
Build Your Website With Wix

Marcello Prattico
[Astrochimp.com](https://astrochimp.com)

Marcello Prattico

- Web developer since 1997
 - Worked from static html pages to full interactive web applications.
 - Worked in several industries and startups
 - Mobile app development
 - Building sites of all varieties from custom to Wix based
 - Founder of Astrochimp a web and mobile app development company
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Why do you need website?

- Source of truth for your business
 - Social Media pages are not always reachable
 - Social Media algorithms change
 - Easier to control your message
 - Present your brand in your voice
 - Better platform for Business to Business transactions
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Website builders

- Wix
- Squarespace
- Framer
- More...

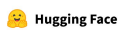
Many of these site builders provide similar experiences. Up to you to determine which is best fit for you.



Midjourney



ChatGPT



Hugging Face



DALL-E 2



stability.ai



Bard



NovelAI



CapCut



Google AI



Bing



OpenAI



character.ai

AI Tools

Build full websites with ChatGPT or Claude Code?

Problem:

- **Write Once**, hard to edit and change once code is generated.
 - Hosting
 - Managing
 - Dealing with the code
-

AI Tools in Wix

Wix added several AI tools to make building sites easy

- Content generation
- Blog post generation
- Prefilled pages



Bring your ideas to life with AI

Tell us about the site you're creating and get a personalized dashboard with everything you need to manage it.

[Start Chat](#)

[Set up without Chat](#)



Generate a site structure

Use AI to create a personalized visual sitemap, with optional wireframes and custom content. The more info you share, the more precise the results will be.

What's the business type? *

e.g., online clothing store, portfolio, or fitness studio

0/100



Complete Form with AI

Describe this business *



e.g., A stylish online clothing store based in New York, offering a curated collection of contemporary fashion for men and women.

0/1000

Choose the site's main service (You'll be able to add others later)



Sell products or services

Get booked online

Write a blog

Host events

Showcase a portfolio

What is the name of this business?

e.g., Amy's Shoes

0/100

Where is this business located?

Other features

- Booking appointments
 - eCommerce tools
 - Large base of plugins and features to add to your website
 - e.g. Translations
-

It's so easy to start...



Stop!
Before you
build

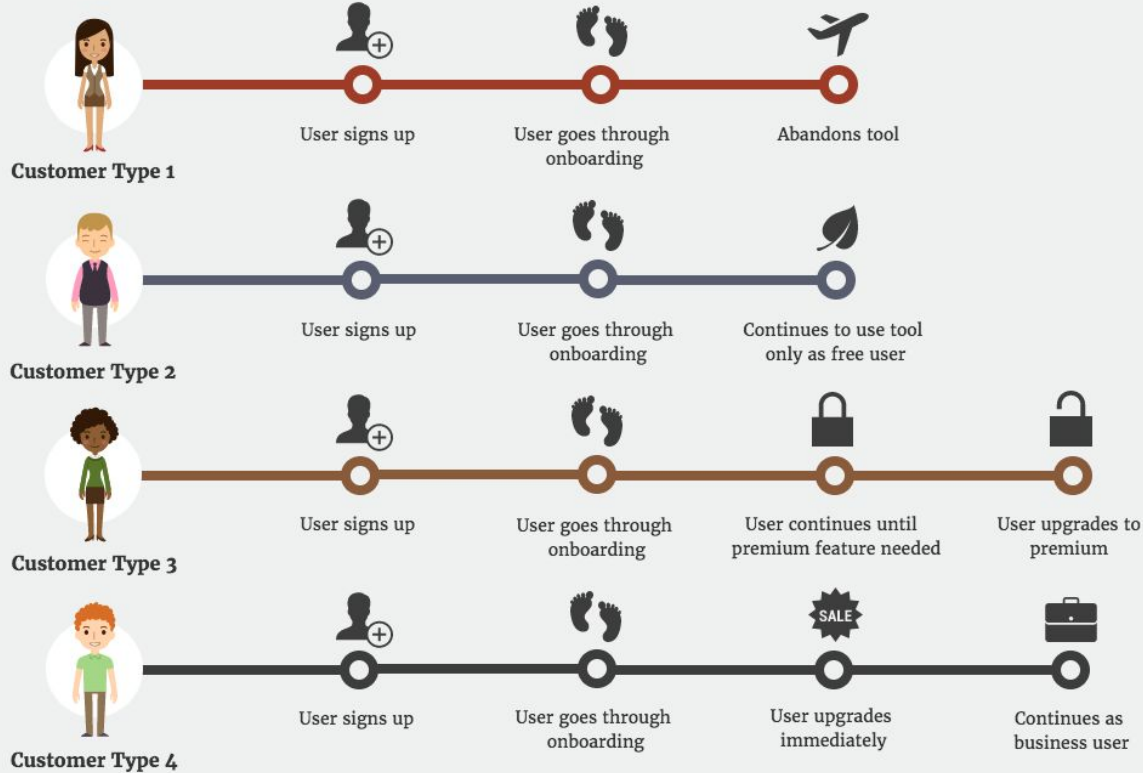
Most important question

**Who is your
Target
Audience?**

Personas

- Map out a typical user and what they would want from your business.
 - **Consumer** - book appointments, research, buy product
 - **Other businesses** - contact for services, provide you services etc.
-

