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

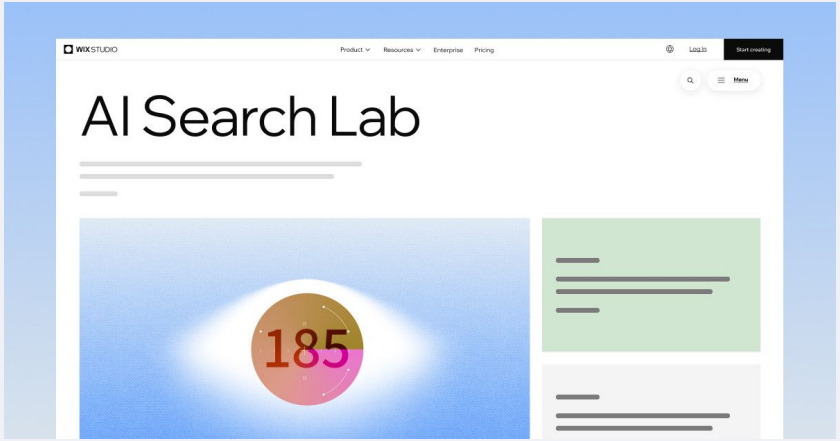
↱ The Wix Approach to SEO & GEO in 2026

↱ Top releases in 2025

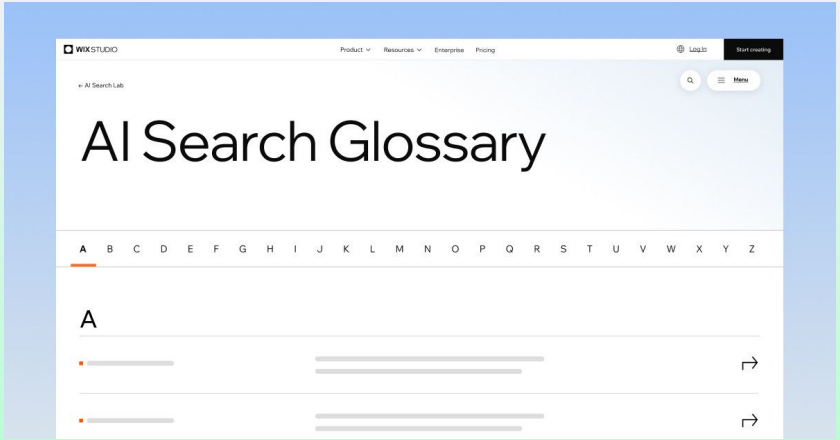
↱ Plans for 2026

↱ Q&A

WIX | SEO Hub


WIX STUDIO
Product
Resources
Enterprise
Pricing
Log In
Start creating
Menu
AI Search Lab
185

WIX | SEO Hub
SEO Course


WIX STUDIO
Product
Resources
Enterprise
Pricing
Log In
Start creating
Menu
← AI Search Lab
AI Search Glossary
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A

SEO & GEO Wix & Wix Studio

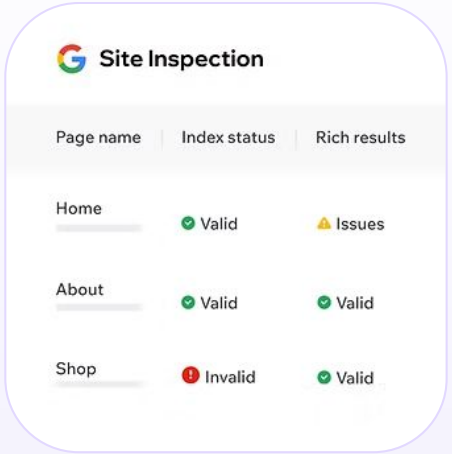
SEO on Wix & Wix Studio

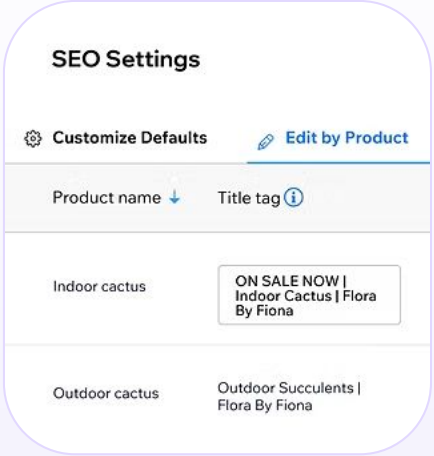
Build about core principles of delivering

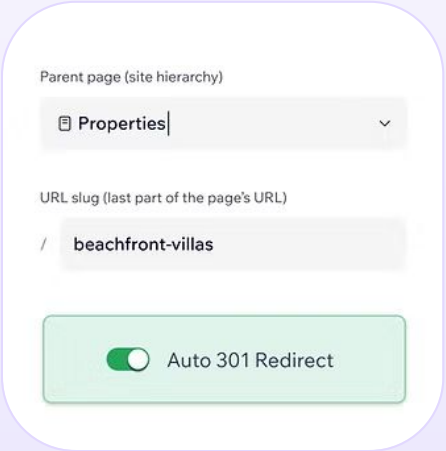
- Strong Technical Foundation
- Customization and scalability
- Market leading integrations & features

