

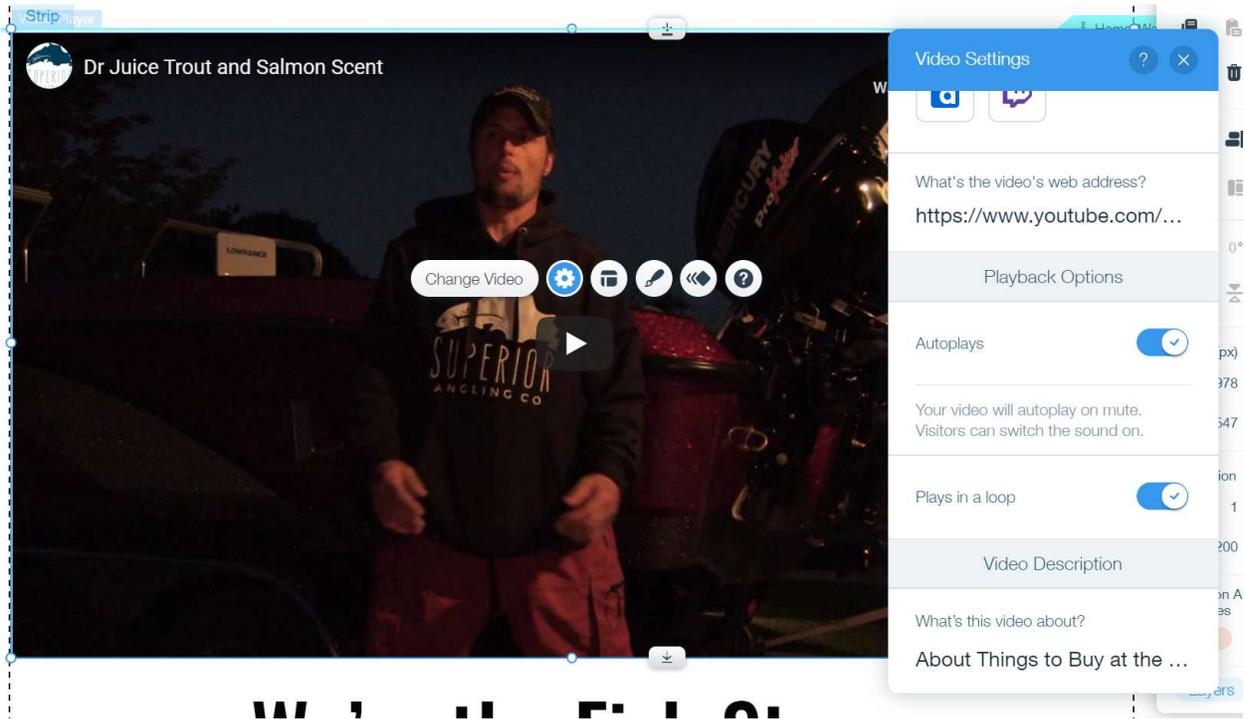
Wix Part 2

By Don Bremer

Eye catching homepages

To keep a person on your site – you need to “hook” them (like that?). One of the easiest ways to grab a person’s attention is by using a video that starts up automatically when you load the page.

The easiest way to do that is with Youtube. Let’s remove the static picture at the top of the page and put in a video that starts up with the page loads.

