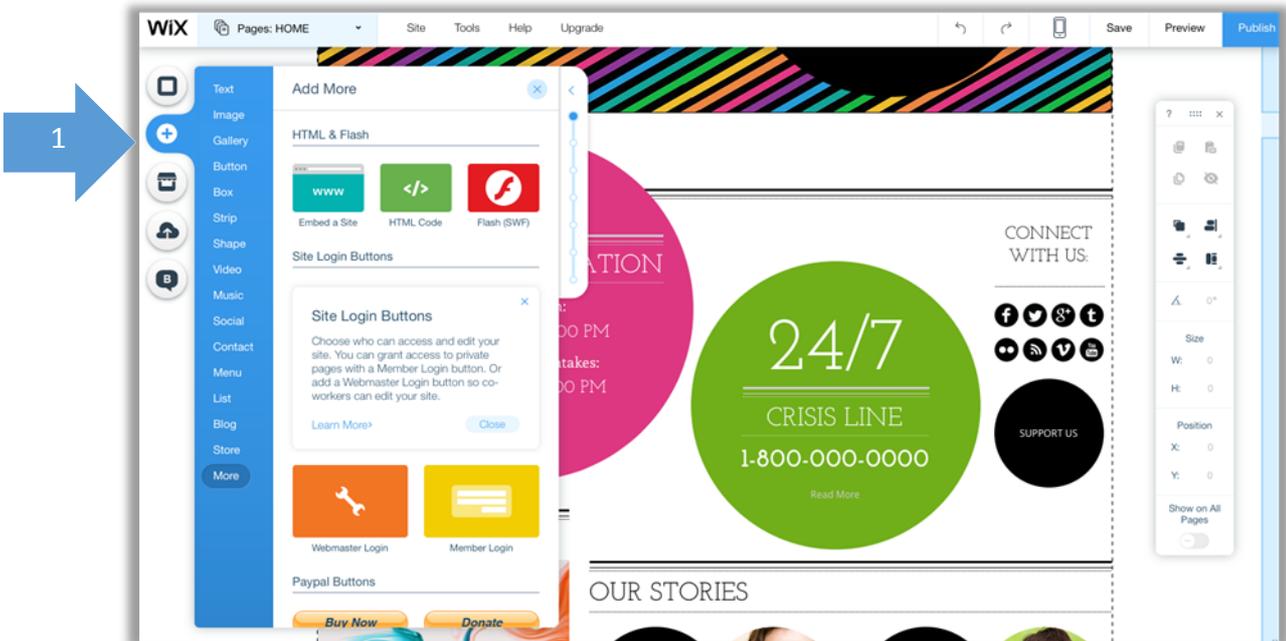
### 6B ADDING AN ESTORE TO YOUR SITE

By clicking on the **Wix App Market** button (1) and then on the **eCommerce** button (2) you can select from a number of eStores for your site.



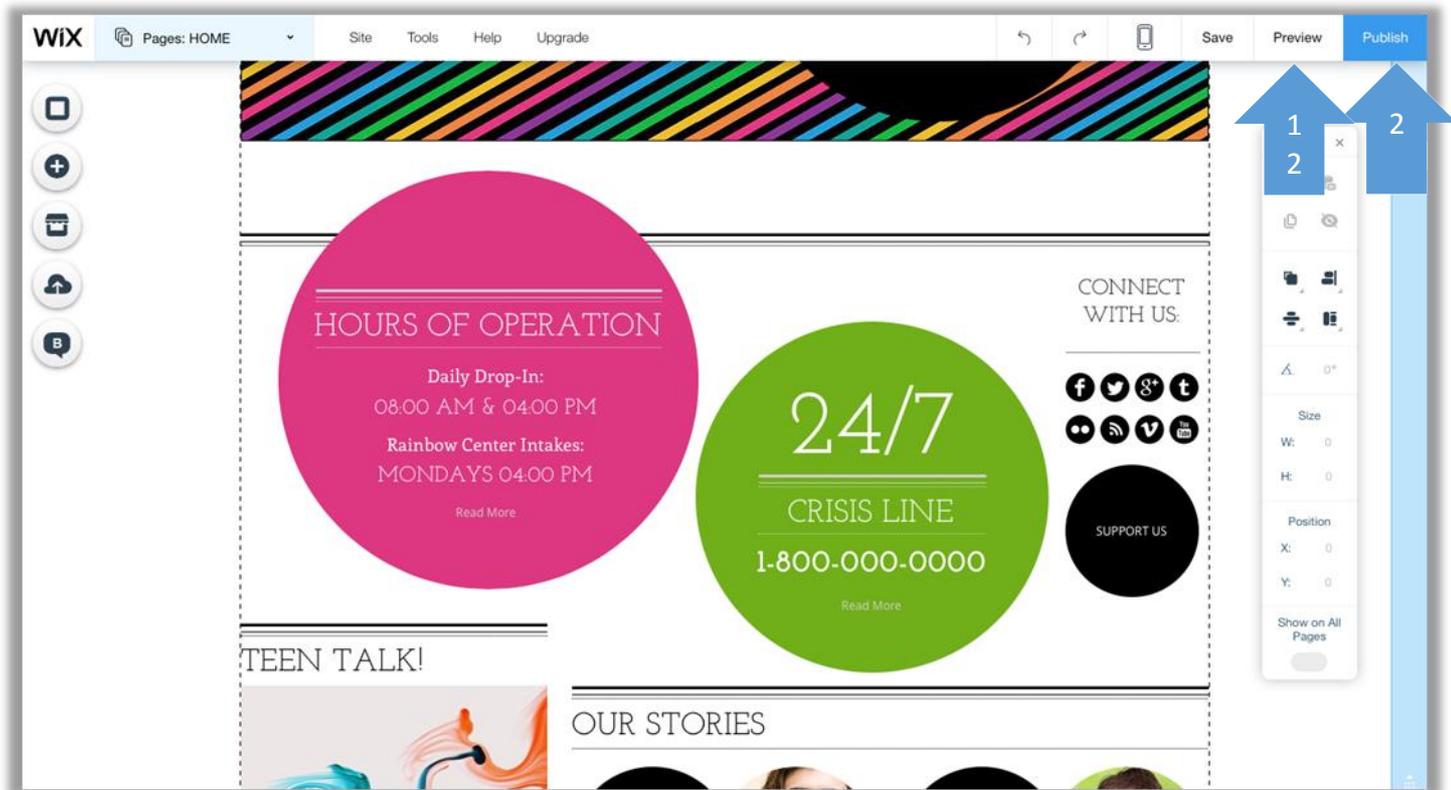
## 6C ADDING HTML CODE AND FLASH

To add other functionality to your site you might wish to use Html code or flash. Click on the **+ Button (1)** and choose Embed a site, embed a site or flash.



## 7 PUBLISHING YOUR SITE

Once you preview your site by clicking on Preview (1) and seeing that your site is exactly the way you want it, you can then publish it by clicking on Publish (2).



Your site will now be live and available to all viewers on the Internet.