INDIGENOUS
MEDIA GROUP

CASE STUDY · INDIGENOUS MEDIA GROUP

Our Own Website, Built on Wix Studio

A Native-led studio that builds websites for Tribal Nations is judged first by its own. We rebuilt indigenousmediagroup.org inside Wix Studio: a CMS-driven portfolio, online booking synced to a live calendar, Wix forms, a blog, and layouts set by hand for phone, tablet and desktop.

- Wix Studio website
- Wix CMS and Bookings
- Forms, blog and SEO

CLIENT

Indigenous Media Group, our own studio
indigenousmediagroup.org

SCOPE

Redesign and rebuild in Wix Studio: design system, CMS, bookings, forms, SEO, launch and upkeep

BUILT BY

Indigenous Media Group

CONTACT

Robert Jacobo III, President
rjacobo@4bmg.org

SECTION 01

Where it started

Our site already ran on Wix. Like most small-organization sites, it had grown in layers: a template, then additions, then leftovers. Before we ask a Nation to trust us with its website, ours has to show the work.

1

Wix site, rebuilt in place

We rebuilt inside the existing site in Wix Studio rather than move it. The domain, the CMS and the blog stayed put.

3

Layouts on every page

Desktop, tablet and phone, each set by hand with Wix Studio's breakpoints.

5

Case studies, 1 template

Every project is a CMS entry, rendered by the same dynamic page.

27

Blog posts carried over

The archive moved into the new theme without re-entering a single post.

Why rebuild on Wix instead of starting over

FOR THE PEOPLE READING IT

Tribal leaders, staff and partners look a studio up before they reply. The site has to say who we are, what we do and how to start, on a phone, in under a minute.

FOR THE TEAM RUNNING IT

A small team updates its own site between client projects. In Wix, a project, a post or a booking rule changes from the dashboard, with nothing to deploy.

FOR THE CLIENTS WE SERVE

Wix is a platform a client's own staff can keep running after launch. Building our site on it means every technique in this document runs on a live site we answer for.

The part worth remembering

A studio's own website is its first work sample. Reviewers, partners and Tribal staff look at it before they look at anything we send.

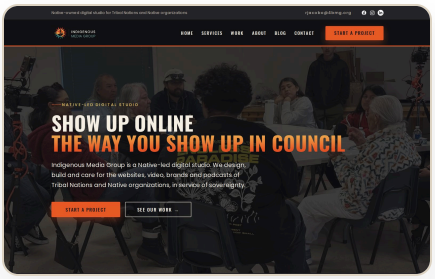
What we kept

The domain, the Wix account, the CMS collections and the blog archive all stayed in place, so there was nothing to migrate and no new account to manage. What changed was everything a visitor sees.

SECTION 02

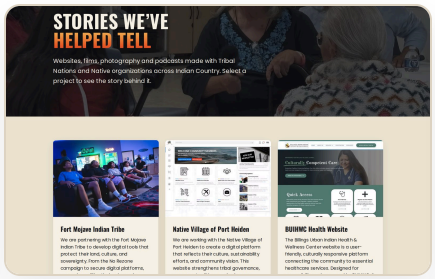
What we delivered

Three connected pieces, all inside one Wix Studio site and one Wix account.



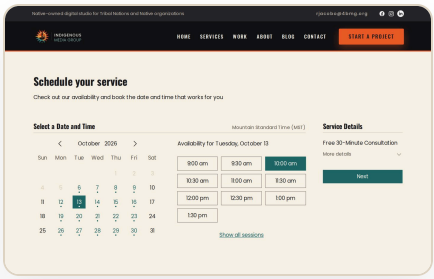
THE PUBLIC WEBSITE

Home, Services, Work, About, Contact and Blog on one theme: Oswald and Poppins type, IMG's flame and teal palette, one shared header and footer, and a back-to-top button on every page.



A CMS-DRIVEN PORTFOLIO

Every project lives in a Wix CMS collection. One dynamic page renders all five case studies, and the Work page lists them automatically.



BOOKING AND FORMS

A free 30-minute consult on Wix Bookings, synced both ways with Google Calendar, and a Wix contact form that sorts every request by service.

The principle underneath all of it

The owner can run it. Every page, collection, form and booking rule lives in the site owner's Wix account and changes from the Wix dashboard. Custom code appears only where Wix has no setting: about forty lines of JavaScript and a short stylesheet, both readable in minutes.

BUILT FOR THE CONDITIONS

Most first visits come from a phone, often from a social post. Every page has its own tablet and phone layout, Wix serves each image sized to the screen, and the booking calendar works with a thumb.

BUILT TO BE HANDED OVER

A written build record covers the pages, the collections, the booking and form setup and both code files, with notes for future edits. Google Lighthouse scores best practices and SEO 100, and accessibility 94 to 100, on the five main pages.

About this case study

This is our own site, so we were the client. We held it to the process we use with a Nation: a written plan, a review before anything was published, and the owner's approval for every release.

SECTION 03

Built on Wix Studio, end to end

Every part of the site uses a Wix feature the owner can see and manage. Custom code is kept to the few places Wix has no setting.

WIX FEATURE	WHERE IT WORKS ON THIS SITE	WHAT IT MEANS FOR A CLIENT'S TEAM
Studio editor and breakpoints	Separate desktop, tablet and phone layouts on every page, set by hand.	Pages read right on the devices people use, and one layout changes without breaking the others.
Theme and global styles	One palette and two typefaces, Oswald and Poppins, site-wide, plus a short stylesheet for the gradient titles and menus.	A client's brand standards are set once, and every new page inherits them.
Global header and footer	One header and one footer on every page, booking and blog pages included.	Navigation and contact details change in one place.
CMS collections	A Projects collection: title, summary, client, start date, images and a photo gallery.	Staff add entries through a form in the dashboard instead of building pages.
Dynamic pages and datasets	One case-study template for every project, and a Work page list with a filter.	Ten entries or a hundred and fifty use the same template, and filters decide what shows.
Wix Bookings	A free 30-minute consult with weekday hours, automatic confirmation and a booking form.	People book themselves, and the calendar enforces the rules.
Google Calendar sync	Two-way: busy events block booking times, and new bookings land on the calendar.	It fits the Google tools a team already uses.
Wix Forms	A contact form with required fields and a seven-option service menu.	Each request arrives labeled, in the dashboard and in the inbox.
Wix Blog	27 posts in the site's theme, with categories and search.	Staff publish news and guides without a developer.
Velo, Wix's JavaScript	About forty lines: the full-screen phone menu and a back-to-top button.	Custom behavior where Wix has no setting, small enough to read in a minute.
SEO and sharing	Titles and descriptions for each page and each CMS entry, automatic sitemaps, share images.	Search results and shared links show the right words and the right picture.
Links to outside tools	The free assessment runs on Jotform, and strategy sessions book through Zoom Scheduler.	Forms and tools a team already uses plug in without being rebuilt.