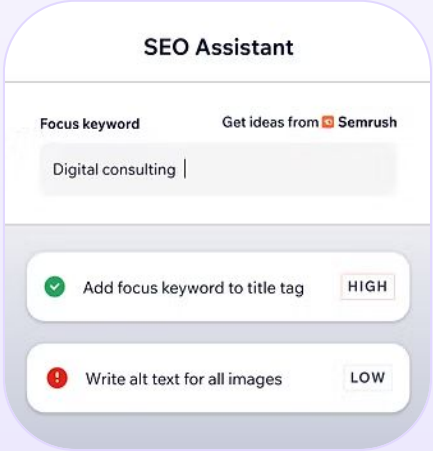
Top SEO tools for growth:

- SEO Setup Checklist
- SEO Assistant
- Connect to Google
- IndexNow for Bing & ChatGPT
- SEO Settings Dashboard









WIX STUDIO

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

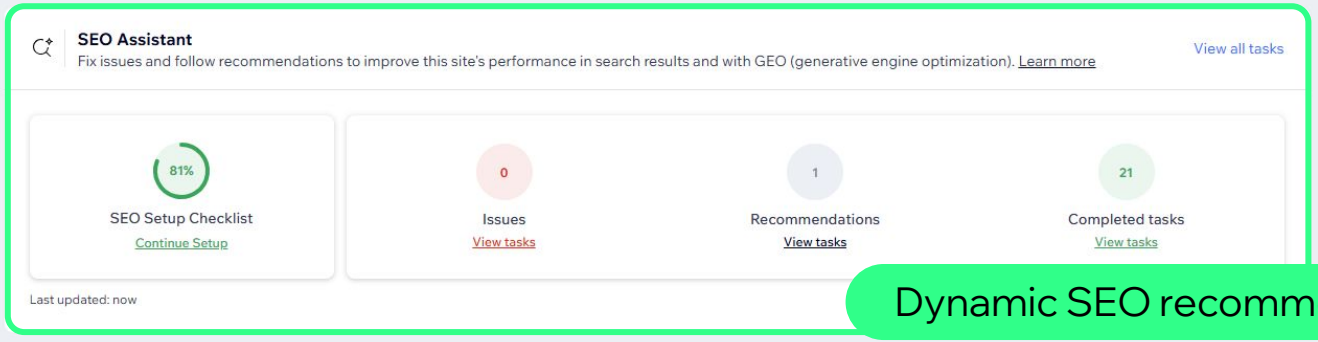
- ChatGPT
- Google Business Profile
- Google Search Console data
- Connect to Google & Bing
- Site Verification
- Semrush keyword research
- Google Merchant Center

*Premium

SEO & GEO (Generative Engine Optimization)

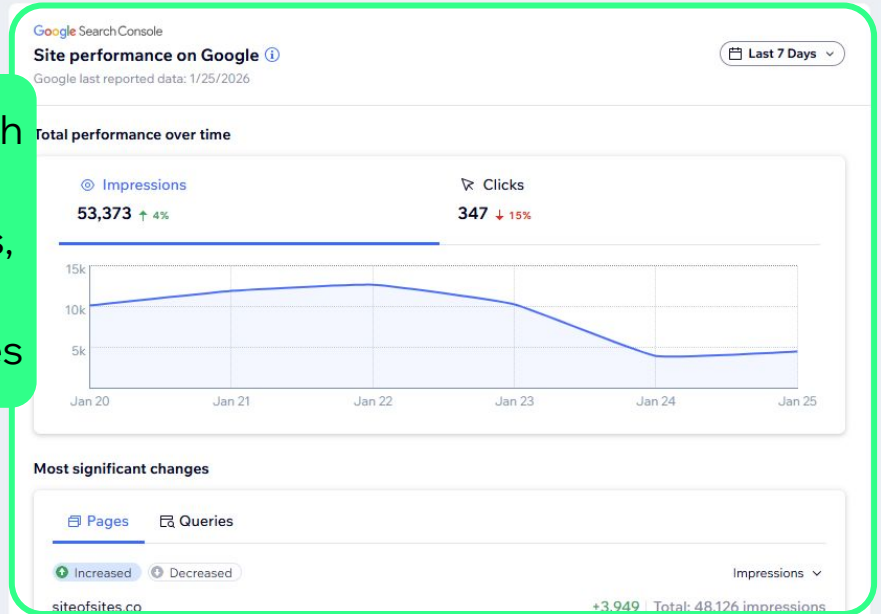
Optimize this site for search engines and LLMs like ChatGPT, so more people can find it online.

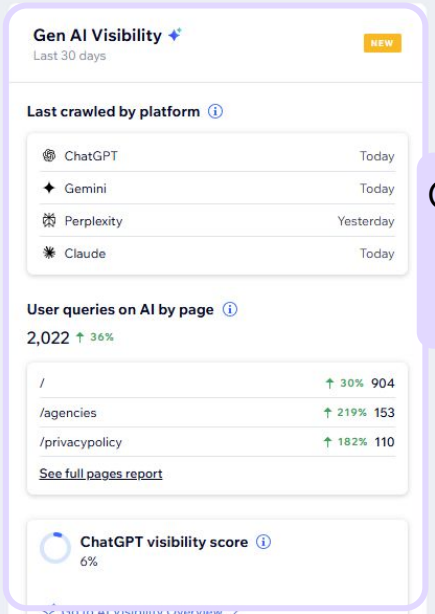
Need Help?



