

## Course overview

### Setting Goals

- Welcome to the course
- How to use this Class
- Course Preview
- Call-to-Action
- SMART Goals

### Knowing your Audience

- Who is your ideal client?

### Site Mapping

- Build your site map

### AI Design

- Demonstration
- Customize ADI

### Wix Customization

- Wix Templates
- Changing things
- Adding Things

### Publishing

- Domain Names
- Web Hosting

### Certificate of Completion

## Call-to-Action

Number, in order of importance, the Action you want your website visitor to take on the home page. 1 Being the highest priority and 4 being the least.

<b>SUBSCRIBE</b>	
<b>VISIT US</b>	
<b>CONTACT US</b>	
<b>BUY NOW</b>	

Notes:

## SMART Goals



Write down a SMART Goal for your website:

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Notes:

## CUSTOMER AVATAR

### AVATAR NAME

#### GOALS AND VALUES

Goals:

Values:

Age:

Gender:

Marital Status:

#/Age of Children:

Location:



#### CHALLENGES & PAIN POINTS

Challenges:

Pain points:

#### SOURCES OF INFORMATION

Books:

Magazines:

Blogs/Websites:

Conferences:

Gurus:

Other:

Quote:

Occupation:

Job Title:

Annual Income:

Level of Education:

Other:

#### OBJECTIONS & ROLE IN PURCHASE PROCESS

Objections to the sale:

Role in the Purchase Process:



Notes:

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#### OBJECTIONS & ROLE IN PURCHASE PROCESS

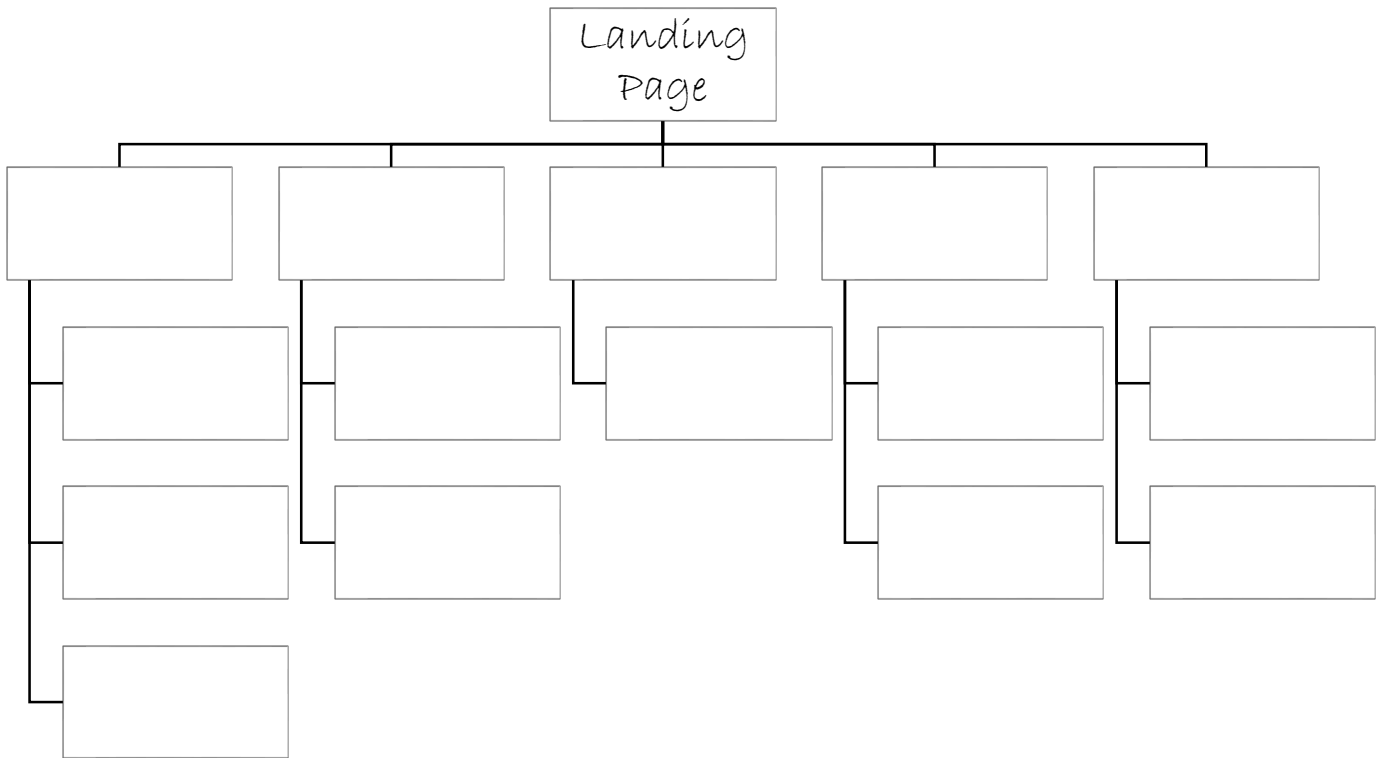
Objections to the sale:

