



WEBINAR



WIX STUDIO

# Starting in a few minutes

State of AI Search for a Data  
Driven 2026



Crystal Carter



Tiago Bianchi



WEBINAR

# State of AI Search for a Data Driven 2026





WEBINAR



WIX STUDIO

# Speakers



Crystal Carter



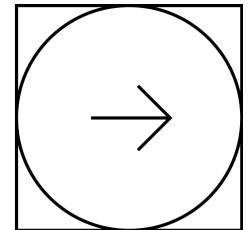
Tiago Bianchi

# What we'll cover today

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- How search changed in 2025
- How users respond to AI today
- How GEO & SEO have evolved in 2025
- What it means this means for businesses in 2025
- Data on Wix Websites

# 2025 Search Highlights



WIX STUDIO

Product ▾ Resources ▾ Enterprise Pricing

Log In Start creating

AI Search Lab



185

Menu

WIX

## ❖ AI Visibility Overview

Explore your site's visibility and perception across AI platforms.

ChatGPT   ❖ Gemini   ❀ Perplexity   ❀ Claude

### Site mentions

AI Visibility Score  85%

# 2025 AI Search Highlights

→ AI overviews were introduced globally

→ ChatGPT, Perplexity, and Claude released AI browsers

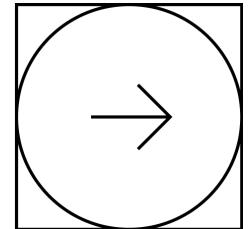
→ Gemini added AI to Google Fit watches and Pixel phones

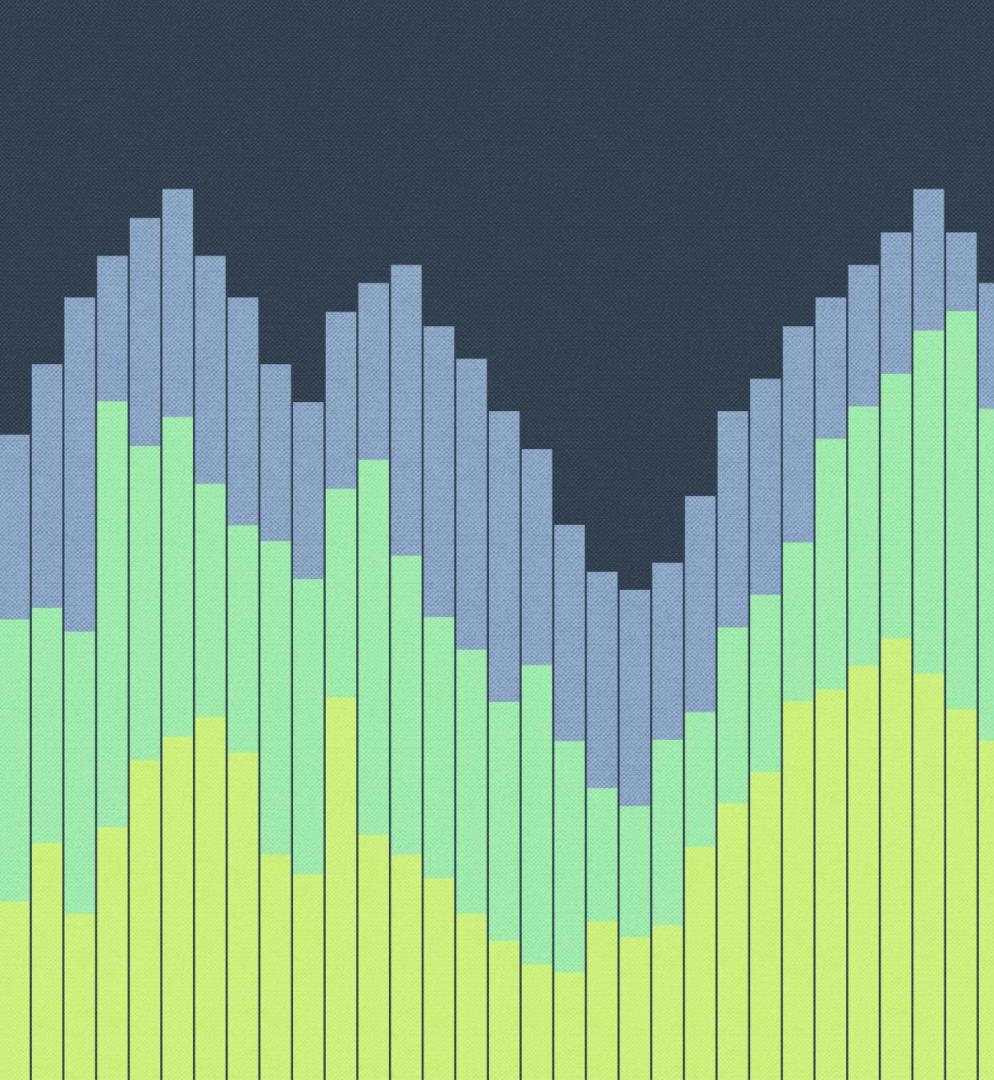
→ OpenAI Sora and Gemini Veo video are introduced

→ ChatGPT & Gemini announce agentic shopping rollouts

→ Deep Research and query fan out introduced

# Search Evolution in 2025





# The state of AI search

By Tiago Bianchi

Statista is a global data and business intelligence platform with an extensive collection of statistics, reports, and insights on over 80,000 topics from 22,500 sources in 170 industries.

Offer intelligence on:

- AI industry trends
- Business Impact of AI
- Growth of AI Adoption
- Adoption of generative technology

## DIGITAL & TRENDS

Artificial intelligence (AI)

2025



## DIGITAL & TRENDS

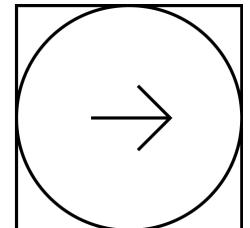
AI-powered online search

2025



Data has been sourced from:

# Where users search today



# Google

# Claude

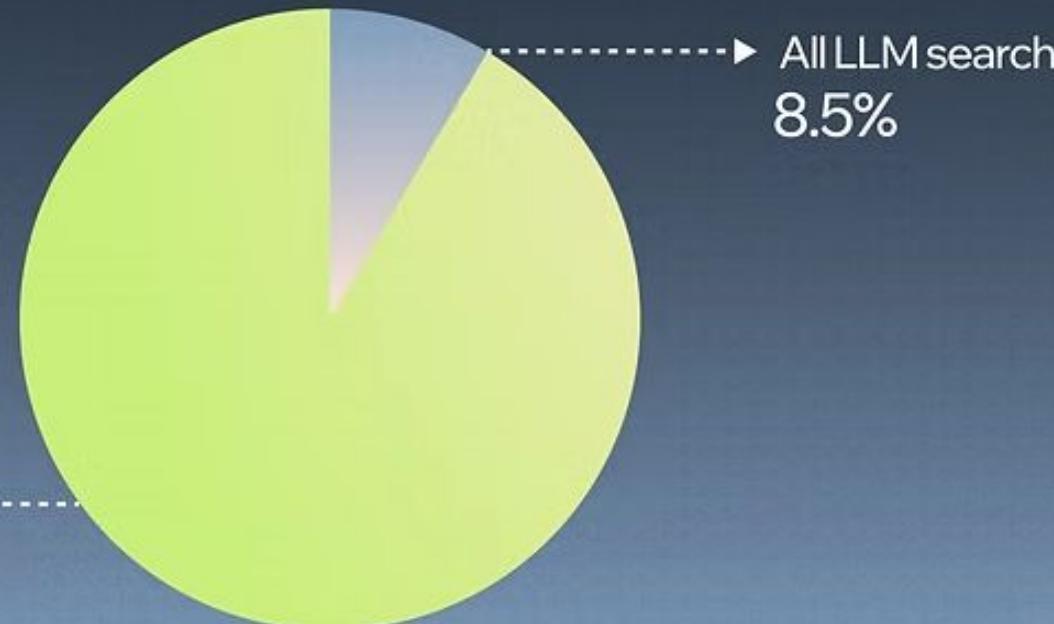


# Gemini



# Grok

## Google vs AI search



Google  
91.5%

► All LLM search  
8.5%

# Google vs AI Citations

Overlap of AI citations vs  
top 10 ranking Google Search results

Domain overlap  
44.65%

URL overlap  
27.73%

# Top 2025 AI platform by users



Platform	Avg Monthly Uniques
ChatGPT	415M
Gemini	117M
Deepseek	65M
Grok	23M
Perplexity	22M