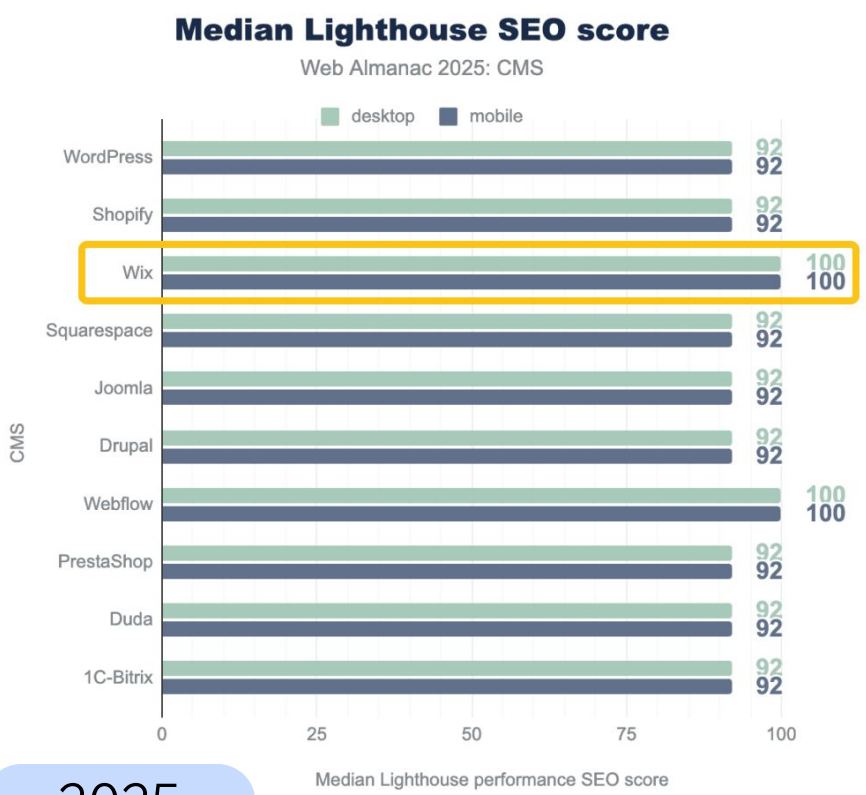
Dynamic SEO recommendations

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





GEO prompt tracking & bot traffic



Consistently Strong SEO

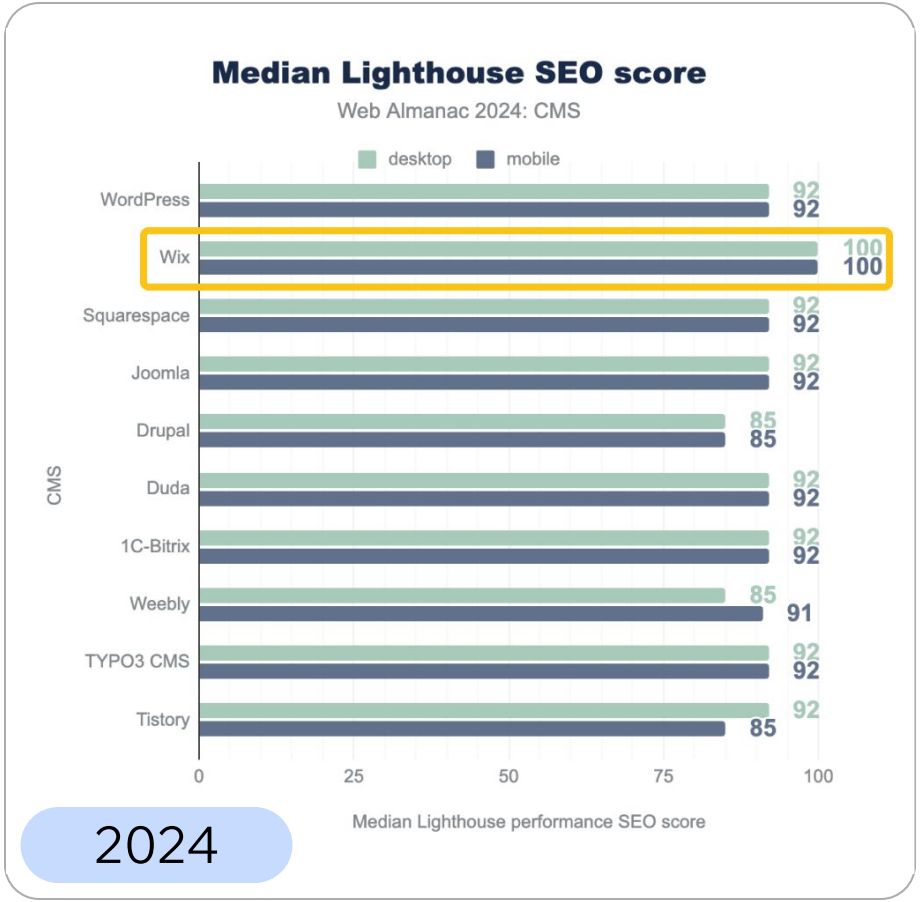
According to the 2024 & 2025 Web Almanac reports, Wix was the **only CMS among those analyzed to achieve a perfect median Lighthouse SEO score of 100 on both desktop and mobile for two consecutive years,** compared to the median scores of other major platforms such as WordPress, Shopify and Squarespace.

