If you've compared the top website builders out there and come to the conclusion that Wix is for you, then a lot of your work is already done. All you need to do now is head to Wix, click on any of the large blue 'Get Started' buttons, and create your account.

Wix will ask for your email before prompting you to create a password. After deciding whether you want to use Wix ADI or Wix Editor, you'll then be able to specify the type of website you want to build (there's an option for everyone, from personal blog to online store!), choose your website name and select a template.

Registering with Wix only takes a few seconds – just fill out the registration form!

It's as simple as that! However, there's still one more decision to make before Wix does the rest of the heavy lifting: you need to pick a pricing plan.

Wix offers eight pricing plans, so there are a few different places you can start. As with all subscriptions, the more you pay, the more features you get. You can also choose a free plan, but you'll have to sacrifice a professional domain name and deal with on-site ads, which give websites a more amateur look.

We recommend the Premium plans because they open up more business opportunities, however they are a bit pricier than some plans offered by Wix's competitors.

This is why we awarded Wix a score of 3.4 out of 5 for value for money. It's not that it's *bad* value, but Wix's prices have crept up in recent years and become less competitive. However, Wix's vast offering of features has also greatly expanded, so in our opinion, you do get what you pay for!

The Wix Premium plans are:

- Combo plan: $16/month

- Unlimited plan: $22/month

- Pro plan: $27/month

- VIP plan: $45/month

- Business Basic plan: $27/month

- Business Unlimited plan: $32/month

- Business VIP plan: $59/month

- Enterprise plan: Custom pricing (for large businesses)

We recommend the Combo plan for small businesses. It's free from ads, comes with a personalized domain name for one year, and provides enough storage for most website needs. It's also very reasonably priced.

If you're starting an online store, the Business Unlimited option allows for – you guessed it – unlimited products. For larger online stores, though, the VIP plan is best because it offers first priority customer support.

Further Reading

Read our breakdown of Wix's price plans here.

Want to read more about the features included in each plan?

Wix offers many different pricing plans to choose from, with a range of features fit for different sites.
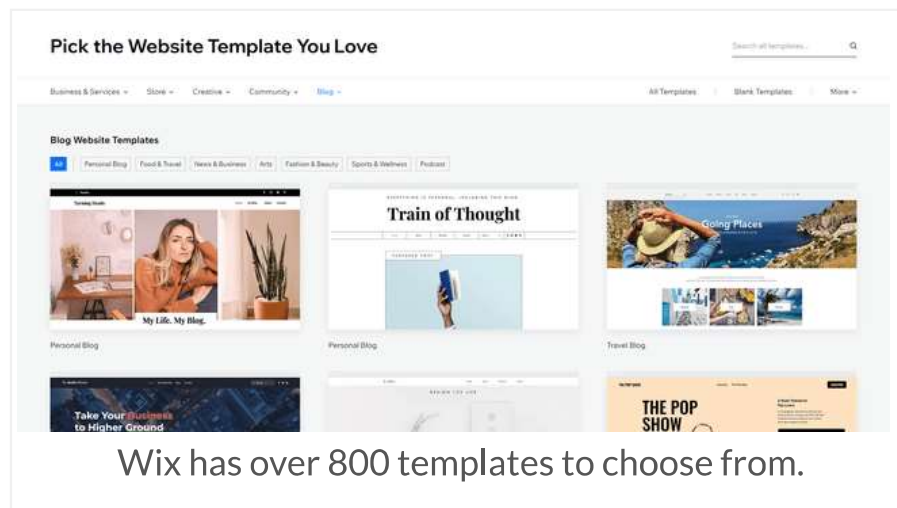
Step 2

2   **Wix Editor: Choose a Template**

⭕ Finding a Template   ❯

⭕ Previewing a Template   ❯

⭕ Selecting a Template   ❯

We awarded Wix a score of 4.4 out of 5 for its design functionalities, due in large part to the 800+ templates there are to choose from. Really, you're spoilt for choice!

Wix's vast library of templates is split out by industry, making it easy to narrow your search down even further. And if your dream template isn't in your selected category, you can always use the search bar to find more.

Wix has over 800 templates to choose from.

Each template can be previewed before you commit to it and start editing. This is particularly useful because you'll be able to explore all of its separate elements before making it your own. In short, you'll be seeing it like your visitors will see it!

Making use of the preview function is especially important when you consider one of Wix's biggest drawbacks: once you've chosen a template and published your site, you can't change it at a later date.

You'll therefore want to make sure you're happy with the template you choose, else you'll need to start from scratch further down the line. Don't worry, though – Wix's flexible editing features make it easy to spice up whatever design you *do* choose at any time.

Once you're happy with the template you've chosen, just click the 'edit' button in the top right corner.

Further Reading

- If you want to find out more about Wix's designs, check out our Wix templates review.

