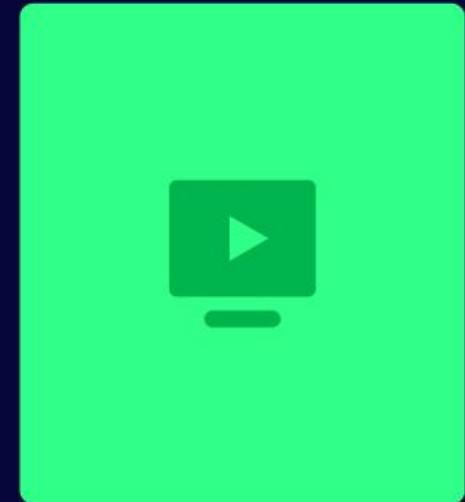




WEBINAR

SEO & GEO on Wix in 2026





WEBINAR



WIX STUDIO

Starting in a few minutes

SEO & GEO on Wix in 2026



Crystal Carter



Einat Hoobian-Seybold



Aviv Shamny





WEBINAR

WIX STUDIO

Speakers



Crystal Carter



Einat Hoobian-Seybold



Aviv Shamny



Summary

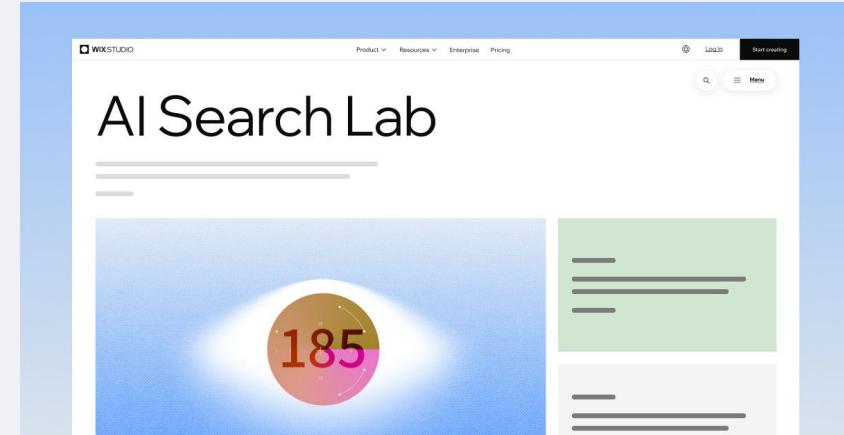
- The Wix Approach to SEO & GEO in 2026
- Top releases in 2025
- Plans for 2026
- Q&A



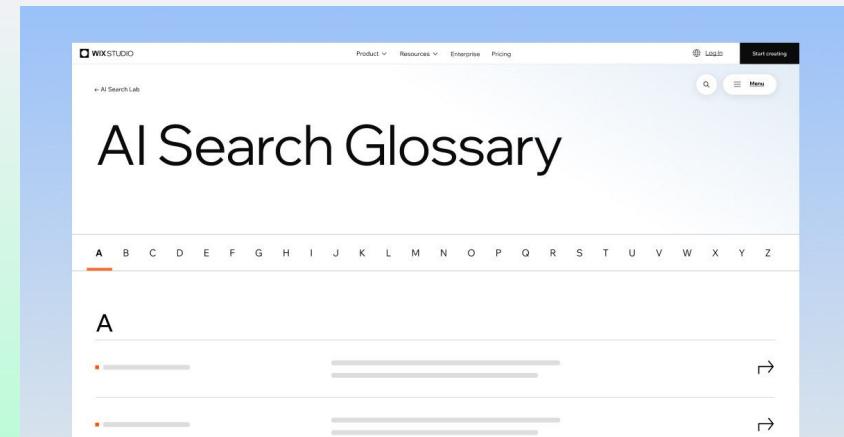
The landing page for the Wix SEO Hub. It features a large search icon and a bar chart icon on the left, followed by the text "WIX | SEO Hub".



The landing page for the Wix SEO Course. It features a video thumbnail of a woman speaking, followed by the text "WIX | SEO Hub" and "SEO Course".



The AI Search Lab dashboard. It displays a large circular icon with the number "185" and a bar chart on the right. The title "AI Search Lab" is at the top.



The AI Search Glossary dashboard. It features a search bar, a title "AI Search Glossary", and a navigation bar with letters A through Z. The letter "A" is highlighted.

SEO & GEO
Wix &
Wix Studio

SEO on Wix & Wix Studio

Build about core principles of delivering

- Strong Technical Foundation
- Customization and scalability
- Market leading integrations & features

Top SEO tools for growth:

- [SEO Setup Checklist](#)
- [SEO Assistant](#)
- [Connect to Google](#)
- [IndexNow for Bing & ChatGPT](#)
- [SEO Settings Dashboard](#)

Site Inspection

Page name | Index status | Rich results

Home | Valid | ⚠️ Issues

About | Valid | Valid

Shop | ⚠️ Invalid | Valid

SEO Settings

Customize Defaults

Edit by Product

Product name | Title tag i

ON SALE NOW |
Indoor cactus | Flora
By Fiona

Outdoor cactus |
Outdoor Succulents |
Flora By Fiona

SEO Assistant

Focus keyword | Get ideas from SEM Semrush

Digital consulting |

Add focus keyword to title tag | HIGH

Write alt text for all images | LOW

Auto 301 Redirect

ALL WIX & 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
- Product updates

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

- AI Visibility Overview Tool
- 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 data
- Connect to Google & Bing
- Site Verification
- Semrush keyword research
- Google Merchant Center

*Premium

SEO & GEO (Generative Engine Optimization)

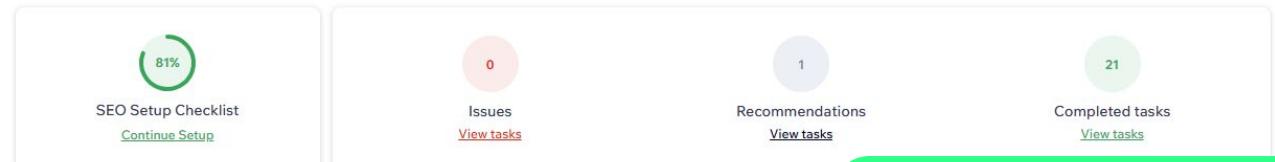
Optimize this site for search engines and LLMs like ChatGPT, so more people can find it online.

Need Help?

SEO Assistant

Fix issues and follow recommendations to improve this site's performance in search results and with GEO (generative engine optimization). [Learn more](#)

[View all tasks](#)



Last updated: now

Dynamic SEO recommendations

Google Search Console

Site performance on Google [i](#)

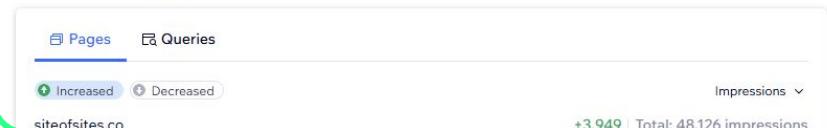
Google last reported data: 1/25/2026

 Last 7 Days

Google Search
Console
data on clicks,
impressions,
page & queries



Most significant changes



Gen AI Visibility

Last 30 days

10

Last crawled by platform (i)

 ChatGPT	Today
◆ Gemini	Today
 Perplexity	Yesterday
 Claude	Today

User queries on AI by page

2022 ↑ 36%

/	↑ 30%	904
/agencies	↑ 219%	153
/privacypolicy	↑ 182%	110

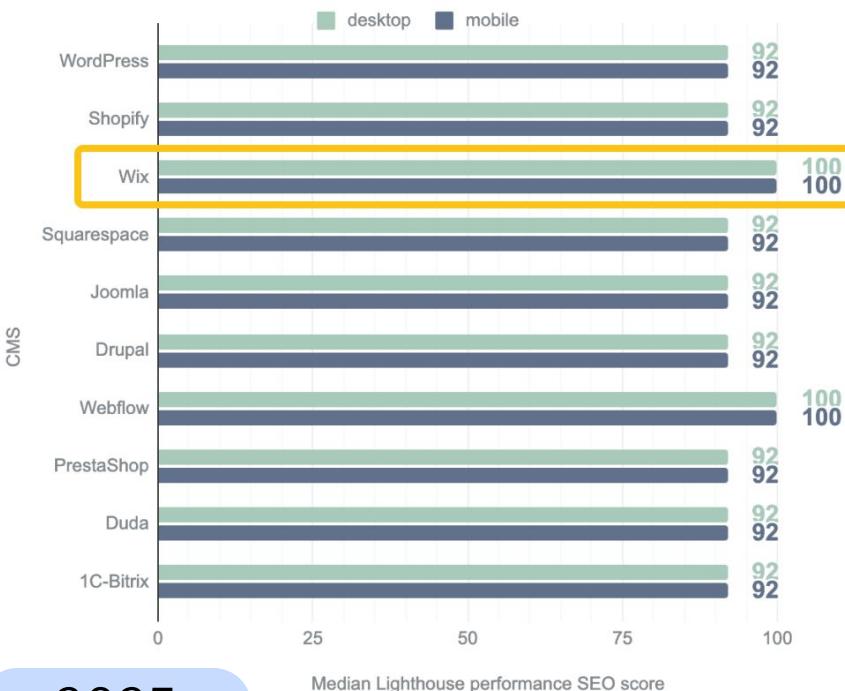
[See full pages report](#)

1

GEO prompt tracking & bot traffic

Median Lighthouse SEO score

Web Almanac 2025: CMS



2025

Consistently Strong SEO

According to the 2024 & 2025 Web Almanac reports, Wix was the **only CMS among those analyzed to achieve a perfect median Lighthouse SEO score of 100 on both desktop and mobile for two consecutive years**, compared to the median scores of other major platforms such as WordPress, Shopify and Squarespace.

