Build your Website with AI



Peter Lo

Who am I?



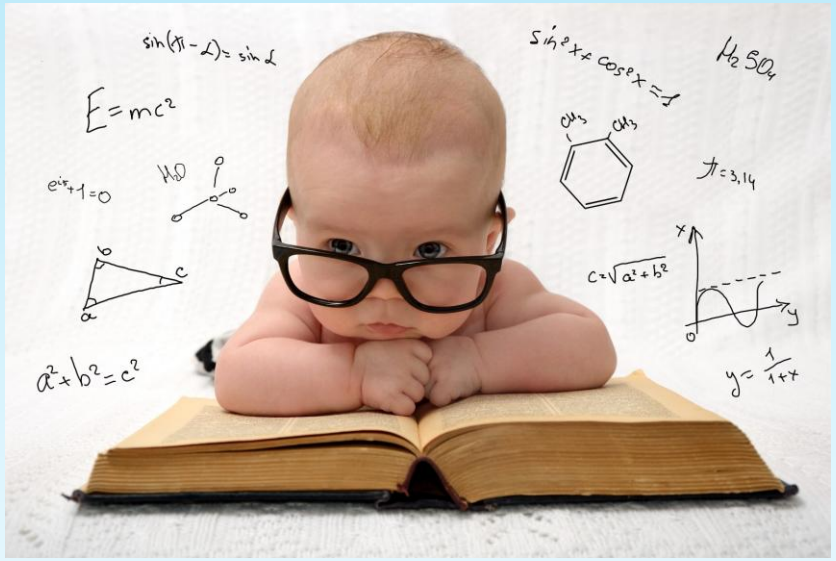
- Project Manager
  - Over 20 years in consulting and project management experiences in I.T industry
- Part-time Lecturer
  - Over 25 years teaching experiences in University

- **Email:** Peter@Peter-Lo.com
- **Facebook:** http://www.facebook.com/PeterLo111
- **WhatsApp:** PeterLo111



What can you learn?

- What is Wix? How to use Wix?
- Introduction to AI Web Design
- Prompting the Wix AI Builder
- Structuring and Navigating the Editor
- Create website from Template
- Get start with Wix App Market
- SEO Basics & Technical Checklist

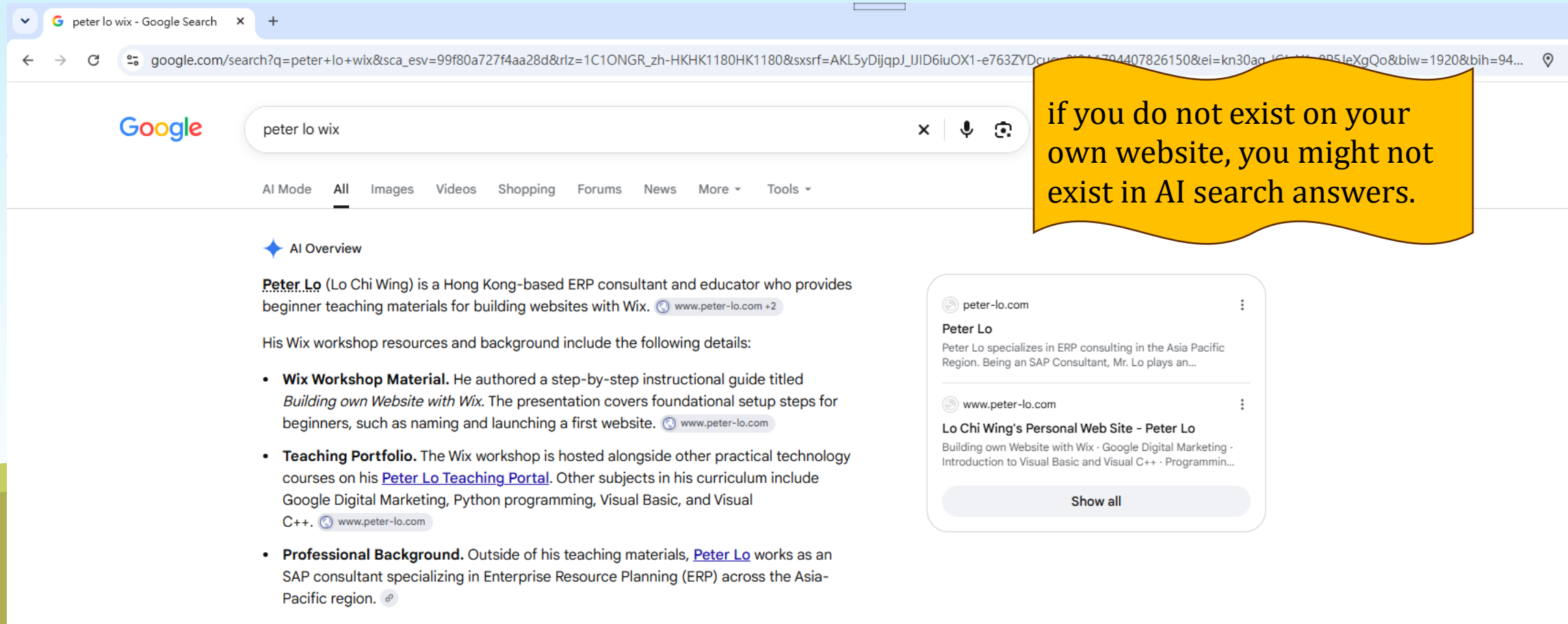


Resources

- Wix Official Website
  - https://www.wix.com
- W3 Schools
  - https://www.w3schools.com

Why need a Website in AI Age?

- In the AI age, a website is no longer just a digital brochure for human visitors—it has become the primary data foundation that AI models, search engines, and customers use to verify and understand your business.



What is Wix?

- Wix is the world's most popular free, user-friendly, website building platform.
- It empower non-technical people to be able to build their own website or online store without coding skill
- It provides services to over 37 million websites worldwide.



Why use Wix?

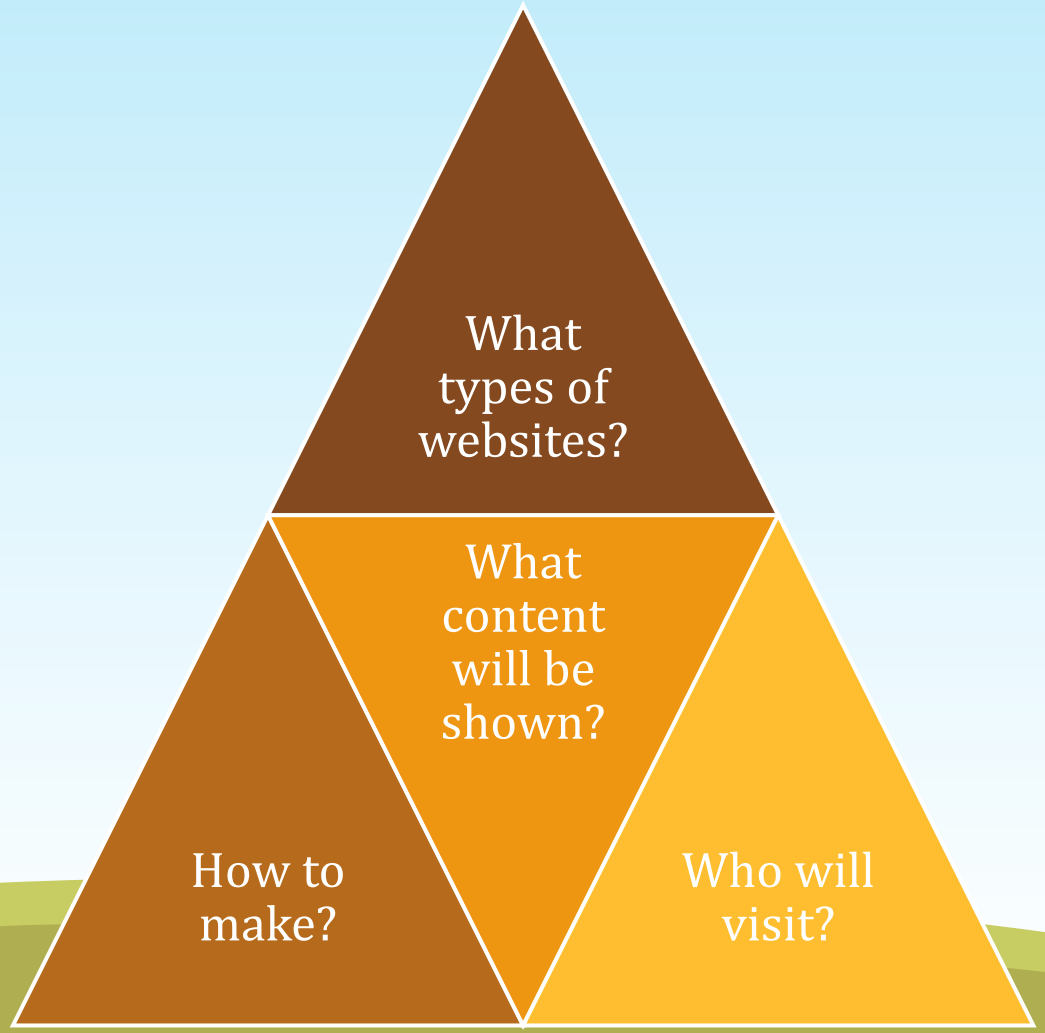
- Easy to use for beginner
- Many templates available
- Interface is intuitive and useful
- Wix takes care of your site security
- All-in-one solution

What is Concern or Disadvantage?

- The starter plan doesn't remove ads from your site
- There are no unlimited plans
- Very few free App available



Before you Start ...

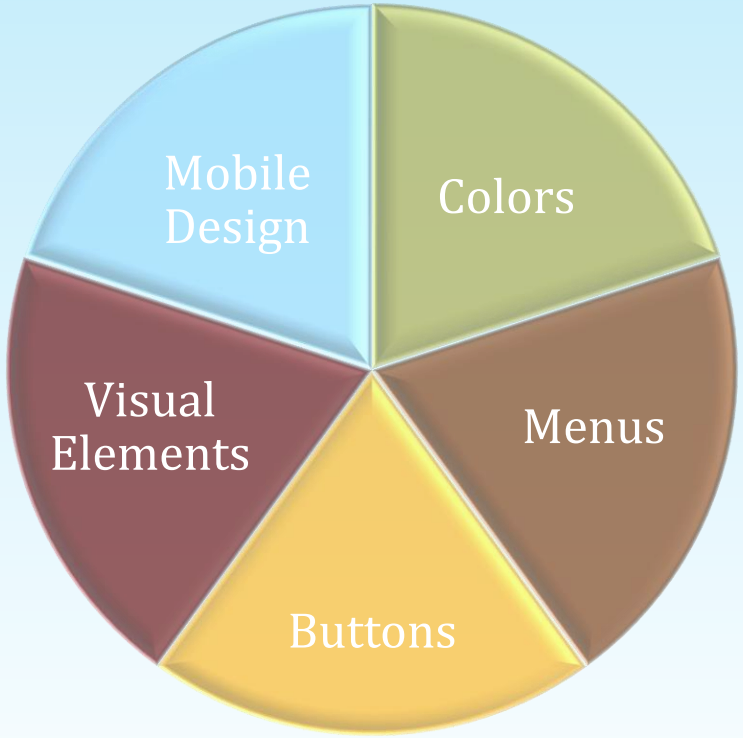


It's a good idea to think about what you hope to achieve with your website before you start.

Common Types of Websites



Web Design Elements



To make a good website, you need to consider these elements

Web Design Element: Colors

- Colors are one of the first things that people notice when landing on your site.
- Colors have the power to evoke certain emotions, making them essential in telling the world who you are and what you're all about.
- Too many colors can get overwhelming and hurt the focus of your visitor.



Web Design Element: Menu

- Keep in mind that the menu is the map of your website. By adding the right pages to your menu, in the right order, it can be the heart of your website's success.
  - If you are selling products, you might consider a menu that divides the items into categories. "About us" section might be less relevant.
  - If you are a nonprofit organization, then an About us page is crucial to understanding your institution.

The left and top navigation menu bars are at the left top corner.

