



WEBINAR

 WIX STUDIO

Starting in a few minutes

Website optimization
with AI Agents



Crystal Carter



Dale Bertrand



WEBINAR

Website optimization with AI Agents





WEBINAR

 WIXSTUDIO

Speakers



Crystal Carter



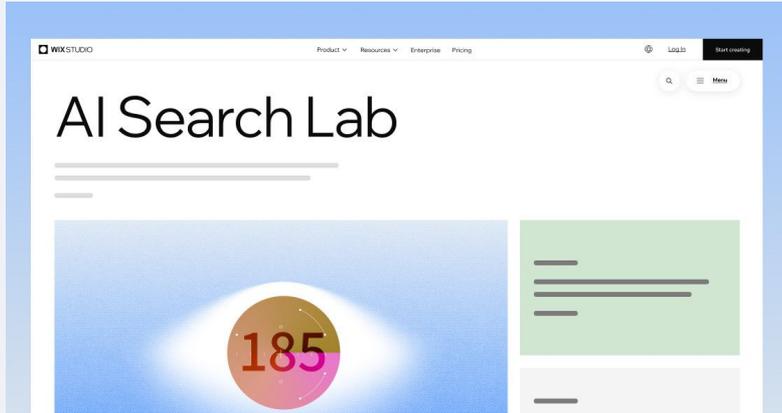
Dale Bertrand

Summary

→ What Agents are and how to use them

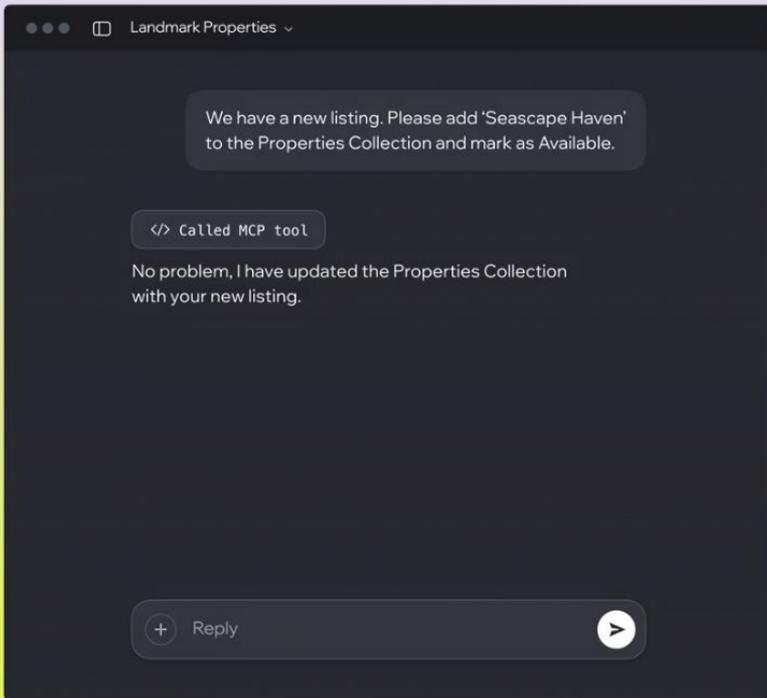
→ Tips for Agentic Tools on Wix

→ Q&A



Aria in Wix Harmony

Wix MCP



Properties Collection

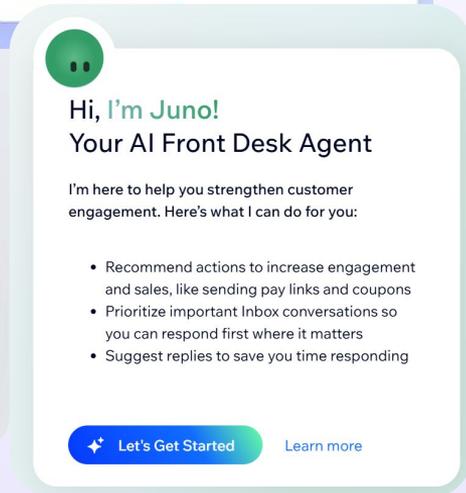
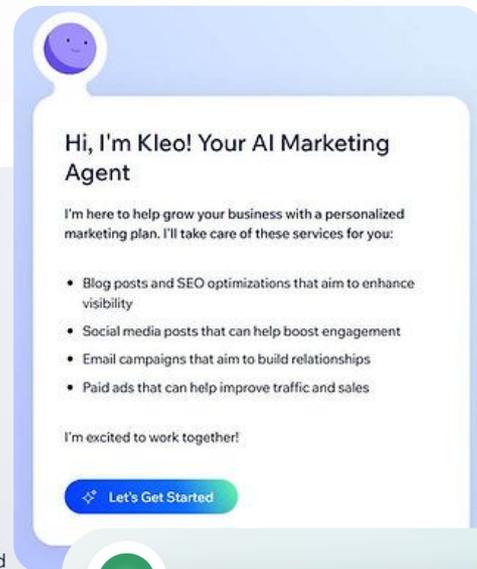
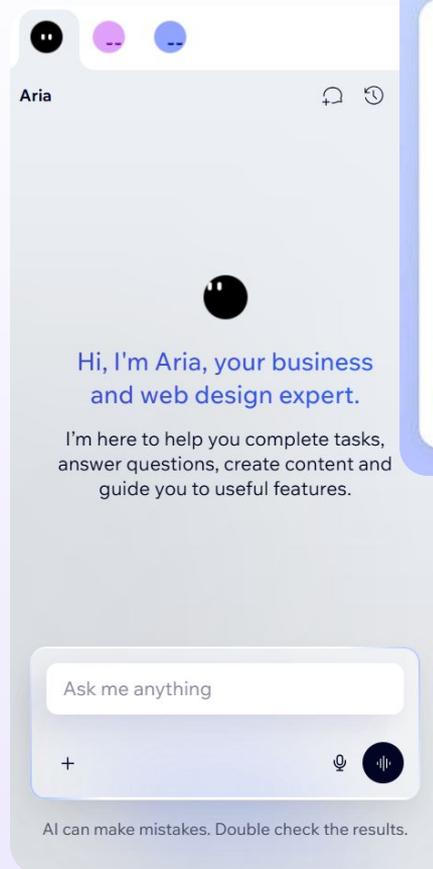
	Property Name	Photo	Availability	Location
1	Seascape Haven		<input checked="" type="checkbox"/>	San Diego
2	Sunnyvale Apartment		<input type="checkbox"/>	San Francisco
3	Lakeside Villa		<input checked="" type="checkbox"/>	Chicago
4	Mountain View Condo		<input checked="" type="checkbox"/>	Denver
5	Rustic Hideaway		<input checked="" type="checkbox"/>	San Antonio
6	Greenfield Estate		<input type="checkbox"/>	Los Angeles
7	Riverbend Townhome		<input checked="" type="checkbox"/>	Sydney
8	Woodland Cottage		<input checked="" type="checkbox"/>	New York