[HTTP Archive's Web Almanac](#) is an annual independent review of website platforms and technologies.

Median Google Lighthouse Score

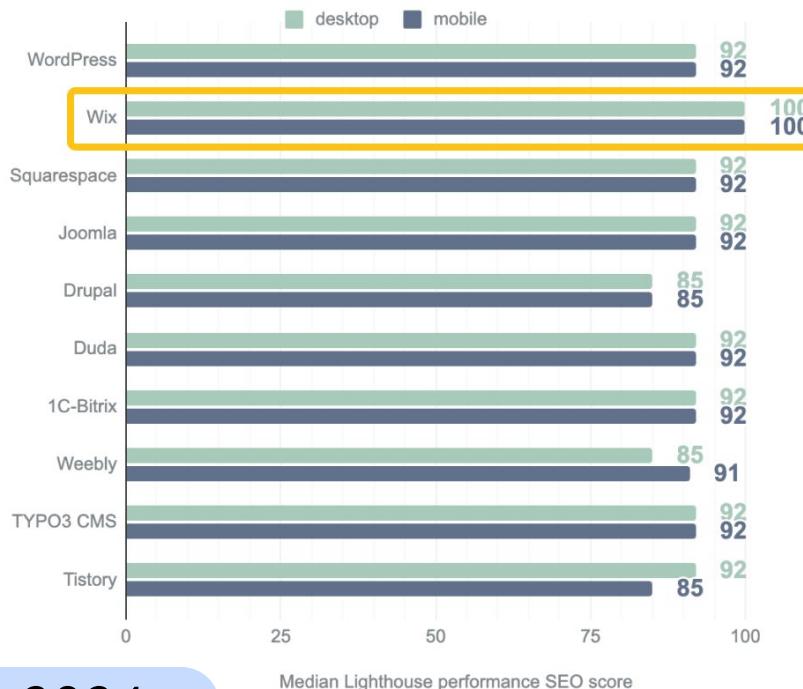
100

2024 & 2025



Median Lighthouse SEO score

Web Almanac 2024: CMS



2024

Consistently Strong SEO

According to the 2024 & 2025 Web Almanac reports, Wix was the **only CMS among those analyzed to achieve a perfect median Lighthouse SEO score of 100 on both desktop and mobile for two consecutive years**, compared to the median scores of other major platforms such as WordPress, Shopify and Squarespace.

[HTTP Archive's Web Almanac](#) is an annual independent review of website platforms and technologies.

Median Google Lighthouse Score

100

2024 & 2025



Top releases
in 2025

GEO

AI Bot Traffic Reports

AI Bot Traffic in Wix & Wix Studio SEO Reports

Go to your **SEO Reports** to find two AI Bot dashboards.

- **AI Bot Traffic over Time**
- **AI Bot Visits by Page**

The image shows a screenshot of the Wix SEO Reports interface. At the top, there is a header with the Wix Studio logo and the text "Wix SEO in 2026". Below the header, there is a section titled "SEO" with a sub-section titled "AI Bot Traffic". This section contains a brief description: "Learn what queries bring you traffic from Google, and see how AI platforms and search engines crawl your site." To the right of this section, there is a list of metrics, each with a blue circular icon containing a white document symbol. The metrics are: "Google Search Performance over Time", "Top Search Queries on Google", "Top Pages in Google Search Results", "Average Position in Google over Time", "Bot Traffic over Time", "Bot Visits by Page", "AI Bot Traffic over Time" (which is highlighted with a red rectangular box), and "AI Bot Visits by Page". Below these metrics, there is a link "Response Status over Time" and a "Show less" button with a downward arrow.

WIX STUDIO Site of Si... Resources Help Upgrade Search... 1 AI

Upload video tutorials, helpful files and other resources for your client to easily access here.

Get Started Learn More



Analytics 5 visitors in the last 30 minutes View Your Site Analytics

Your key stats for the last 30 days [+ Add Stats](#)

Site sessions **9,680** ↑ 1% 220 today

User queries on AI **2,073** ↑ 23% 0 today New

Unique visitors **5,816** ↓ 0% 191 today

Clicks to contact **3** 0 today

Help me grow my site traffic

Updated 7 minutes ago Refresh

Activity feed Your most recent updates. Sort by: Priority Date

Performance Updates

Daily insights Based on the last 30 days. View all

Growth

Icon sidebar:               

WIX STUDIO Site of Sites Resources Help Upgrade Search for tools, apps, help & more... Alerts and Emails 1 All Reports

Analytics Highlights

Last 30 days compared to previous period (Jul 19 - Aug 17, 2025)

Key stats

Site sessions: 9,680 (↑ 1%) 220 today • 408 yesterday

User queries on AI: 2,073 (↑ 23%) 0 today • 0 yesterday (New)

Unique visitors: 5,816 (↓ 0%) 191 today • 326 yesterday

Clicks to contact: 3 0 today • 0 yesterday

[Create Alert](#) [+ Add Stats](#)

Get to know your visitors

[Go to Traffic Overview](#)

Sessions by location



[View Detailed Map](#)

Top traffic sources

Direct	↑ 8%	5,019
Google (Organic)	0%	1,852
LinkedIn (Organic)	↓ 49%	506

[View Report](#)

Sessions from AI platforms

20	↑ 67%
ChatGPT	(90%) 18
Gemini	(0%) 0
Perplexity	(5%) 1
Other	(5%) 1

[View Report](#)

Explore visitor engagement

[Go to Behavior Overview](#)

Most visited pages by sessions

/homepage	↓ 1%	7,811
-----------	------	-------

Engagement stats

Avg pages per session	0%	2.0
-----------------------	----	-----

Most clicked buttons

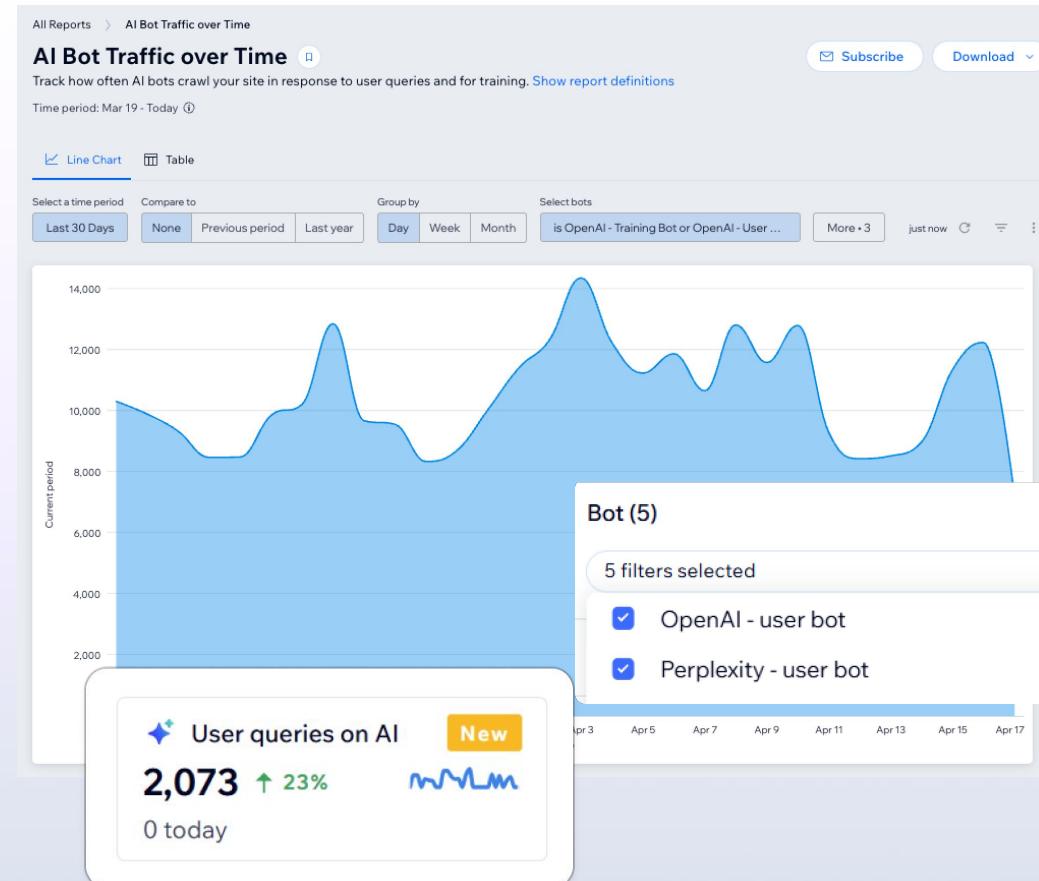
2 on /homepage	1,235
----------------	-------

AI Bot Traffic over Time

Tracks how often AI bots crawl your site in response to user queries.

