



# Training on Cloud-based Website Content Management System (CMS)

Dec 2021



**INFORMATION TECHNOLOGY SERVICES**  
The University of Hong Kong

# About us



THE UNIVERSITY OF HONG KONG  
Information Technology Service

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Service-Now (eForm, Incident...)

Wix

[ITS Website](#)

Design



THE UNIVERSITY OF HONG KONG  
Information Technology Service

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# Welcome to Wix Training

- Be ready to START:
  1. Find your seat, login with your HKU Portal UID@connect.hku.hk and password
  2. Use Chrome access to <https://www.cms.its.hku.hk/>
  3. Download Training Slide at home page





# Agenda

- 01 Introduction
- 02 Get started in using Wix and Subscription
- 03 Wix Editor
- 04 Advanced Web Development
- 05 Support services



# Introduction



## How Wix Benefit to you

- Easy to use by drag and drop website builder with HTML5 capabilities
- Provides from 500+ free designer-made website templates
- Subscription included SSL connection (http**s**), save ~HKD\$600 per year
- Subscription included hosting
- ~~Subscription included domain name~~ (Must use **.hku.hk**)



## Best use of Wix

- Suitable for
  - Conference (Free event function)
  - Department site
  - Committee site
  - Promotion (readymade solution)
- Document download
- Video
- Photo album

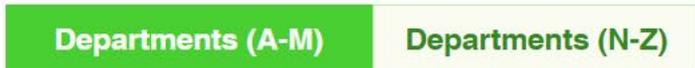


# HKU Users

- <https://www.cms.its.hku.hk/reference-sites>



## Reference Sites



Developed by: Admissions and Academic Liaison Section



## Supported browser

- Google Chrome
- Safari for Mac (version 12 and above)
- Microsoft Edge (ADI builder are not supported)
- Firefox
- ~~Internet Explorer 11~~

Reference to: <https://support.wix.com/en/article/supported-browsers>



# Get started in using Wix and Subscription



# Get Started

<https://www.cms.its.hku.hk/sign-up>

Wix Training Site for HKU

search

Get Started Function Guide FAQ Reference Sites Subscription@HKU

Reference Sites

- Sign up Account & Site
- Get Started with Wix ADI
- Get Started with Wix Editor
- Basic Steps

Departments (A-M)

Developed by: Admissions and Academic Liaison Section



1

**Sign up a Wix account**  
(recommend to use your HKU Portal UID as your Wix account name)

**Sign up**



2

**Create a site using Wix ADI or Wix Editor**

**Get started with Wix ADI**

**Get started with Wix Editor**

3

**Transfer the site to ITS**

**Steps for site transfer**

(this is necessary for ITS to assign a Premium Plan for use by your site)

4

**Submit CF83 to ITS**

**Submit CF83**

(for ITS to assign the Premium Plan and add the HKU domain for use by your site)

## Sign up a Wix account

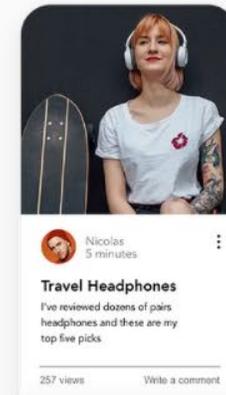
- Sign up a Wix account
  - You are recommend to use HKU email address ([HKUPortalUID@hku.hk](mailto:HKUPortalUID@hku.hk)) as your Wix account name
  - The password of Wix account is **independent** to HKU Portal PIN



# Create a Website You're Proud Of

Discover the platform that gives you the freedom to create, design, manage and develop your web presence exactly the way you want.

Get Started



# Log In

New to Wix? [Sign Up](#)



Email

Password

Remember Me

[Forgot Password?](#)

Log In



Continue with Facebook



Continue with Google

\* By logging in, you agree to our [Terms of Use](#) and to receive Wix emails & updates and acknowledge that you read our [Privacy Policy](#).





# Sign Up



Already have a Wix account? [Log In](#)

Email  
|  
\_\_\_\_\_

Type your email again  
\_\_\_\_\_

Password  
\_\_\_\_\_

Type your password again  
\_\_\_\_\_

[Sign Up](#)

 [Continue with Facebook](#)

 [Continue with Google](#)

\* By signing up, you agree to our [Terms of Use](#) and to receive Wix emails & updates and acknowledge that you read our [Privacy Policy](#).

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My Sites | Wix.com

https://www.wix.com/account/sites

WIX My Sites Help

# My Sites

+ Create New Site



## Create Your First Site

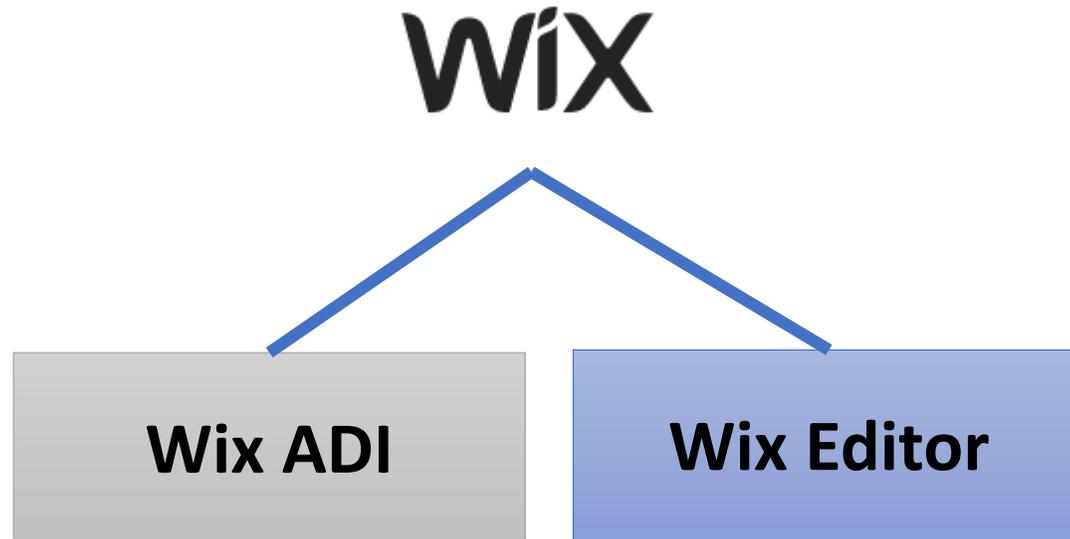
You are on your way to creating your first professional website

Create Site



# Select Your Editor Tool

Choose to create a site using Wix ADI, Wix Editor or Editor X.



~~Editor X~~  
Not include in our subscription

Wix

## What kind of website are you creating?

🔍 Search for your business or website type

Next

EXAMPLES

Online Store

Portfolio

Blog

Consultant

Technology Company

Skip

Wix

Choose how you want to create your website:

## Let Wix ADI Create a Website for You

Answer a few simple questions and automatically get a website designed just for you in minutes.

Start Now

← Back

## Create Your Website with the Editor

Start with a template and make it your own, with easy drag and drop & 1000s of design features.

Edit a Template

Or



## Wix ADI vs Wix Editor

- With Wix ADI, you can create a stunning and unique website after **answering a few simple questions.**
- With Wix Editor, you can create a website **starting with a template**



## Wix ADI vs Wix Editor

- Wix ADI provide a simple way for creating website, thus the available **features is less than Wix Editor**
- You can always begin with ADI and then move to the Editor. Once you move to Editor, you can go back to **the last version you saved in ADI.**



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**Get started with Wix Editor**

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**Transfer the site to ITS**

**Steps for site transfer**

(this is necessary for ITS to assign a Premium Plan for use by your site)



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**Submit CF83 to ITS**

**Submit CF83**

(for ITS to assign the Premium Plan and add the HKU domain for use by your site)



## Transfer the site to ITS

- Transfer the site to ITS is necessary for assigning the Premium License to your site (with Premium Plan, Domain Name, GA and SEO could be setup)
- Please ensure the option **“Keep my role as Website Manager of this site after the transfer.”** is checked



Set Up Your Site

3 steps left

Dashboard

Blog

Ascend by Wix

Customer Management 1

Marketing & SEO

Analytics & Reports

Finances

Settings

Apps

Content Manager



My Site

https://hkumockup.wixsite.com/my-site

Connect Your Own Domain

Site Role: Owner  
Invite People

Site Plan: Free  
Compare Plans

Mailbox: Not connected  
Get a Mailbox

Ascend by Wix

Site Actions

- Edit Site
- Get Feedback
- View Live Site
- Rename Site
- Duplicate Site
- Rebuild Site on Editor X
- Transfer Site**
- Invite People
- Move to Trash
- Create New Site

Let's Set Up Your Site

3 steps



Get Your Site Online

Publish and get your website found online.

Write Your First Post (30 min.)

Publish Your Site

Connect a Domain (2 min.)

Get Found on Google (8 min.)

## Transfer Ownership



Transfer site: **Wix Advanced 1**

Give ownership of this site to another person.

Only want someone to work on your site? [Invite People](#)

Who will be the new site owner?

hkuitscms@gmail.com



- Keep my role as Website Manager of this site after the transfer. 
- Create a copy of this site and keep it in my account 

Cancel

Next



1

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**Sign up**

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**Get started with Wix Editor**

3

**Transfer the site to ITS**  
**Steps for site transfer**  
(this is necessary for ITS to assign a Premium Plan for use by your site)

4

**Submit CF83 to ITS**  
**Submit CF83**  
(for ITS to assign the Premium Plan and add the HKU domain for use by your site)



## Submit CF83

- Please provide the following information in the application form
  - Domain name option
    - If you want to create a new domain name for the site, please provide 2 options of domain name
    - If you want to configure the site with an existing domain, please provide it for our configuration
  - Initial name/URL of the Wix site
  - HKU Portal UID of Site administrator(s)
  - Account code (in case the no. of Wix sites being used by your department exceeds the allocation)



## Part B: Details of Application

\* Application type

Apply for a new Wix site ▼

### Application for a new Wix site

\* Domain name of the website

Use a new domain name ▼

\* 1st domain name preference

https://dept-name.hku.hk

(https://www.yourpreferredomainname.hku.hk)

\* 2nd domain name preference

https://department.hku.hk

(https://www.yourpreferredomainname.hku.hk)

\* Initial name/URL of the Wix site

https://hku.wixsite.com/deptcode-1/

(https://hku.wixsite.com/deptcode-1/)

\* Name of website

HKU ITS CMS

HKUPortalUID



## Part B: Details of Application

\* Application type

Apply for a new Wix site ▼

### Application for a new Wix site

\* Domain name of the website

Use an existing \*.hku.hk domain name ▼

\* Existing domain name

(<https://www.existingdomainname.hku.hk>)

<https://www.hku-dept.hku.hk>

\* Initial name/URL of the Wix site

(<https://hkutest.wixsite.com/deptcode-1/>)

<https://hkutest.wixsite.com/deptcode-1/>



## Part B: Details of Application

\* Application type

Ongoing maintenance of Wix site

Ongoing maintenance of Wix site

\* URL of the website

(https://www.domainname.hku.hk)

1. Add / Edit Custom Role

\* Name of the Custom Role

\* Enable Permission(s)

Click [here](#) for details about custom role.

2. Remove Custom Role/ member

\* Name of the Custom Role/member

3. Duplicate site

\* Name of the duplicated site

4. Others, please note in Remarks

- Add/Remove account/Custom Role
- Duplicate site





Demo2

Role: Owner

Initial name/URL of the Wix site



Demo2

https://ithelp4.wixsite.com/demo2

Site Actions

Domain: Not connected  
[Connect Domain](#)

Plan: Free  
[Compare Plans](#)

Mailbox: Not connected  
[Get a Mailbox](#)

Blog

Contacts & CRM

Marketing Tools

Settings

Apps

Upgrade



Edit Site

Limited Time Only

50% OFF | Yearly Unlimited & eCommerce Plans

Save Now

Offer valid until October 18, 2018 (7 am UTC). Promotion only valid for a Yearly Subscription and the first time a site is upgraded.

Tools for Your Site



Get Found on Google

Follow your personalized SEO plan



Get Your Own Domain

Build your brand with a custom domain



Easily Send Emails

Create beautiful email marketing campaigns



Automate Responses

Respond to visitors automatically by email, chat & more

# Provision through Central Cost

- Each department is provisioned with a number of CMS websites through central cost.
- No. of CMS website provision = (No. of **professoriate staff** in a department/3 + No. of **professoriate staff** in a department/20) or 3, whichever is larger
- Additional websites/self-finance project can be requested at the cost of **HK\$600/website** on a yearly basis.



Website

Business & eCommerce



To accept online payments, make sure to upgrade your site with a Business Plan. [Got It](#)

**MOST POPULAR**

### VIP

First Priority Support

US\$ **24**<sup>50</sup> /month

Select

**UNLIMITED** Bandwidth

**20GB** Storage

Connect Your Domain

Remove Wix Ads

Free Domain for 1 Year

2 Video Hours

Site Booster App - \$60 Value

Visitor Analytics App - \$60 Value

### Unlimited

Entrepreneurs & Freelancers

US\$ **12**<sup>50</sup> /month

Select

**UNLIMITED** Bandwidth

**10GB** Storage

Connect Your Domain

Remove Wix Ads

Free Domain for 1 Year

1 Video Hour

Site Booster App - \$60 Value

Visitor Analytics App - \$60 Value

### Combo

For Personal Use

US\$ **8**<sup>50</sup> /month

Select

2GB Bandwidth

3GB Storage

Connect Your Domain

Remove Wix Ads

Free Domain for 1 Year

30 Video Minutes

### Connect Domain

Most Basic

US\$ **4**<sup>50</sup> /month

Select

i This Plan displays Wix brand ads

1GB Bandwidth

500MB Storage

Connect Your Domain



# FAQ – domain name



# Domain name

- Domain name must end with hku.hk.
- Domain name refers to the part marked in green below (can include alphanumeric characters, "-" and "." only). Folder name and file name CANNOT be a part of the domain name.