Grow with Agents on Wix

Grow with agents on Wix

Top agentic tools for growth:

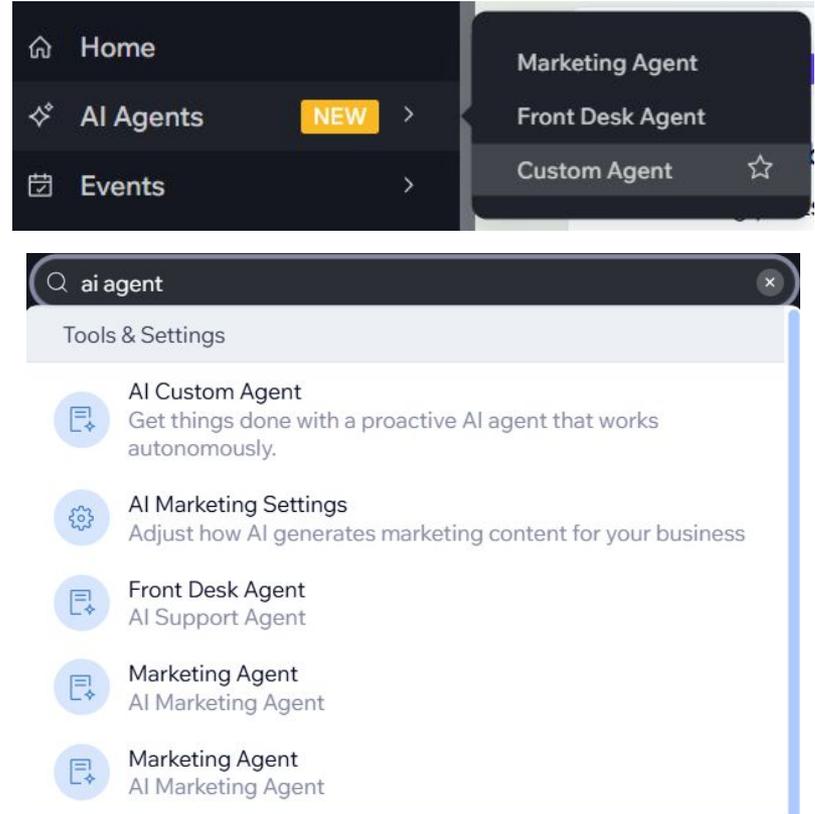
- Aria - Business Assistant
- Kleo - Marketing Agent
- Juno - Front Desk Agent
- Omni - Custom Agent
- Wix MCP



Grow with agents on Wix

Top agentic tools for growth:

- Aria - Business Assistant
- Kleo - Marketing Agent
- Juno - Front Desk Agent
- Omni - Custom Agent
- Wix MCP

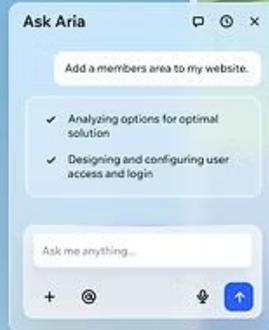
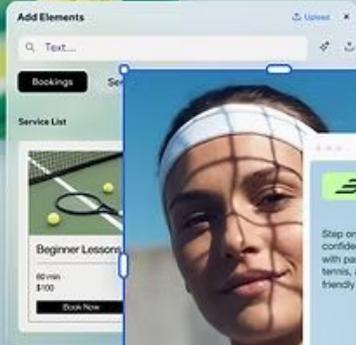


Aria in Wix Harmony

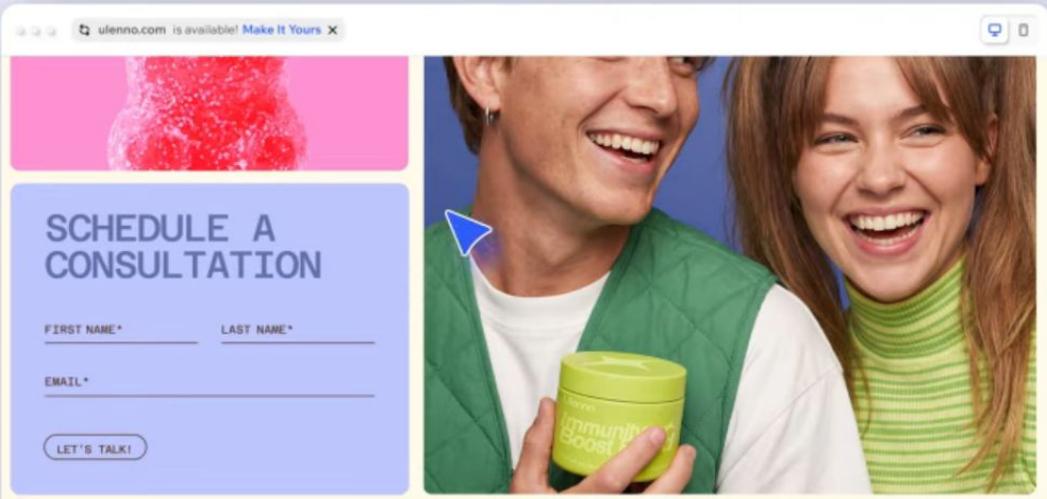
+ Add

WIX Harmony

Vibe coding meets drag and drop freedom.



