bewixed
web design studio

ABC'S STEPS FOR BEGINNERS!

BUSINES WEBSITES. YAY OR NAY?!

ALL YOU NEED TO KNOW ON HOW TO BUILD YOUR FIRST WEBSITE ON YOUR OWN!

WWW.BUILDYOURWIX.COM

I'm sure you all have at least one reason WHY you need a website for your business, isn't that right? Let me share with you a few more to support your belief that you are on the right path here!

Do you know that your Website on the World Wide Web is the same as your Driver's License with the Department of Transportation?

Can you imagine driving a car in a Big City or anywhere without a Driver's Licence? Well, you can, but once caught you'll be penalized. Funny to compare, but your website *is* your business's driver's license, so to speak. It is something that identifies your business, or project, or Blog, whatever it may be. Now, please, take note - I'm talking about a Driver's License and not the State ID. Why? Because the old and Micky-moused, or self-made-without-rules website won't get you far and won't convert your visitors to customers. Isn't that's your goal after all? YOu do need to know what are you doing.

Why is that? Because despite the fact that it's so easy just drag-and-drop all precoded elements on most website builders, there is a strong logic of what elements go where and why? I like funny comparisons, so here it goes - you've got to learn the rules and regulations on how to drive a car and won't cause an accident on the road, right? It's not about DMV, it's about safety. Same here, you've got to know the rules which elements go where inside the website builder and why, or cranky Grandpa Google will scold you and won't let anyone find you inside his playground otherwise known as Search Results Pages within World Wide Web.
Having an active website is important for startups small and medium companies and local businesses.

What are common reasons to have or even need a website?
Do your Customers know Who and Where You Are? Are you Local, or Sky is The Limit? Is your website well positioned and equipped with the right elements not just rightfully represent your ideas or brand, but to be able to reach all corners of the World. Position your Brand in the right niche and stay in control. Your website doesn't take a nap when you do! That means it works for you when you are not even online when you are watching a movie or hanging out with friends somewhere in Hawaii! The benefits here are countless, like Instant communication, improved customer service and as a result long-awaited multiple conversions from users to loyal customers! Isn't that what you want?
The list can go on and on, and on! If you will do it all right way will you attract and know new customers? I hope sure so!
Be a Master of your own Business Universe, make your Brand shine like a WebdePro!

Disclaimer:
I've learned things hard way and went exactly through what you, my reader, are going on now. I just was fortunate to be invited by WIX to learn my own ABCs on how to build websites the right way. WIX trained me, certified and accredited as a web design expert, and now a freelance partner. I do not work for WIX but I do have the rights to share with you my knowledge and expertise.

Let's Not Waste Anymore Time and Get Down To Busines!

Where to start?!
Firstly, if you still are reading this book, then I thank you! You've made the right choice! WIX is a way to the Future of Website and the way to go!
WHY?
In short, **WIX has a Free-Forever option!**
Yes, most other major web-builders will allow you to play on their web playground, hence their web builder, for free only for two weeks. With WIX you will never lose your site unless you will delete on purpose. Well, eventually if you will decide to you your own domain, something like YourBusines@YourDomain.com than of course you would need to choose a suitable premium hosting pane, and needless to say that WIX has many choices and options from High to Low. You will be able to tailor your plan to your budget. However, until then you still can have your free version of a website with WIX Banner in it and the free version of URL with your account name included there, which will look approximately like this: https://YourAccountName.wixsite.com/YourSiteName

Anyone can do it!
Easy-to-use Editor allows no boundaries to your imagination! I personally have tried a number of other than WIX website builders and was pleased to confirm those other web editors are not offering as many flexible options when it comes to let's say for example to resize corners of the frames or moving freely certain elements. I'm not here to bash other web editors. That is not my style. I'm a designer and can't be restricted by limited flexibility and stringent rules. That's why WIX is a platform for me to swim in the pool of my own web design imagination. But that would be me! For the majority of DIY users, WIX has an unlimited and increasing number of predesigned and almost-ready-to-go templates. You can choose from the vast variety of themed templates the one which is appealing to you, and then customize it with special features like online store, restaurant menu, hotel booking system, online blog manager, art store, selling tickets, streaming music and so much more. There is a huge App Market with hundreds of apps tailored to enhance your website and take it to the next level.

PSST! I'm revealing a huge secret here!

Did you know that WIX has now the best **CRM system** integrated with your account? You literally can save a few bucks and more importantly - your time, if you will give it a go and learn how to manage your leads and automate the entire process from start to finish, how to simplify and automate your workflow, engage your users and offer them something so valuable that they would be enticed enough to convert! I'm not gonna go into deep details here about **_Ascend_**, which is an integral part of WIX when it comes to maintaining your leads and converting them to clients. That would be one of the future EBooks, which is in works right now.