HTTP Archive's Web Almanac is an annual independent review of website platforms and technologies.

Median Google Lighthouse Score

100

2024 & 2025



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

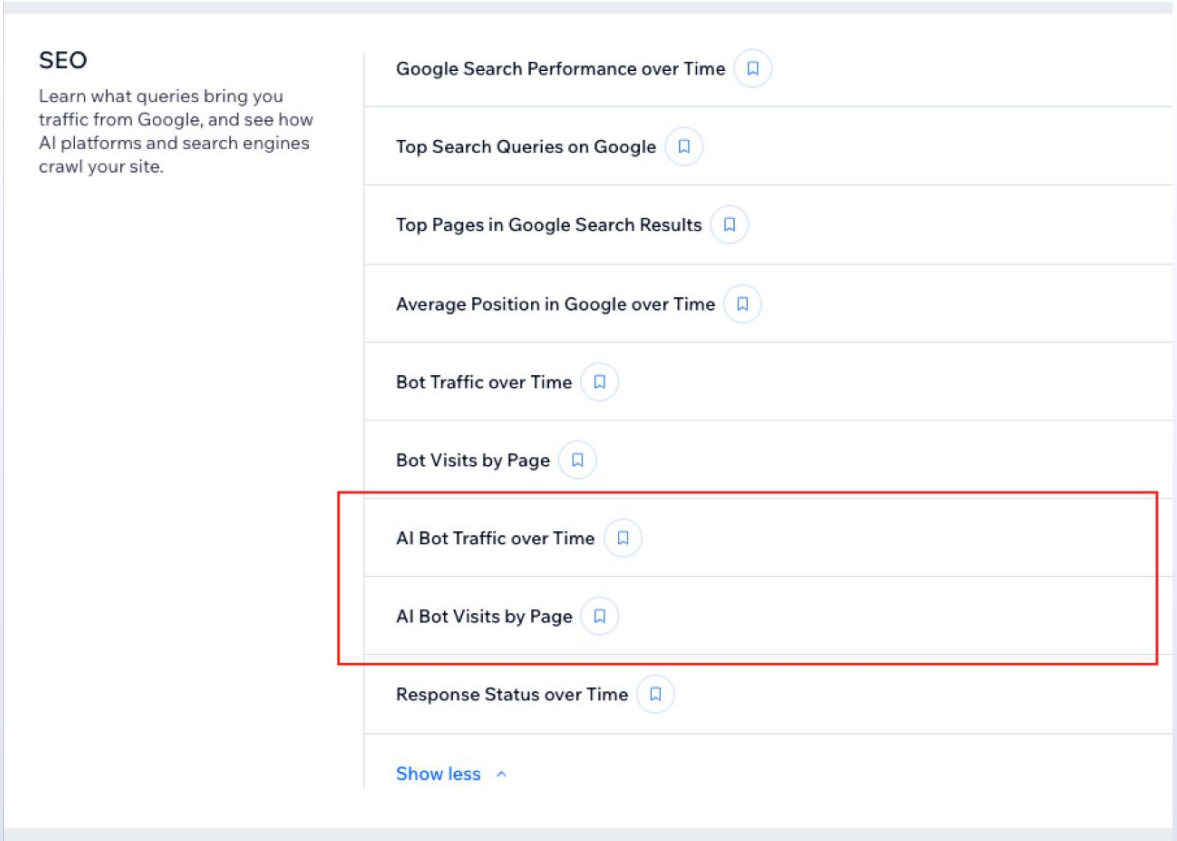
GEO

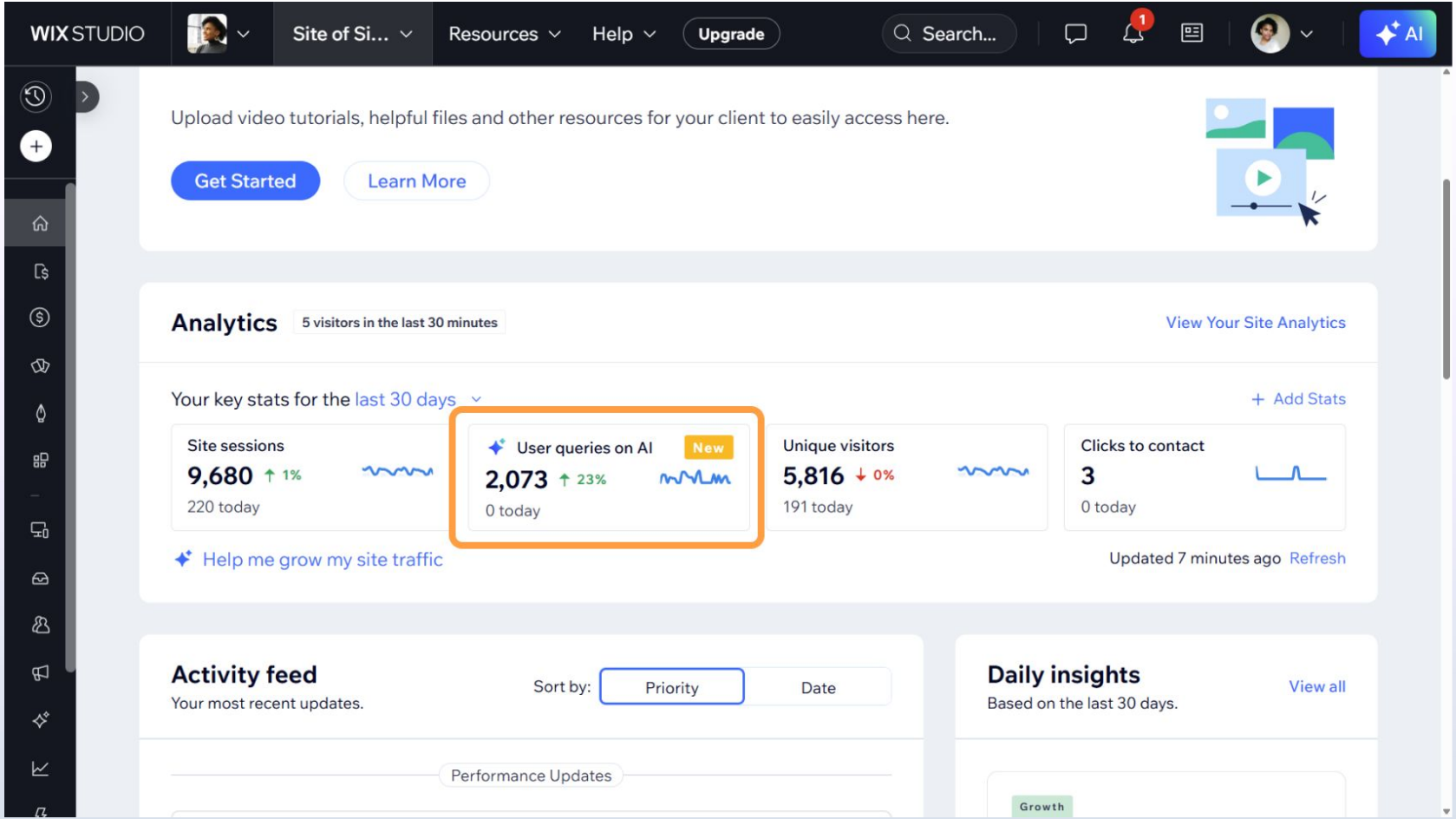
AI Bot Traffic Reports

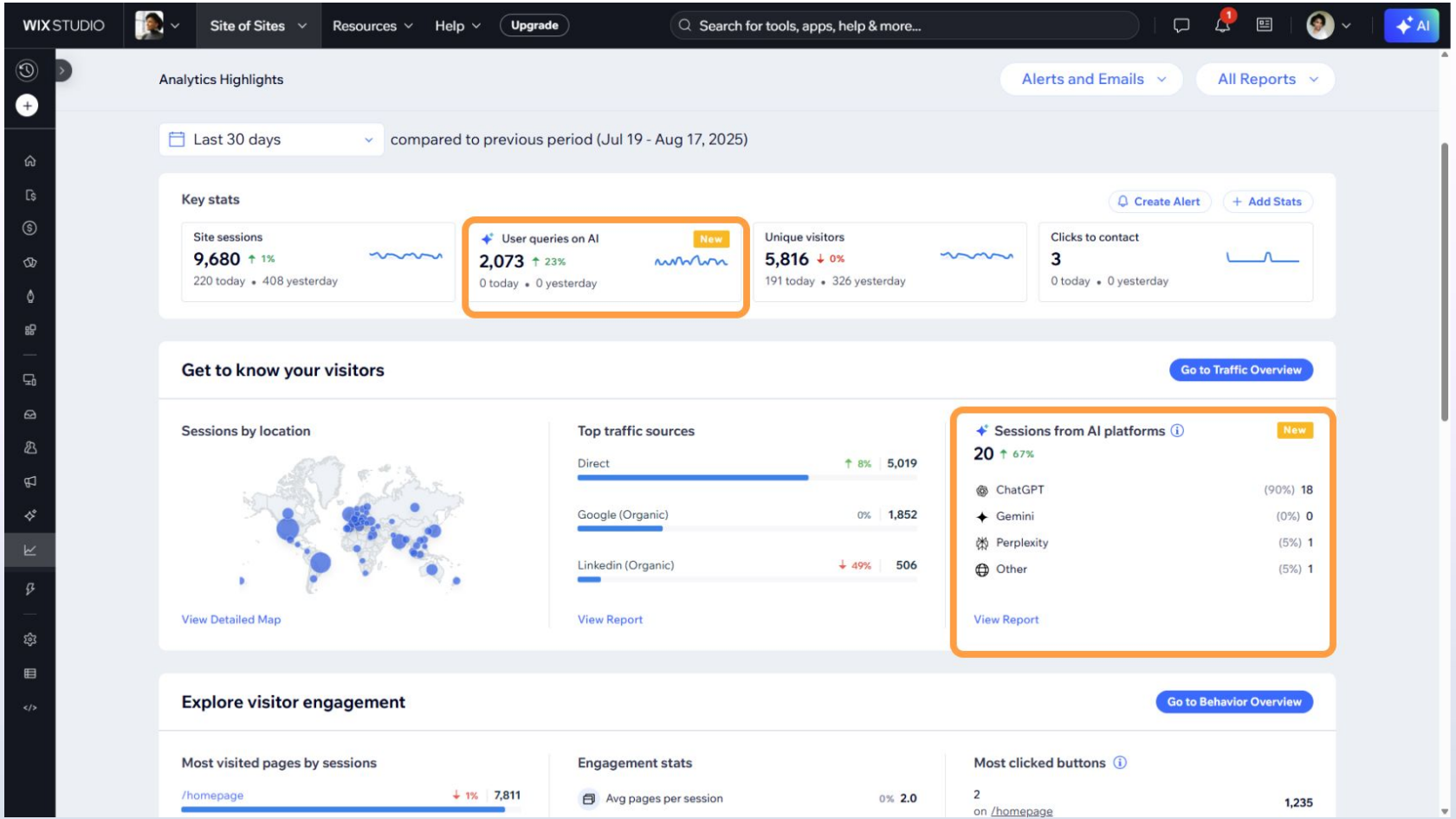
AI Bot Traffic in Wix & Wix Studio SEO Reports