- Track and compare traffic from AI chat bots
- See traffic by page & date
- Compare previous period
- See historic data
- Export for analysis

Wix SEO in 2026



AI Bot Visits by Page

Discover which site pages are crawled by AI bots in response to user queries and for training.

- Filter by page, date, or bot
- See last page visit
- Compare traffic by bot
- Subscribe and export report to CSV

All Reports > AI Bot Visits by Page

AI Bot Visits by Page

Discover which site pages are crawled by AI bots in response to user queries and for training. [Show report definitions](#)

Table

Last 30 days (Mar 19 - Today)

Bot: Claude - training bot, Perplexity - user bot, Perplexity - training bot

Page path

Summary

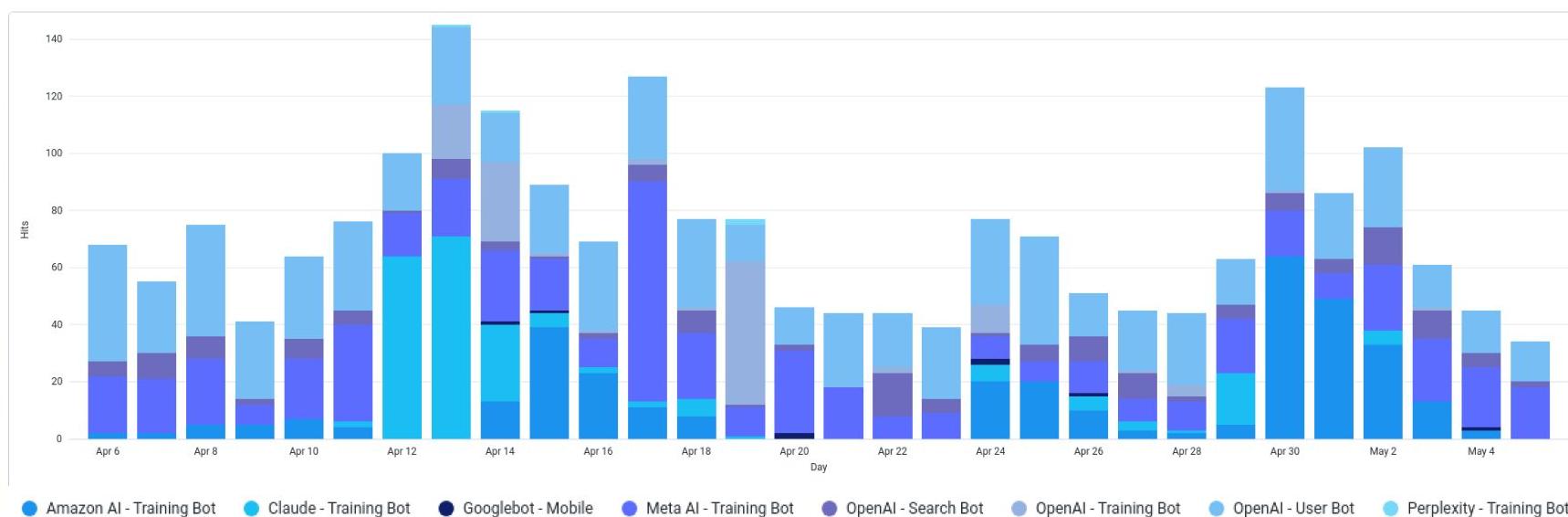
Page path	Bot	Hits ↓
/		312,783
/post/top-10-free-summer-programs-for-high-school-students-in-2025		12,690
/post/10-internships-for-high-school-students-in-india		4,189
/post/summer-programs-for-high-school-students-in-india		3,588
/post/summer-research-programs-for-high-school-students	OpenAI - user bot	2,929
/post/10-summer-programs-for-high-school-students-in-europe	OpenAI - user bot	2,397
	Meta AI - training bot	2,199
	OpenAI - training bot	13
	Amazon AI - training bot	7
	OpenAI - search bot	3
	Perplexity - training bot	1

AI in Bot Traffic over time

View and compare bot traffic over time, now including AI Bots, compare with Googlebot, and see crawl spikes, subscribe and export.

Bots Traffic Over Time

Select a time period is in the last 30 days Group by is Day Select bots is Googlebot - Mobile or Perplexity - Training Bot or Claude - Training Bot or Amazon AI - Training Bot or OpenAI - Search Bot or OpenAI - Training Bot or OpenAI - User Bot or Meta AI - Training Bot



GEO

AI Visibility Overview

AI Visibility Overview

Explore your site's visibility and perception across AI platforms. [Learn more](#)

Showing data for April 16 [Change](#)

Site mentions
See how often your site is mentioned or cited by AI in response to potential user questions. [Manage Questions](#)

AI Visibility Score [?](#)
85%
Mentioned in 17/20 responses

Question	Position	Type	Sources	Status
Are there any cool places in Seattle where I can paint pottery?	4/7	Non-branded	3 sources	Mentioned
Can you compare ceramic painting Seattle studios?	7/13	Non-branded	2 sources	Mentioned
What's the average cost to paint a piece of pottery in Seattle?	1/6	Non-branded	4 sources	Mentioned
I'm looking for a fun activity in Seattle, is Clay Cafe Washington good for groups?	1/1	Branded	2 sources	Mentioned
Are there any ceramic painting studios that are good for kids?		Non-branded	3 sources	Not mentioned

Search Engine Optimization (SEO)

Optimize this site for search engines so more people can find it online.

Google Search Console

Site performance on Google ⓘ

Last 30 Days

Google last reported data: 02/26/22

Total performance over time

Clicks: 13 (↓ 28%)

Impressions: 110 (↑ 2%)



Pages: [link]

Queries: [link]

Gen AI Visibility ⓘ

Last 30 days

ChatGPT (Yesterday)

Gemini (Today)

Perplexity (Mar 28)

Claude (Apr 1)

User queries on AI ⓘ

429 (↑ 10%)

- /post/how-to-cook (↑ 1% 185)
- /about (↑ 4% 185)
- /guides/best-tools (↓ 2% 185)

