

MANUAL

WIX MANAGEMENT

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ESWA uses several programs to communicate electronically with people: Wix (\$55/yr), MailChimp (free), InMotionHosting (free). We also access GoDaddy and Techsoup.org for special procedures. The techniques for using these resources are described below for Wix

WIX

Introduction: This document is a tutorial for learning about Wix, the program that hosts the ESWA website. It is designed for an in-person workshop, during which we will move through this manual, with side trips as you like. This manual may look daunting, but you will see that the individual steps involved are simple and intuitive.

If you want to explore before the workshop, that's just fine. Just follow the steps, which are simple and straight-forward. If you have any questions or run into any difficulties, just contact us.

Why Wix? We use the Wix program to make and edit the ESWA website. The program is incredibly friendly – no coding, very intuitive procedures. It is entirely cloud-based, so nothing is stored locally on our computers. Thus, it can be accessed and edited from anywhere.

The game plan is for you to create your own page on the website, which will not be visible publicly, but which you can use to practice adding and editing material (text, images, links) and to explore the Wix capabilities. It is like playing in a sandbox. None of what you do will appear on the public website; it's just for your amusement and practice.

We will proceed in 4 steps. First, you will learn how to log in and navigate around the website. Second, you will make your own page. Third (and this is the most important part), you will add and edit content to your page – text, images, links, and so forth. Fourth, if there is interest and time, we can consider some special capabilities of Wix.

<p>Wix Account Renewal: Our 2-year contract with Wix expires in late January, 2025. To renew, see the description in Appendix VI (page 8).</p>

A. BASICS – login, navigate, publish

This first section is just to show quickly the basics of opening up a page of interest and saving it after editing.

1. LOGIN

URL: wix.com. Click "Log In" (upper right corner)

Username: bill.betz@cuanschutz.edu

Click "Continue with email"

Pw: [contact bill.betz@cuanschutz.edu or coleengauron@gmail.com]

Click "Log In"

Click "Edit Site" (blue button, upper right of screen)

The ESWA home page will open, but it's special: you are in the editing mode, so you can't navigate around like you do on the regular site by clicking in the menu at the top.

2. Navigate to page of interest

On the left side is a vertical list of icons (the top one is "+"). Click the 2nd from the top ("Pages"). A dropdown menu will open, showing the name of each page on the website. Just click the one that you want to navigate to. It will then open. If just starting, click "billpage" (the last one in the list).

3. Edit the page

Now you can edit the content of the page – changing or adding text, images, links, etc. We will deal with these things a little later. For now, do not make any changes.

4. Publish

When you are through editing, just click "Publish" (blue button, upper right). The edited website immediately becomes live and visible on the internet.

B. CREATE YOUR OWN PAGE

In this section, we'll create a sandbox for you to play in. It's a page of your own where you can explore and try out matters of interest to you. First, you will create, name, and hide your page.

1. Create a new page

To give you the opportunity to experiment on your own, without showing the results on the public website, create your own special, private page.

Click the "Pages" icon (left side vertical menu, second icon from top). The popup menu shows the names of all pages on the website; click "+add" (upper right, blue letters). A big popup appears; click the blue button ("blank page") at top left.

The new page appears. It has the ESWA header and footer, but no content in between.

2. Rename the page

The page has the default name "New Page," as shown in the dropdown menu on the left. In this dropdown menu, double click "New Page," type a new name (for example, "Colleen"), and click the blue button ("Done").

3. Hide the page

Notice the menu at the top of the page: on the right it lists your new page as part of the menu! That's the default way that Wix does it when a new page is created. However, we do not want it to appear on the menu, so we need to hide it from the menu.

Click the menu at the top and some white buttons will appear above it.

Click "Manage Menu" and a new popup appears on the right.

Click the blue button at the bottom ("Add Menu Item").

Yet another small popup appears; click the top choice ("Site Pages").