Source: *SimilarWeb*

# AI Platforms by 2025 Global Visits



Source: *SimilarWeb*

Platform	2025 Visits
Chat GPT	51,969,912,8712
Gemini	6,143,497,621
Deepseek	4,063,361,381
Grok	1,561,852,688
Perplexity	1,380,408,501

# Top 2025 AI Platforms for Engagement

Gemini

Platform	Pages per visit
Gemini	4.03
Perplexity	3.97
ChatGPT	3.97
Grok	3.80
Deepseek	3.49

Source: SimilarWeb

# Top 2025 AI Outgoing Traffic



Source: *SimilarWeb*

Platform	Pages referrals
Chat GPT	4.1B
Gemini	533M
Perplexity	409M
Deepseek	131M
Grok	71M

# Top takeaways from search shifts

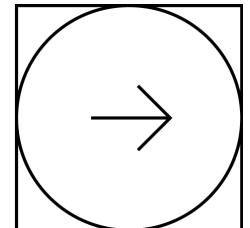
Information discovery is becoming more diverse

AI is growing but hasn't overtaken Google search yet

2026 marketing strategy should account  
for SEO & GEO

Pay attention to a range of platforms

# Where is AI traffic going?



**Most referred domains/categories from SearchGPT 2024-2025**

**Top referred domains** were: authoritative, educational & transactional content

amazon.com	9.13%	eCommerce
wikipedia.org	6.9%	Encyclopedia
youtube.com	6.59%	Video Sharing
github.com	4.5%	Technology
springer.com	3.09%	Academic
arxiv.org	2.89%	Academic
reuters.com	2.75%	News
nih.gov	2.58%	Government
nypost.com	2.51%	News
google.com	2.21%	Search Engine

(Source: Datos, [Statista](#))

**Top ChatGPT  
domain category  
in 2025 was  
Academic  
content**

**Most referred domain categories from SearchGPT 2024-2025**

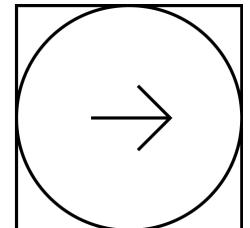
News	21.42%
Academic	17.81%
eCommerce	12.65%
Technology	10.97%
Encyclopedia	7.19%

(Source: Datos, [Statista](#))

# Actionables from AI referrers

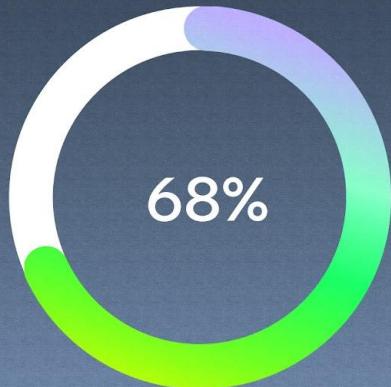
- It's not enough to build only on your domain
- Diversify the kinds of websites that mention your brand
- Consider investing in a PR