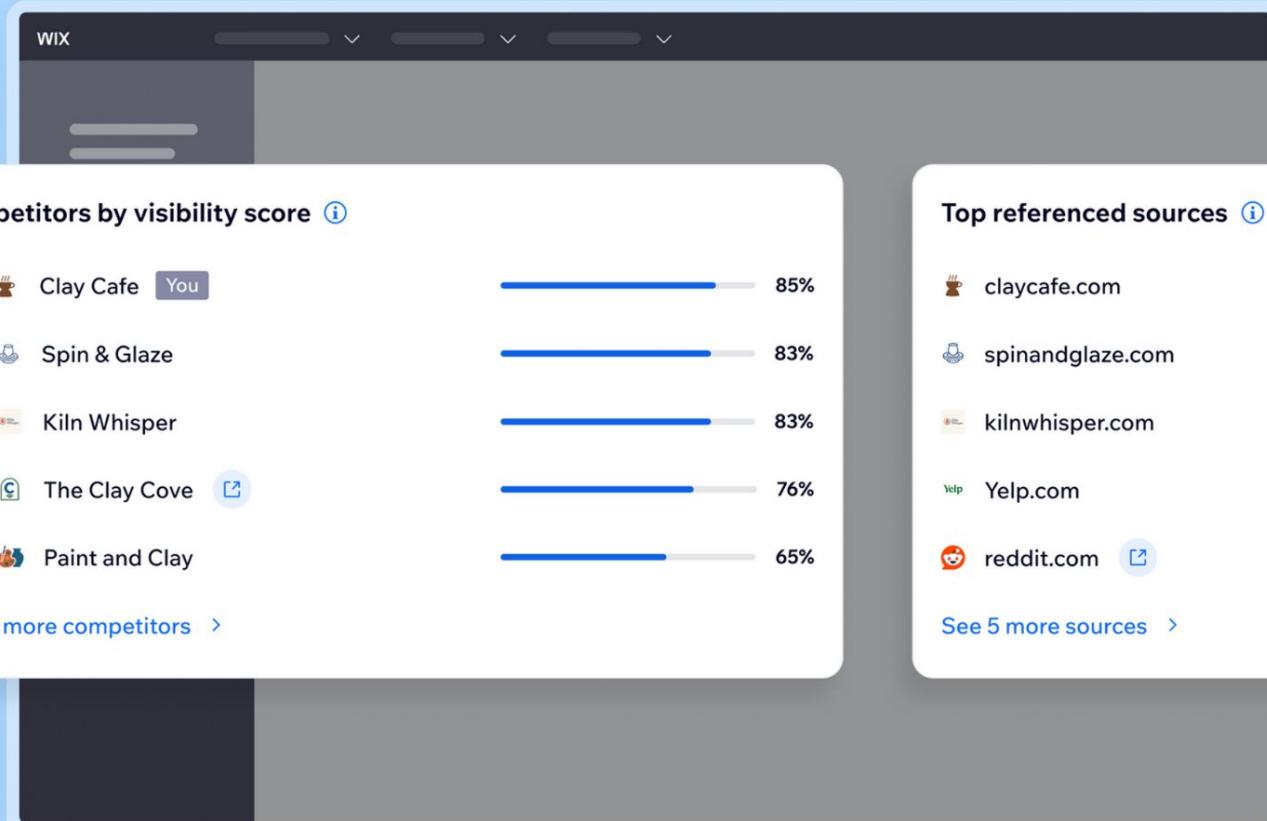
See full pages report

AI Visibility Score ⓘ

50% - Last scan: May 13

AI Visibility Overview >

WIX



Competitors by visibility score [i](#)

#1	 Clay Cafe		 85%
#2	 Spin & Glaze		 83%
#3	 Kiln Whisper		 83%
#4	 The Clay Cove	🔗	 76%
#5	 Paint and Clay		 65%

[See 4 more competitors >](#)

Top referenced sources [i](#)

 claycafe.com	4
 spinandglaze.com	3
 kilnwhisper.com	2
 Yelp.com	1
 reddit.com	🔗 1

[See 5 more sources >](#)

Brand perception
Discover how your site is perceived in response to a direct question about your brand.

Description

 Clay Cafe Washington is a studio in Seattle that offers pottery classes, workshops, and memberships for all skill levels, along with paint-your-own-pottery sessions. They provide a creative space where people can learn pottery techniques, create their own pieces, and enjoy a cafe with beverages.

5 sources [See Full Response](#)

General sentiment Positive



Strengths

- ✓ Diverse offerings
- ✓ Community focus
- ✓ Positive brand mentions

Areas for improvement

- ✗ No guarantees on finished products
- ✗ Limited online content depth
- ✗ Limited geographic reach

GEO

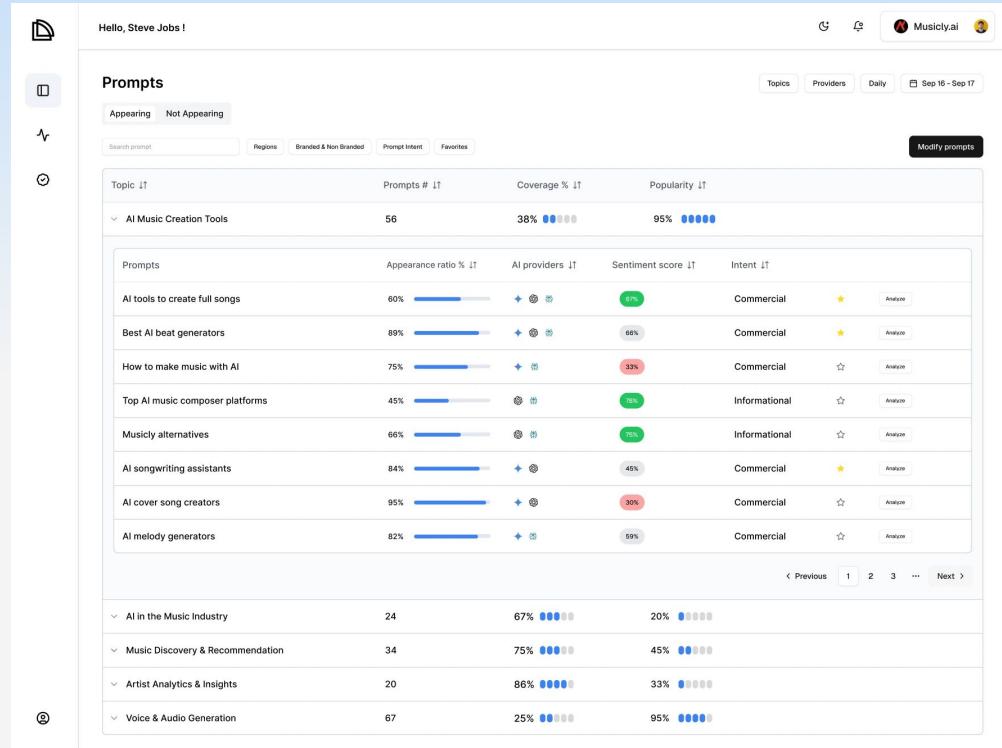
Limy.ai

Limy.ai

- AI bot monitoring
- Competitor analysis
- Sources analysis
- Sentiment analysis

Recommendations and tracking: Receive actionable steps to improve AI visibility and track the impact of those optimizations on your brand's performance.

