

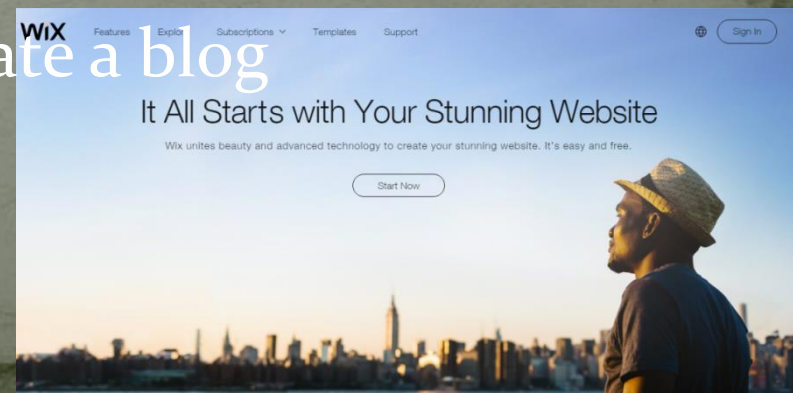
# How to Create An Interesting Blog in Wix

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November 21, 2016

# Request for this Course

- Create your own blog, in which you are only requested to
  1. Insert the Video in the blog
  2. Show a summary of the research project
- After you have done all this, please email me your blog URL
- Use Wix as your platform to create a blog



# Create an Interesting Blog

- Why?
  - Make your voice heard
  - Make your knowledge production accessed to the public
- How to make a successful blog?
- Design
- Write – Professor Jacobs' Module I – “I am that charming message”
- Publicize - Search Engine Optimization



# Design your Blog

- choose a topic – sexuality and social media
- choose the right style to fit your theme

## Search Engine Optimization (SEO)

- Key words for people to search – tags
- Big key words, e.g. gay, sex toy – sexuality
- Use other social media to promote your blog, e.g. facebook, twitter, etc.

# An Example of Blog on Sexuality

- <http://libidot.org/wp/wordpress/>

Katrien Jacobs

Blog

Projects

Bio

Books & Writings

Art & Moving Image

Events



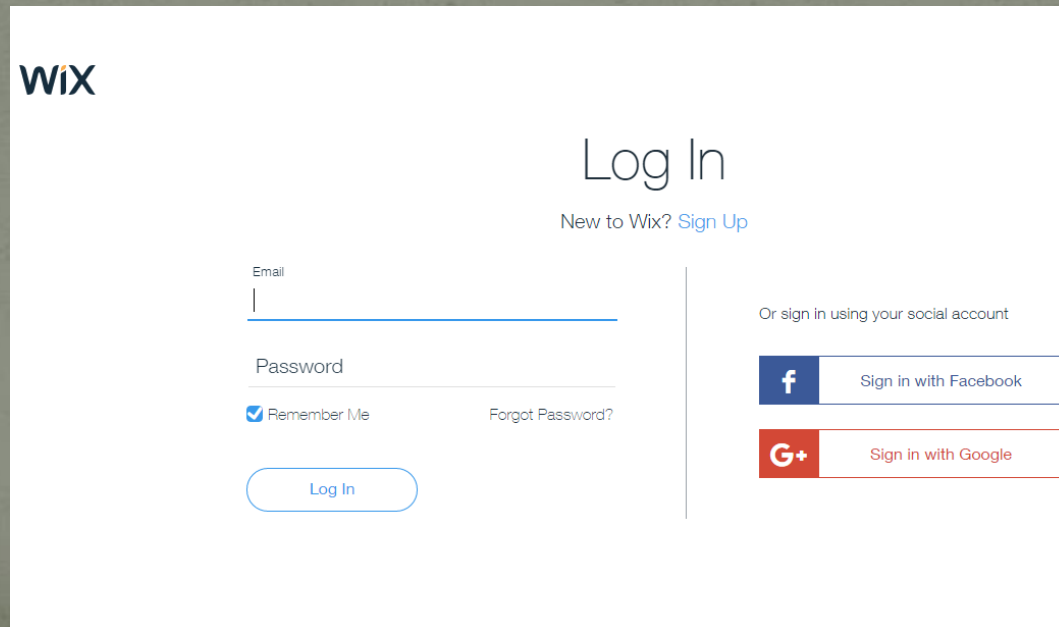
## Visual Culture Studies

I am currently program director of the MA  
in Visual Culture Studies at



# Create a Blog in Wix

1. Open [www.wix.com](https://www.wix.com) and create your own wix account via your own gmail
- Create a new gmail account with your research name, e.g. sextoyinsocialmedia