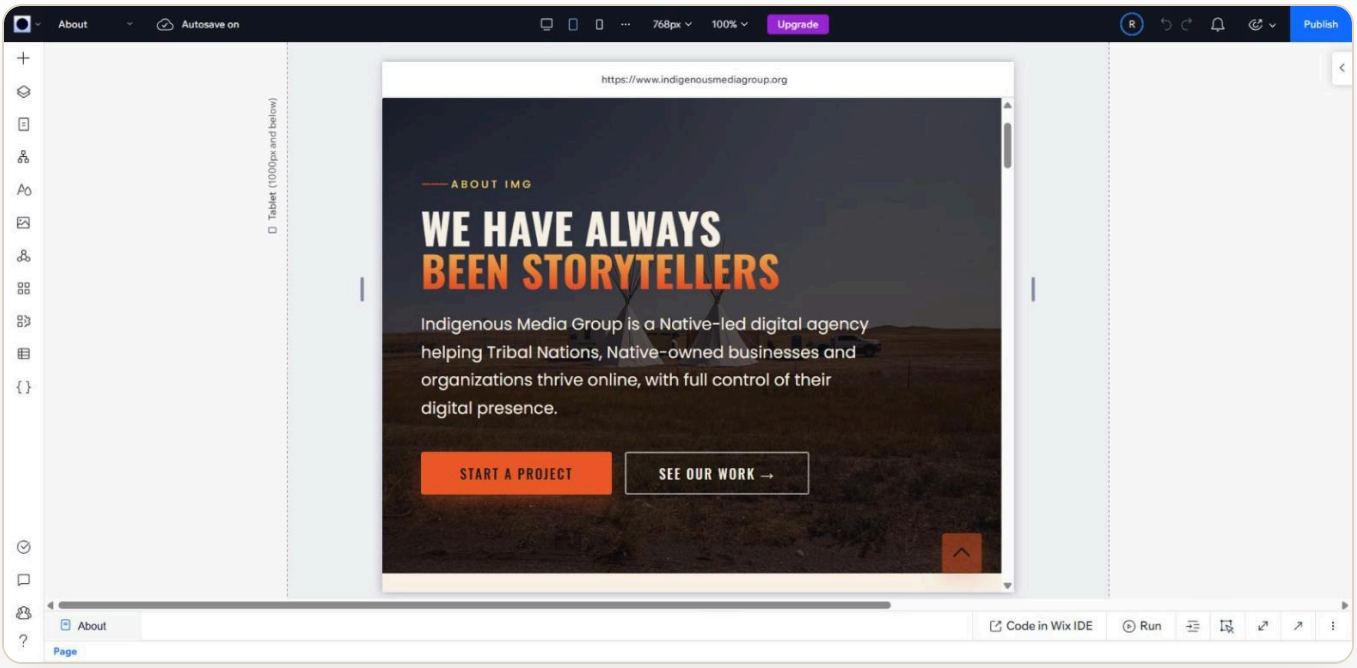
Our position on Wix, in one sentence

A platform a client's own staff can run is worth more than a technically fancier one they cannot.

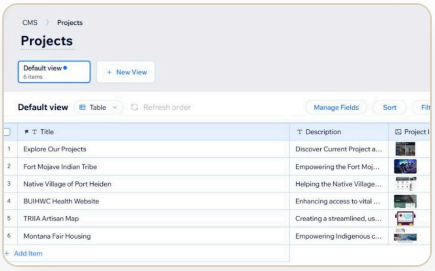
SECTION 04

Inside the Wix workspace

What a client's team sees when they log in: the same editor, CMS and settings we used to build the site.

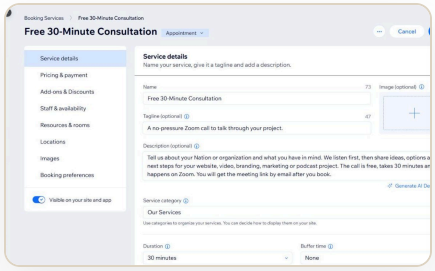


THE WIX STUDIO EDITOR: THE ABOUT PAGE IN ITS TABLET LAYOUT



THE CMS

The Work page and every case-study page read from this table. Fix a field here and every place it appears updates.



WIX BOOKINGS

Name, tagline, description and duration on one screen, with hours, location and booking preferences on the tabs beside it.



```
// The code in this file will load on every page of you
import wixWindowFrontend from 'wix-window-frontend';

$w.onReady(function () {
    // Mobile and tablet: the menu icon in the header
    // and the X inside the menu closes it.
    $w('#vectorImage3').onClick(() => {
        $w('#menuContainer1').open();
    });
    $w('#vectorImage1').onClick(() => {
        $w('#menuContainer1').close();
    });

    setUpBackToTop();
});
```

VELO CODE

The site's only JavaScript: one short file that opens the phone menu and runs the back-to-top button.

Nothing hidden from the owner

Everything in this case study opens from the site owner's Wix dashboard. There is no separate server, plugin host or developer account to track down.

THE WEBSITE · 05

The home page

The first screen a Tribal leader, a staff member or a partner sees. It says who we are and offers two next steps.



