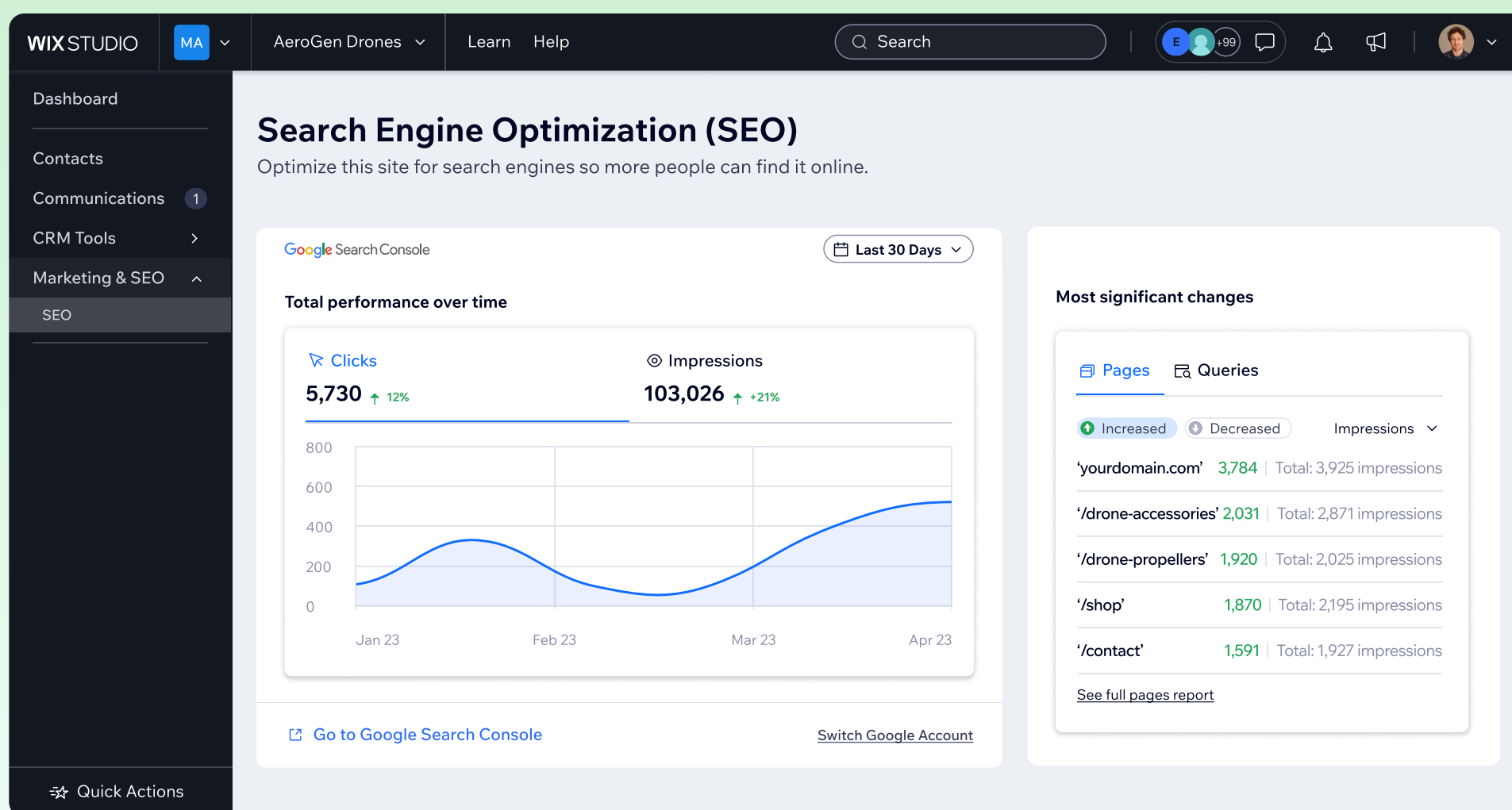


Driving business growth with SEO

Learn how we use Wix to help you succeed in search.



Google Search Console

SEMRUSH

Lumar

SE Ranking

Analytics

Bing

About Wix Studio

Wix Studio—the web creation platform for agencies—is designed for delivering exceptional client work in a hyper-efficient way. Websites built with Wix Studio share the same industry-leading infrastructure and SEO tools as Wix.

What is SEO and why is it important for your business?