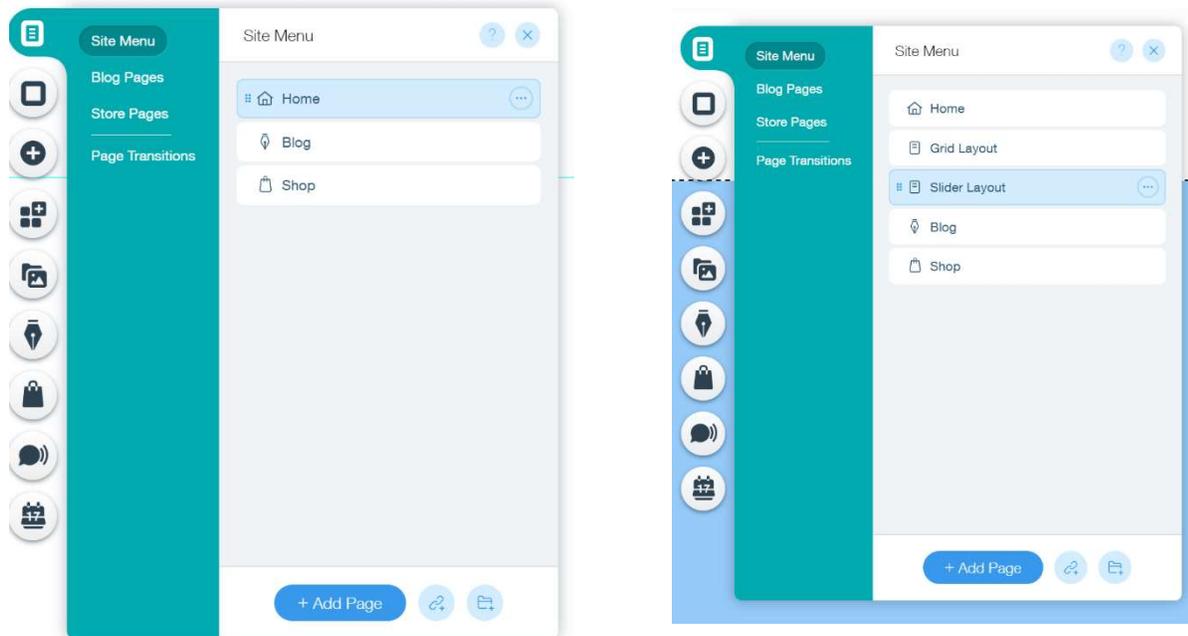


With video programs like Lightworks, you can add effects, logos and music to your videos. Some of that is even possible with Youtube Studio.

Wix Galleries

Product galleries are where you display your store products for customers to see. Add a gallery to any site page and then decide what to display: All your products or one specific collection. There are two types of galleries: grid and slider.

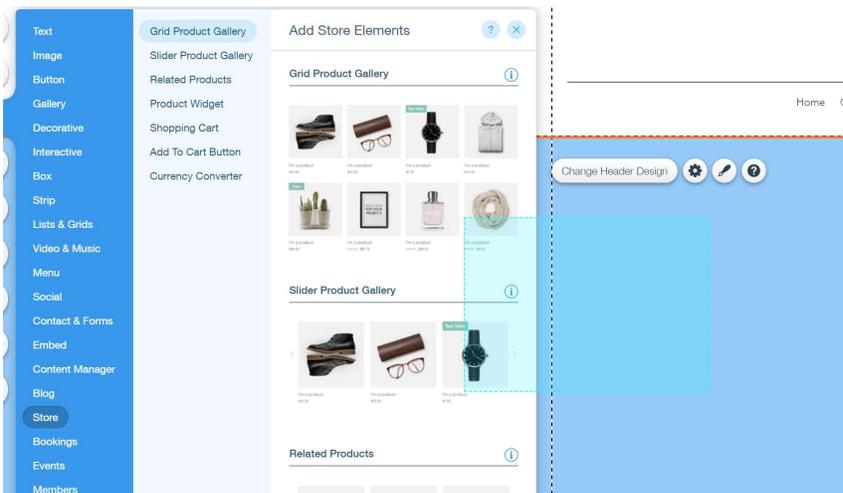
For this exercise, I'm going to start two new pages – Grid Layout and Slider Layout.



Grid Galleries

A grid gallery is a great way to display a large number of products. Products appear in a grid with multiple columns and rows.

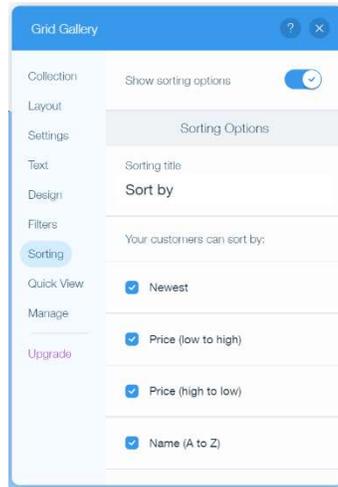
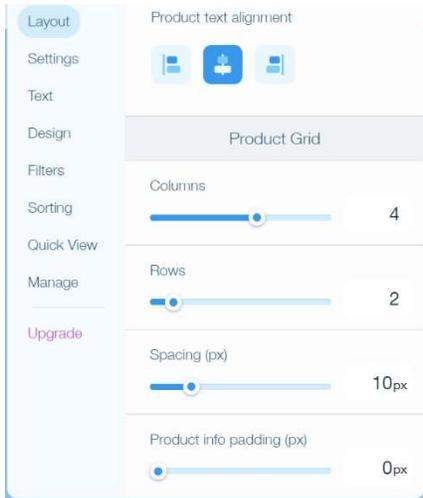
Simply drag a grid into a new strip on the page:



At this point, you may have to adjust the page or the Grid Layout to show all the items within the strip.