+ Add

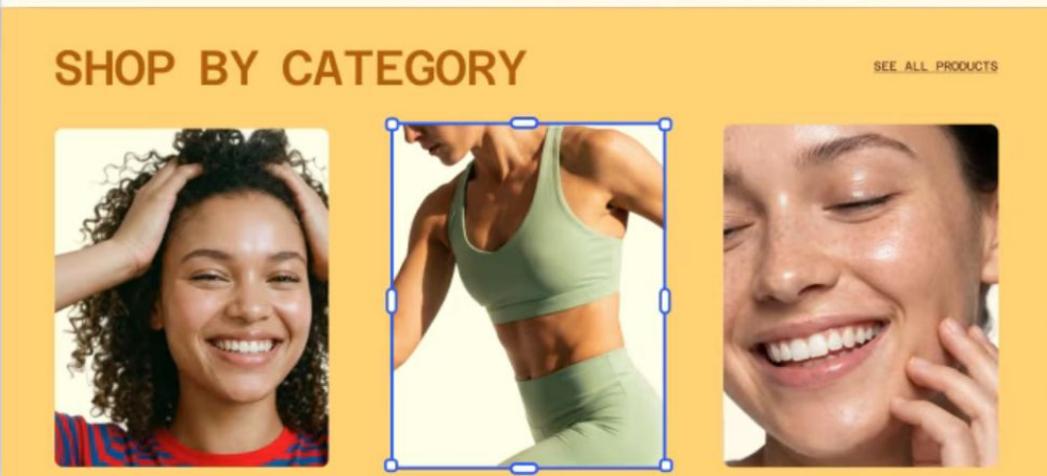


I really like the left image. Can you tweak the other two to match the style of that one?

14:37

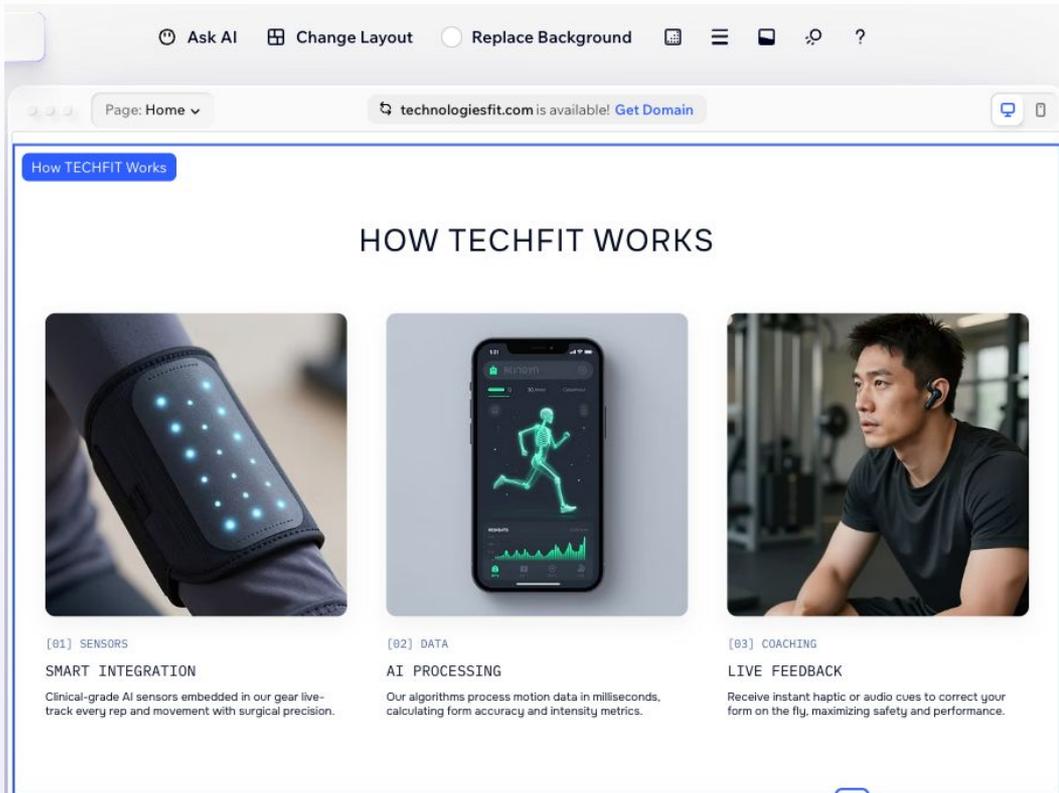
Done.
I've created two new images that match the style of the one you preferred.

14:41



Ask me anything...

+ @ [Microphone] [Send]



OUR SERVICES

We've built a suite of powerful, easy-to-use apparel and devices that work together to make your workout smarter.



Aria



1. Success Stories
 - a. Short customer highlights showing how TECHFIT gear improved performance and safety.
2. How TECHFIT Works
 - a. A simple step-by-step overview of the tech, from sensors and data to real-time coaching.
3. Plans for Gyms & Trainers
 - a. A quick breakdown of solution tiers tailored to facilities, teams, and individual coaches.

Tell me which one you want, and I'll create that section on the page.

go with 2

Show progress ▾

Done. I've added a new "How TECHFIT Works" section to your Home page and designed it as a simple, three-step story from sensors, to data processing, to real-time coaching, matched to your existing TECHFIT look and tone.

