

# WIX WEBSITE BUILD CLASS

Jump Start Guide  
by  
Rickina Velte | The Lash CEO

## WIX JUMP START GUIDE

Please note that this is intended to support the video modules. This guide will not be sufficient education for building your site. It would be best printed and used as a reference as you watch the videos & build.

## STEP 1: SETTING UP YOUR ACCOUNT

Access the platform at <http://www.wix.com>

### Establishing your account

Click Start Now

Click Sign Up

Prompted for "what kind of website would you like to make"

-I suggest selecting "other"

\*Don't worry, you'll be able to see all of the site options

On the left side of the screen you'll see a list of industries. All of the templates are organized based on which work best for each industry, however you may browse them all.

You can also hover over them and see a larger view, or Select View to look at a Preview.

## SELECTING YOUR TEMPLATE

Selecting your template is a fun step but can also be a little overwhelming.

Think about which site you feel goes well with the flow of your site. The templates with similar pages already set up, are a good place to start. But you can also choose any template from any niche that Wix has pre-created.

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## STEP 2: GETTING TO KNOW THE DESIGN PLATFORM

Organize your photos-Do this right now! I know you are tempted to design right away, but your life will be much easier if you pre-organize your photos.

### MY UPLOADS

Photos must be in: JPEG, PNG or GIF formats

My Uploads-Start here so that your images are organized and ready to go

-My Images-create folders to stay organized and upload your photos so they are easily accessible as you build

1. Create folders by clicking the "Add New Folder" button in the lower left corner
  2. Drag and drop images into the center of the screen OR click "upload images" to upload from files on your computer.
  3. Drag uploaded photos from the library into the folders
- Social Images-Easily link your social media accounts so that you can use images you already have into your portfolio or gallery

-Free From Wix- Hundreds of royalty free images that you can use at no additional cost

-Bigstock Images-High quality images that you can purchase the rights to at a very low cost

Need more images? I strongly suggest investing in a photographer to take some professional images. If you still need more photos here are some resources:

-<http://www.istockphoto.com/>

-<http://www.shutterstock.com/>

-<https://www.fotolia.com/Info/Images>

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## BACKGROUND

Select "Page Background" icon

-Start by picking "color". This will open up the theme colors currently installed on your site.

-Select "Change" and several color palletes will open up

-Hover over the palletes and watch your entire site change so you can preview each.

-If you would like to use your own color scheme, you can click on the circles and adjust accordingly

-If you'd like to use a photo as your background, you can select "Image" and use an image from your library. ***\*Note that for an image to fill the entire background it needs to be very large and high-resolution.***

-You can apply the background to other pages directly by selecting "Apply to other pages" at the bottom of the menu

## ADD

The "Add Button" is essentially all of your formatting and design tools including boxes, video displays, social media bars, blogging templates, galleries and list capabilities.

Text-Allows you to add in a text box anywhere on your site. When you click on text you'll be able to choose your font and size.

Once you add the text box to your site, you can drag it into place and change the color or size by double clicking on the text which will open up an options box.

Image-Allows you to add an image box anywhere on your site. When you click "image" you'll be able to access both your image library and the Wix image tools. You can insert the image of your choice and drag it to any place on your page. You can adjust the size of the image by clicking on the corner of the image and dragging the corner towards the center of the image.

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**Gallery**-Instantly adds a beautiful template display of 3-9 images which you can edit to feature your work. The gallery has tons of options including squares, rectangles and circles.

**Button**-This will create an actionable button on your site that can be clicked to access a link. Examples could be “book now” or “learn more” or “sign-up here”

**Box**-Give a pop of color behind your text or image by adding a box. This section also has great banners and features varied box designs and colors.

**Strip**-Large banner images or color blocks that can be added anywhere to your site with or without text.

**Shape**-If you want to add lines, icons, or borders to your pages, this is your spot.

**Video**-If you create educational videos for your clients (bonus points to you!) or if you come across a video that you think your guests could enjoy, use this tool to embed the video from Youtube or Vimeo onto your site.

**Social**-These are crucial! Get more likes and followers by adding social media links directly to your site.

**Contact**-Allow clients to email you directly through your site, sign up for your newsletter or add a map to your contact page.

**Menu**-Change the theme of the navigation bar that runs across the top of your site.

**Blog**-Create a blog page in minutes with these customizable templates..

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Store-Easily click to add products, adjust inventory, accept online payments and update inventory directly through your site.

## APP MARKET

The App Market offers additional tools that can be added to your site to offer advanced automation. Most apps have some basic features available for free and options to upgrade to premium features.

If you want to offer online booking, newsletter subscriptions, a lead magnet or automatically display your social media stream on your site, you'll need some apps. Check out the app market before you build your pages.

## BLOG

This tool lets you start your blog in moments. You'll create a new page, select the "Blog" tool and a blog layout will immediately pop up on your screen. You can customize many aspects of the blog and easily add content.

## PAGES MENU

This is where you will re-organize, edit or add pages to your navigation bar and site.

## SITE

This section allows you to save, publish, upgrade and preview your site. You'll also use this section when we connect your domain.