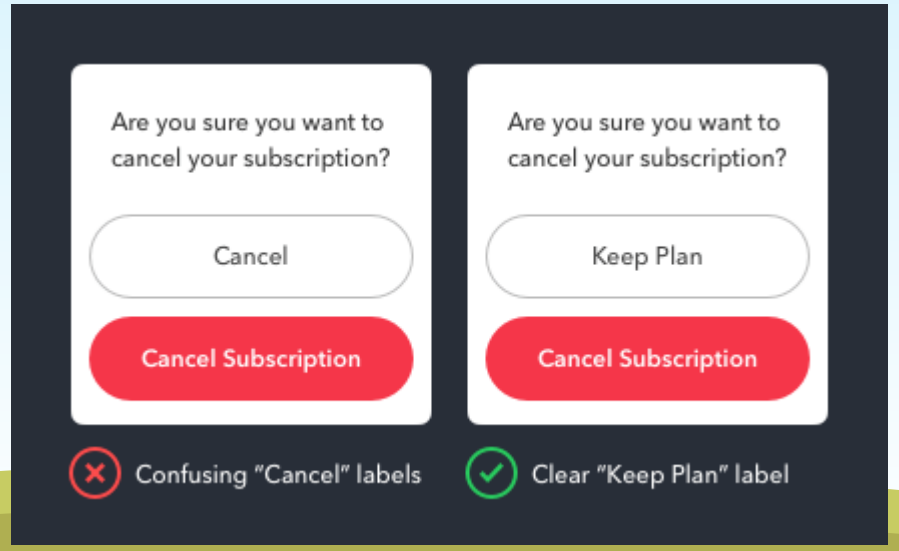
Website has the latest events on the homepage.

The information is easy to get. Visitors can directly go to Visitors Tab on the top navigation menu bar.



Web Design Element: Button

- Buttons are what take people to the next step and allow visitors to engage with your site by purchasing items, subscribing to your blog, signing up for your service and more.
- Buttons should be noticeable and clear. If a visitor is unsure what will happen after they click on a button, they are unlikely to click.



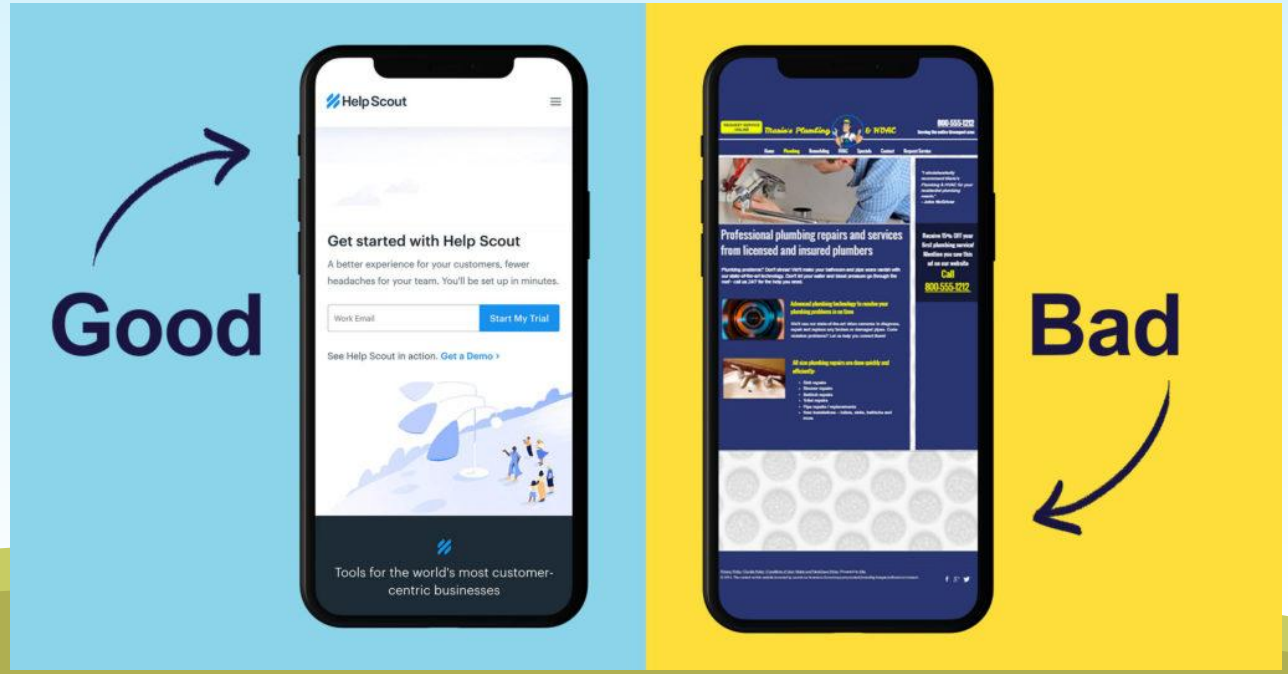
Web Design Element: Visual Element

- Things like images, videos, shapes and scrolling effects serve to focus the eye and make your site memorable.
- Consider which visual elements best go with the colors and buttons you have already identified.



Web Design Element: Mobile Design

- Since phone screens are much smaller than typical computer screens, the layout and design will have to be different.
- Prioritize what elements you'll want to show on the first visible part of your site, or above the fold, and what can be found elsewhere.



Why Content on your Website so Important?

- The content you create will likely take a central role on your website as it helps visitors understand what you have to offer.
- Your content strategy should also be in line with your goals.
- The content can be dynamic and should change as your products or offerings evolve



Create your First Web

- Sign up Wix account
- Choose a template
- Add pages and site navigation
- Customize text and images
- Personalize the background
- Publish



Which Tool should be Used?

- **Wix Harmony & Aria:** Wix's AI-powered website builder and assistant. Best if you want to generate a first draft of your site, write text, or create custom sections through a conversational prompt.
- **Wix Editor**: Best if you want full, hands-on control over drag-and-drop design, layout, and picking a specific pre-made template manually.
- **Wix Studio:** Built for professional designers, agencies, and developers who need advanced responsive scaling, custom CSS, and multi-client management.

Wix Harmony & Aria

- Answer a few questions to get started.
- Wix uses this information to automatically create a unique website for you by combining the best content and design elements.
- Once your site is ready, you can add your own images, customize the text, and more.

Let Wix Create a Website for You

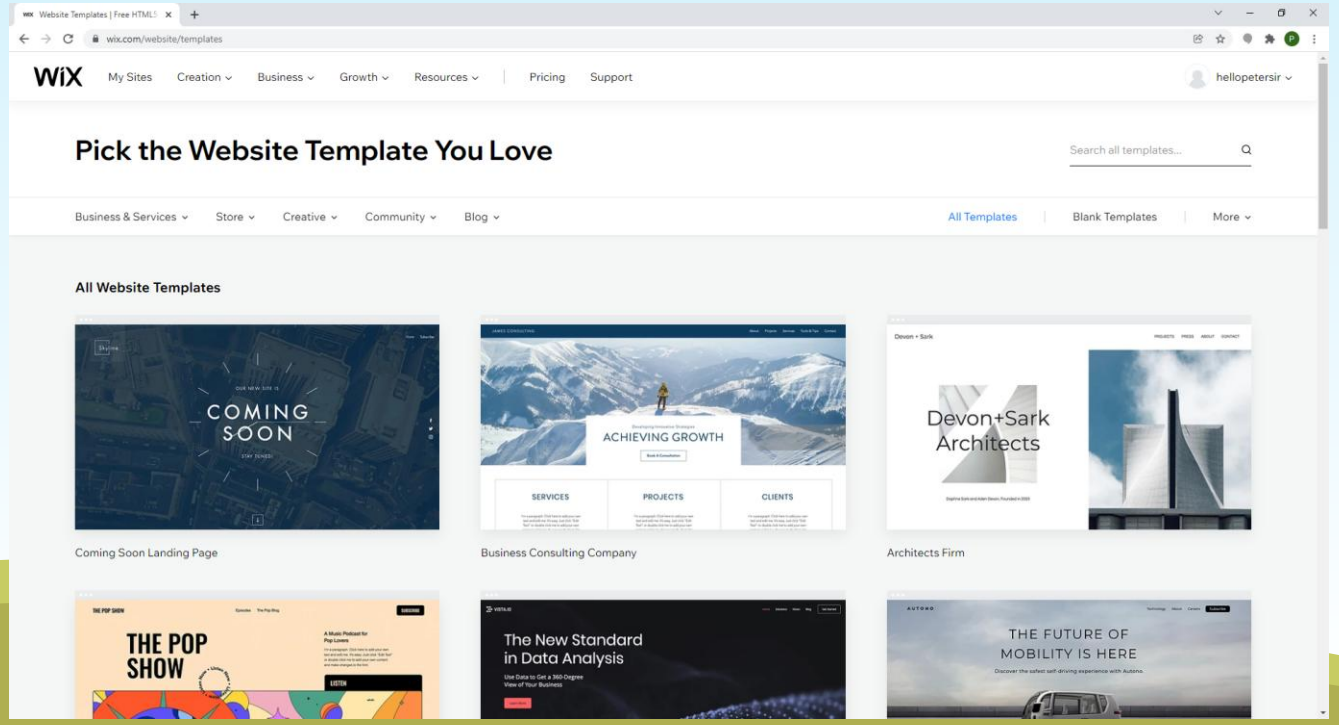
Wix Editor / Wix Studio

- Choose from one of templates and customize it the way you want.
- Design your web by drag and drop elements such as text boxes, shapes, images and more.