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

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



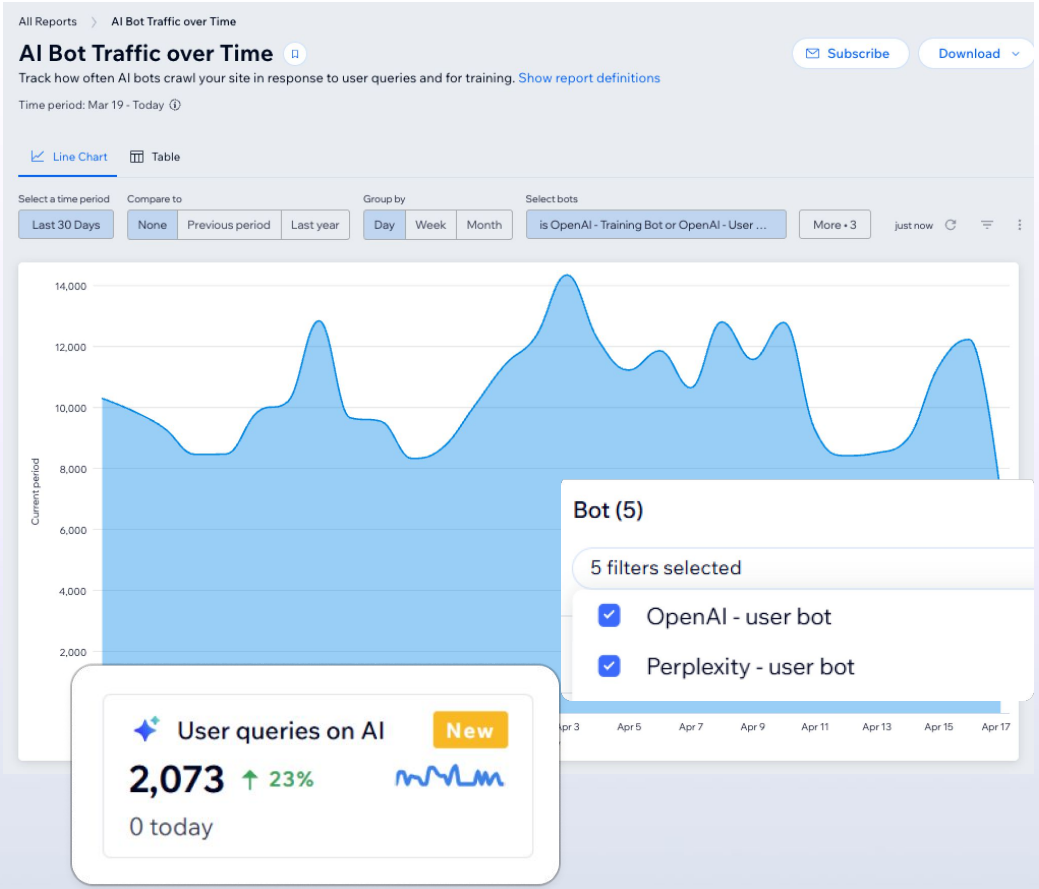

WIX STUDIO
Site of Si...
Resources
Help
Upgrade
Search...
AI
Upload video tutorials, helpful files and other resources for your client to easily access here.
Get Started
Learn More
Analytics
5 visitors in the last 30 minutes
View Your Site Analytics
Your key stats for the last 30 days
Add Stats
Site sessions
9,680 ↑ 1%
220 today
User queries on AI
New
2,073 ↑ 23%
0 today
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


WIX STUDIO
Site of Sites
Resources
Help
Upgrade
Search for tools, apps, help & more...
AI
Analytics Highlights
Alerts and Emails
All Reports
Last 30 days
compared to previous period (Jul 19 - Aug 17, 2025)
Key stats
Create Alert
Add Stats
Site sessions
9,680 ↑ 1%
220 today • 408 yesterday
User queries on AI
New
2,073 ↑ 23%
0 today • 0 yesterday
Unique visitors
5,816 ↓ 0%
191 today • 326 yesterday
Clicks to contact
3
0 today • 0 yesterday
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
New
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.