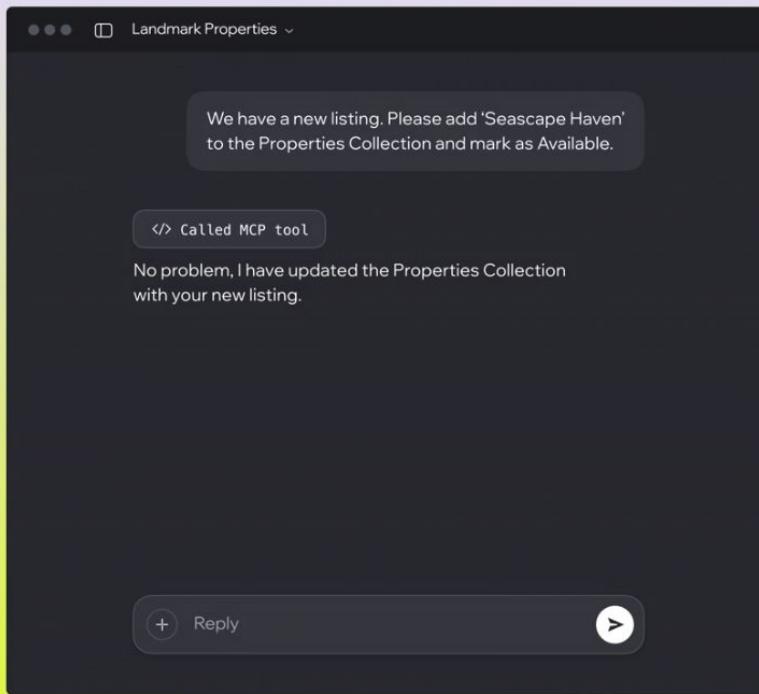
Free to use in the Wix App Market



SEO, GEO & Agents

Wix MCP

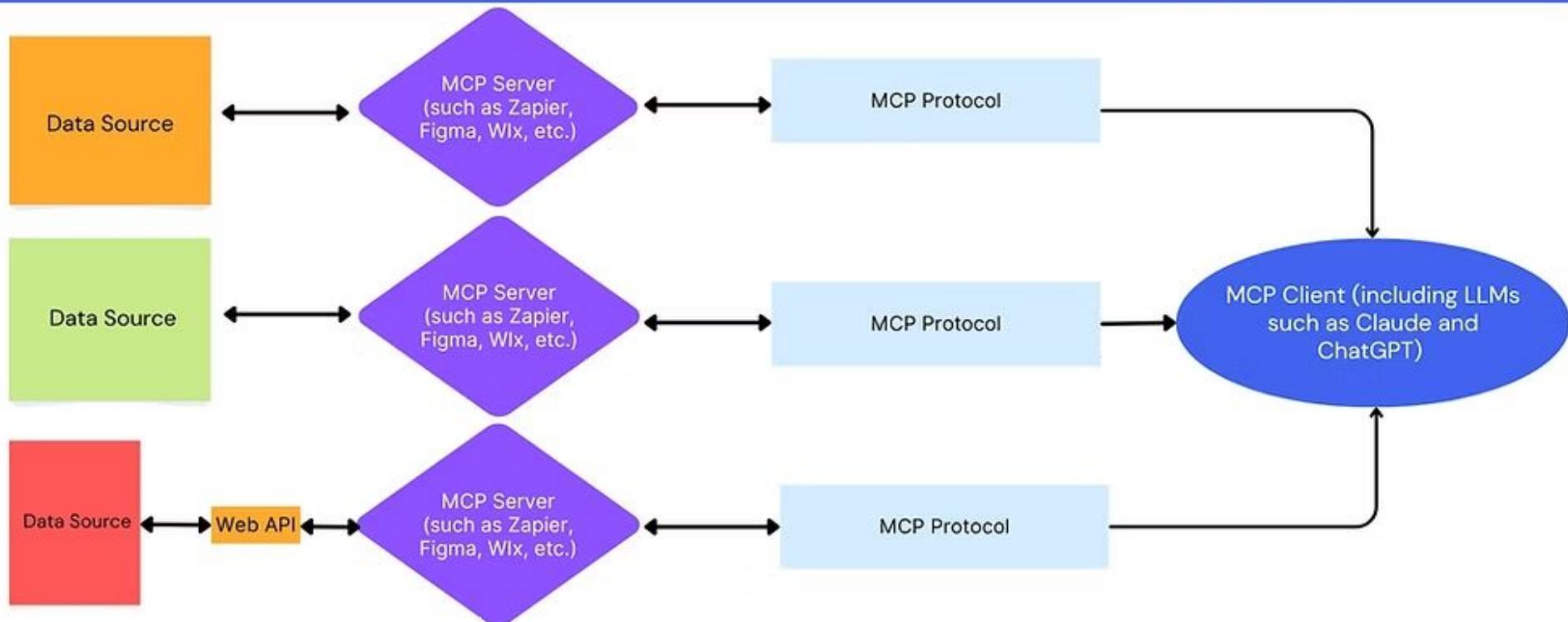
Wix MCP



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

Important for agentic features.

Prerequisite or value add for many agentic protocols.

Can be used for automation, and grounding for internal AI powered activity.

Flexible interoperability.



SEO

AI Marketing Agent

Kleo

AI Marketing Agent



Hi, I'm Kleo.
Your AI Marketing Agent

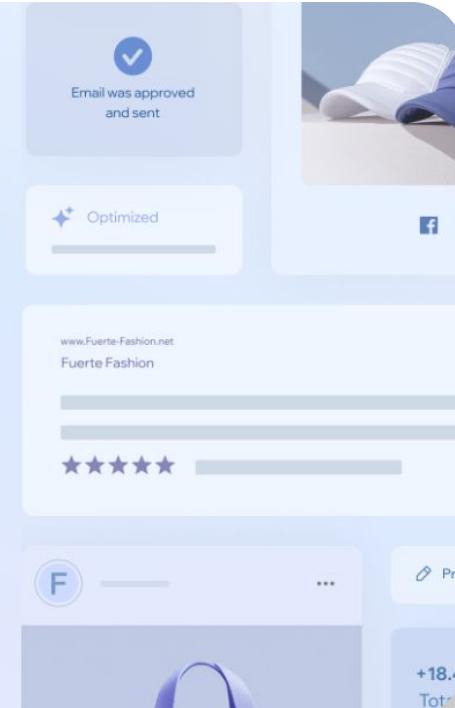
I'm here to help grow your business with a personalized marketing plan. I'll take care of these services for you:

- 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

Access from your
Wix Dashboard



Kleo, the AI Marketing Agent can...

Conduct keyword research

Create content plan

Optimize site pages

Draft blog posts for publishing

Optimize blog posts

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)	
vegan candle Main keyword	1,900	LOW	...
natural candle scents	1,300	HIGH (i)	...
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 X

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

Scheduled for Mon, Feb 2, 9:05 AM



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 means...

[Preview & Edit](#) Dismiss Approve

Cancel Confirm

SEO

Connect to Bing

Connect to Bing

Around 112K Wix & Wix Studio websites connected in 2025

30K new sites connect to Bing each month.



Why should you connect to Bing?

- Bing's audience is significant and serves over 3 billion visits a month, not including ChatGPT
- Microsoft Bing powers Yahoo, DuckDuckGo, and Ecosia
- ChatGPT and Microsoft Copilot use Bing as grounding for realtime searches

Connect to Bing

SEO & GEO Dashboard

SEO Assistant

1 Issue | 1 Recommendation | 21 Completed tasks

Filter by: Task type Priority Sort by: Top priority

Connect this site to Bing Webmaster Tools HIGH

Why it's important

- Increase site visibility using AI platforms such as ChatGPT and CoPilot
- Let Bing bots crawl your site so you can appear in more search results and AI-driven answers
- Use Bing's SEO insights to see how to improve your site's search performance

Connect to Bing ...

Wix Harmony

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

Connect to Bing Webmaster Tools to help people discover your site in Bing searches and to also:

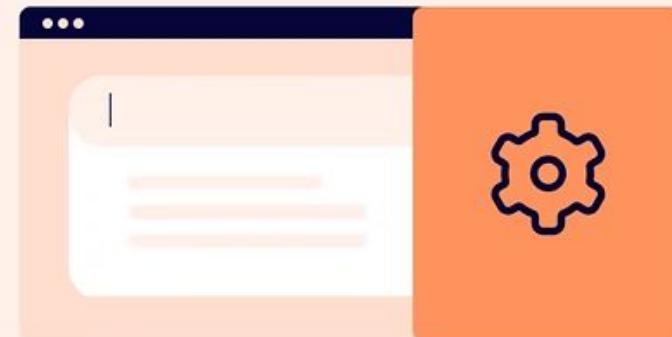
- Increase site visibility using AI platforms such as ChatGPT and CoPilot.
- Improve your site's search performance using Bing's SEO insights.
- Get instant indexing with IndexNow to automatically notify Bing of site updates so changes appear faster in search results.

It's recommended to have a site that is ready and mature enough to be listed in Bing.

Cancel Connect Now



Connect Wix
websites to Bing



GEO

LLM.TXT

LLM.txt

LLMs.txt is an emerging protocol for a file that summarizes a website's key information into a concise, digestible format for LLMs.

The goal is to give LLMs more relevant, accurate responses to search users about your site.

- Valuable for agentic grounding
- Building agents for your website
- Agent to agent communication



5 real-world LLMs.txt use cases

By Crystal Carter



Guide to LLMs.txt

By Kiera Carter

LLM.txt

Generates website summary, category descriptions, product list. Updates automatically based on website content.

yehuda - Yehuda Devir

Summary:
The website features the work of Maya and Yehuda Devir, a married couple and Israeli comic artists known for their webcomics "One of Those Days." The site showcases their comics, books, and merchandise, including prints, clothing, and accessories. It also offers workshops and lectures by the artists, focusing on content creation, social media, and business development. The site highlights their success, including awards, best selling books, and collaborations, and provides information on shipping, returns, and contact details.

Offerings:

E Commerce Categories:

- T-Shirts
- Hoodies
- Books
- Posters
- Canvas
- Accessories

Workshops:

- Business Workshop
- Creative Workshop
- Workshop - Digital professionals and the business sector.
- Workshop - Graphic designers, illustrators, and creative teams

Lectures:

- Lecture - The art of one frame
- LECTURE - THE ART OF ONE FRAME

Coloring Pages:

- "One of those days" COLORING PAGES
- IRON DOME - Coloring Page

Gift Cards:

- VALENTINE'S DAY GIFTS

Events:

- Leiden International Film Festival 2017

Trending Products:

- [Short-Sleeve Unisex T-Shirt | Yehuda's LOGO](<https://www.yehudadevir.com/product-page/short-sleeve-unisex-t-shirt-yehuda-s-logo>)
- [Short-Sleeve Unisex T-Shirt | Merry Christmas](<https://www.yehudadevir.com/product-page/short-sleeve-unisex-t-shirt-merry-christmas>)
- [Short-Sleeve Unisex T-Shirt | Naughty-Nice-Both/BLACK](<https://www.yehudadevir.com/product-page/short-sleeve-unisex-t-shirt-naughty-nice-both-black>)
- [Short-Sleeve Unisex T-Shirt | Naughty-Nice-Both/White](<https://www.yehudadevir.com/product-page/short-sleeve-unisex-t-shirt-naughty-nice-both-white>)
- [Short-Sleeve Unisex T-Shirt | Naughty Naughty](<https://www.yehudadevir.com/product-page/short-sleeve-unisex-t-shirt-naughty-naughty>)
- ["One of Those Days" VOL.1+2+3+4+5](<https://www.yehudadevir.com/product-page/one-of-those-days-vol-1-2-3-4-5>)
- [Calendar 2025](<https://www.yehudadevir.com/product-page/calender-2025>)
- [Halloween - No Tricks | Unisex eco raglan hoodie](<https://www.yehudadevir.com/product-page/halloween-no-tricks-unisex-eco-raglan-hoodie>)
- [Halloween - I don't bite | Unisex eco raglan hoodie](<https://www.yehudadevir.com/product-page/halloween-i-don-t-bite-unisex-eco-raglan-hoodie>)
- [Halloween - Beware! I Bite | Unisex eco raglan hoodie](<https://www.yehudadevir.com/product-page/halloween-beware-i-bite-unisex-eco-raglan-hoodie>)
- [Halloween - I LOVE PUMPKINS | Short-Sleeve Unisex T-Shirt](<https://www.yehudadevir.com/product-page/halloween-i-love-pumpkins-short-sleeve-unisex-t-shirt>)
- [Halloween - MOMSTER | Short-Sleeve Unisex T-Shirt](<https://www.yehudadevir.com/product-page/halloween-momster-short-sleeve-unisex-t-shirt>)
- [Halloween - ALWAYS HUNGRY | Short-Sleeve Unisex T-Shirt](<https://www.yehudadevir.com/product-page/halloween-always-hungry-short-sleeve-unisex-t-shirt>)
- ["One of Those Days" VOL.5](<https://www.yehudadevir.com/product-page/one-of-those-days-vol-5>)
- [Home Olympics | Unisex t-shirt](<https://www.yehudadevir.com/product-page/home-olympics-unisex-t-shirt>)
- [YES! | Women's relaxed v-neck t-shirt](<https://www.yehudadevir.com/product-page/yes-women-s-relaxed-v-neck-t-shirt>)
- [Unisex T-Shirt](<https://www.yehudadevir.com/product-page/unisex-t-shirt>)

LLM.txt

LLMs.txt is currently available to

- English-language
- Wix Premium
- eCommerce websites
- connected to custom domains

If your site falls into this category, you don't need to do anything. The system generates & updates the file for you.

Use toggle to opt out.

llms.txt

See how LLMs, such as ChatGPT access and use your site's content. [What's an llms.txt file?](#)

Your llms.txt file is generated

Help AI tools better understand your site's content.

- ✓ This structured file lists key pages on your site - built specifically for AI tools.
- ✓ It automatically generates based on your site content - no action needed.
- ✓ Helps your site content become more discoverable in relevant AI-generated responses.
- ✓ You're in control. You can switch this feature on or off at any time.

[View File](#)

Privacy & Control

Use your llms.txt file

By turning off this feature, the llms.txt file will be hidden & your site won't provide guidance to AI tools.

Note: Some bots may still crawl or use your content even when no instructions are found.

FAQ

💡 What is an llms.txt file and why does my site need one? ▶

💡 Can I control which info is shared by AI tools? ▶

💡 Do I need to manually submit my sitemap? ▶

SEO

Redirect per language

Redirects per language

WIX My Site ▾

Explore ▾ Help ▾ Hire a Professional

Search

Urella ▾

Set Up Your Site
4 steps left

Dashboard

Booking Services

Booking Calendar

Ascend Business Tools

Inbox 1

Contacts

Analytics & Reports

Marketing & SEO

Marketing Home

SEO

Email Marketing

Facebook & Instagram Ads

Google Ads

Google Business Profile

Video maker

Coupons

Marketing Integrations

Social Media Marketing

Finances

Settings

Upgrade

17:45

Quick Actions

SEO > URL Redirect Manager

GERMAN (main language) ▾

German (main language)

More Actions ▾ + New Redirect

Your redirects (16)

Old URL	New URL	Type
/shop	/shop	GROUP REDIRECT
/blog/popular-seo-trends	/blog/2023/seo-trends-2023	GROUP REDIRECT
/blog/living-forever	/blog/living-forever-and-ever	GROUP REDIRECT
/leaves	/leaves-and-trees	GROUP REDIRECT
/1st-place	/first-place	AUTO REDIRECT
/plants	/plants-world	
/blog/issue-01	/blog/issue-09	AUTO REDIRECT
/plants	/plants-world	AUTO REDIRECT
/stories	/story	

Helpful tips

Add Redirect ENGLISH X

Single redirect Redirect traffic from an old URL to a new URL.

Group redirect Redirect traffic for a group of URLs that share the same path.

Enter the old URL you're directing traffic from, then add the new URL that you want people to find.

Old URL e.g., /about-us

New URL e.g., /about

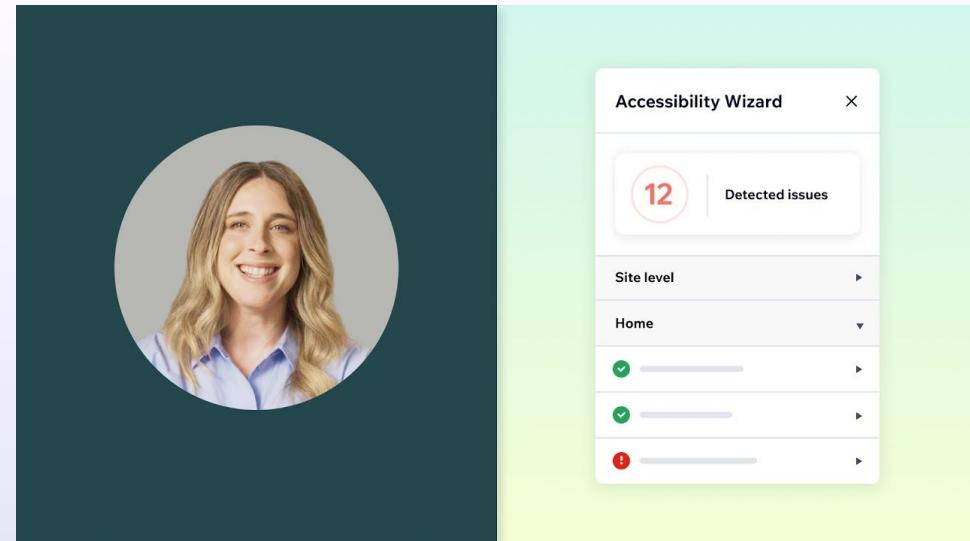
Cancel Save & add Another Save

Accessibility

Accessibility Wizard

Accessibility Wizard

- Provides a site accessibility scan, assessment and helpful suggestions for improvements.
- Tasks are based on the international standard: Web Content Accessibility Guidelines (WCAG) 2.2 by W3C.
- See results in two tabs: Detected Issues and Manual Tasks.
- Available in Wix Editor, Studio Editor and Wix Harmony.



[Wix Academy Wix Studio Accessibility Wizard Tutorial](#)

Looking
forward 2026

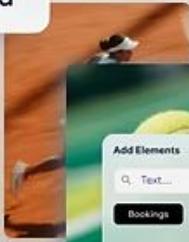
SEO

Introducing Wix Harmony

WIX Harmony

Vibe coding meets drag and drop freedom.

+ Add



Step onto the court with confidence. Improve your game with passionate coaches who love tennis, and be part of a supportive, friendly community.

Baseline

BOOK A LESSON

Lessons Court Booking Merch Membership CONTACT

Ask Aria

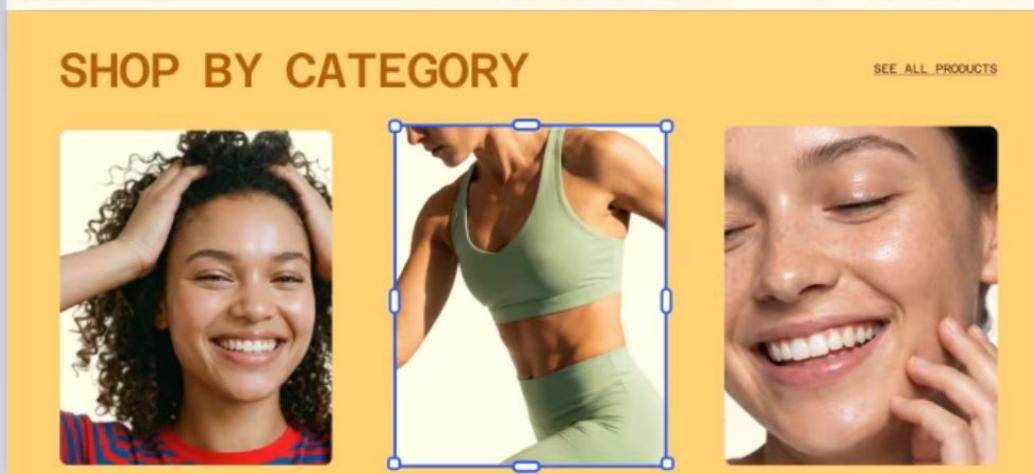
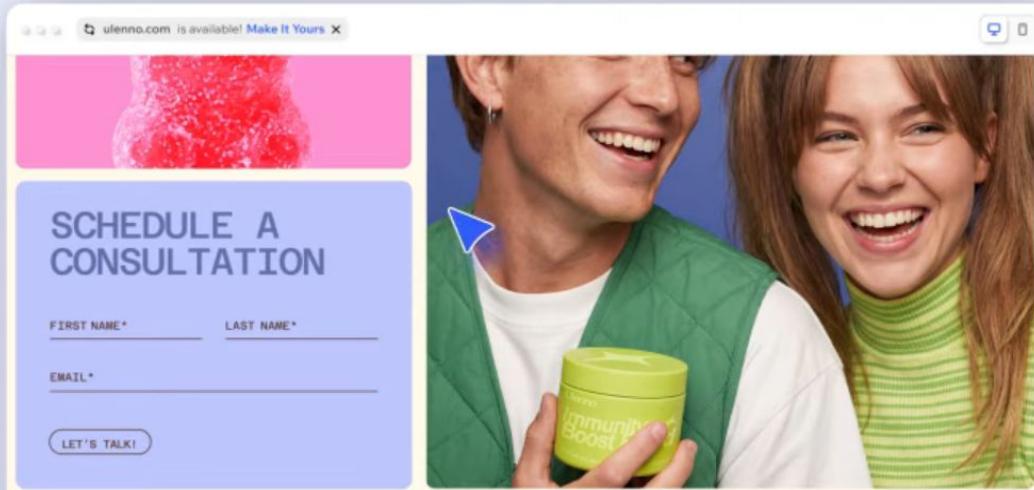
Add a members area to my website.