# How people use AI today?

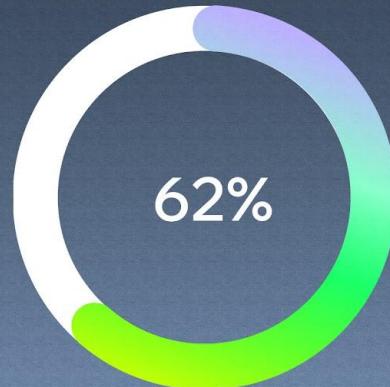


# How Americans Use AI to Search Today

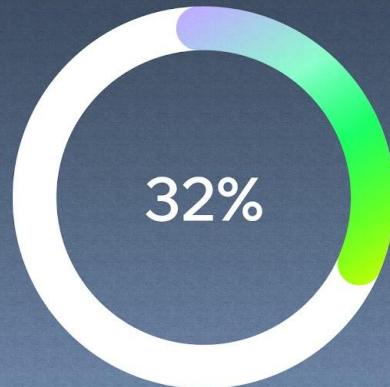
Learn about a topic



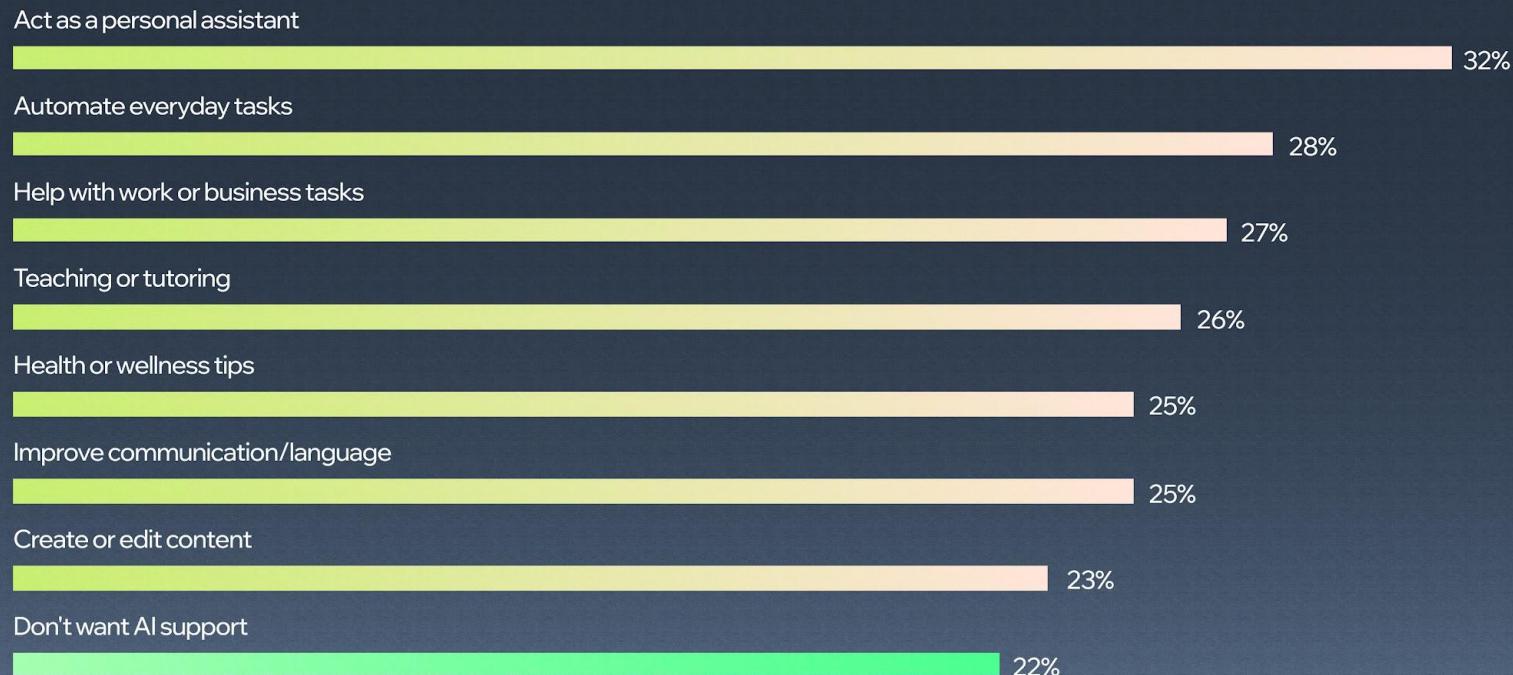
Retrieve a fact



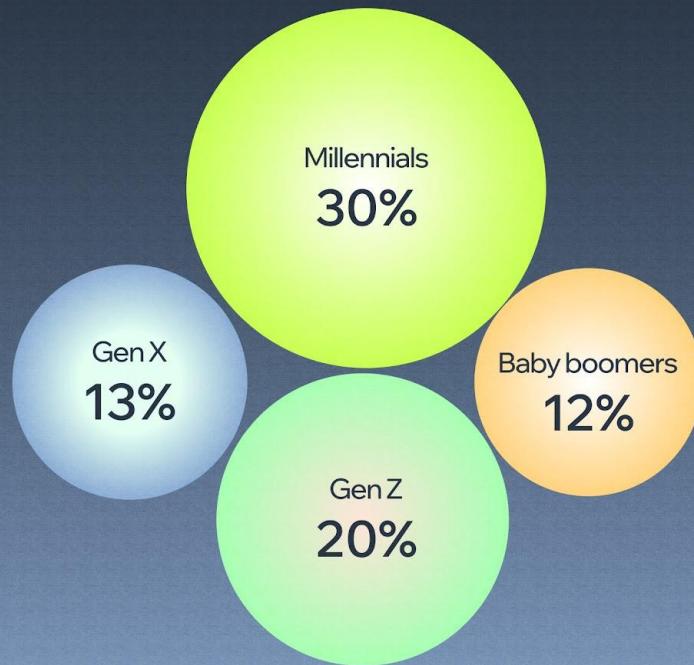
Find a website



# How Americans Want to Use AI in the Future



# AI Shoppers By Age



# Notable gender differences

**59%**

of AI users in  
2025 were men

**34%**

of Grok's users  
are female

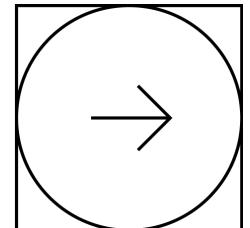
ChatGPT is the most popular platform for female users, with an audience that is 46% female

# Do users click AI Overviews?

Action	On pages with AI summary	On pages without AI summary
Clicking on a link in the AI summary	1%	—
Clicking on a link from the search results	8%	15%
Ending their browsing session	26%	16%
Continuing to search Google	32%	35%
Leaving Google to browse a different site	34%	33%

(Source: Pew Research Center, Statista)

# How do users *feel* about AI?



# Who trusts AI search results?

**24%**  
of US users  
compare AI  
results to Google

**17%**  
Of users check  
sources cited in  
AI summaries

# American Trust in AI

**54%**

don't trust AI to make  
unbiased decisions

**65%**

of adults over 45 years  
old lacked trust in AI

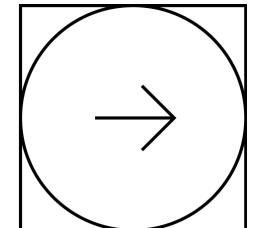
**35%**

of adults between 18 and  
29 years old lack trust in AI

# Top takeaways from audience preference

- Think generationally when prioritizing AI search optimization.
- Younger users are much more prone to interact with—and trust—AI search.
- Marketers need to accept that one AI-powered strategy will not fit every consumer, and a truly comprehensive strategy includes multiple search platforms.

# How is AI search changing business landscape?



# US Search Volume for Industry Terms

2025

search engine optimization

AI search

generative engine  
optimization

answer engine optimization

2024

search engine optimization

AI search

generative engine  
optimization

answer engine  
optimization

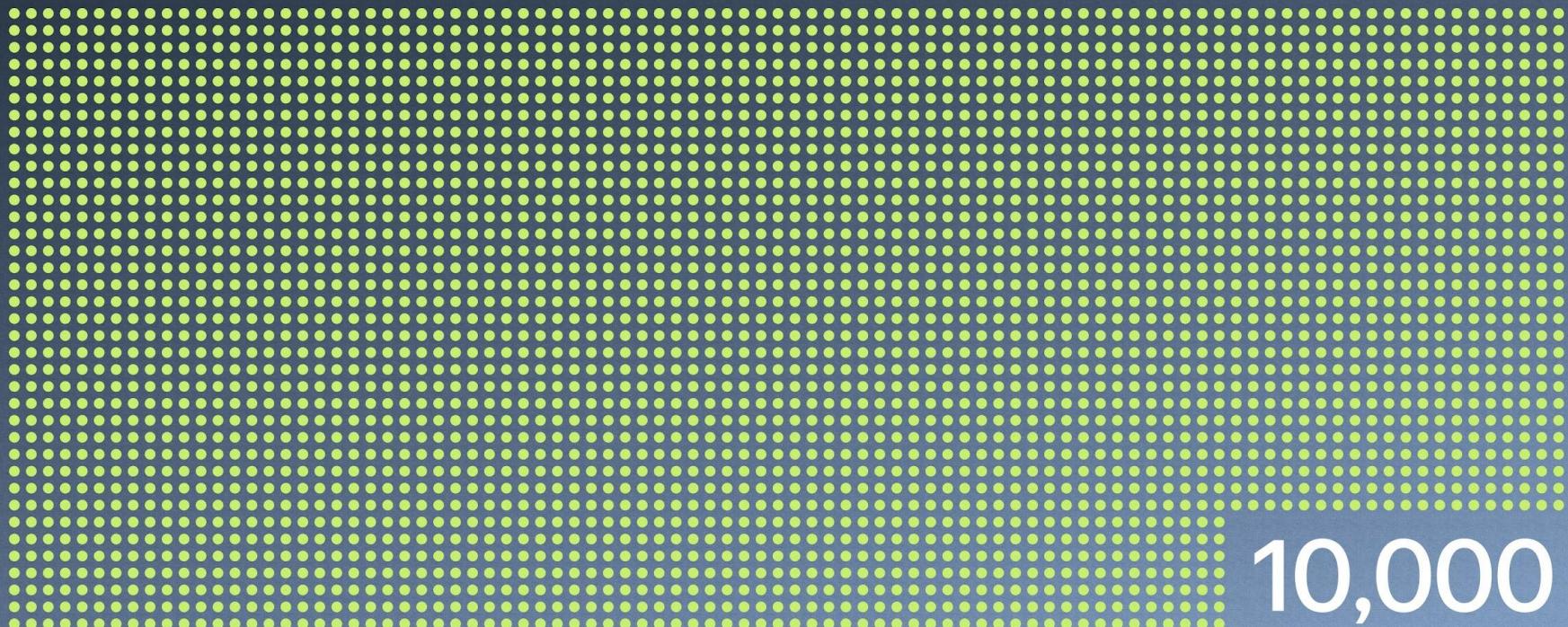
# Interest in “GEO” is growing

US searches	November 2024	November 2025	YoY Growth
generative engine optimization	1000	8000	700%
search engine optimization	40000	42500	6%
answer engine optimization	600	3600	500%
AI search	8600	12000	40%
LLM0	170	600	253%

(Source: Ahrefs)

# “GEO” has emerged as a specialization

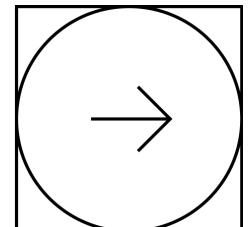
10,000 people have “GEO & SEO” in their LinkedIn job title



# Recommendation from growth of “GEO” specialism

- Speak in the terminology that your clients recognize
- Manage client expectations
- Embrace the renewed interest in earned visibility

# What drives AI visibility on Wix sites?



# On-site factors for LLM Visibility

Wix analyzed 253,000 Wix sites between January 2024 and September 2025 to determine the top on-site factors for visibility in AI search. We found a correlation between good SEO hygiene (longer titles, meta descriptions, and completed SEO tasks) and greater AI visibility.