- Looking for more inspiration? Check out our shortlist of the Best Wix Website Examples

Step 3

3   Wix Editor: Update Text and Images

○ Updating Text   ⟩

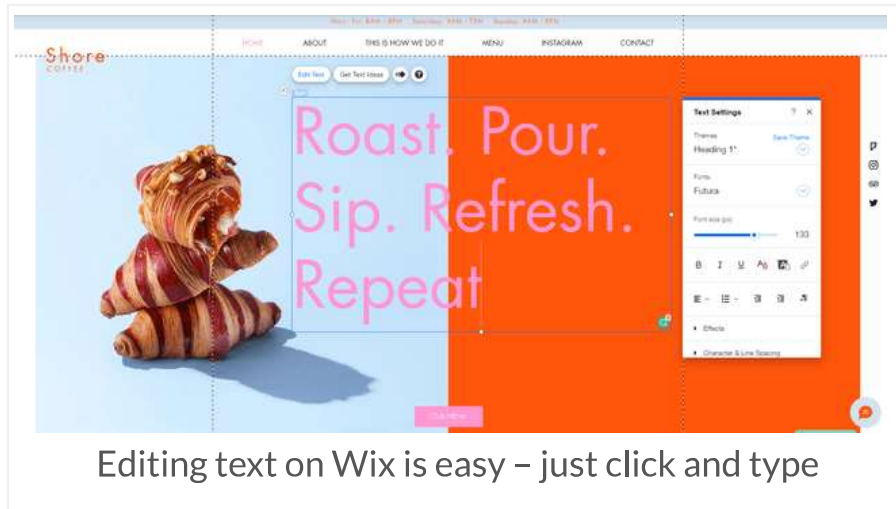○ Adding and Editing Images   ⟩

Once you've previewed and chosen your template, it's time to get to the fun stuff: editing!

You'll automatically be redirected to the Wix drag-and-drop editor. If you've never heard of drag and drop before, it's the feature that makes Wix so easy to use. All you need to do is select the component you want from the left-hand toolbar, drag it where you want it to go and drop it!
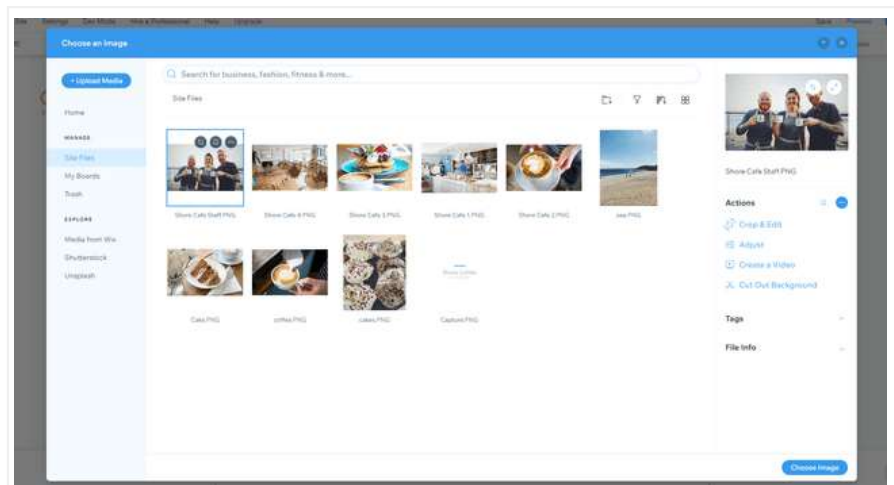
Many website builders can be quite restrictive with where they allow you to move elements, but Wix isn't like that. You can put anything anywhere, meaning you have a ton of creative freedom!

When you begin editing your site, the first thing you'll want to do is update your company, portfolio, or blog details. To do this, simply click on the text you want to change, then rewrite – it's that easy. You can also change the font size and color, and typeface favorites like *italics* and **bold** are there for some extra font-based fun.

Editing text on Wix is easy – just click and type

Most templates come with images, and these can be changed too. This is what makes Wix the best – you get to personalize every part of your website, one click at a time.

If you don't like an image, or just want to swap it out for one of your own, click it and select 'Change Image'. A popup will then appear, where you can upload your own images, edit them, and add descriptions.

You can add as many of your own images as you like, or use some of Wix's free photos instead.

Wix also comes with a ton of free images, so if you don't have any of your own to hand, you can browse the photo library and select those that fit your brand and website.

Once you've uploaded and added the image you want, you can drag the corners to resize it, or click and drag to move it to a new location entirely.

If you're looking for some more in-depth assistance, check out this video on building with Wix:
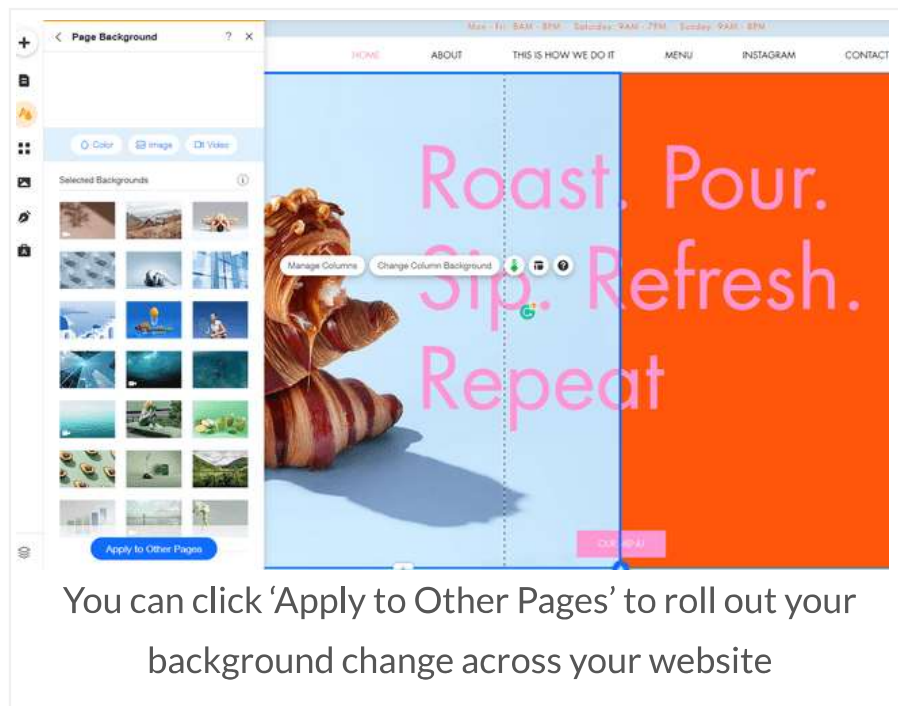