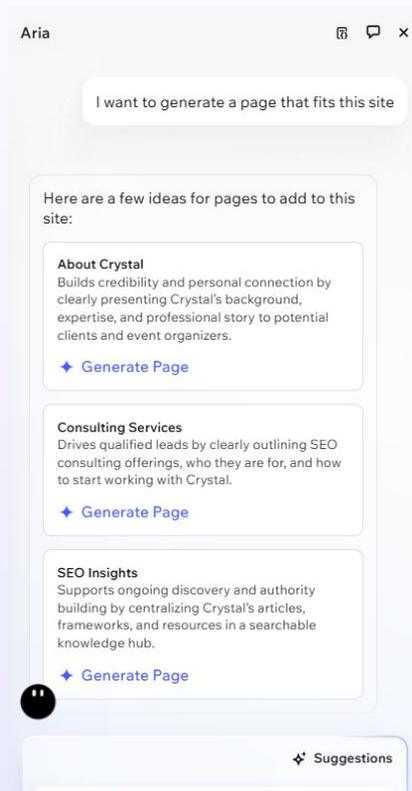


How TECHFIT ... x

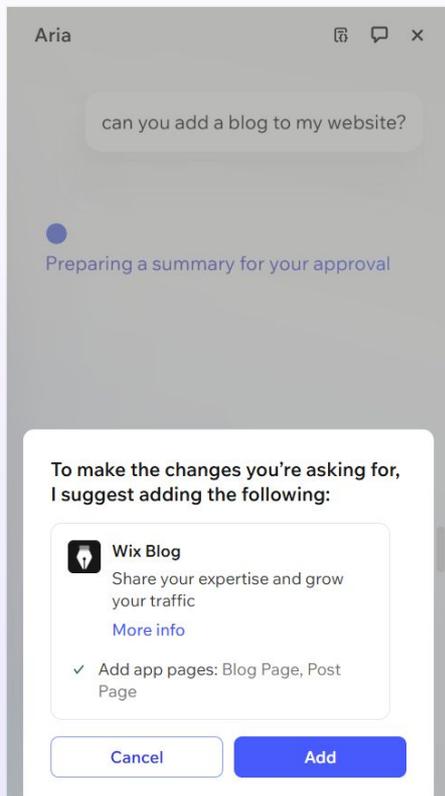
Ask me anything...

Aria on the design

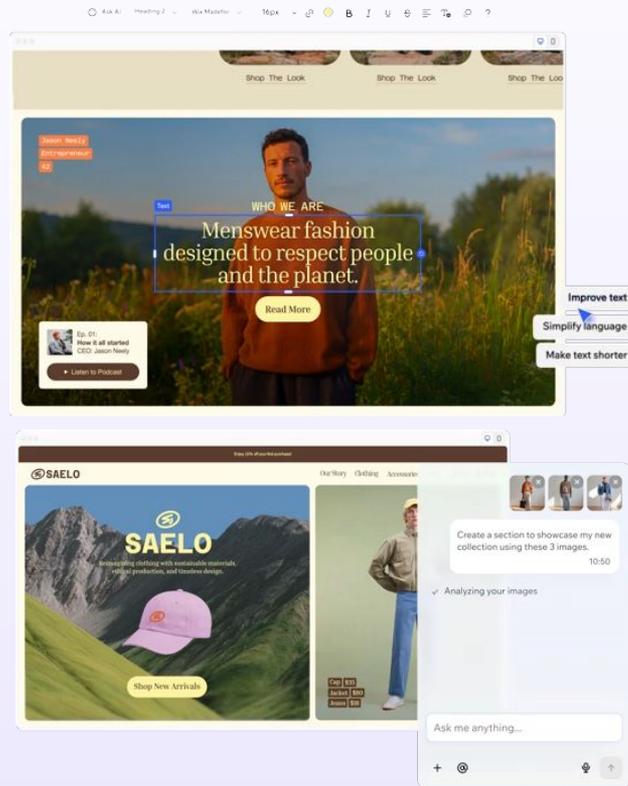
Generate a Page



Add Wix apps to your site

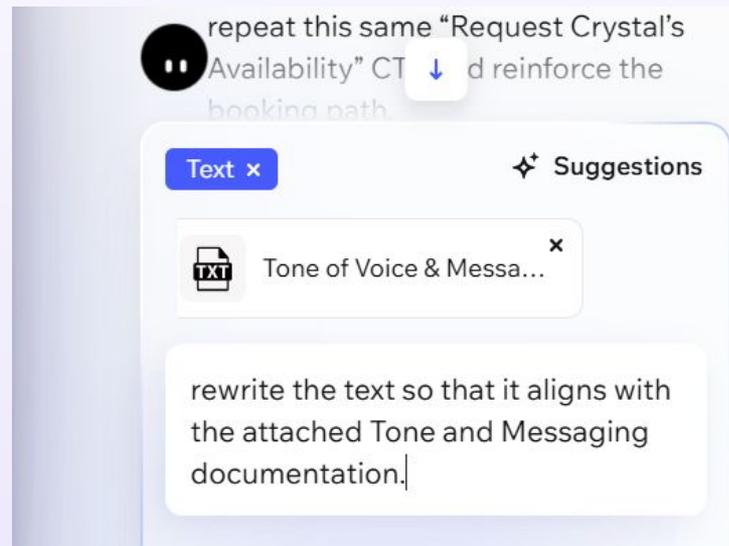
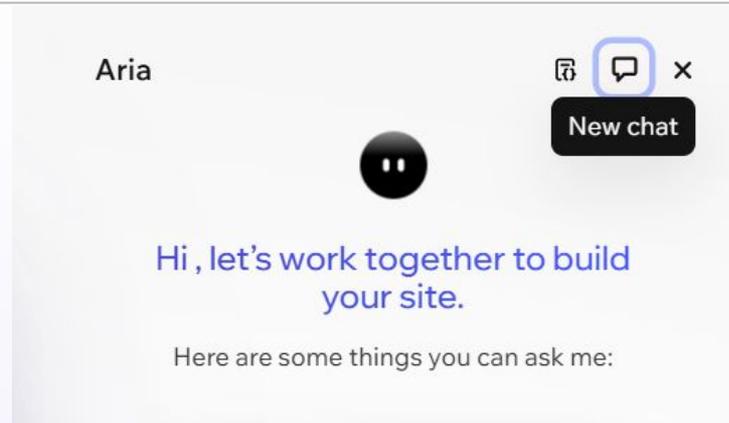


Modify content and layouts



Tips for getting the most out of Aria

- Start new chats for focused tasks
- Specify the sections you want to update
- Give the agent a role:
 - *You are a conversion rate optimization specialist. Optimize this section to improve course bookings.*
 - *You are an SEO specialist, optimize this copy to rank for the keyword “antiques in Chicago”*
- Upload supporting documentation like:
 - Tone of Voice & Messaging
 - Brand Guidelines
 - Customer personas



SEO In Wix Harmony

New AI SEO experience

Setup

SEO setup 2 / 2 ✓ ^

- ✓ What's your site name? ▾
- ✓ Where do you offer your services? ▲

Set your service location to help your site get found in search results.