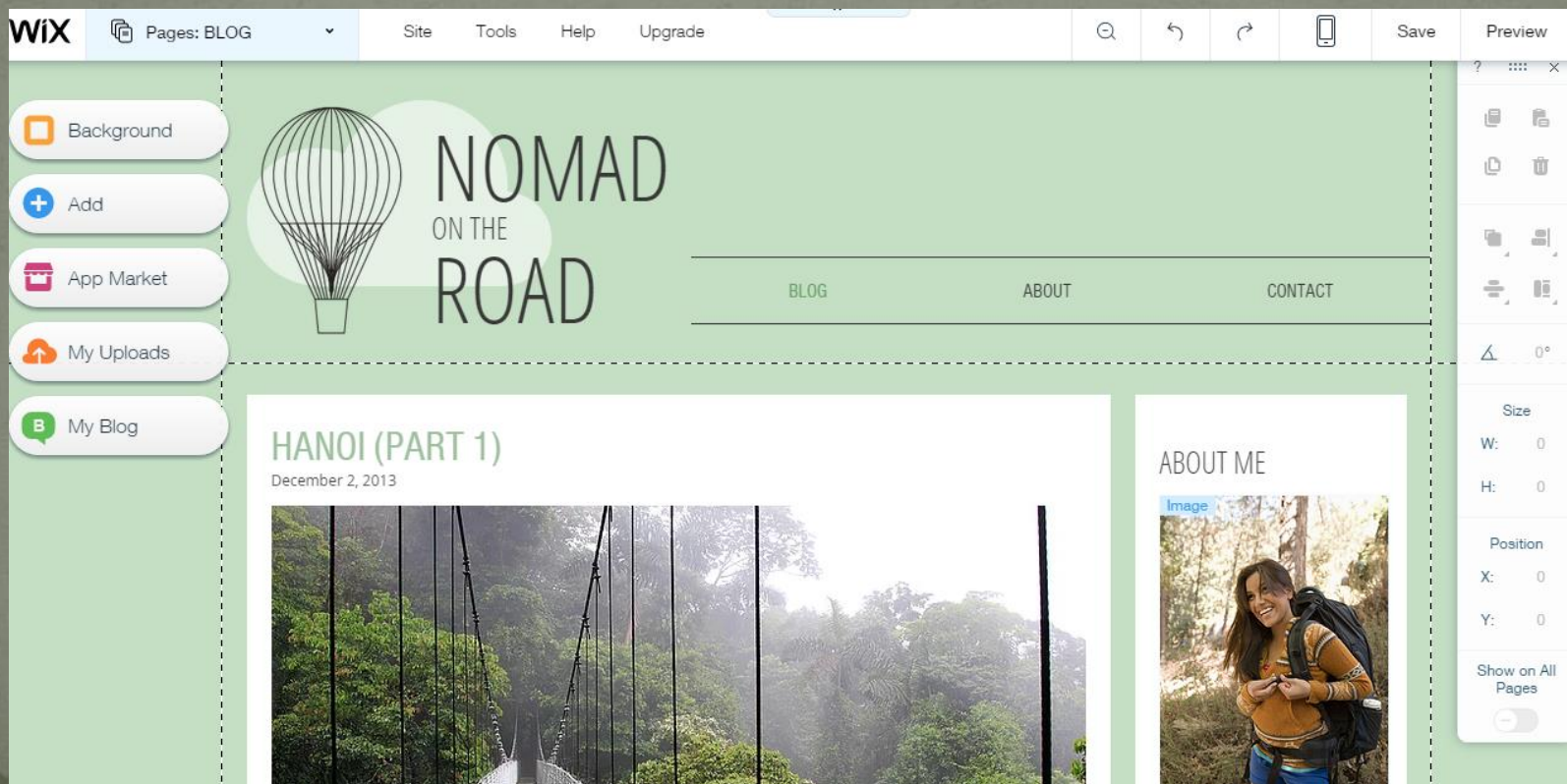


The image shows the Wix website's login page. At the top left is the Wix logo. In the center, the text "Log In" is displayed in a large, dark font. Below it, a link "New to Wix? Sign Up" is visible. The login form is divided into two main sections by a vertical line. On the left, there are input fields for "Email" and "Password". Below the password field, there is a checkbox labeled "Remember Me" and a link "Forgot Password?". A blue "Log In" button is positioned at the bottom of this section. On the right side, under the heading "Or sign in using your