- ✓ Analyzing options for optimal solution
- ✓ Designing and configuring user access and login

Ask me anything...



+ 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...

+

@

mic

up

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

Blog

Book Online

Google preview

WakeThao
https://shanisa6.wixsite.com › my-site-44 › book-online

Book Online | WakeThao

Add a focus keyword wakeboard less...

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 !

SEO & GEO (Generative Engine Optimization)

Need Help? 

Optimize this site for search engines and LLMs like ChatGPT, so more people can find it online.

SEO Assistant

Fix issues and follow recommendations to improve this site's performance in search results and with GEO (generative engine optimization). [Learn more](#)

[View all tasks](#)



81%

SEO Setup Checklist

[Continue Setup](#)



0

Issues

[View tasks](#)



1

Recommendations

[View tasks](#)



21

Completed tasks

[View tasks](#)

Last updated: now

Google Search Console

Site performance on Google

Google last reported data: 1/25/2026

Last 7 Days 

Total performance over time

🕒 Impressions: 53,373  4%

🕒 Clicks: 347  15%



Most significant changes

Pages  Queries 

 Increased  Decreased 

Impressions 

siteofsites.co  +3,949 | Total: 48,126 impressions

Gen AI Visibility

Last 30 days 

Last crawled by platform

 ChatGPT	Today
 Gemini	Today
 Perplexity	Yesterday
 Claude	Today

User queries on AI by page

2,022  36%

/	 904
/agencies	 153
/privacypolicy	 110

[See full pages report](#)

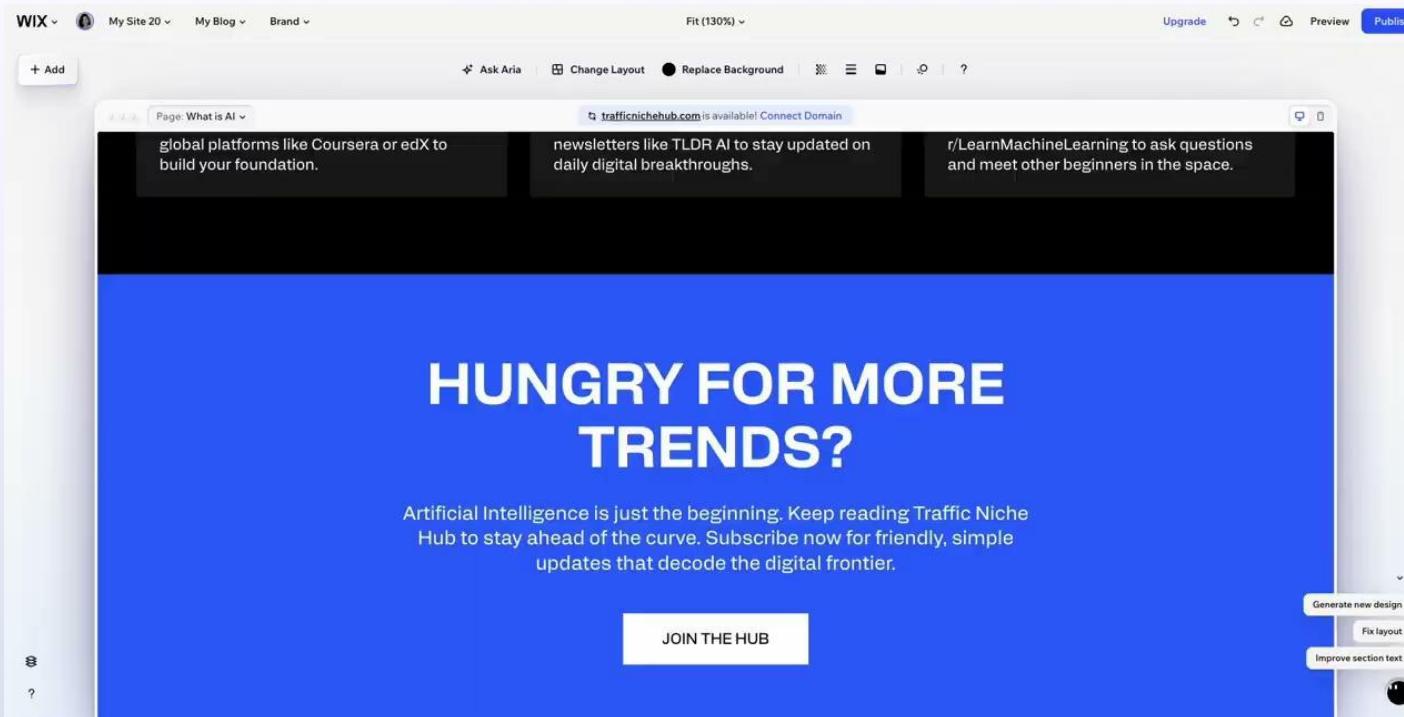
ChatGPT visibility score

6%

 Go to AI Visibility Overview 

SEO In Wix Harmony

New AI SEO experience



The screenshot shows the Wix Studio interface with the following details:

- Header:** WIX, My Site 20, My Blog, Brand, Fit (130%), Upgrade, Preview, Publish.
- Page Title:** Page: What is AI
- Page Content:**
 - global platforms like Coursera or edX to build your foundation.
 - newsletters like TLDR AI to stay updated on daily digital breakthroughs.
 - r/LearnMachineLearning to ask questions and meet other beginners in the space.
- Call to Action:** HUNGRY FOR MORE TRENDS?
- Text Below Call to Action:** Artificial Intelligence is just the beginning. Keep reading Traffic Niche Hub to stay ahead of the curve. Subscribe now for friendly, simple updates that decode the digital frontier.
- Join the Hub Button:** JOIN THE HUB
- AI Tools:** Generate new design, Fix layout, Improve section text.