	Step 4
4	**Wix Editor: Personalize the Background**

○ Adding Images to Your Background   ❯

○ Changing the Color of Your Background   ❯

When small images aren't enough, you can also change your template background. The left-hand sidebar features an icon called 'Site Design'. It looks like a capital 'A' with a color drop in front of it.
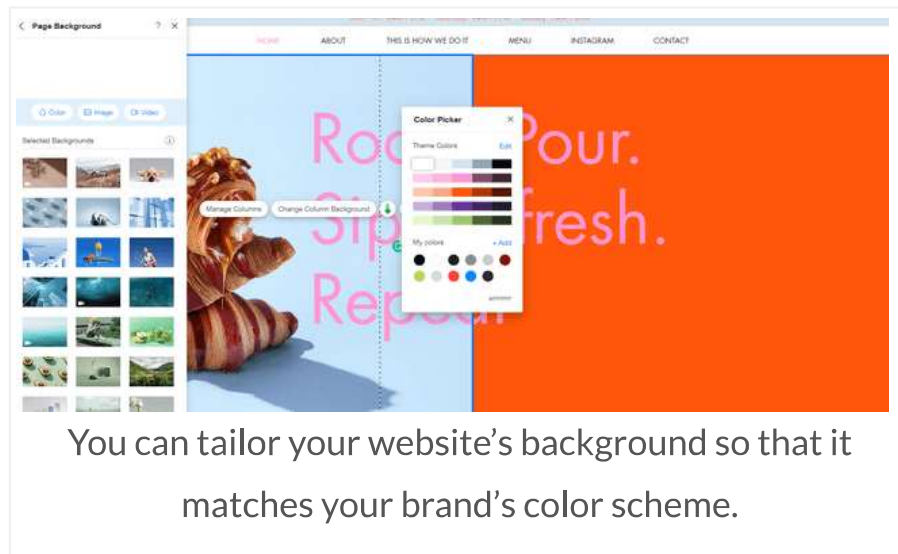
When you click on this, a panel will open giving you the option of changing your color scheme, your page background, or your page transitions. To add background images, you'll need to click on the 'Page Background' box.

To add an image, you can choose one of Wix's free photos, or click the 'Image' button at the top of the tab. The same image upload pop-up will appear as before, so you can select the image you'd like to add. You can also do the same with a video if you'd rather have something more dynamic in the background!

You can click 'Apply to Other Pages' to roll out your background change across your website

If you like the idea of fancy backgrounds, but you'd rather just keep things simple, you can choose to set your background to a flat color. Once again, you'll need to follow the steps we've outlined above, but select the third button (labelled 'Color').

This will open a color picker, which allows you to choose the perfect shades to suit your brand. You can choose one of the theme colors, or find your own using either the custom color option or the specific color code.
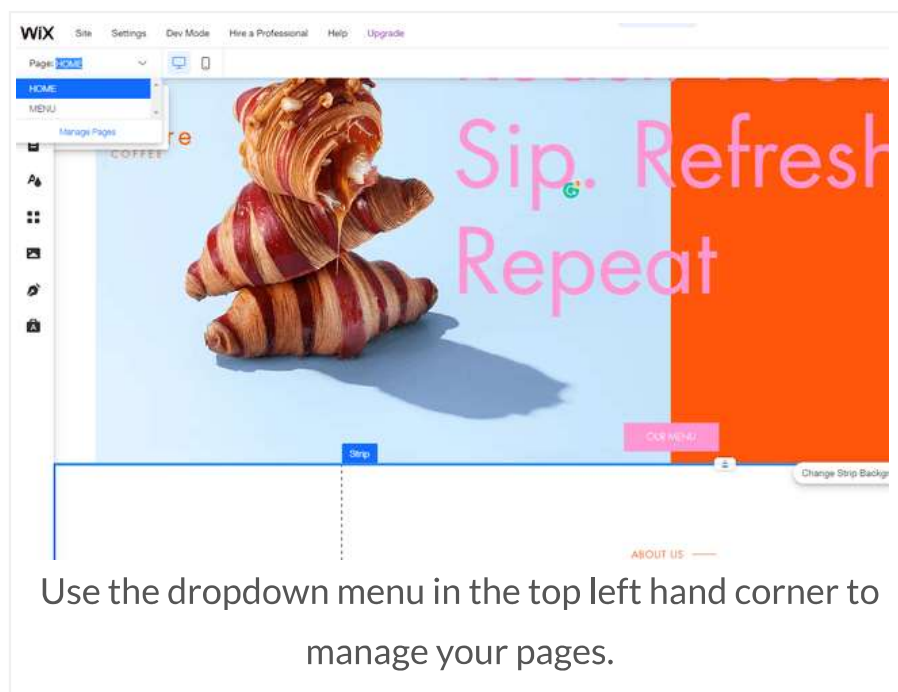
You can tailor your website's background so that it matches your brand's color scheme.