Select all options that apply:

- Customers visit me at a physical location
e.g., fitness studio, cafe, flower shop
- I serve customers at their location within a set service area
e.g., wedding photographer, gardener, flower delivery
- Online
e.g., online shop, course, blog

Cancel

Apply

Pages Optimization

Pages 14 / 28 ^

Home 5 / 7 →

About the Lake & Crew 3 / 7 →

Book Online C ^

Blog

Book Online C ^

Google preview ⓘ

Wix WakeThao
https://shanita6.wixsite.com/my-site-44/book-online
Book Online | WakeThao

✓ Add a focus keyword ▾

! Add focus keyword to title tag ✦ ▾

! Write meta description with focus keyword ✦ ▾

✓ Let search engines index this page ▾

Connect to search engines

Connect to search engines 1 / 5 ^

- ✓ Let search engines index this site ▾
- ! Connect a custom domain ▾
- ! Connect to Google Search Console ▾
- ! Connect to Bing Webmaster Tools ▾
- ! Verify your Google Business Profile ▾

Aria in The Dashboard

Aria on the Dashboard



Aria on the Dashboard

WIX STUDIO  Women i...  Resources  Help 

Search...     

Products 8  **More Actions**  **+ New Product**

To see how your products perform, go to [Store Overview](#).

All products (8)  **Manage View**  **Filter**   Search...

<input type="checkbox"/>	Name	Type	SKU	Price	Inventory	
<input type="checkbox"/>	 Take up space Tote B... 2 variants	Physical	635C03F5B2C56_...	£17.00 £20.00	In stock	
<input type="checkbox"/>	 Interstellar Fitness Ba...	Physical	6752EEC6E7AF5_7...	£14.50	In stock	
<input type="checkbox"/>	 Take up space Tote	Physical	65848BFDAC556_...	£18.00	In stock	
<input type="checkbox"/>	 Out of this World Hoo...	Physical		£36.55 £43.00	Out of sto	

Aria on the Dashboard

Create reports

generate a report on my highest performing blog posts from the last 30 days

I can help you with blog analytics in a couple of ways:

Analyze blog performance metrics

Track site performance and analytics

Something else

Create and upload events

What type of event would you like to create? Please choose one of the following options:

Ticketed event

Use

Offer paid or free tickets, set currency & tax. Perfect for classes, workshops, conferences.

RSVP event

Use

Collect RSVPs, set a waitlist. Perfect for weddings, private events, parties.

Create structured data markup

Thanks for sharing your recipe! To generate structured data (schema markup) for your Classic Kettle Corn Recipe, you'll need to add it in the Wix Editor using the SEO tools. Here's the structured data in JSON-LD format, ready for you to copy and use:

```
{
  "@context":
  "https://schema.org/",
  "@type": "Recipe",
  "name": "Classic Kettle Corn
  Recipe",
  "description": "A quick and
  easy homemade kettle corn
  recipe with the perfect
  balance of sweet and salty.",
  "prepTime": "PT5M",
  "cookTime": "PT5M",
  "totalTime": "PT10M",
```

Kleo

AI Marketing Agent

Kleo AI Marketing Agent

Access from your
Wix Dashboard



Hi, I'm Kleo.
Your AI Marketing Agent

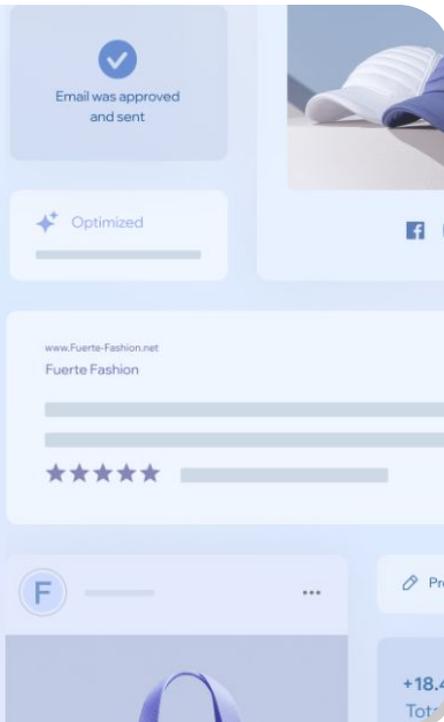
I'm here to help grow your business with a personalized marketing plan. I'll take care of these services for you:

- Blog posts and SEO optimizations that aim to enhance visibility
- Social media posts that can help boost engagement
- Email campaigns that aim to build relationships
- Paid ads that can help improve traffic and sales



Let's Get Started

[Learn More](#)



Kleo, the AI Marketing Agent can...

Conduct
keyword
research

Create
content
plan

Optimize
site pages

Draft blog
posts for
publishing

Optimize
blog posts

AI Marketing Agent

Get an overview of your marketing plan, track progress, review and approve tasks. [Learn more](#)

More Actions ▾

View Marketing Plan

New content plan experience is here

The plan includes a dynamic layout that lets you view and manage your monthly content in one place. All previously generated content won't be affected. To view the new content plan, go to your marketing plan.



SEO 3

Paid Ads 0

Social Media 0

Email 2

SEO

Active ▾

Goal

To improve your site's search visibility and SEO performance, and attract visitors with engaging blog posts and an FAQ section that shares useful info about your business.

Ask Kleo

Summarize SEO performance

View latest SEO tasks

Review needed

Weekly blog posts are ready for your review

5 minutes ago

Review and Approve



Optimized FAQs are ready for your review

20 days ago

Review and Approve

A new blog post optimization is ready for your review

21 days ago

Review and Approve

AI Marketing Agent: Keyword Research

- See search volume
- See competition level
- Set keywords by page
- Set main keyword
- Add and delete
- Analyze daily

Edit keywords ✕

Customize your keywords and analyze them to find the best results before regenerating a new content plan. Adjusting your keywords will impact the status of your marketing agent's tasks and will need to be reviewed and approved.