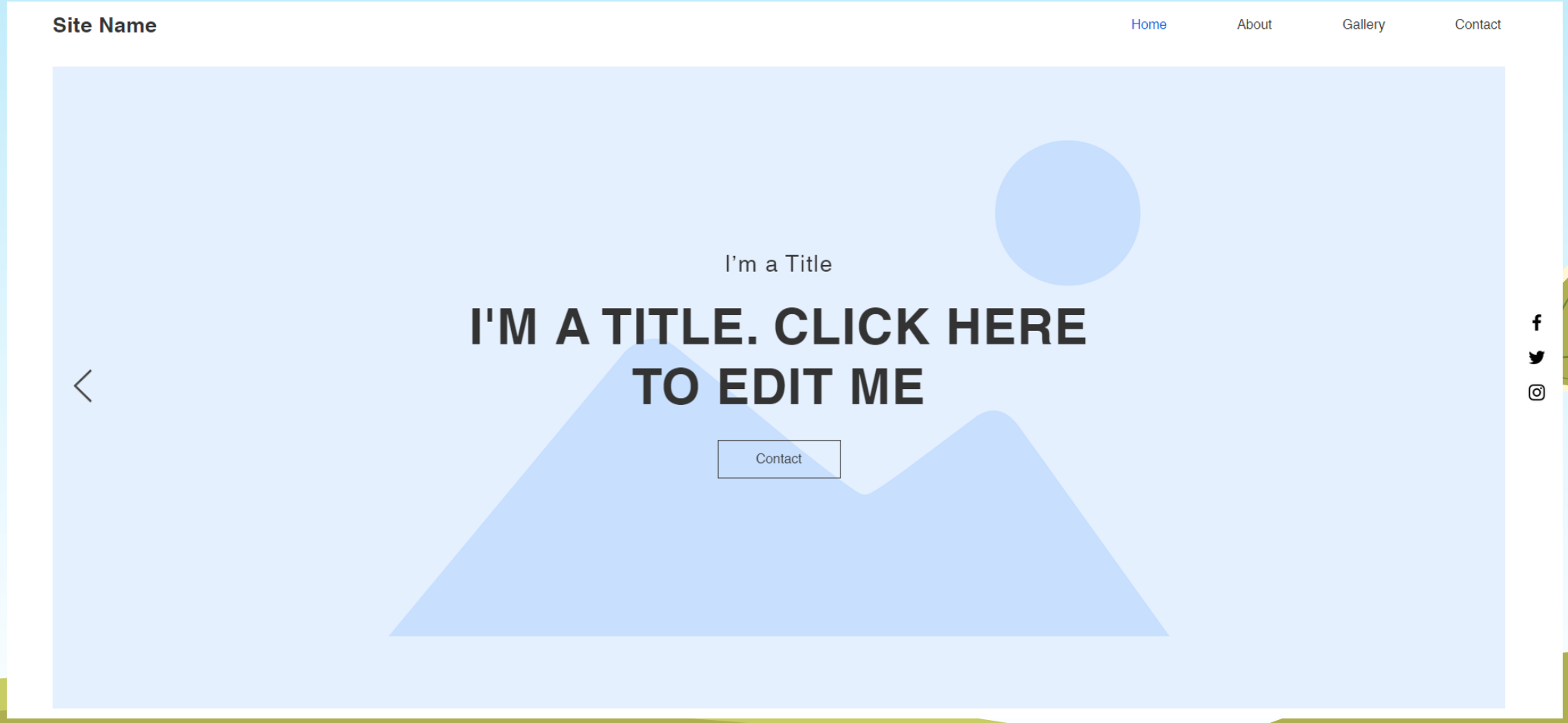
Get Started from Templates

Wix Template

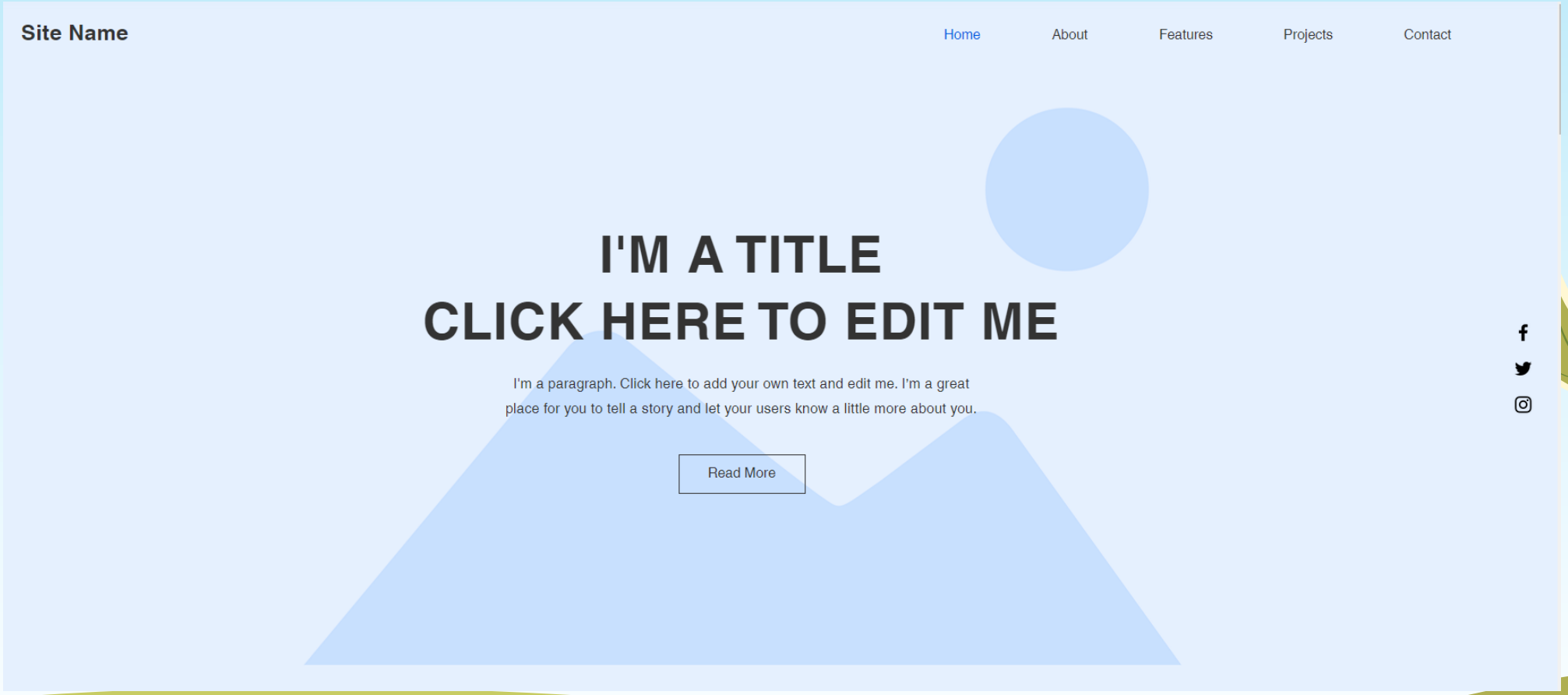
- Templates are fully built web pages that contain everything you need to get started, like sample content, galleries, inner pages and built-in business features.
  - https://www.wix.com/website/templates