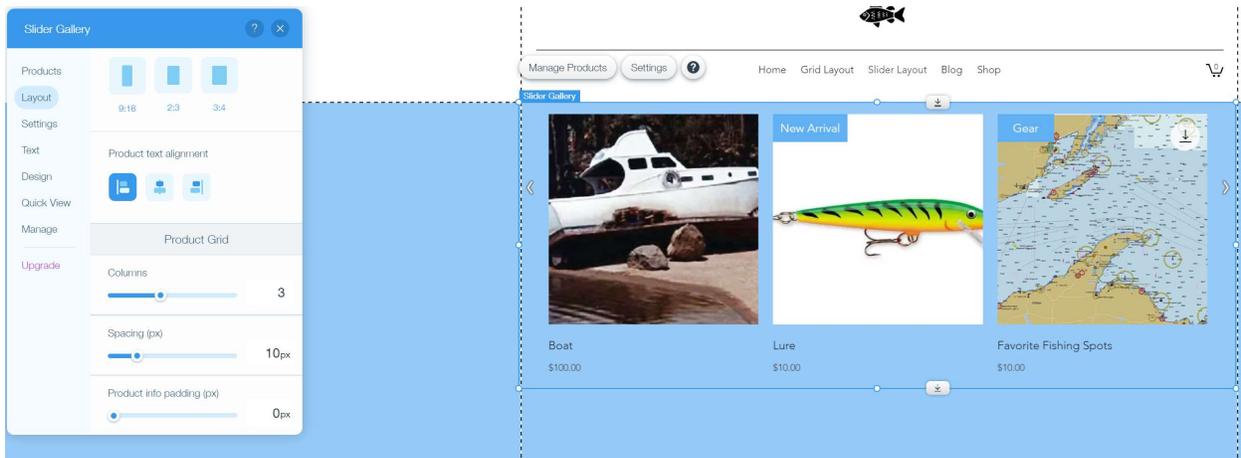
For the settings in the Grid, you can just have particular items (like gear), or all the items.

In the Settings section – this is everything on how the grid will behave and look.



Slider Galleries

These work in much the same way – just with the settings dealing with a slider.



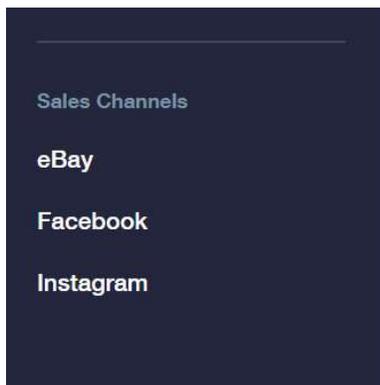
Wix with Social Media

Anyone who has hung around me for a while knows I'm pretty lazy. It's not that I don't want to do things – it's more that I want to automate what I do so I have less steps to do or thinking about what I have to do.

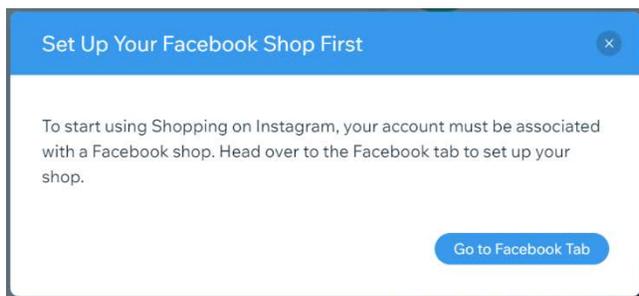
To that end, I've spent a lot of time hooking stores up to social media. If I enter a new product – I don't want to remember to go to Facebook, Instagram, Twitter to tell about my new product. I want the product to *automatically* placed on those channels.

That's where sales channels are used. Log into Wix:

- On the left side, go to Marketing & SEO
- On the bottom of the left side, you can see the different Sales Channels the store can belong to.
- Select Facebook

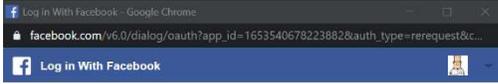


Even though we may only want to use Instagram to sell our products, we have to set up a Facebook shop (since Facebook owns Instagram).