IN WIX STUDIO · Studio sections · Global header · Theme styles · Velo phone menu

ON THE PAGE

The promise in one line, “Show up online the way you show up in Council”, one sentence on what we do, and two buttons: start a project or see our work. A ticker below lists the six services.

WHY IT WORKS

Identity, then the offer, then the action. Start a Project sits in the header of every page, so the next step is never more than one tap away.

WHAT IT CHANGES

A visitor knows in seconds who we are, who we serve and how to begin, before they scroll.

THE WEBSITE · 06

Six services, one team

What we do, in six cards a visitor can scan in one look.



IN WIX STUDIO · Repeating cards · Section layouts · Linked buttons

ON THE PAGE

Web design, video, branding, digital marketing, podcasts and website care, each numbered, each in one line, each linked to the Services page.

WHY IT WORKS

Short cards get read. The first card makes the promise that matters most to a Nation: sites your staff can update, owned by your Nation.

WHAT IT CHANGES

A visitor finds their need quickly and moves on to the details, instead of reading a mission statement.

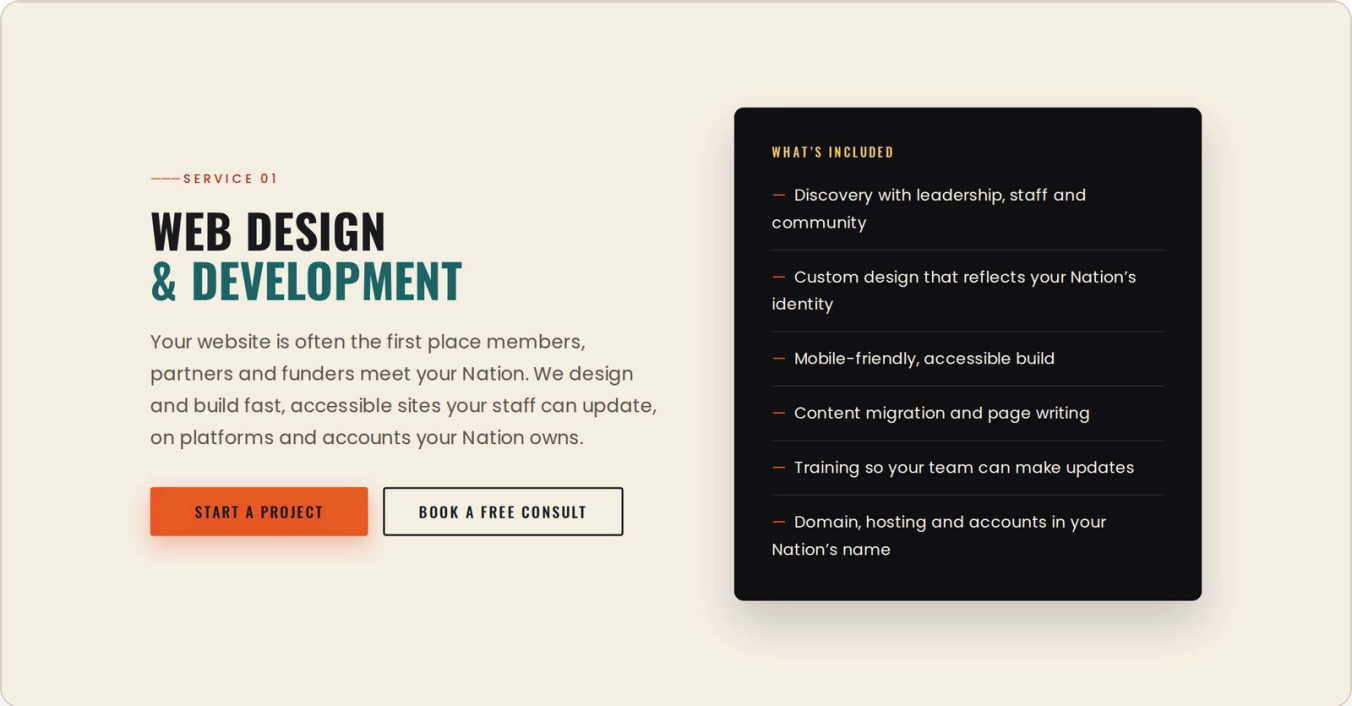
The question we ask on every page

Who is reading this, what do they need to decide, and what is their one next step? A section that can't answer all three comes off the page.

THE WEBSITE · 07

The Services page

Six sections, each with what's included and two ways to start.



IN WIX STUDIO · Section layouts · Lists in rich text · Buttons to Bookings

ON THE PAGE

Web design and development leads, with what's included: discovery with leadership, staff and community, a custom design, an accessible build that works on phones, content migration, training so staff can make updates, and domain, hosting and accounts in the Nation's name.

WHY IT WORKS

Buyers compare scope, not adjectives. Each service lists what is actually delivered, in a dark panel that reads at a glance, with Start a Project and Book a Free Consult beside it.

WHAT IT CHANGES

A program officer can match our services to their scope without a phone call.

