



# 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**

**Michelle Cheung**

Tel: 3917 6285

Email: [michellc@hku.hk](mailto:michellc@hku.hk)

Service-Now (eForm, Incident...)

Wix

[ITS Website](#)

Design



**THE UNIVERSITY OF HONG KONG**  
**Information Technology Service**

**Alex WAN**

Tel: 3917 5303

Email: [alex.kc.wan@hku.hk](mailto:alex.kc.wan@hku.hk)



# [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>

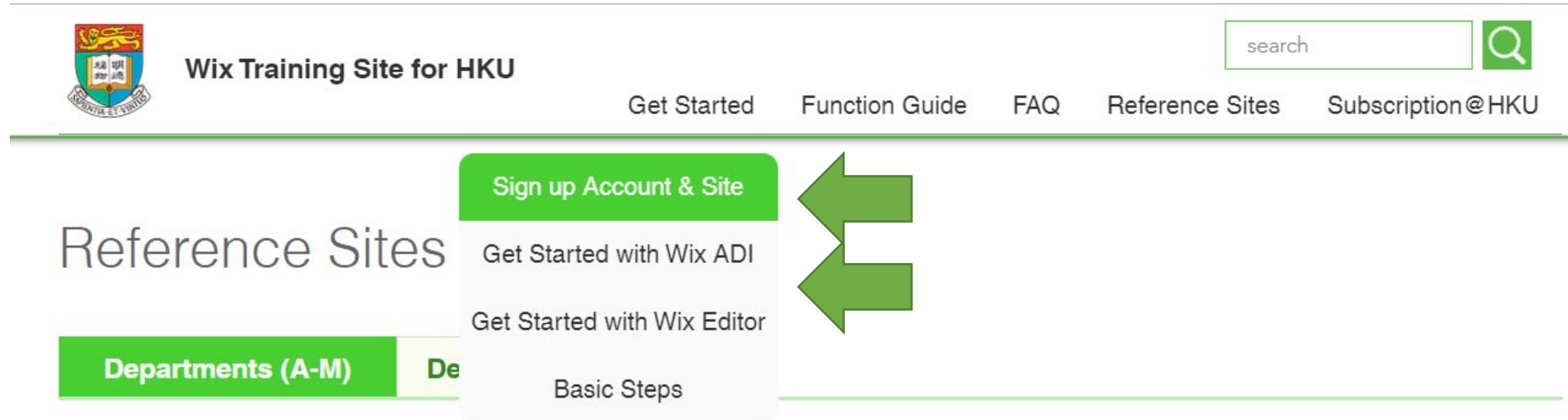


# Get started in using Wix and Subscription



# Get Started

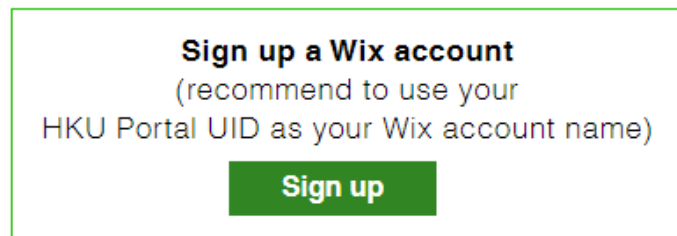
<https://www.cms.its.hku.hk/sign-up>



Developed by: Admissions and Academic Liaison Section



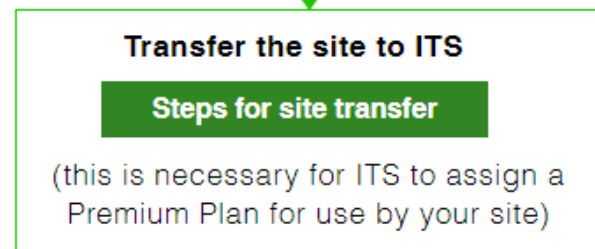
1



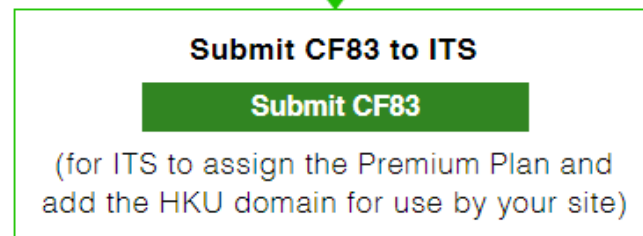
2



3



4



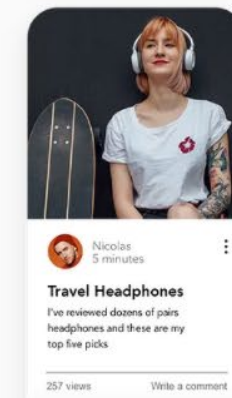
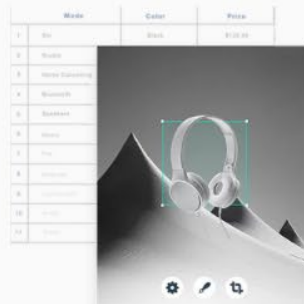
# [ Sign up a Wix account

- Sign up a Wix account
  - You are recommended 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](#)

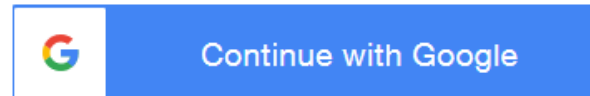
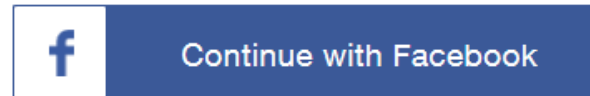
Email

Type your email again

Password

Type your password again

Sign Up



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



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)



My Sites | Wix.com

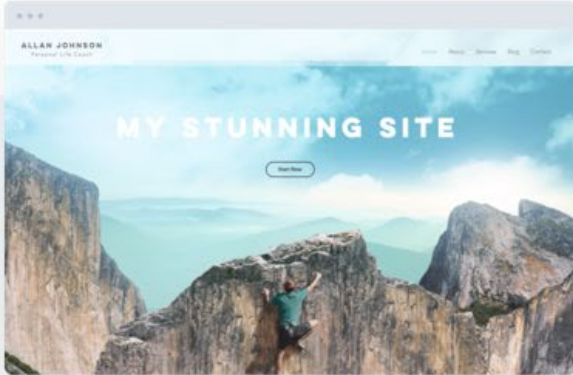
https://www.wix.com/account/sites

WIX

My Sites Help

My Sites

+ Create New Site



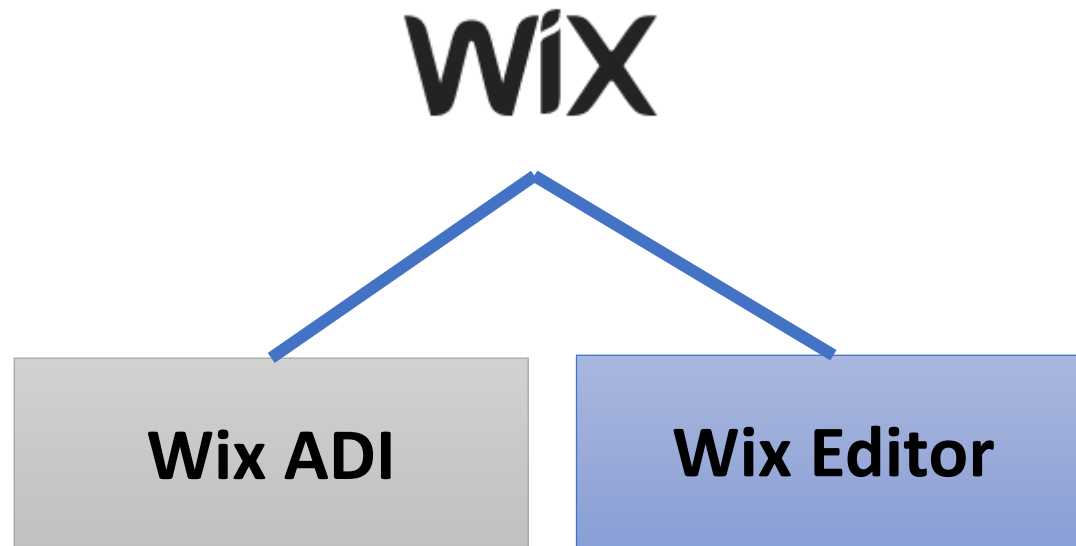
**Create Your First Site**

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



## [ 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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(this is necessary for ITS to assign a  
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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 &gt;

Ascend by Wix

## Customer Management 1

## Marketing &amp; SEO &gt;

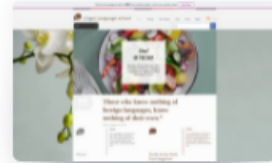
## Analytics &amp; Reports &gt;

## Finances &gt;

## Settings

## Apps &gt;

## 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  
[Com](#)

## 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. [i](#)
- ☐ Create a copy of this site and keep it in my account [i](#)

Cancel

Next

1

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**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 &amp; 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/~~~~filename.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 ⓘ