Minimal Layout



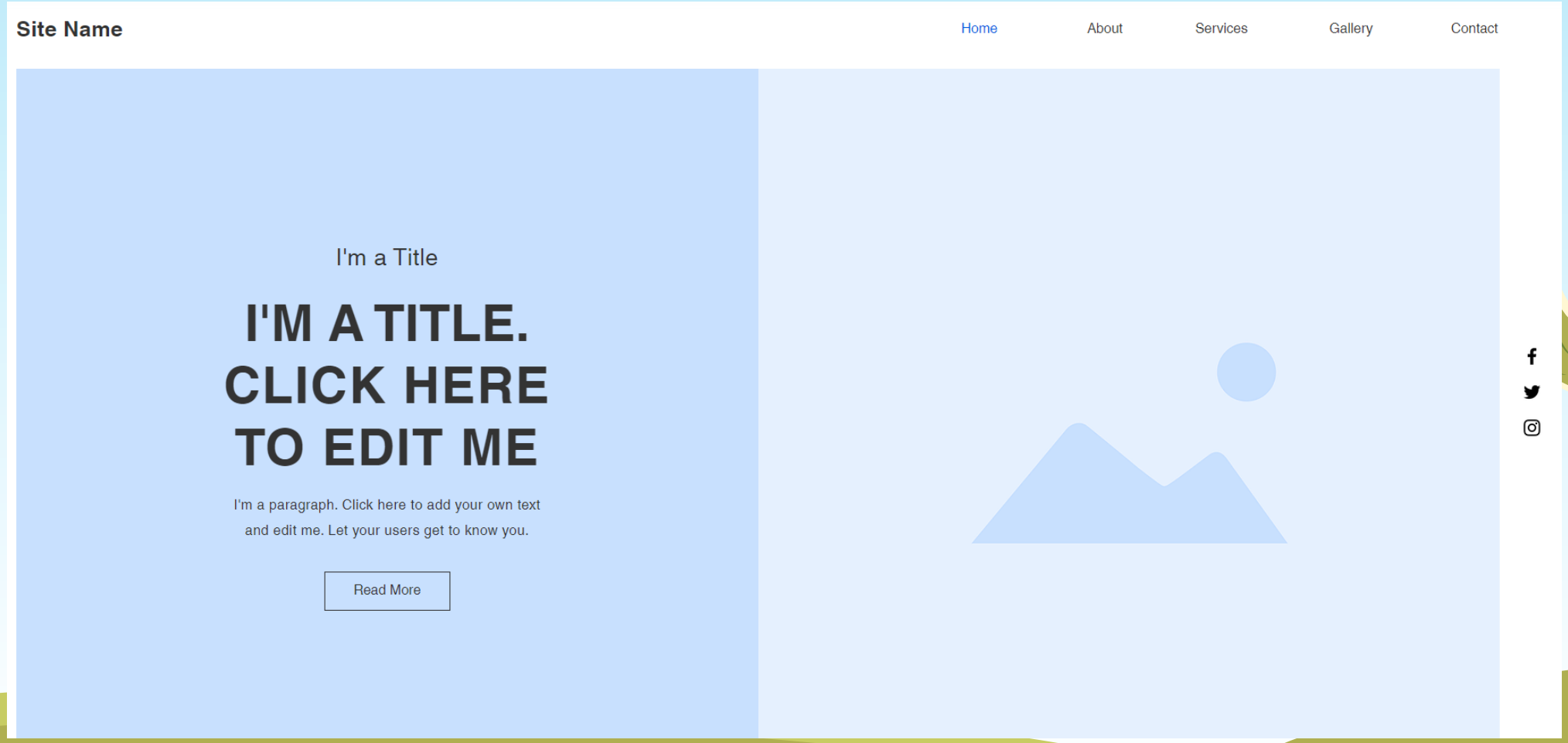
One Page Layout



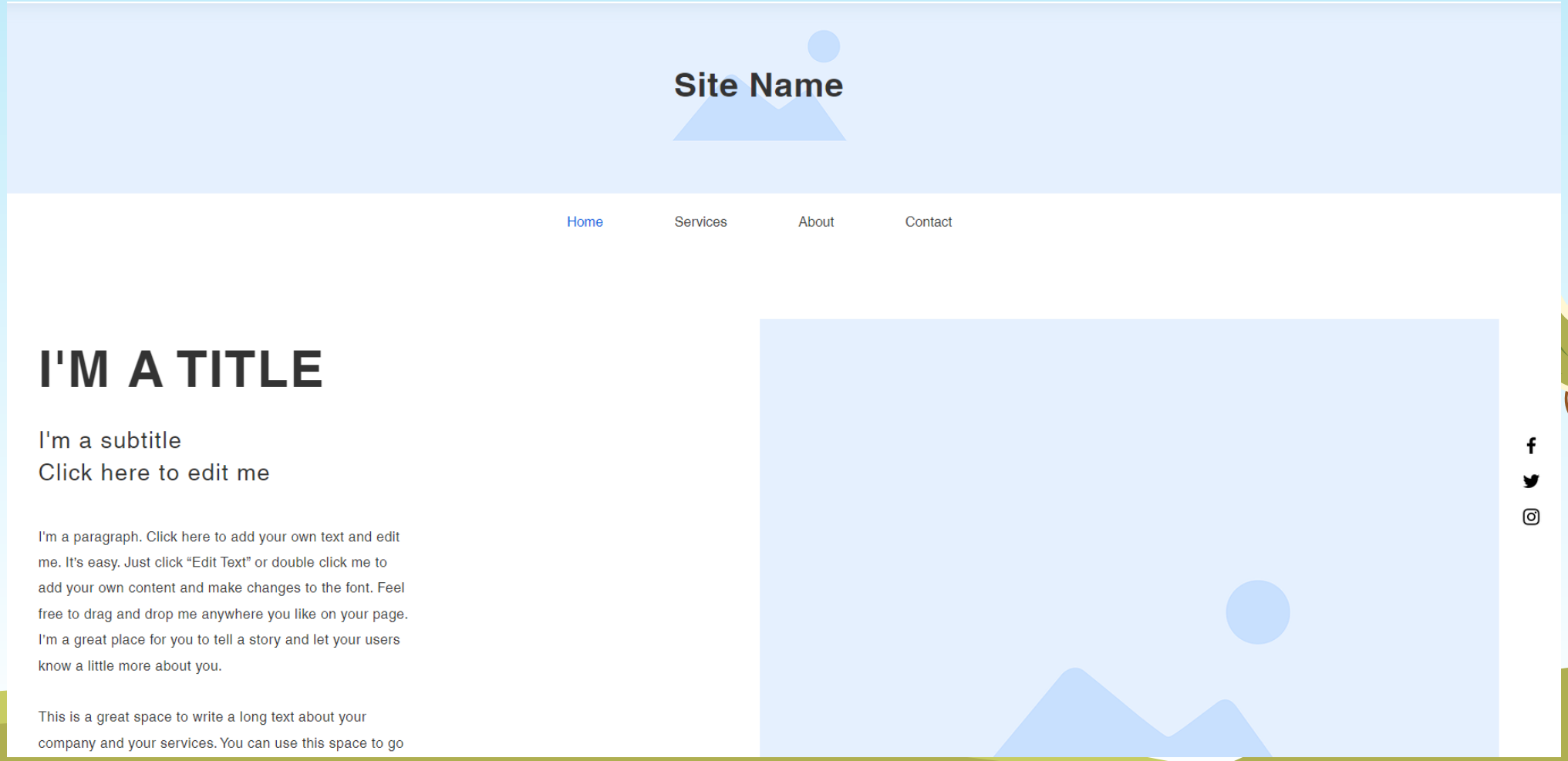
Classic Layout



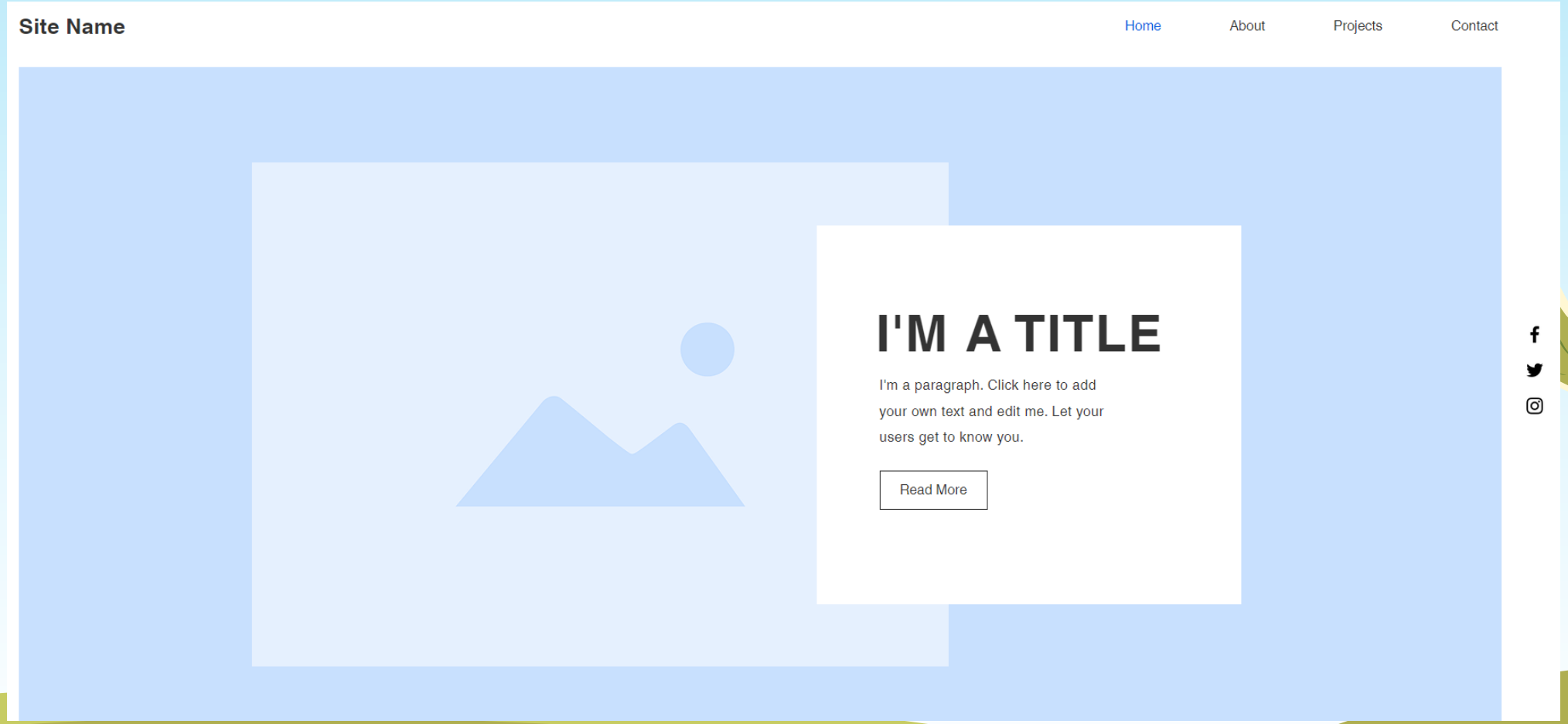
Split Screen Layout



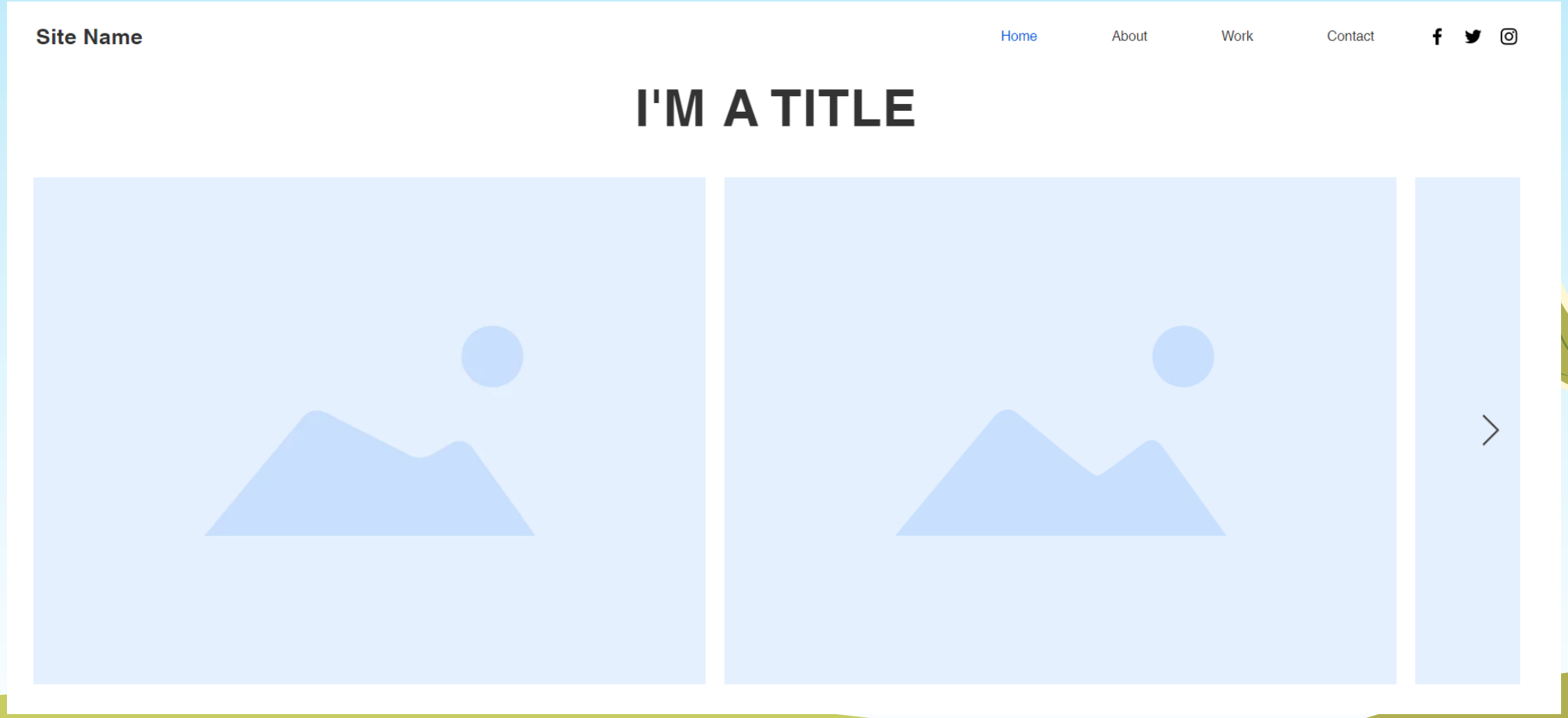
Strip Header Layout



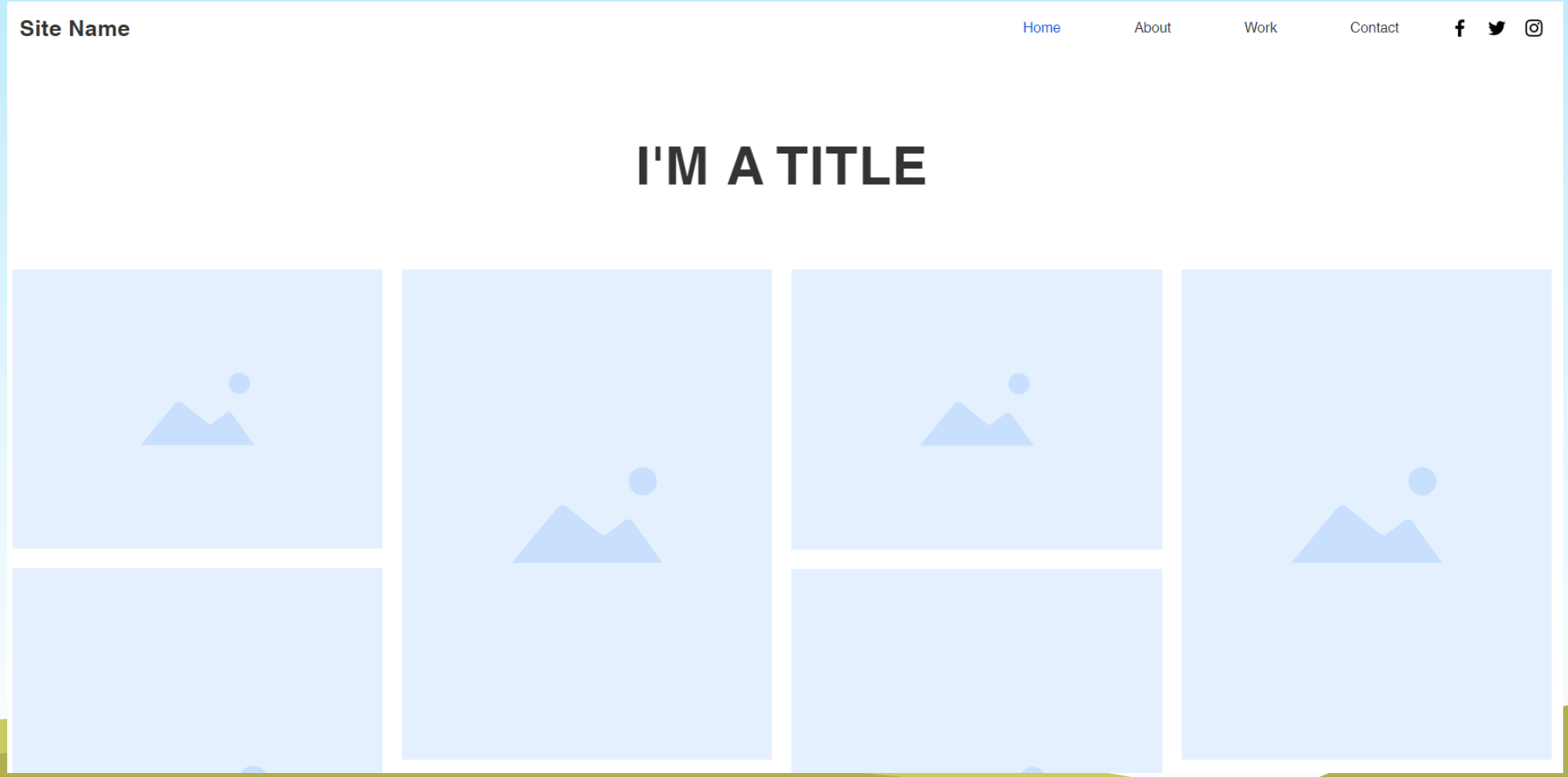
Overlapping Layout



Showcase Portfolio



Gallery Layout



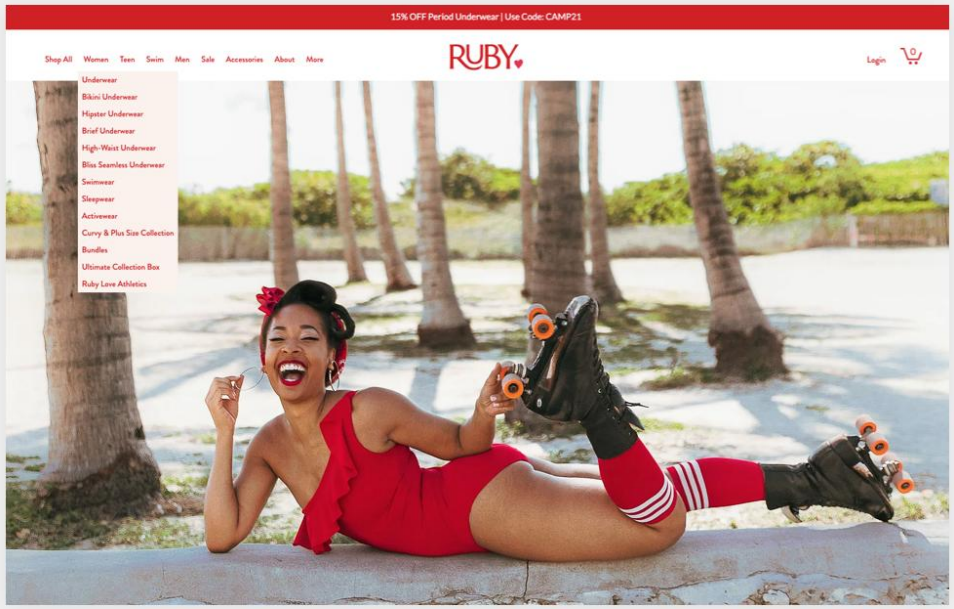
Start from Scratch

Preparation for Creating Online Store

- Choosing a template for your online storefront
- Products Information and Related Product
- Manage your store