Step 5

5 Wix Editor: Add Pages

○ Adding New Pages   ›

Once you've created a stunning homepage, there are a few other pages you should add to ensure your website has everything visitors are looking for – an "About" page and a "Contact Us" page, for example.

To add a page to your site whilst in the Wix Editor, click the down arrow next to your current page at the top of the editor, then click "Manage Pages."

Use the dropdown menu in the top left hand corner to manage your pages.

From the resulting menu, you'll be able to add pages and customize them to serve different purposes.

If you want to dig even deeper into the makeup of your pages, click the three dots next to your page title. This will open a sub-menu where you can tweak your SEO settings and rename, duplicate, copy, or even hide a page.

Further Reading

Want a helping hand designing your pages? We think these guides could help!

[Homepage Design 101](#)

[How to write an "About Us" page](#)

Step 6

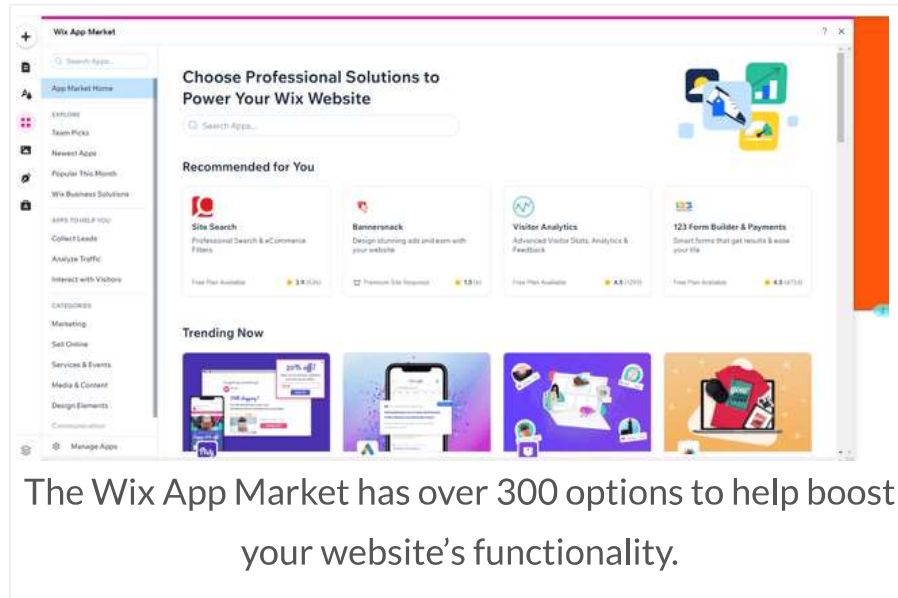## 6   Wix Editor: Add Apps

○ How to Add Apps   ›

Out of all the website builders that we've researched and tested, Wix has by far the best website tools on offer. It really does have something for everyone, whether you're opening an online store, starting a personal blog, or launching a portfolio to showcase your artwork. With this in mind, we awarded Wix a score of 4.9 out of 5 for website features, putting it firmly in first place for this category.

Plenty of these tools and features come built into Wix's editor, but one of the biggest reasons Wix steals the crown here is its ever-expanding app library. To date, [Wix's App Market](#) has over 300 amazing applications to boost your site.

They cover everything from from [restaurant orders](#) to [interactive quizzes](#). In short, this means that when it comes to what exactly your Wix website can do, the possibilities are

endless. The apps don't just look great, either – they also provide your website with the modern interface necessary to stay competitive.

To add apps, head to the left-hand toolbar once again, and click on the icon that looks like a grid – this will open the app market.

The Wix App Market has over 300 options to help boost your website's functionality.

There are a couple of ways to browse the app market. You can either use the search bar, or browse Wix's trending favorites and featured picks. Each app has a thumbnail preview, with a 'Free' or 'Premium' price option (or both). And best of all, unlike most markets, you won't need to haggle for prices.

It is worth noting, though, that some of Wix's apps can get a bit pricey – particularly if you choose some of the premium options. This means that your monthly costs can rack up pretty quickly if you're not careful!