/cms

New URL ⓘ

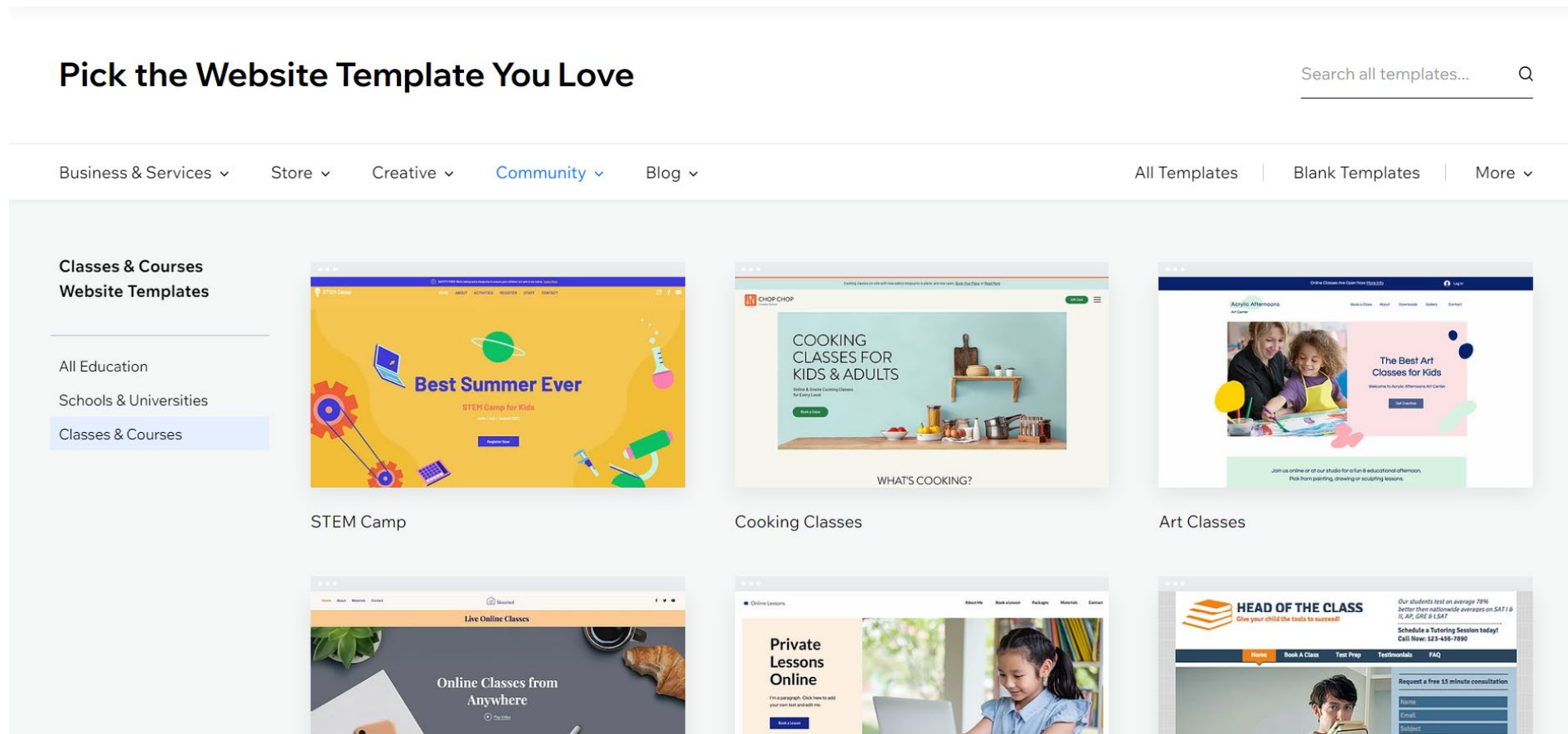
https://www.its.hku.hk

# SITE EDITING



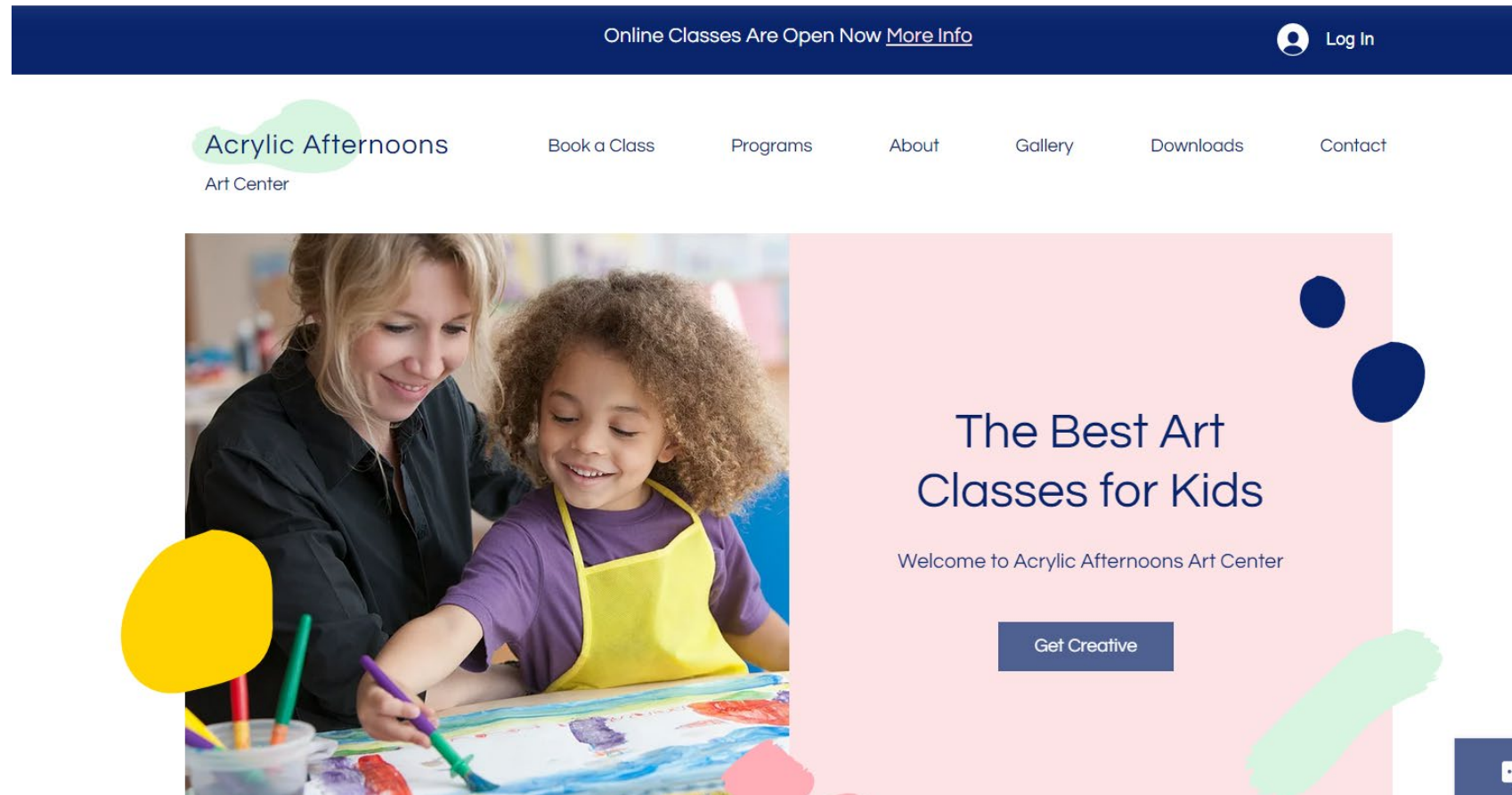
# How Wix Benefit to you

## Create website with Wix Editor



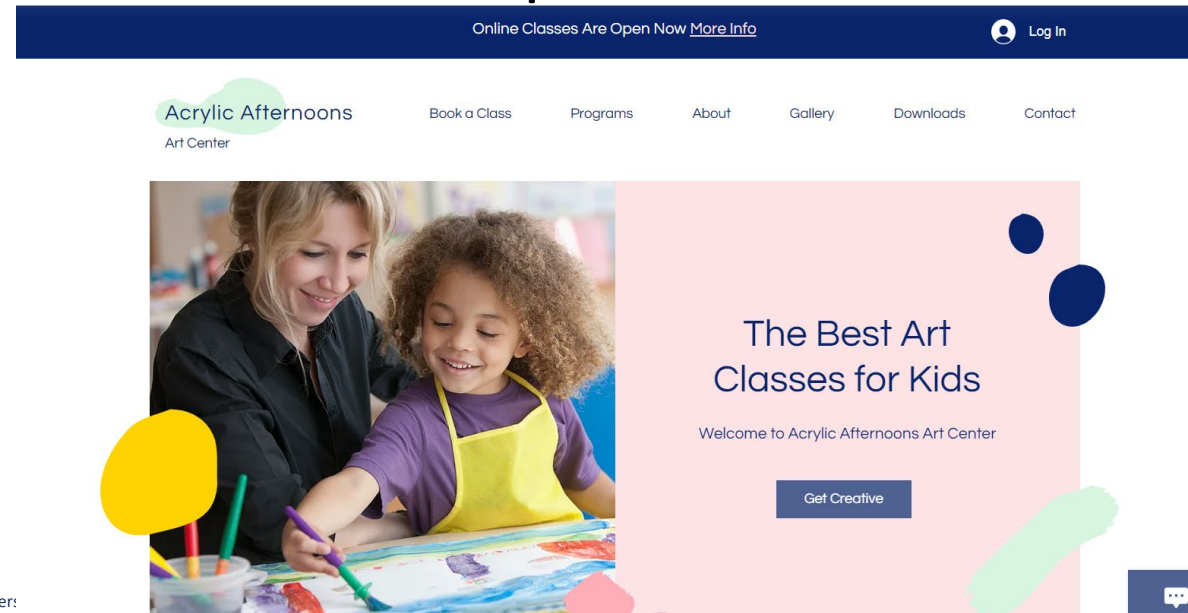
# Revamp Website from Web Cloud, but keep WebCloud accessible

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

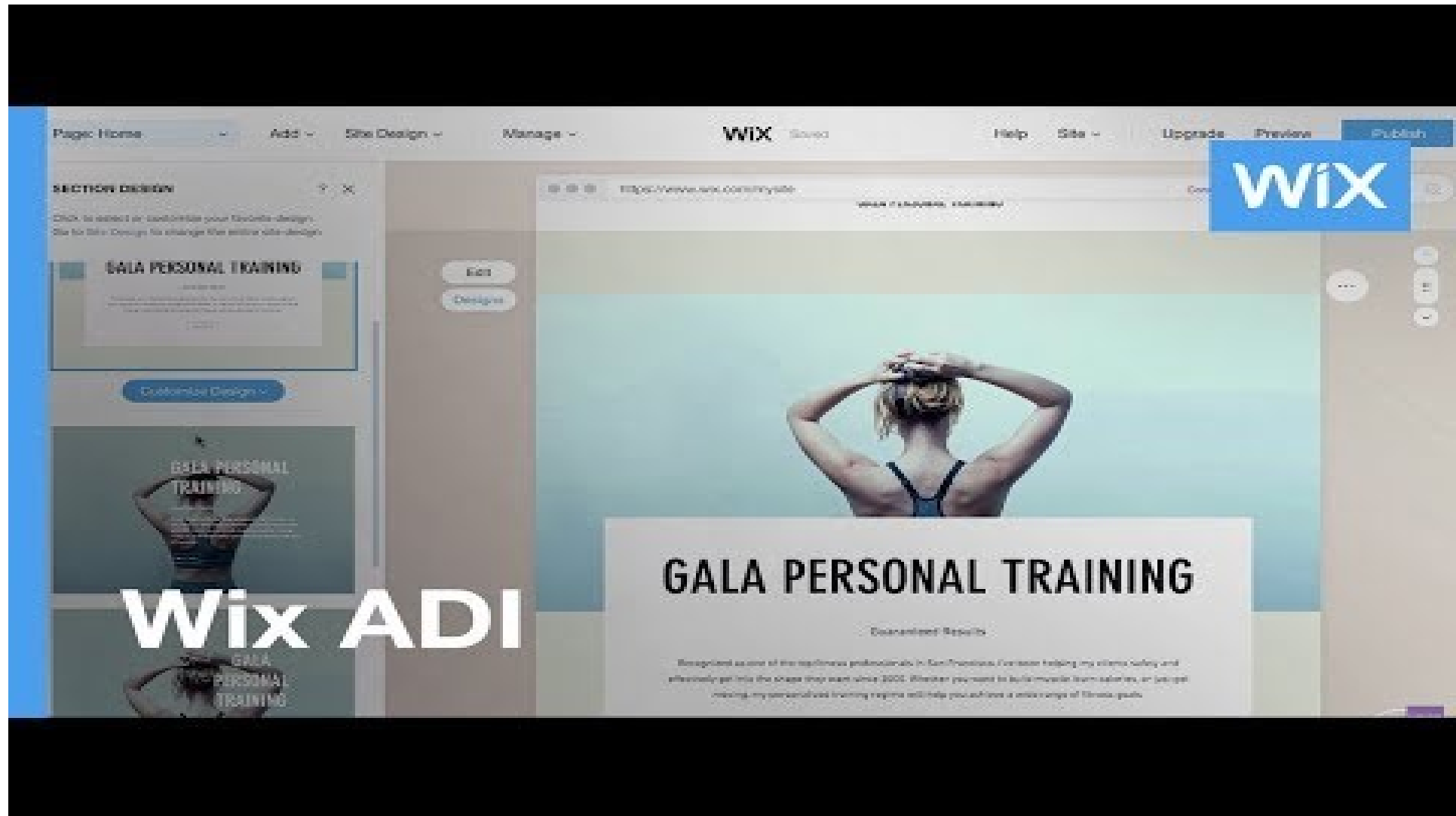


# [Let's try...

- 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





# Break Time

Taking a break is for accomplishing a longer journey

**Attendance@HKU**



- 5mins
- Any Question? Raise hand.

**Check in this  
Training using APP**



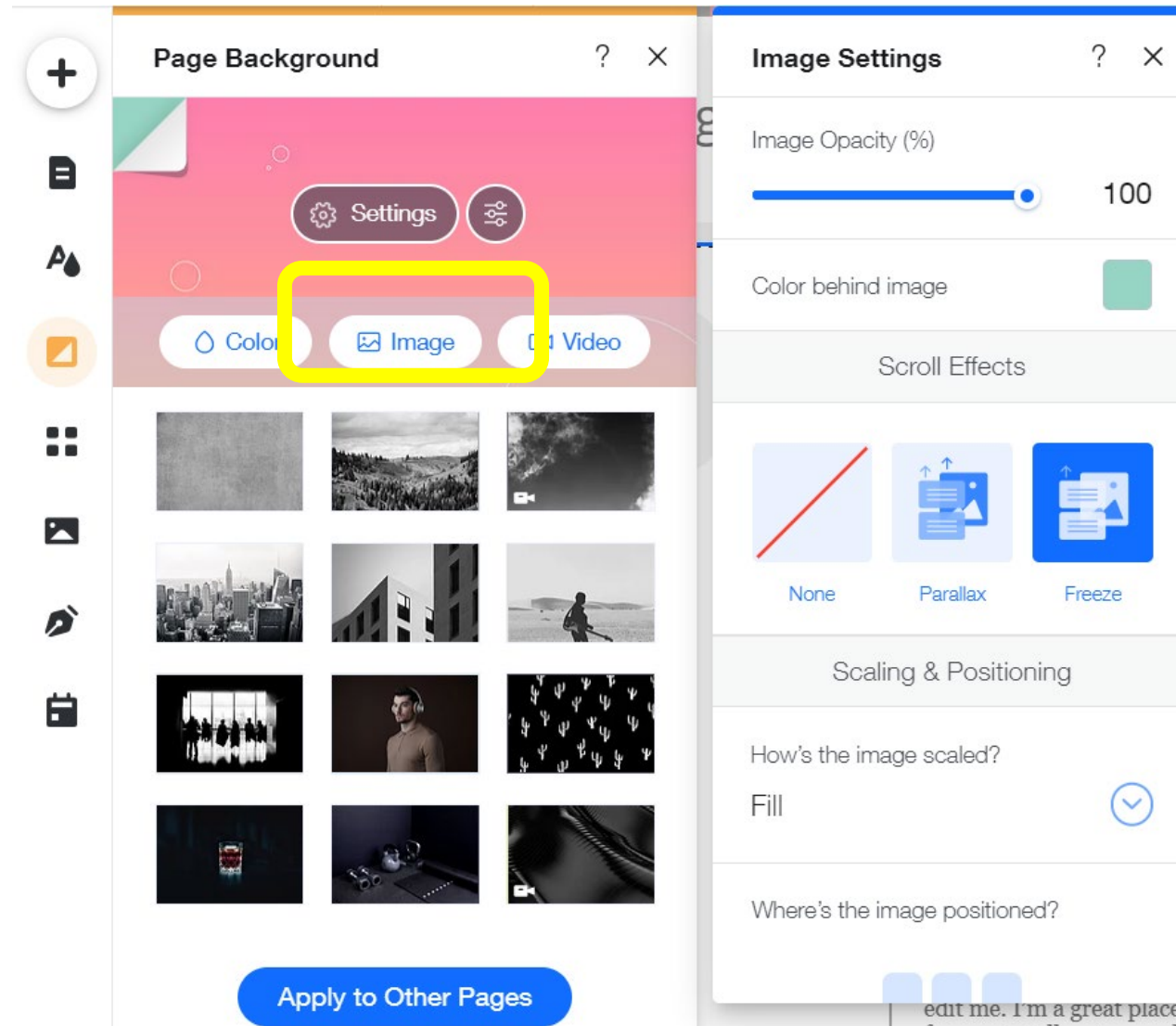
# Changing layout of webpage

Wix Editor





# Change Background





## Page Background



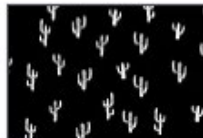
Settings



Color

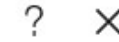
Image

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

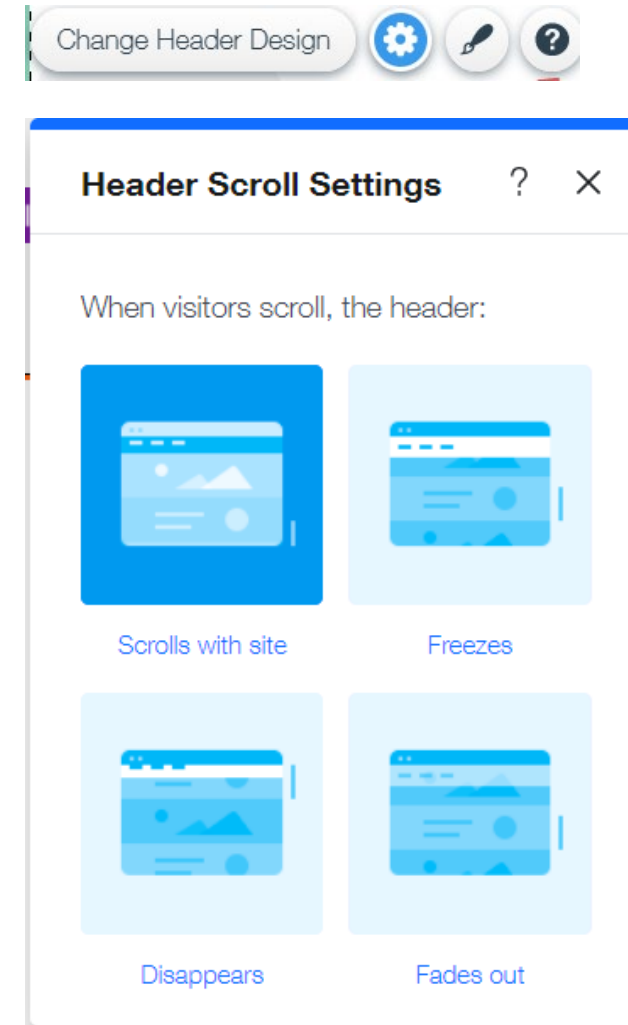
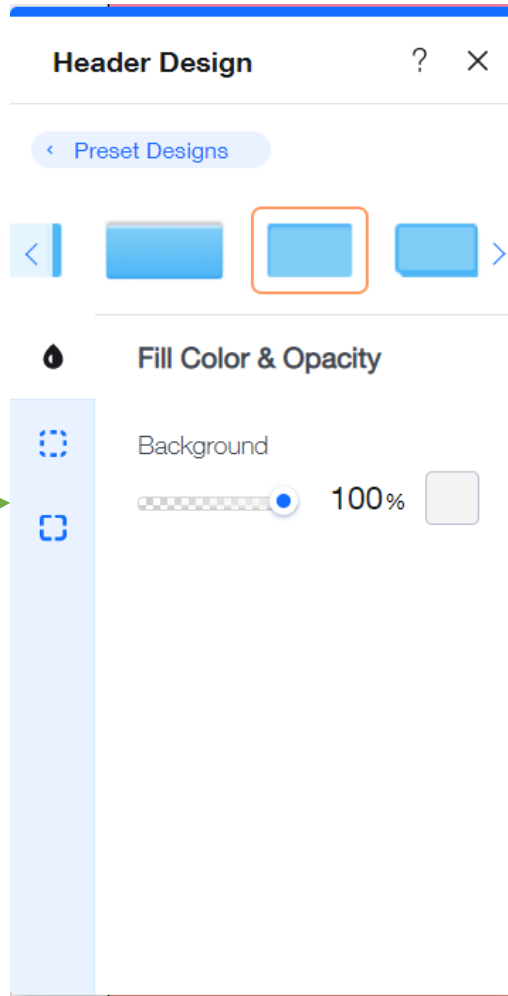
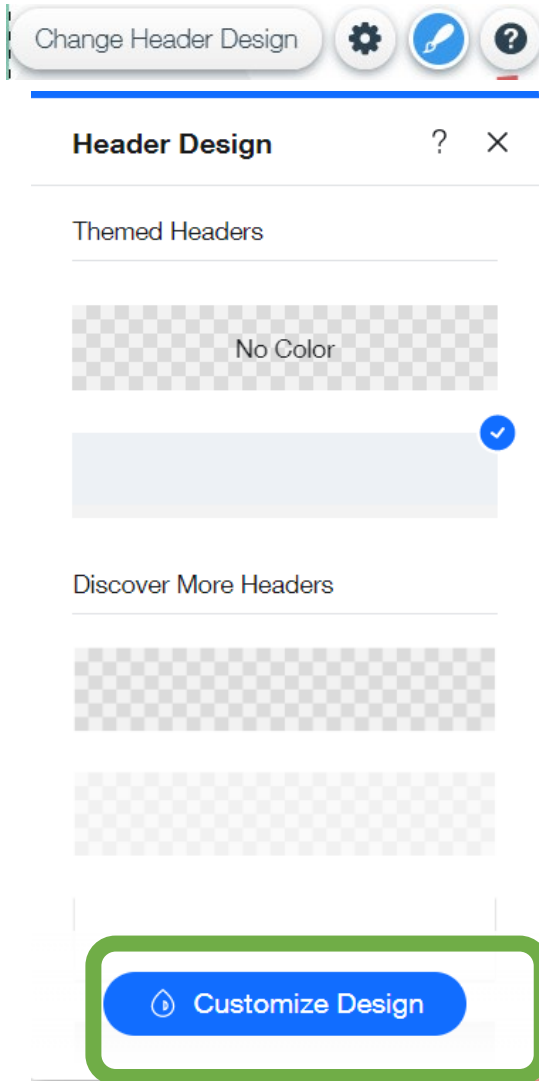
☒ My Account