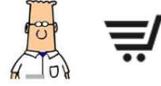
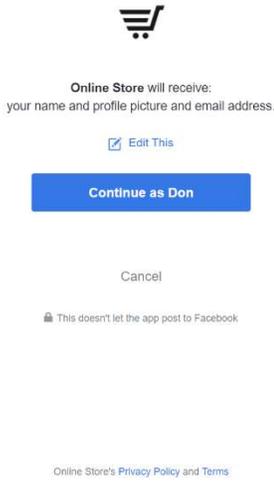


This is the warning if you go straight to Instagram!

When we start a Facebook store, we will see:



Note what the Facebook store will allow:



Online Store would like to manage your business, access profile and posts from the Instagram account connected to your Page, read content posted on the Page, manage accounts, settings, and webhooks for a Page, read user content on your Page and create and manage ads for your Page.

Choose what you allow

Manage your business	<input checked="" type="checkbox"/>
Manage your business	
Access profile and posts from the Instagram account connected to your Page	<input checked="" type="checkbox"/>
Access Instagram profile info and posts	
Read content posted on the Page	<input checked="" type="checkbox"/>
Read content posted on the Page	
Pages	<input type="checkbox"/>
<hr/>	
The dive	<input checked="" type="checkbox"/>
	<input type="checkbox"/>

Facebook Shop

Manage which products appear in your Facebook shop and how they're displayed. [Learn more](#)

Visit Facebook Shop

Product Overview

0
PUBLISHED

0
UNPUBLISHED

0
DISAPPROVED

0
IN REVIEW



The dive
Don Bremer

Products

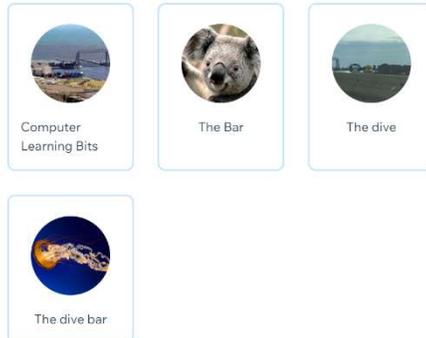
No Products to Sync

To sync products with Facebook, you need at least one visible product in your store.

[Go to Store Products](#)

Select Facebook Page

Select a Facebook page to create a shop and start syncing your products.



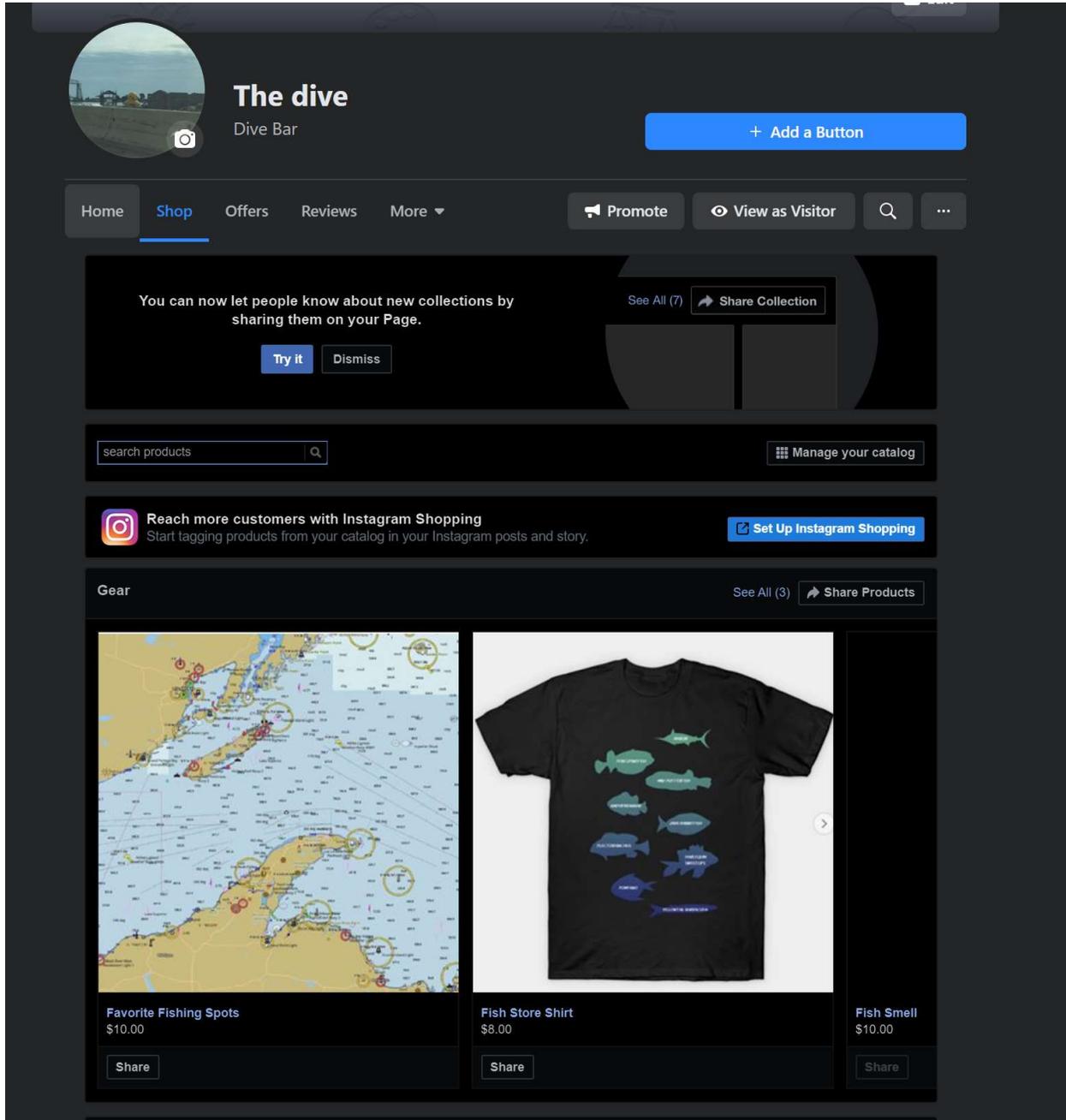
[Cancel](#) [Select Page](#)