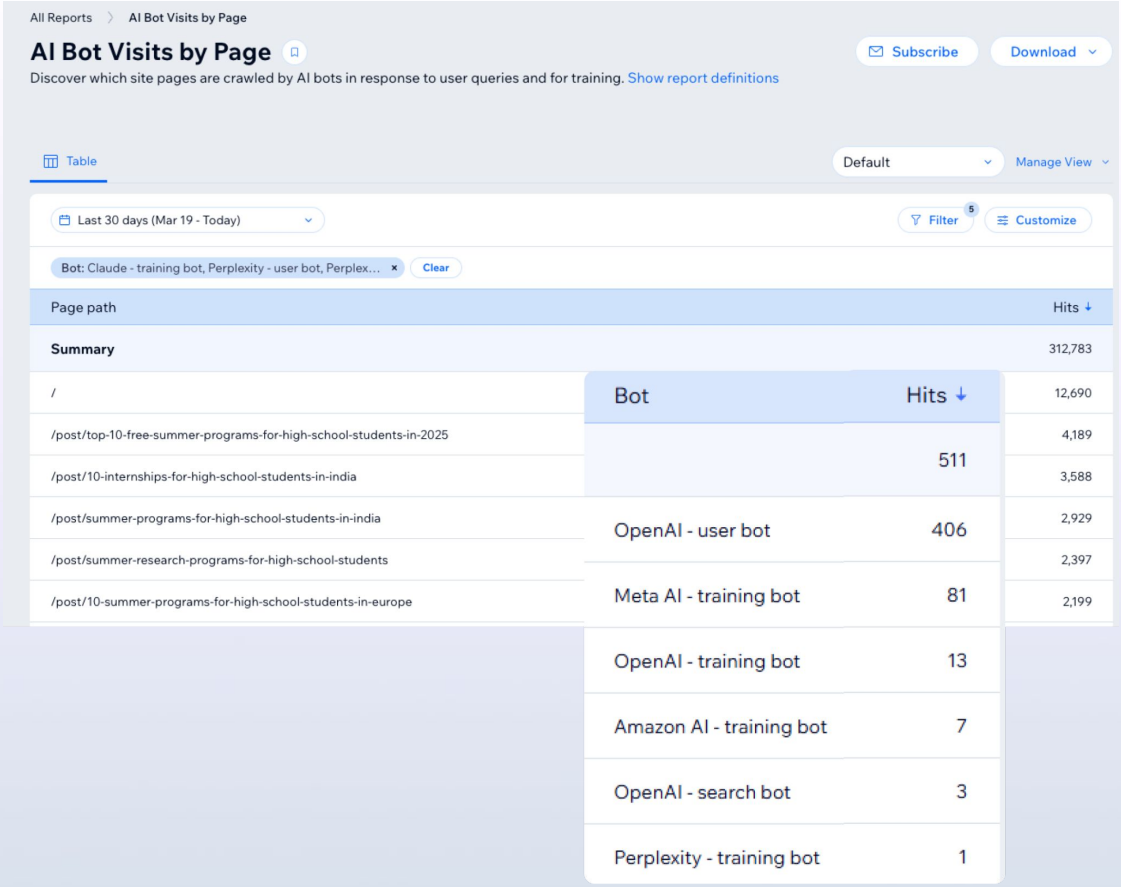
- Track and compare traffic from AI chat bots
- See traffic by page & date
- Compare previous period
- See historic data
- Export for analysis



AI Bot Visits by Page

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

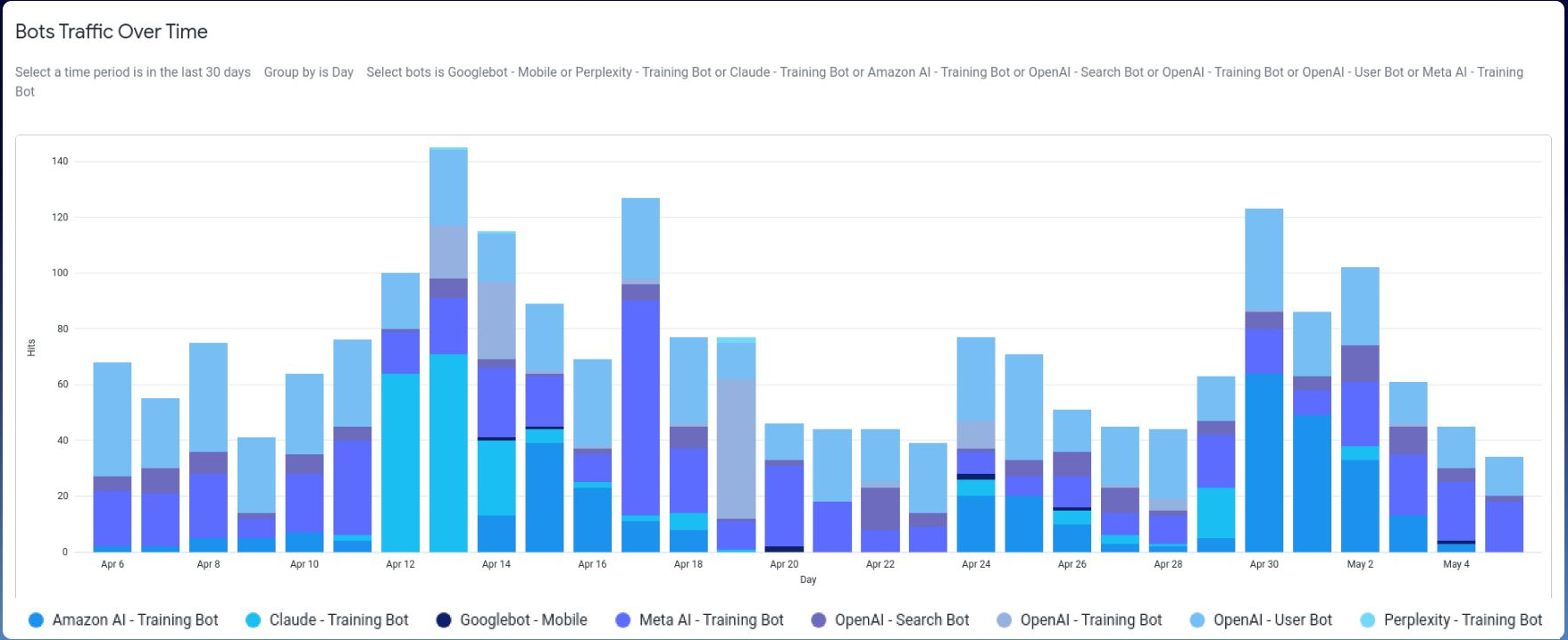
- Filter by page, date, or bot
- See last page visit
- Compare traffic by bot
- Subscribe and export report to CSV