<https://domainname.hku.hk/foldername/file.html>

- Domain name cannot be shared for use in more than one website

# Redirect URL

- Redirect [www.its.hku.hk/cms](http://www.its.hku.hk/cms) to another website
- Dashboard -> Marketing & SEO -> SEO Tools -> URL redirect Manager -> Add New redirect

### Add Redirect ✕

**Single Redirect**  
Redirect traffic from an old URL to a new URL.

**Group Redirect**  
Redirect traffic for a group of URLs that share the same path.

Enter the old URL you're directing traffic from, then add the new URL that you want people to find.

Old URL i

New URL i



# SITE EDITING



# How Wix Benefit to you

## Create website with Wix Editor

Pick the Website Template You Love

Search all templates...

Business & Services ▾ Store ▾ Creative ▾ **Community ▾** Blog ▾

All Templates | Blank Templates | More ▾

**Classes & Courses Website Templates**

- All Education
- Schools & Universities
- Classes & Courses**



STEM Camp



Cooking Classes



Art Classes



Online Classes



Private Lessons Online

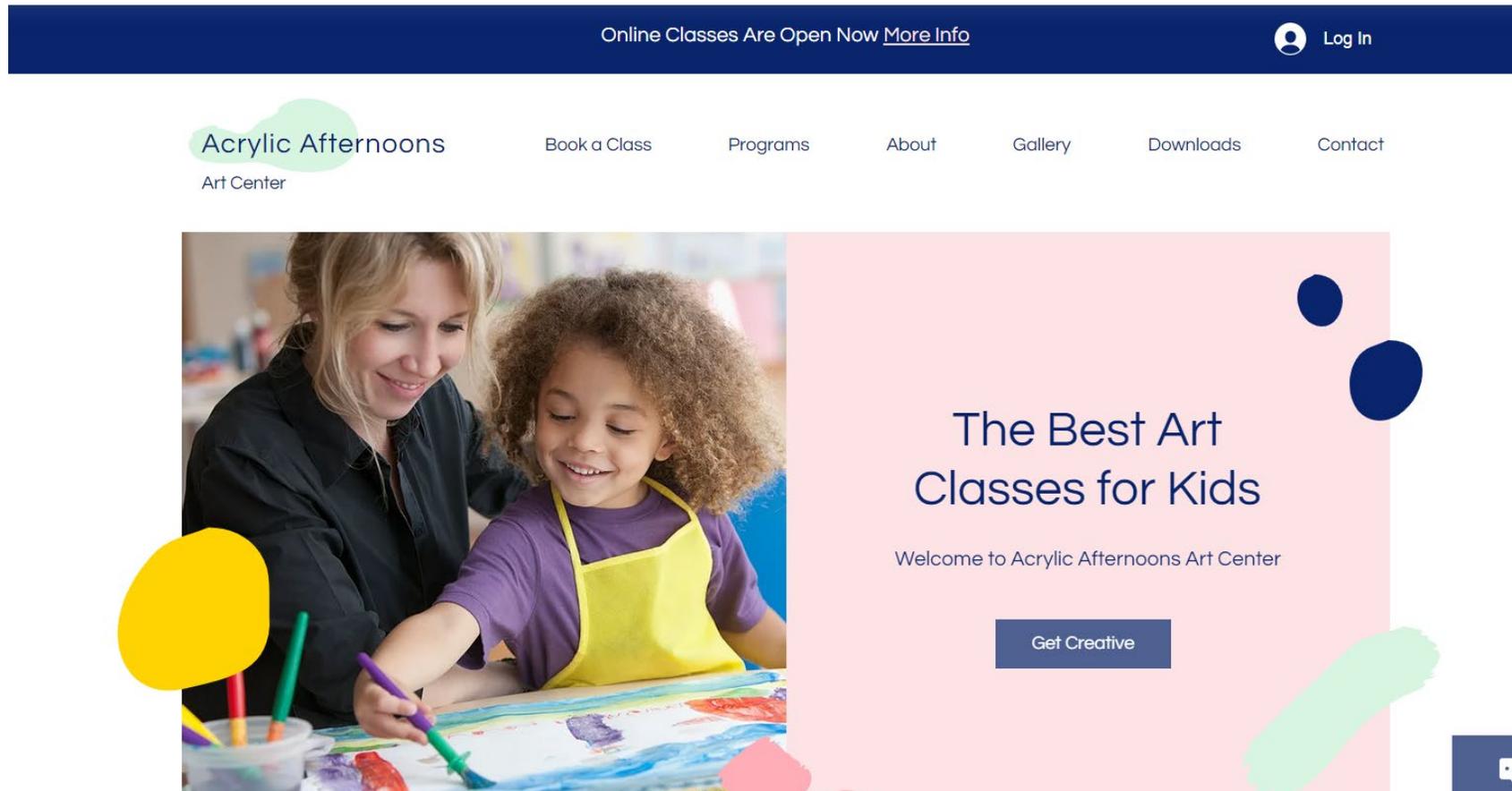


HEAD OF THE CLASS



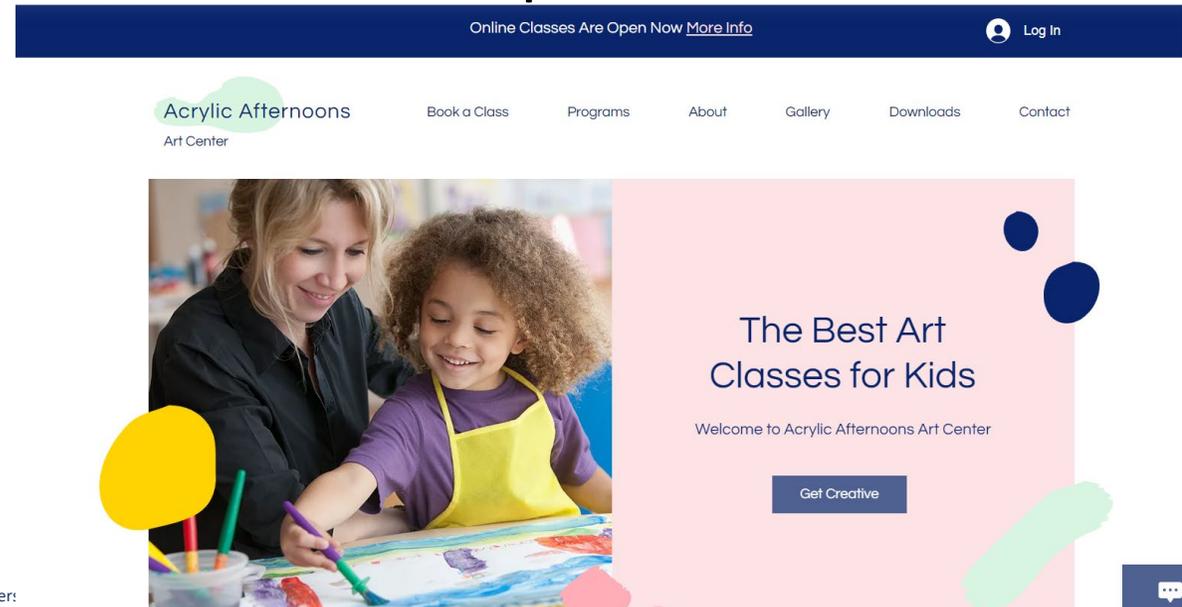
# Revamp Website from Web Cloud, but keep WebCloud accessible

## Community - > Online Education -> Art Center (page 1)

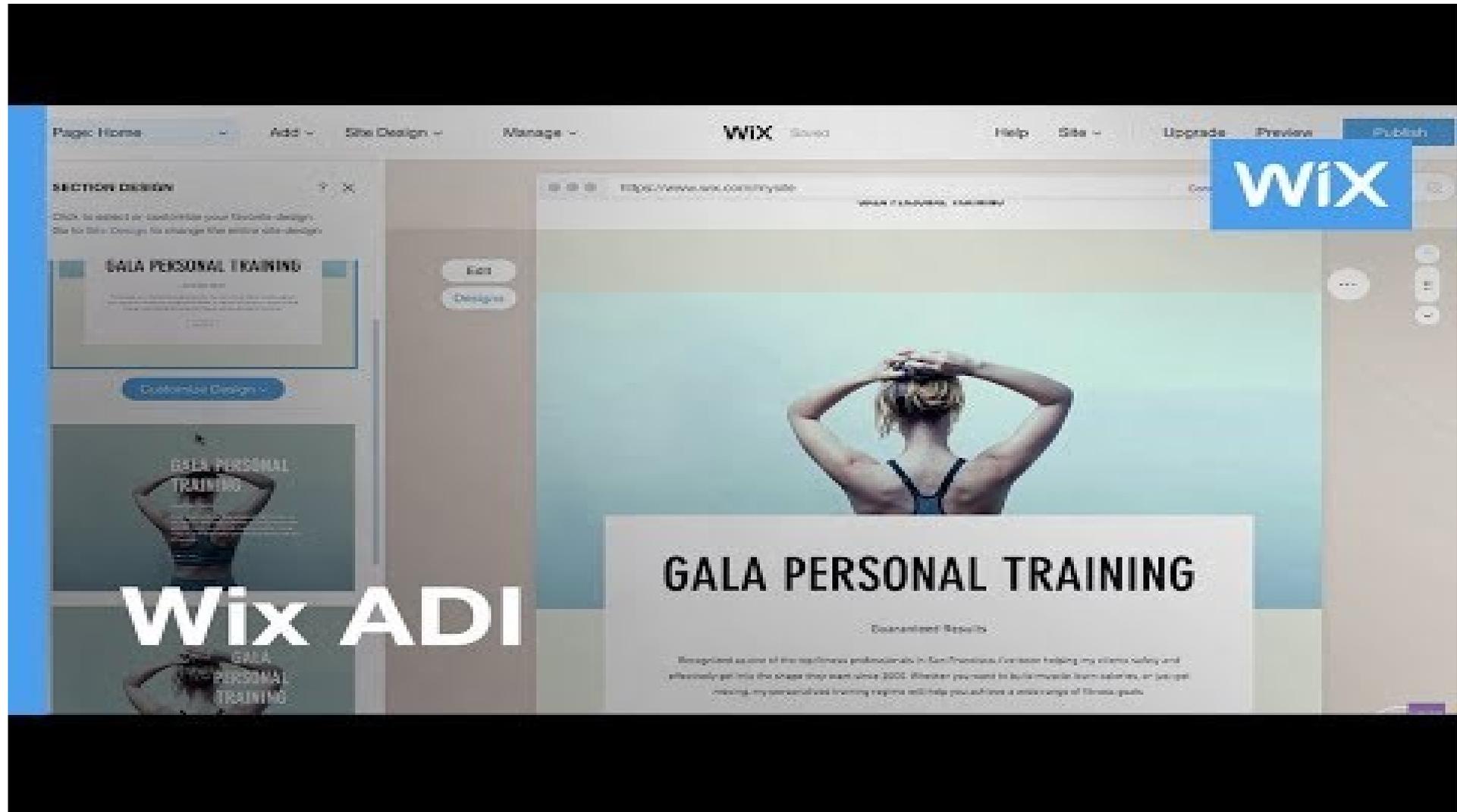


# Let's try...

- Creating a site using Wix -> Wix Editor
  1. Click **“Skip”** in What kind of website
  2. Choose **“Editor”**
  3. Choose the template under **Community - > Online Education -> Art Center (page 1)**
  4. Click **“View”** to check out both the desktop view and mobile view.
  5. Click **“Edit this site”**



# Use of ADI



Wix ADI



# Break Time

Taking a break is for accomplishing a longer journey

**Attendance@HKU**



- 5mins
- Any Question? Raise hand.