After publishing an item or two – a new message will pop up:



This means whenever a product is published – it will automatically be sent to the Facebook Shop.

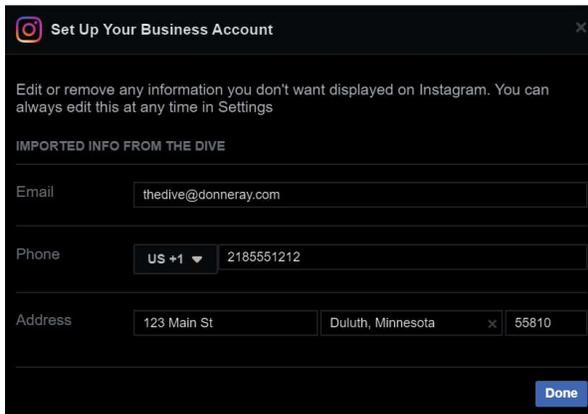
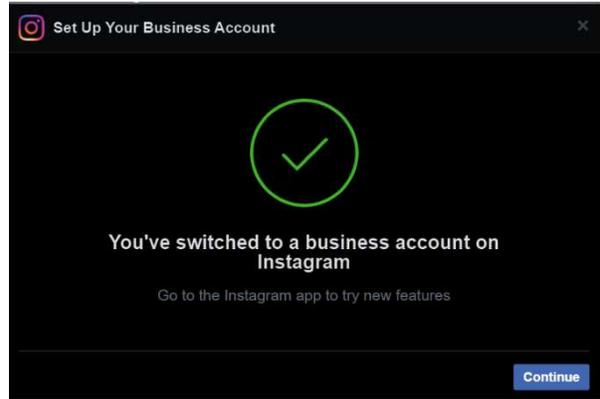
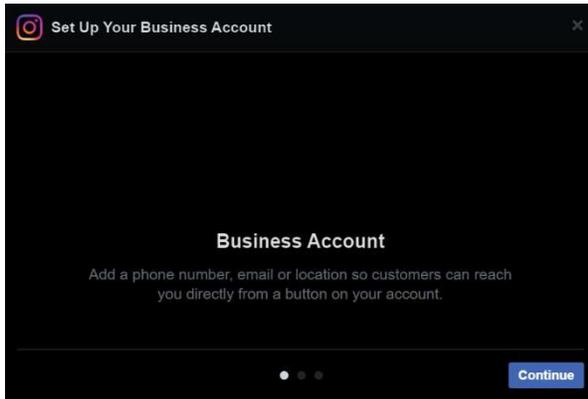
Now, let's look at the Facebook shop :