We recommend planning out all the apps you'd like to use before downloading them. This way, you can keep an eye on your costs!
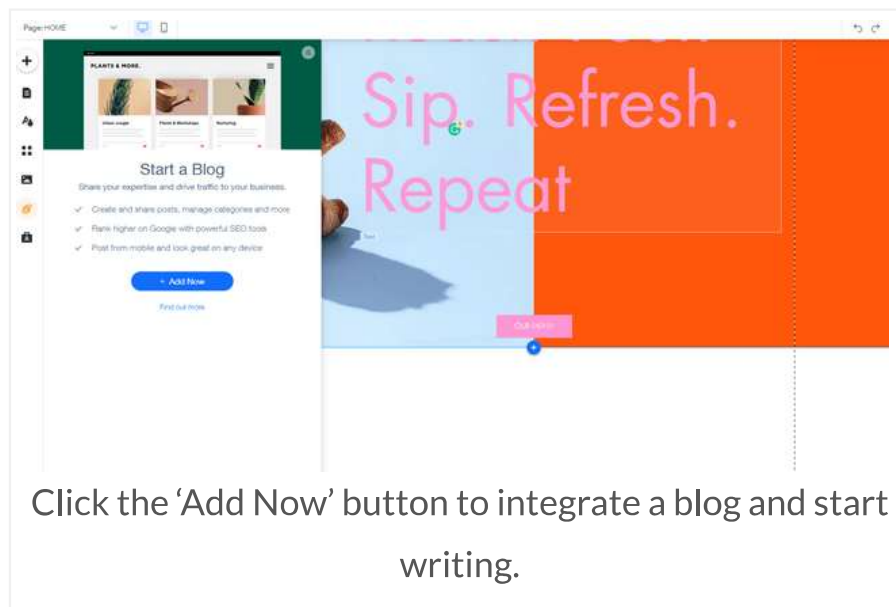
Want to know more about Wix App Marketplace? We've reviewed it!

Step 7
7 Wix Editor: Set Up a Blog

○ Adding a Blog   >

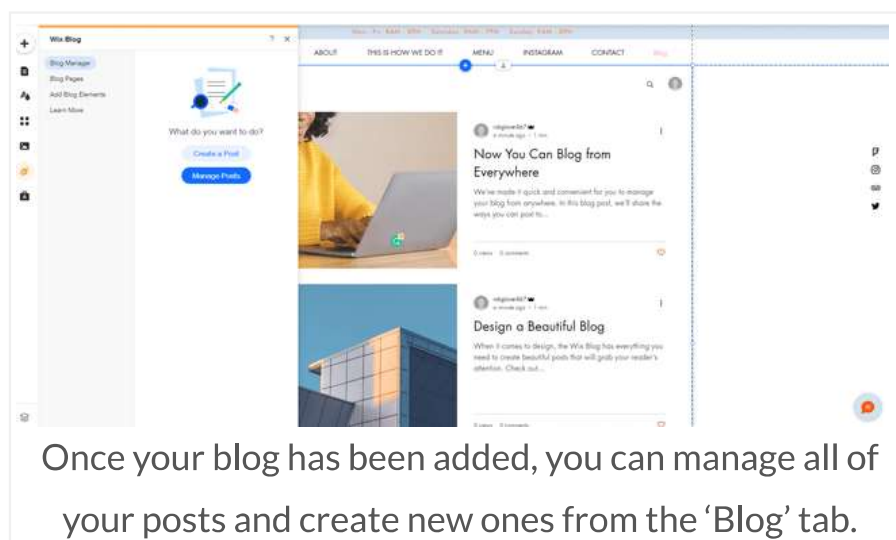○ Adding and Managing Blog Posts   >

○ Adding Extra Blog Features   >

This isn't a necessity, but lots of businesses like to add a professional-looking blog page to their website to keep their audience in the loop with what's going on. Luckily, Wix is one of the best website builders for blogging!

To add a blog, click on the pen-shaped icon in the left-hand toolbar. A tab will appear, inviting you to add a blog to your website. You'll be given three different options: a personal blog, a blog with a writing team, or a blog with a members' area. Choose the one best-suited to your brand.
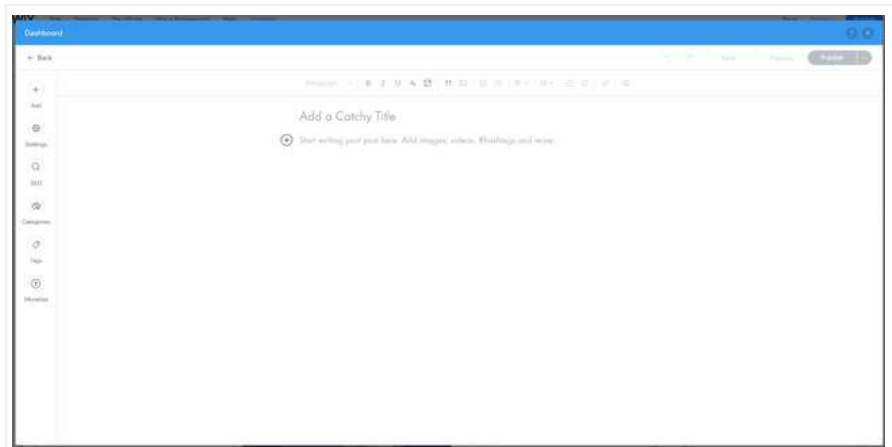

Click the 'Add Now' button to integrate a blog and start writing.

Once your blog has been added, you can manage all of your posts and create new ones from the 'Blog' tab.

Of course, there are a wealth of blogging apps available on the app market, but we recommend Wix Blog for its ease of use and sleek appearance.

When you're ready to create your first blog post, click on the blog icon in the toolbar, and select 'Create a Post'. A window will open that looks a bit like a Word document, and this is where you can start writing.