# On-site factors for LLM Visibility

Compared to other Wix websites, high AI performers had...

- 60% longer meta descriptions
- 57% longer meta titles, and
- 7% higher Wix SEO Setup Checklist completion rates

**88**

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Percentage of LLM traffic that comes from ChatGPT, compared to other LLMs

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**0.083**

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LLMs account for this percentage of total site traffic as of Sept 2025

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**139x**

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Increase in LLM visits to a site in response to a user question between Jan 2024 and Sept 2025

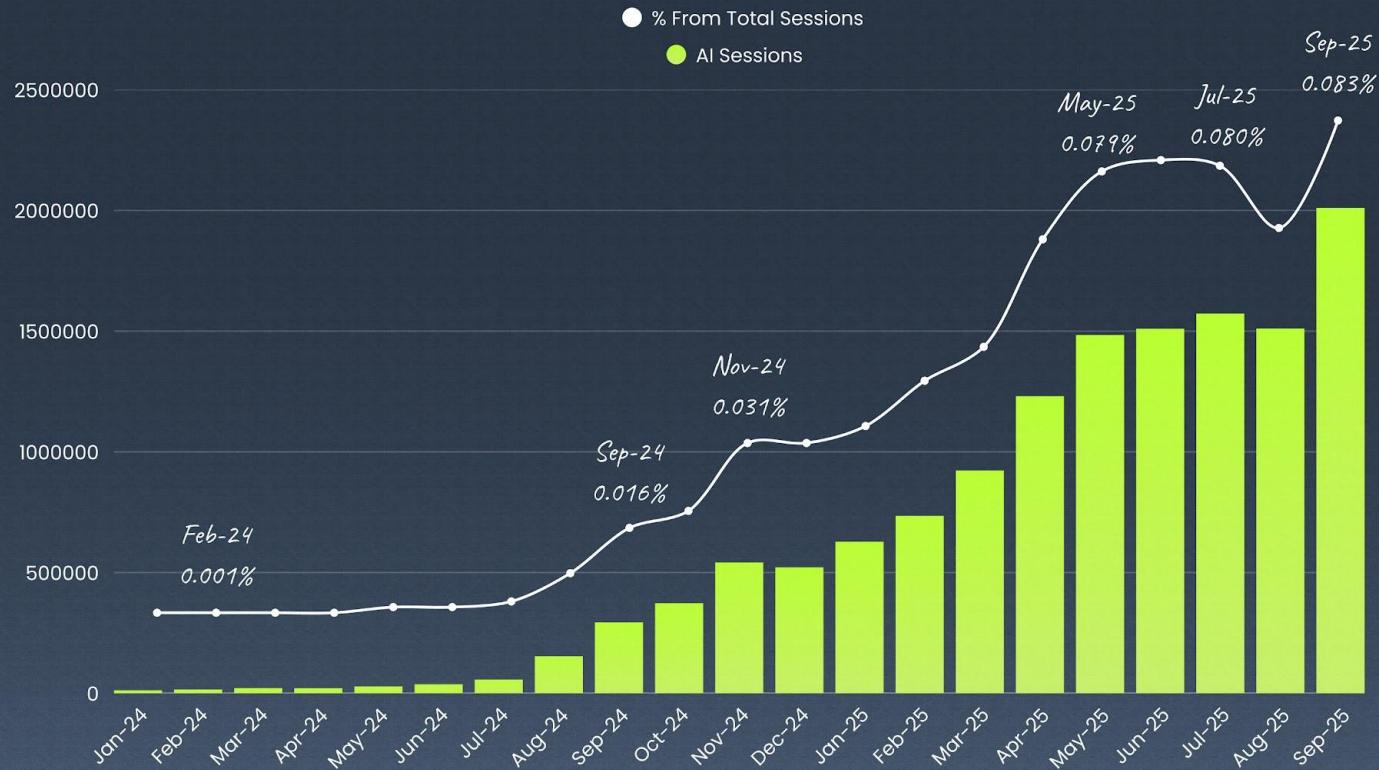
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**168x**

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Increase in AI-driven site traffic between Jan 2024 and Sept 2025

AI traffic to Wix websites  
grew by **168x** between  
January 2024 and Sept 2024



LLM bot traffic to Wix sites  
increased by **139x** between  
January 2024 and Sept 2024



## Your on-site optimization checklist for AI search

- Meta titles are between 60 and 70 characters
- Meta descriptions are between 140 and 160 characters
- All images have alt text
- Content contains sections and lists with clear subheadings
- Blog posts are published consistently (weekly or more)
- Pages are current, frequently updated, and accurate
- Content reflects a niche topic in your area of expertise

# Thank you!

# ALL WIX STUDIO WEBSITES INCLUDE:

## World-class infrastructure

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

## Automated & editable

- Structured data markup
- Canonicalisation
- XML sitemaps

## Bulk optimisation

- 301 redirects
- SEO setup checklist
- Bulk meta tags & syntax

## Tech SEO stack

- Bot log reports
- Robots.txt editor
- SEO APIs for developers
- Robots & custom meta tags
- SSL certification validation
- IndexNow
- AI Code Assistant
- Log File Analysis

## Analytics

- Automated tracking events
- Wix analytics
- Site inspection tool
- Easy GA4 Integration

## Content optimisation

- Image library & editing tools
- Mobile friendly
- URL customisation
- Social sharing optimisation
- SEO of multilingual sites

## Integrations

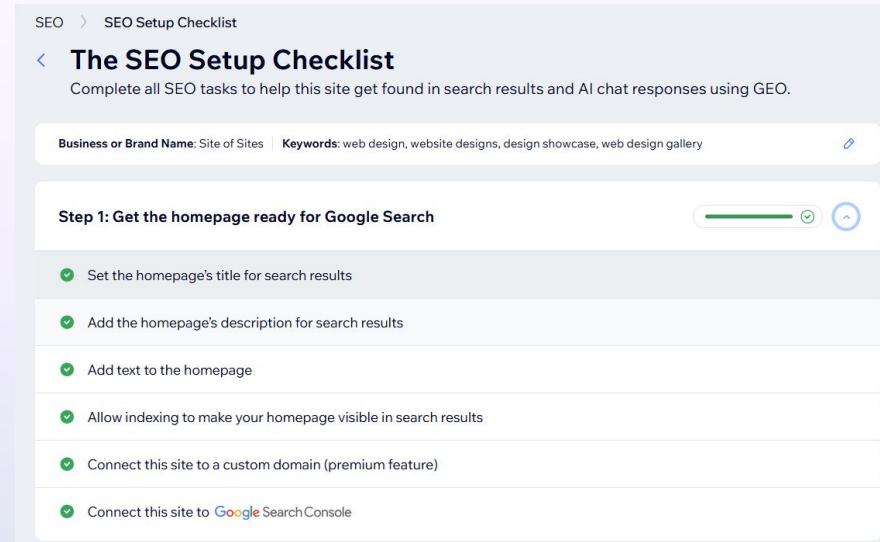
- ChatGPT
- Google Business Profile
- Google Search Console
- Site Verification
- Semrush keyword research
- Google Merchant Center

# Complete the SEO Setup Checklist

Often overlooked, the SEO Setup Checklist helps users optimize sites in order to be found in search results and with LLMs.