Still another popup appears. This one lists every page on the website, with a checkbox beside each one. The pages that appear on the menu are checked (blue checkbox).

Scroll down to your new page and uncheck the blue box, then click "Apply" (blue button at bottom). Your page is now hidden from view on the website menu.

Click "Publish" (blue button upper right).

While your page doesn't appear on the menu, it's there on the website, and you can access it live. To see it, open the ESWA home page (www.eaglesummitwilderness.org) in a new browser window and add "/Colleen" (or whatever name you gave to your page) to the URL and you will see your page. NOTE: If the name of your page has a space in it (e.g., "New Page"), replace the space with a dash ("New-Page") in the URL. If you don't see your page, please see Appendix IV – it's a Wix bug.

C. EDIT YOUR OWN PAGE

Congratulations, you now can play in your sandbox to your heart's content. So let's see how we add content to the page.

1. Adding new content

When you want to add text, images, or other items to your page, you begin by clicking the "+" icon on the left (top icon in the vertical icon list on the left). A popup will open (named "Add to Site") and the left column lists all of the many things that you can add to your page.

Add text

Click "Text" in the popup and a variety of options appears – all kinds of headings and so forth. Click the little box that says, "I'm a paragraph. Click here to add your own text and edit me. It's easy."

A box opens in your page with those words in it. You can easily move the box (click and drag). To add your own text, click the tab "Edit Text" above the box. Then type or paste your text. On the right is a popup ("Text Settings") where you control font, size, color, etc. You can also change the width and height of the box by clicking and dragging the edge of the box.

Add a link

It is easy to add a link to an external URL, to a website page, or to a document stored in the Wix Media folder. Just select the text in your textbox (e.g., select the word "HERE_" in a sentence like "Click HERE for more information."), then click the link icon in the "Text Settings" popup (it's the righthand icon – a chain with 2 links – in the upper row of icons).

A popup opens ("What do you want to link to?").

Choose "Page" if you want to link to another page on the website, then choose the page.

Choose "Web address" if you want to link to an external URL, then paste in the URL.

Choose "Document" if you want to link to a pdf saved in the Media folder, then click "Choose File" and the Media folder (named "Choose a Doc") will open. Navigate to your document and double click on it.

Add a photo from the Wix Media folder

Note: while you can paste text from an external source into a text box, you cannot paste images. You have to go through the Wix Media folder.

Click the "+" icon in the vertical list of icons on the left.

Click "Image" and then click "My Image Uploads" (right column, top).

The Media folder opens. Navigate to find the image you want to upload to your page and double click it. The image appears on the page, and you can move it and resize it. (To upload an image from your computer, see below.)

Back on your page, when you click in the image, a menu opens above it. You have several fun options.

Click the little gear wheel beside the "Change Image" button. In the popup, under "Image Behaviors," click the down arrow and see how you can add a link to the image, or magnify the image.

NOTE: If you move an image over a text box, the text will not wrap around the image; images and text boxes can't overlap; the image must be placed outside any text box.

Upload an image from your computer

If the image that you want to add to the page is not in the Media folder, you'll need to upload it from your computer.

Follow the same steps as above for navigating to the Media folder, but click the blue button ("Upload Media") in the upper left corner. Then you can navigate on your computer to the image that you want to upload. NOTE: Before you click "+Upload Media" navigate to the particular Media folder (e.g., "VWR-THH-sawyer") where you want the uploaded image to be stored.

Upload a document from your computer

We add meeting minutes, newsletters, and other documents to the website. First, each has to be converted to a pdf format (not always easy). Then it is uploaded just like an image. In the appropriate page in the website, a link is made to the document so that it can be displayed when someone clicks on the link. Be sure to give your uploaded document an easily recognizable name. For example, we often use dates in names of minutes, newsletters, and newspaper articles. The format that we use for the date is YYMMDD. For example, 28 September 2022 is 220928. This means that when they are sorted alphabetically, they are also sorted chronologically.

