

SEO toolkit for Wix web design

Analyzing your audience and competitors

Your website is one of billions on the web. When users search for and visit your page, they know there are many others like it. To fulfill their expectations, you must understand their journey—and what your [competitors](#) are offering.

→ What to do

Carry out 3-5 searches to complete a user goal

Note which SERP features are visible

Identify competitors (see competitor panel)

Review 3-5 competitor websites

Look at a best-in-class competitor

→ What to ask

Does the search result have clear intent?

Did you have to hunt around?

Are brands like mine being shown here?

Are you familiar with these competitors?

What are the common features, USPs, elements?

Can you incorporate any of these elements?

Launch checklist

Before

Research the SEO market

- Explore the user journey to understand user intent
- Carry out competitor research to understand user expectations

During

Build with SEO in mind

- Align design to user value
 - Use page types & features with SERP enhancements
 - Prioritize content types that match intent
- One H1 & H2 on every indexable page
- Add internal line links in to every indexable page
- Remove any demo-theme pages, staging links, unused apps
- Complete Wix SEO Setup Checklist
 - Connect to GSC
 - Connect to GA4
 - Connect to Merchant Center

After

Client handoff

- Introduce them to the [Wix SEO Learning Hub](#)
- Schedule a 1 week check-in
 - Is the home page indexed?
 - How many other pages are indexed?
- Schedule a 1 month check-in
 - Are pages with rich results visible in the Wix Site Inspection tool?
 - What percentage of the site is indexed?
- Schedule a 3 month check-in
 - Which pages are getting the most traffic?
 - Which keywords are getting the most traffic?
 - Can you create additional pages or site elements to grow this traffic further?

Free SEO tools

On-page SEO checks

[SEO Pro Extension](#) shows on-page optimizations

Keyword research in Wix

Semrush integration in the [Wix SEO Setup Checklist](#)

User journey insights

See People Also Ask user journey in [Also Asked](#)

SEO checklists

Wix has built-in [SEO checklists](#) for static pages & [blogs](#)

Keywords by theme

Generate a collection of KWs by theme with [ChatGPT](#)

General user trends

Explore topics and search volume in [Google Trends](#)

SEO glossary

→ For Google

- **The crawl:** What happens when Google visits your website and reads the content there.
- **Indexing:** Which pages are showing and which pages are not showing on Google.
- **Ranking:** Where and how prominently Google shows content from your site [\[1\]](#).

→ For people and Google

- **[The SERP](#)** (Search Engine Results Page): What shows on Google before a click through. SEO elements can influence this.
- **[Keywords](#):** The focus topic for each web page and the most likely words users will enter into Google to find the page.
- **[On-page SEO](#):** Opportunities to add keywords, calls to action, and unique information for users.
- **[Internal links](#):** Help users and Google move from one page on your site to another They indicate which pages are most important on your website.
- **[Backlinks](#):** Links from external sites which point to your content. These show Google that people value your site and help Google discover your work.
- **[Rich Results](#):** Special features on Google search results that are generated by certain requirements in your code. Wix lots of this code automatically.

How Wix elements help your SEO

	Element	Built-in SEO optimization	How it works
Wix Blog	Page type	• Ready for rich results • Added crawlability • SEO guidance tools	The SEO Assistant guides you through optimizations, automatically updates structured data markup, and includes full HTML RSS.
Wix Events	Page type	• Ready for rich results	Event rich results are automatically created for you.
Wix Video	App	• Ready for rich results • SEO guidance tools	Event rich results are automatically created for you. Wix Video also uses YouTube optimizations for video rich results are automatically created for you.
Wix Stores	Page type	• Easy integration • Added crawlability • Ready for rich results • SEO guidance tools	Product rich results are automatically created for you. Plus, connect with Google Merchant Center in a click.
Business info	Feature	• Ready for rich results	Local business markup is created for you.

Every Wix website includes

World Class Infrastructure

- Server side rendering (SSR)
- Server side caching
- Global CDN infrastructure

Automated

- Structured data markup *
- canonicalization *
- XML sitemaps

Bulk optimization

- 301 redirects
- Google domain verification
- SEO setup checklist

Tech SEO stack

- Bot log reports
- Robots.txt editor
- SEO APIs for developers
- Robots & custom meta tags
- AMP for wix blog
- SSL certification validation

Analytics

- Automated tracking events
- Wix analytics
- Site inspection tool

Content optimization

- Image library & editing tools
- Mobile friendly
- URL customization
- Social sharing optimization
- SEO of multilingual sites

Integrations

- chatGPT
- Google business profile
- Google search console
- Site verification
- Semrush keyword research
- Also customizable