**Check in this  
Training using APP**

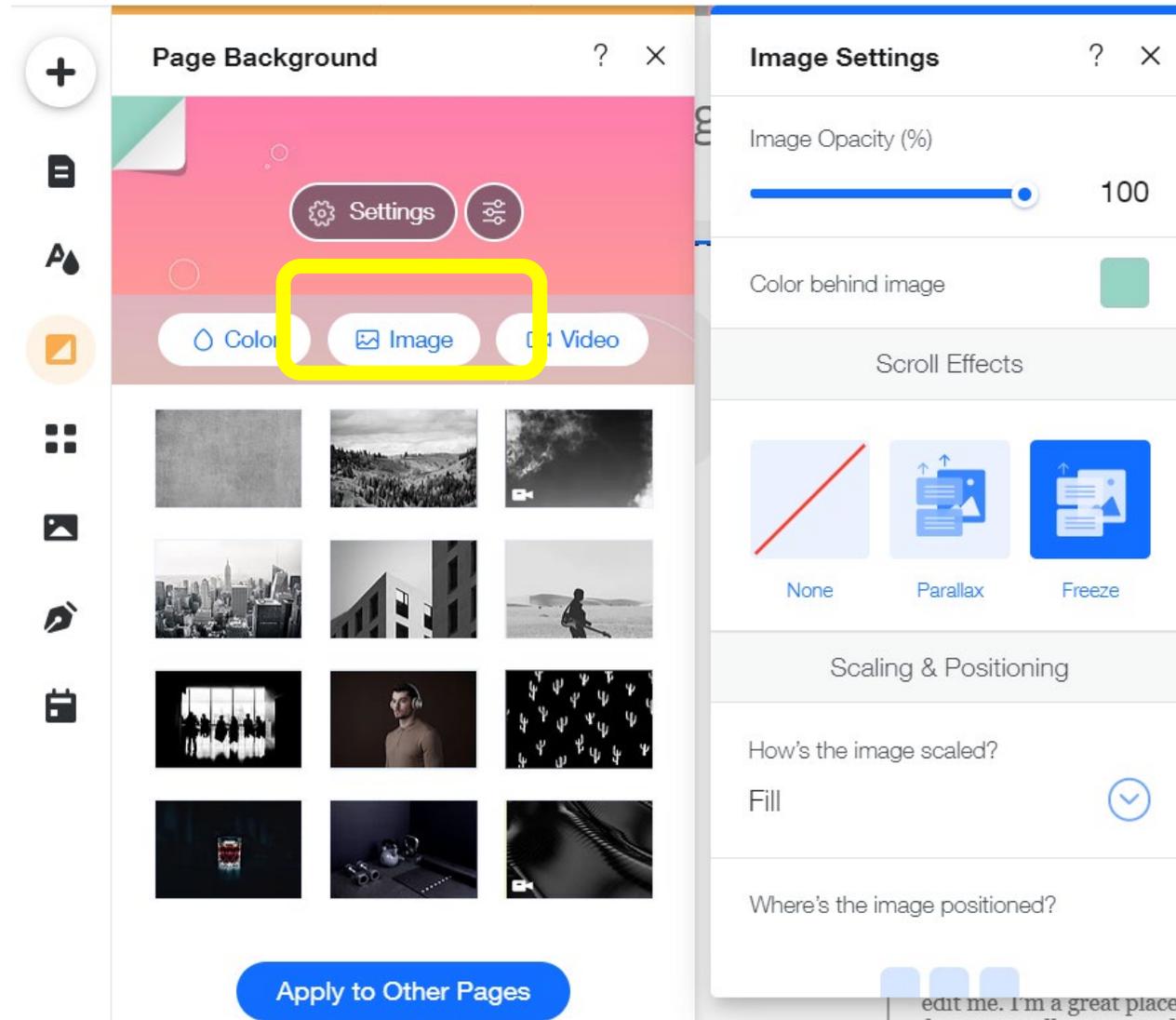


# Changing layout of webpage

Wix Editor



# Change Background



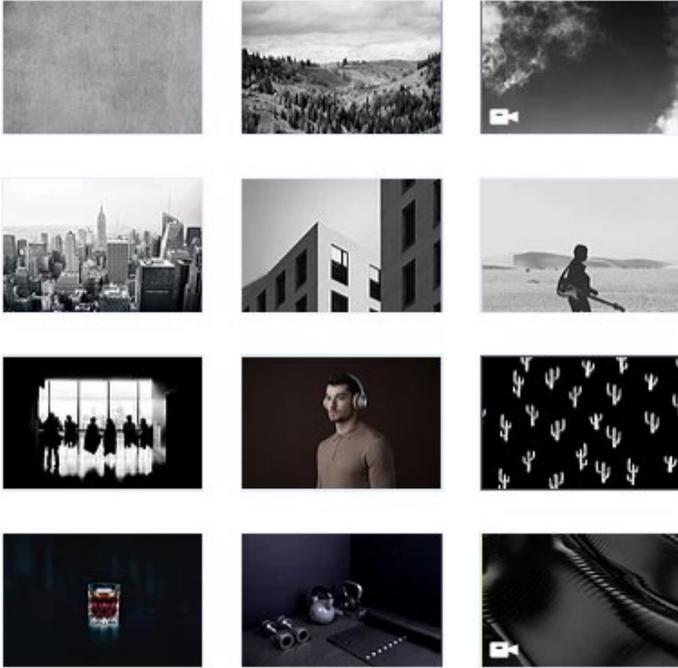


## Page Background



Settings 

Color  Image  Video 



Apply to Other Pages

## Apply to Other Pages



Where do you want to apply this background?

- All Pages
- Home 
- Our School
- Learn English
- Fees
- Book a Class 
- Bookings Che... 
- FAQ
- My Account 
- My Bookings

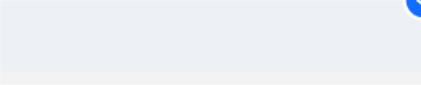
# Header and Footer

Change Header Design   

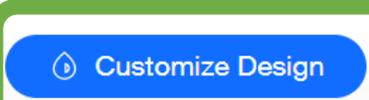
### Header Design

Themed Headers

No Color



Discover More Headers





### Header Design

[Preset Designs](#)

**Fill Color & Opacity**

Background

100%

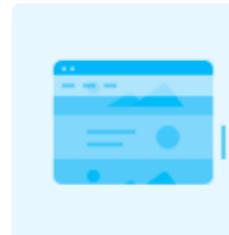
Change Header Design   

### Header Scroll Settings

When visitors scroll, the header:

Scrolls with site      Freezes

Disappears      Fades out



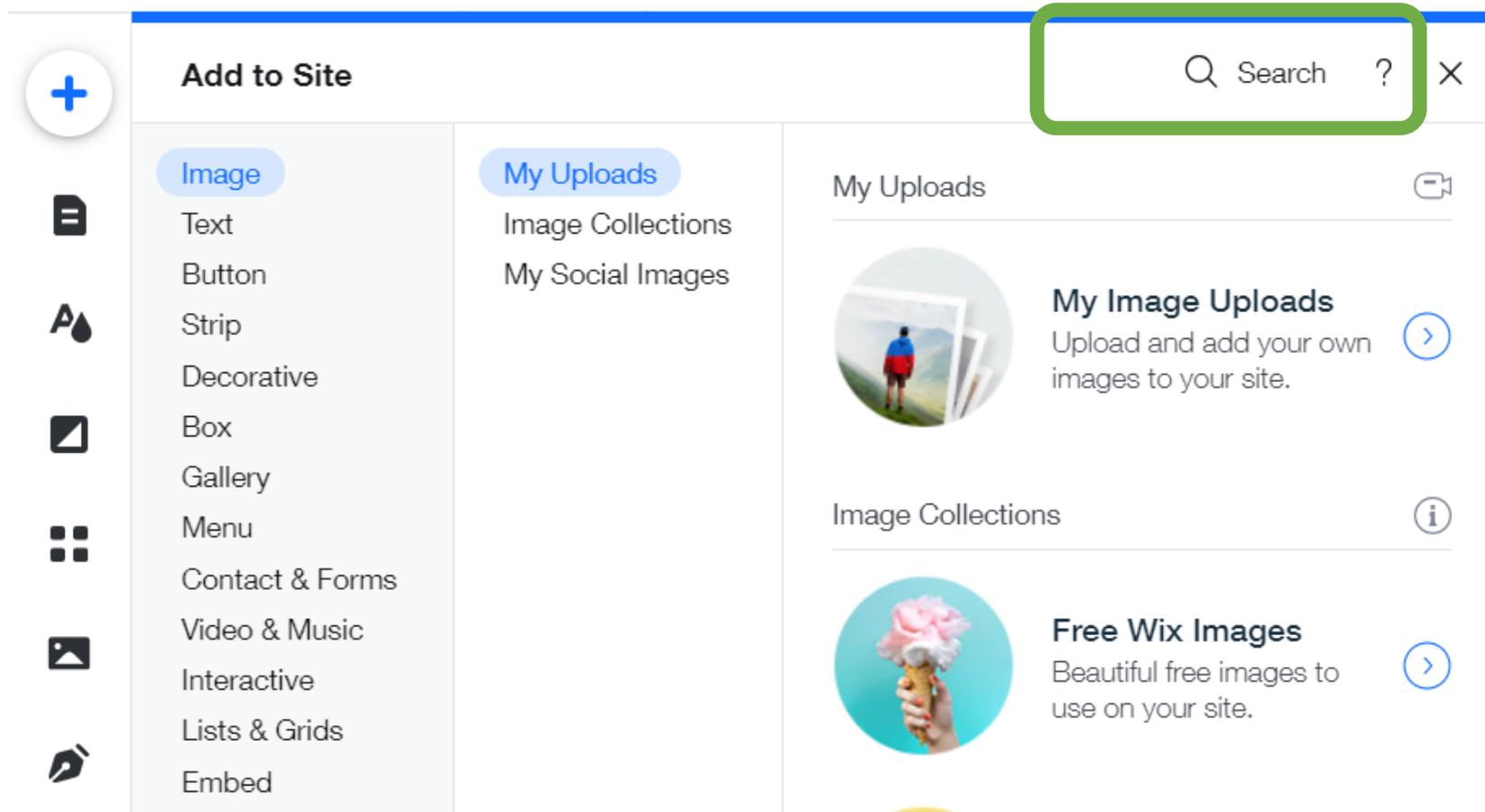
# Menu

Wix Editor



# Search elements

- Use search to search elements.



# New Folder, Page and Link

**Site Pages** ? X

**Site Menu** + Add

- Home
- Book a Class
- Programs
- About
- Gallery
- Downloads
- Contact
- Members

**+ Add Page** [Link Icon] [Folder Icon]

Online Classes Are Open Now [More Info](#)

**Manage Menu** Navigate [Icons]

**Horizontal Menu**

- Book a Class
- Programs
- About
- Gallery

# Page URL

- Menu -> Page setting -> SEO(Google)

The screenshot shows the Wix website editor interface. On the left, a 'Switch Page' dropdown menu is open, listing 'Signup & Login', 'Bookings Pages', 'Member Pages', and 'Program Pages'. The 'Program Pages' section is expanded, showing a list of pages: 'Home', 'Book a Class', 'Hide', 'Programs', 'About', 'Gallery', 'Downloads', 'Contact', and 'Members'. The 'Hide' page is selected and highlighted in blue. Below the list is a '+ Add Page' button and icons for link and folder actions.

The main area shows the 'Page Settings (Hide)' panel. The 'SEO Basics' tab is active. The section is titled 'Get Found On Google' and includes a 'Go to SEO Wiz' button. Below this, there is a 'Preview on Google' section with a question: 'What's the page's slug (last part of the URL) for this page?'. The current slug is '/ hide'. A green callout box with the text 'Access /Edit page URL here' and a green arrow points to the 'hide' part of the slug.

Other fields in the SEO section include 'What's the page's title tag (title in search results)?' with the value 'Hide | My Site 5' and 'What's the page's meta description (description in search results)?'.

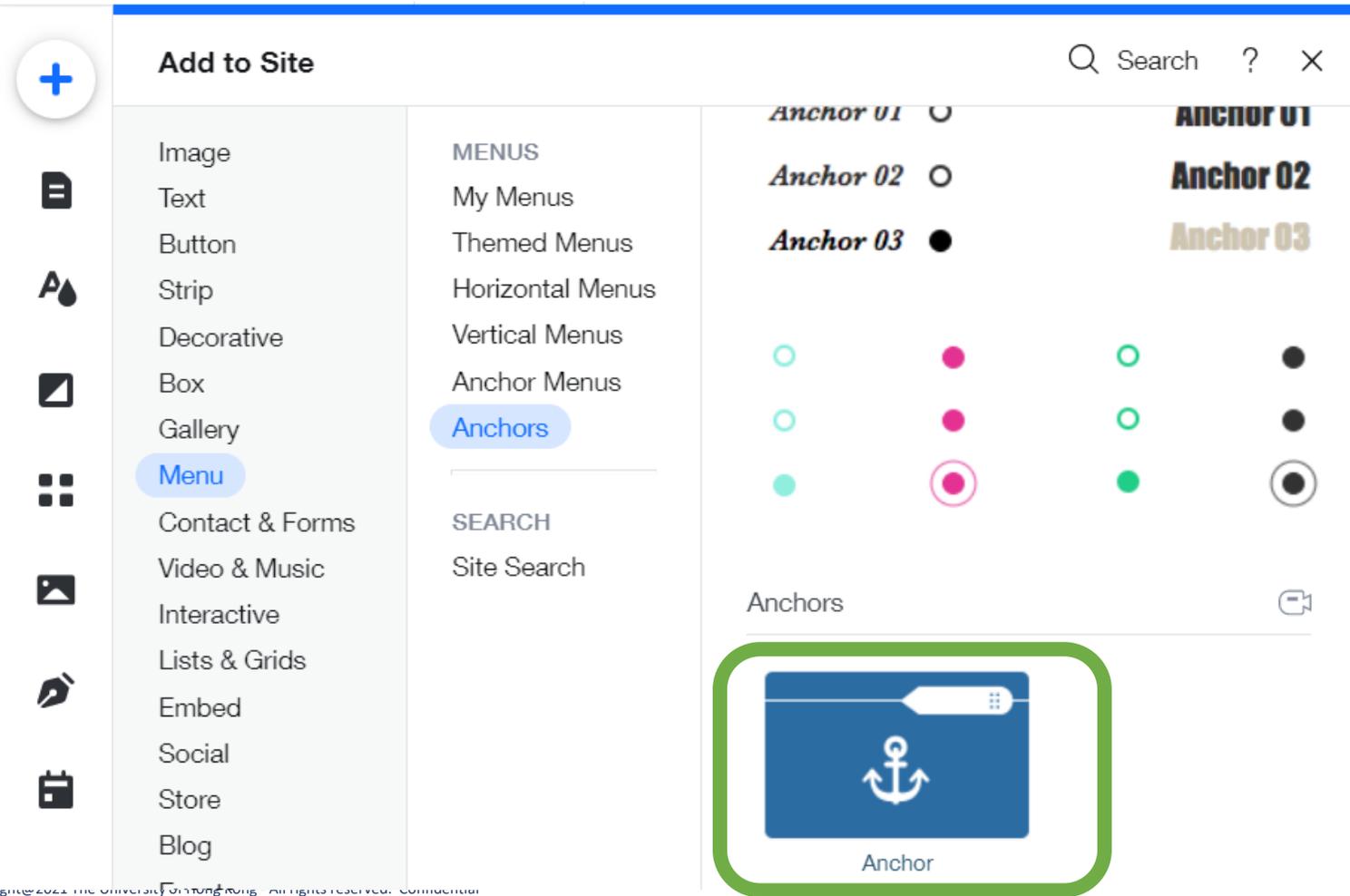
# Hide Page

- Menu -> Page setting -> Setting
- Hide from menu only, page still accessible

The screenshot displays a user interface for managing website pages. On the left, a sidebar contains navigation icons and a list of page categories: Site Menu, Signup & Login, Bookings Pages, Member Pages, and Program Pages. The 'Site Menu' category is selected, showing a list of pages: Home, Book a Class, Hide, Programs, About, and Gallery. The 'Hide' page is highlighted in blue. To the right, the 'Page Settings (Hide)' panel is open, showing tabs for Page Info, Layouts, Permissions, and SEO Basics. The 'Page Info' tab is active, displaying the page name 'Hide' and a toggle for 'Hide from menu', which is currently turned on. A green box highlights the 'Hide from menu' toggle. Below the toggle, there is a 'Make this your homepage?' section with a 'Set' button, and an 'Advanced Settings' section with a right-pointing arrow.