Once the image is uploaded to Media, you can link to it from your web page.

Move file(s) from one folder to another in the Media folder

Just choose the file(s) that you want to move and click the 3 dots (...) in the blue circle on the right ("Actions"). Choose "Move to ..." and a new popup will open. Navigate to the destination Media folder and click "Move Here."

D. SPECIAL FEATURES

There is so much more that Wix can do. We can go over any of these things, and you can explore them on your own. Below are a few examples.

Menu management

It is pretty easy to add, remove, and move menu elements in the Wix editor. It is all done by clicking the menu, then clicking the white tab "Manage Menu." The popup shows the menu structure. Header items (those that always appear on the menu) lie above "subitems" (those that appear when a viewer hovers over the header item).

Menu items can be simply dragged to a new position in the list.

To move an item out of subitem status and have it become a header (and so always appear on the menu) is simple. For example, under the header "About Us" are 3 subitems ("Who We Are," "What We Do," and "Archive"). Click on one of the subitems, and then click on the 3 dots (...) to the right; choose "Move out of About Us" to make the subitem become a header and always appear on the menu (you reverse the process in the same way). Please don't do this unless you reverse the process!

MENU HEADER REMOVE CLICK: Sometimes when you click on a menu header a new page opens (e.g., "Volunteer Opportunities"). In other cases (e.g., "About Us"), clicking on the menu header does nothing, and instead you have to click on one of the subitems that appear when you hover on the header. By default, new menu items are headers and are clickable. To remove the click option:

Click on the menu at the top

Click the tab "Manage Menu" that pops up

Scroll down to the menu header of interest and click the 3 dots (...) on the right

Choose "Remove Link" (to do the reverse: choose "Add Link" and add the link)

Mobile devices

Many people – maybe most – view websites on their mobile devices, mostly iPhones. This fact bears keeping in mind when creating web pages. For example, if you create two columns on a page that display side-by-side on a laptop or monitor, on a mobile phone the display will be only one column. It will sample from the left and right columns, putting them below the one above. In general, if the segments on each side (text boxes, photos, etc.) are about the same size, then Wix will alternate left-right-left-right, etc. in the display. Thus, if you have important information to display on a webpage with 2 columns, make sure that it is slightly higher on the page than the content in the other column.

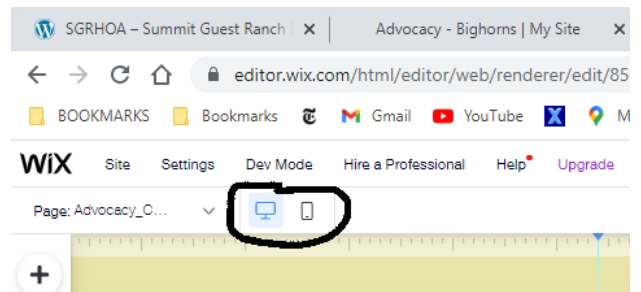
You can easily preview how a page will appear on a phone. At the top left of the page are 2 icons (circled at right). The icon on the left is for monitors (the Wix default), the other is for phones. Click the icon for phones and you will see how the page will appear on phone screens.

~~Whenever you finish editing a page, it's a good idea to "optimize" the page for phones, and it's very simple to do. When you click the phone icon, a new vertical list of icons appears on the left side of the screen. Click the bottom icon ("page layout optimizer"). In the popup, click "Optimize now." That's all there is to it. To return to the monitor view, just click the monitor icon (circled, left side). Be sure to Publish the result.~~

Galleries

If a page contains a lot of images, it is often useful to add them via a Gallery. On the ESWA website, we have 4 galleries (Newsletters, Photo Contest, Photo Gallery, and Advocacy). Consider, for example, the Advocacy page. There are 6 different advocacy campaigns, and each one has its own web page. The 6 web pages don't, however, appear on the menu and instead are accessed through the Advocacy page gallery. Why do we do it this way and not just list the six campaigns as subitems in the menu under "Advocacy?" We chose to use a gallery because in just one page (the Advocacy page) a viewer can get a sense of all 6 campaigns, and then click on the one s/he wants to access.