social account", there are two buttons: "Sign in with Facebook" (with a blue Facebook 'f' icon) and "Sign in with Google" (with a red Google 'G+' icon).



## 2. Create your own blog

- Click “Blog” – “start with wix editor” – choose your own template and design



### 3. Begin your own design and editing

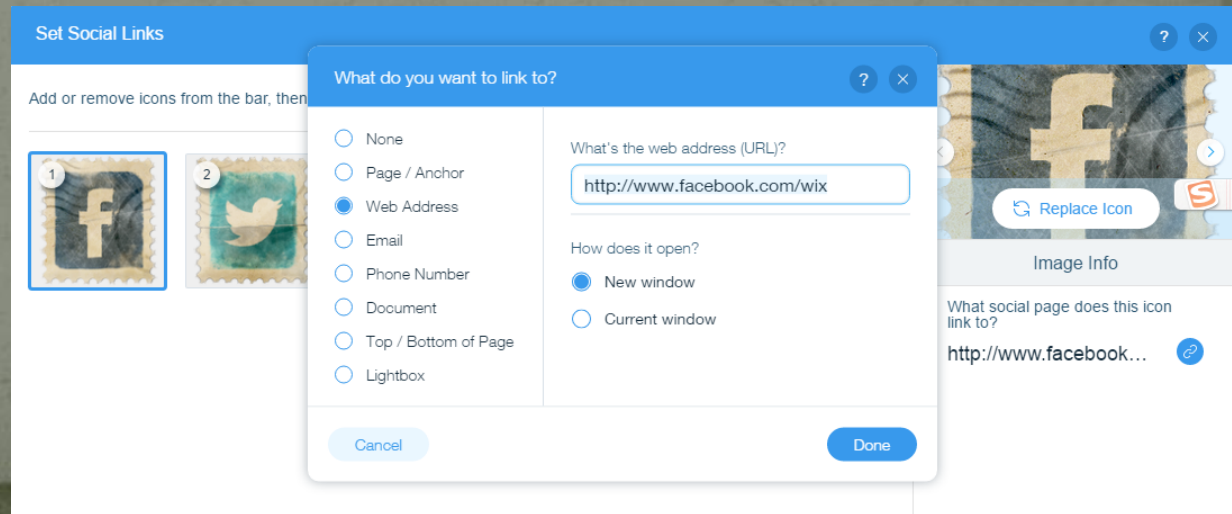
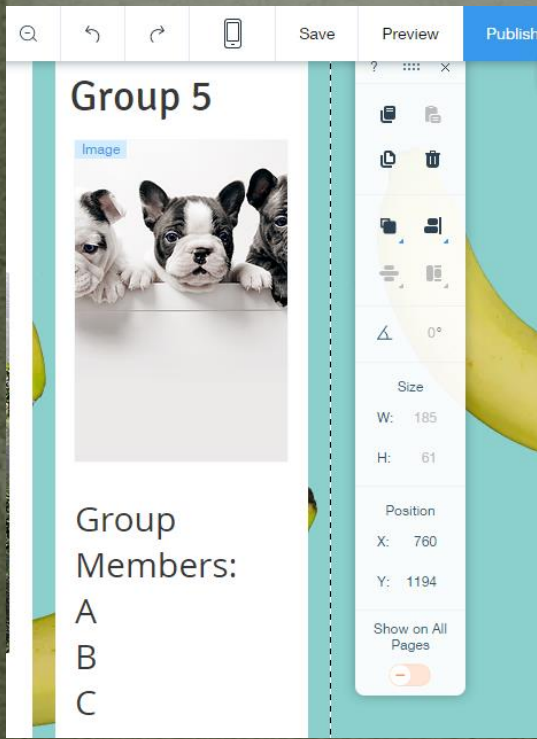
- Change the design if you don't like the original one
- Click “Header” - Change the title to your own project, say “sex toys and social media in Hong Kong”, customize the font, color, image as you like