## TOOLS

Tool Bar-This is the narrow bar of tools on the right side of your screen which offers features like copy, paste, duplicate and delete. The tool bar also offers speciality tools that will help you to center and arrange elements on your site. Gridlines-These lines show you the edges of your site and the parts of your site that will be cut off in the mobile version

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**Store-Easily** click to add products, adjust inventory, accept online payments and update inventory directly through your site.

**Snap To Objects**-These awesome little lines pop up as you start moving images around your site to show you when elements line up properly to insure that your site looks clean and balanced.

**Reorder Sections**-This tool allows you to move big elements on your site such as strips, galleries, testimonial bars, etc.

## HELP

A searchable data base of information that will help you if you get stuck as you build.

## UPGRADE

By clicking here you can upgrade to a paid Wix site. I highly suggest that once you have your site designed, you pay for a premium site. The cost is minimal and you won't have any Wix branding on it, plus you'll be able to use a custom domain.

## UN-DO ARROW

By clicking this arrow you can undo changes you've made to your site. I strongly advise you use un-do instead of delete because it will also default back to your previous formatting.

Clicking the trash can in the tool bar or hitting delete will just take the element out but the formatting changes will stay.

## RE-DO ARROW

By clicking this arrow you can add elements back in if you un-do something and then decide you want to put it back.

## MOBILE VIEW

This will show a preview of what your mobile optimized site will look like from a smartphone. Be sure you check this often. Formatting does change when you view mobile and you want to be sure you are still happy with the layout.

## SAVE

Saves all changes you make to your site. Use this often!

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## PREVIEW

Allows you to see what clients will see when they look at on your site.

## PUBLISH

You'll want to publish your site when you are done editing and making changes. Clients will not be able to view your site until it's been published.

## STEP 3: EDITING THE ELEMENTS

### Navigation Bar

Click on the navigation bar

Start by selecting "design" which is the little paintbrush icon  
Here you can choose from many pre-set designs

Select customize design to choose fonts, colors, shapes, shadows and more  
Select "layouts" which is the rectangles and boxes

Here you can change alignment and spacing

### Images

Single click on the image you'd like to change.  
A mini-menu bar will pop up

### Change Image

By clicking this you will be directed to your image library where you can change the photo

### Settings (the cog wheel)

Adjust the way the image fits within the template  
Add a link so that by clicking your image a client is redirected to another page of your site.

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## STEP 3: EDITING THE ELEMENTS

### Design (the paintbrush)

Adjust the frame or shape of your photo

### Crop & Edit (The two cropping rectangles)

### Animate (the overlapping squares)

This allows individual photos to fade in, spin in or float in. Can be a fun effect for About or Stylist Bio Pages

### Link (the chain link)

This also allows you to add a link so that by clicking your image a client is redirected to another page of your site.

### Slideshow

Some templates will allow for scrolling images or “slideshows”. If you would like to edit the images in your slideshow, double click the image A gallery organizer will open

You can drag and drop images from your computer directly into the organizer or select “add images” to be directed to your image library

### Creating Links In Images

You can add a link to any image by clicking the image and then selecting “add link” from the menu on the right.

The “web address/URL” is the web address of the page you’d like to link to. For example: <http://thelashceo.com/book-online> would be the page clients would book online. (example)



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## STEP 3: EDITING THE ELEMENTS

### Editing Text

Select the text you want to edit and click the "Edit" button

### Themes

These are preselected font styles and sizes. By working within these themes, your site will have a cohesive feel since all of the elements will be consistent. I suggest staying with the pre-selected layout if possible

### Fonts

There are nearly 100 fonts you can choose from. I suggest not mixing more than 3 fonts on your site

### Font Size

This will adjust how large or small your letters will look

You can also make the text bold, underlined, change the color, change the format or add special effects from this menu

### Animate (the overlapping squares)

This allows individual words or phrases to fade in, spin in or float in. Can be a fun effect for special offer pages

## STEP 4: BUILDING NEW PAGES

### To add a page to your navigation menu:

Click "Add Page" to add one more page if you want the page on your navigation menu

### Change the name of a page:

-Hover over the page you plan to change and a circle icon will pop up. Click the icon.

-Select "Rename" and you'll be able to quickly change the page name

Page Info This section allows you to customize the setup of each page

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-Select "Duplicate Page" down at the bottom of the screen to create an identical copy of the page.

-Select "Delete Page" if you no longer need this page

## Layouts

-Standard-You'll usually use this layout for all of your pages. It will include your contact information and navigation bar on the page

-No Header & Footer- This page is really great if you want your guest to take action. It's a nice layout if you have a special offer that the client can print or if you have a lead magnet on your page.

## Permissions

You most likely won't use this, but if you want to have a part of your site only accessible to say employees or special VIP members of your clientele, you can password protect certain pages.

## SEO

This is what makes your site pop up when somebody searches for your business. It's important to use descriptive key words so that your site ranks as high as possible on Google, Yahoo, Bing & other search engines.