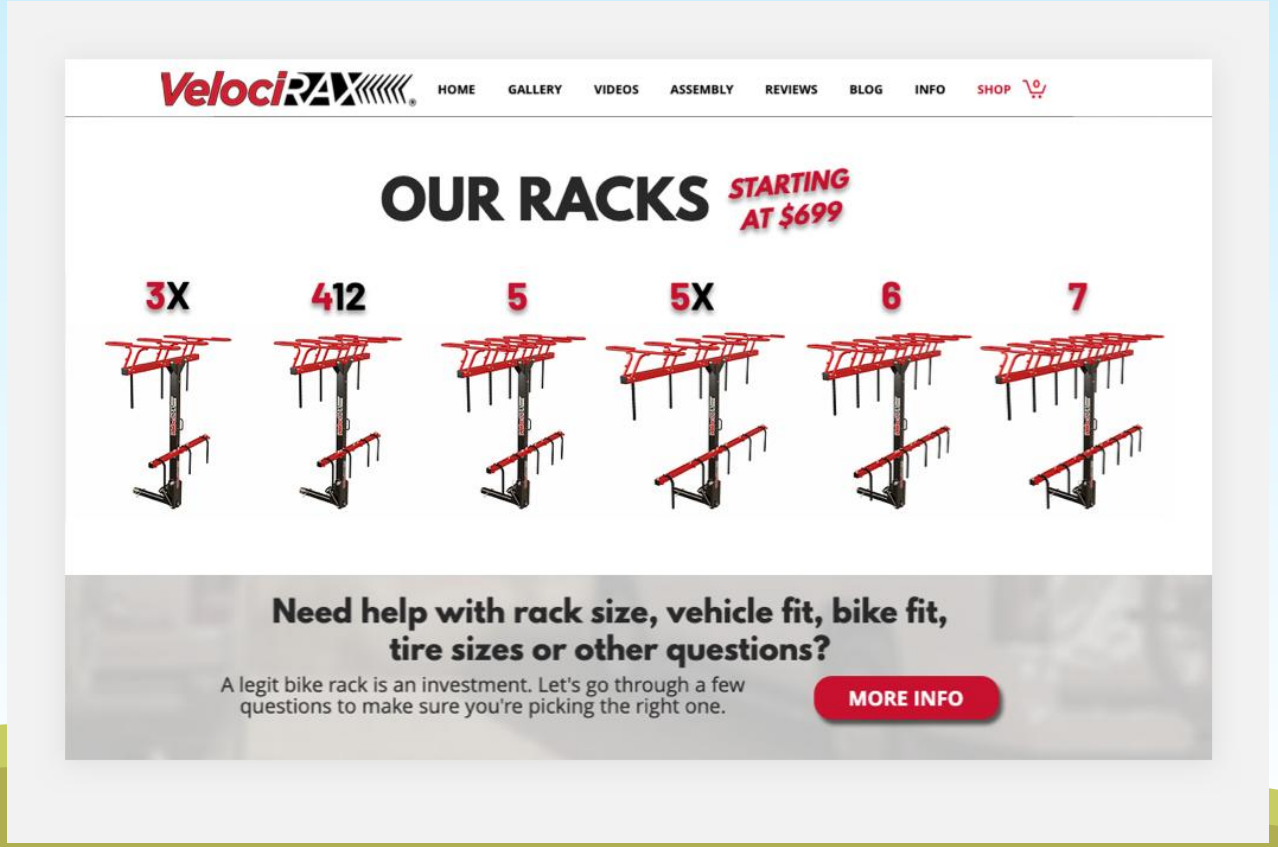
Template for Large Product Catalog

- Consider a template that comes pre-built with several product categories, deep search, and store navigation functions.
- This will help organize your catalog, and allow your customers to easily shop your site.



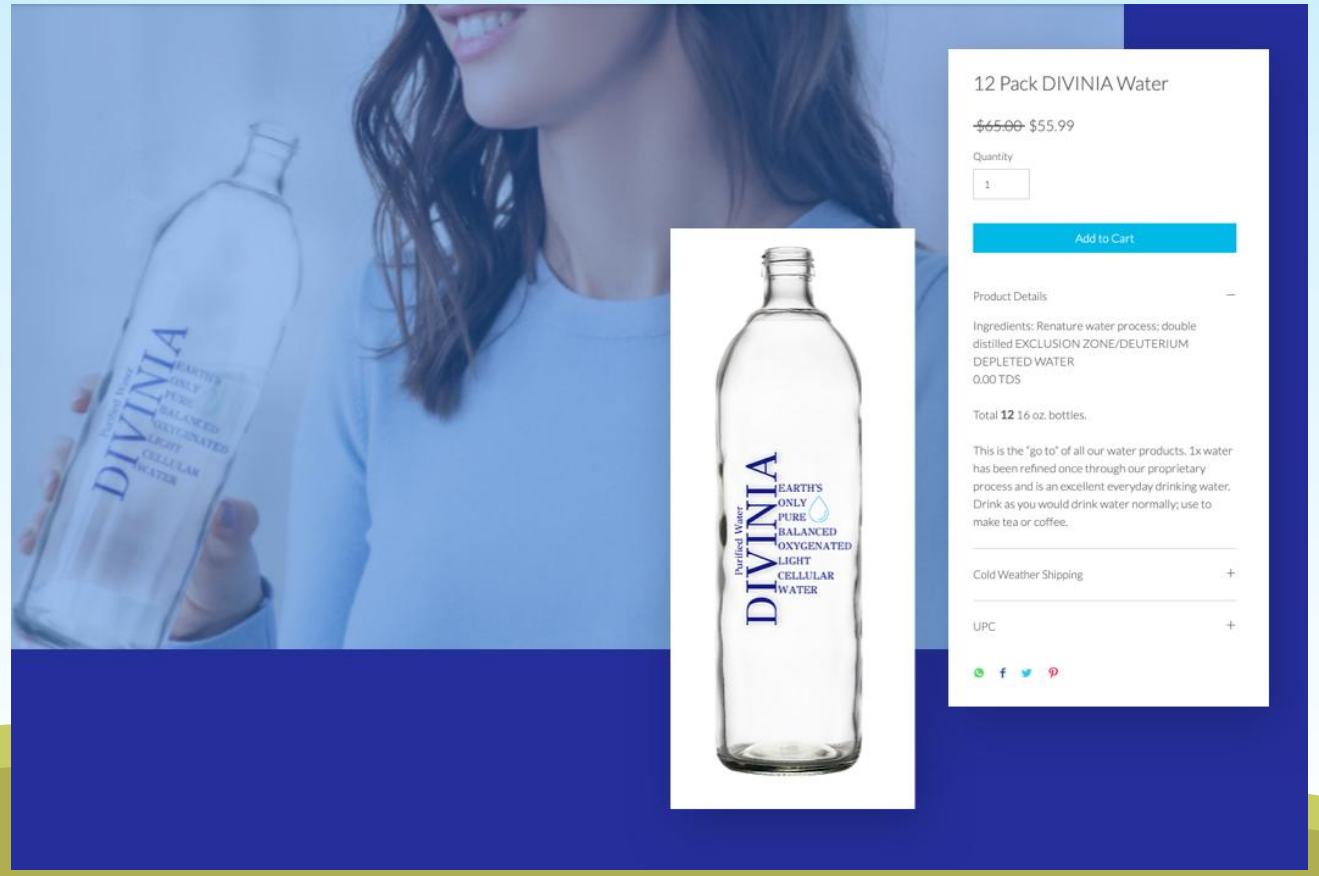
Template for Small Product Catalog:

- Choose a template that puts your products front and center and showcases your entire catalog from your homepage.



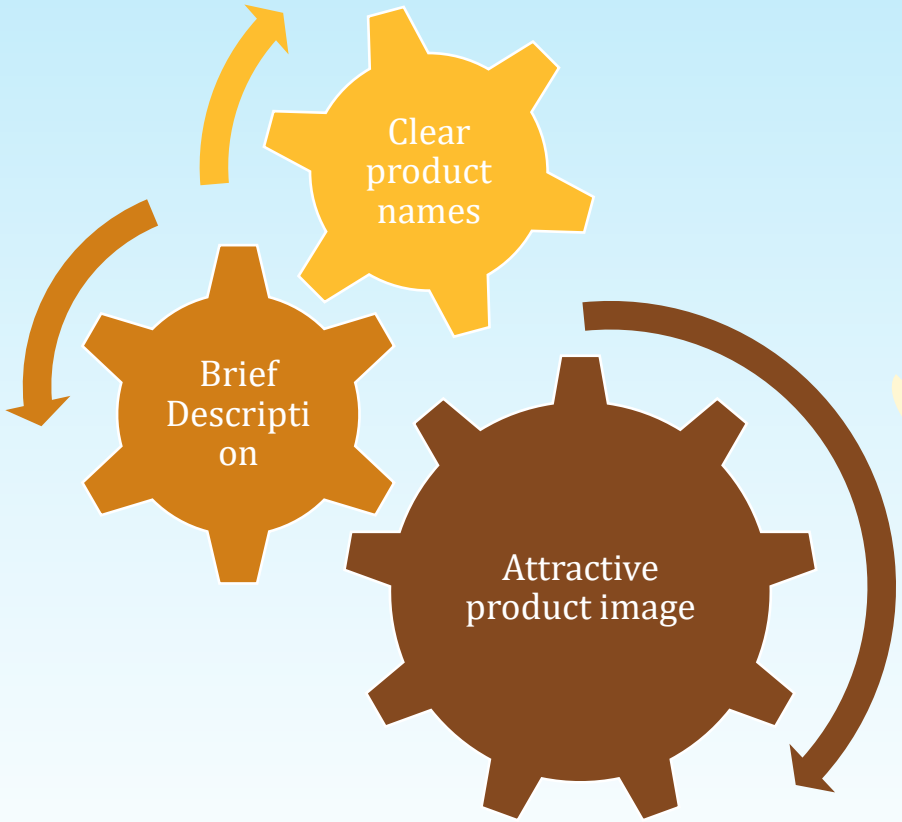
Template for One Product

- Choose a template that focuses on a quick buyer flow by putting your product at the center and focusing on a quick purchase experience.



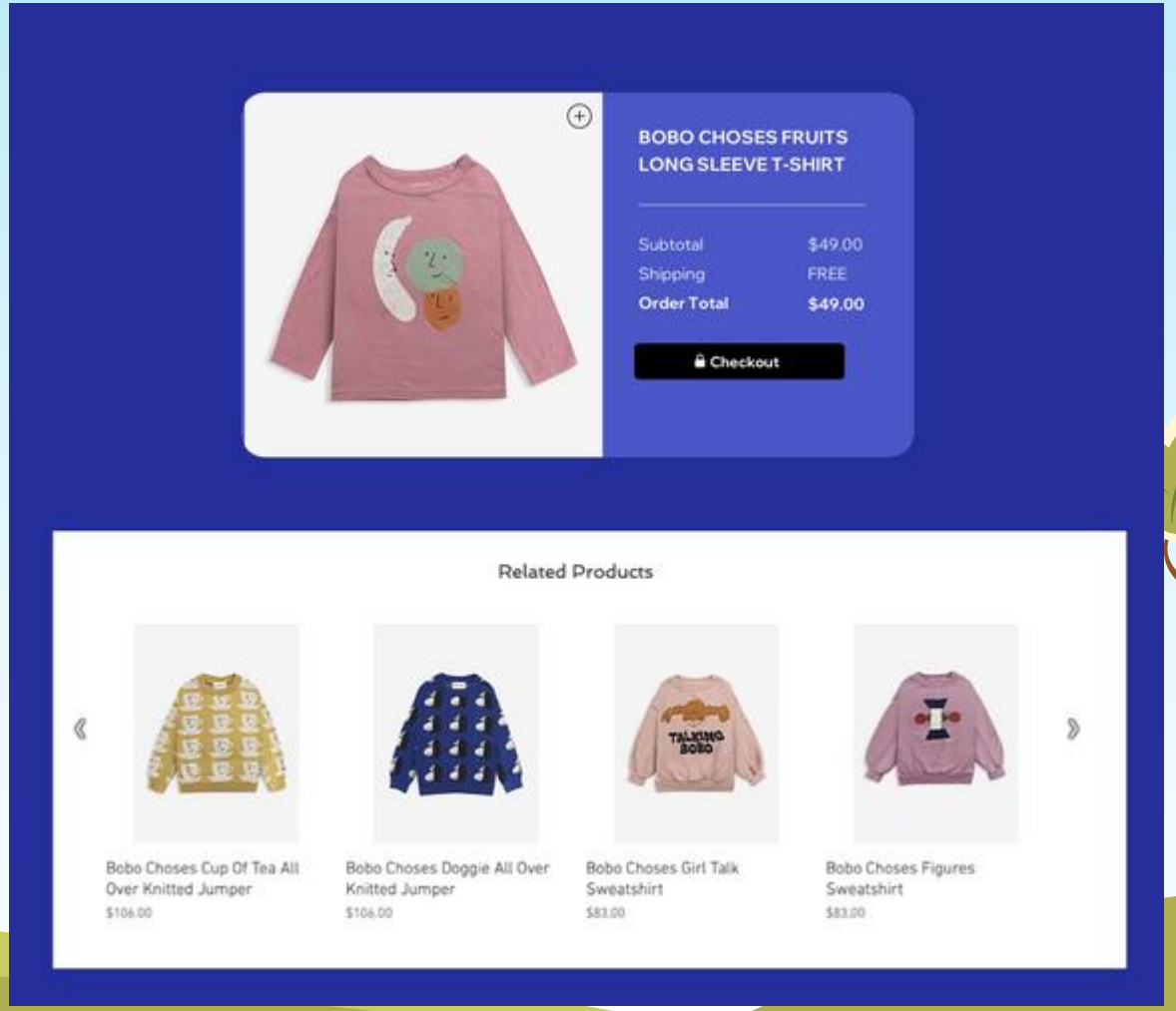
Product Information

- Your product pages are your sales pages
- The content you provide here is what your shoppers will use to decide if they want to purchase.



Related Products

- Show your customers what other products you have to offer.
- A related products widget is a great way to increase sales.



Customer Reviews

- Displaying customer reviews serves as powerful social proof for your product, giving shoppers more confidence to complete a purchase.
- The impact of customer reviews on revenue is clear.
- Reviews also help your SEO, making it easier to find your products on search engines.

