



How to Know if You Can Build Your Own Website or if you'll need and want some help

8 Skills You Need

- an eye for effective, client-attracting layout
- a feel for photos and design elements appropriate for your niche(s)
- moderate experience with online tools to recognize functional icons
- ability to import photos, create links to other sites, upload documents
- ability to hunt for available pre-answered tech support
- knowledge of psychographics – what motivates people to buy
- understanding of SEO and UX, and use of meta tags
- ability to write marketing message content

4 Necessary “Soft” Factors

- a chunk of time to work on your site
- a fair amount of patience with trial and error
- high tolerance for frustration with learning new things
- ability to seek expert critique and ignore non-expert opinions

Using the Wix platform to build your own website is not especially complicated, but it will take time and the specific (but minor) skills listed above. If you don't have a couple weeks to a month to devote to browsing through templates, experimenting with editing tools, and writing your content in an emotionally compelling way that motivates potential clients to hire you or buy from you, you might be better off having a website built / or built and written for you.

If you are patient and fearless with learning to use online tools, Wix provides all you need to be a do-it-yourselfer. On the next page is how I recommend starting, just to see if you indeed are reading to build your own website.

1. Go to Wix.com
2. At the very top of the screen, click on the word **templates**.
3. Scroll through the options in the many categories
 - Keep in mind what YOUR website needs to convey
 - Know that *everything* on a Wix template can be changed
4. Select several templates to view in their preview mode
 - The preview template will open in a separate window /tab of your browser
 - To return to the templates, close the preview tab
5. Check out all the pages – get a feel for how they are set up
 - Remember you can remove what you don't need
 - Know that you can change the color scheme and photos
 - Just focus on how pages are organized and laid out for now
6. When you find a template that you like:
 - In preview mode, click on blue edit button in upper right corner of your screen
 - You will be prompted to open an account – it's free at this point
 - You'll have to type in your email and a password twice – keep track of that password!!
7. You'll be taken right into the editing tools for Wix for the template you chose
 - Watch the video if it helps
 - Click the X in the top right corner of the video box to get rid of it
8. Poke around – click on stuff – see what does what – get familiar with the tools
9. Start changing things, adding text boxes and photos
10. Use the Save and Preview links in the upper right of the screen to see your work as the public would see it, then click the Back to Editor button in upper left of the screen to keep working

If you can create and write content for an About page in less than an hour, it may be a good indicator that you can do this. If not, email me to do it for you. 😊

See how having me design your website or write your content works

<http://www.dewritesites.com/#!/web-details/ct2y>