Role in the Purchase Process:



Notes:

## Site Map




Notes:

## WIX ADI

Check off these boxes as you complete them.

- Go to Wix.com and Login
- Select which type of website you want
- Select **Start with Wix Editor**
- Answer the questions
- Check out your new site!



Start with Wix Editor

Notes:

## WIX ADI Customization

Check off these boxes as you complete them. You may skip any options if you choose.

- Preview your site
- Change website design
- Change colors
- Change Fonts
- Change animation
- Change section design
- Edit Section content
- Add a new section
- Add a new page

Notes:



## WIX Templates

### Choose a template

- > **Business**
- > Online Store
- > Photography
- > Video
- > Music
- > Design
- > Restaurants & Food
- > Accommodation
- > Events
- > Portfolio & CV
- > Blog
- > Health & Wellness
- > Fashion & Beauty
- > Community & Education
- > Creative Arts

### Name of templates you like

1	
2	
3	

Notes:

## WIX Template Customization 1: Changing things

Scavenger Hunt:

Try to find and experiment with these different functions:  
(tip: most can be accessed by right-clicking on different elements:

- Preview your site
- Change Page Design
- Change Page Background
- Change Images
- Change Text
- Change Strip Background
- Change Setting on Contact Box
- Change Settings for Social Media links

Notes:

## WIX Template Customization 2: Adding things

Experiment. Try adding some of these items. Check them off as you go.

- |                                      |                                     |
|--------------------------------------|-------------------------------------|
| <input type="checkbox"/> Add a Page  | <input type="checkbox"/> Video      |
| <input type="checkbox"/> Text        | <input type="checkbox"/> Social     |
| <input type="checkbox"/> Image       | <input type="checkbox"/> Contact    |
| <input type="checkbox"/> Gallery     | <input type="checkbox"/> Menu       |
| <input type="checkbox"/> Interactive | <input type="checkbox"/> A List     |
| <input type="checkbox"/> Button      | <input type="checkbox"/> Lightbox   |
| <input type="checkbox"/> Box         | <input type="checkbox"/> Blog       |
| <input type="checkbox"/> Strip       | <input type="checkbox"/> Store      |
| <input type="checkbox"/> Shape       | <input type="checkbox"/> More _____ |

Notes:

## Domains Names

What are your desired website names? If you already have a domain, just write it down here.

1. www.\_\_\_\_\_

Below are some of the more popular extensions offered by Wix.com. Circle the ones you are interested in, just in case *.com* is not available.

.agency	.guru	.rocks
.biz	.holiday	.site
.center	.info	.solutions
.christmas	.land	.space
.club	.london	.technology
.co	.me	.tips
.co.uk	.mx	.today
.com	.net	.tokyo
.com.br	.ninja	.top
.company	.online	.tv
.design	.org	.website
.directory	.party	.wiki
.email	.photography	.xyz
.expert	.photos	
.gifts	.pictures	

## Publishing

If you purchased your domain from somewhere other than Wix, then follow these steps:

1. Go to your Wix account
2. Go to your site
3. Select “connect a domain I already own”
4. Follow the steps.
5. Go to your domain provider and log in
6. Find out how to access the DNS records for your domain.
7. Find the nameservers and change the information as shown below.

ns14.wixdns.net (216.239.32.100)

ns15.wixdns.net (216.239.34.100)

\*Please only add the IP addresses if required by your domain host.