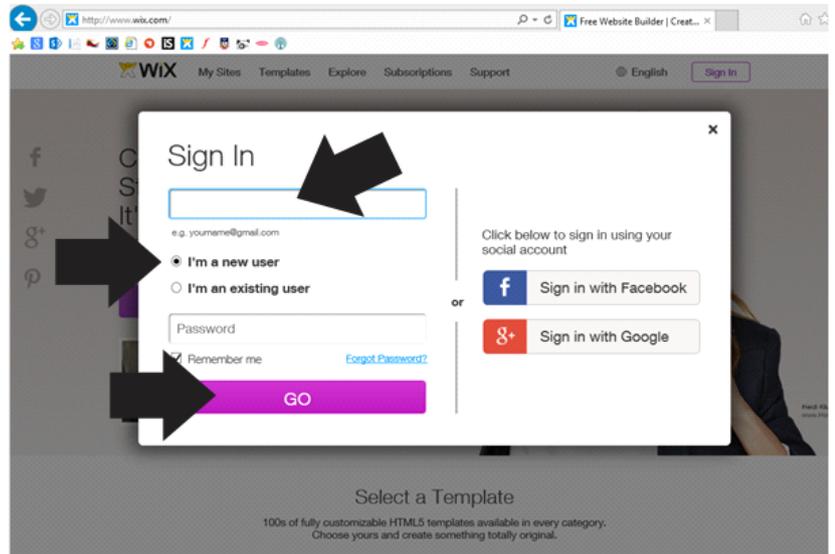
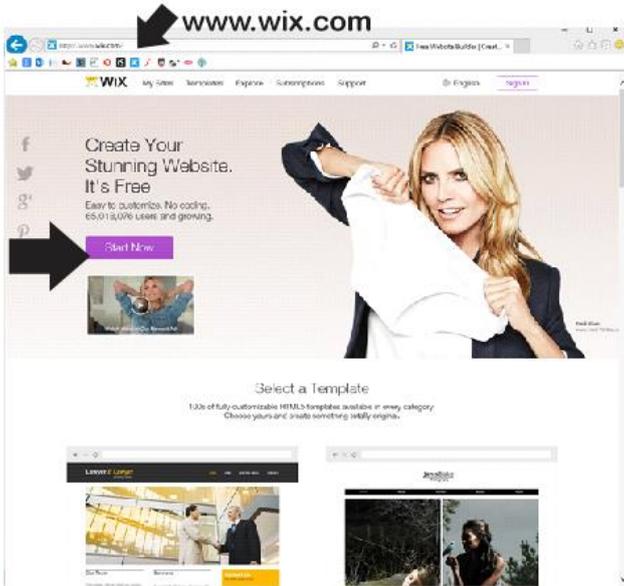


How to Start a Basic Web Site

Please note: Click on the help icon  on the web site at any time for an explanation. They are very helpful.

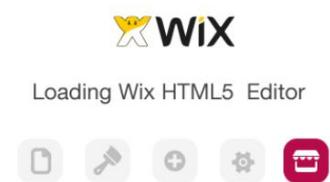
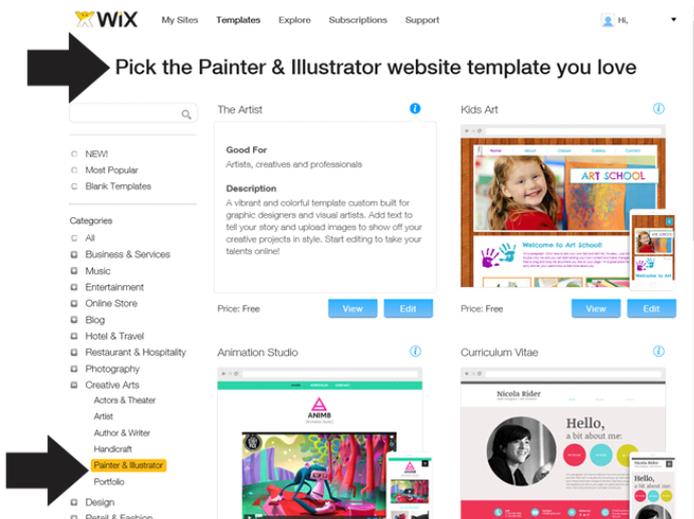
1. Go to: <http://www.wix.com/> and click on “Start Now”.
2. Fill in your email address, select: “I’m a new user” and click “GO”.