Ascend by WiX is an all-in-one business solution that allows you to seamlessly interact with your customers, create useful automations, enhance your marketing capabilities and grow your business, all in one place. In short, Customer Management, Marketing Tools, including email campaigns, Analytics, and Finacial tools are available for you as well, if you will choose WIX to go with. On top of it, paired up with the **Wix Mobile App**, you can communicate with your customers and manage your business on the go.

P.S. Not that long ago WIX has come up with its own HTML language called CORVID! That mind-blowing!

Is it convincing enough why I personally love WIX so much and keep talking about it?!

Well, let's move on! I don't want you to feel panicky or drown in ambiguous terms, like HTML, CSS, PHP. Please, put those on the back burner. IF you feel confident enough to swim in this Ocean of new terminology, skills, and test what you can do, that is just great! Allow me to help you to navigate!
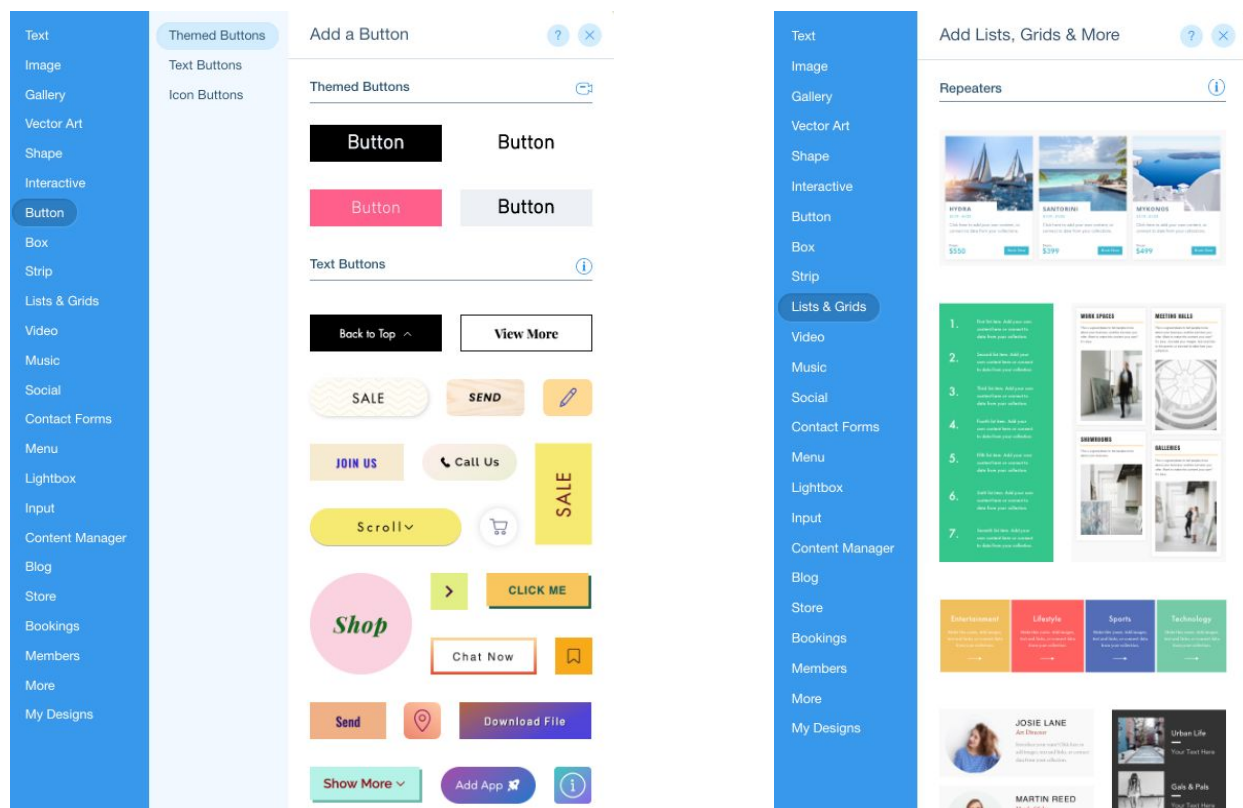
🌟 **Can web design be as easy as the Word document?** Yes, it can, because this Builder is made as Drag-n-drop and easily customizable tool. The current version of the WiX Web Editor is exactly what you are looking for, where Sky is the limit! This Web Editor is a vast collection of various tools you need to bring your web project dream to fruition. It has different **elements** and options like inserting texts and uploading your own fonts, inserting images from your desktop, Google Drive or Facebook collections, or using numerous royalty-free images from WiX collection. There are pre-designed strips, buttons, multi-purpose dynamic forms, strips, lists, and grids to properly display content, slide shows capabilities, hover boxes, animations, and so much more. You dream about what you want and I'm very sure that you can find it how to implement in WiX editor, and if there happened to be a roadblock, then you definitely can reach out to me and let me know where are you stuck. I'll be sure to give you some pointers to do it yourself or step in and help you out.

