Wix CMS Cheatsheet

A quick reference guide for using Wix as a Content Management System (CMS), covering essential features, functionalities, and best practices for managing websites effectively.

Wix Basics

Getting Started

Account Creation: Sign up for a Wix account at <u>wix.com</u>.
Template Selection: Choose a template that suits your website's purpose and industry. Wix offers a wide variety of templates.
Wix Editor: The drag-and-drop interface for customizing your website. Access it by clicking 'Edit Site' after selecting your template.
Dashboard Overview: Manage your site, connect a domain, set SEO options, and view analytics from the Wix dashboard.

Basic Editor Functions

Adding Elements	Click the '+' icon to add elements like text, images, buttons, and galleries.
Editing Text	Double-click on any text element to edit its content, font, size, and color.
Managing Pages	Use the 'Pages' menu to add, delete, rename, and reorder pages on your website.
Preview and Publish	Preview your changes before publishing. Click 'Publish' to make your site live.

Key Components

Header: Contains your logo, navigation menu, and sometimes a call-to-action.
Body: The main content area of your page, including text, images, videos, and other elements.
Footer: Typically includes copyright information, contact details, social media links, and a secondary navigation menu.
Sections: Use sections to divide your content into logical blocks, making your page easier to read and navigate.

Content Management Features

Wix Content Manager

Collections: Organize your content using collections, which are similar to databases. Define fields for each item in your collection (e.g., title, description, image).
Dynamic Pages: Create dynamic pages that pull content from your collections. This is useful for blogs, portfolios, and product catalogs.
Content Delivery: Use the Content Manager to easily update and manage content across your website without needing to edit each page individually.

Blogging with Wix

Creating a Blog Post	Go to your Wix dashboard, select 'Blog,' and click 'Create New Post.' Use the editor to add text, images, videos, and tags.
Managing Categories	Organize your blog posts by assigning them to different categories. This helps readers find content that interests them.
Scheduling Posts	Schedule your blog posts to be published at a later date and time. This is useful for maintaining a consistent posting schedule.
SEO Optimization	Optimize your blog posts for search engines by adding relevant keywords, meta descriptions, and alt text to images.

Media Management

Image Uploads: Upload images to your Wix media manager for use on your website. Optimize images for web to improve page load times.
Video Embedding: Embed videos from YouTube, Vimeo, or upload your own videos to Wix. Use videos to engage visitors and enhance your content.
Media Organization: Organize your media files using folders and tags. This makes it easier to find and manage your media assets.

Advanced Features

Wix ADI (Artificial Design Intelligence)

Automated Website Creation: Use Wix ADI to create a website based on your specific needs. It asks you a few questions and generates a customized website design for you.
Design Suggestions: Wix ADI provides design suggestions and recommendations to help you improve your website's look and feel.
Customization Options: While ADI automates the design process, you can still customize the generated website using the Wix Editor.

Wix Apps

App Market	Enhance your website's functionality by installing apps from the Wix App Market. There are apps for e-commerce, marketing, social media, and more.
Popular Apps	Some popular Wix apps include Wix Forms, Wix Chat, Wix Stores, and Wix Bookings.
Custom Integrations	If you need a specific feature that's not available in the App Market, you can use Wix's developer tools to create custom integrations.

SEO and Marketing Tools

Wix SEO Wiz: A tool that helps you optimize your website for search engines. It provides personalized recommendations for improving your site's SEO.
Email Marketing: Use Wix Email Marketing to send newsletters and promotional emails to your subscribers.
Social Media Integration: Connect your website to your social media accounts to share content and drive traffic.

Best Practices

Website Design

Keep it Simple:
Avoid clutter and use a clean, intuitive design. Make it easy for visitors to find what they're looking for.

Mobile-Friendly:
Ensure your website is responsive and looks great on all devices. Use Wix's mobile editor to optimize your site for mobile users.

Consistent Branding:
Use consistent colors, fonts, and imagery throughout your website to reinforce your brand identity.

Content Strategy

Plan Your Content	Before you start creating content, plan your website's structure and identify the key topics you want to cover.
High-Quality Content	Create high-quality, informative, and engaging content that provides value to your audience.
Regular Updates	Keep your website fresh by regularly updating your content and adding new features.

Performance Optimization

Page Load Speed:
Optimize your images and videos to reduce page load times. Use Wix's built-in performance tools to identify and fix any issues.

SEO:
Optimize your website for search engines by adding relevant keywords, meta descriptions, and alt text to images.

Analytics:
Track your website's performance using Wix Analytics. Monitor traffic, engagement, and conversions to identify areas for improvement.