4. Click “About” on the right hand-side

- “About me” - change it to your group
- “Image” – your own groupie photo
- Change the text to introduce your group
- Link your social media with your blog if you like
- “Set Social links” – “facebook” – change it to your own FB URL



## 5. “Manage Posts”

- Delete other posts – move to trash
- Edit the post you need
- Change the title – “Sex Toy in HK’s Social Media”
- Change the date
- Delete the text and the photo
- Insert your interview video
- Video – search it in youtube and upload it in your page (upload your interview in the youtube via your gmail account)



6. “Tags” - Sexuality, gender, sex toy, social media, HK

7. “Categories” - Social media as Research Methods

8. “Advanced SEO”

- URL Permalink: sex toys in HK’s social media
- Meta description: those key words in the tags

9. Click “Update Post”

10. Paste your research proposal in a new post

The image shows a screenshot of the Wix website editor's 'Advanced SEO' and 'Post Management' panels. The 'Advanced SEO' panel is on the right, and the 'Post Management' panel is on the left. The 'Advanced SEO' panel includes a 'URL Permalink' field with the text 'Sex-Toys-in-HKs-Social-Mec' and a 'Meta Description' field with the text 'Sexuality, gender, sex toy, social media, HK'. The 'Post Management' panel shows the 'Current Status' as 'Published' and has buttons for 'Update Post', 'Revert to Draft', and 'Featured Post'. It also has tabs for 'Tags' and 'Categories', with the 'Categories' tab selected. Under 'Categories', there is a checkbox for 'Social Media as Research...' and a 'New Category' link. At the bottom of the 'Post Management' panel, there is an 'Advanced SEO' link and a 'Words: 0 Characters: 0' counter. The 'Advanced SEO' panel has a 'Cancel' button and a 'Done' button.

Advanced SEO

URL Permalink

Sex-Toys-in-HKs-Social-Mec

Meta Description

Sexuality, gender, sex toy, social media, HK

Changes Saved

Current Status: Published

Update Post

Revert to Draft

Featured Post ?

★ Featured Post

Tags Categories

☒ Social Media as Research...