To add a gallery, just click the "+" icon in the left vertical menu and choose "Gallery" (5th one down).



You can make your own gallery on your practice page. If you want to practice on a premade gallery, there is a practice gallery on a page named "gallery." It is hidden from view, and you can edit it as much as you like. To see it live in a browser, go to the ESWA home page and add "/gallery" to the URL. Notice that when you hover over an image, it grays out a bit and a title and description appear. If you click on an image, an Advocacy page will open in a new window. These are all features that you can edit and change however you like. To edit the practice gallery do the following in the Wix Editor:

Navigate to the page named "gallery".

Click on the gallery and a menu appears above.

Click "Change Images" and you will see thumbnails of the 6 images. You can reorder them by dragging. To change the title, description, or link for an image just click on the image and the popup is self-explanatory (each image links to a different Advocacy page of the website).

To add an image to the gallery, click "Add Media" (blue button at top right), and choose "Image" from the dropdown menu. Then the Media folder opens and you choose and add the image just like you do when adding an image to a page.

Click the gear wheel (beside "Change Images") to choose if you want links to the images and to choose what kind of text appears (title, description).

Click the next icon (little rectangles) to determine the layout. Move the sliders to change how many images are in each row, and how much space lies between adjacent images.

Publish the results and examine them live at this link: eaglesummitwilderness.org/gallery.

Decorations, etc.

The "+" icon opens many possibilities for adding decorations to your page.

Click "Button," pick one from the big menu, and it will appear on your page. You can edit it's shape, color, size, text, and link.

Click "Decorative" and choose a type (arrows, cartoons, etc.) from the middle column. The list is huge.

Click "Box" to add a box or border to an image or a text box. NOTE: if you choose a "Container Box" (second column), the box is solid and may cover content in the page. To move it to the back, right click on the box, choose "Arrange," then choose "Send to Back".

Forms

We are allowed 5 submission forms with our Wix plan. Currently, we are using 3 (Join/Donate, Contact Us, and VWR Application).

A practice form (right) is available for you to practice on (hidden from public view) – you can modify it however you like, then publish and view it live. The practice page (right) is named "form." To see the live page just go to the ESWA home page and type "/form" after the URL (eaglesummitwilderness.org/form).

In the Wix editor, navigate to the page named "form." Click on the form and a popup of white tabs appears. Click the left tab ("Form Settings") and a new popup appears. Most of the choices are clear and self-explanatory.

From top down, the choices are:

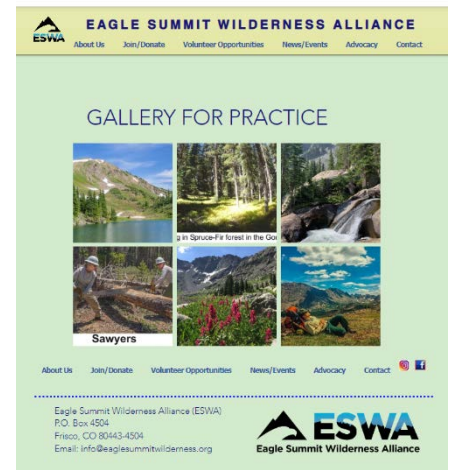
"Main" – "View Submissions Table" allows you to see everybody who has submitted the form. "Set Up Email Notifications" let's you enter emails of those who will receive submissions. Please change this to your email if you plan to send practice submissions. "Create Automated Responses" let's you create a thank you reply that will go to submitters.

"Settings" are self-explanatory.

"Submit Message" is the short message a submitter sees as soon as s/he clicks Submit.

The remainder of choices in "Settings" are self-explanatory.