# Anchor

- Auto scroll to a point without/within same page
- Add -> Menu -> Anchors
- Give name
- Add link point to Anchor



## Let's try...

- Change Layout
  - Change background image and apply to all page (slide 47,48)
  - Change Header & footer design( Slide 49)
- Adding/linking an Anchor in menu
  - Access “About” page, add anchor, named “Artists”(slide 55)
  - link this anchor under “About” in menu



## Let's try...

- Add page and hide from menu
  - Add a page named “ Hide” (slide54)
  - Set to “Hide” from menu
- Change the URL
  - Change the “hide” page URL to “hidden” (slide 53)

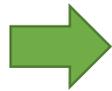


# Adding Content

Wix Editor



# Color Theme



The screenshot displays the 'Theme Manager' interface. On the left is a vertical toolbar with icons for adding, editing, text, images, and other elements. The main panel is titled 'Theme Manager' and has a 'Colors' tab selected. It shows a 'Color Theme' section with a preview of the letters 'Aa' and a set of five color swatches (red, teal, green, yellow, grey). Below this is an 'Edit Your Theme's Colors' section with four color swatches labeled 'Color 1' through 'Color 4', each with a corresponding color gradient bar. An 'Adjust Shade' dialog is open on the right, showing sliders for 'Saturation' and 'Brightness' and a 'Color Preview' box with a red square. An 'Apply' button is at the bottom of the dialog. In the background, a text box contains the words 'language school' in red.



# Text Styling and Theme

The image shows a software interface for managing themes. On the left is a vertical toolbar with icons for adding, deleting, text styling, and other actions. The main area is titled "Theme Manager" and contains a list of "Text Themes".

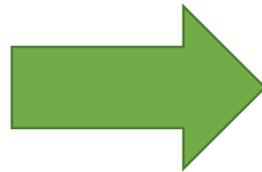
Color	Text Theme	Font	Font Size
Grey	Heading 1		30px
Red	Heading 2		24px
Red	Heading 3	Georgia	60px
Red	<b>Heading 4</b>	Georgia	45px
Red	Heading 5		24px
Red	Heading 6		20px

An "Edit Heading 4" dialog is open, showing settings for the selected theme:

- Font: Georgia
- Font size: 45px (with a slider)
- Buttons: B (Bold), I (Italic), A (Text color)
- Preview: "The quick brown fox jumps over the..."
- Buttons: Cancel, Apply

The background shows a website header with the text "Language school" and navigation links: Home, Our School, Fees, Book.

# Image and Gallery



**Media** ? ×

What are you looking for?  
e.g. business, fashion, fitness

Upload Your Media ⓘ

Edit Images and Videos ⓘ

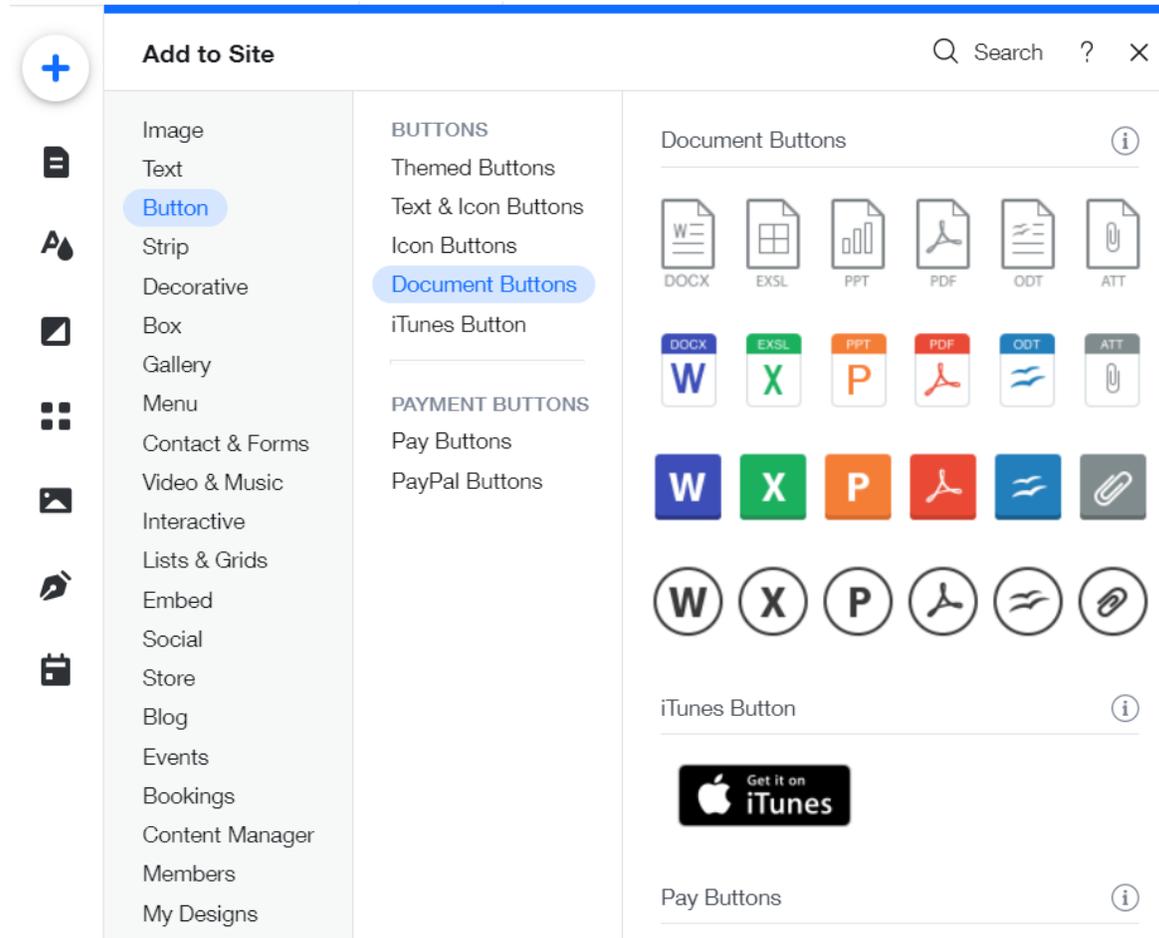
**Photo Studio**  
Edit and enhance your images