## Step 1 is incredibly important:

- Set up your homepage for success
- Connect site to Google Search Console for instant homepage indexing
- Your checklist information informs all your AI generated content
- Keywords, meta descriptions, LLMs.txt, AI Visibility Overview all depend on data from this.



The screenshot shows a web-based SEO setup checklist. At the top, there's a navigation bar with 'SEO' and 'SEO Setup Checklist'. Below that is a breadcrumb navigation with a back arrow and the title 'The SEO Setup Checklist'. A sub-instruction says 'Complete all SEO tasks to help this site get found in search results and AI chat responses using GEO.' Underneath, there's a search bar with 'Business or Brand Name: Site of Sites' and 'Keywords: web design, website designs, design showcase, web design gallery'. A blue 'Search' button is to the right. The main content area is titled 'Step 1: Get the homepage ready for Google Search'. It contains a progress bar with a green bar and a blue 'next' button. Below the progress bar is a list of six tasks, each with a green checkmark and a description: 'Set the homepage's title for search results', 'Add the homepage's description for search results', 'Add text to the homepage', 'Allow indexing to make your homepage visible in search results', 'Connect this site to a custom domain (premium feature)', and 'Connect this site to Google Search Console'. The entire interface has a clean, modern design with a light gray background and white cards for each section.

# Structured Data Markup

## Google Rich Results

Google search results for "how do I make vegan cake". The results are displayed in a grid of cards, each representing a different vegan cake recipe. The cards include images of the cakes, names, ratings, and brief descriptions of the ingredients and preparation time.

- The Best Vegan Chocolate Cake**: 4.0 stars, 13 reviews, 15 mins. Ingredients: apple cider vinegar, coconut oil, almond milk, flaxseed meal.
- Vegan Vanilla Cake**: 4.9 stars, 386 reviews, 45 mins. Ingredients: apple cider vinegar, soy milk, powdered sugar, flour.
- Best Ever Vegan Vanilla Cake - Keeps Moist for 5+ Days**: 4.0 stars, 40 reviews. Ingredients: gluten free, dairy free, dairy free, soy free, nut free.
- Simple Vegan Vanilla Cake**: 4.0 stars, 15 reviews, 35 mins. Ingredients: coconut oil, baking soda, baking powder, white vinegar.
- Easy Vegan Sponge Cake**: 3.5 stars, 7 reviews, 40 mins. Ingredients: color vinegar, raspberry jam, 1 hr. Ingredients: white vinegar, all purpose flour.
- Vegan Chocolate Cake**: 4.7 stars, 360 reviews, 1 hr. Ingredients: coconut powder, baking soda, white vinegar, corn flour.
- Vegan Chocolate Cake**: 5.0 stars, 32 reviews, 40 mins. Ingredients: vanilla buttercream frosting, vanilla bean paste, corn flour.

## Perplexity Sources

Perplexity search results for "how do I make vegan cake". The results are displayed in a list format with some cards highlighted in green and others in pink.

- Perplexity**: A brief description of how to make a vegan cake by substituting traditional dairy and egg ingredients with plant-based alternatives.
- Basic Vegan Vanilla Cake Recipe**: A list of ingredients including all-purpose flour, sugar, baking powder, baking soda, salt, cool water, and vegetable oil.
- Instructions**: A list of steps: preheat oven, prepare cake pan, mix dry ingredients, mix wet ingredients, pour batter, and cool the cake.
- Variations and Tips**: A list of tips including using buttermilk as a substitute for buttermilk, using a toothpick to check if the cake is done, and using different milks.
- Fluffy Vegan Vanilla Cake - Keeps Moist for 5+ Days**: A detailed recipe card with a green header.
- Vegan Birthday Cake**: A detailed recipe card with a green header.
- Easy Vegan Sponge Cake Recipe - Egg & Dairy Free**: A detailed recipe card with a pink header.
- Vegan Vanilla Cake**: A detailed recipe card with a pink header.
- Eastern Vegan Chocolate Cake (one bowl)**: A detailed recipe card with a pink header.
- Simple Vegan Vanilla Cake - Jimmy Carr Cook**: A detailed recipe card with a pink header.
- The Best Vegan Chocolate Cake - None Cook**: A detailed recipe card with a pink header.

## Search GPT Sources

Search results for "Fluffy Vegan Cake Recipe - Baking Made Simple by Bakeomaniac".

- Fluffy Vegan Cake Recipe - Baking Made Simple by Bakeomaniac**: A detailed recipe card with a green header.
- FLUFFY VEGAN CAKE RECIPE**: A snippet from a blog post.
- More**: A link to see more results.
- Easy Vegan Sponge Cake Recipe - Egg & Dairy Free - Thinly Spread**: A detailed recipe card with a pink header.
- EASY VEGAN SPONGE CAKE**: A snippet from a blog post.
- mckenziesfoods.com.au**: A link to the source.
- Make Vegan Vanilla Cake Today | McKenzie's Foods**: A snippet from a blog post.
- What Do Vegans Use in Cakes? Discover Vegan Cake Ingredients**: A snippet from a blog post.
- lovingitvegan.com**: A link to the source.
- The Best Vegan Chocolate Cake - Loving It Vegan**: A detailed recipe card with a pink header.
- MORE VEGAN CAKES**: A list of 5 vegan cake recipes.

# ALL WIX STUDIO WEBSITES INCLUDE

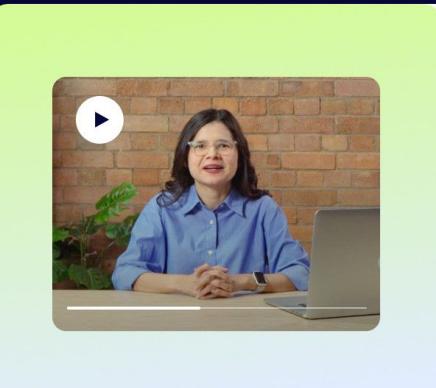
	Element	Built-in SEO optimisation	How it works
<b>Wix Blog</b>	Page type	<ul style="list-style-type: none"><li>• Ready for rich results</li><li>• Added crawlability</li><li>• SEO guidance tools</li></ul>	The SEO Assistant guides you through optimisations, automatically updates structured data markup, and includes full HTML RSS.
<b>Wix Events</b>	Page type	<ul style="list-style-type: none"><li>• Ready for rich results</li></ul>	Event optimisations for rich results are automatically created.
<b>Wix Video</b>	App	<ul style="list-style-type: none"><li>• Ready for rich results</li><li>• SEO guidance tools</li></ul>	Video optimisations for rich results are created automatically. Wix Video also uses YouTube API to extract video metadata in real time.
<b>Wix Stores</b>	Page type	<ul style="list-style-type: none"><li>• Easy integration</li><li>• Added crawlability</li><li>• Ready for rich results</li><li>• SEO guidance tools</li></ul>	Connect product feed with Google Merchant Center in a click. Product rich results optimisations created automatically.
<b>Business info</b>	Feature	<ul style="list-style-type: none"><li>• Ready for rich results</li></ul>	Local business markup is created for you. Easy integration for Google Business Profile.

# Resources for SEO Beginners



**WIX | SEO Hub**

This block features a dark blue header bar. Below it is a light blue square containing a magnifying glass icon. Underneath is a green square with a white bar chart icon. The main content area is a light orange rectangle with the text "WIX | SEO Hub".