☒ My Bookings



# Header and Footer



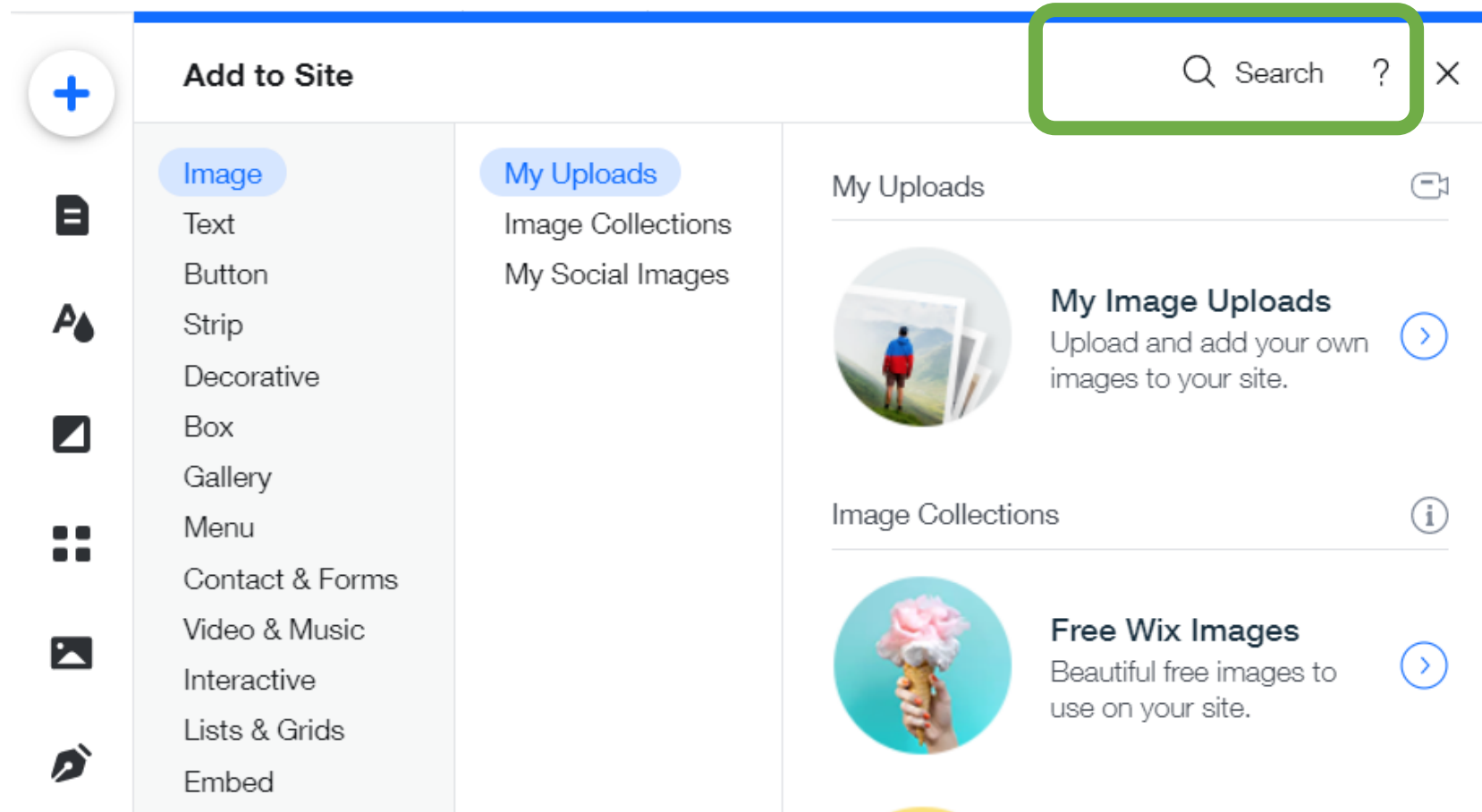
# Menu

Wix Editor

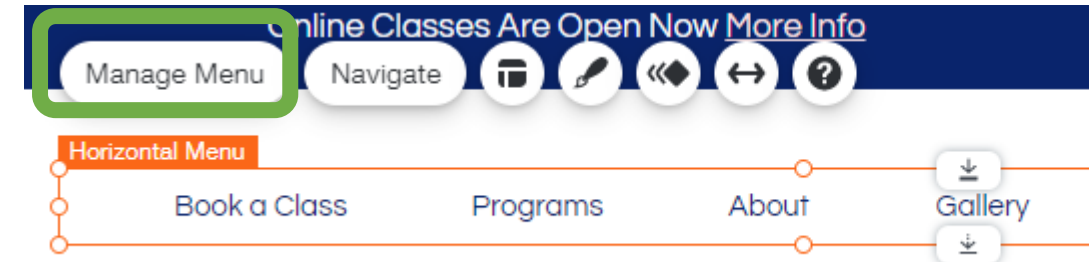
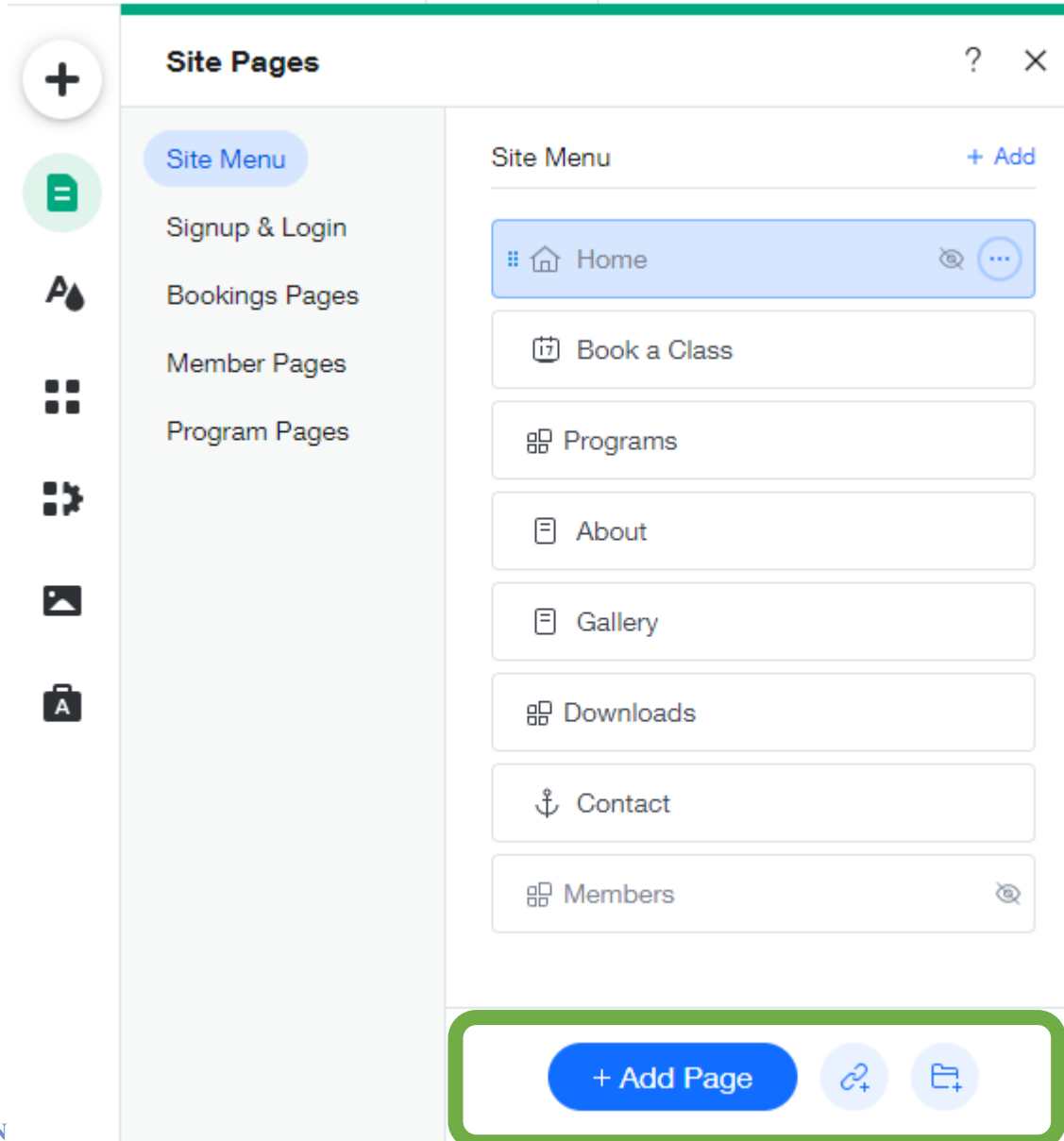


# Search elements

- Use search to search elements.



# [New Folder, Page and Link



# Page URL

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

Switch Page  
See all the pages on your site and switch between them.

Signup & Login

Bookings Pages

Member Pages

Program Pages

Site Menu + Add

Home

Book a Class

Hide

Programs

About

Gallery

Downloads

Contact

Members

+ Add Page

Page Settings (Hide)

Permissions SEO Basics Social Share Advanced SEO

Get Found On Google

Boost your site's SEO with Wix SEO Wiz. Head to your step-by-step plan now.

Go to SEO Wiz

Preview on Google When will changes show live?

Hi  
htt

Access /Edit page URL here

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

/ hide

What's the page's title tag (title in search results)?

Hide | My Site 5

What's the page's meta description (description in search results)?

# [Hide Page

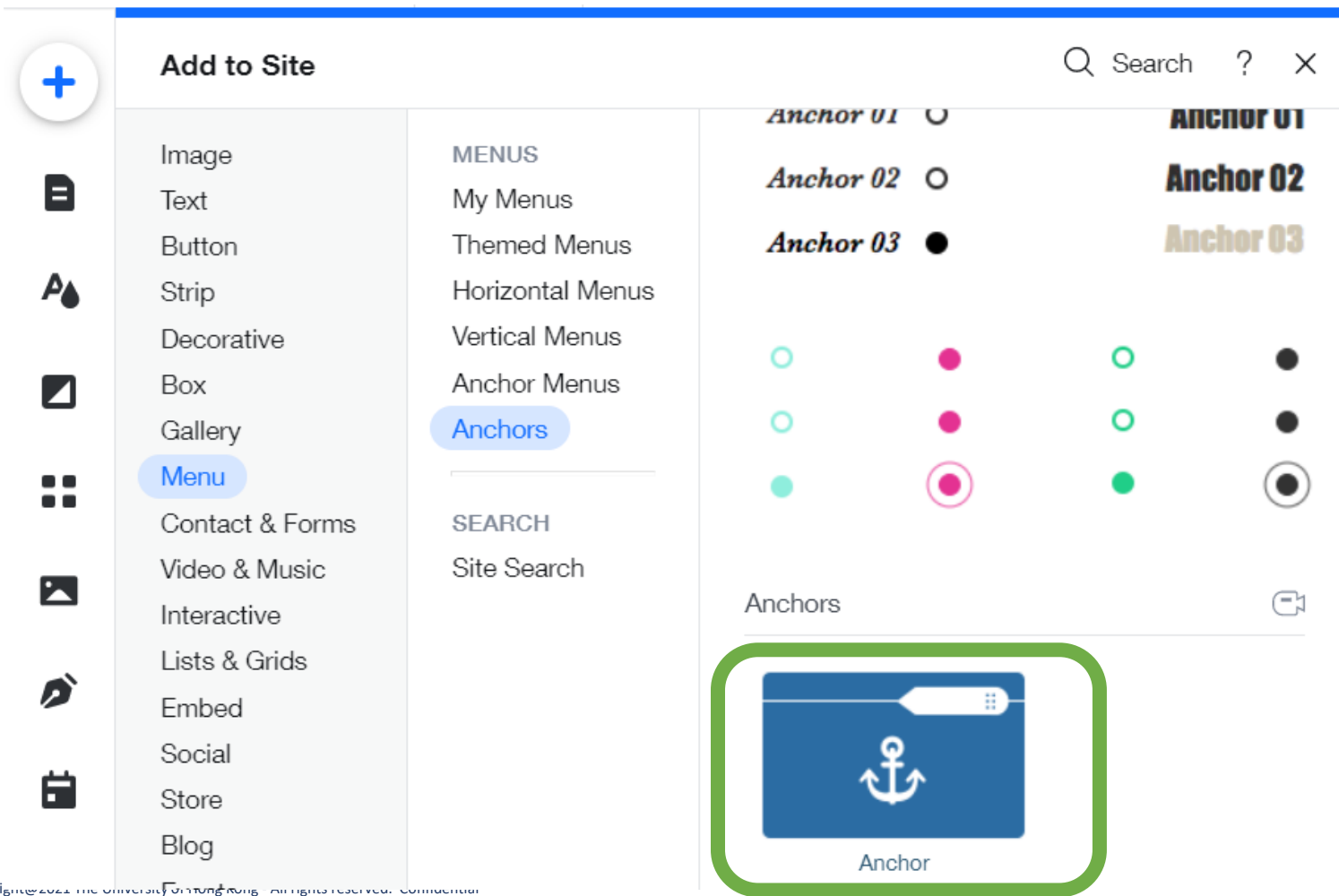
- Menu -> Page setting -> Setting
- Hide from menu only, page still accessible

The screenshot displays the 'Site Pages' management interface. On the left, a sidebar contains icons for adding new pages, viewing the site menu, and accessing various page types like 'Signup & Login', 'Bookings Pages', 'Member Pages', 'Program Pages', 'About', and 'Gallery'. The main area is divided into two panels. The 'Site Pages' panel on the left shows a list of pages: 'Home', 'Book a Class', 'Hide' (highlighted in blue), 'Programs', 'About', and 'Gallery'. The 'Page Settings (Hide)' panel on the right shows the 'Page Info' tab. It includes a question 'What's this page's name (on your menu)?' with the answer 'Hide'. Below this, the 'Hide from menu' toggle switch is turned on, indicated by a blue circle with a white checkmark. A green box highlights this toggle. At the bottom of the 'Page Settings' panel, there is a 'Set' button and an 'Advanced Settings' link.