🌟 **Ready-to-use templates** are a huge advantage and allow you to change between ideas and designs even after the launch of your website. The Site History feature allows

you to go back and fix any errors or mistakes you have possibly made. Just simply choose the date you've saved the version last before the error in question

You can easily customize the theme of the web project with your Brand's colors, fonts and even create your own logo since WiX not so long ago offered the logo builder as well.

**Support: if you get stuck along the way, you'll find plenty of technical support via email and forums

Here are some examples of **elements** inside the WiX Editor

🌟 **No special skills are needed!**

Yes, that's true! The skillset you will need is pretty much the same as the one you would use compiling a Word or Google document. It may help at some point to have some basic understanding of Graphic Design, like which colors and images may appeal to your customers, however, you don't need years in college to obtain a designer degree.

🌟 **Understanding and creating your goals to represent your Brand or project in website**

🌟**Deciding on the brand colors and fonts, otherwise - creating a theme**
To pick the right **color** for your Brand or project use the help of [free tools](#) that are easy to utilize. Color pallets for your theme may be generated with [Coolors](#).

There are literally thousands of free **fonts** to download. I'm sure you will find the right one here: [1001 Free Fonts](#). If you need a guidance on which fonts may be paired up, then check this special ultimate [font guide on Canva](#)

🌟**Choosing the right images**
The best royalty-free images may be found in [Pixaby](#), [Pexels](#) or [Adobe](#),
If you need help to resize your images, then [PicResize](#) or [Online Image Resizer](#) are tools for you.

🌟**Animation effects** [AniCollection](#) is a library of CSS animations that allows you to improve your website and easily integrate the animations into your code with HTML, CSS or JavaScript code formats for free.

🌟**Logo** can be designed with WIX tools, or you you need something more elaborate than [Logaster](#) is the way to go.

🌟 **Free icons and favicon**s can be found at [Flaticon](#) which is the largest search engine for free vectors in the World.
🌟**Free Vector** Software definitely will speed up the process of creating your web project, [Vectr](#) is definitely is a powerful graphic tool for your free use.

🌟 There are literally hundreds of [free textures](#) you may use as separate elements or website background images

🌟 **Infographics** now play a key role in the increasingly visual world of marketing. Start your free account with [Canva](#) which has literally countless premade and fully customizable templates to represent any graphic desginer need you may have. However, a very affordable paid version of Canva will allow you to use multiple benefits of animated short video clips, resizing the same infographic project for different social media platforms and so much more.
🌟 **Creating a Written Content** is something you really need to pay attention to. It should be original, of course. Make sure to use all spellcheckers available to your disposal. There is nothing worse than reading misspelled words or incorrectly compiled phrases. I'd suggest installing to your Chrome Browser a free version of [Grammarly](#) to

make sure that your content is impeccable when it comes to grammar and punctuation. (There is nothing more disengaging than reading "*your*" instead of "*you're*")

If however, writing isn't your strong skill than I'd suggest turning to Upwork and have them save the day.

I've covered quite a few resources to ease the way in the ocean of web design. It should be enough for you to get inspired and get your web project off the ground.

Next step will be choosing the right hosting plan with WiX, choosing the domain, creating your business email, creating your SEO, indexing and submitting your site to major search engines, adding social media links and finally taking the first steps to launch your website and making the right steps towards social media marketing. Don't worry, I'm not planning to overload you with all this so much needed information. This short booklet is enough for starters. You've got enough tasks on your checklist to get busy.

More tips and shortcuts will be available for you to find in my Blog

By now, you, my reader, for sure you are asking yourself one logical question. If all this is so easy, why there are web designers who charge a pretty penny, right? Well, One can buy the same pair of scissors the barber is using in his shop. Will that help the haircut be as good, as by professional? So you may have professional scissors but barber has years of knowledge, practice, and experience! I'm like that barber willing to share, coach and help you to save, learn and showcase your Brand, or web project in the best way possible. What does that mean? **Get on Youtube and follow my 1-2-3 BeWiXed Tutorials, which are coming soon!**

THANK YOU!

For taking your time and reading this ebook! I hope you've learned a few things to set you going and hopefully had some fun along the way! If this information was useful to you than would you please visit our Facebook page and leave us a comment?

If you got stuck anywhere along the way please contact me directly and I'd be happy to help. Finally, if you think your friends may benefit from this book than be kind to share.

Don't forget to drop me a personal email and share a link to the website you have built all on your own and little help from this ebook.

Much success and best wishes,

Tatiana Davidov