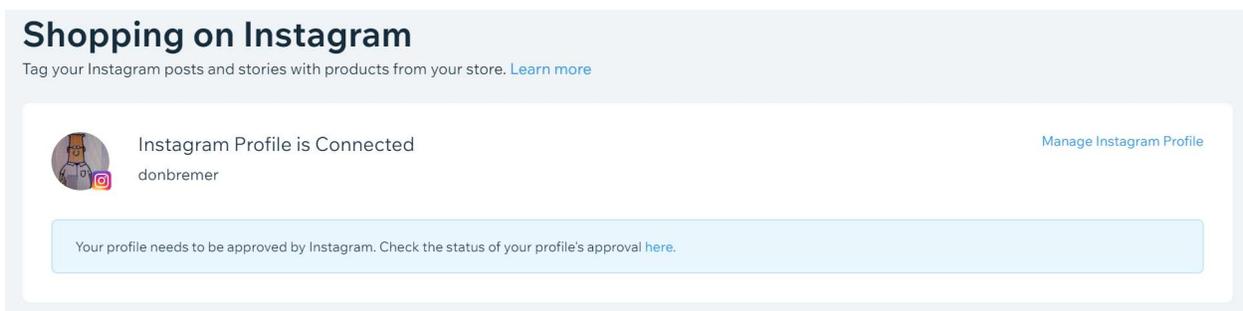
Now, whenever we add a new product – it is automatically put on our Facebook page.

Let's now add to Instagram!

By clicking the Instagram account – we are saying that this account will be a Business Account. Because of that – Facebook/Instagram wants some more information.



This may take a few minutes to approve the Profile on Instagram

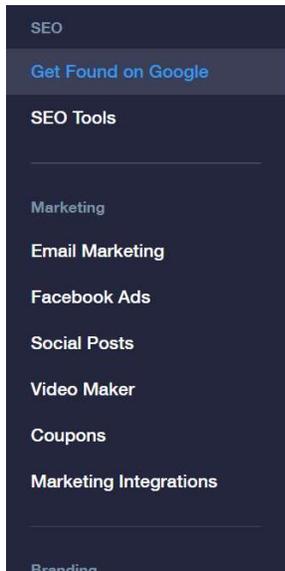


Marketing/SEO

Did you know that we could have found Osama bin Laden back in 2006? The unfortunate part was that he was on page 3 of Google....

So, if you *want* to be found – we have to make sure we can be found. This is called Search Engine Optimization or SEO.

To get into the SEO section, again go to the Marketing and SEO section.



Wix Has the Best SEO for Your Website

Use the **Wix SEO Wiz** to get found on search engines like Google:

- > Pick your keywords
- > Follow your personalized plan
- > Get your website ranked

[Start Now](#)

Pick phrases that describe the business:

How Would You Describe Your Business?

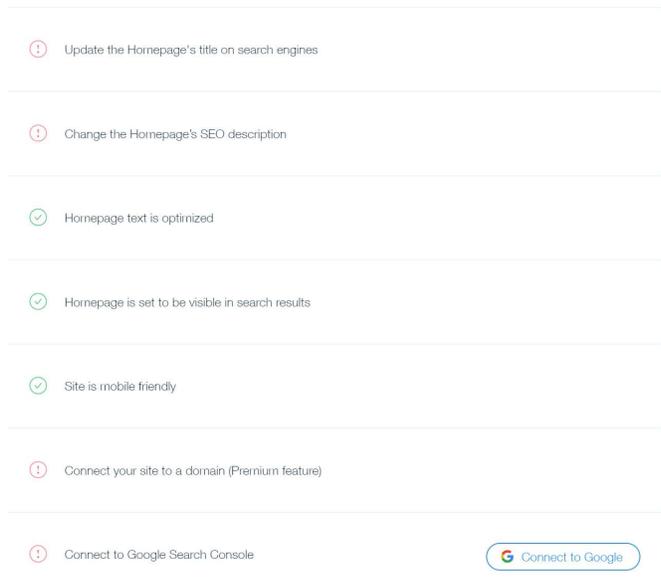
Add up to 3 keyword phrases that clearly describe your business or the services you offer. You can change these any time.