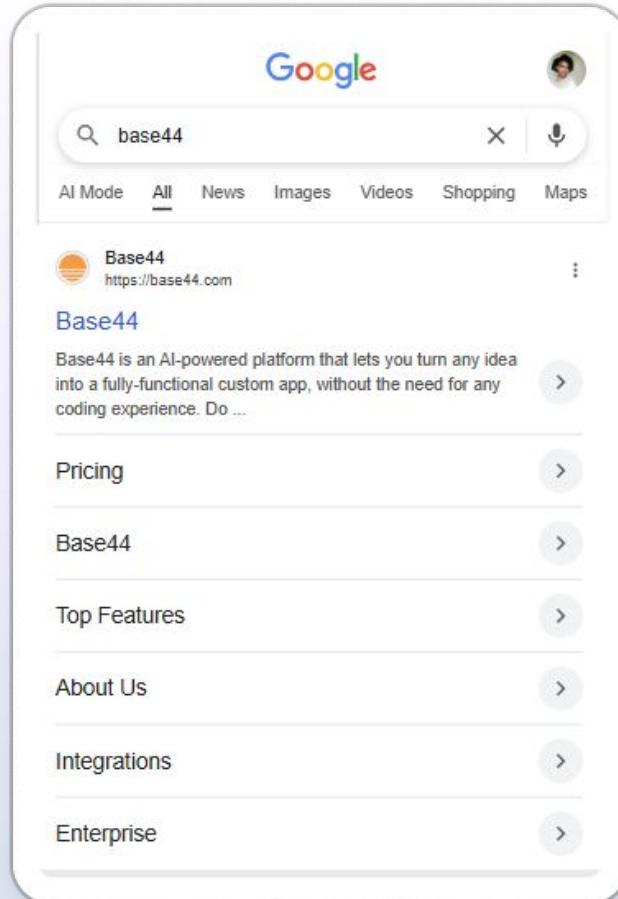
**WIX | SEO Hub**

**SEO Course**

This block features a dark blue header bar. Below it is a light green square containing a video thumbnail of a woman in a blue shirt sitting at a desk with a laptop. The main content area is a white rectangle with the text "WIX | SEO Hub" and "SEO Course".

# AI Search Optimizations on Wix & Wix Studio

→ Optimize for  
Favicons & Site  
Title



# Favicons & Site Title

- On all platforms
- Sometimes the only visibility
- Shown on all sources
- Shown on all citations

Easy to manage in Wix & Wix Studio

# Favicons & Site Title

AI Mode All Videos Short videos Forums More ▾

## How can Base44 help me make an app?

Base44 can help you make an app **by using artificial intelligence (AI) to build it for you based on natural language commands**. You describe your app idea in plain English, and the platform handles the technical development, including the backend, frontend, and database, without you needing to write any code. This "vibe coding" approach makes app creation accessible for non-technical users and speeds up development for those with coding experience. 



Let's make your dream a reality. Right now.

▶ 1 min

How Good Is Base44?

No Code MBA YouTube

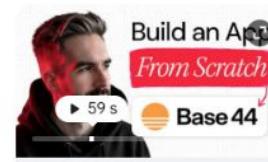


Let's make your dream a reality. Right now.

▶ 1 min

CODE IS DEAD

AI Samson YouTube



Let's make your dream a reality. Right now.

▶ 59 s

Build an App From Scratch

Build Great Products YouTube

[See more ▾](#)

16 sites

Base44: Build Apps with AI in Minutes

Let's make your dream a reality. Right now. Base44 lets you build fully-...

Base44

Base44 Review 2025: AI No-Code Builder Explained

Aug 31, 2025 — Introduction. If you've ever dreamed of building an app...

Work-Management.org

Base44: No-Code App Development with AI (No ... - Medium

Jul 8, 2025 — Base44: No-Code App Development with AI (No Coding...

Medium

[Show all](#)

# Favicons & Site Title

ChatGPT

Citations

Base44

Base44: Build Apps with AI in Minutes

Base44 is the AI-powered platform that lets users build fully functioning apps in minutes. Using nothin...

W Wikipedia

Base44

September 5, 2025

median.co

Convert your Base44 web app into a native app: A guide - Median.co

2 days ago — Base44 helps you build web applications faster with AI-powered development. ....

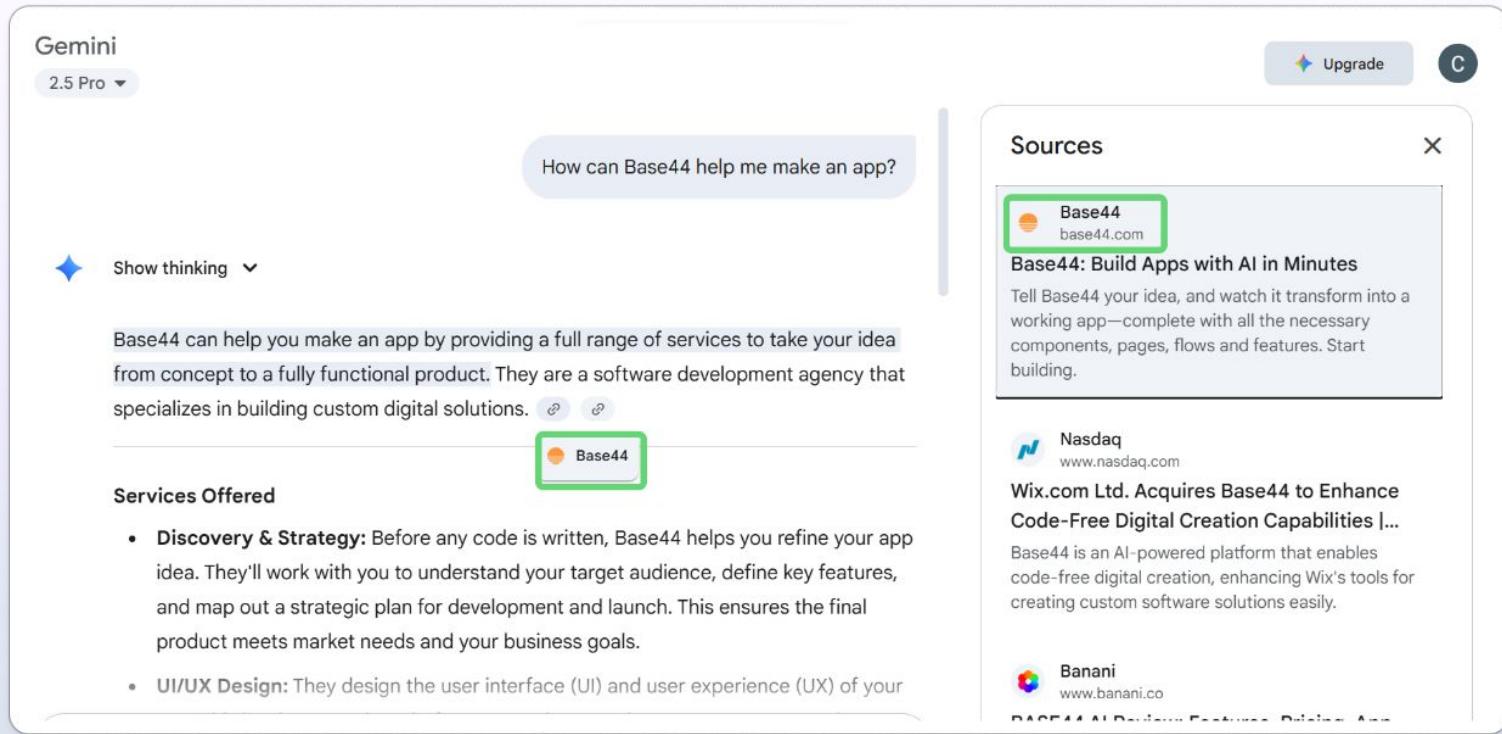
Share

How can Base44 help me make an app?