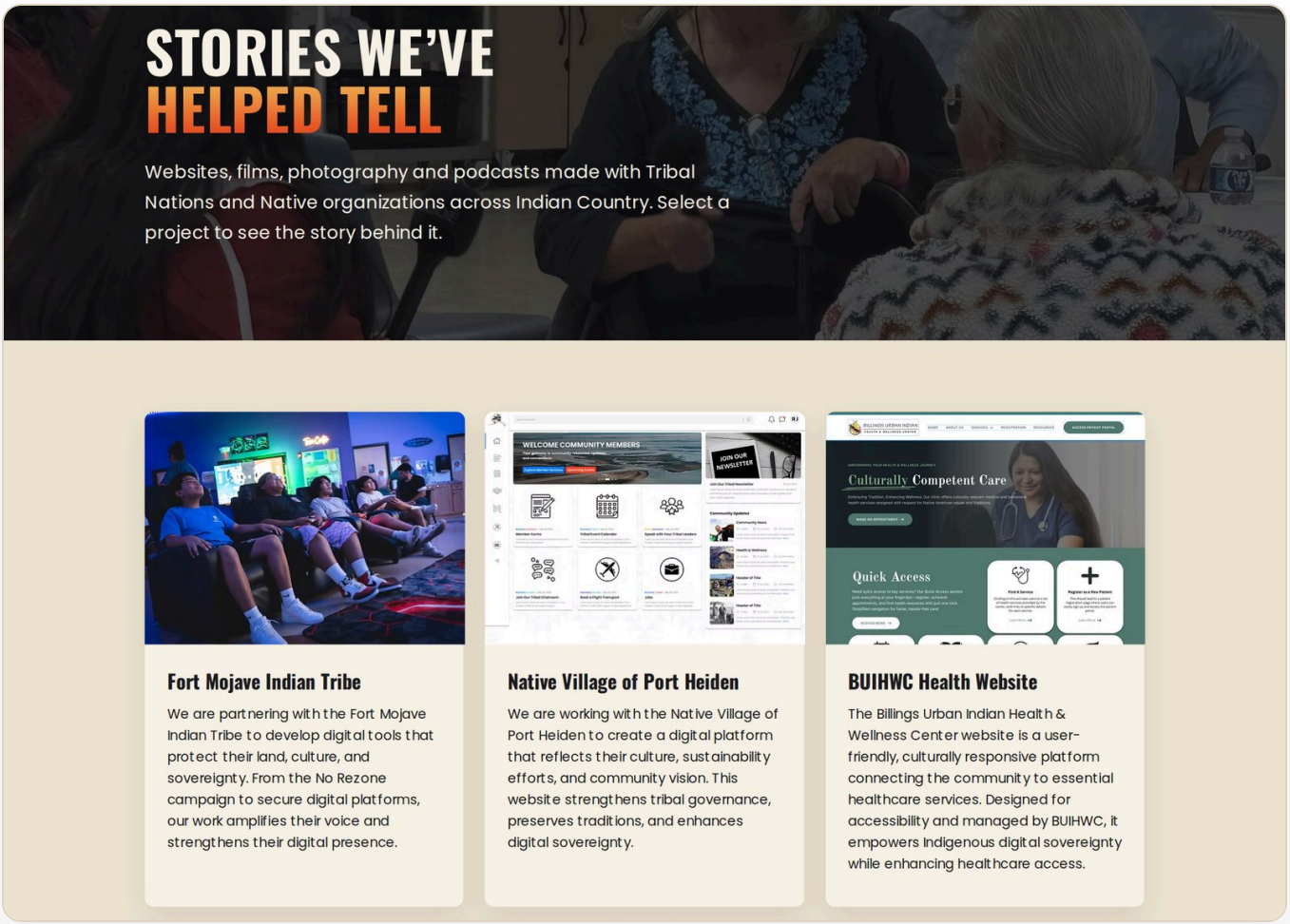
Two lines that matter most to a Nation

Training so staff can make updates, and domain, hosting and accounts in the Nation's name. On Wix, both are part of how the site is set up from the first day, not an add-on at the end.

THE WEBSITE · 08

Our work

Five projects, one collection. The page lists whatever the CMS holds.



IN WIX STUDIO · CMS collection · Dataset · Repeater · Dataset filter

ON THE PAGE

A card for each project, with an image, a title, a short summary and a link to the full story: Fort Mojave Indian Tribe, Native Village of Port Heiden, BUIHWC Health Website, TRIIA Artisan Map and Montana Fair Housing.

WHY IT WORKS

The cards are a Wix repeater connected to the Projects collection through a dataset. A filter on the dataset keeps a placeholder entry off the page without deleting it.

WHAT IT CHANGES

Adding a project means filling in a form in the CMS. The card, the page and the sitemap entry appear on their own.