3. Select your category on the left & right and click “GO”.

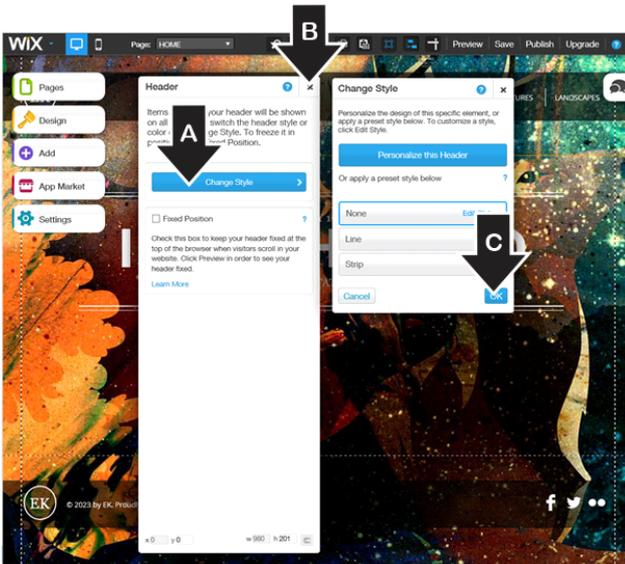


4. I selected the **Painter and Illustrator** under **Creative Arts** (on the left). Then select (click on) a template you like on the right. Don't select it for the pictures that are there. Look at how the headings and blocks for photos are laid out. You will add your own photos later. To see more pages of templates, click on the next pages (see bottom right-hand corner).



Wait while it loads.....

5. You can now see the template I chose in the background. Anything you pick now is not published on the internet until you say so. Feel free to experiment back and forth until you like it. Watch the Video:



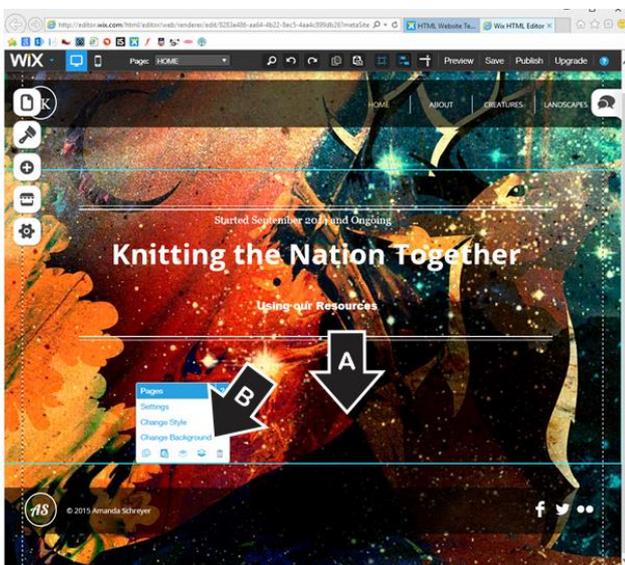
6. After the video, this **Header** page appears (left): You can click the **X** in the corner (B) to close the pop-up. If you want to change the style (in this case, of the header) click on the button (A).

Select a preset style and click OK (C). As you get more confident, go back and click “Personalize this Header”. Don’t be afraid to try different elements. You can always go back and change it.



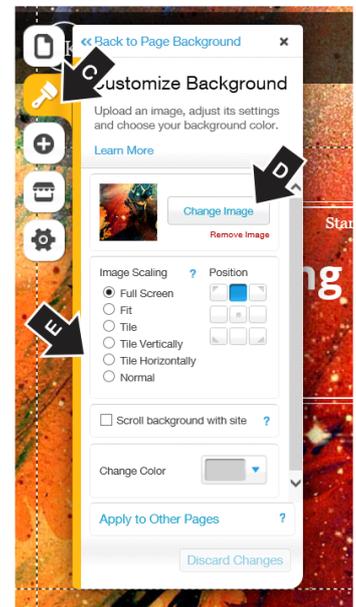
7. To **change any element** on the page, just click on it (A) and change its attributes like in Word (B).

To **DELETE** an element, like a heading or a line or a box: Simply Right-click on it and then click on the little dustbin on the page that pops up.