Daily keyword analysis limit: 0/5 i Analyze Updates (1)

Keywords i	Volume i	Competition i	
<input type="text" value="vegan candle"/> Main keyword	1,900	LOW	⋮
<input type="text" value="natural candle scents"/>	1,300	HIGH i	⋮
<input type="text" value="candle safety"/>	1,000	HIGH i	⋮

Cancel Save Keywords

AI Marketing Agent: Blog post

- Generates blog posts
- Built-in optimization
- Review & Publish
- Sends email for review

Review and approve weekly blog posts ✕

To publish your blog posts at the scheduled time, approve them and confirm. [Approve all](#)

Scheduled for



Choosing Healthy Pet Products in New Washington

Choosing the right products for pets is not easy. I want to share what I learned about picking healthy pet products in New Washington. This helps pets stay happy and well. It also makes shopping simple and safe. Why Healthy Pet Products Matter Pets depend on us. Their health starts with what we buy. Healthy pet products support their growth, energy, and mood. Poor products can cause allergies, sickness, or worse. I look for products with natural ingredients. No fillers or harmful chemicals. This me...

[Preview & Edit](#)

Juno

Front Desk Agent

Front Desk Agent

Juno automatically prioritizes incoming messages.

Suggests on-brand responses.

Offers actionable insights based on cross-channel communications.

It also helps grow your business by enhancing and seeking opportunities for customer engagement.

Front Desk Agent

Manage customer engagement, approve AI replies, and use insights to grow your business.

[More Actions](#) ▾

Recommended actions | Suggested replies | Highlights & insights

Based on data from the last 30 days.

Recommended actions

Business actions based on customer activity and engagement. [Learn more](#)

Overview

Actions sent 87 Out of 116 suggested recipients	Customer actions completed 65 Pay links paid: 35 • Coupons redeemed: 30	Collected revenue \$1,038 Pay links: \$510 • Coupons: \$529
--	--	--

[Bulk contact actions](#)

11 First time buyers

Entice recent buyers to make a second purchase.

[Review & Send Coupons](#)

Email a 10% coupon to 11 first-time buyers, encouraging their next purchase.

86 Customers with uncollected revenue

Recover uncollected revenue with a simple pay link.

[Review & Send Pay Links](#)

Email pay links to 86 contacts with uncollected revenue, totaling \$6,080.00.

Front Desk Agent

Juno automatically prioritizes incoming messages.

Suggests on-brand responses.

Offers actionable insights based on cross-channel communications.

It also helps grow your business by enhancing and seeking opportunities for customer engagement.

The screenshot displays the 'Review & approve' interface in Wix Studio. On the left, a list of high-priority messages is shown, filtered by 'High priority (4)'. The messages are:

- Visitor #2885: Requested help with an order. (Oct 22)
- Mike Cohen: requested a refund. (Oct 22)
- Visitor #4246: Requested assistance with an order. (Oct 22)
- Lilly Collins: Requested to cancel a subscription. (Oct 21)

Below the list, it says 'Showing conversations grouped by a specific priority. To see all, [Go to Inbox](#)'.

The main chat window on the right shows a conversation with a customer. The customer's message is: 'I want to cancel my subscription'. The AI agent has generated a suggested reply: 'Could you please specify the type of subscription you want to cancel? Is it a product subscription or a service subscription?'. The 'Use Text' button is highlighted with a mouse cursor. Other buttons include 'Regenerate' and 'Summarize contact'. The chat window also shows a previous message: 'Hi there 🙌! Welcome to the site. Let me know if you have any questions.' and a timestamp 'Oct 21, 10:49 AM'.

Front Desk Agent

Juno automatically prioritizes incoming messages.

Suggests on-brand responses.

Offers actionable insights based on cross-channel communications.

It also helps grow your business by enhancing and seeking opportunities for customer engagement.

support.wix.com/en/article/ai-tools-about-the-ai-front-desk-agent

Highlights & insights
Time period: Oct 21 - Oct 28

Customer Support 19 INQUIRIES

Customers are frequently reaching out for urgent support, indicating a potential gap in proactive customer service.

References ▾

Juno's recommendation: Enhance the customer support system by implementing a live chat feature for immediate assistance and consider a dedicated support hotline for urgent issues.

Was this helpful? 👍 🗨

Account Management 13 INQUIRIES

There is a high volume of inquiries regarding subscription cancellations, suggesting that the cancellation process may not be clear or user-friendly.

References ▾

Juno's recommendation: Simplify the subscription cancellation process and provide clear instructions on the website, possibly through a dedicated FAQ section.

Was this helpful? 👍 🗨

Omni

Custom Agent

Custom Agent

Multi-Agent workflows

Automates routine tasks

Use a template or build from scratch

Test outputs before you go live

Approve sensitive activities

Works across lots of different tools
like Wix Blogs, Wix Bookings, etc

Template preview

Promote with blog

🔔 Runs every week

🔗 Omni follows these instructions:

1. Identify newly added booking services
2. Gather key details and benefits for each service
3. Write an engaging blog post encouraging bookings
4. Publish the post
5. Send a summary with the blog link to your email

Recommended with:

📄 Wix Blog 📅 Wix Bookings

Cancel Edit Template

Custom Agent

AI Custom Agent Beta

Create and manage automated tasks your agent runs for you. [Learn more](#)



Create Task

Agent



Omni

Chat

0 Runs to approve

Performance

-
Runs in last 7 days

-
Completed

View Activity

Tasks



Delegate routine tasks to your agent

Let the agent manage admin work, create reports, draft content, respond to customers and more.

+ Create Task

Custom Agent

< Create a Task

Pick a ready-to-use template or start from scratch.

Start from Scratch ▾

All templates

Customer engagement

Sales & marketing

Insights & feedback

Operations

Suggested for you

Wix Forms

Summarize feedback

Analyze feedback, identify trends and send insights by email.

Runs every week



Wix Blog Wix Bookings

Promote with blog

Create blog posts for new services and send a summary with links.

Runs every week



Wix Events & Tickets

Accelerate ticket sales

Evaluate ticket sales and suggest ways to promote remaining tickets.

Runs 3 days before event



More templates

Wix Reviews App Wix Stores

Handle negative reviews

Reply to low-rated reviews and offer one-time coupons.

Runs on every new review



Wix Table Reservations

Report table reservations

Retrieve today's table reservations and send a summary.

Runs every day



Wix Table Reservations

Reduce no-shows

Review reservations and suggest ways to reduce no-shows.