You build an app, here's a breakdown of what effectively:

Wix Sources

# Favicons & Site Title



The image shows a screenshot of the Wix Studio interface. On the left, a website page titled 'Gemini' is displayed. The page content includes a heading 'How can Base44 help me make an app?', a 'Show thinking' button, a paragraph about Base44's services, and a 'Services Offered' section with two bullet points. A 'Base44' button is highlighted with a green box. On the right, a 'Sources' sidebar is open, showing a list of news articles. The first article, 'Base44: Build Apps with AI in Minutes', is highlighted with a green box. The sidebar also includes links to Nasdaq and Banani, and a 'Wix.com Ltd. Acquires Base44' news item.

Gemini

2.5 Pro ▾

How can Base44 help me make an app?

Show thinking ▾

Base44 can help you make an app by providing a full range of services to take your idea from concept to a fully functional product. They are a software development agency that specializes in building custom digital solutions.

Base44

**Services Offered**

- Discovery & Strategy:** Before any code is written, Base44 helps you refine your app idea. They'll work with you to understand your target audience, define key features, and map out a strategic plan for development and launch. This ensures the final product meets market needs and your business goals.
- UI/UX Design:** They design the user interface (UI) and user experience (UX) of your

**Sources** X

**Base44**  
base44.com

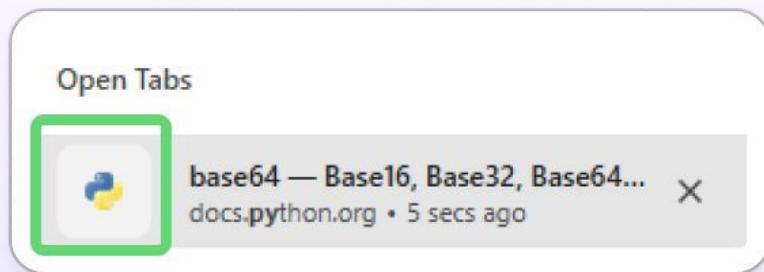
**Base44: Build Apps with AI in Minutes**  
Tell Base44 your idea, and watch it transform into a working app—complete with all the necessary components, pages, flows and features. Start building.

**Nasdaq**  
www.nasdaq.com

**Wix.com Ltd. Acquires Base44 to Enhance Code-Free Digital Creation Capabilities |...**  
Base44 is an AI-powered platform that enables code-free digital creation, enhancing Wix's tools for creating custom software solutions easily.

**Banani**  
www.banani.co

# Favicons & Site Title



More X

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 [base44.com](https://base44.com)

**Base44 Enterprise | Build Apps at Scale**  
Base44 is the AI-powered platform that lets users build fully functioning apps in minutes. Using nothing but...

 [python.org](https://python.org)

**base64 — Base16, Base32, Base64, Base85 Data Encodings ...**  
This module provides functions for encoding binary data to printable ASCII characters and decoding such...

# Favicons & Site Title

Settings > Website Settings

**Favicon**

A favicon is a small icon next to your site title. Get a custom favicon to help visitors recognize your brand and to stand out in their browser tabs.

Your favicon



[Update Image](#) [Remove Image](#)

**Note:** A favicon may take a few days to appear in Google Search results. If it doesn't appear, make sure you meet the [Google Guidelines](#).

Favicon preview on Browser Tab



[Discard](#) [Save](#)

# Favicons & Site Title

Settings > Website Settings

**Site name**  
Edit this name to easily find it on your Dashboard and more.

This is your site name  
Site of Sites

Your site name shows in search results. To [go to the Editor](#)

**Title on Google and browser tab** ⓘ  
Every page on your site has a title that shows on Google and browser tabs

**What is the page title?**  
Search results example (Google)

**Nature Photography | Seattle | Daniel Forest**  
www.danielforest.com  
Stunning nature & landscape photography. based in seattle, Daniel Forest captures breathtaking...

**Browser tab example**  
Nature Photography | Seattle | Daniel Forest

**Discard** **Save**

# Favicons & Site Title

 Present

 Consistent

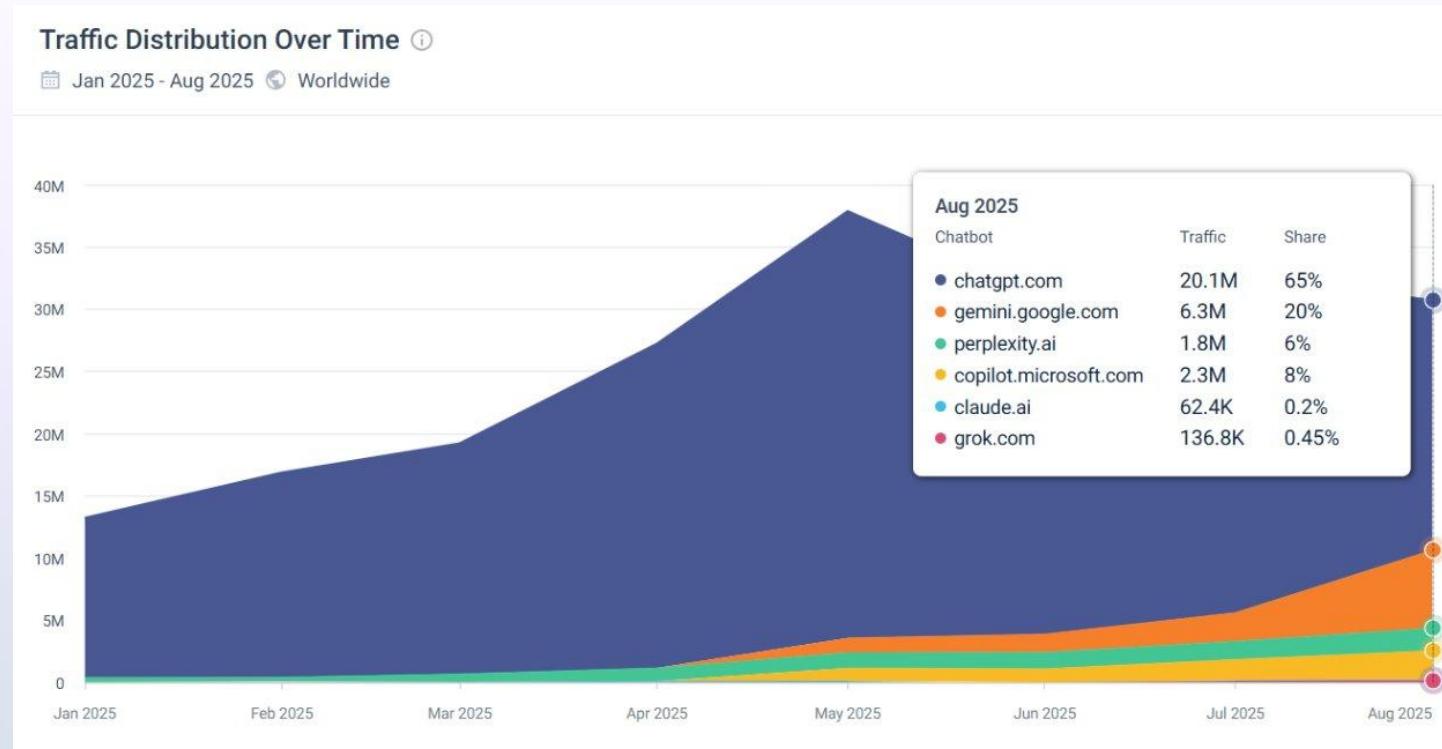
 Loads properly, everywhere

Showcase your brand and drive CTR

# AI Search Optimizations on Wix & Wix Studio

→ Use distribution  
tools in Wix

# Global AI Traffic to YouTube



# Global AI Traffic to YouTube

How do I use Wix Studio's Accessibility Wizard? edit print

Answer Images Videos Sources · 8 Steps

wix Wix Blog  
Wix's Accessibility Wizard: Pioneering the Pursuit of ...