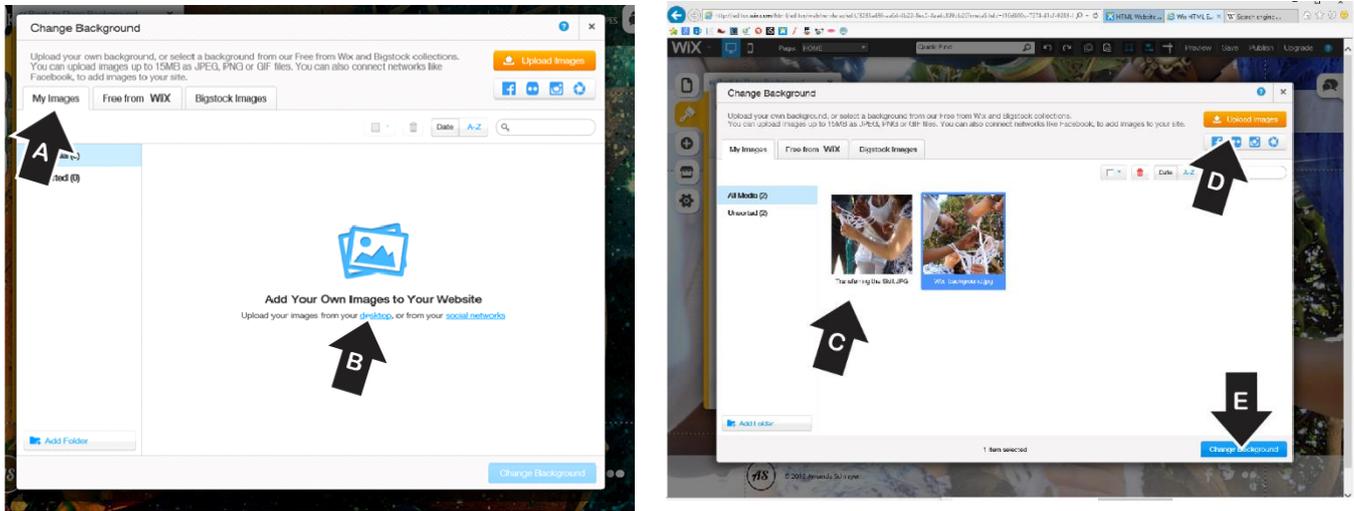
For example, Right-click on the background picture (A) and then select “Change Background” (B). Click on Change Image (D).

If you click on the “Design” tab (C) (the paintbrush) at any time, you will be able to change the background as well.



- Select where you will fetch the image from that you want to use as your background. I am using my own photo (A) that I have saved on my computer, so I click “desktop” (B). Even though it says you can load photo up to 15MB in size, remember this is not the US and our download speeds are not as fast (or cheap). I have used a clear 160KB image and it works. And the South Africans won’t curse me because the site takes forever to show. I find a picture with a .JPG extension works very well.

The downloaded images will show (C). If you want to select a different one, click “UPLOAD IMAGES” (D). Select the one you like, and click “CHANGE BACKGROUND” (E).



The tabs on the left of the screen allow you to change things (Always check which are free):



Pages: For each page on your site. Click on the **wheel icon** to change the name

Design: Here you can pick your **background, colours and fonts**.

Add: This where you add text, images, your gallery, etc.

App Market: These make your site more interesting. Calendars, comment spaces, online shop, etc.

Settings: This where you pick your site title and fill in what you do and your key words. Move them around until you find a good layout (artists are good at this 😊).

KEY WORDS are extremely important. Think of the words people will type into Google to look for you, like oil painting, water colour, etc. Unless you are well-known, chances are, they won’t look for your name, but more what you do. Click on the ? above each field to see how they want you to fill it in. Put commas where they want commas, and spaces and lines (|) where they want them. This helps the search engine to find the words.

SEO (Search Engine Optimisation) is what affects how high you will rank when someone searches for you on Google.

The tool bar at the top: Feel free to hover the icons with a mouse to see what these mean.



A: Shows what your site will look like on a desktop (PC) as well as a mobile device (usually a phone, but can also be a tablet).

B: When you are happy with your layout, click Save.