Runs every week



Wix Stores

Improve catalog's SEO

Analyze catalog items and create SEO-friendly categories.

Runs every month



Wix Blog Wix Bookings

Promote with blog

Create blog posts for new services and send a summary with links.

Runs every week



Wix Stores

Order low-stock items

Identify low-stock items and email order requests to suppliers.

Runs every week



Activity

Monitor all task runs and review agent actions requiring your approval.

Task runs

[Filter](#)

3

Status: Pending approval ×

Task: Respond to negative reviews ×

Run type: Exclude test runs ×

[Clear](#)

Task	Status	Trigger i	Last update ↓	
Respond to negative reviews	Pending approval	Review published	10 Aug 2025, 14:11:11	>
Respond to negative reviews	Pending approval	Review published	10 Aug 2025, 12:39:09	>
Respond to negative reviews	Pending approval	Review published	10 Aug 2025, 11:50:54	>
Respond to negative reviews	Pending approval	Review published	10 Aug 2025, 11:50:41	>

Respond to negative reviews



10 Aug 2025, 14:11:11

Perform trigger action



Wix Reviews

Review published



Task triggered.



Searching Wix REST documentation [🔗](#)

Successfully retrieved documentation on creating coupon discount codes and their functionalities.



Reading full documentation for coupon creation [🔗](#)

The method for creating a new coupon was successfully retrieved, detailing required specifications and parameters.



Creating a coupon [🔗](#)

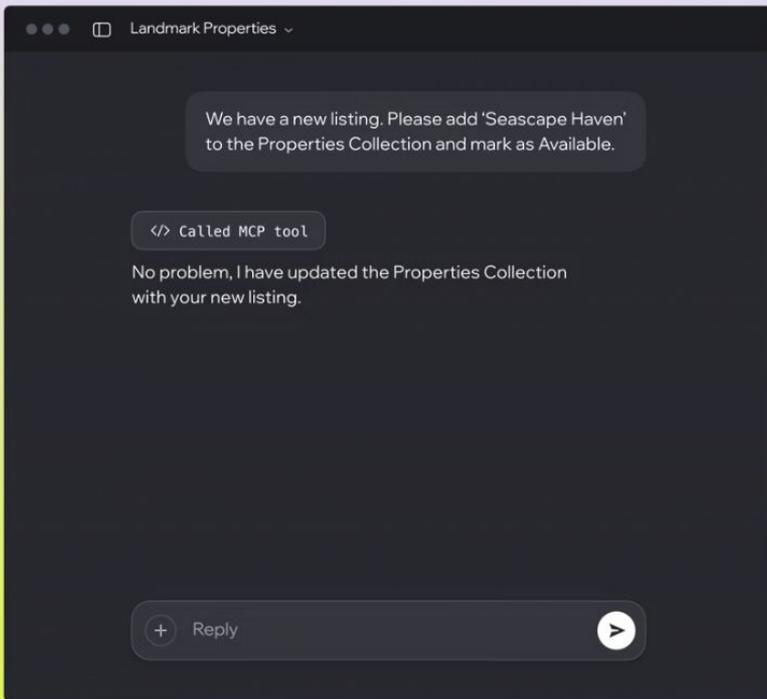
A 20% coupon named 'Apology Discount - Material Quality Issue' ready for approval.

[Approve](#)[Reject](#)[🔗 Review & Edit](#)[🔗 View Details](#)[🔴 Stop](#)