Wix provides a specific area to write your blog posts.

Wix Editor isn't the only place you can write blog posts, either. You can also create them in your dashboard. Click on the 'Blog' header in the dashboard's side toolbar, and then select 'Create New Post' in the top right corner.

Wix's blog app itself is easily manageable. Not only can you write awesome posts but you can add some useful extras, too. In the editor, click the same pen-shaped button as before, then select 'Add Blog Elements'. From here, you can throw in some handy features, such as an Instagram feed, events, or an RSS (Really Simple Syndication) button used for sharing content online.

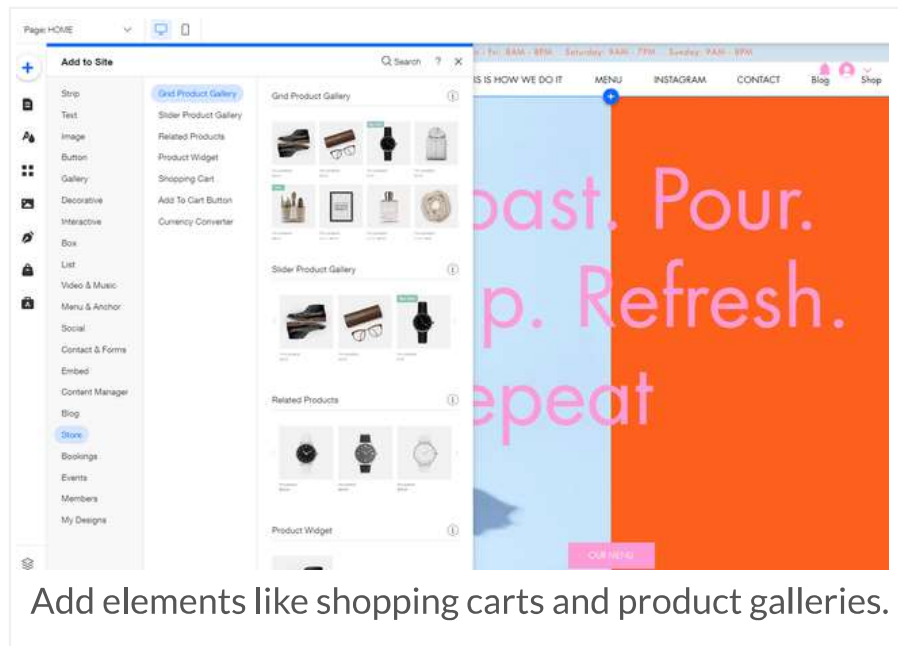## Further Reading

The Beginner's Guide to Starting a Blog

Step 8

8

Wix Editor: Add an Online Store

○ Adding an Online Store   ⟩

○ Ecommerce Apps   ⟩

○ Choosing an Ecommerce Pricing Plan   ⟩

If you'd like your site to function as an online store, then you've made a good choice using Wix. In fact, we've rated it as our overall top ecommerce website builder, as well as the best website builder for small businesses.

Adding an online store to your site is simple. By clicking the "+" icon in the left-hand menu, you'll be presented with a list of add-ons for your site. From this list, click "Store," and you'll see the option to "Add a Store."
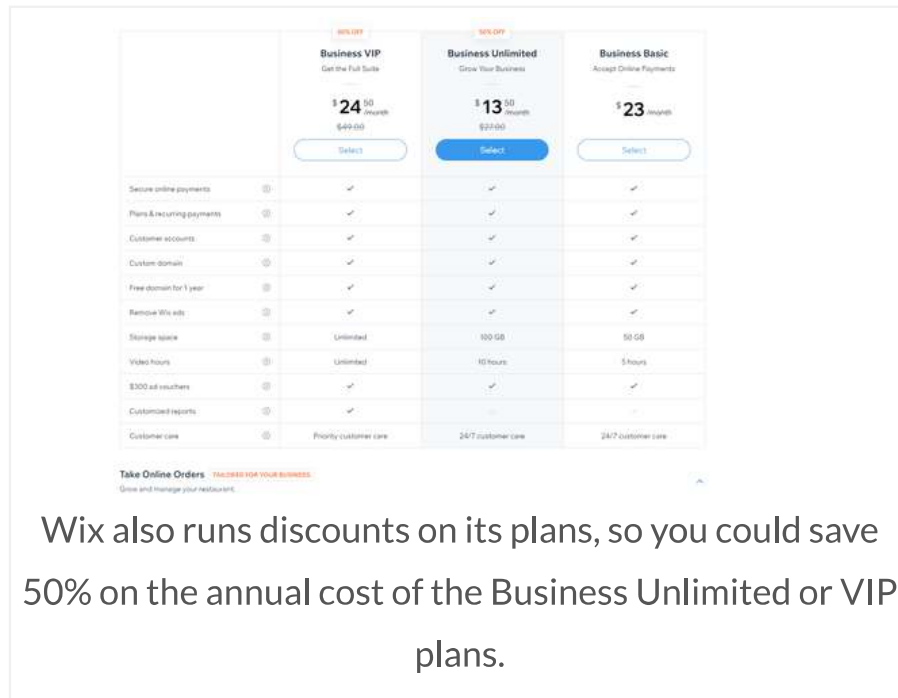
Once you've completed this step, the next time you navigate to the 'Store' option, you'll be able to add different ecommerce features such as different product galleries, add-to-cart buttons, and a currency converter.