# [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



+

A

Theme Manager

?

×

Colors

Text

Color Theme

?

×

This is a set of colors that are used across your site. Choose a theme and edit its colors.

Aa

Edit Your Theme's Colors

?

×

Color 1

Color 2

Color 3

Color 4

Adjust Shade

×

Saturation

Brightness

Color Preview

Apply

language school

# Text Styling and Theme

The image shows a web design tool interface. On the left is a vertical toolbar with icons for adding elements, colors, text, images, and other components. The main workspace displays a header for a 'Language school' with navigation links: Home, Our School, Fees, and Book. Overlaid on the workspace are two panels. The 'Theme Manager' panel on the left lists text themes: Heading 1 (30px), Heading 2 (24px), Heading 3 (Georgia, 60px), Heading 4 (Georgia, 45px), Heading 5 (24px), and Heading 6 (20px). 'Heading 4' is selected. The 'Edit Heading 4' panel on the right allows editing the font (Georgia), font size (45px), and text style (Bold, Italic, Underline). A preview shows the text 'The quick brown fox jumps over the' in the selected style.

**Theme Manager**

Colors

Text

Text Themes

- Heading 1, 30px
- Heading 2, 24px
- Heading 3, Georgia, 60px
- Heading 4, Georgia, 45px**
- Heading 5, 24px
- Heading 6, 20px

**Edit Heading 4**

Font: Georgia

Font size: 45px

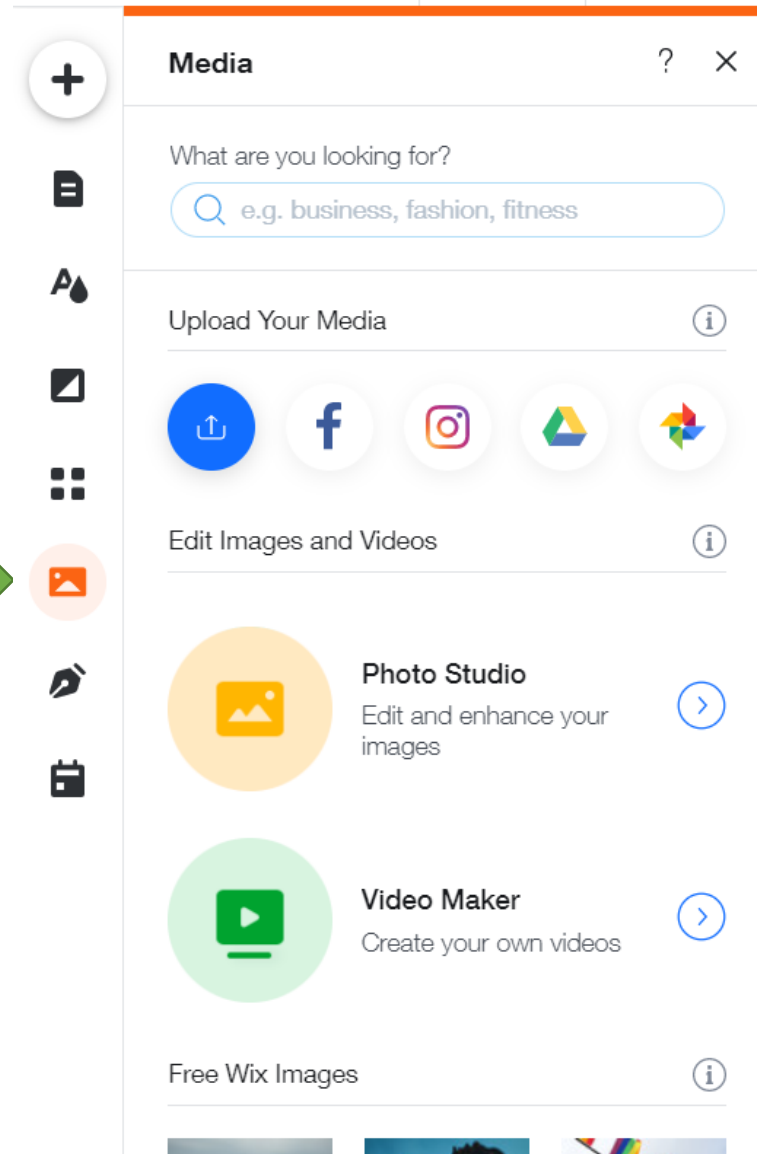
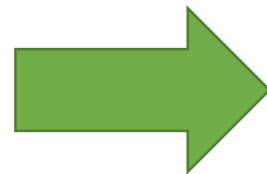
Text style: **B** *I* A