**Video Maker**  
Create your own videos

Free Wix Images ⓘ

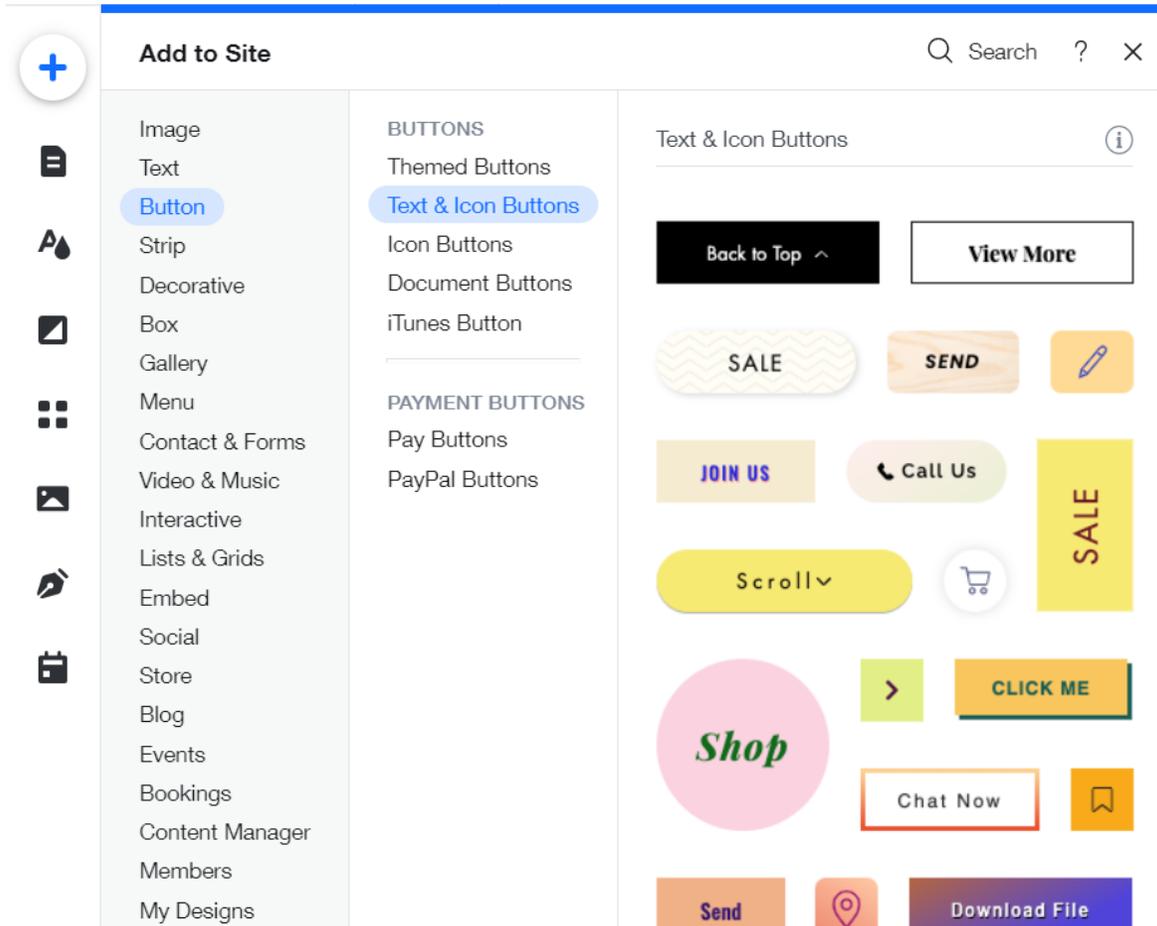
# Download Documents

- Add -> button -> Document Buttons



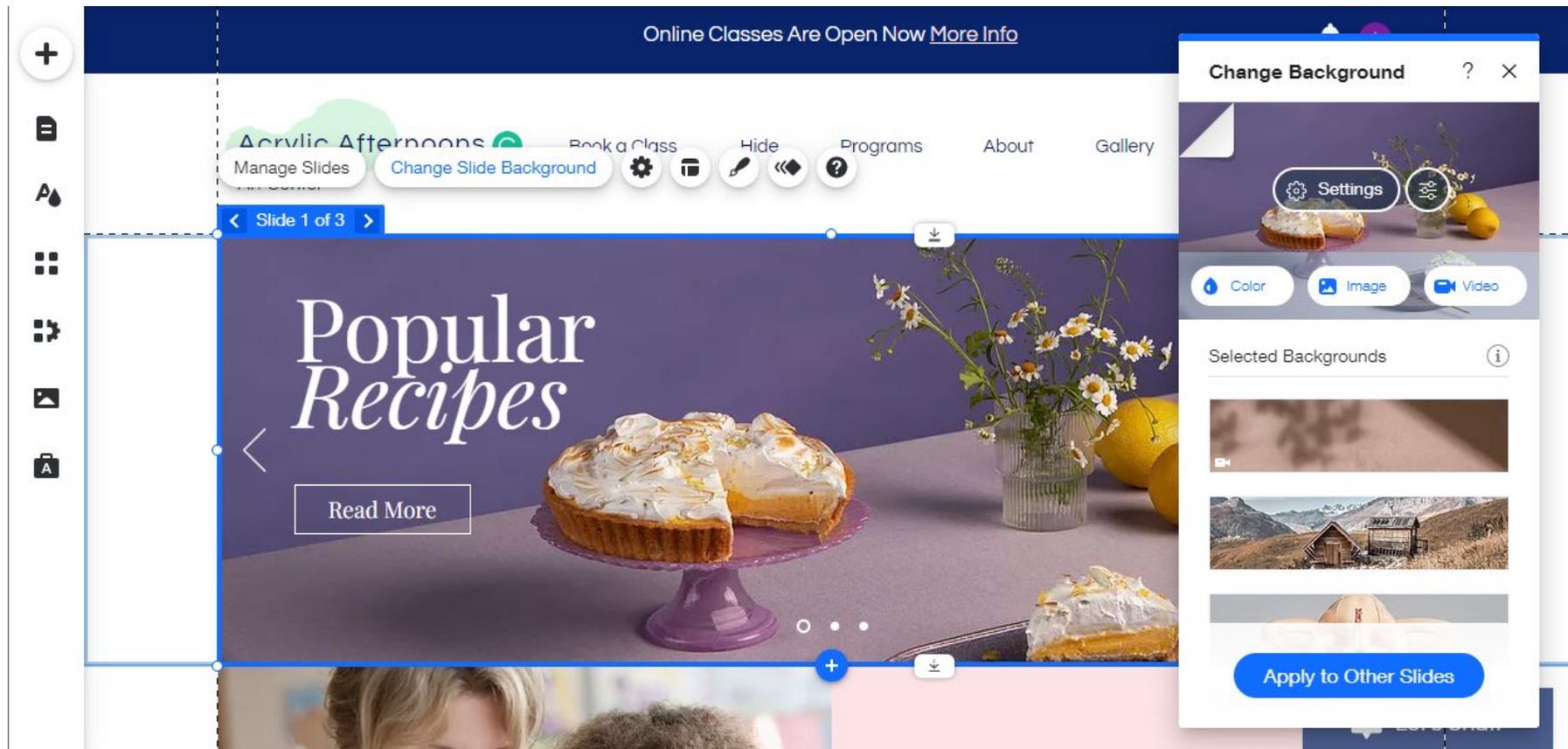
# Button

- Add - > Button

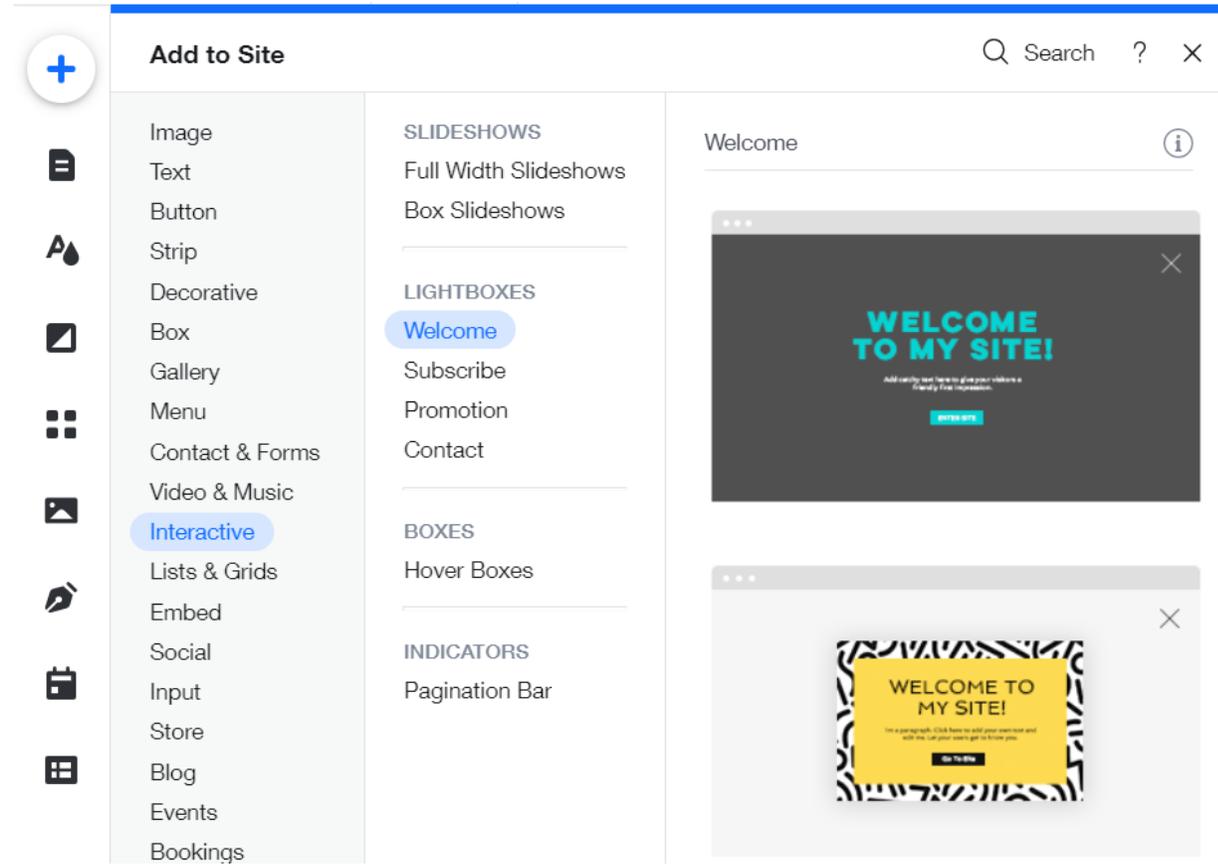


# Slideshow

- Add Strip: Add -> Strip -> Classic
- Add slideshow: Add -> Interactive -> Box Slideshows



- Add lightboxes: Add -> Interactive -> Welcome



# Site Search

- Add -> menu -> Site Search

Online Classes Are Open Now [More Info](#)

Acrylic Afternoons Art Center

Book a Class Hide Programs About

Settings Downloads Contact

Wix Site Search

Search...

## Search Results

Search...

All (73) Services Pages (73) Programs

195 items found

Go to your published site to see real search results.

# Review and Publish your site

The screenshot displays the Wix website editor interface. At the top, the Wix logo is on the left, and navigation links for Site, Settings, Dev Mode, Hire a Professional, Help, and Upgrade are in the center. On the right, there are Save, Preview, and Publish buttons. The Publish button is highlighted with a green box. Below the navigation bar, the page title is 'Page: Search Results'. The main content area shows a dark blue header with the text 'Online Classes Are Open Now [More Info](#)'. Below the header is a navigation menu with items: Acrylic Afternoons (highlighted with a green circle), Book a Class, Hide, Programs, About, Gallery, Downloads, and Contact. Under 'Acrylic Afternoons' is the text 'Art Center'. A search bar with the placeholder 'Search...' is located in the top right of the main content area. Below the navigation menu, the text 'Search Results' is centered. At the bottom of the main content area, there is another search bar with the placeholder 'Search...' and a close button (x).



# Wix Form

- Add -> Contact & Forms
- Form Setting -> View Submission Table (need publish site)

The screenshot displays the Wix Forms management interface. On the left, a sidebar menu lists various options: Main, Settings, Submit Message, Payment, Conditions, Contacts, Automations, Email Marketing, and Support. The 'Main' option is selected. In the center, a large blue button labeled 'View Submissions Table' is highlighted with a green border. To the right, a preview of a contact form is shown with a dark blue background. The form includes fields for 'First Name', 'Last Name', 'Email \*', and 'Phone'. A 'Form Settings' button is highlighted with a green box above the form. Below the form, there is a 'Thanks for submitting!' message. A yellow highlight is visible on the right side of the form preview.

# Wix Form (view records)

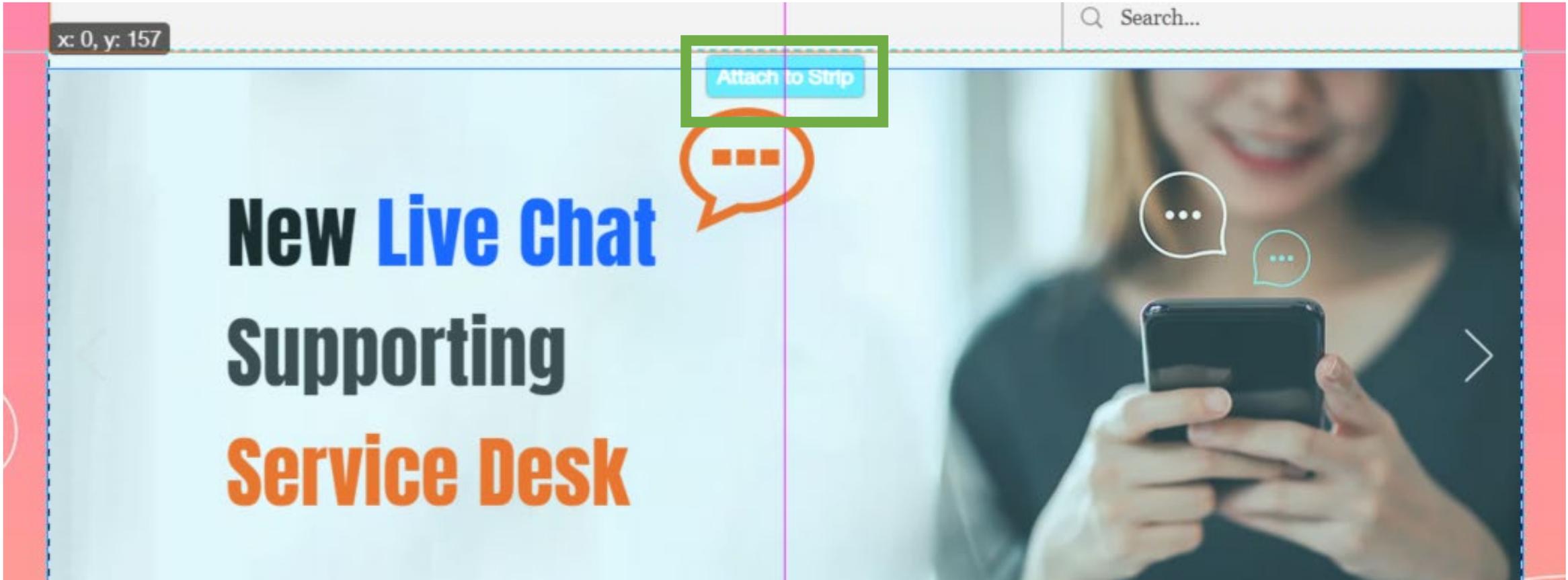
- Dashboard -> Content Manager -> Contacts

The screenshot displays the Wix Content Manager interface. On the left is a dark sidebar with a navigation menu. At the top of the sidebar, it says '1/7 Set up your site 6 steps left >'. The menu items are: Contacts, Communications (with a '1' badge), Automations, Marketing & SEO, Analytics & Reports, Finances, Channels, Settings, Apps, Content Manager (highlighted), and Developer Tools. At the bottom of the sidebar is a purple 'Upgrade' button and a 'Quick Access' icon. The main content area is light blue and titled 'Content Manager' with the subtitle 'Store and manage content to display anywhere on your site.' There are two buttons at the top right: 'More Actions' and 'Watch a Video Tutorial'. Below the title, it says 'MY COLLECTIONS'. A collection card for 'Contacts' is highlighted with a green rounded rectangle. The card shows a grid icon, the title 'Contacts', and '1 item'. To the right of the card is a large plus sign (+) for adding new content.

# FAQ - Changing layout of webpage



# Attached to ... (Box, Page, Slide...)



## Let's try...

- Add Text “Add Heading 1” change color to Blue, save theme
- Upload and insert image
- Add PDF icon and upload file (slide 62)
- Add Button “Email me”, link to email address with Subject (slide 63)



## Let's try...

- Add a slideshow in home page
- Add Site Search
- Edit submission form in footer
- Publish
- Submit form in live, view submitted record in Dashboard(wix.com)-> custent manager -> Contacts



# Mobile view

Wix Editor



# Mobile View

Page: Home

Mobile View Toggle (highlighted)

Navigation: Back, Forward, Full Screen, Tools, Search

## WIX

Customize Your Header

How does it look when visitors scroll?

- Scrolls with page
- Disappears
- Fades out
- Fixed

Previous Next >

Skip this

Online Classes Are Open Now [More Info](#)

### Acrylic Afternoons

Art Center

Search...

#### Search Results

Search... x

All (73) Services Pages (73) Programs

195 items found

Go to your published site to see real search results.

Services (0)

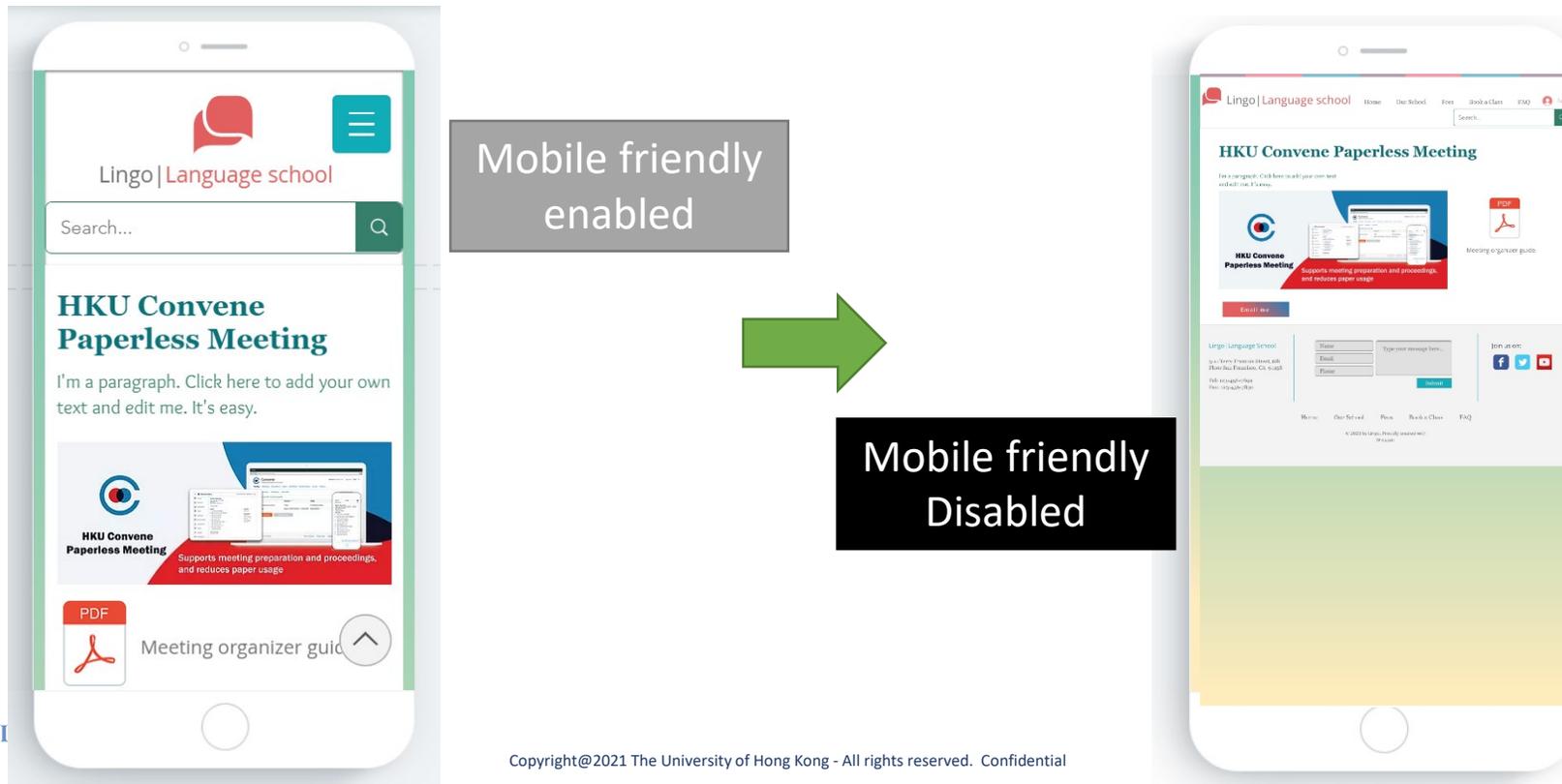
# Mobile View

- Adjust Background Image
- Add Quick Action bar
- Hidden Element (not show in mobile view)
- **Optimize Now = Reset**