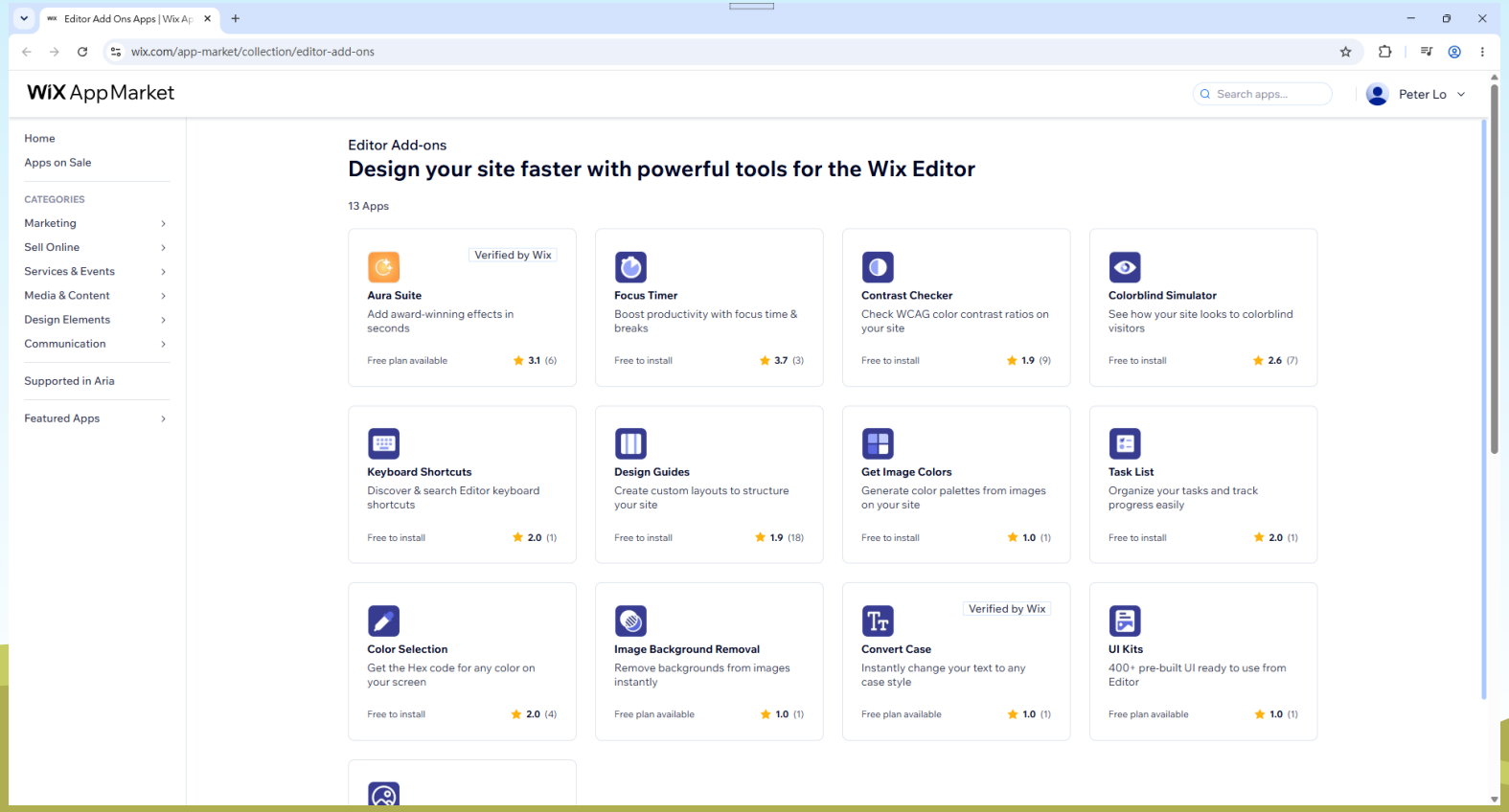


Free or Paid?

Feature	Free	Premium
Domain	Assigned URL: accountname.wixsite.com /siteaddress	Connect a custom domain
Wix ads	Wix ads appear on every page & favicon in URL	Remove Wix ads
Storage	Up to 500MB	Over 500MB available
Bandwidth	Up to 500MB	From 1GB and up available
Online payments	Not included	Included with Business Premium Plans
Customer support	Available	Premium & VIP support options including faster response time
Google Analytics	Not included	Included

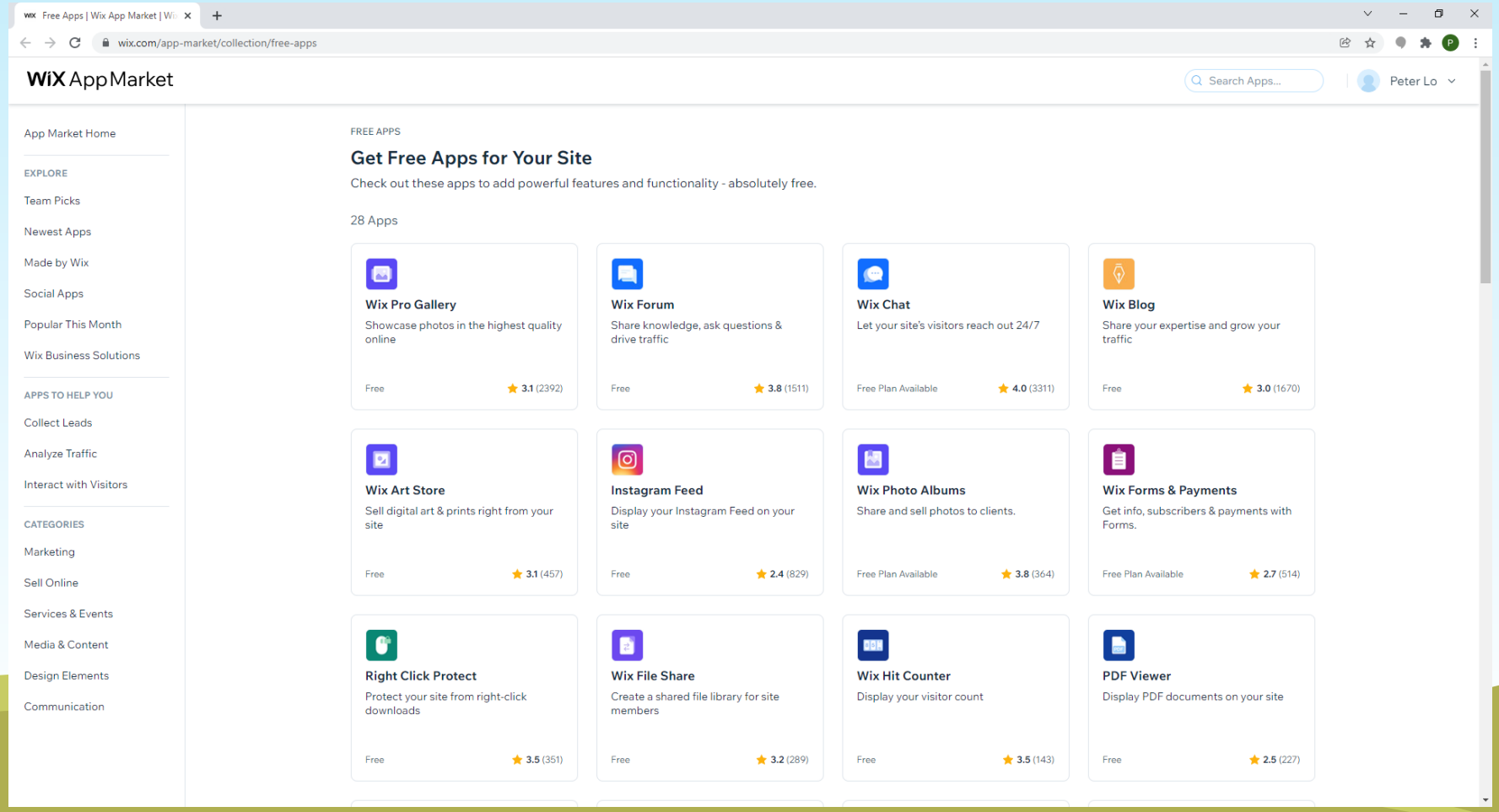
What is Wix App?

- Wix App is an interface that streamlines the day-to-day management that businesses need to operate ecommerce, marketing, customer service and communications with global customers and visitors.



Free App

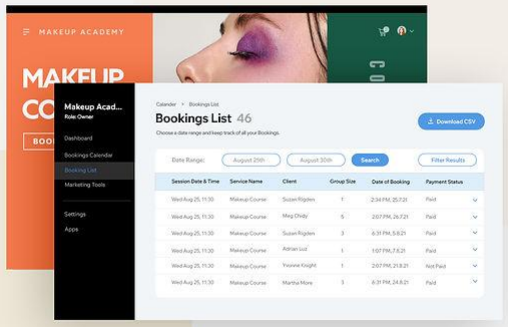
- https://www.wix.com/app-market/collection/free-apps



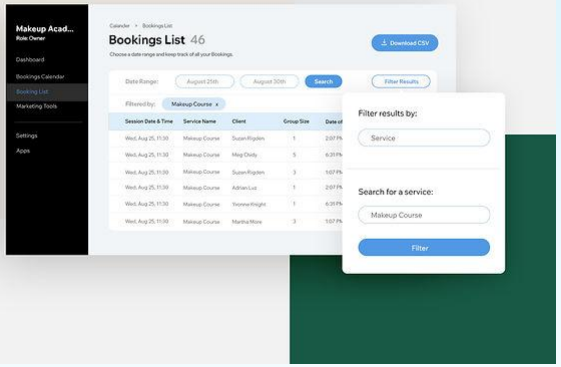
Bookings List

- Review bookings for any time frame & filter by service, staff or client name
- Discover if and how clients paid for their sessions & view their booking info
- Download as a CSV file and print any list of your bookings

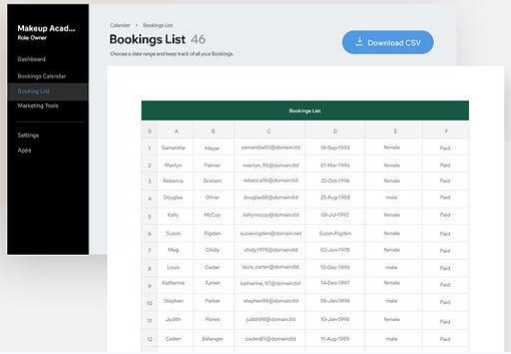
See past and upcoming booking info



Filter by date, service, client or staff name

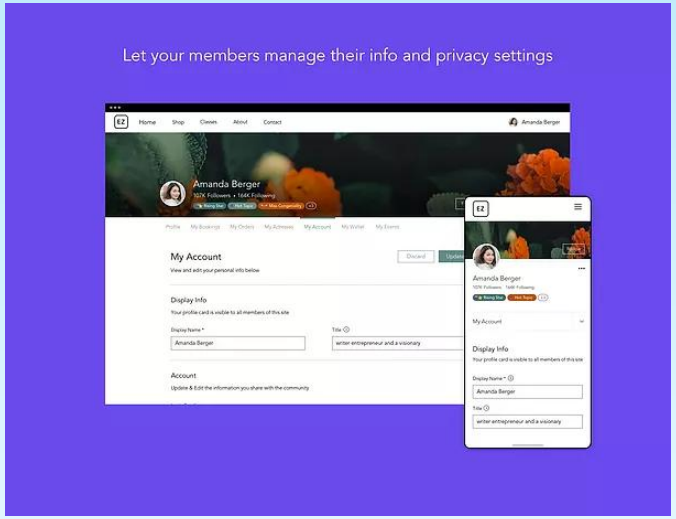


Download and print lists



Wix Members Area

- Wix Members Area Overview
- Let members customize their own account
- Give exclusive access to pages and services
- Manage member activity from any device
- Empower your members with custom badges