Preview Changes

The quick brown fox jumps over the

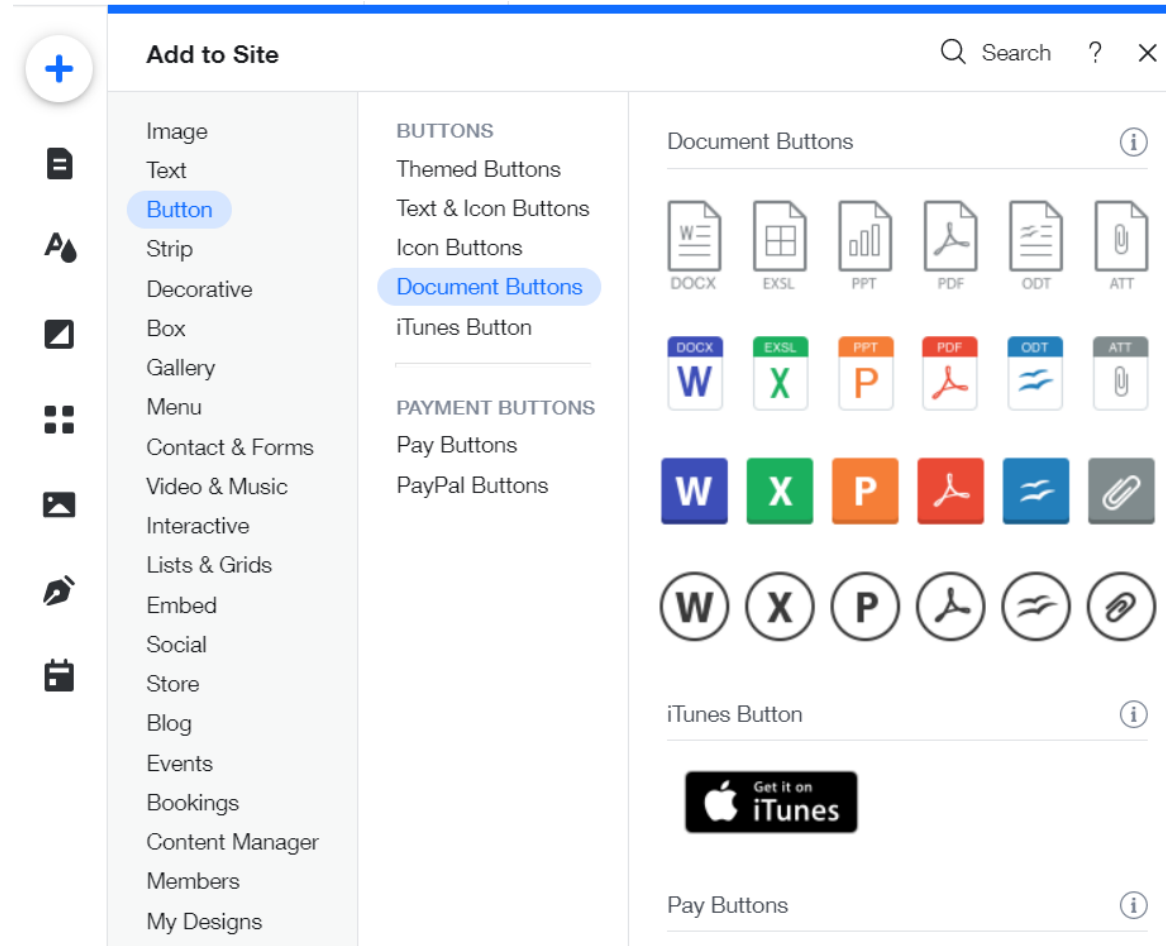
Cancel Apply

# Image and Gallery



# Download Documents

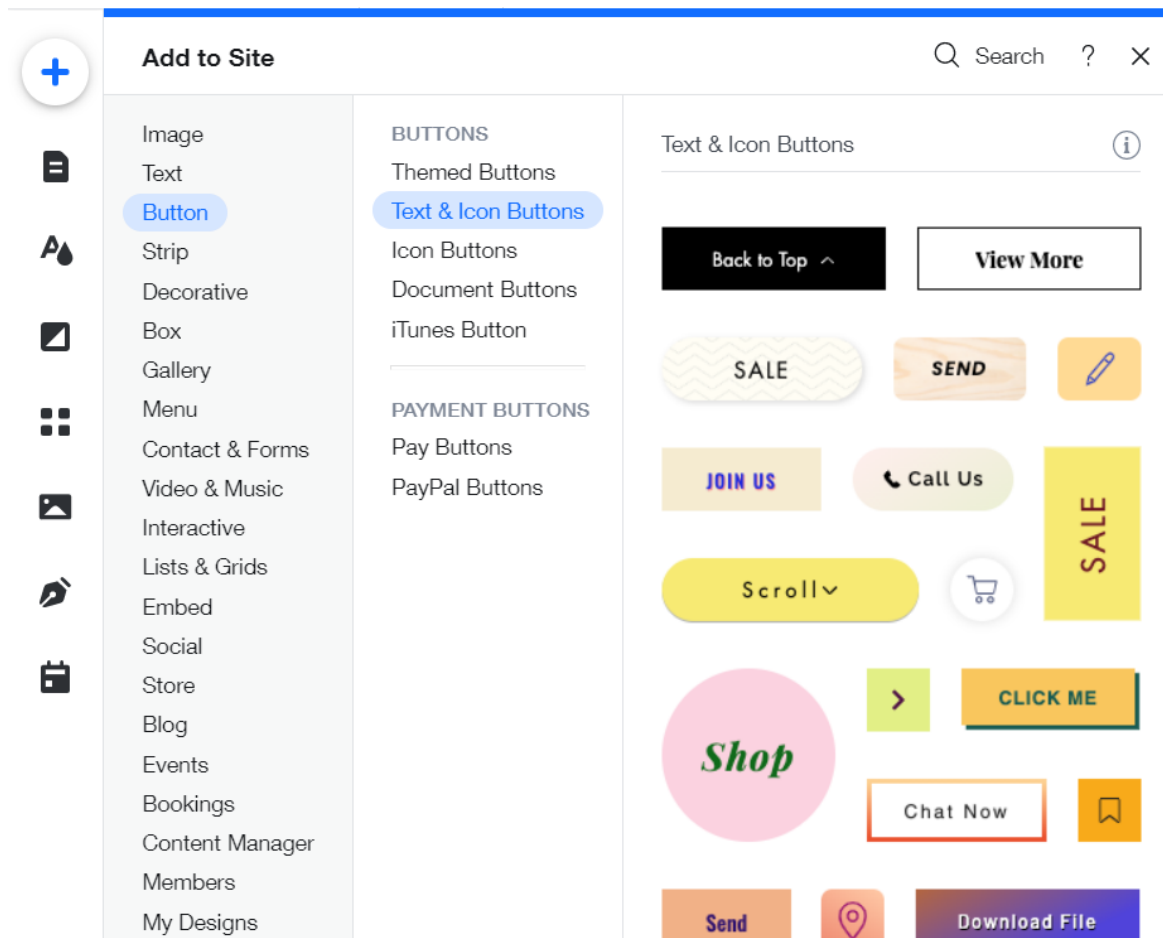
- Add -> button -> Document Buttons





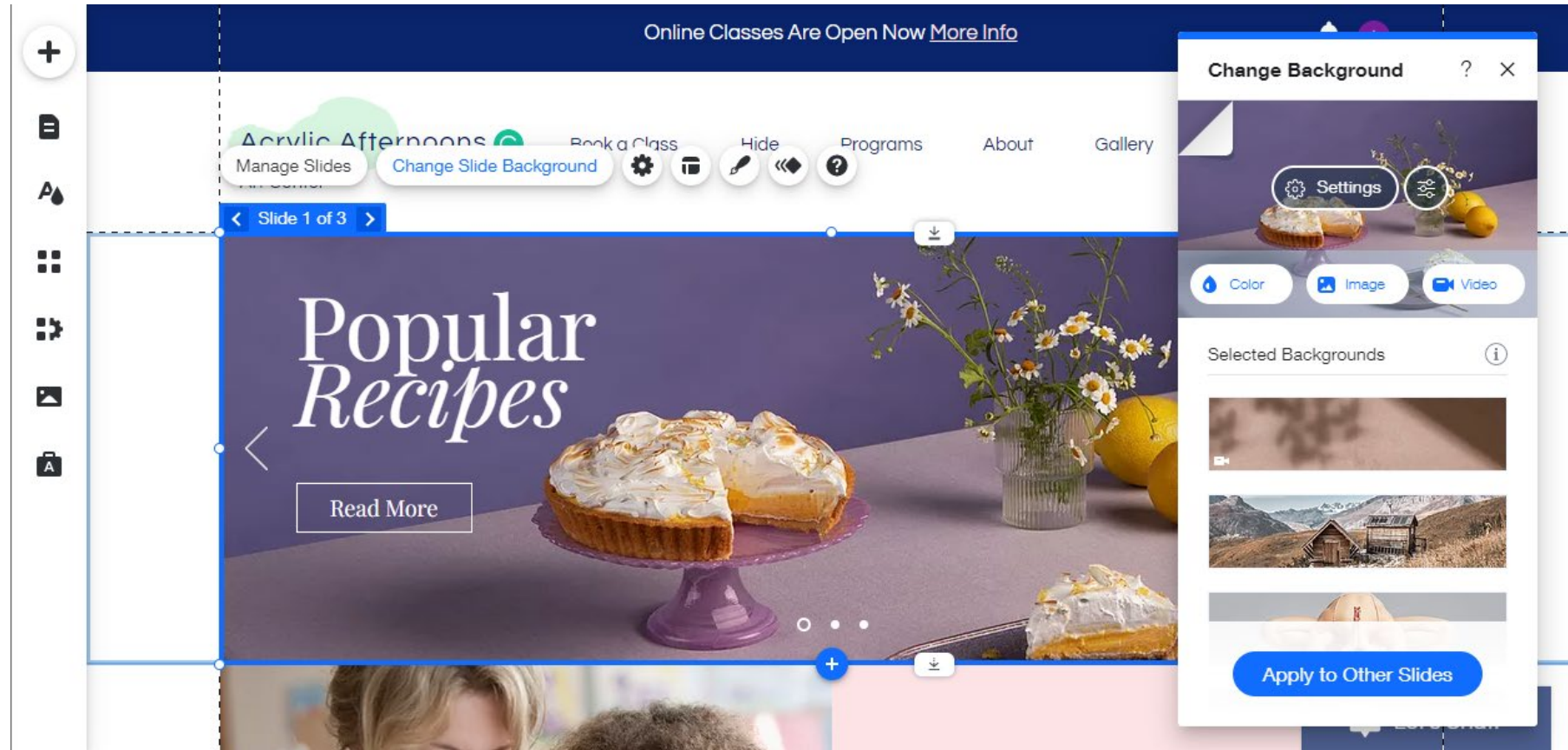
# Button

- Add - > Button

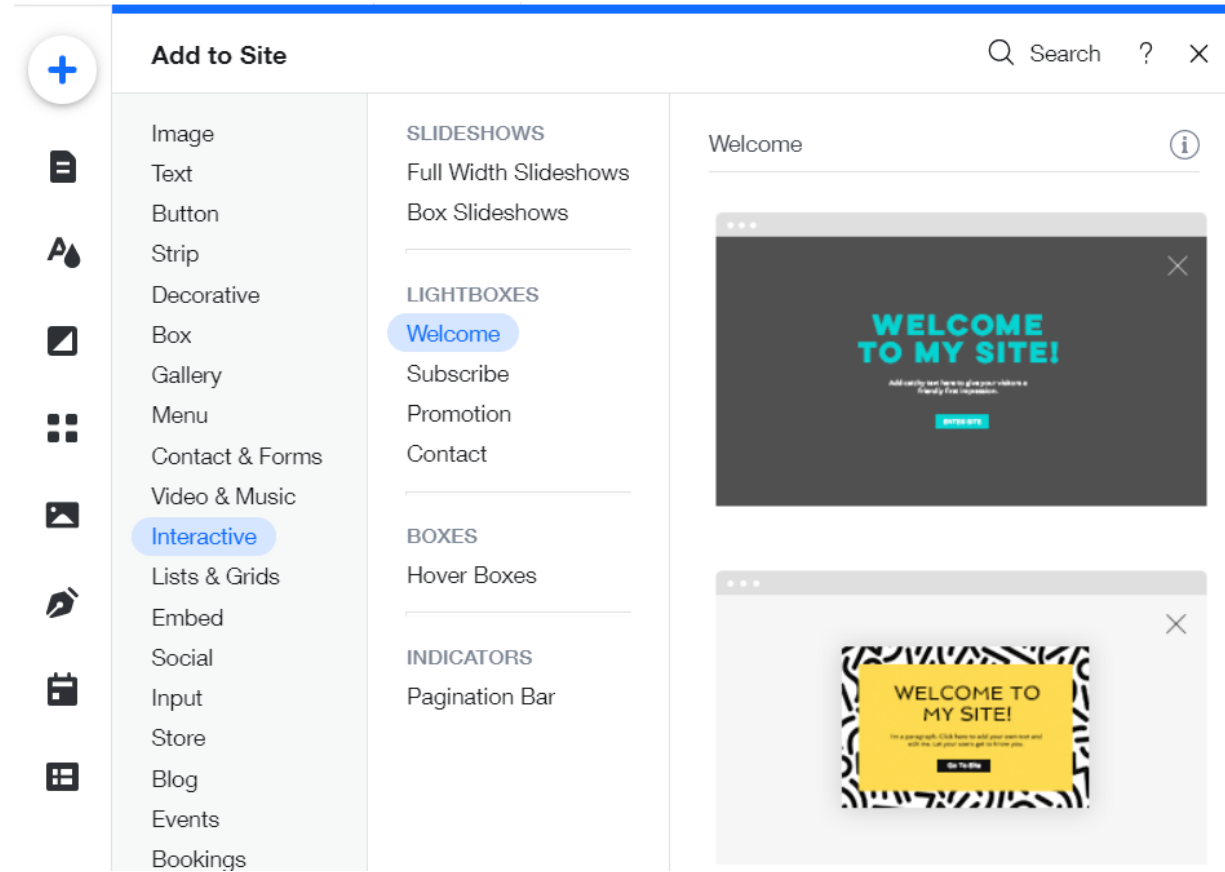


# Slideshow

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



- Add lightboxes: Add -> Interactive -> Welcome



# Site Search

- Add -> menu -> Site Search

# Review and Publish your site

Wix Site Settings Dev Mode Hire a Professional Help Upgrade Save Preview **Publish**

Page: Search Results

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

Acrylic Afternoons [Book a Class](#) [Hide](#) [Programs](#) [About](#) [Gallery](#) [Downloads](#) [Contact](#)

Art Center

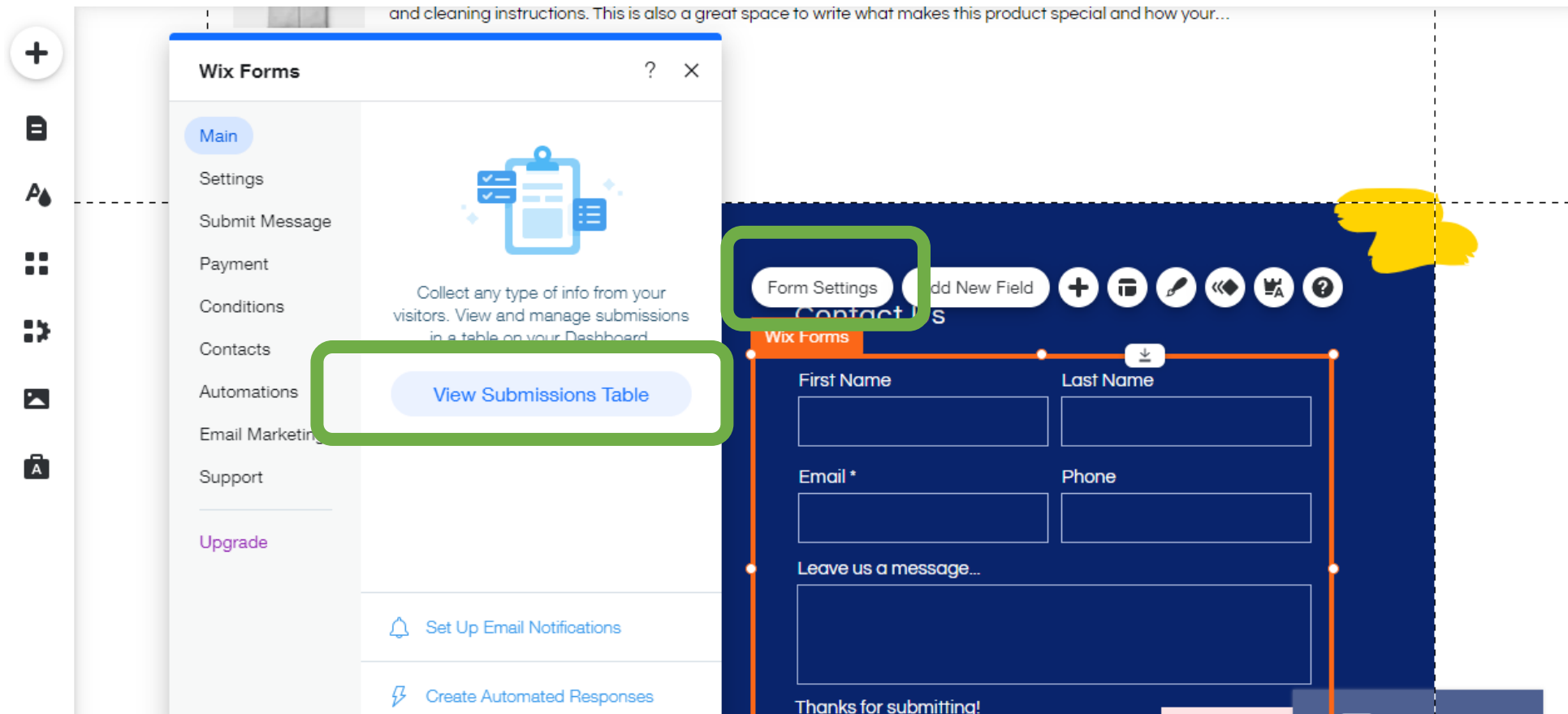
Search...

Search Results

Search...

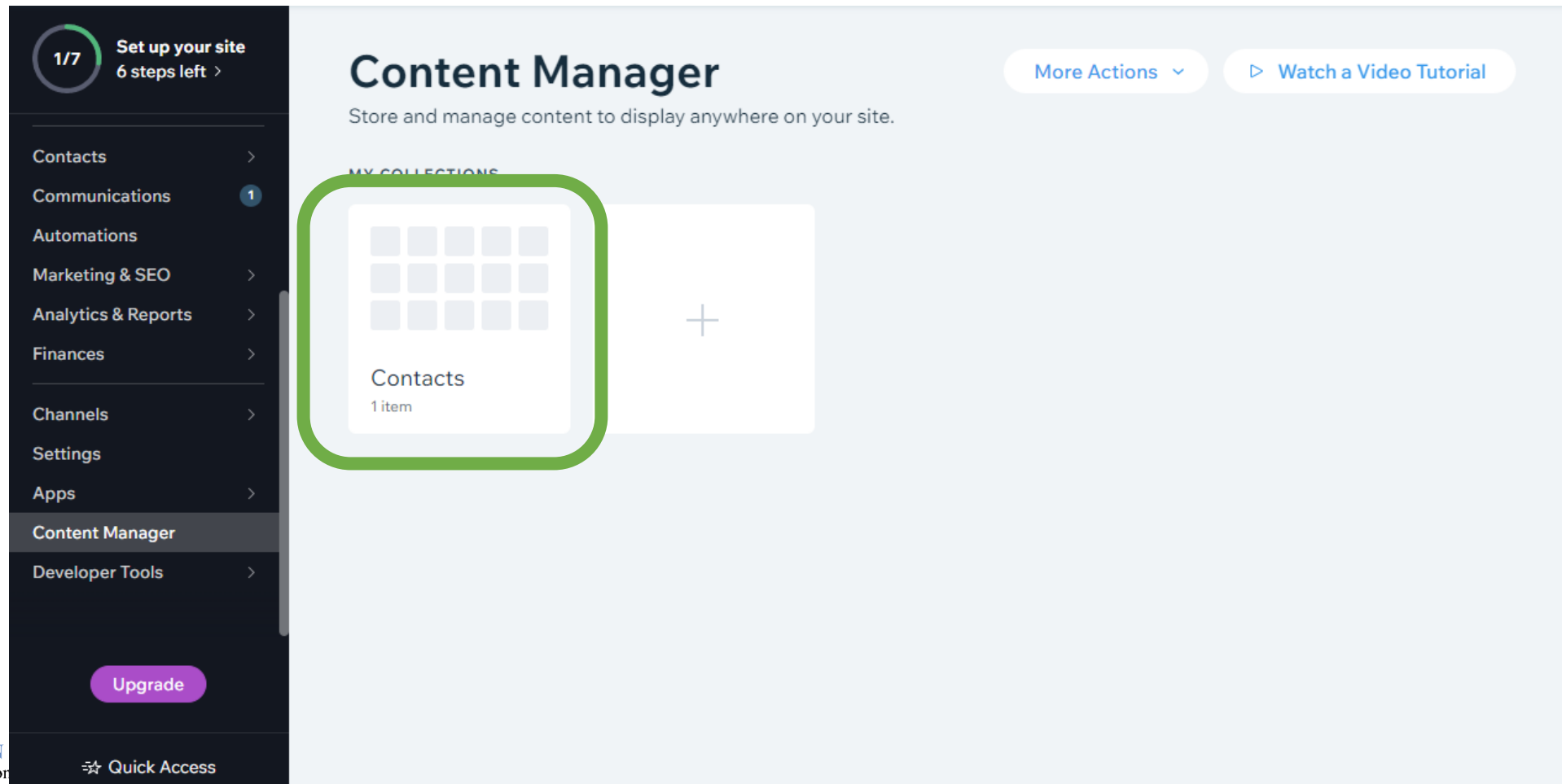
# Wix Form

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



# [Wix Form (view records)]

- Dashboard -> Content Manager -> Contacts

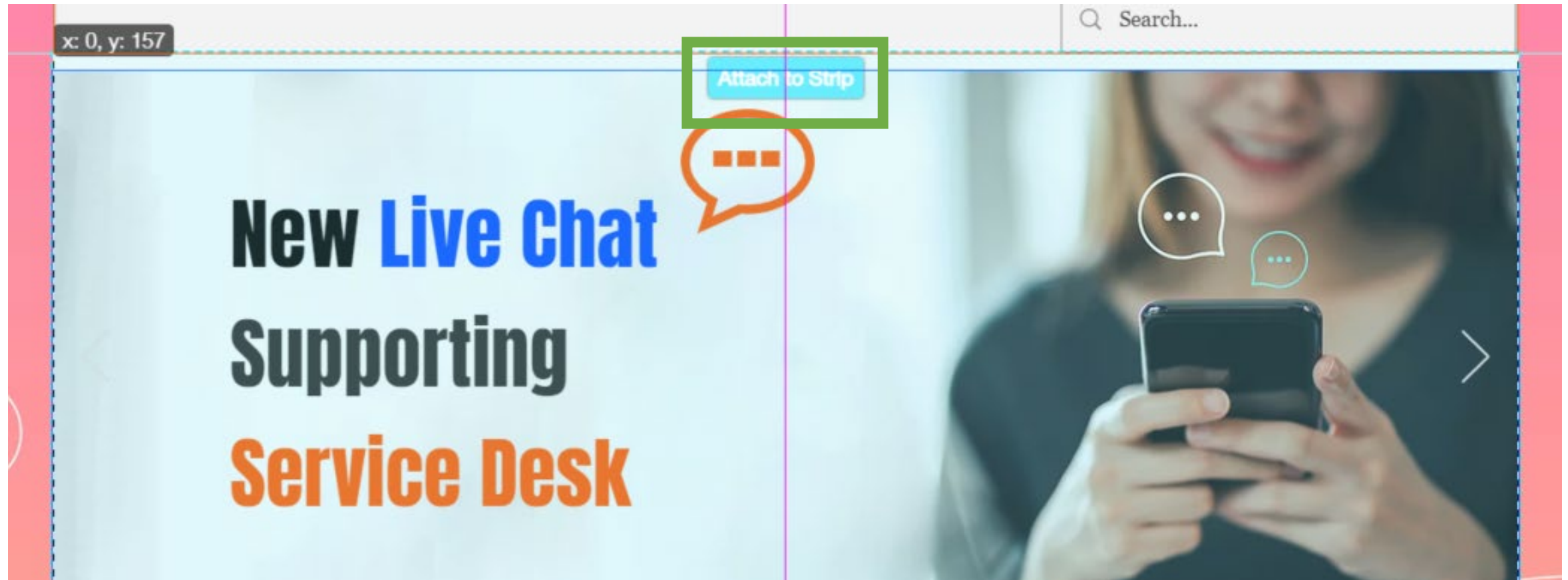


# FAQ - Changing layout of webpage





[ 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 icon (highlighted with a green box)

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...

All (73) Services Pages (73) Programs

195 items found

Go to your published site to see real search results.