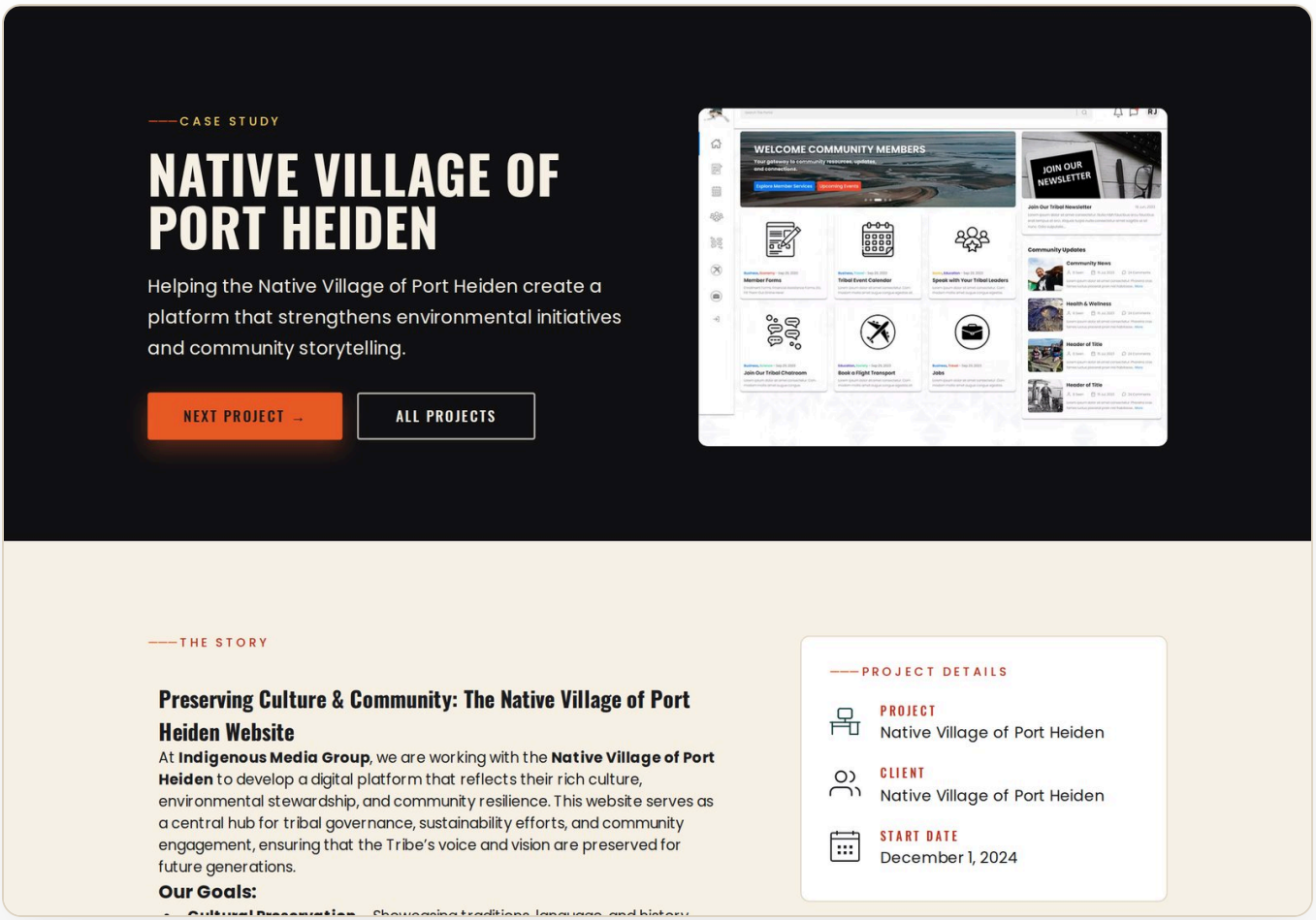
The same pattern runs a directory

A list of producers, vendors or programs works the same way: one collection, one template, and filters on a dataset. Staff add entries, and the site handles the layout.

THE WEBSITE · 09

The case-study template

One page design renders every project, from the same fields.



IN WIX STUDIO · Dynamic page · CMS fields · Connected gallery · SEO pattern

ON THE PAGE

The project title, summary and two buttons in the banner, the story beside a Project Details card with project, client and start date, then a photo gallery: three across on computers, two on phones.

WHY IT WORKS

Every element is bound to a CMS field, so each new project gets the same layout, a browser title in the same pattern and its own address, automatically.

WHAT IT CHANGES

Case studies stay consistent as the list grows, and a correction is one field edit, not a page edit.

A real correction, made the way a client would

When a project title was misspelled, we fixed it once in the CMS. The Work page card, the case-study page and its browser title all changed together, and the page kept its address.

About IMG

Who we are and why we do this work, in the founder's own words.



ROBERT JACOBO III
Founder, Indigenous Media Group · Fort Mojave Indian Tribe

——LETTER FROM THE FOUNDER

A PARTNER WHO UNDERSTANDS

Dear friends, partners and community,

I founded Indigenous Media Group with a clear vision: to empower Native voices and communities through digital sovereignty, storytelling and innovation. As Indigenous people, we have always been storytellers. Today, in a world that is more digital than ever, it is crucial that we control how our stories are told, how our businesses are represented and how our cultures thrive in the digital space.

Indigenous Media Group exists to bridge the gap between tradition and technology, so our communities are not just participants in the digital landscape but leaders in it. Our mission is simple: digitize Indian Country while upholding the values of Tribal Sovereignty.

Every website we build, every brand we design and every strategy we develop is done with the understanding that we are not just creating digital spaces. We are preserving legacies, fostering economic growth and strengthening sovereignty.

In solidarity and forward motion,
ROBERT JACOBO III

IN WIX STUDIO · Layouts per breakpoint · Rich text · Image crops

ON THE PAGE

A banner, then a letter from founder Robert Jacobo III, a citizen of the Fort Mojave Indian Tribe, followed by the mission, the communities we serve and three commitments: you own your digital assets, you can compete anywhere, and your culture stays intact.

WHY IT WORKS

A letter reads like a person, not a brochure. The commitments are specific enough to hold us to.

WHAT IT CHANGES

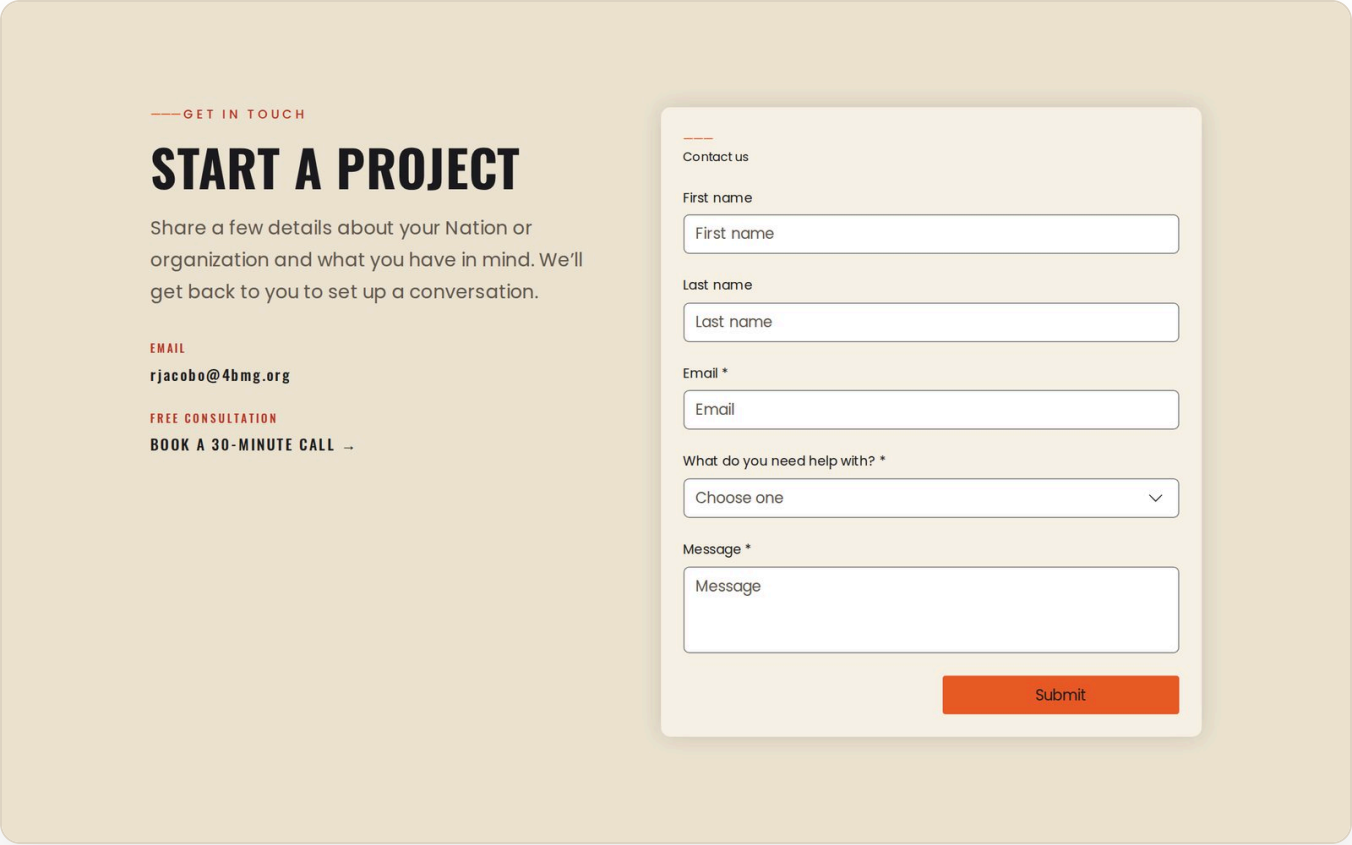
A partner knows who is accountable before the first call, and what we have promised in writing.

