

# Building a Website with Wix — Workbook

This workbook turns the course into a finished, published Wix site. Each section maps to a course module and combines hands-on exercises, fill-in worksheets, and verification checklists. Work through it with your Wix Editor open in another tab, and by the end you will have a live, SEO-ready website with mobile optimization, working forms, and a basic store.

## Planning and Setting Up Your Wix Site

Decide your building path, choose a fitting template, and map your site structure before you build a single page.

### Worksheet: Site Goal and Audience Brief

Fill in each field to define what this site must achieve. Keep answers concrete; this brief drives every later decision, from template to call to action.

Primary purpose of the site (sell products, book appointments, generate leads, showcase portfolio)

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One-sentence description of your business or project

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Primary target audience (who they are, what they want)

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The single most important action a visitor should take (your primary CTA)

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Top three competitor or inspiration websites and what you like about each

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Which Wix path you will use (Editor, ADI, or Editor X) and why

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### Exercise: Sketch Your Sitemap

On paper or a whiteboard, draw a tree of your pages before opening the Editor. Then recreate it in the Wix Pages and Menu panel.

- List your five to seven core pages and the visitor intent each one serves.

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- Mark which pages are top-level menu items and which are nested as dropdowns.

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- Decide your one primary call-to-action button and where it will live in the header.

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- Note any pages you want hidden from the menu but still live, such as a thank-you page.

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### Checklist: Foundation Setup Complete

- Wix account created and the right building environment chosen
- Template selected by structure match, not just looks, or started blank
- Core pages created and named clearly in the Pages and Menu panel

- Homepage set and menu order arranged with most important pages first
- Footer added with secondary links (privacy, contact, terms)
- I can confidently tell whether a task belongs in the Editor or the Dashboard

## Designing Pages with the Wix Editor

Build clean, on-brand pages using sections, a defined theme, and properly optimized media.

### Worksheet: Brand Style Guide

Lock in your visual system once so every page stays consistent. Enter exact values and set them in Wix Site Design.

Primary brand color (hex code)

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Secondary color (hex code)

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Accent color for buttons and CTAs (hex code)

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Two neutral colors for text and backgrounds (hex codes)

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Heading font name

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Body font name and base size (target at least 16px)

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Spacing scale you will reuse (e.g. 8, 16, 24, 48, 96 px)

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### Exercise: Build and Optimize a Hero Section

Construct the top section of your homepage and prepare its media correctly. Apply theme styles rather than one-off colors.

- Add a full-width section with a headline, one supporting sentence, and your primary CTA button.
  - Before uploading the hero image, compress it with TinyPNG or Squoosh to under about 200 KB and write descriptive alt text.
  - Align all elements using snap lines and confirm each is attached to the section.
  - Apply your theme colors and fonts so the section matches the style guide above.
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### Checklist: Design Quality Pass

- Theme colors and fonts set in Site Design and applied across pages
- Every page built from clean stacked sections, one idea per section
- Consistent spacing scale used between elements and sections
- All images right-sized and compressed before upload
- Descriptive alt text added to every meaningful image
- Text and background combinations meet at least 4.5 to 1 contrast
- Accessibility Wizard run with no critical issues remaining

## SEO and Mobile Optimization

Make the site findable and ensure it is fast and effortless on a phone.

### Worksheet: Per-Page SEO Plan

Complete one row of fields for each main page. Copy these values into each page's SEO Basics panel in Wix.

Page name

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Primary target keyword for this page

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Title tag (under 60 characters, keyword first, unique)

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Meta description (150 to 160 characters, compelling)

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URL slug (short, lowercase, hyphenated)

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Confirm exactly one H1 and a logical H2 and H3 structure

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### Exercise: Run the SEO Wiz and Connect Search Console

Establish your SEO baseline using Wix's built-in tooling, then connect to Google.

- Open the SEO Wiz in the Dashboard, enter your business name, location, and target keywords, and complete the generated checklist.
  - Connect Google Search Console and submit your sitemap at [yoursite.com/sitemap.xml](https://yoursite.com/sitemap.xml).
  - Confirm Wix is generating structured data for any products, articles, or events.
  - Identify and fix any two pages that target the same keyword to avoid self-competition.
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### Checklist: Mobile and Speed Verification

- Switched to mobile view and reviewed every page top to bottom
- Cluttering elements hidden on mobile without deleting them on desktop
- Mobile Quick Action Bar and back-to-top button enabled
- Buttons and tap targets at least about 48 by 48 pixels
- Live site tested on a real phone over cellular, not just Wi-Fi
- PageSpeed Insights run; LCP under 2.5s and CLS under 0.1
- Unused apps uninstalled and autoplay video removed or lightened

## Forms, E-Commerce, and Going Live

Capture leads, set up a basic store, and run pre-launch checks before you publish.

### Exercise: Build a Form with Automated Follow-Up

Create a working contact form and the automation that confirms receipt to the visitor.

- Add a contact form, trimmed to essential fields (name, email, message), and place it on your Contact page.
  - Set the success message shown after submission.
  - Create an Automation: on submit, send a confirmation email to the visitor and a notification to you.
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- Add a consent checkbox and privacy note if you collect personal data, then submit a real test to confirm the whole flow works.

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## Worksheet: Store Setup Sheet

Plan your store essentials before configuring Wix Stores. Fill in for at least your first three products and your store-wide rules.

Product names and prices (first three products)

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Variant options needed (size, color, etc.)

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Payment methods to connect (Wix Payments or Stripe, plus PayPal)

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Shipping rules (flat rate, free over threshold, by region) and handling time

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Tax setup for your jurisdiction

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Return and shipping policy text

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Premium plan tier required to accept payments

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## Checklist: Pre-Launch and Go-Live

- Custom domain connected and https with the lock icon confirmed
- Right Premium plan selected for your needs (e-commerce tier if selling)
- All copy proofread and every link, button, and form tested
- Test order placed and then refunded or cancelled (if running a store)
- Titles, meta descriptions, favicon, and social share previews checked
- Accessibility Wizard and PageSpeed Insights run and issues fixed
- Published and the live URL opened to verify it loads correctly
- Google Analytics and Search Console connected for post-launch monitoring

## Your Action Plan

1. Define your site goal, audience, and primary CTA using the Site Goal brief, then sketch and build your sitemap.
2. Choose your Wix path and a structure-matched template, and create your core pages and navigation.
3. Set your brand theme (five colors, two fonts, one spacing scale) in Site Design and apply it everywhere.
4. Build each page from clean sections, adding compressed, alt-texted images and a clear hero with your CTA.
5. Complete the per-page SEO plan, run the SEO Wiz, and connect Google Search Console with a submitted sitemap.
6. Optimize the dedicated mobile view, enable the Quick Action Bar, and verify Core Web Vitals on a real phone.
7. Add a short contact form with a confirmation-email automation and test the full submission flow.
8. If selling, install Wix Stores, add products, connect payments, and configure shipping and tax.
9. Connect a custom domain on a Premium plan and run the full pre-launch checklist end to end.
10. Publish, verify the live site, connect analytics, and schedule a monthly review to keep

improving.