GEO & Agents

NLWeb

NLWeb



BRK240

The Making of NLWeb

Ramanathan Guha
and Jennifer Marsman

Microsoft Build

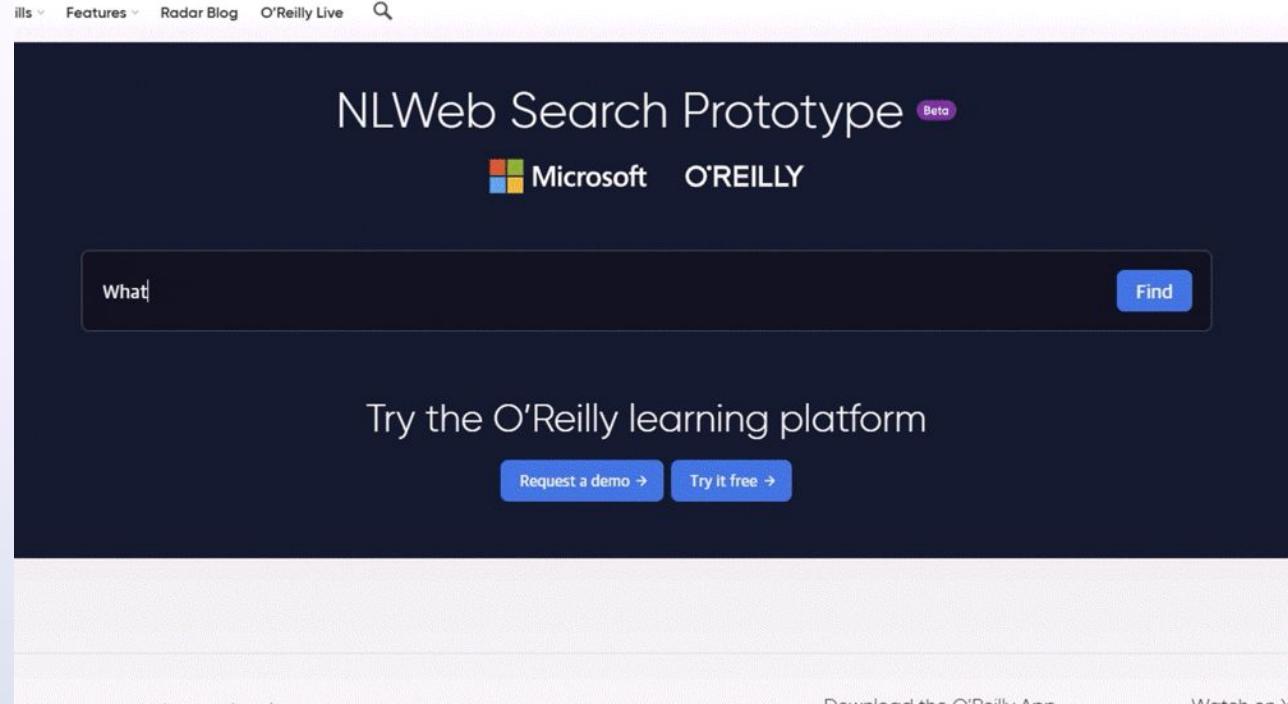


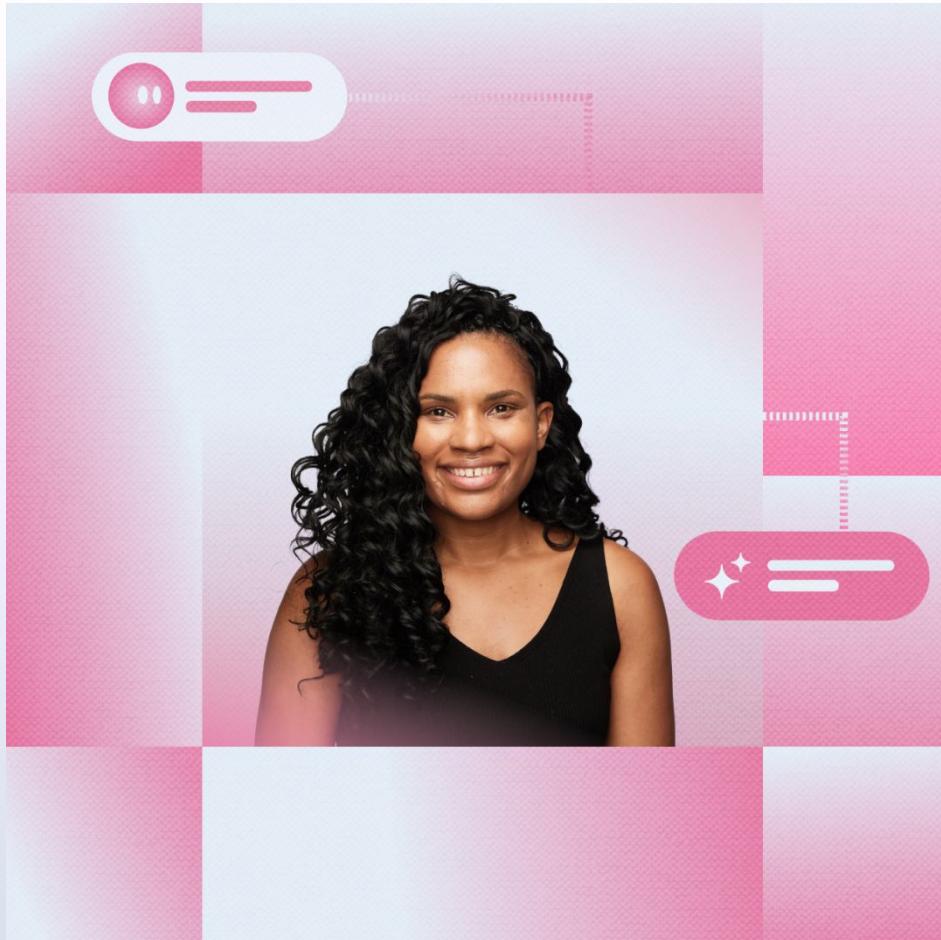
NLWeb

Developed by
Microsoft

Works with existing
Wix site elements like
RSS feed, MCP &
structured data
markup.

Potential to power
agentic chat on
websites.





The future
is agentic

By Crystal Carter

NLWeb



WEBINAR

Structured Data and AI in 2026

Wednesday, March 25, 2026 | 1PM ET

 WIX STUDIO



Crystal Carter



Martha van Berkel

GEO & Agents

PayPal Agentic
Commerce Services

PayPal Agentic Commerce Services

PayPal | WIX

PayPal Agentic Commerce Services

We're rolling this feature out gradually, so only some eligible stores currently have access.

Currently available for:

- Based in the US
- Using PayPal as their payment provider
- Selling in US dollars

The screenshot shows the Wix Sales Channels Home page. At the top, it says "Sales Channels Home" and "Manage Apps". Below that, it says "Built by Wix" and "Sales channels included in your plan". Then it lists "Sales channels integrations" with four options: "Wix Point of Sale" (with a "Discover POS" button), "Google & YouTube" (with a "List on Google" button and a "NEW" badge), "PayPal Agentic Commerce Services" (with a "Sell on PayPal" button and a "NEW" badge), and "eBay" (with a "Sell on eBay" button).

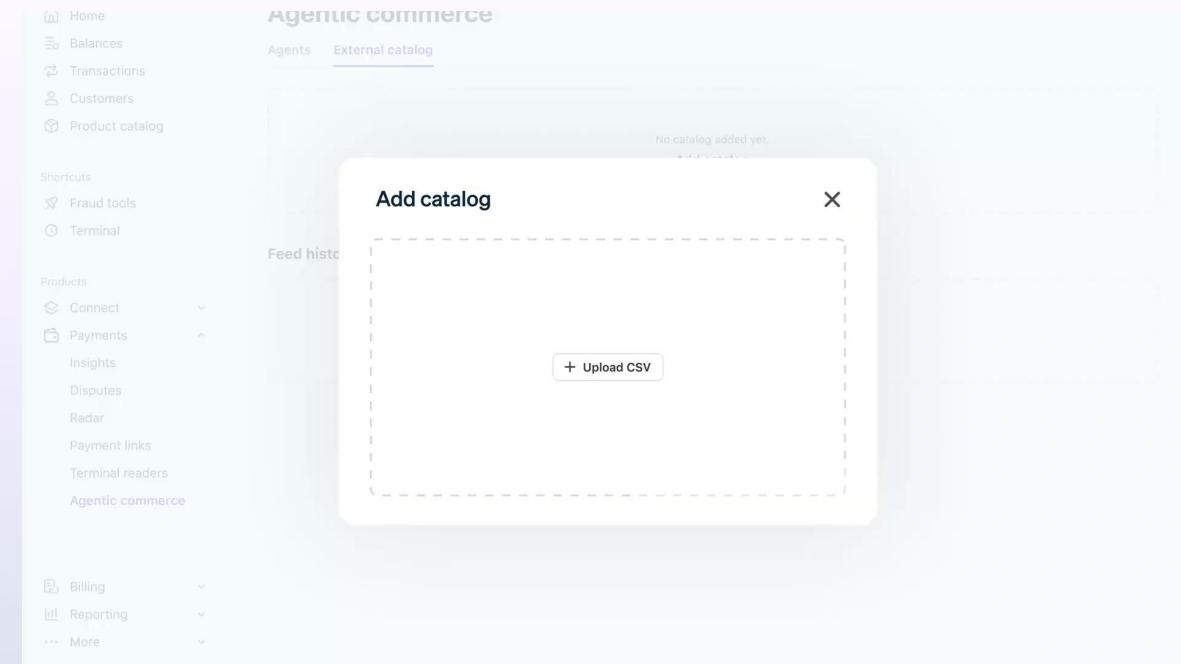
GEO & Agents

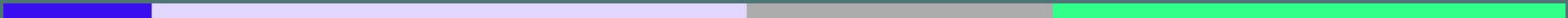
Stripe Agentic
Commerce Suite

Stripe agentic commerce

Wix announced its integration with Stripe's new Agentic Commerce Suite, making it even easier for Wix merchants to tap into the growing world of agentic commerce.

Through this integration, businesses on Wix will be able to sell seamlessly across multiple AI agents, helping them reach customers wherever they're discovering and shopping.





Thank you!