Sovereignty doesn't stop at the screen

The mission on this page is the brief for everything we build: Native businesses, organizations and Nations should be able to own, protect and control their online presence without relying on outside forces.

Contact

Two ways in: send a project request, or book a free consult.



IN WIX STUDIO · Wix Forms · Required fields · Dropdown menu · Inbox notifications

ON THE PAGE

A Wix form with first and last name, email, a required "What do you need help with?" menu and a message, beside our email address and a link to book a 30-minute call. Three steps below say what happens next.

WHY IT WORKS

The menu sorts every request before anyone reads it, and the required fields mean nothing arrives without a way to reply.

WHAT IT CHANGES

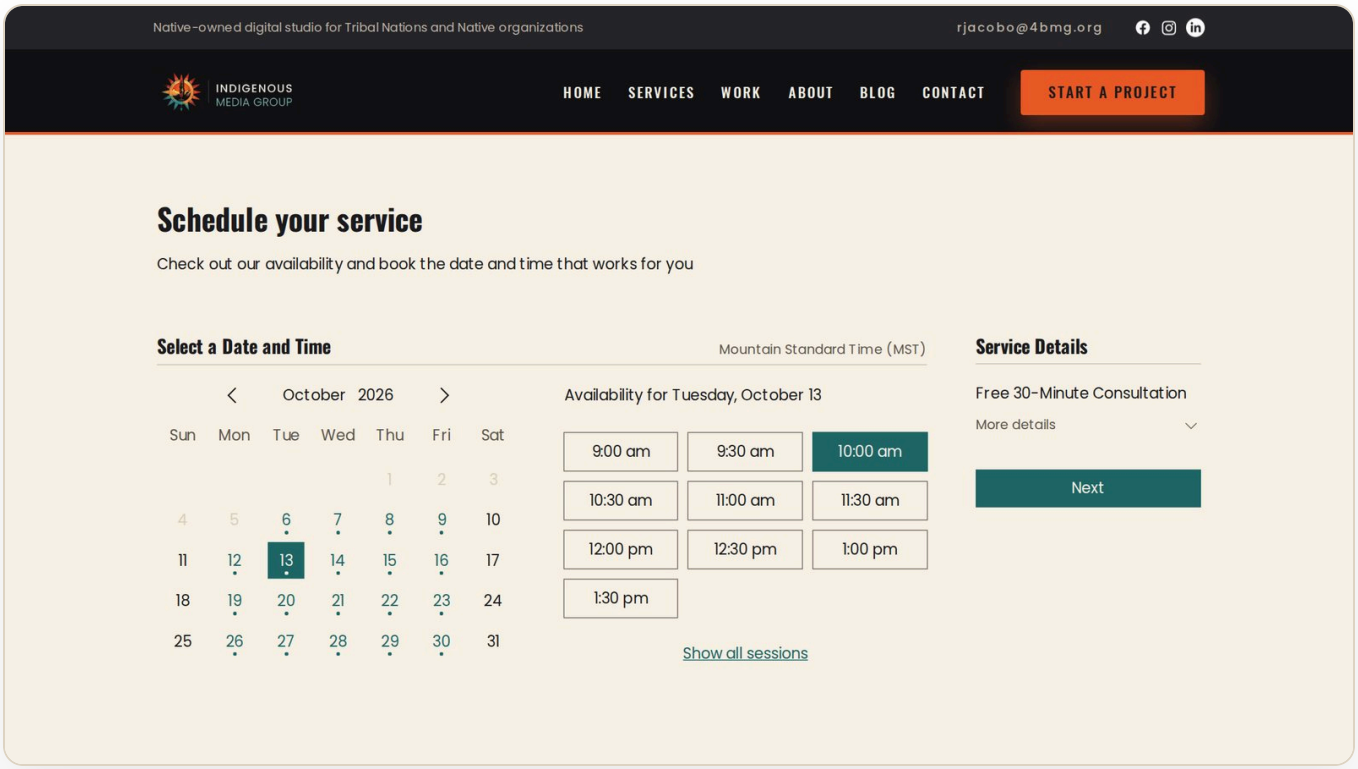
Requests land in the Wix dashboard and the inbox already labeled, and visitors know what happens after they press Submit.

Contact on purpose

The site publishes no phone number. People book a call or send an email, and we call them at the time they chose. Every first conversation starts on the calendar, and every request is in writing.