Our Customers / Journey Map



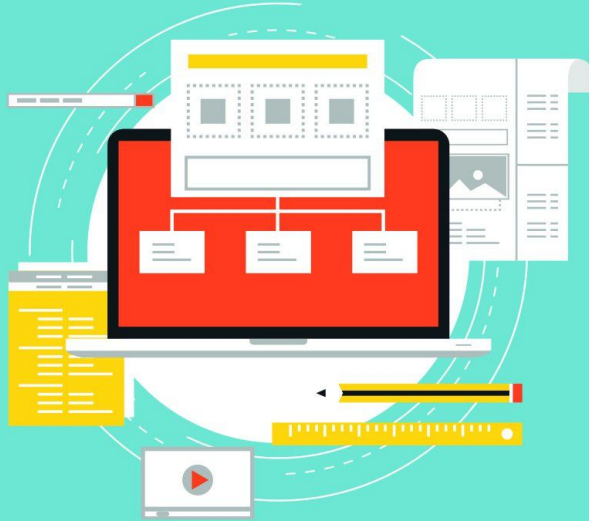
What should your website do?

- Promote your brand
 - Lead generation
 - Purchase products
 - Schedule client meetings
 - Schedule appointments
-

Content

Plan out your site content.

- From customer's perspective.
- Start with basics. Keep it simple
- Most people don't read that much on a website
- AI can help but, keep it in check



Typical Content Structure

Home – clear overview of what you do

About – tell your story and build trust

Services / Products – detailed info and pricing if applicable

Contact – form, map, phone, email

Blog or News – optional, but good for SEO

Testimonials / Reviews – social proof

Choose a template and start creating

🔍 Landing Page



Top picks

Landing Page

Portfolio

Marketing

eCommerce

Wireframes

Minimal

☰ Browse By ▾

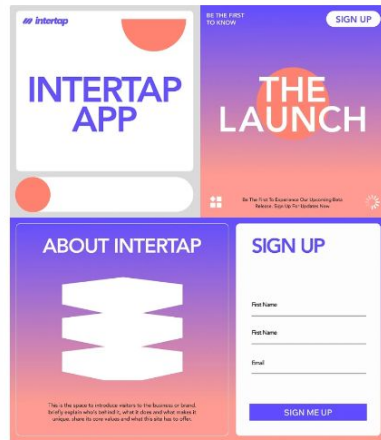
Results for 'Landing Page'



Coming Soon Landing Page



Coming Soon Landing Page



Coming Soon Landing Page



Product Launch

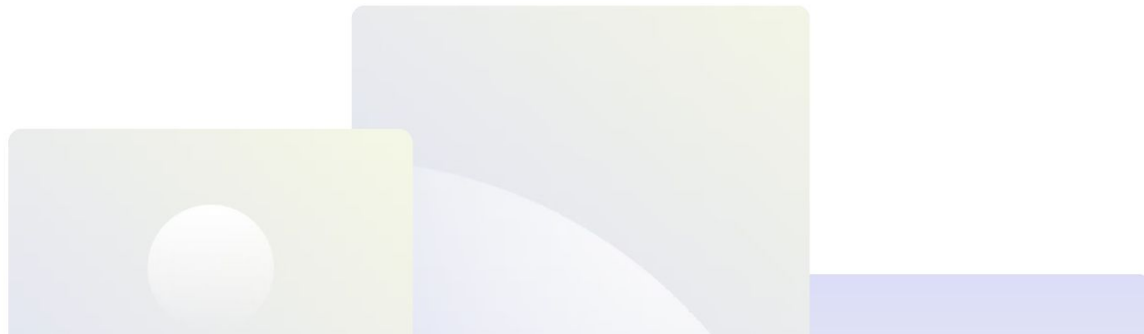
Keep it simple

Starting with a basic template

Add the Title Text Here

This is a space to welcome visitors to the site. Grab their attention with copy that clearly states what the site is about, and add an engaging image or video.

Get Started



Live site building

Once you are live

Promote the site

- Search Engine Optimization: tools available to optimize
 - Social media
 - Paid advertising
 - Word of mouth
 - Traditional advertising
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Stats

- Analyze: Keep track of you visitor statistics
 - Use tools to review user sessions
 - Setup user 'funnels' to track how users use your website
 - ahrefs.com and PostHog are tools to analyze your website position and user behavior
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Maintain your site

- Add and update content as needed
 - Make sure content is up to date for critical things like hours of operation, phone numbers, staff listings etc.
 - Revisit your site content, make sure it is still relevant for your business.
 - Add a blog to help build keywords and SEO
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Thank you!

Marcello Prattico

Website: astrochimp.com

Email: chimp@astrochimp.com

Slides and resources available at:

<https://astrochimp.com/blog/website-webinar/>