Community Support F...  
Beta Opened: Accessibility Wizard! - Wix Studio Forum

New Form  
How to Design for Accessibility in Wix Studio

wix Wix Blog  
How To Make Your Website Accessible: The Complete...



To use the Wix Studio Accessibility Wizard, open your site in the Wix Studio Editor, navigate to the top bar, then select Settings > Accessibility Wizard, and click "Scan My Site" to begin. [wix +2](#)

# AI Search Optimizations on Wix & Wix Studio

↗ Manage  
hallucinations

# Hallucinations

*Newish Challenge*

Invented URLs

Crisis/Opportunity

The screenshot shows the Wix Studio interface with the 'AI Bot Visits by Page' report. The left sidebar has a 'Reports' icon. The top navigation bar includes 'WIX STUDIO', 'Site of Sites', 'Resources', 'Help', 'Upgrade', a search bar 'Search for tools, apps, help & more...', and user profile icons. The main content area shows the report title 'AI Bot Visits by Page' with a subtitle 'Discover which site pages are crawled by AI bots in response to user queries and for training. Show report definitions'. It includes 'Subscribe' and 'Download' buttons. The report is presented in a 'Table' view with a 'Default' filter and a 'Manage View' dropdown. A time range selector shows 'Last 365 days (Sep 10, 2024 - Today)'. Below this are filters for 'Bot' (set to 'Bot: Claude - training bot, Perplexity - user bot, Perplex...'), 'Response status classes: 4XX', and a 'Clear' button. The main table lists page paths and their hit counts: '/websites/edens-website' (3 hits), '/Landbookhttps://land-book.com/One' (1 hit), and '/categories/wix-studio' (1 hit). The right sidebar is titled 'Filter your report' and includes sections for 'Bot (6)', 'Page path', 'Response status classes (1)', and 'Response status codes' (set to '4XX').

The screenshot shows the Wix Studio interface with a dark theme. The left sidebar contains navigation links for Home, Getting Paid, Sales, Gift Cards, Blog, Apps, Site & Mobile App (with sub-options for Website & SEO, SEO & GEO, Site Speed, Uptime & Security, Mobile App, Logo & Brand, and Hipp - Link in Bio), and Marketing (with sub-options for Customers & Leads and Marketing). The main content area is titled 'URL Redirects' and shows a list of existing redirects. A modal dialog box is open in the center, titled 'Add redirect'. It contains two options: 'Single redirect' (selected) and 'Group redirect'. The 'Single redirect' section includes a description: 'Redirect traffic from an old URL to a new URL.' Below this, there are two input fields: 'Old URL' (containing 'e.g., /about-us') and 'New URL' (containing 'e.g., /about'). At the bottom of the dialog are 'Cancel', 'Save & Add Another', and a large 'Save' button. The top of the dialog also has a 'More Actions' button and a 'New Redirect' button.

WIX STUDIO Site of Sites Resources Help Upgrade redirect

Quick Actions

SEO URL Redirects URL Redirects Send site visitors to a different URL

Home Getting Paid Sales Gift Cards Blog Apps Site & Mobile App Website & SEO SEO & GEO Site Speed Uptime & Security Mobile App Logo & Brand Hipp - Link in Bio Customers & Leads Marketing

built on WIX STUDIO Edit Site

Add redirect

Single redirect

Redirect traffic from an old URL to a new URL.

Old URL

e.g., /about-us

New URL

e.g., /about

Cancel Save & Add Another Save

More Actions New Redirect

Search

# AI Search Optimizations on Wix & Wix Studio

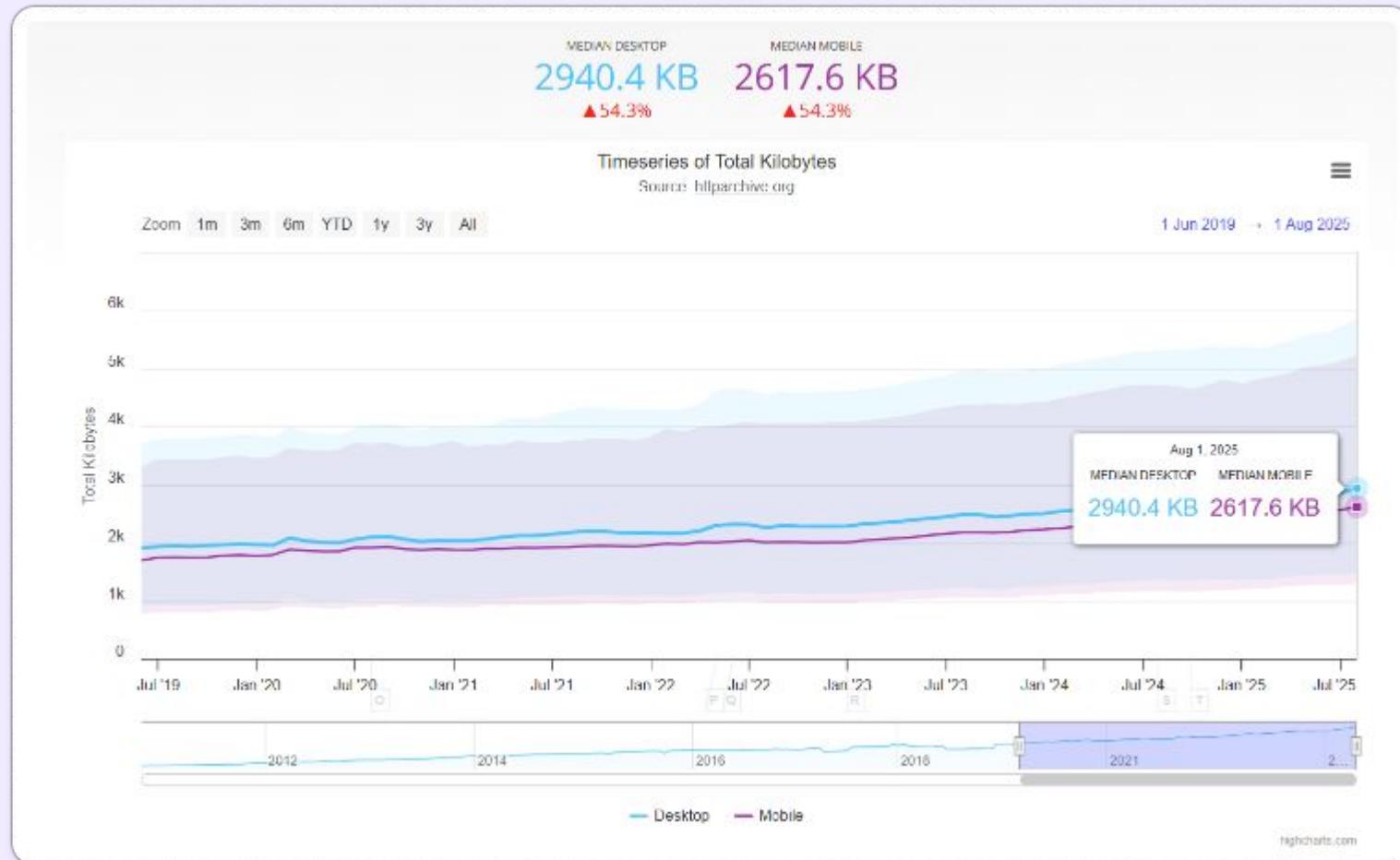
↗ Try LLMs.txt

# LLMS.TXT

Proposed protocol

Limited risk

Signs of uptake



# Crawl costs may drive LLMS.TXT

Average  
page  
weight is  
**2.7mb**

Average  
llms.txt  
file is  
**23kb**

# Thank you!