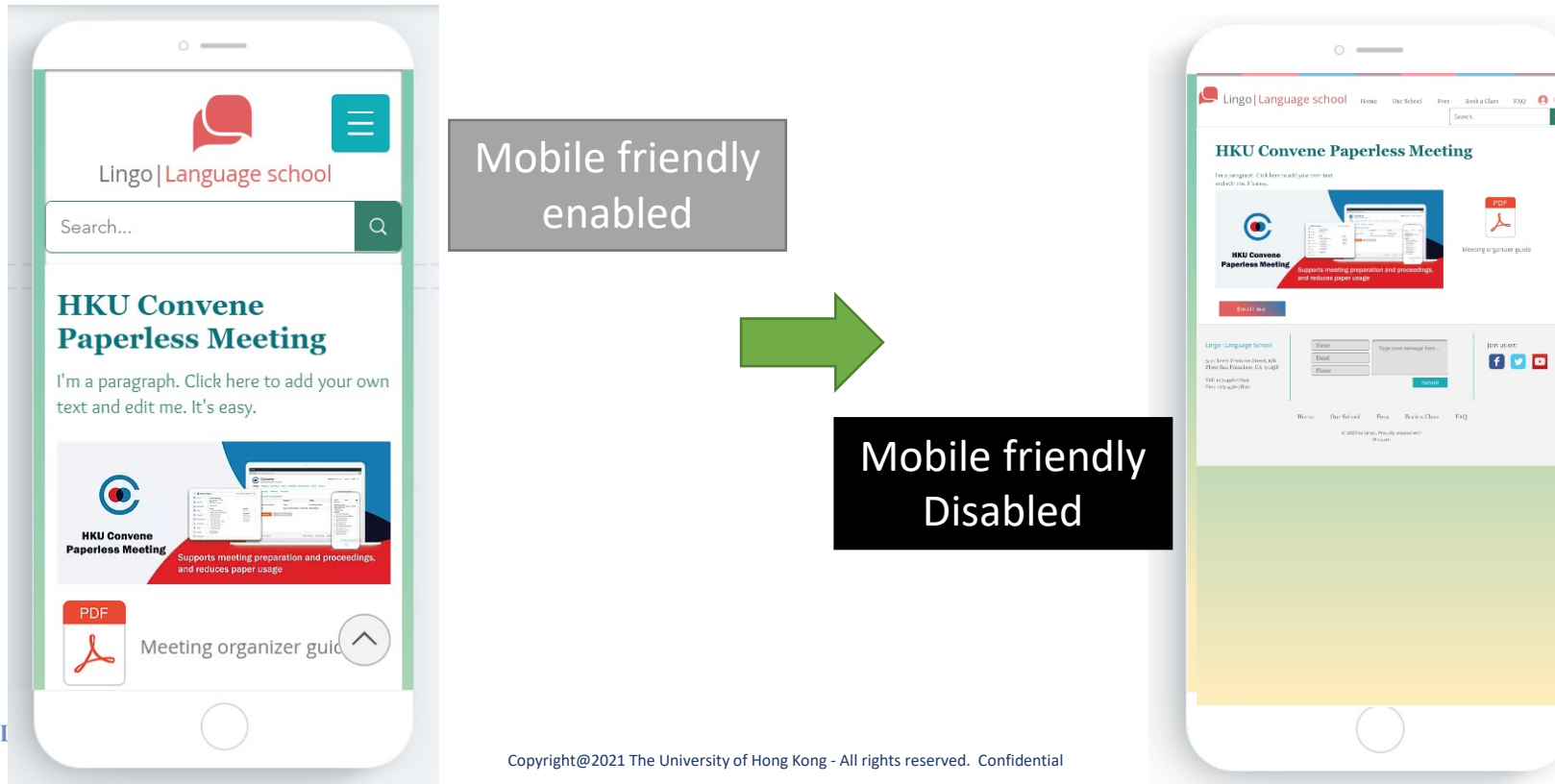
Services (0)

# [ 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



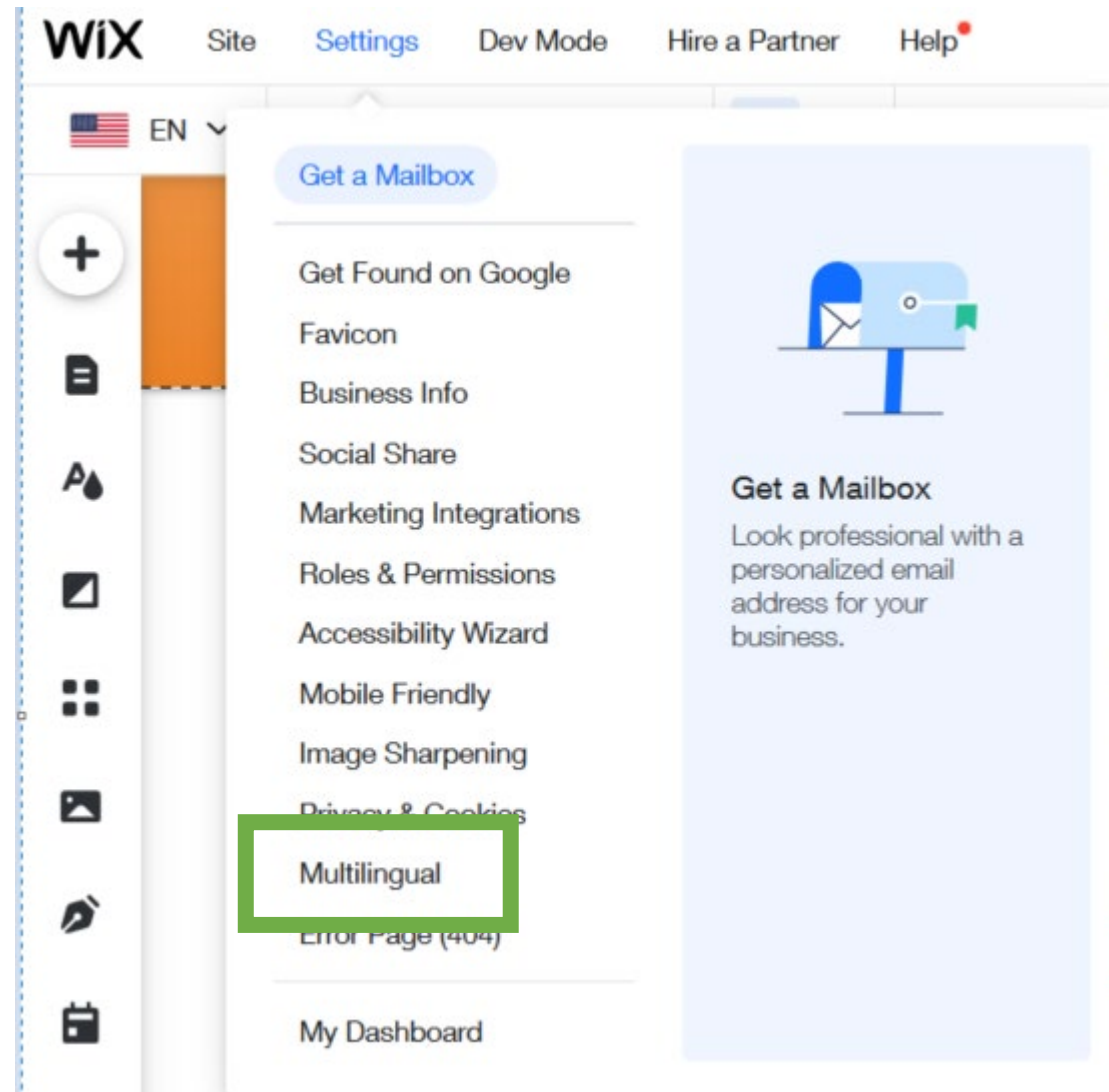
# Multilingual

Wix Editor





# [Multilingual



# Multilingual

Multilingual

×

Translate your site into another language

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

I want to translate into:  

Chinese 

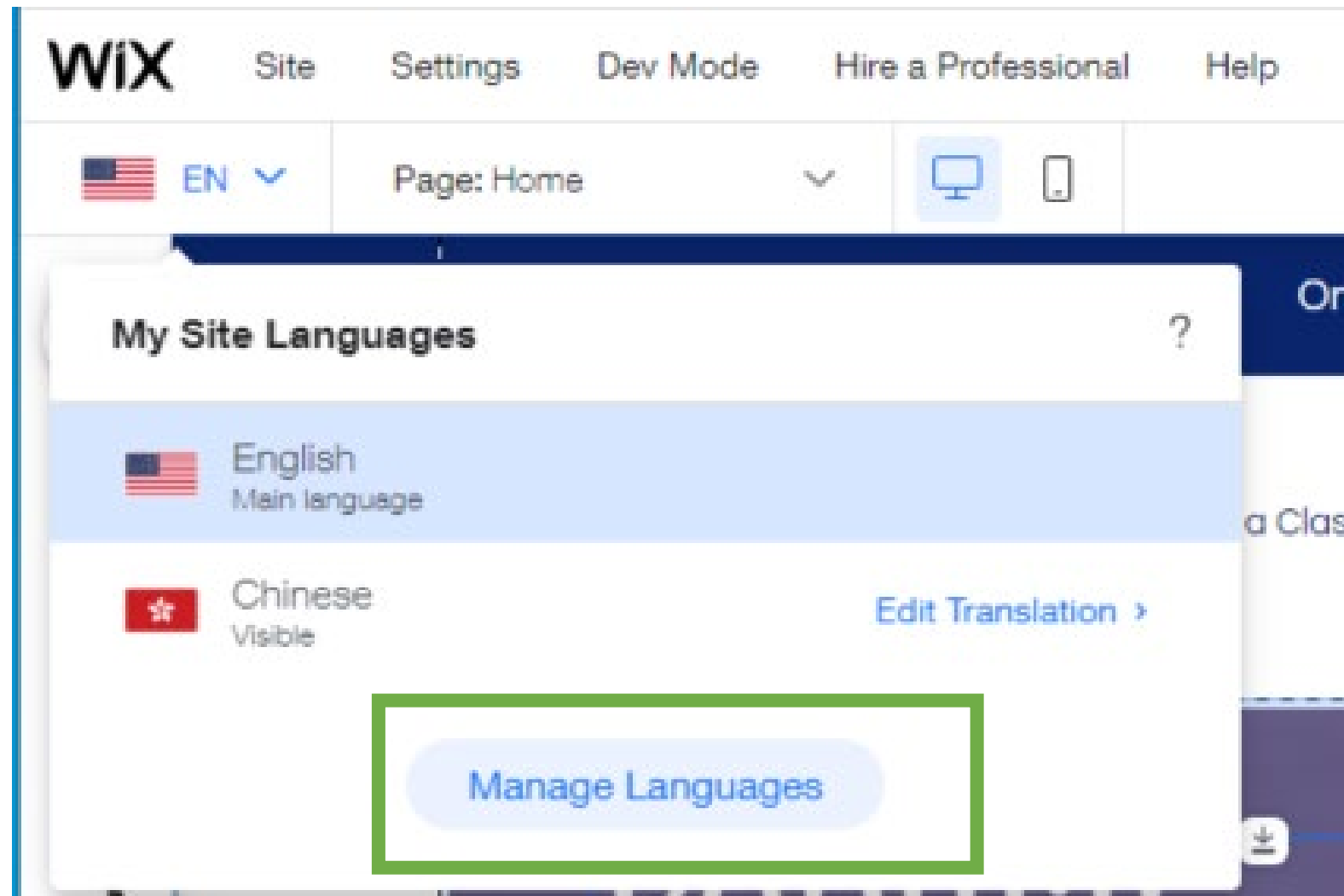
☒ Make Chinese visible now 

☒ Auto-translate site content 

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

Continue

# [Multilingual



# [Multilingual

The screenshot displays the 'Multilingual Dashboard' interface. On the left is a dark sidebar with navigation links: Subscriptions, Online Programs, File Share, Contacts, Communications, Automations, Marketing & SEO, Analytics & Reports, Finances, Channels, Settings, and Content Manager. At the bottom of the sidebar is an 'Upgrade' button. The main content area has a blue header with 'Dashboard' and a progress indicator '1/7 Set up your site 6 steps left >'. Below the header, the title 'Multilingual Dashboard' is followed by the instruction 'Add and manage your site languages.'.

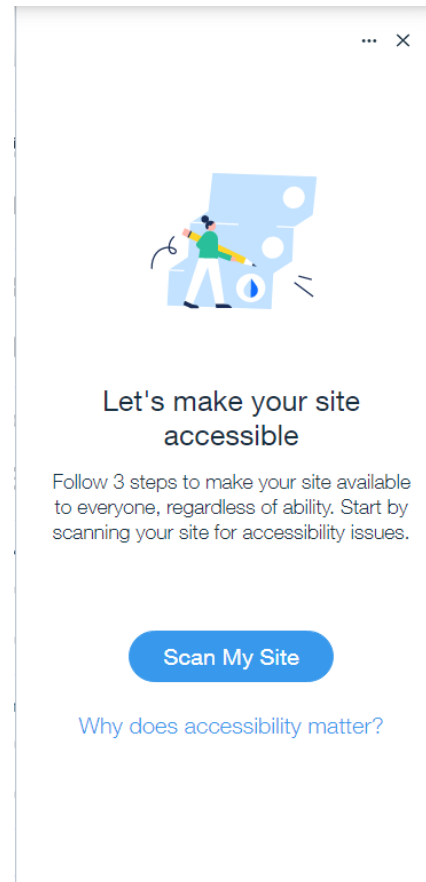
The 'My Languages' section lists two languages: English (Main Language) and Chinese (Visible, with a toggle switch). A '+ Add Language' button is present. The 'Settings' section includes an 'Auto-redirect' checkbox and a 'Learn More' link.

The 'Translate your apps' content' section features a green box with the text 'Translate label in App' and a green arrow pointing down to a 'Pro Gallery' section. A language selector at the bottom right shows 'Chinese' with a dropdown arrow.

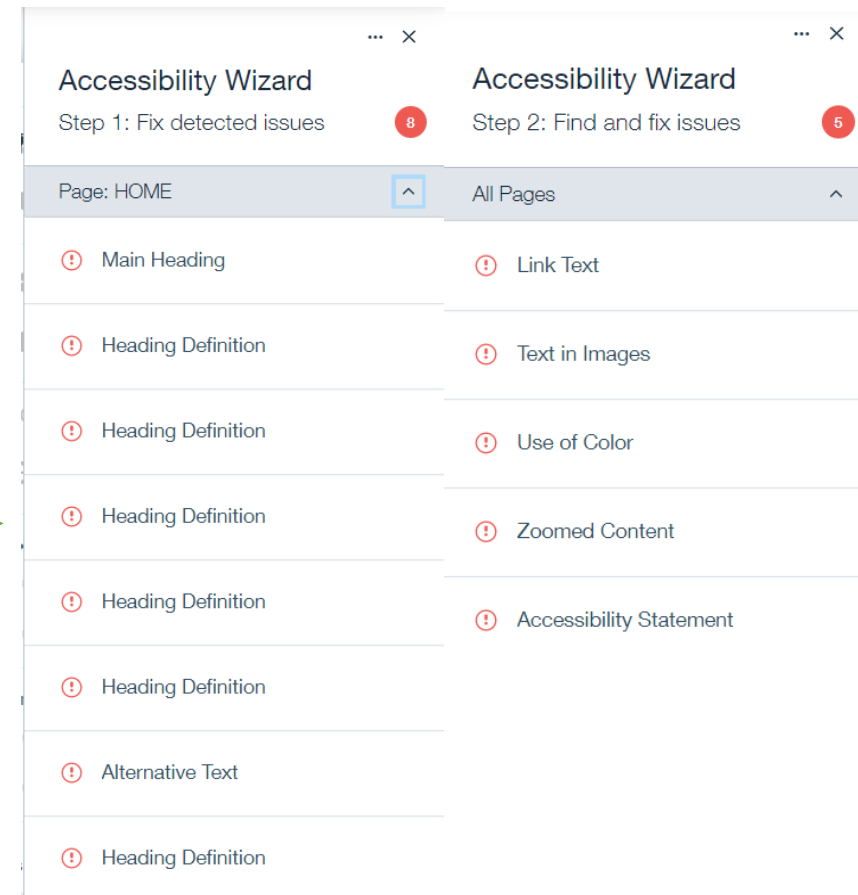
# Accessibility

- 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.