Book a free consult

A visitor picks a time, adds their details and gets a confirmation. The calendar does the scheduling.



IN WIX STUDIO · Wix Bookings · Staff hours · Booking form · Google Calendar sync

ON THE PAGE

A monthly calendar, open times in half-hour steps with the time zone shown, then a short form: first and last name, email, phone and an optional message.

WHY IT WORKS

Wix Bookings enforces the rules: weekday hours, 30-minute sessions and automatic confirmation. Phone is required, with the United States preselected, so every booking includes a way to reach the person.

WHAT IT CHANGES

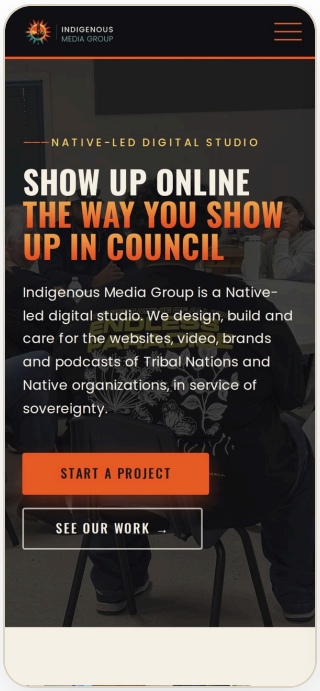
Setting up a first conversation takes a minute, with no back-and-forth email.

Synced both ways with Google Calendar

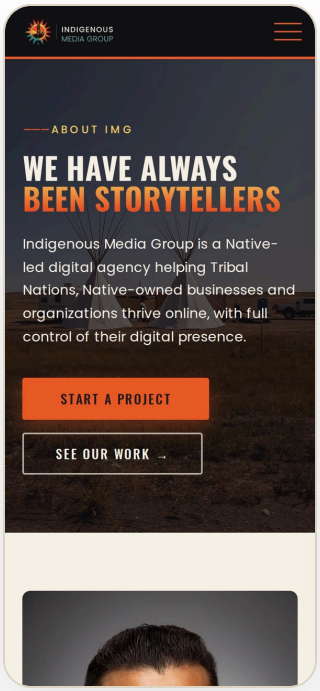
Busy events on the owner's Google Calendar take those times off the booking page, and new bookings appear on the calendar. We checked it on the live page: a one-hour meeting on October 1 removed the 11:00 and 11:30 slots, and every other day kept its full set.

On a phone

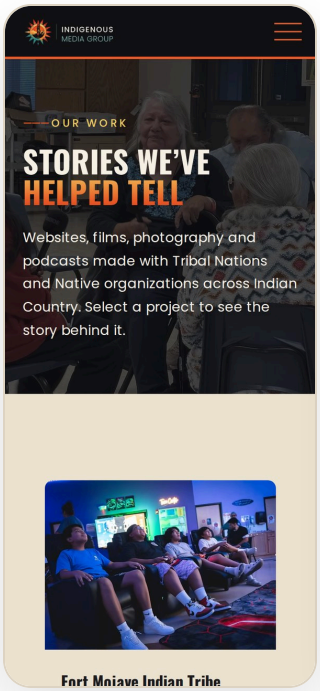
Most first visits come from a phone. In Wix Studio every page gets its own phone layout, and we set each one by hand.



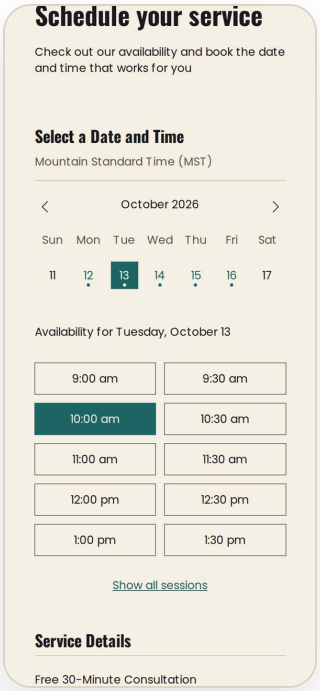
Home



About



Work



Booking

WHAT WE DID

Each page has separate desktop, tablet and phone layouts. Type scales down, sections stack in reading order, the menu folds into one button, and buttons stay big enough for a thumb.

HOW IT WAS CHECKED

Every main page was captured and reviewed at 390 pixels wide, a common phone width, with no sideways scrolling. Lighthouse mobile tests on the five main pages scored 94 to 100 for accessibility.

WHY IT MATTERS HERE

People open a link from a social post or an email on their phone. If the page breaks there, there isn't a second visit.

Accessibility, checked

Readable body text, labeled form fields, a skip-to-content link, and a screen-reader name on every button we placed, the phone menu icon included. Lighthouse scores best practices and SEO 100 on all five main pages.

SECTION 14

Checked like a client's site

On October 6, 2026 we crawled our own site with the audit tool we run on client sites and reviewed every page on a phone. These five findings were fixed and published the same day. What remains is listed below.

WHAT WE FOUND	WHAT WE DID IN WIX
On phones and tablets, the About page's top banner collapsed and the founder's letter sat out of order.	✓ Traced it to a leftover row in the page grid, set to zero height at two breakpoints. Set the row to auto and reordered the phone layout in Wix Studio.
Browser tabs and search results still read “My Site” on some pages.	✓ Renamed the site in Wix settings. Every page title now ends in Indigenous Media Group.
The phone menu icon had no name for screen readers.	✓ Gave the icon alternative text, which Wix renders as the button's accessible name.
Twelve demo store products from the original template were live and listed in the sitemap.	✓ Hid them from the store and set the empty category page to noindex. Both can be reversed.
A project title was misspelled.	✓ Corrected it once in the CMS. Every place it appears updated, and the page kept its address.

94 to 100
Accessibility

100
Best practices

100
SEO

Google Lighthouse, mobile, after the fixes: Home, Services, Work, About and Contact, October 6, 2026.