SEO, GEO & Agents

Wix MCP

Wix MCP

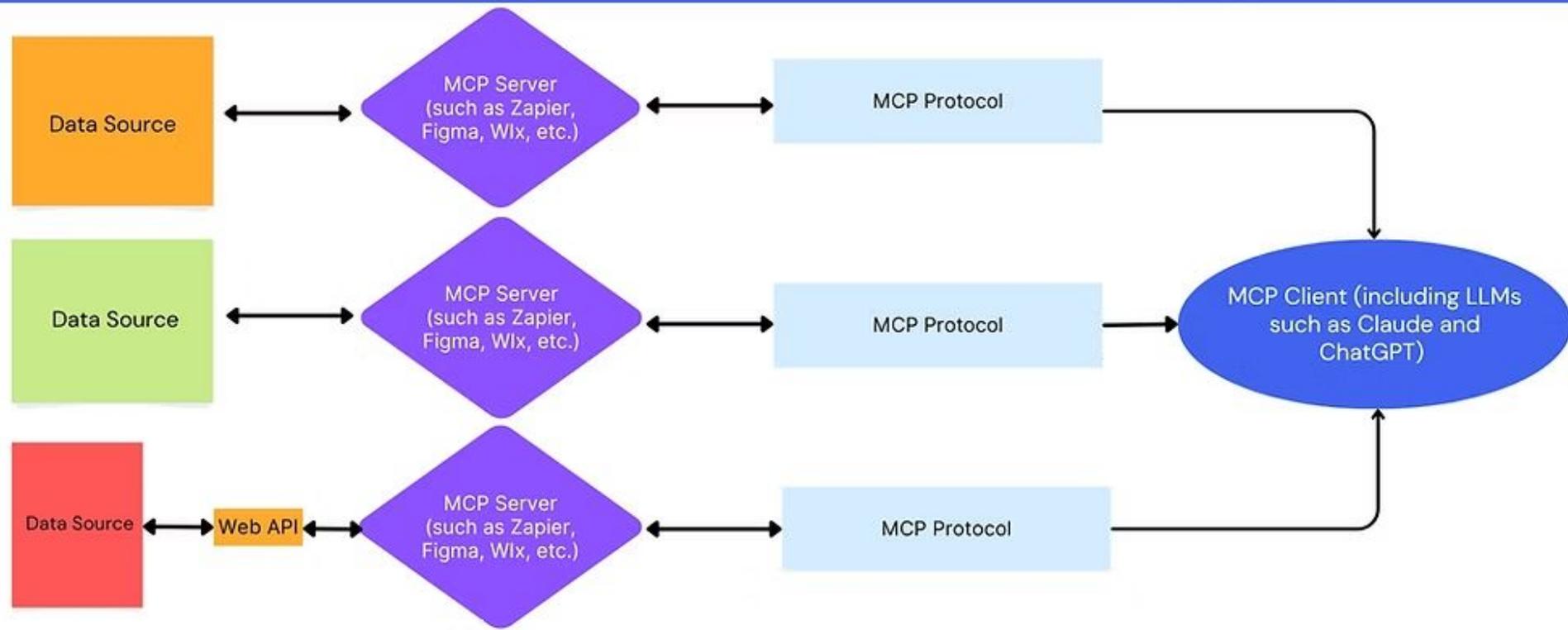


Properties Collection

	Property Name	Photo	Availability	Location
1	Seascape Haven		<input checked="" type="checkbox"/>	San Diego
2	Sunnyvale Apartment		<input type="checkbox"/>	San Francisco
3	Lakeside Villa		<input checked="" type="checkbox"/>	Chicago
4	Mountain View Condo		<input checked="" type="checkbox"/>	Denver
5	Rustic Hideaway		<input checked="" type="checkbox"/>	San Antonio
6	Greenfield Estate		<input type="checkbox"/>	Los Angeles
7	Riverbend Townhome		<input checked="" type="checkbox"/>	Sydney
8	Woodland Cottage		<input checked="" type="checkbox"/>	New York

How MCP Works

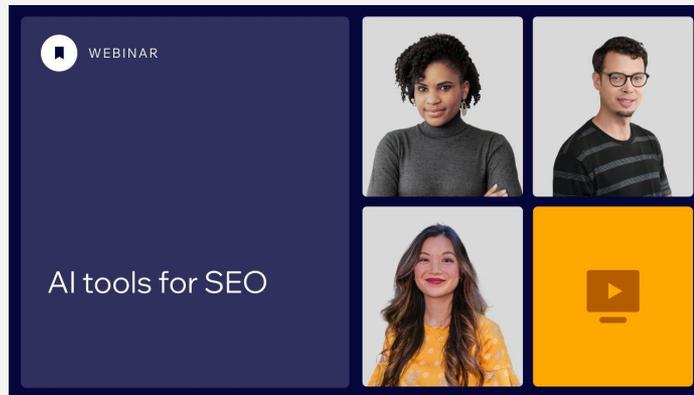
This chart illustrates how Model Context Protocol (MCP) allows LLM clients to interact with external data servers, offering access to tools, and functions across connected platforms.



Wix MCP

Key Marketing Use Cases:

1. **Instant Reporting:** Pull real-time data from Google Analytics 4 to identify top-performing pages and conversion trends.
2. **SEO Automation:** Automatically fetch keyword rankings and generate weekly performance summaries in Google Sheets.
3. **CRM & Lead Management:** Use HubSpot or Salesforce MCPs to segment leads and update Google Ads audience lists in real-time.
4. **Content & Web Management:** Update Wix site menus, generate product descriptions, or add new blog posts directly via AI prompts.
5. **Design Integration:** Connect to Figma to ideate, draft email frameworks, and generate brand-aligned social media posts.
6. **Cross-Platform Workflows:** Draft a marketing plan in Notion and automatically convert goals into actionable tasks in Jira.



Where is Wix MCP?

Remote setup via Claude, Visual Code Studio, Windsurfer and other platforms.

Connect via API

Or use Wix Site MCP as an endpoint

For tools that support remote MCP:

```
1 {
2   "mcpServers": {
3     "wix-mcp-remote": {
4       "type": "http",
5       "url": "https://mcp.wix.com/mcp"
6     }
7   }
8 }
```

Copy

The supported values for the `type` field are `"sse"` and `"http"`. The type you select depends on your agent. Agents that support remote MCP include Claude, [Cursor](#), Copilot, and Windsurf.

<https://dev.wix.com/docs/sdk/articles/use-the-wix-mcp/about-the-wix-mcp>

Connect to the MCP server

Every Wix site has a unique endpoint, but they all use the following format:

```
1 <wix-site.com>/_api/mcp
```

Copy

In your code, replace `<wix-site.com>` with the domain of the site you want to connect to. For example, if you want to communicate with the MCP server of `https://andream.wixsite.com/andreas-kitchen`, the endpoint is:

```
1 https://andream.wixsite.com/andreas-kitchen/_api/mcp
```

Copy

<https://dev.wix.com/docs/develop-websites/articles/get-started/about-the-wix-site-mcp>

MCP in Action

1. Gemini coached me on MCP setup in Visual Code Studio
2. Shared product information and asked tool to make a page
3. MCP writes page content, uploads and publishes content to the website

Can we add a new product.

Tote bag
Blue
Take up space Tote Bag
Color: blue

Original price
£20.00

Sale price
£17.00

Get rid of all the plastic and pack your goodies in this spacious organic cotton travel essentials—there's room for everything!

- 100% certified organic cotton 3/1 twill
- Fabric weight: 8 oz/yd² (272 g/m²)
- Dimensions: 20" × 14" × 5" (50.8 × 35.6 × 12.7 cm)
- Capacity: 6 gallons (23 l)
- Weight limit: 30 lbs (13.6 kg)
- 1" × 25" (2.5 × 63.5 cm) long self-fabric dual straps
- Open main compartment, flat bottom
- Blank product sourced from Vietnam

Done! **New blue tote product created:**

Property	Value
Product ID	f83bc721-54e0-4c50-9b18-33d9a80a1357
Name	Take up space Tote Bag (Blue)
SKU	635C03F5B2C56_BLUE
Original Price	£20.00
Sale Price	£17.00 (15% off)
Color	Blue
Status	Published & In Stock
URL	https://www.womeninthestars.com/product-page/take-up-space-tote-bag

- ✓ Added to local CSV
- ✓ Created on Wix site
- ✓ Ready for sale

Home > All Products > Take up space Tote Bag (Blue)

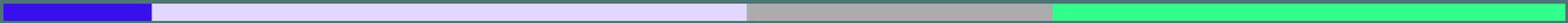


Take up space Tote Bag (Blue)

SKU: 635C03F5B2C56_BLUE

~~£20.00~~ £17.00

Get rid of all the plastic and pack your goodies in this spacious organic cotton tote bag. Fill it up with groceries, books, and travel essentials—there's room for everything!



Thank you!