Back on the main popup, next to "Form Settings" is "Add New Field." Click this and a popup appears. Only the top 2 choices ("Contact Fields" and "Basic Fields") are relevant to us. They are pretty self-explanatory. If



you want to add a comment field, click "Basic Fields" and choose "Short Answer Field," "Long Answer Field" for a paragraph, or "Number" if you want the input to be a number.

Other choices (e.g., design, layout) are pretty clear.

Updating the Calendar

The Wix calendar on the Home page is a "plug-in" for which we pay about \$50/year. It offers many options and is pretty intuitive and easy to navigate. To add or modify events:

Navigate in the Wix editor to the Home page

Click on the calendar

Click "Settings" on the popup

To **add** an event:

Click "+Add Event" (blue button)

Fill in the information (it's pretty intuitive) and click "Save"

To **modify** an existing event:

Click "Manage Events"

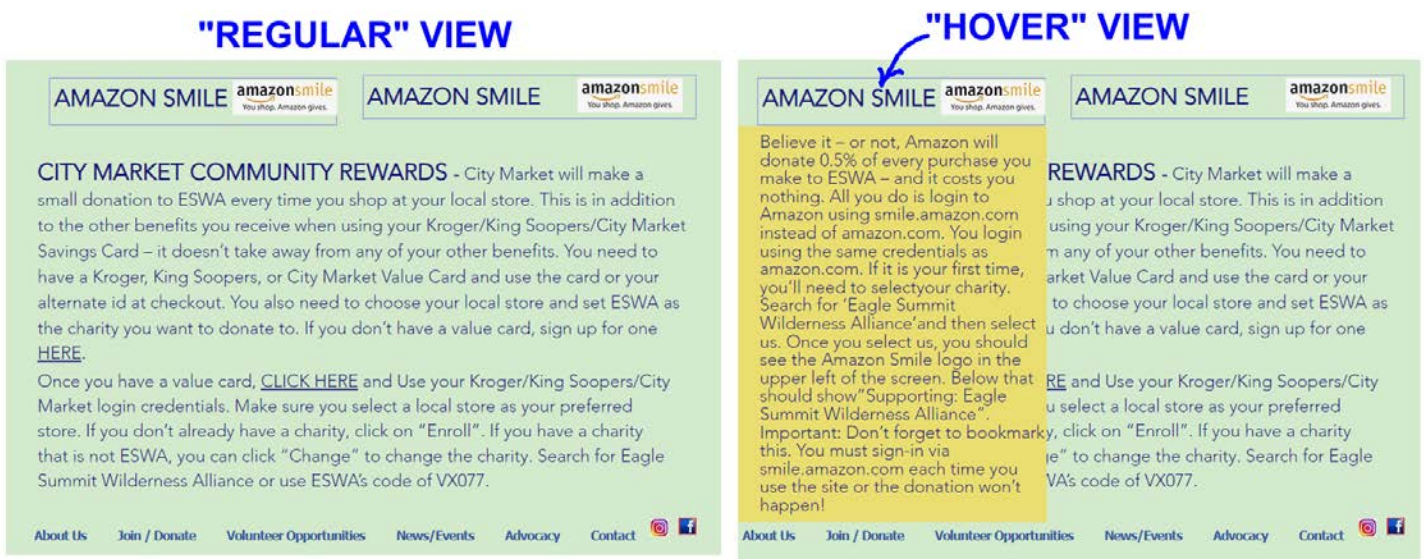
At the top left are 2 tiny icons (circled and enlarged in image). Click the right hand icon.

In the calendar view, click on the event that you want to edit, and follow the prompts.

Wix Hover Boxes

Sometimes it is useful to have a box pop up with additional information when a viewer rolls ("hovers") over text or an image with their mouse. Wix has this capability, sort of. Building a hover box is a two-step process: you first design the "regular" box (that which appears with no hovering) and then design the "hover" box (that which appears when the viewer hovers over the regular window).

We created 2 practice hover boxes on the hidden page named "billpage." To see them, go to the ESWA home page and add "/billpage" to the URL.