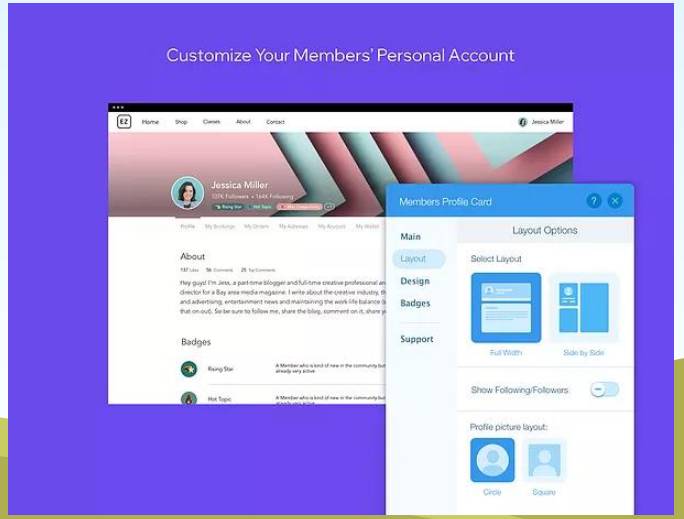
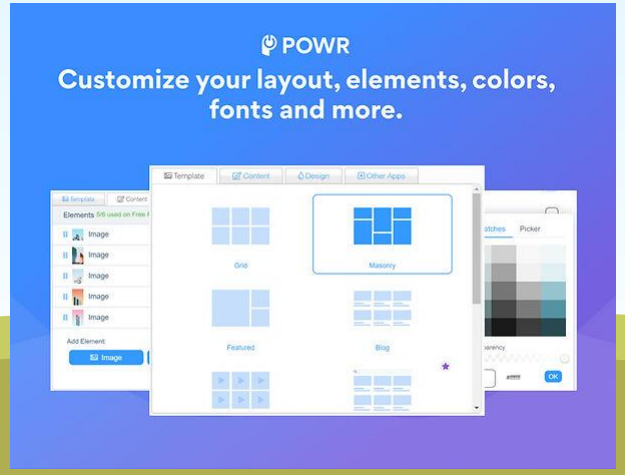
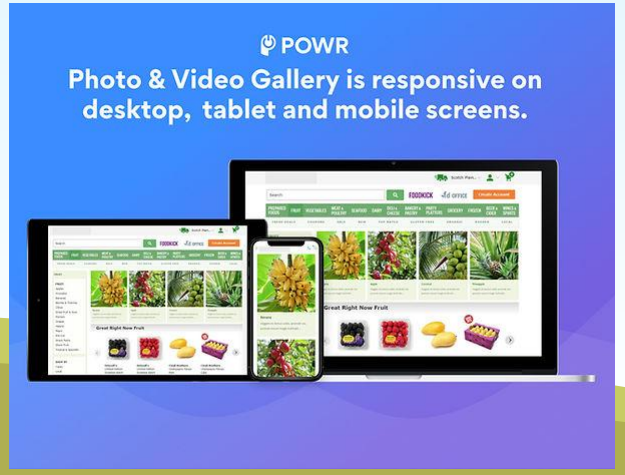


Photo & Video Gallery

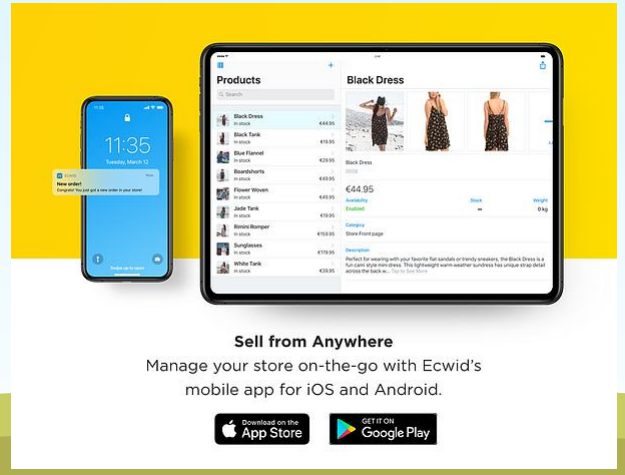
- Save time with automatic image cropping and choose a grid, collage or slider layout.
- Create a look book of photos, images or videos from YouTube and Vimeo.
- Get more conversions with call-to-action buttons and a search bar.
- Get more engagement with a light box popup slider to let customers take a closer look at your pictures or videos.

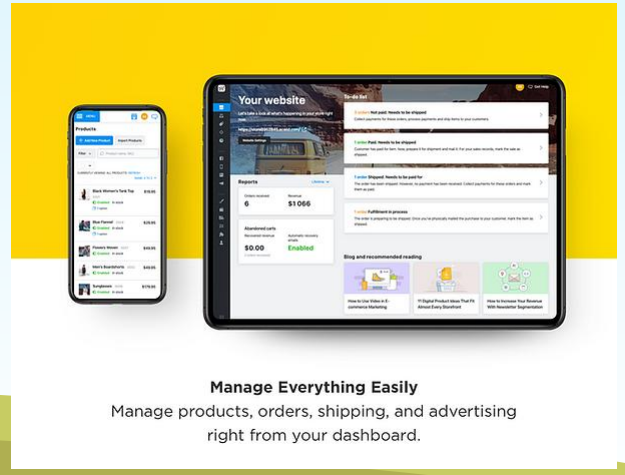




Online Store

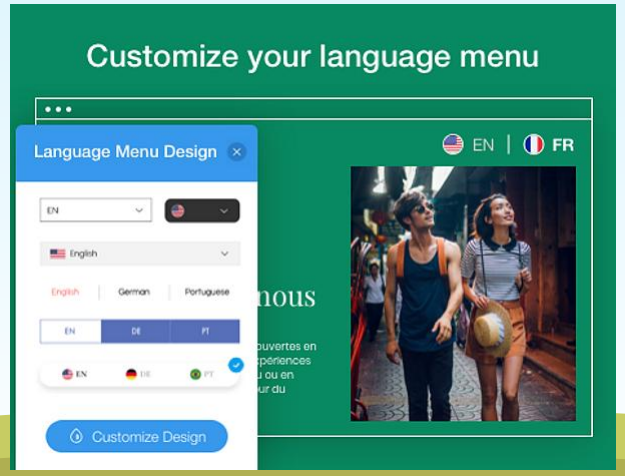
- Add an online store to your website
- Automated Google shopping and Facebook ads, coupons, and wholesale pricing
- Synchronize products and orders with point-of-sale devices like Square and Vend
- Manage everything easily from your mobile phone





Wix Multilingual

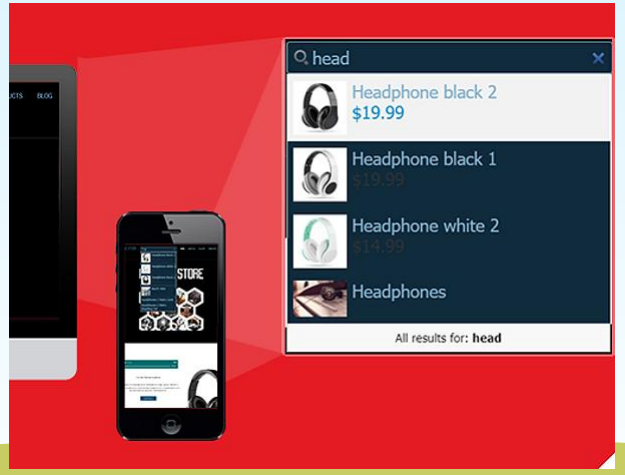
- Translate your site into 180+ languages
- Auto-translate your site in a click
- Automatically show your site to visitors in their browser language
- Display your online store in multiple languages





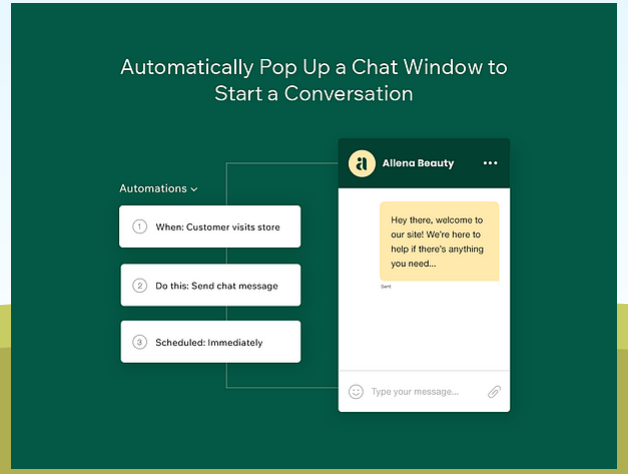
Site Search

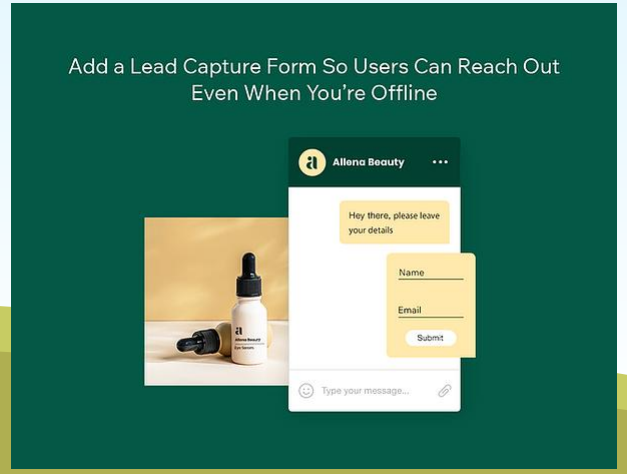
- Delight users with AutoComplete suggestions from the first character
- Get professional Wix Stores Search Filters
- Find Products, Blog posts or any other content in an instant
- Search bar & Display results with images beautifully

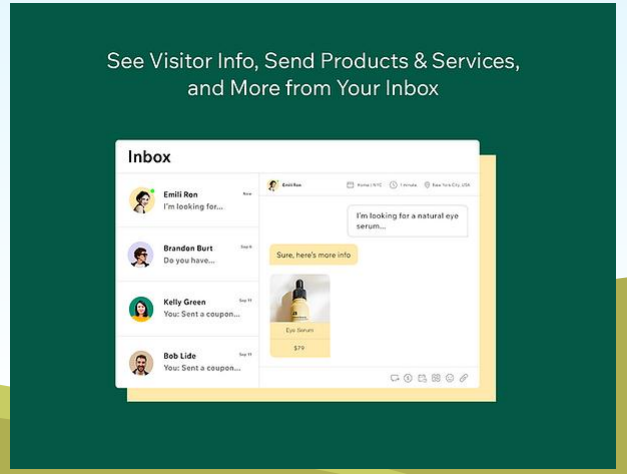


Wix Chat

- Get notified every time you have a visitor on your site, receive a message or make a sale
- Automatically greet visitors when they enter your site and reply to their first chat
- Never miss a lead with lead capture forms
- Save replies to answering visitors quickly and maximize efficiency