Search Engine Optimization (SEO) is a crucial part of digital marketing that can influence your business's ability to generate revenue. Understanding what your audience is searching for (and why) helps you optimize your website so that it appears in organic search results. This increases the visibility of your business online, helps you attract more qualified traffic, and ultimately drive more sales and conversions.

Good SEO comes down to a combination of factors, including infrastructure that allows search engines to seamlessly crawl and index your site, strategic content, plus on and off-page optimization. Together with our SEO expertise, Wix's strong technical foundation can give your business a huge competitive advantage in today's crowded marketplace.

Why Wix is our #1 choice for SEO

Wix's SEO team works closely with leading search engines like Google and Bing to ensure your websites can always be accessed by web crawlers. It's like having an additional technical SEO team working for your business around the clock, monitoring issues and responding to SEO opportunities.

Plus, the backend of all Wix sites are continuously optimized to ensure they stay aligned with Google's technical requirements. This means that with the right SEO strategy in place, your site will be in a great position to secure some prime real estate at the top of Google's search results.

Google recognizes Wix SEO as top-tier

“Wix has been doing fantastic stuff for a number of years now. I'm impressed. They've been raising the bar not only for their services, but the industry overall.”

John Mueller

Google Search Advocate

Wix SEO in numbers

40%

Of all traffic to Wix sites comes from organic search

26

New Wix SEO product releases and counting in 2023

24

Deep integrations with industry-leading SEO & marketing tools

8M

Wix sites attract organic traffic in 2023

1M

Professionals use Wix SEO tools monthly

Millions

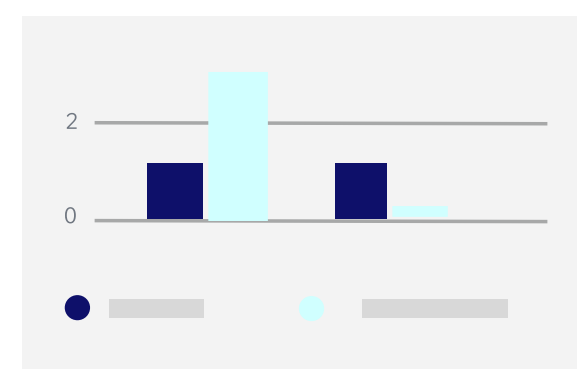
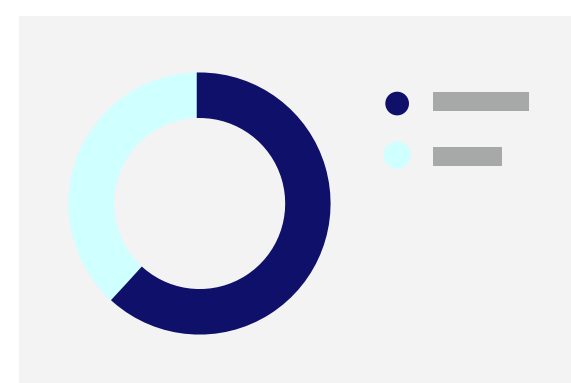
Of Wix sites stand out in search with predefined rich results

Real businesses, real results

[WhatSugar blog brings in 30K site visitors a month](#)

[SYSTM grows its organic traffic by 800%](#)

[Barbulianno Design increases sales by 70%](#)



How does Wix support your SEO?

Enterprise-grade security and reliability

A website that runs smoothly is critical for business success, as prolonged downtime can harm your site's search performance and make it hard for your customers to complete purchases. With enterprise-grade security and 99.99% uptime, you can rest easy knowing that Wix sites stay up when others go down.