Add elements like shopping carts and product galleries.

You're not just limited to the features in the store menu – Wix has a ton of ecommerce apps in its app market. From dropshipping to payment gateways and tax support, there are plenty of tools to increase the selling potential of your website.

Although you can set up an online store in the blink of an eye, you'll need to choose one of Wix's three ecommerce plans before you can start selling. Unfortunately, you won't be able to sell on its free plan.

Wix also runs discounts on its plans, so you could save 50% on the annual cost of the Business Unlimited or VIP plans.

Further Reading
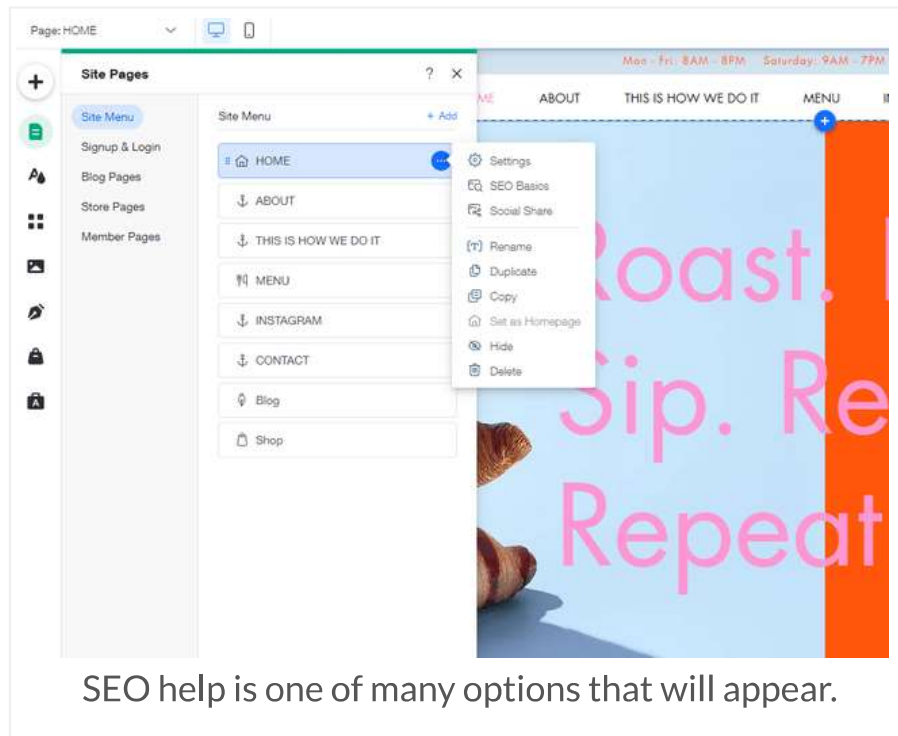
Read our **Wix Ecommerce Review** for more detail

For tips and tricks, check out **our guide to selling online**

Step 9
9 Wix Editor: Optimize for Search Engines

⭕ Accessing Your Website's SEO Settings   ⟩

⭕ Using Wix's SEO Wiz   ⟩
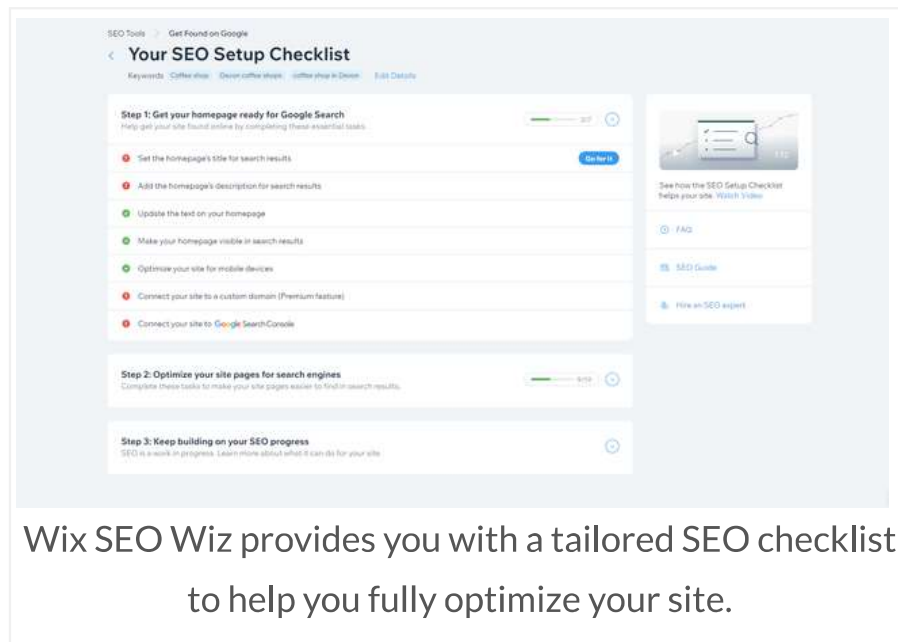
Wix Editor makes it straightforward to work with your site's SEO (Search Engine Optimization) capabilities. On the left side of the site editor, you can click "Menus and Pages," then click on the ellipses next to any page to be presented with this list of options:

SEO help is one of many options that will appear.