Still on the list

Search descriptions for older blog posts. Two Lighthouse notes: large decorative step numbers read as low-contrast text, and some card titles sit one heading level lower than expected. One item for any IT review: security response headers are set by the Wix platform, and only Wix's enterprise solution lets a site customize them.

Why we show this

An audit that finds nothing wasn't looking. What matters is what it found and how quickly it was fixed. On a client's site, the findings go to the client in writing before anything changes.

SECTION 15

Working inside a client's Wix account

Most Wix projects start in an account the client already owns. This is how we work in one without taking it over.

Invited, not transferred

The owner invites our Wix account with a role, such as Admin (Co-Owner), scoped to the project. The site, its plan and its domain stay in the owner's name. An admin can build and publish, but can't delete or transfer the site or connect a domain.

Reviewed before it goes live

Changes are checked in preview and in the phone and tablet layouts, and nothing is published without the client's approval. Wix's Site History records every save and publish, who made it and when, and can restore an earlier version.

Trained, then documented

Staff learn the CMS, forms and bookings in live video sessions that are recorded, with written step-by-step guides for the tasks they do most. Narrow Wix roles, such as CMS Editor or Blog Writer, let staff update content without design access.

Access ends when the client says so

At handoff, the owner reduces or removes our role under Roles & Permissions in the Wix dashboard. Nothing we hold is needed to run the site.

When the project lives on a partner's site

The same rules hold when a new section is built inside a partner organization's existing Wix site. We work under the account owner's invitation, follow the site's existing structure and brand, and touch only the pages in scope.

Wix roles we use, and why

Admin (Co-Owner)

Full build and publish access for the project team, without the power to delete or transfer the site.

CMS Editor

For staff who keep directories and lists current, with no access to the design.

Blog Writer

For staff who draft news and guides for an editor to approve.

SECTION 16

What comes next

The site launched with the redesign. It grows as the studio does, without a rebuild.

Next on indigenousmediagroup.org

- New case studies, added as CMS entries as client work launches
- Search descriptions for the blog archive, in the same pattern as the main pages
- The two Lighthouse notes, cleared in the next design pass
- An audit crawl after each round of changes

What it builds on

Every new page reuses sections, styles and collections that already exist. A new case study or service is content work, not a rebuild.

The theme, the CMS, the booking setup and the build record are in place, so whoever edits the site next starts from a known state.

How a Wix build like this runs

PHASE	WHAT HAPPENS
Listen	We start with the people who have to say yes: leadership, staff and partners. Requirements come from them, not from a template.
Access	We work in the client's Wix account under an invited role. No new subscriptions, no accounts in our name.
Design	The client's brand goes into the Wix Studio theme first, so every page inherits it.
Build	Collections first, then templates, then pages, with each page laid out for desktop, tablet and phone.
Review	Preview, phone and accessibility checks, then the client's approval. Nothing publishes without it.
Launch	Publish, check the live site, and confirm that forms and bookings reach the right inboxes.
Hand off	Recorded training, written guides, and our access reduced at the owner's direction.

What we will not do

We don't publish cultural material, tribal names, or anyone's story or photograph because it happens to be available. And we don't add apps, paid plans or charges to a client's Wix account without written approval.

SECTION 17

What this does for a Nation

A website is not the point. What a Nation gets back is standing, capacity, reach and control, and those are the things worth measuring.

Standing with partners

Funders, agencies and partners look an organization up before they commit. A current, accurate site is how a Nation shows it can do what it is asking to do.

Capacity for a small team

Staff update projects, posts, forms and booking hours from the Wix dashboard. Every change they can make themselves is a developer they don't have to find.

Reach beyond the community

Citizens live everywhere. A site that works on any phone reaches the person in the city the same way it reaches the person at home.

Programs people can act on

When people can book, apply or ask online, interest turns into action, and the request arrives in writing, ready to answer.

Digital sovereignty, stated plainly

Tribal sovereignty doesn't stop at the edge of the data. A Nation should own its domain, its accounts and its content, and be able to move on from any vendor, including us, without losing any of it. On Wix, that means the site lives in the Nation's account, and our access is a role the Nation can remove.

3 LAYOUTS ON EVERY PAGE

Desktop, tablet and phone, each set by hand in Wix Studio.

1 COLLECTION, EVERY PROJECT

Five case studies from one CMS template. The next one is a form.

94 TO 100 ACCESSIBILITY

Lighthouse mobile scores on the five main pages, October 6, 2026.

SECTION 18

Working with Indigenous Media Group

A Native-led digital studio building websites, video, brand identities, digital marketing and podcasts for tribal governments, intertribal organizations and Native nonprofits.

WHAT WE DO

Websites, video, brand identities, digital marketing, podcasts and digital storytelling.

HOW WE WORK

Relationship first. One point of contact, plain-language updates, and approvals at every stage, with cultural review built into the schedule.

WHO WE SERVE

Tribal governments, intertribal organizations, and Native nonprofits and businesses, nationwide.

What we bring to a Wix engagement

WE WORK IN YOUR ACCOUNT

Your Wix site, your plan, your domain. We're invited in with a role, and the role comes off when the work is done.

WE DESIGN FOR THE PEOPLE USING IT

Phones, older devices, elders, and staff who aren't developers. Plain language, clear next steps, and pages a small team can keep current.

WE KEEP SENSITIVE DATA OFF THE PUBLIC PAGE

Forms ask only for what they need. Payments and protected information go through systems built for them, never through an open web form.

WE HAND IT OVER, NOT HOLD IT

Recorded training, written guides, and every setting written down, so nothing about running the site depends on us.

Let's talk about your Nation's digital presence

If your Nation is starting from nothing, between vendors, or running a Wix site nobody maintains, the first conversation is free and carries no obligation. We'll tell you what we think you need, even when that's less than expected.

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INDIGENOUS MEDIA GROUP

Connecting to Culture, One Tribe at a Time.

Screenshots captured from the live site and from the site's Wix editor and dashboard on October 6, 2026. Lighthouse scores are automated mobile results from the same day. Photographs appear as part of the website's design and are not presented here as portfolio photography.