New Category

Advanced SEO >

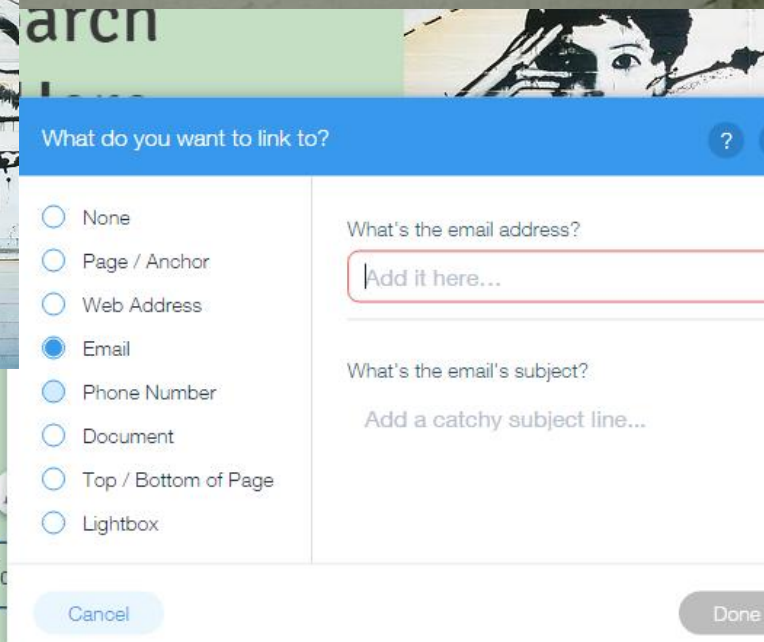
Words: 0 Characters: 0

Cancel Done



## 11. “About” in the homepage

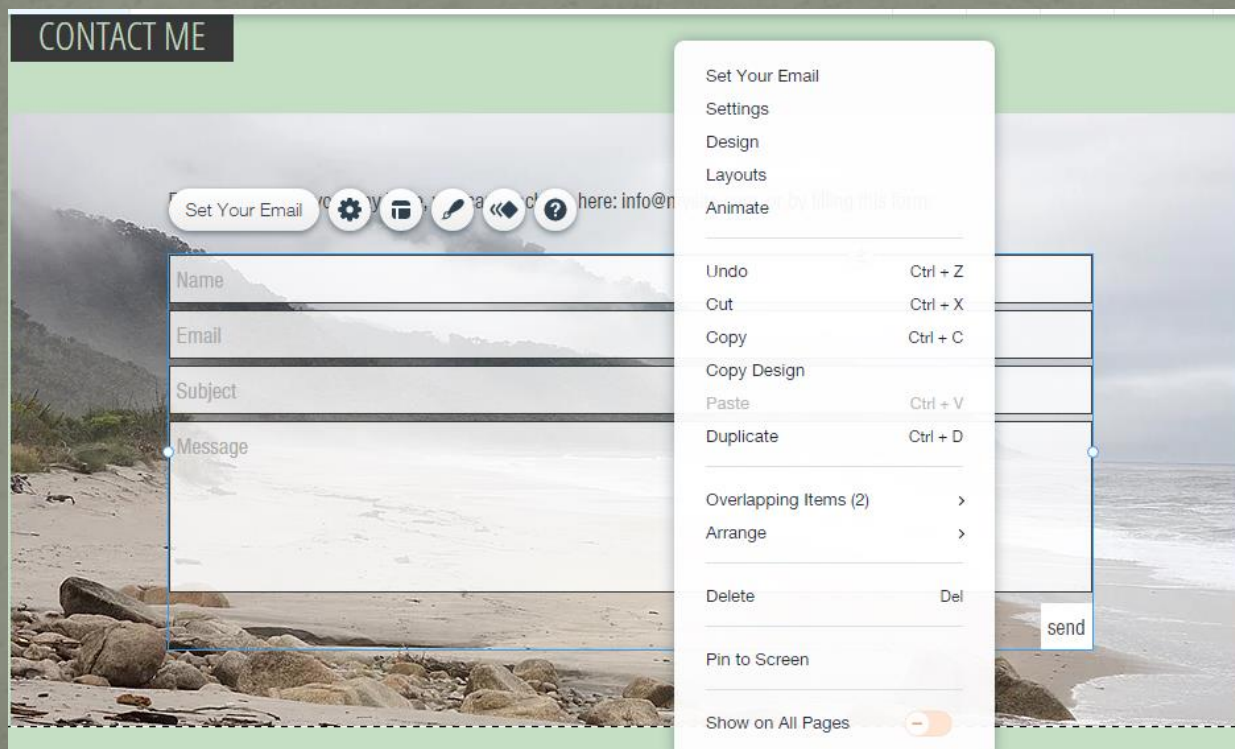
- “Who Am I” – Change it to Your Group’s research proposal
- “Text” – Introduce your group and how you did your interview
- “Contact” – connect to your email if necessary