# Turn off Mobile view

- Let user accessing the Desktop view in Mobile
- Editor -> Setting -> Mobile friendly

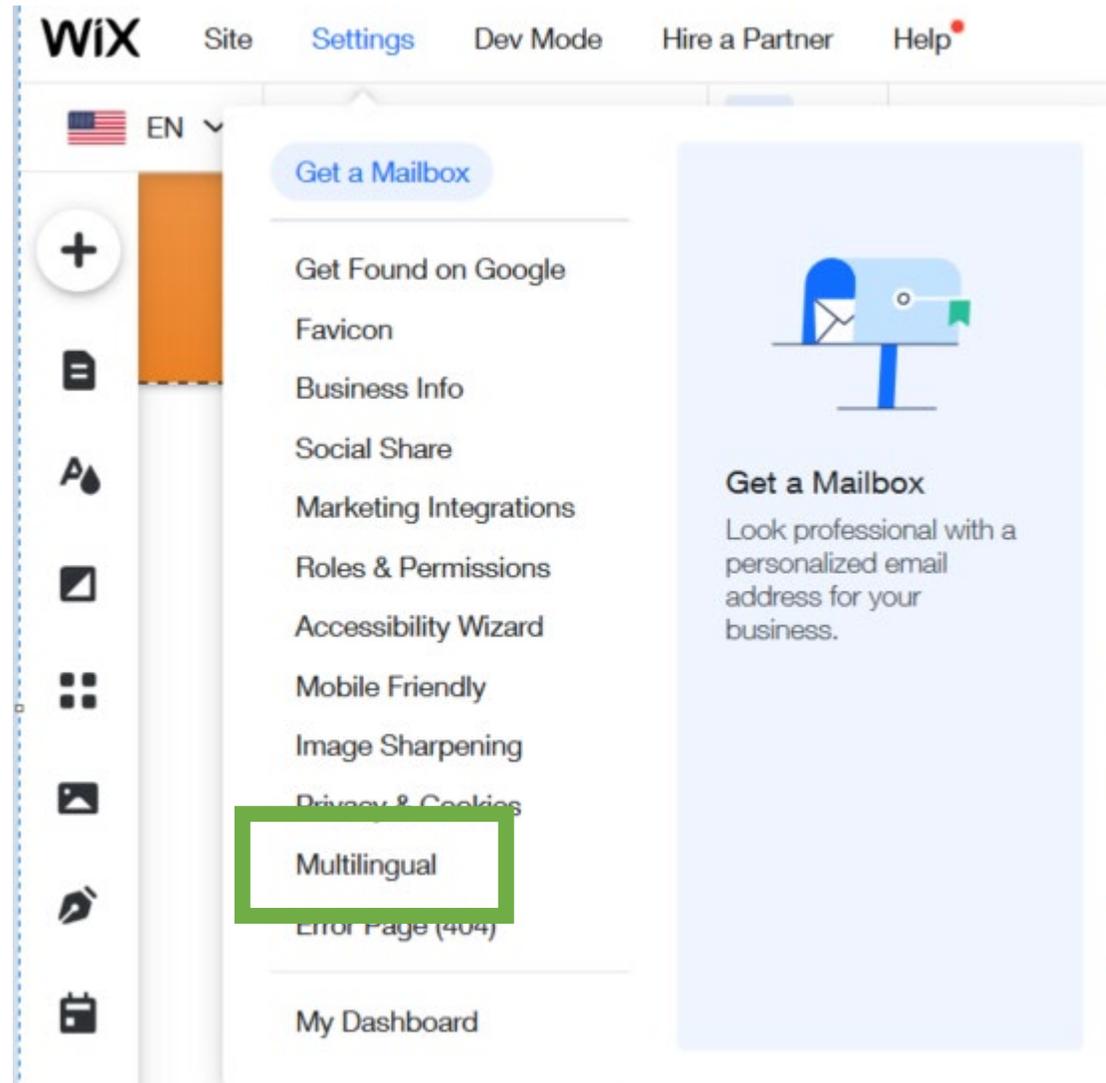


# Multilingual

Wix Editor



# Multilingual



The screenshot shows the Wix website settings interface. At the top, there are navigation links: Wix, Site, Settings (highlighted), Dev Mode, Hire a Partner, and Help. Below the navigation, there is a language selector showing a US flag and 'EN'. A vertical sidebar on the left contains various settings icons. The main settings menu is open, listing options such as 'Get a Mailbox', 'Get Found on Google', 'Favicon', 'Business Info', 'Social Share', 'Marketing Integrations', 'Roles & Permissions', 'Accessibility Wizard', 'Mobile Friendly', 'Image Sharpening', 'Privacy & Cookies', 'Error Page (404)', and 'My Dashboard'. The 'Multilingual' option is highlighted with a green rectangular box.

# Multilingual

Multilingual ×

## Translate your site into another language

My Site is Written In:  
English  [Change](#)

---

I want to translate into:

Chinese   

Make Chinese visible now 

Auto-translate site content 

Not all site content can be translated. [Learn more](#) [Continue](#)



# Multilingual

The screenshot shows the Wix website management interface. At the top, there is a navigation bar with the Wix logo and links for Site, Settings, Dev Mode, Hire a Professional, and Help. Below this, there is a language selection dropdown showing 'EN' with a US flag icon. To the right, there are options for 'Page: Home' and device views (desktop and mobile). A dropdown menu titled 'My Site Languages' is open, showing two language options: 'English' (Main language) with a US flag icon, and 'Chinese' (Visible) with a red star icon. A blue button labeled 'Edit Translation >' is next to the Chinese option. At the bottom of the dropdown menu, there is a blue button labeled 'Manage Languages', which is highlighted with a green rectangular box.

# Multilingual

Dashboard

1/7 Set up your site  
6 steps left >

Subscriptions

Online Programs >

File Share

Contacts >

Communications >

Automations

Marketing & SEO >

Analytics & Reports >

Finances >

Channels >

Settings

Content Manager

Upgrade

## Multilingual Dashboard

Add and manage your site languages.

### My Languages

+ Add Language

	English Main Language	...
	Chinese	Visible <input checked="" type="checkbox"/> ...

### Settings

Auto-redirect

Automatically show your site to visitors in their browser language.  
[Learn More](#)

### Translate your apps' content

Keep translated content in your apps up to date with

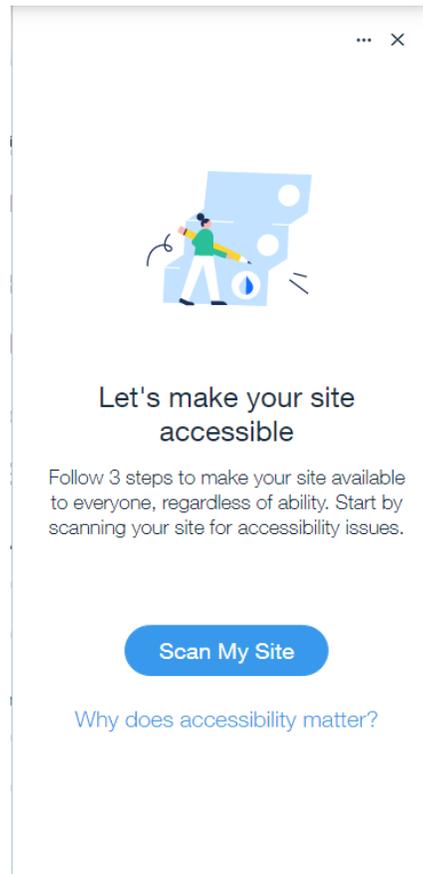
**Translate label in App**  Chinese v

Pro Gallery v

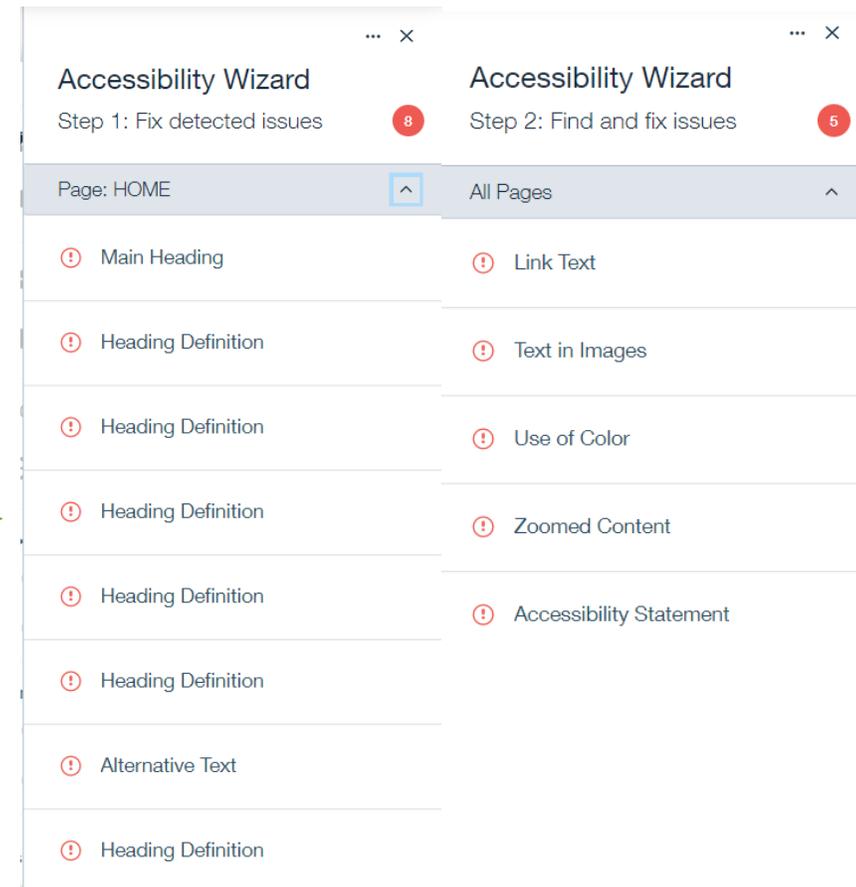
# Accessibility

- Setting -> Accessibility

<https://support.wix.com/en/article/wix-editor-checklist-for-improving-your-sites-accessibility>



After Scan



## ❗ Link Text ? ^

People should be able to understand what will happen when they click on links.

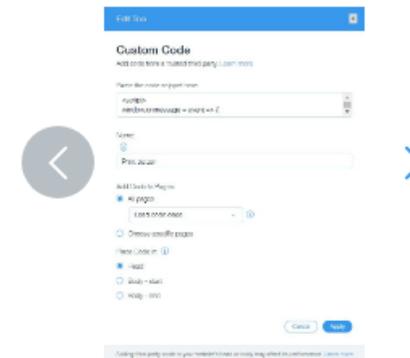
Make sure:

- Link text isn't generic, like "read more", but gives people relevant information ?
  - Link text clearly explains what happens when people click, like "Submit Form" and not "Next" ?
  - Objects with links, like photos or videos have alternative (alt) text to explain where they lead ?
  - Links that lead to the same location, use the same text ?
- All done? Mark this task as complete

- Use the slideshow below to find images on your site containing text
- Replace images containing only text with real text
- Add important text from your images to the alt text

## ? Tips for writing good alt text

1/87



Current alt text 95

1.JPG ❗

- All done? Mark this task as complete

# Accessibility Toolbar

- Free Accessibility Toolbar  
[http://webworks.ga/acc\\_toolbar/](http://webworks.ga/acc_toolbar/)
- Setting -> Advanced -> Custom Code -> + Add Custom Code

<https://www.cms.its.hku.hk/accessibility-toolbar>

Add code from a trusted third party. [Learn more](#)

Paste the code snippet here:

```
<script  
src="https://cdn.jsdelivr.net/gh/mickidum/acc_toolbar/acctoolbar/acctool
```

Name:



Web Accessibility Tool

Add Code to Pages:

All pages

Load code once



Choose specific pages

Place Code in:

Head

Body - start

Body - end



# Wix App

Wix Editor



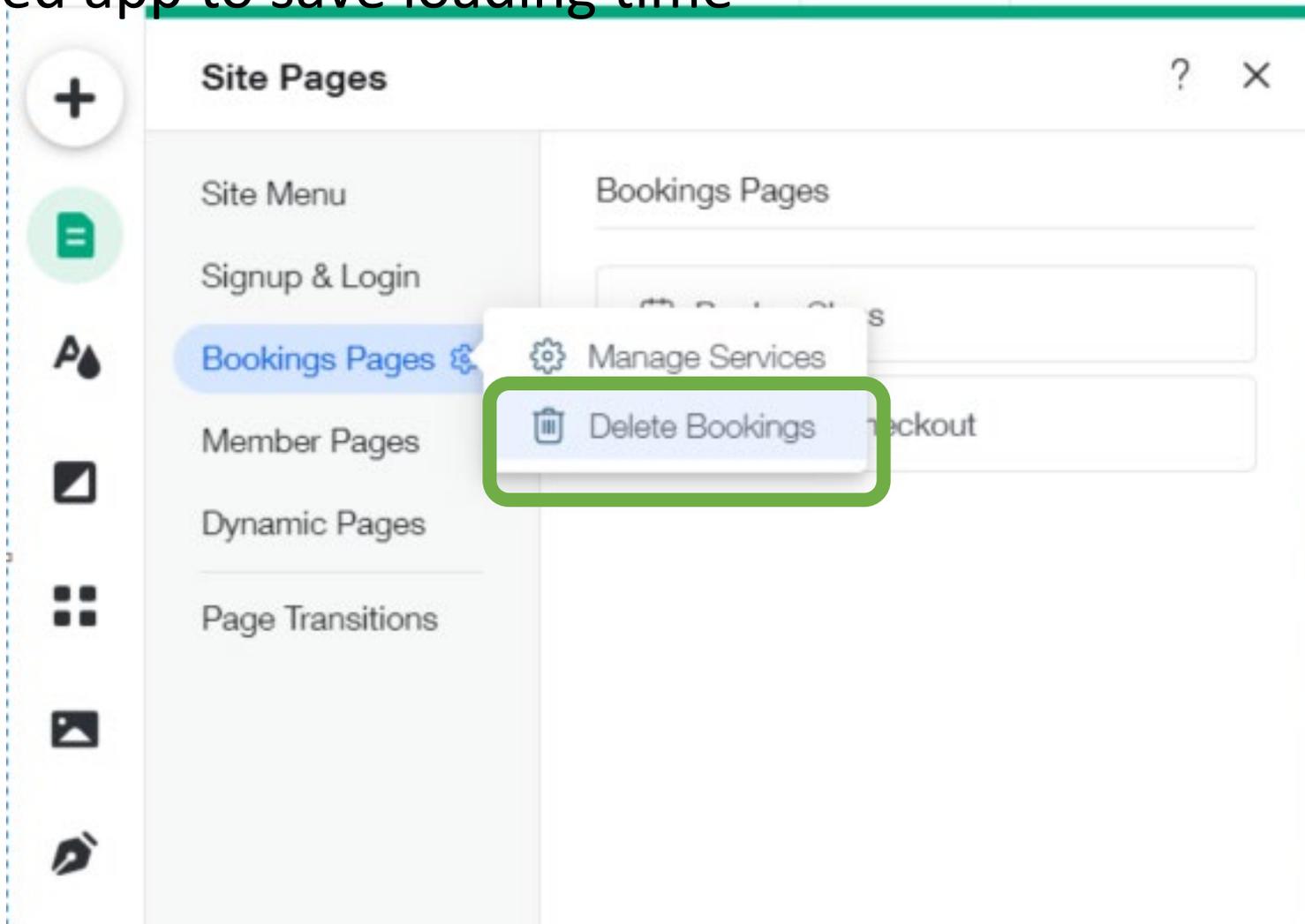
# Apps pre-installed for some Template

- Uninstall unused app to save loading time

The screenshot displays the Wix App Market interface. On the left sidebar, the 'Manage Apps' option is highlighted with a green box. The main content area is titled 'Manage Apps' and includes a search bar and a 'Get More Apps' button. Under the 'Installed Apps' section, two apps are listed: 'Wix File Share' and 'Wix Multilingual'. The 'Wix File Share' app has a three-dot menu icon highlighted with a green box. Below this, under the 'Installed Wix Business Solutions' section, 'Wix Pro Gallery' is listed with 'Upgrade Site' and 'Open' buttons.

# Uninstall

- Uninstall unused app to save loading time



# Wix App - Form

- Subscription included Apps (Modules): Booking, event, store...
- These form belongs to Wix form app  
(limited to 5 forms, 10 fields, unable to upload files)

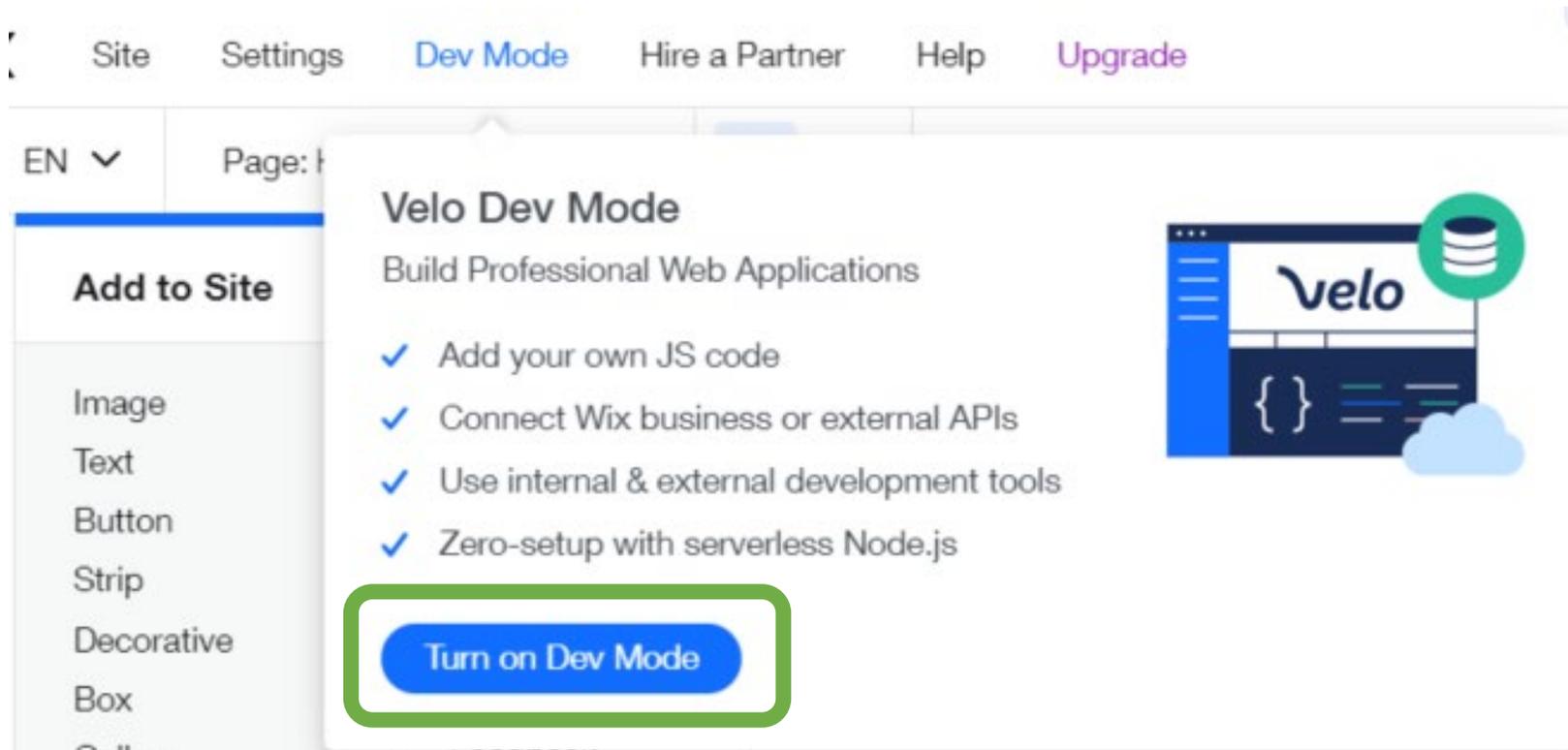
The screenshot displays the 'Add to Site' interface in the Wix editor. On the left is a vertical sidebar with icons for different content types: Image, Text, Button, Strip, Decorative, Box, Gallery, Menu, Contact & Forms (highlighted), Video & Music, Interactive, Lists & Grids, Embed, and Social. The main area is titled 'Add to Site' and contains a search bar and a list of form templates under the heading 'FORMS'. The 'Contact' template is selected and highlighted. Below the list, a preview of the 'Contact' form is shown, featuring fields for First Name, Last Name, Email, and Phone, a message field, and a Submit button. The form is presented in three different color schemes: a dark theme, a purple theme, and a light blue theme.

# Wix Velo- Advanced Web Application Development



# Enabling Wix Velo Dev Mode

- Dev Mode -> Turn on Dev Mode



# User Input and Database

- Add -> User Input / Database

The screenshot displays the Wix website builder interface. On the left, a sidebar menu is visible, with a green rounded rectangle highlighting the 'Main Pages' section. The 'Main Pages' section includes items like 'Home', 'Our School', 'Learn English', 'Fees', 'Book a Class', 'Bookings Checkout', 'FAQ', 'Folder', 'Hide', and 'Search Results'. Below this, there are sections for 'Wix Members Area (members)' and 'Global (Site)'. The 'Global (Site)' section includes 'masterPage.js'. In the center, the 'Add to Site' menu is open, showing a list of widgets. A green rounded rectangle highlights the 'Input' widget in the 'Text' category. The 'Input' widget is selected, and its preview is shown on the right. The preview shows a text input field with the placeholder text 'Add your Name'. Below this, there are other input widgets: a text box with the placeholder 'What's your number?', a text box with the placeholder 'Street Address', a green button with the text 'How many bottles of beer on the wall?', a text box with the placeholder 'WEBSITE ADDRESS', and a text box with the placeholder 'Level of Education'. At the bottom right, a green rounded rectangle highlights a small icon in the footer area.

# Advanced Self-Training

3

## Basic Steps



Training Slide



Guidelines for advanced users

DETAILS



Hints to improve site performance

DETAILS



Domain Name Setup

DETAILS



Web Accessibility in Wix

COMMING SOON

## Reference Sites





This site serves to Advanced Training on Cloud-based Website CMS  
Using Wix for HKU Staff.  
You may join the lesson from [here](#).  
or download the presentation slide below for self-learning

### Agenda

#### Foundation

Topic	Description	Self-learning
Item link	links display in different type	No
Dynamic item link	item link change according to user action	Yes
Hide	Hide item	No
Hide at Desktop	Hide item at Desktop and show at Mobile	Yes
Viewport event	Use buttons to group as a sub-menu. When user scroll the page, change the color ...	No

### Download



Handheld



Presentation slide

# Create Form with Velo

- By turn on the Dev Mode, you can custom forms with no limit, allow to upload files, but little skill required
- Sample: <https://www.cms.its.hku.hk/feedback>
- Guideline: <https://hkuits.wixanswers.com/en/article/database-form-feedback>



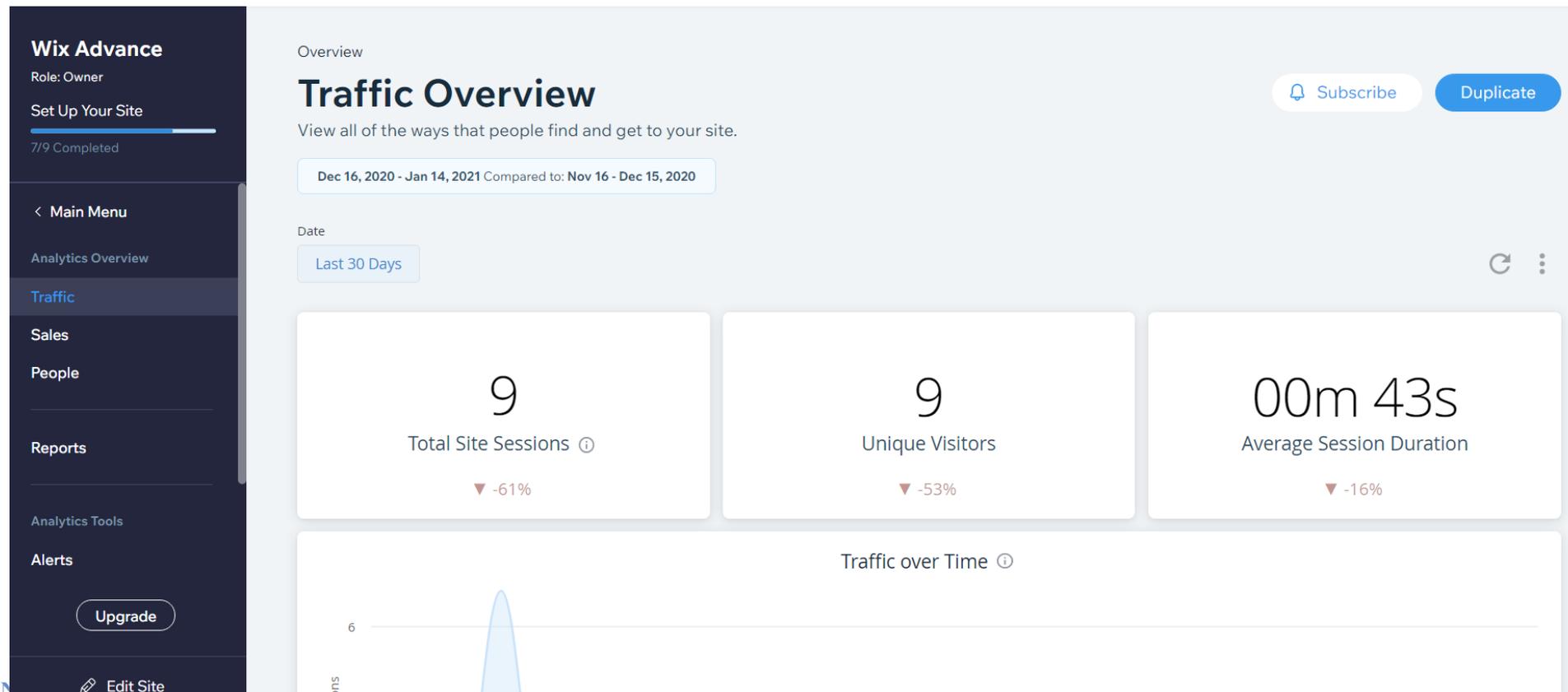
## Let's try...