Page Transitions- You'll see a little truck logo at the bottom of the page. The transitions determine how the page changes. You can have it scroll horizontally or vertically, fade, or just click over without a transition. You can click on each transition to see a preview of how it looks using your page.

## Pages to Get Started:

Home

Services

About Us or About Me

Contact Us with a Google Map

Special Offers (optional)

Blog(optional in the beginning)

Book Online

Gallery of Work

Feedback/Testimonials

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## STEP 5: CREATING A SERVICE MENU

When creating a services page or a stylist page, I like to use Lists which can be accessed through the App button on the left.

I prefer the “Top Stories” list because it includes images, text and clickable button if desired which is super convenient.

The next steps I'll cover are great strategies to keep in contact with client visitors to your website. You'll want to have an email contact provider such as mailchimp in order to send them newsletters, specials and events for your studio.

**Wix Get Subscribers**-All subscribe boxes existing within all templates in Wix default to the standard Wix Get Subscribers setup. When a client subscribes through these boxes they will automatically be added to your Wix Contact list which can be found on your dashboard. These contacts can be downloaded (exported) and added into any other system you have in place.

This is a really great and very organized place to start if you are new to email marketing. You can easily add additional Wix Get Subscribers boxes by going to Add, Contact, Get Subscribers.

**Wix Shout Outs**-This can be easily accessed through your Dashboard and integrates seamlessly with Wix Subscribe boxes. You'll see “Send Newsletters” as an option if you've used a Wix get subscribers box on your page. By selecting “Send Newsletters” You'll be able to add photos, change the background, add links & downloads and add text to your emails easily.

If you plan to use Wix long term, this is a great easy option. If you ever decide to take your website to another platform you'll lose all of the data, but the email addresses could be easily exported into your new service provider if that is what you decide to do

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**Note:** *You must sign up for Mailchimp and/or Constant Contact accounts outside of Wix and additional fees apply.*

**MailChimp**-Search within the app store for Mailchimp and click “add to site”. This will add a customizable subscribe box to your site. You can change the colors and look of the subscribe box within settings. You’ll connect your Mailchimp account by logging in through the app and you’ll be able to access all of your lists and have subscribers easily signed up to your list of choice. (Update Mailchimp is listed in the app store and sometimes not. Reach out if you have questions about this step)

Set up automation within mail chimp to send a welcome message if you’d like some bonus points :-) and your subscribers can be sent your newsletters and announcements when you are ready to send!

**Constant Contact**-Search within the app store for Constant Contact and click “add to site”. This gives you plenty of options to customize the look of your subscribe box. You’ll connect your Constant Contact account by logging in through the app and you’ll be able to access all of your lists and have subscribers easily signed up to your list of choice. Set up automation within mail

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## One Last Check & SEO

Each page of your site can and should be Search Engine Optimized. This will make it easier for clients to find your site if they are searching for you and will place you higher up in Google searches for salons in your area.

To index your page:

1. Select the circle with the dots next to the page you are optimizing the in the Pages menu
2. Select the SEO tab
3. Choose a title for each page as you want it to be shown in a Google search
4. Add a description of the page so that the most important information is shown to potential new clients and existing clients.
5. Add in keywords. Keywords would be search terms that a person might type in if they were looking for either your salon or a salon in the area. Examples could be: San Francisco eyelash extensions, Detroit Microblading, Houston lashes near me

Preview your site in it's entirety on both mobile and desktop before you go live. You'll notice that some photos look way too big or a slideshow is spaced awkwardly, etc on mobile so it's important to check both.

When you are ready for your site to be live online, go ahead and hit "Publish"  
Wix will give you a web address that you may now use.

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**I HIGHLY suggest taking the next step and paying for a domain.**

I strongly suggest that you upgrade your site and purchase your own domain. It will drop all Wix branding from your site and allow you to have a much more professional email address. The cost for a paid site with a custom domain is less than \$15 per month total and so well worth it.

If you're not there yet, no worries. But when you are getting your own domain and email address gives you that much more professionalism in your business.

Select Upgrade now anywhere on your site to upgrade

I suggest the combo plan at (\$9.20-\$14/ month depending on the sale or special offered). It includes all of the basic features you'll need.

If you already have a domain, and need help transferring it. See the Wix Help Dashboard for more information on how to get that done.

1. Select "Get A Domain"

2. You'll be able to search for the site name you'd like to have. If your desired name isn't available, you'll be given alternative suggestions. I strongly suggest choosing a .com or .net only.

3. Once you've selected your domain name, Wix will walk you through attaching it to your site and will do the behind the scenes magic for you.

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*High Five!*

You're well above most of your competition in getting a hard-working client attracting website! Now when clients find your website, it's one that will represent you and your beautiful work! And THIS is what will keep your business growing!

I am so thankful for you allowing me to come along side of you while you Level Up your business!

If you are happy with this class, and would love to share it with others, please share it on your social media platforms, and of course share your thoughts with me too!

Interested in making extra money with me?

Email for details!

[info@TheLashCEO.com](mailto:info@TheLashCEO.com)

Thank you for being here!

*Rickina*