## 12. “Contact” in the Homepage

- Link to your email if that’s necessary

## 13. Very Importantly – Click Publish!!!



## 14. Click “site” at the top - Site management

The screenshot displays the Site Manager interface. On the left is a sidebar with a 'Site Manager' header and a list of navigation items: Overview (highlighted), Domain, SEO, Mobile, Language & Region, Business Info, and Social. The main content area is titled 'mysite-1' and includes two buttons: 'Edit Site' (blue) and 'Upgrade' (purple). Below this is a 'Site Actions' section with seven icons and labels: Preview Site, Connect Domain, Rename Site, Duplicate Site, Transfer Site, Delete Site, and Site History. The 'Site Basics' section contains a table with three rows: Site Name (mysite-1, status: success), Site Address (Site is unpublished, status: error), and Publish Status (Site is unpublished, status: error). Each row has an 'Edit' or 'Learn More' link. The 'Professional Options' section is partially visible at the bottom.

**Site Manager**

[Edit Site](#)

**Overview**

- Domain
- SEO
- Mobile
- Language & Region
- Business Info
- Social

**mysite-1** [Edit Site](#) [Upgrade](#)

**Site Actions**

- Preview Site
- Connect Domain
- Rename Site
- Duplicate Site
- Transfer Site
- Delete Site
- Site History

**Site Basics**

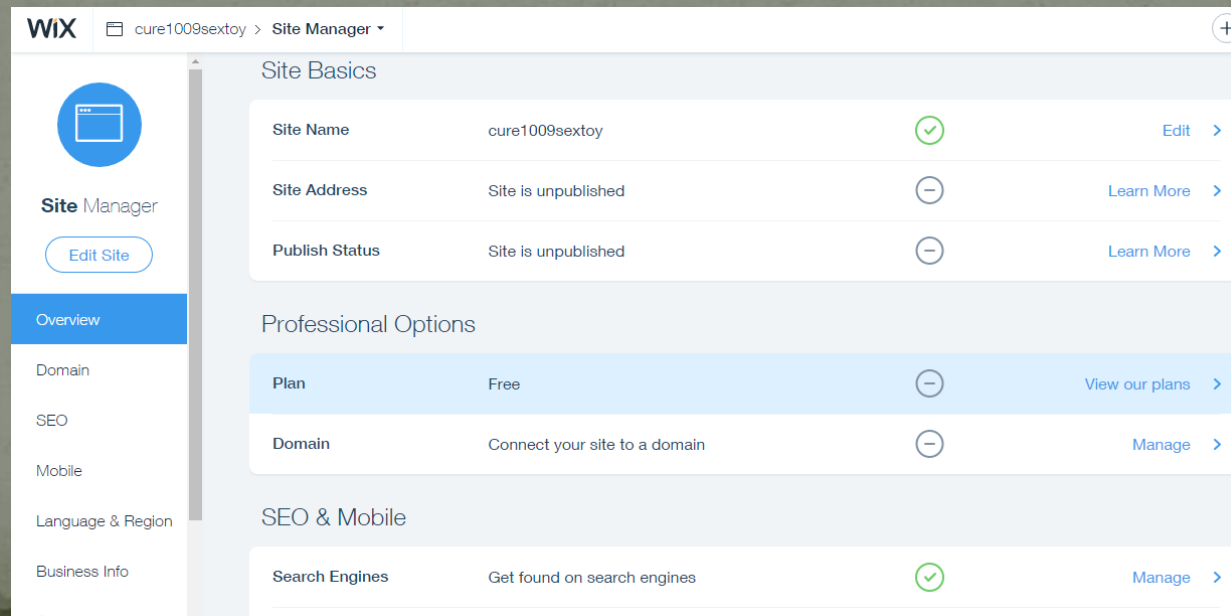
Site Name	mysite-1		<a href="#">Edit</a> >
Site Address	Site is unpublished		<a href="#">Learn More</a> >
Publish Status	Site is unpublished		<a href="#">Learn More</a> >

**Professional Options**



## 15. “Site Basics”

- Site Name: cure1009sextoy
- SEO & Mobile
  - Search Engines – Use SEO Wizard – sexuality, gender, HK, cultural studies – Get Report – make small revision according to the report review
  - Mobile – Click yes if you want your site to be view friendly in mobile phone



# Let's get started!