CREATING A HOVER BOX

Start by adding a box (any box) to your site. Then assemble the "Regular" view (all materials that appear before hovering over the box) and put them inside the box. Then resize the box so the fit is snug. This is important, because resizing this box later is difficult.

Next, select that box (click in the box, but not in any contents) and choose the lightning bolt icon above ("Hover Interactions"). Two new tabs appear above the box: "Regular" (what you see when not hovering) and "Hover" (what you see when hovering). You switch between these 2 modes in creating the content for the regular & hover boxes.

Now create the content for the hover mode. Click the "Hover" tab. Then click the "+" sign on the left ("Add to Hover") and add your content for the hover:

Add a hover image: add the image in the usual way, and resize and reposition it as you like.

Add text: this is more complex than adding an image, because content underlying the hover box may show through, so you'll have to mask that. First, add text in the usual way. Next, add a box and place it over the text. Select the box, right click, select "Arrange", and click "Move Backward" so the text is

on top. Note: If you click "Send to Back" instead of "Move Backward," then anything under the hover, such as text, will show through. To solve this problem, click on the offending underlying text box, right click, and choose "Send to Back." Whew! So the order, from back to front is: underlying text, box, hover text.

It's a good idea from time to time to click "Preview" (upper right) to see how your Hover Box is working. Then click "Return to Editor." When finished with everything, click "Publish."

HOVER ON MOBILE

A big glitch. Hover boxes do not work on a phone! The Wix default does not show the hover content! The best you can do is to have both Regular and Hover boxes displayed all the time (one above the other) on a phone. To do this, in the Editor, click on the mobile icon (top left – the same icon that you use for optimizing the mobile page layout). In the vertical menu on the left, just above the "Optimize" icon is the "Hidden on Mobile" icon (an eye with a diagonal line through it). Click that and then click each item that you want to unhide on mobile. When finished, click the "Optimize" icon and optimize the layout, then publish. Whew! is right. Maybe it's best to avoid all hover boxes...

Do you want to hide "regular" elements when the hover is active? If so, click the "Hover" tab, then click an element in the box that you want to hide, click the "Hide Element" icon above (eye with diagonal line through it). Repeat for each element that you want to hide on hover.

APPENDIX I: a little history

The FENW/ESWA website dates to 2005. It was managed by Rick Warren for a number of years. Rick died of a brain tumor in 2014. The website fell into disuse for more than a year. In 2015 we wrote a new website from scratch in HTML, which served for about 2 years, when we switched to WordPress. In 2020 we switched to Wix, which has proven a successful platform, costing about \$55 per year.

When websites first became popular it was important to update them almost daily. But with the rise of social media (especially facebook and Instagram), the more temporal aspects were taken over by those platforms.

FENW/ESWA was late to that party. In 2015, for example, few active volunteers or board members had a facebook account, relying instead on our website for updates about us. Over time, however, the emphasis has shifted, and today we view the website primarily as a repository for general descriptions of our major programs and of archival materials, without emphasizing frequent updates, for which we rely on facebook.

APPENDIX II: A draft mission statement about website management

ESWA's 2022 Chair Steve Elder wrote: "I think the website is a treasure trove for our Wilderness work. I accessed some of the historical information and articles for my personal trip planning and other uses long before I really knew ESWA. While I think we can probably drive more non-ESWA traffic to the site, I don't believe marketing is a priority over:

A functional tool to do our work

A repository of important information about ESWA and our Wildernesses

An inspiration"

APPENDIX III: Some guidelines for formatting

Page titles: font: Droid Serif; size 44; bold? Yes

Main Text: font: Avenir Light; size 20; bold? No

Text headings: font: Avenir Light; size 25; bold? Yes

Page header image: per Wix recommendations, images are 1200 pixels wide by 630 pixels high. There is a library of such images in the Media folder ("header photos"). The images appear as thumbnails; to enlarge one, click on it and press spacebar.