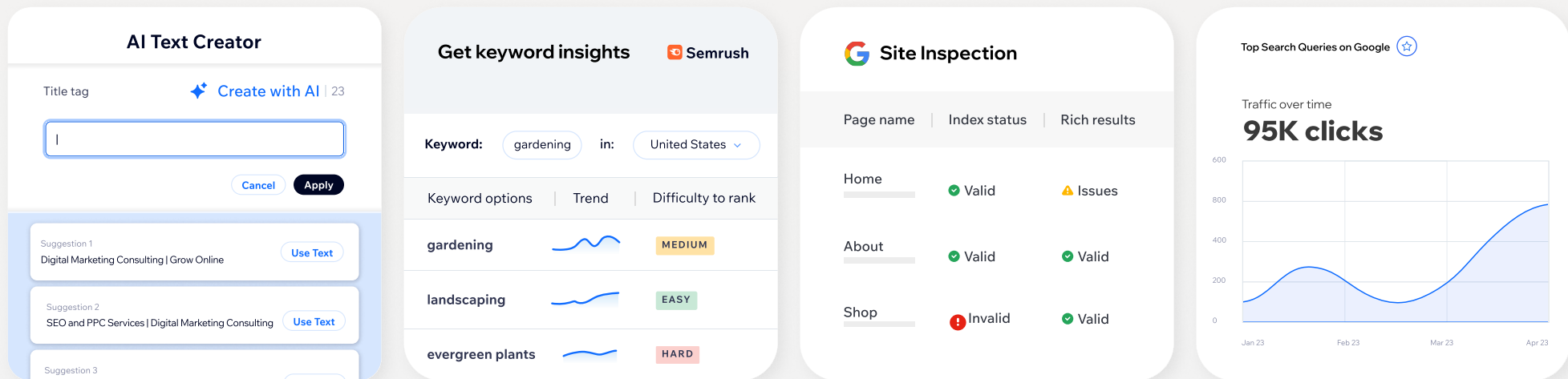
Peak performance, as standard

Core Web Vitals (CWV) help Google measure how smooth it is to use your site based on three factors; loading times, interactivity, and visual stability. Wix websites out-perform competitors across all three categories—and they continuously invest in raising this bar even higher.

SEO is just one part of the equation

With Wix, everything we need to grow and scale your business is built-in. This means we're ready to take your business wherever it needs to go next—whether that's selling online, taking bookings, building a community through blogging, or hosting events.

How can our team improve your SEO?



Instant Google indexing

Getting discovered on Google starts with allowing your website to be crawled and indexed. We'll be able to get your homepage indexed instantly thanks to Wix's unique partnership with Google. The result? Your business can get found in search sooner.

Smart automations = better results, faster

Wix gives us the power to work more efficiently and prioritize growing your business. For example, Wix automatically creates structured data markup for your product pages so they stand out in search as enhanced rich results—without us having to factor these tasks into your project timeline.

...and growth that actually lasts

Best-in-class defaults help prevent mishaps that lead to traffic loss. For example, if you edit some of your URLs, Wix automatically creates a redirect so you don't end up with broken links. These automations allow us to allocate all of our time—and your budget—towards complex SEO tasks that help your business succeed in search.

A bespoke SEO strategy for your business

Wix lets us control and customize all of your site's SEO elements, allowing us to tailor your strategy for the best results. Best of all, we can perform all these actions at scale so the growth you're after is achieved in less time.

We can:

- Customize all your metadata to increase the chances of Google showing the title and description you prefer in search results.
- Modify your structured data markup, which makes your pages eligible to have additional information shown to users on Google.
- Edit your robots.txt files to tell search engines which pages they should (or shouldn't) crawl.
- Troubleshoot issues affecting your pages' discoverability, mobile usability, and indexability on Google with the Wix Site Inspection tool.
- Implement advanced optimizations that instruct Google how to display your pages in search and beyond.

Powering your growth with AI

Wix takes advantage of the latest advances in AI, allowing us to grow your business more efficiently and focus on high-impact SEO tasks. Responsive AI lets us design sites that auto-adjust to the size of any screen, while AI-powered tools streamline our on-page optimizations, including the way we craft meta tags, images, and copy.

Partnerships with leading marketing tools

Wix has native integrations with the industry's most trusted marketing tools—letting us connect your website to leading sales channels and social networks, perform advanced SEO tasks, and track all our marketing activities against your business goals.

These self-updating integrations eliminate the need for us to use plugins that break sites on other platforms. And because they're maintained in partnership with the brands that built them, your business always gets the most accurate and compliant data by default.

Through the Wix App Market, we also have access to more than 500 business solutions that are designed to work in harmony with your website.

Google Search Console

 Analytics

 SEMRUSH

 Meta

ebay

amazon

 TikTok

 uberall

 Bing

 Lumar

 SE Ranking

Take your SEO strategy further by hiring a Wix Partner

Ranking in search is a long-term commitment that requires time, effort, and ongoing optimization. We can help your business stay competitive with the latest SEO and content tactics. We deep-dive into competitor analysis, keyword research, and perform all the advanced SEO tasks that help your site succeed.

Wix's ultra-strong technical foundation is the perfect launching pad for your website. An expert-led SEO strategy can help you build on this, and achieve the results you want, faster.

Give your site an SEO advantage