- Switch to mobile view, setup and adjust. (slide 75)
- Use Multilingual to add Chinese version, try to self-translate part of content. (slide 79)
- Uninstall Booking App(slide 88)
- Turn on Dev Mode, free test the fields under “User Input” (slide 91)

# Web statistics



- Dashboard -> Analytics & Report



# Google Analytics

- Google account is required
- Please access <https://analytics.google.com/analytics/> with your Google account
- Then follow the procedure in <https://www.cms.its.hku.hk/basic> to setup Google Analytics and retrieve the Tracking ID



- Dashboard -> Marketing & SEO -> Marketing Integrations -> Google Analytics -> Connect

1/7 Set up your site  
6 steps left >

Ascend Business Tools

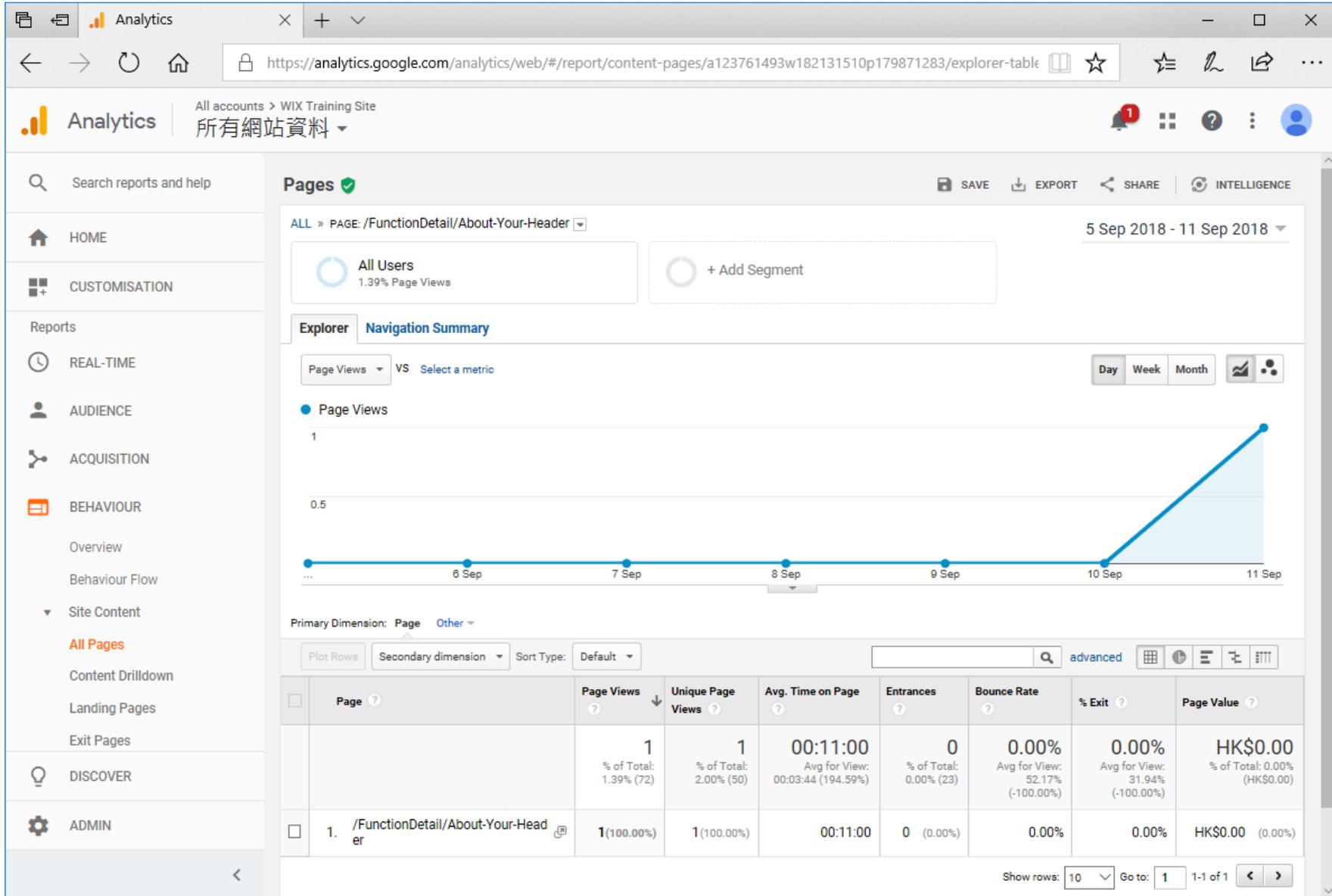
## Marketing Integrations

Use these tools to make your marketing more effective.

Upgrade

- Google Analytics**  
Discover where your visitors come from and what they do on your site.  
Connect
- Facebook Pixel & CAPI**  
Track conversions and measure the success of Facebook campaigns.  
Connect
- Google Tag Manager**  
Use Google Tag Manager to update tags and code on your website.  
Connect
- Google Ads**
- Facebook Catalog**
- Yandex Metrica**

Upgrade



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use thi

p 1 | Retrieve your Google Analytics code:

ign in to your [Google Analytics](#) account.

✕

## Add Your Google Analytics Code

Add your Google Analytics tracking ID below to get insights on your site activity.

IP Anonymization i

**Note:** Make sure that you're adding the tracking ID code, which begins with "UA-". A measurement ID code ("G-") will not work. [What's the difference?](#)

Save

Close

they stay, what

new format is no

integrate Goog



# SEO



# Configuring SEO in Wix

- Search Engine Optimization (SEO) is to make your site rank high in the search engines (e.g. Google)
- SEO Guide in Wix: <https://www.wix.com/features/wix-seo>
- SEO Starter Guide (Google):  
<https://support.google.com/webmasters/answer/7451184>



# Configuring SEO in Wix

- Dashboard -> Marketing & SEO

The screenshot displays the Wix Marketing Home dashboard. On the left is a dark sidebar with navigation options: Automations, Marketing & SEO (expanded), Marketing Home, Get Found on Google, SEO Tools, Email Marketing, Facebook & Instagram Ads, Multichannel Campaigns (marked with a 'NEW' badge), Google My Business, Reserve with Google, Social Posts, Video Maker, Coupons, and Marketing Integrations. The main content area features the 'Ascend Business Tools' logo, a progress indicator '1/7 Set up your site 6 steps left >', and buttons for 'Upgrade Ascend' and '+ Create New'. Below this is the 'Marketing Home' title and a subtitle: 'Use these tools to drive traffic to your site and reach a wider audience.' A 'Suggested for you' section contains two cards: 'Get found on Google' (labeled 'ESSENTIAL') and 'Create an email campaign' (labeled 'RECOMMENDED'). The 'Get found on Google' card includes a description, a magnifying glass icon over a 'G' logo, and a 'Start Now' button highlighted with a green border. The 'Create an email campaign' card includes a description, an envelope icon with a heart, and a 'Send a Campaign' button. At the bottom, there is a section titled 'Create & schedule marketing activities'.

**1/7** Set up your site  
6 steps left >

Ascend Business Tools

## Marketing Home

Use these tools to drive traffic to your site and reach a wider audience.

Upgrade Ascend + Create New

### Suggested for you

**ESSENTIAL**

#### Get found on Google

Boost your site's SEO with the SEO Wiz. Follow your step-by-step plan.



Start Now

**RECOMMENDED**

#### Create an email campaign

Send updates, offers or newsletters & keep in touch.



Send a Campaign

Create & schedule marketing activities

# Site History – fall back

- Editor -> Site -> Site History

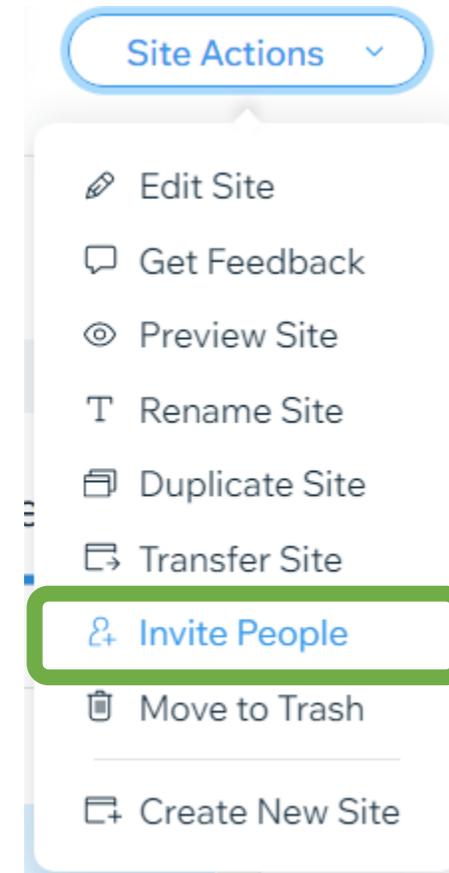
The screenshot displays the Wix Site History interface. On the left, a sidebar shows a list of revisions for the 'Language school' site. The selected revision is from Sep 24, 2019 11:51 AM, published by the Site Owner. A green box highlights the 'Restore' button next to this revision. The main content area shows a preview of the website, which includes a navigation menu with 'Home', 'Our School', 'Fees', 'Book a Class', and 'FAQ'. The website features a large banner for 'Convene Meetings' with the text 'Supports meeting preparation and proceedings, and reduces paper usage'. Below the banner, the text 'Those who know nothing of foreign languages, know...' is visible. The Wix logo and 'Wix Training > Site History' are at the top left, and a 'Billing' link is at the top right.

# Invite Your Colleagues to edit



# Invite Your Colleagues to edit

- Dashboard -> Site Actions -> Invite People



<https://www.cms.its.hku.hk/add-site-admin>



Role	Site Dashboard	Editor	Invite People	App Market	Payment & Account Info	Delete Site	Duplicate & Transfer	Billing	Domains
<b>Owner</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Admin (Co-Owner)</b>	✓	✓	✓	✓	✓	-	-	✓	✓
<b>Website Manager</b>	✓	✓	✓	✓	-	-	-	-	-
<b>Website Designer</b>	Partial	✓	-	-	-	-	-	-	-
<b>Back Office Manager</b>	✓	-	-	-	-	-	-	-	-
<b>Billing Manager</b>	Partial	-	-	-	-	-	-	✓	✓
<b>Domains Manager</b>	Partial	-	-	-	-	-	-	-	✓
<b>Payments Manager</b>	Partial	-	-	-	✓	-	-	-	-
<b>Blog Editor</b>	Full Blog Access	-	-	-	-	-	-	-	-
<b>Blog Writer</b>	Partial Blog Access	-	-	-	-	-	-	-	-
<b>Bookings Admin</b>	Full Booking Access	-	-	-	-	-	-	-	-
<b>Bookings Staff Member</b>	Partial Booking Access	-	-	-	-	-	-	-	-
<b>Events Check-in Assistant</b>	Partial Events Access	-	-	-	-	-	-	-	-
<b>Store Manager</b>	Full Stores Access	-	-	-	-	-	-	-	-



# Support Services



# Support Services

- Online documentation
  - <https://www.cms.its.hku.hk>
  - <https://support.wix.com/en/>
- Support services: ITS Service Desk or Wix
  - <http://www.its.hku.hk/service-desk>
  - <https://www.wix.com/contact/en?referral=unhelpful> Choose your problem, click “Click to contact”



# PERSONAL DATA (PRIVACY) ORDINANCE



# Section 33 of Personal Data (Privacy) Ordinance

- Section 33 of the Personal Data (Privacy) Ordinance prohibits the transfer of personal data to places outside Hong Kong unless one of a number of conditions is met.
  - the place to which the data are transferred has in force "any law which is substantially similar to, or serves the same purposes as, this Ordinance". The Privacy Commissioner may specify a place satisfying this requirement by notice in the gazette.
  - the data subject has consented in writing to the transfer.

## Section 33 of Personal Data (Privacy) Ordinance

- the data user has reasonable grounds for believing that the transfer is for the avoidance or mitigation of adverse action against the data subject; it is not practicable to obtain the data subject's consent, but if practicable, such consent would be given.
- the data are exempt from data protection principle 3 by virtue of an exemption under "Part VIII - Exemptions" in the Ordinance.
- the data user has taken "all reasonable precautions and exercised all due diligence to ensure" that the data will not be dealt with in a manner that would constitute a contravention of the Ordinance.



# Storing Restricted information

- Restricted information can be put under intraweb.hku.hk by submitting CF106 Departmental Webmaster Account in [https://itsnow.hku.hk/nav to.do?uri=x tuohk its eforms cf106.do](https://itsnow.hku.hk/nav%20to.do?uri=x%20tuohk%20its%20eforms%20cf106.do)



# FAQ



# Wrong Result/Not show in Google Search

- Dashboard -> Marketing & SEO

**Ascend Business Tools**

## Marketing Home

Use these tools to drive traffic to your site and reach a wider audience.

[Upgrade Ascend](#) [+ Create New](#)

### Suggested for you

**ESSENTIAL**

#### Get found on Google

Boost your site's SEO with the SEO Wiz. Follow your step-by-step plan.

[Start Now](#)

**RECOMMENDED**

#### Create an email campaign

Send updates, offers or newsletters & keep in touch.

[Send a Campaign](#)

**Sh**  
Eas  
Inst  
>  
L

### Create & schedule marketing activities

# Long loading

- Use JPG instead of PNG, unless transparent background required
- Uninstall unused app
- Less Video

All done, still long loading:

- Turn on cache function

Detail Reference to <https://www.cms.its.hku.hk/improve-site-performance>



# Turn on Cache

The screenshot displays a website management interface with two main panels: **Site Pages** and **Page Settings (Home)**.

**Site Pages Panel:**

- Site Menu
- Signup & Login
- Bookings Pages
- Member Pages
- Program Pages

The **Site Menu** section lists the following pages:

- Home (highlighted with a blue bar and a green box around its menu icon)
- Book a Class
- Hide
- Programs
- About
- Gallery
- Downloads
- Contact
- Members

**Page Settings (Home) Panel:**

- Page Info
- Layouts
- Permissions
- SEO Basics

The **Advanced Settings** section is expanded, showing:

- Manually control caching for this page:** A toggle switch is turned on (blue) and highlighted with a green box.
- How often do you want to reset this page's cache?** A dropdown menu is set to **Maximum time**.

At the bottom of the Site Pages panel, there is a **+ Add Page** button and two icons for linking and sharing.

# Q & A

- Any Question?
- Send your feedback from below

**Evaluation form**