fishing supplies × fishing poles parts × fishing maps ×

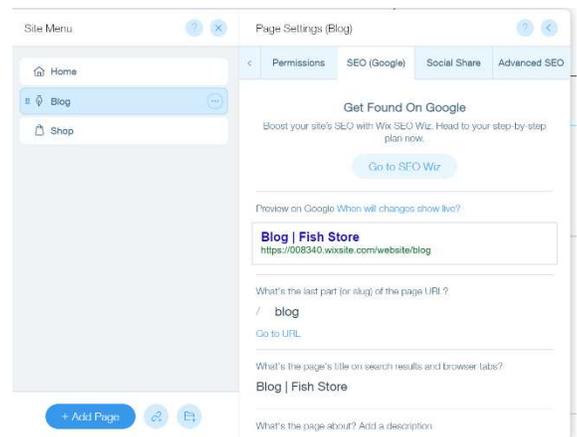
e.g., freelance photographer, outdoor photography courses

3/3

Now, we can connect to Google. There may be a few things to do...



But this is something we need to do for all of our pages.



What's the last part (or slug) of the page URL?

/ home-1

[Go to URL](#)

What's the page's title on search results and browser tabs?

Home | Fish Store - for lures, maps, and fishing apparel

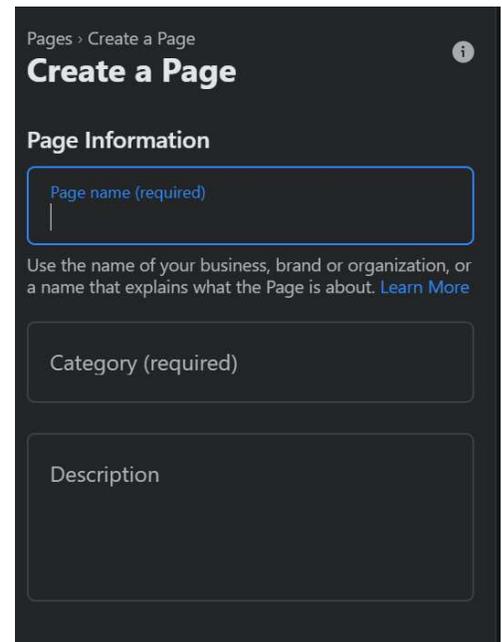
Tell people what your page is about in this format: **Keywords or Page Name | Location | Site Name**. Use up to 70 characters.

Adding a Page in Facebook

What if you have a company and want to get the word out about sales and other items going on in your store. You could friend everyone as a store, but if you get a major following, that could be a full time job! Instead, you can create a public page – then, if people “Like” you, they start to follow you:

How to create a page for your business:

1. Go to : <http://www.facebook.com/pages/create.php>
2. Pick which type of Page you want
 - a. Local Business or Place
 - b. Company, Organization or Institution
 - c. Brand or Product
 - d. Artist, Band or Public Figure
 - e. Entertainment
 - f. Cause or Community
3. Picking Local Business, it now asks:
 - a. Category of Business
 - b. Business
 - c. Street Address
 - d. City/State
 - e. Zip
 - f. Phone
4. Step 1 – Profile Pic
5. Step 2 – Inviting People
6. Step 3 – Basic Information



The screenshot shows the 'Create a Page' interface on Facebook. At the top, it says 'Pages > Create a Page' and 'Create a Page' in large bold letters. Below this is the 'Page Information' section. It features a text input field for 'Page name (required)' with a vertical cursor. Underneath the field is a note: 'Use the name of your business, brand or organization, or a name that explains what the Page is about. [Learn More](#)'. Below the note are two more input fields: 'Category (required)' and 'Description'. The entire form is set against a dark background.

Google Search Console

You can get valuable insights out of your Google Search Console account which means that you can see what part of your website needs work. This can be a technical part of your website, such as an increasing number of crawl errors that need to be fixed. This can also be giving a specific keyword more attention because the rankings or impressions are decreasing.

Besides seeing this kind of data, you'll get mail notifications when new errors are noticed by Google Search Console. Because of these notifications, you're quickly aware of issues you need to fix. That's why everyone with a website should learn how to use it!

Performance tab

Within the Performance tab, you can see what pages and what keywords your website ranks for in Google. In the old version of GSC you could see the data of a maximum of the last 90 days but in the current version, it's possible to see the data up to 16 months. Keep in mind that the data is available from the moment you set up your account.

If you check the performance tab regularly, you can quickly see what keywords or what pages need some more attention and optimization.