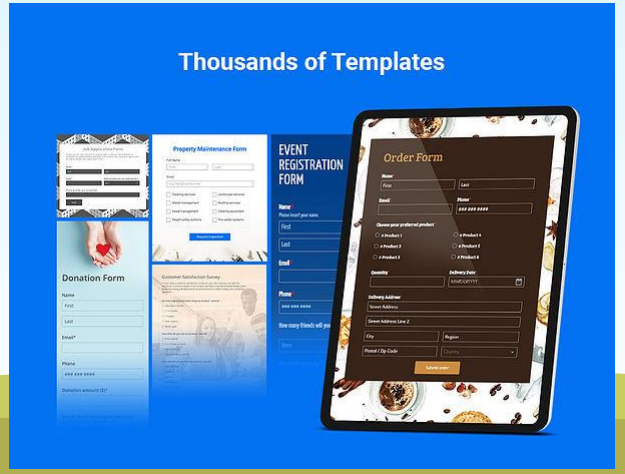






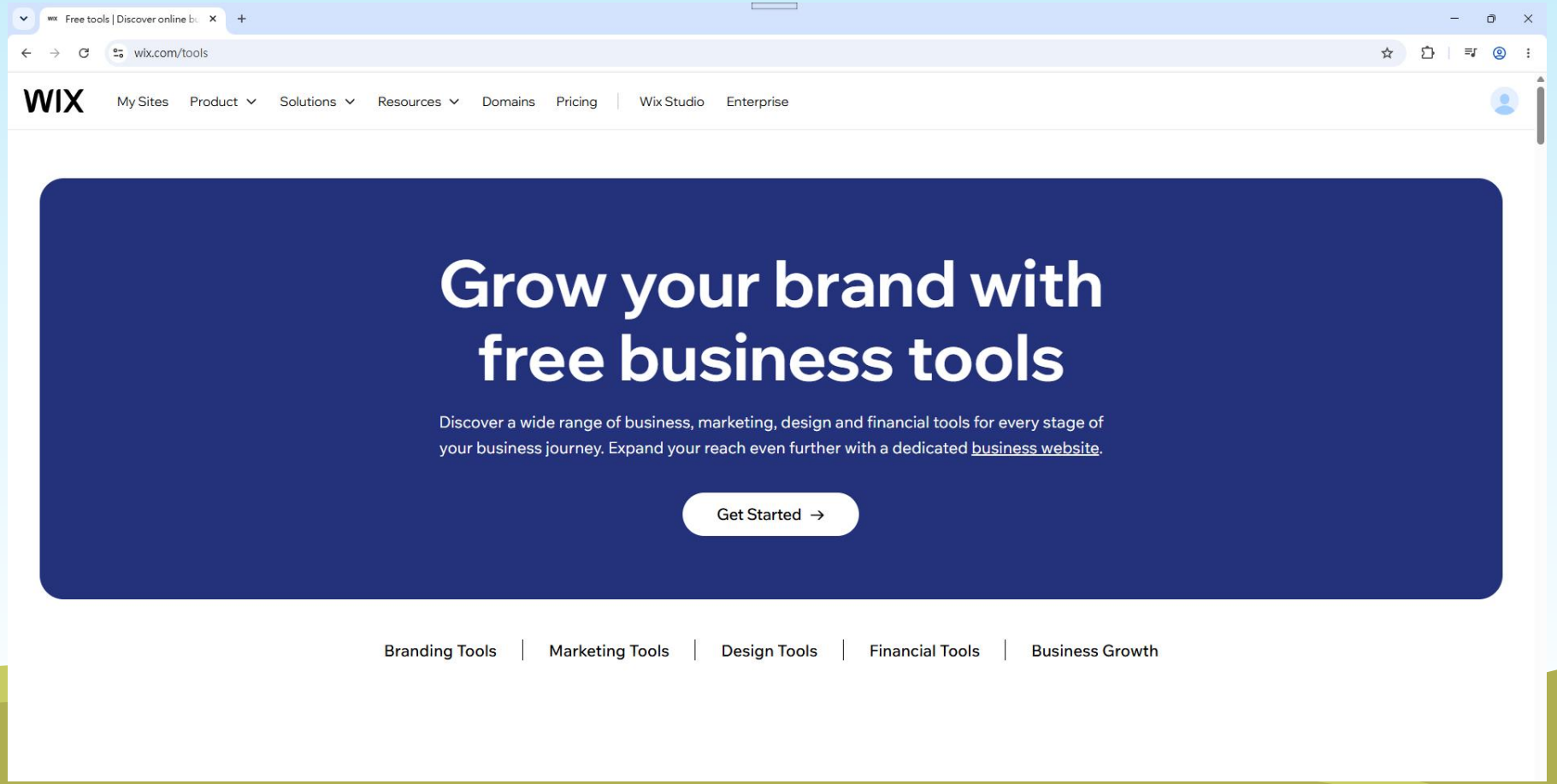
123 Form Builder & Payments

- Build forms in minutes & customize their design for your unique needs
- Integrations with Wix Contacts, Mailchimp, Google Drive, Hubspot, Dropbox & more for instant data transfer from your forms to your favorite tools
- Collect files & automated payments, set auto responders, customize notifications (E-mail, SMS), set upload files fields (NEW: single, multiple, folders), PDF reports



Wix Tool

- https://www.wix.com/tools/

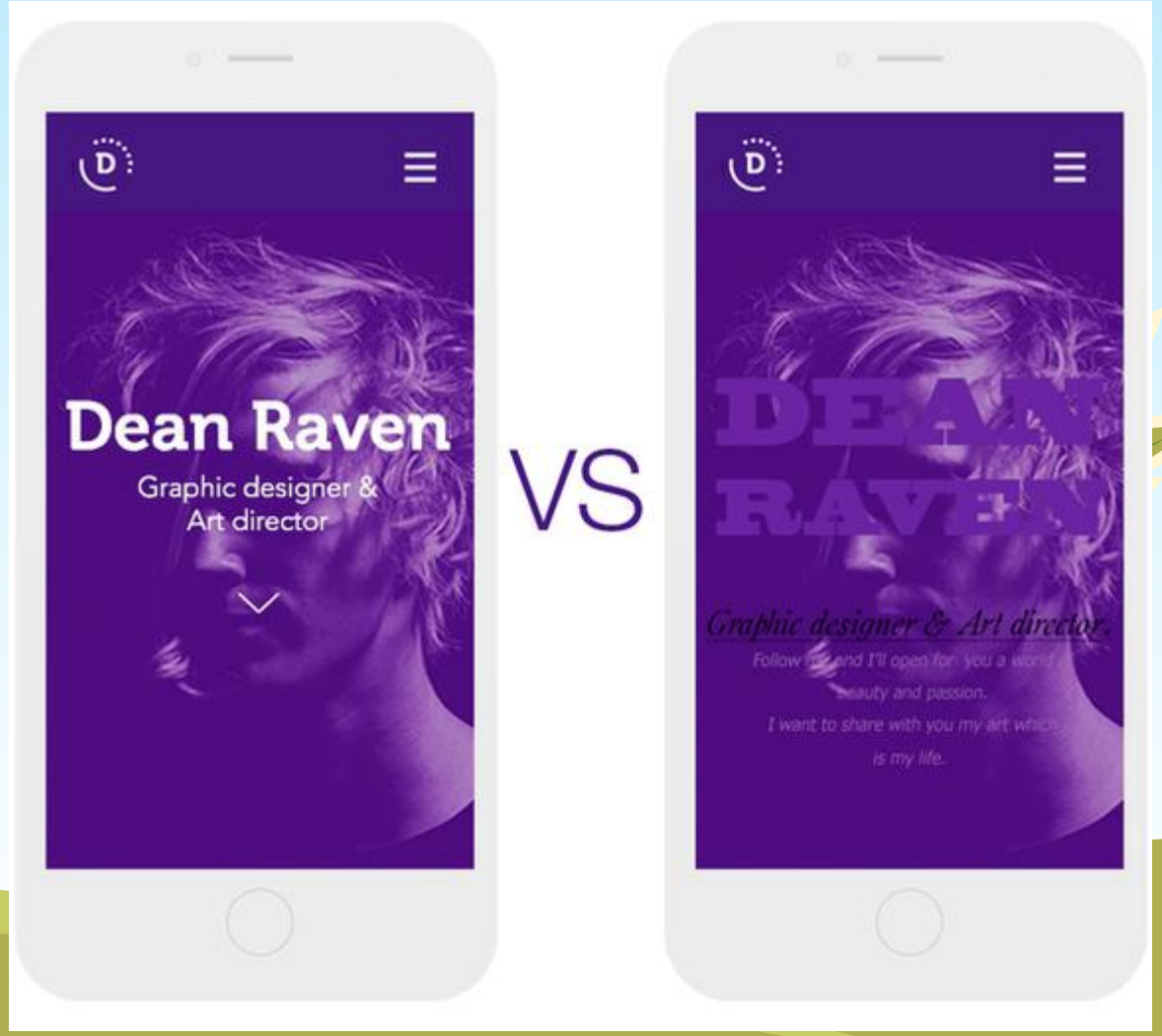


Best Practice for Mobile-Friendly Web Design

- Pay Attention to Readability
- Use Responsive Template
- Redesign Pop-Ups for Mobile Devices
- Improve Loading Times

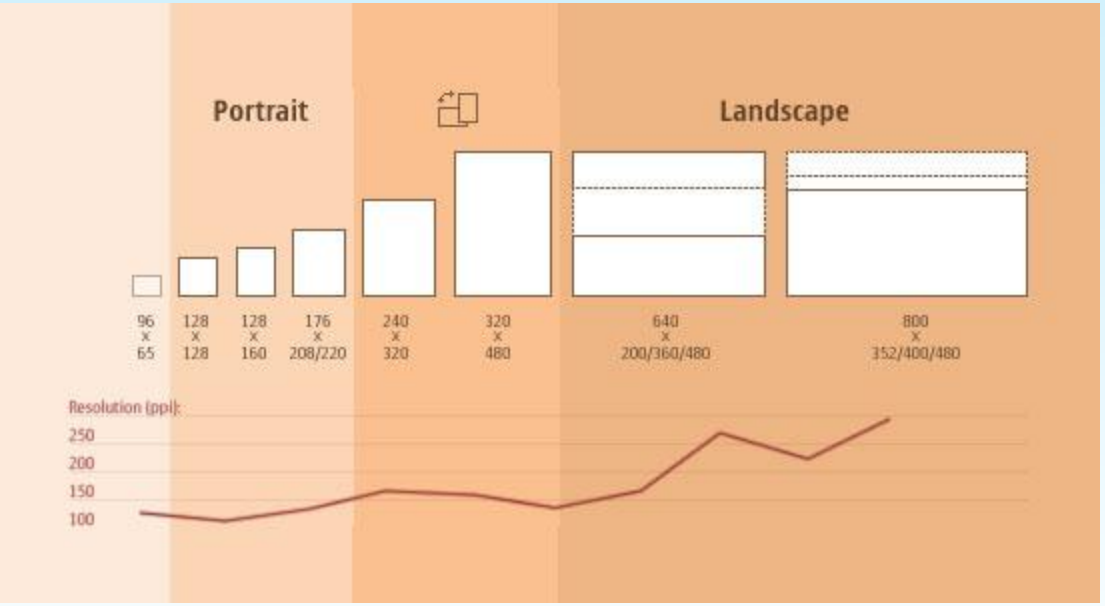
1. Pay Attention to Readability

- Mobile screen is smaller, the font might need to adjust.



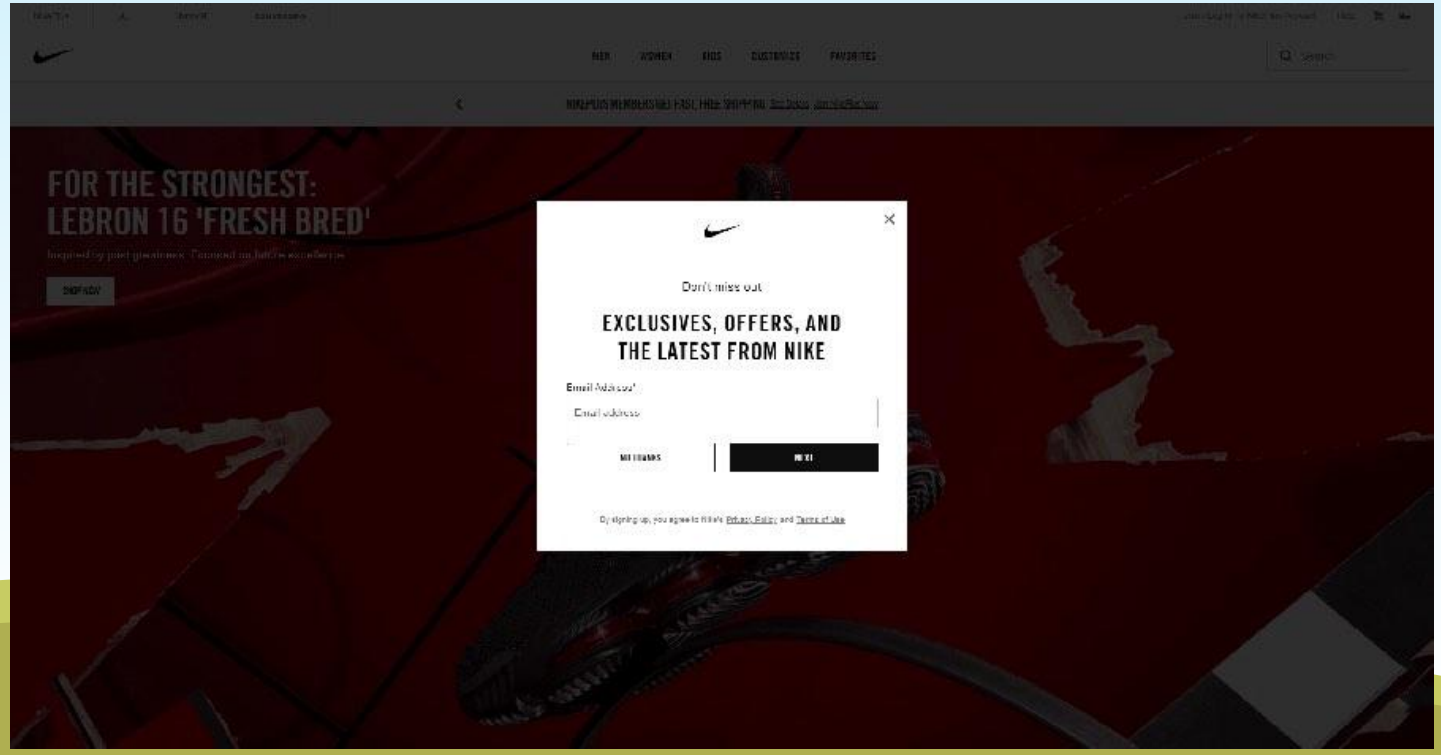
2. Use Responsive Template

- Responsive Web design is the approach that suggests that design and development should respond to the user's behavior and environment based on screen size, platform and orientation.



3. Redesign Pop-Ups for Mobile Devices

- Popup dialog can become a problem when your site is viewed on mobile devices. On a smaller device, screen space becomes more important, and even medium-sized pop-ups can become far more disruptive than they appear on the desktop version of your website.



4. Improve Loading Times

- Test your site loading time by Mobile Speed Test tool (https://pagespeed.web.dev).