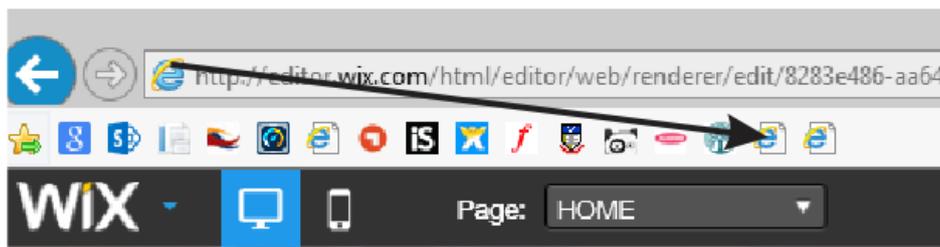
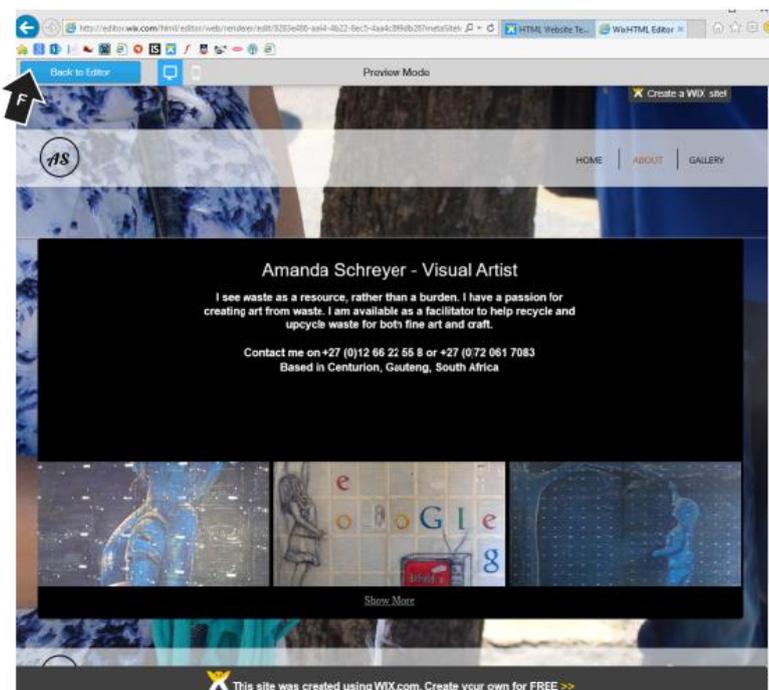
DON'T forget to add your contact details. At LEAST a phone number and an email address. This is about the trust element. Will you trust a business that is not willing to publish a phone number?

C: The preview button removes all the stylistic elements of the CMS (Content Management System – this is really what the template is called), so you can see what the web site will look like to everybody. To get back to the Edit mode, click on Back to Editor” (F).

D: The PUBLISH Button: This is when you publish to the Worldwide Web and everyone can see it.

E: If you like, Click on the Feedback Icon (E) and ask people you know to give some input.

Save the URL in the top bar (mine is <http://ambarsch.wix.com/knittogether>) so you can send this to people if they ask you for your web site address. You also have the option to publish to your Facebook site as an extra opportunity to advertise each time you publish. Go and update it often. The more you publish, the more people will be aware of you.



It is also a good idea to click and drag the URL icon to your favourite taskbar, so you can have quick access to update your site.

Some words you might come across:

BLOG: An online journal or diary and a very popular current method of sharing your thoughts with the world. It is also very popular as a marketing tool.

BROWSER: When you visit a website, you are seeing it on a browser. Websites look very different in reality to what you see when you visit it. Everything is in fact encoded. A browser is the piece of software that decodes everything so that what you see is an attractive page rather than a lot of coding. Most people use the Microsoft Internet Explorer browser, which comes with all Windows software. If you look at the top right of your screen right now, just under the "X" you will see a little picture. This picture tells you what browser you are using. If the picture is a wavy square with smaller squares in red, green, blue and yellow, you are using IE (Internet Explorer). If it is something different, then you probably know all this already.

SEARCH ENGINE: A programme that collects, stores, arranges and normally ranks the various resources available on the internet. It is most commonly on a website and used to find other websites – much like the yellow pages is used in the brick and mortar world.

JPG (pronounced J-Peg): A type of file used for images, especially photographs. Images used on web pages work best as jpg or gif. A quality photograph that was saved as a jpg has a better resolution than a gif (pronounce jif).

This document was prepared by Amanda Schreyer on behalf of Paint & Palette <http://paintandpalette.co.za/>