Then, click "SEO Basics." This will open another menu, where you'll be able to see all of your site's basic SEO functions. You'll have the option to view your URLs, as well as edit the site description that will show up in the SERPs (Search Engine Results Pages).

There will also be a button inviting you to 'Go to SEO Wiz'. This is an awesome tool for SEO newbies, and helps you to cut through the jargon and optimize your website with ease.

Wix SEO Wiz provides you with a tailored SEO checklist
to help you fully optimize your site.

It'll prompt you with a short questionnaire, and once you've filled in all of your answers, it'll create a handy SEO checklist to make sure you've ticked off all the most important things.
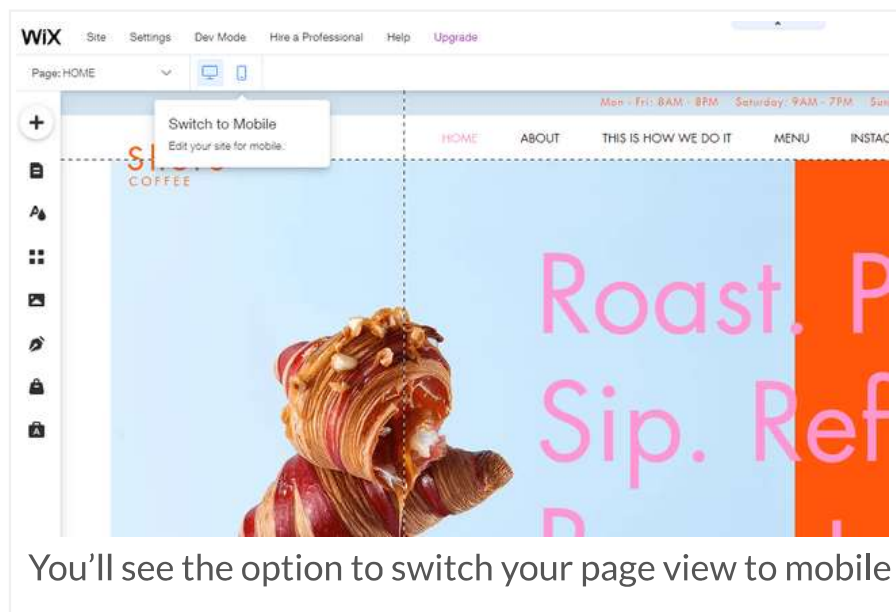
Step 10

10 Wix Editor: Mobile Optimization

O   Making Your Site Mobile-Friendly   ›

Making sure the mobile version of your site looks great is vital to its success, since mobile is pretty much taking over the world – these days, 40% of people search only on a smartphone.

Thankfully, with Wix Editor, mobile optimization is as **easy** as it is **important**. To start, hover your mouse over the desktop screen at the top of the editor.

You'll see the option to switch your page view to mobile

Then, click the mobile icon to see what your site will look like when viewed from a phone screen.

Odds are, Wix has taken care of mobile view for you, and your site already looks awesome in this format. But you can still make as many changes as you want, and any edits you make in mobile view will **not** affect the desktop version of your site.

Step 11

11 Wix Editor: Choose a Domain Name

○ Adding a Domain Name to Your Site   ❯

Before you publish your Wix site, you'll need to set your domain name (Wix will prompt you to do this when you click "Publish").

If you're using Wix's free plan, then you won't be able to use a regular domain name like "*www.mysite.com*" or "*www.mysite.net*" (domains like this only come with Wix's paid plans). Instead, your site will follow the format *www.yourname.wixsite/yoursite*, which is enough to get it up and running. But if you're going for a more professional look, then we recommend upgrading to a paid plan to secure a more polished domain!

Further Reading

Has the mention of domain names sent you into a panic? Don't worry – we've got a ton of guides to help you out!

What Is a Domain Name?

How to Choose a Domain Name

How to Get a Domain Name

12   Step 12
Wix Editor: Publish

○ Publish Your Site   ❯

By now, your Wix Editor site will be ready to go. Throughout the Wix editing process, you can preview your masterpiece with the button in the top right corner. Once you're satisfied, simply click "Publish" next to "Preview," and… it's live!

You can always edit your Wix site after publishing, so don't feel like this is a permanent commitment to the changes you've made. Just open the dashboard, click "Manage Site,"

then "Edit Site," and off you go. To re-publish, just click "Publish" again in the top right corner.

Just remember – you won't be able to change your base template once you've published, so make sure you're happy with that choice before you commit!

Go to the top ↑

How to Use Wix ADI

	Step 13
13	**How to Use Wix ADI**

○ Getting Started	❯
○ Adding Features	❯
○ Inputting Your Contact Details	❯
○ Designing Your Site	❯
○ Editing Your Design	❯
○ Optimizing for SEO and Mobile	❯
○ Choosing a Domain	❯
○ Publishing Your Website	❯

If you don't have the time or the technical confidence to dive straight into Wix Editor, Wix ADI (Artificial Design Intelligence) has made it easier than ever to design a website. You'll be asked a few questions and then given a stunning website, just like that. As if Wix couldn't get any easier, right?

After you've registered your account, click the "+ Create New Site" button and then "Start with Wix ADI."