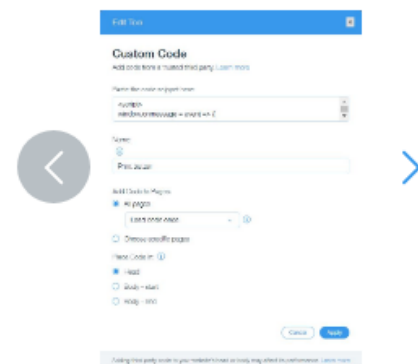
Make sure:

- 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

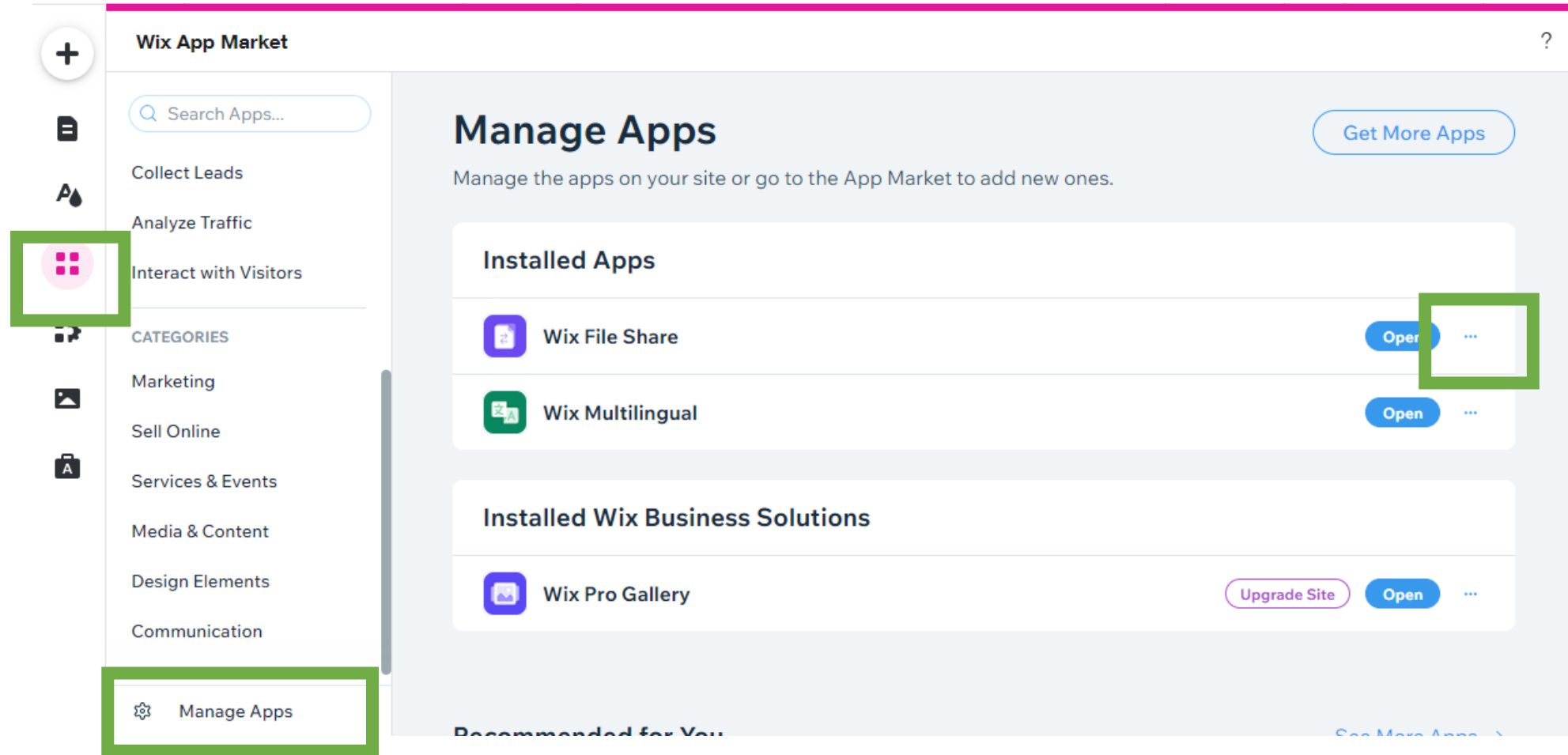
Wix Editor





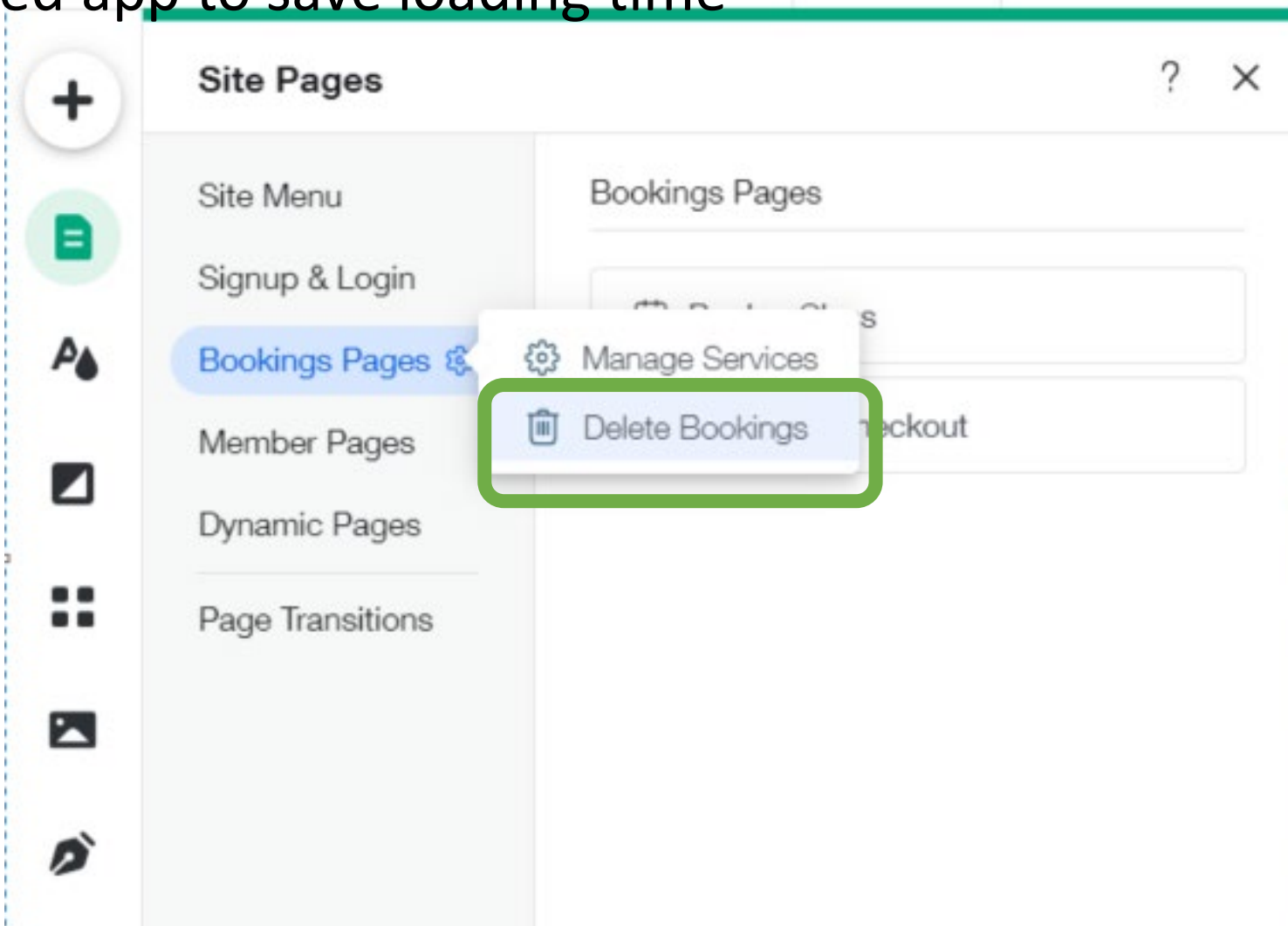
# [Apps pre-installed for some Template

- Uninstall unused app to save loading time



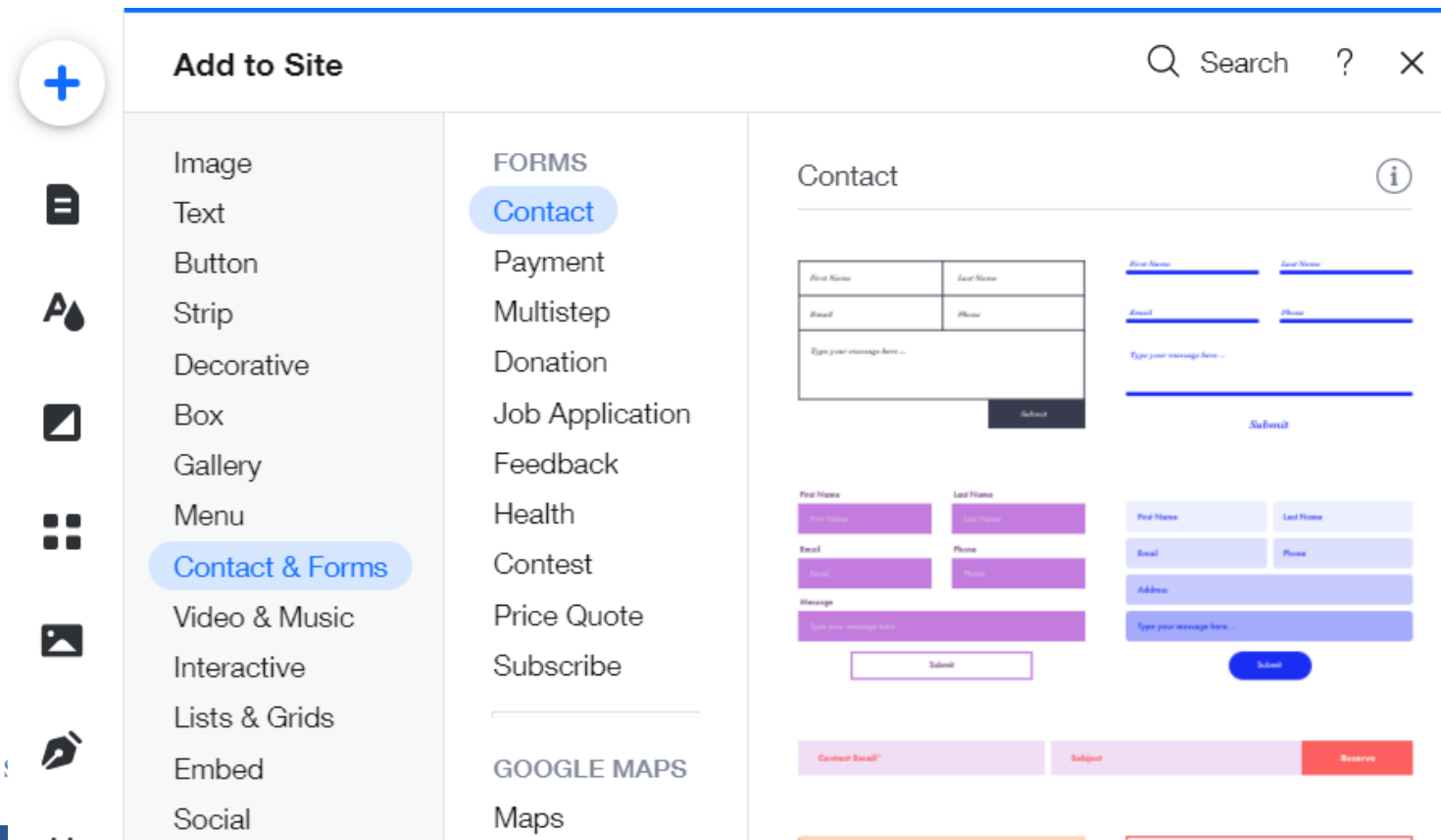
# [Uninstall

- 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)

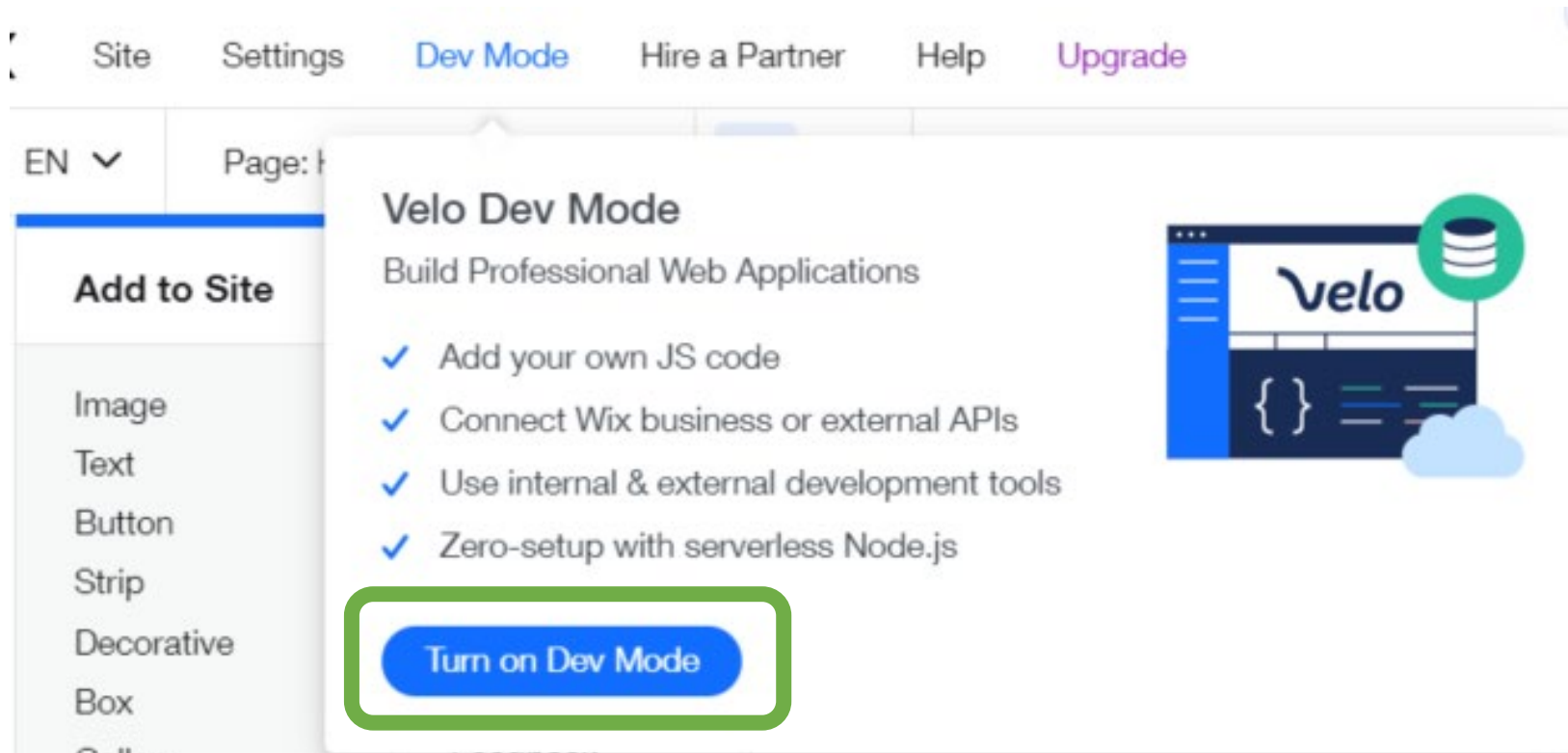


# Wix Velo- Advanced Web Application Development



# [Enabling Wix Velo Dev Mode

- Dev Mode -> Turn on Dev Mode



# User Input and Database

- Add -> User Input / Database

The screenshot displays the Wix 'Add to Site' interface. On the left, the 'Main Pages' sidebar is visible, with the 'Input' category highlighted by a green box. The main panel shows the 'Add to Site' menu with the 'Text Input' widget selected, also highlighted by a green box. The 'Text Input' widget is shown in a preview state with various input fields: 'Add your Name', 'What's your number?', 'Street Address', 'How many bottles of beer on the wall?', 'WEBSITE ADDRESS', and 'Level of Education'. The 'Input' category in the sidebar is also highlighted with a green box.