APPENDIX IV: Renaming a new page

If you find that your new page doesn't appear in the live website when you type its URL, it's because Wix didn't make the proper change when you renamed the page. Naughty Wix. To fix it, do the following:

Suppose your new page name is "mypage."

In the Wix editor, click the "Pages" tab (left vertical menu)

Click "mypage", then the 3 dots (...) on the right and choose "SEO Basics".

Scroll down to "What's the URL slug (last part of the URL) for this page?" Change the URL below if necessary (e.g., to "mypage"). Then click Publish, reload the live site and "mypage" should load up.

APPENDIX V: Adding newspaper articles (e.g., Get Wild articles) to website

1. Make a pdf of the article

URL: <https://www.summitdaily.com/opinion/columns/>

scroll down to first "Get Wild" article – Get Wild is published on Fridays. Sometimes it doesn't appear online until midday Friday (once it never appeared).

Click on the current Get Wild

Click on the printer icon (right side, below title of article)

Choices (right side): Destination "Adobe PDF", Pages "All", Color "Color"

Scroll down the preview of the article to be sure that the figures are shown. If the figures are not shown, close the window and try again (click on the printer icon again).

Click "Print" (blue rectangle at bottom)

Choose folder, name file as YYMMDD_getwild.pdf

Click "Save"

2. Upload pdf to Wix

Log on to the Wix site, as described above.

Select Page to edit (upper left): "Newspaper articles"

Insert text of date and title of Get Wild article at the top of the list

Insert link:

Highlight date, Click link icon, choose "Document" and click "Choose file"

Double click folder named "Newspaper articles"

Click "Upload media" (blue oval, upper left)

Choose the PDF that you uploaded

Click "Add to page" (lower right) when it has loaded

Back on the Wix editor, click "Publish" (upper right)

APPENDIX VI: Renewing the Wix account

Renewing the Wix account (next time: early January, 2025). We recommend that you rely on 2 phone calls to be assisted with the 2-step process. First, you have to get a "coupon" from TechSoup (they confirm that we are a non-profit, then give us a code that is good for a 70% discount at Wix). Once we have the coupon code, we call Wix. (The process at Wix isn't exactly a renewal. Rather, we "inactivate" our current account, create a new account, pay for it, applying the coupon code, and then link the new account to the old one.)

1. TechSoup (login: bill.betz@ucdenver.edu; pw [contact us]: Go to www.techsoup.org/wix to get started. You may need this "association code:" **8413-ANCE-TCF6**. You apply to them to buy the coupon (\$34). You will need the ESWA EIN # (84-1305851) and the ESWA 501(c)3 filing letter (in the ESWA Archive at https://www.eaglesummitwilderness.org/files/ugd/e07d3a_859d565bfe344bc38910e760e8883339.pdf). Email these documents to TechSoup, which needs several days to approve our status. They will then email the coupon code to us. In 2023, the code was "CHANNELS!_TS_03_032211916692." Now you are ready to go to Wix.

2. Wix: Request a callback: URL: <https://support.wix.com/en/article/request-chat-with-a-customer-care-expert-for-support> - this site gives an option for requesting a callback. Click "chat" and you will see an option for a callback. Click that and they will call promptly.

Log in to the Wix dashboard to be ready when they call.

The Wix employee was very helpful, and the process worked. The steps are listed below, just FYI. You "unassign" the account, buy a new plan, and claim the coupon.

STEPS: Dashboard > click name (upper right) > "unassign" > ... > "unassign plan" > "unassign plan" (blue button).
click "<- back to dashboard" > "upgrade" > "unlimited" > "Select" > "2 years" radiobutton > "continue to checkout"
> 50% off -> click "Remove" > enter promo code (copy from TechSoup email) > "Apply" > "Submit purchase"
> "OK - I'm done" (lower left)
go to dashboard > click name (upper right) > "domains" > "assign" > "assign" > "assign". Whew!