# 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

COMING SOON

## Reference Sites





## Wix Advanced Training Site for HKU Demo site

[Topics](#)[Dynamic Page](#)[WorkSpace](#)

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>

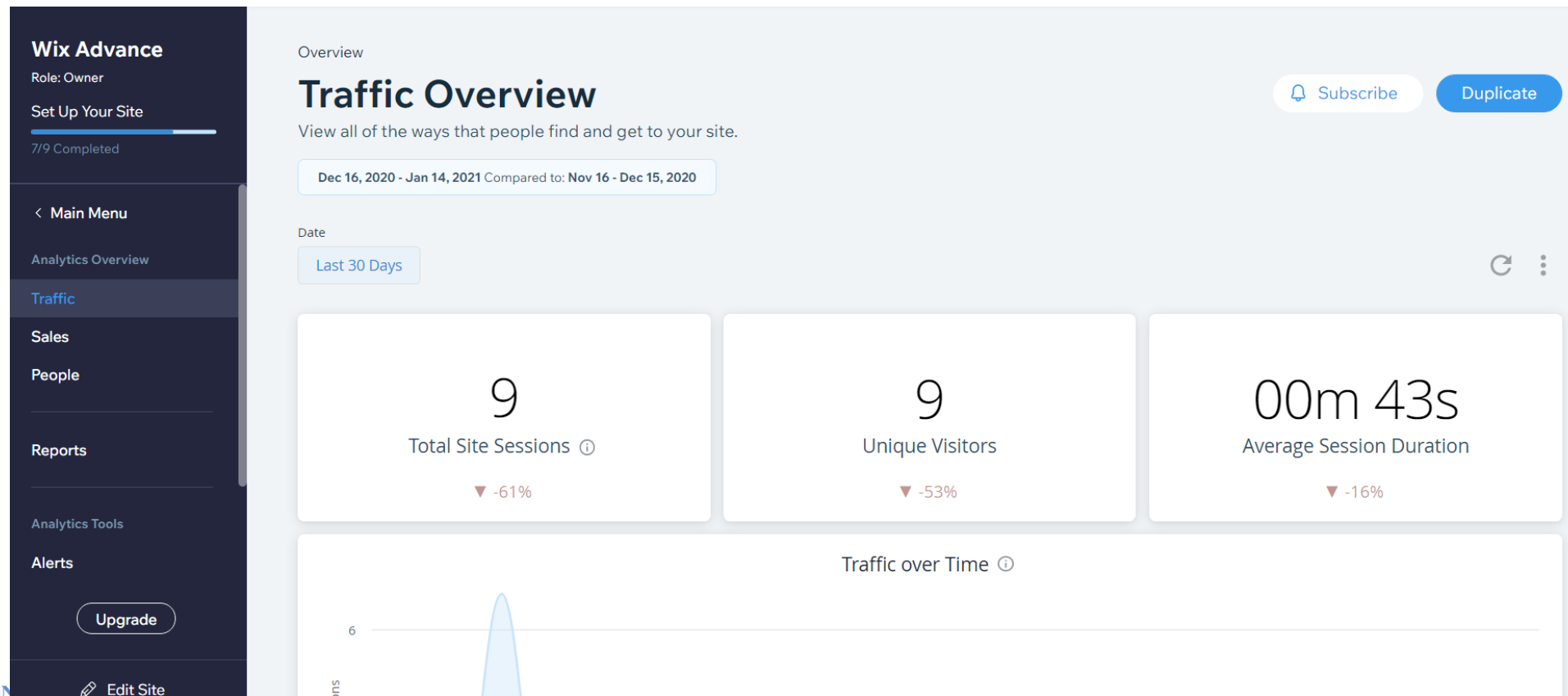
## [Let's try...

- 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

**Ascend Business Tools**

## Marketing Integrations

Use these tools to make your marketing more effective.

**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**

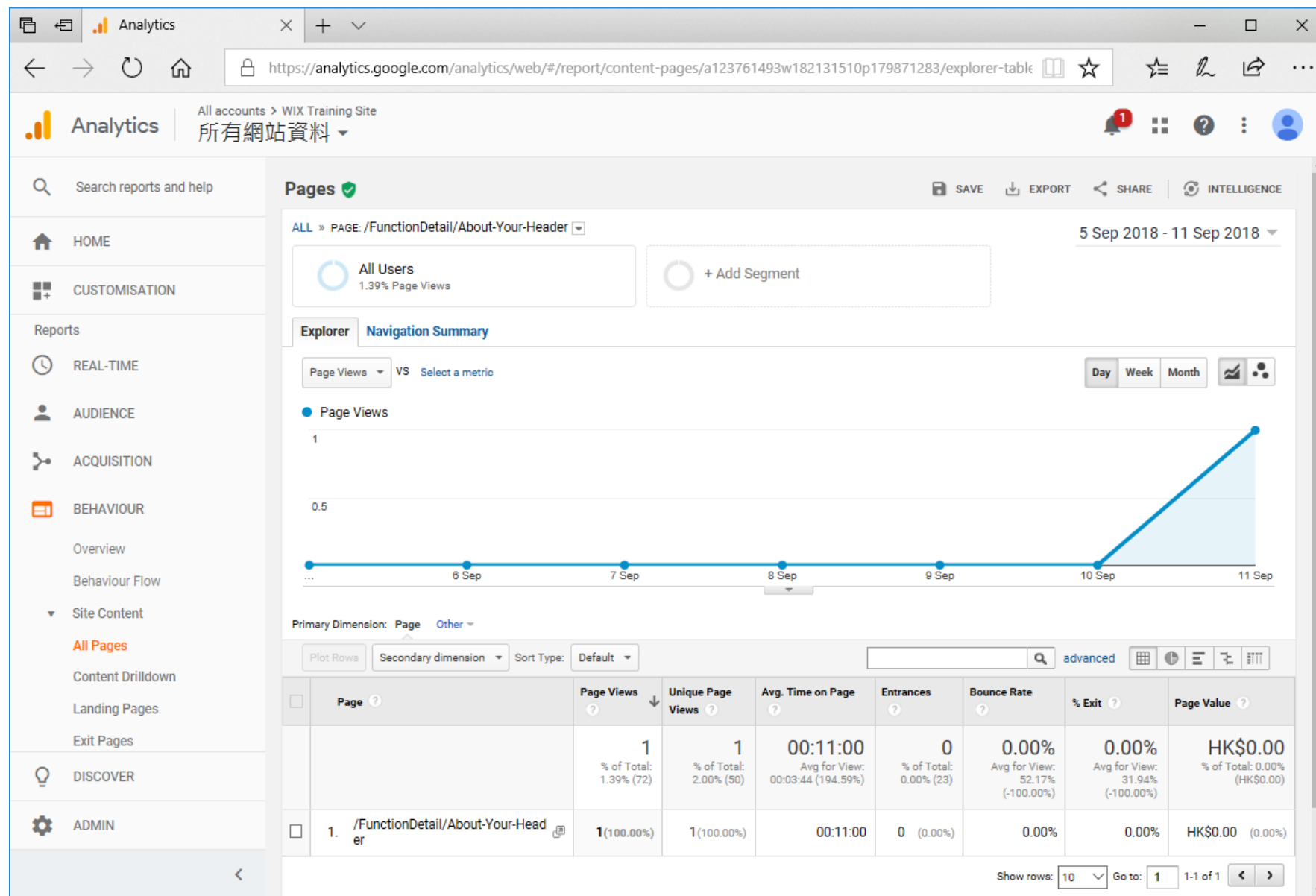
Use Google Tag Manager to update tags and code on your website.

**Connect**

**Google Ads**

**Facebook Catalog**

**Yandex Metrica**



×

## Add Your Google Analytics Code

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

UA-127977986-2

☐ IP Anonymization ⓘ

**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



# 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 a progress indicator '1/7 Set up your site 6 steps left >'. The sidebar menu includes 'Automations', 'Marketing & SEO' (highlighted with an upward arrow), '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 is titled 'Ascend Business Tools Marketing Home' and includes buttons for 'Upgrade Ascend' and 'Create New'. Below this is a 'Suggested for you' section with two primary cards: 'Get found on Google' (labeled 'ESSENTIAL') and 'Create an email campaign' (labeled 'RECOMMENDED'). The 'Get found on Google' card features a green border and a 'Start Now' button. The 'Create an email campaign' card features an illustration of an envelope with a heart and a 'Send a Campaign' button. A partially visible third card on the right shows 'Sh' and 'Eas Inst'.

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

Automations

**Marketing & SEO** ^

Marketing Home

Get Found on Google

SEO Tools

Email Marketing

Facebook & Instagram Ads

Multichannel Campaigns **NEW**

Google My Business

Reserve with Google

Social Posts

Video Maker

Coupons

Marketing Integrations

**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

**Create & schedule marketing activities**

# Site History – fall back

- Editor -> Site -> Site History

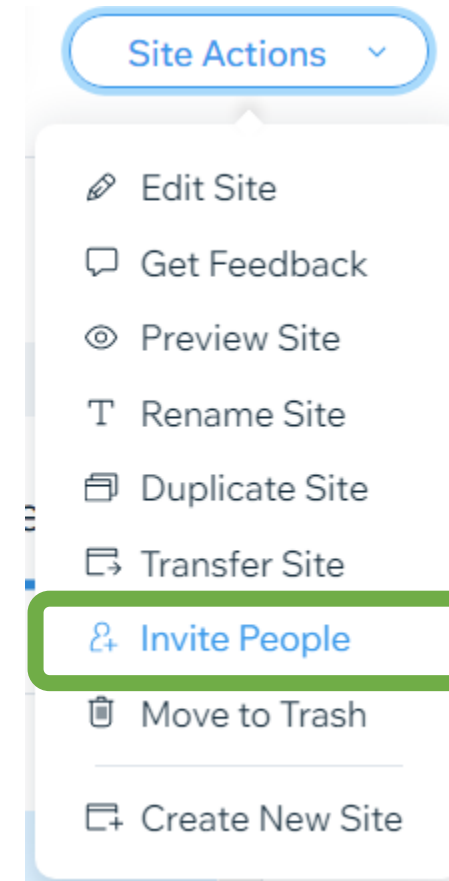
The screenshot displays the Wix Site History interface. On the left, a sidebar titled 'Site History' contains a 'Show' dropdown set to 'All Revisions'. Below this is a list of revisions, each with a star icon, a timestamp, and the user 'Site Owner'. The second revision, dated 'Sep 24, 2019 11:51 AM', is highlighted, and a green box highlights the 'Restore' button next to it. The main area shows a preview of the website, which is a language school page. The preview includes a navigation menu with links like 'Home', 'Our School', 'Fees', 'Book a Class', and 'FAQ'. The main content area features a large image of a laptop and a smartphone displaying the 'Convene' app interface, with text that reads 'Convene Meeting Preparation and Proceedings' and 'Supports meeting preparation and proceedings, and reduces paper usage'. At the bottom of the preview, there is a large text overlay: 'Those who know nothing of foreign languages, know...'. The top right corner of the interface shows a 'Billing' link.

# Invite Your Colleagues to edit



# [ Invite Your Colleagues to edit

- Dashboard -> Site Actions -> Invite People



Role	Site Dashboard	Editor	Invite People	App Market	Payment & Account Info	Delete Site	Duplicate & Transfer	Billing	Domains
Owner	✓	✓	✓	✓	✓	✓	✓	✓	✓
Admin (Co-Owner)	✓	✓	✓	✓	✓	-	-	✓	✓
Website Manager	✓	✓	✓	✓	-	-	-	-	-
Website Designer	Partial	✓	-	-	-	-	-	-	-
Back Office Manager	✓	-	-	-	-	-	-	-	-
Billing Manager	Partial	-	-	-	-	-	-	✓	✓
Domains Manager	Partial	-	-	-	-	-	-	-	✓
Payments Manager	Partial	-	-	-	✓	-	-	-	-
Blog Editor	Full Blog Access	-	-	-	-	-	-	-	-
Blog Writer	Partial Blog Access	-	-	-	-	-	-	-	-
Bookings Admin	Full Booking Access	-	-	-	-	-	-	-	-
Bookings Staff Member	Partial Booking Access	-	-	-	-	-	-	-	-
Events Check-in Assistant	Partial Events Access	-	-	-	-	-	-	-	-
Store Manager	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_to.do?uri=x_tuohk_its_eforms_cf106.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.

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

**Automations**

**Marketing & SEO** ^

**Marketing Home**

Get Found on Google

SEO Tools

Email Marketing

Facebook & Instagram Ads

Multichannel Campaigns **NEW**

Google My Business

Reserve with Google

Social Posts

Video Maker

Coupons

Marketing Integrations

**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**

## [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 the Inform system interface, divided into two main panels: **Site Pages** and **Page Settings (Home)**.

**Site Pages Panel:**

- Site Menu:** A list of site pages including Home, Book a Class, Hide, Programs, About, Gallery, Downloads, Contact, and Members. The **Home** item is highlighted, and its options menu (indicated by three dots) is circled in green.
- + Add Page:** A button at the bottom to add new pages.

**Page Settings (Home) Panel:**

- Page Info:** The active tab, showing settings for the Home page.
- Hide from menu:** A toggle switch currently turned off.
- Advanced Settings:** A section containing the option to "Automatically optimize caching for this page or manually control its timing." This section is highlighted with a green box.
- Manually control caching for this page:** A toggle switch currently turned on, with a green checkmark icon next to it. This option is also highlighted with a green box.
- Warning:** A message stating: "Visitors may not see certain changes (e.g. changes in pricing and inventory) until the cache is reset. To make sure visitors see your changes immediately, you can always Publish your site. [Learn more](#)"
- How often do you want to reset this page's cache?:** A dropdown menu currently set to "Maximum time".

# Q & A

- Any Question?
- Send your feedback from below

**Evaluation form**