WIX STUDIO

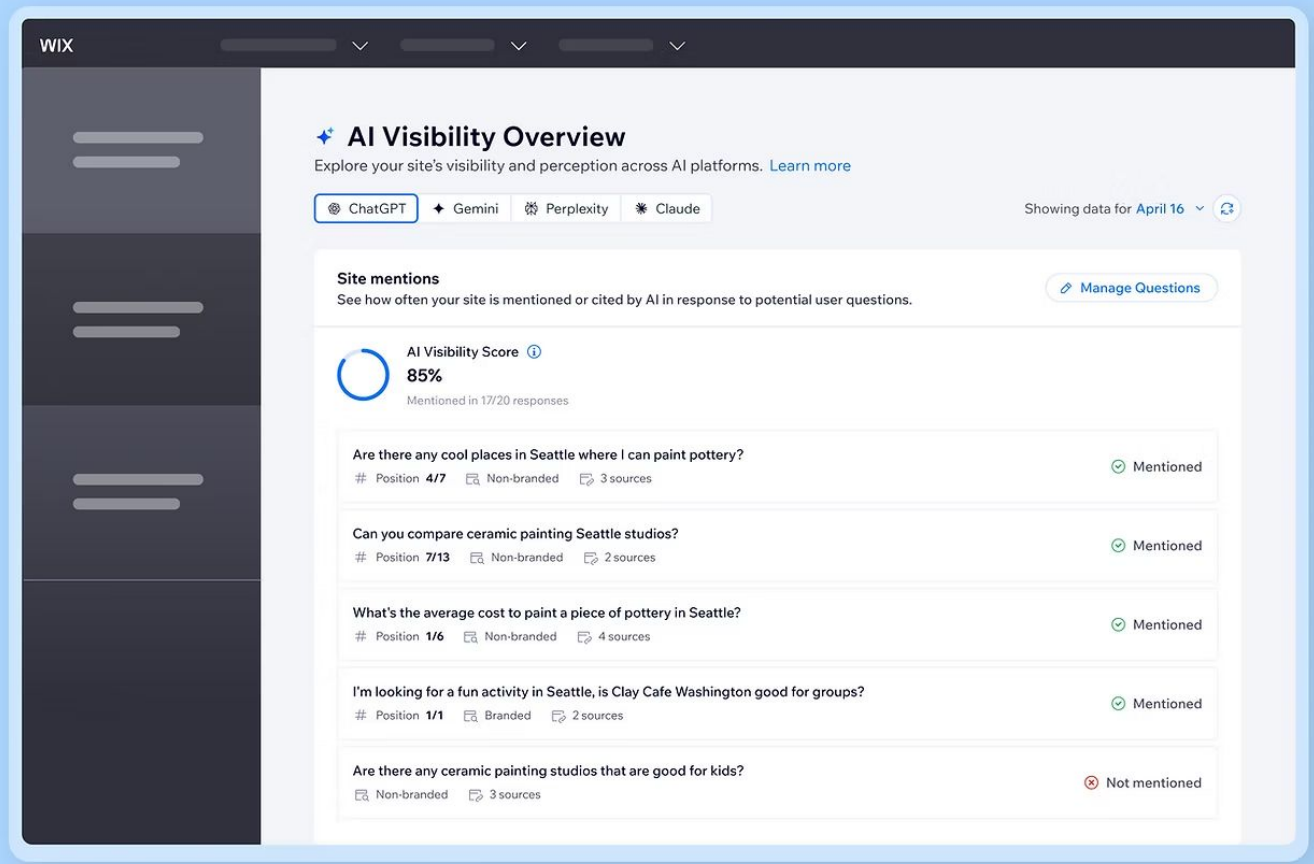
AI in Bot Traffic over time

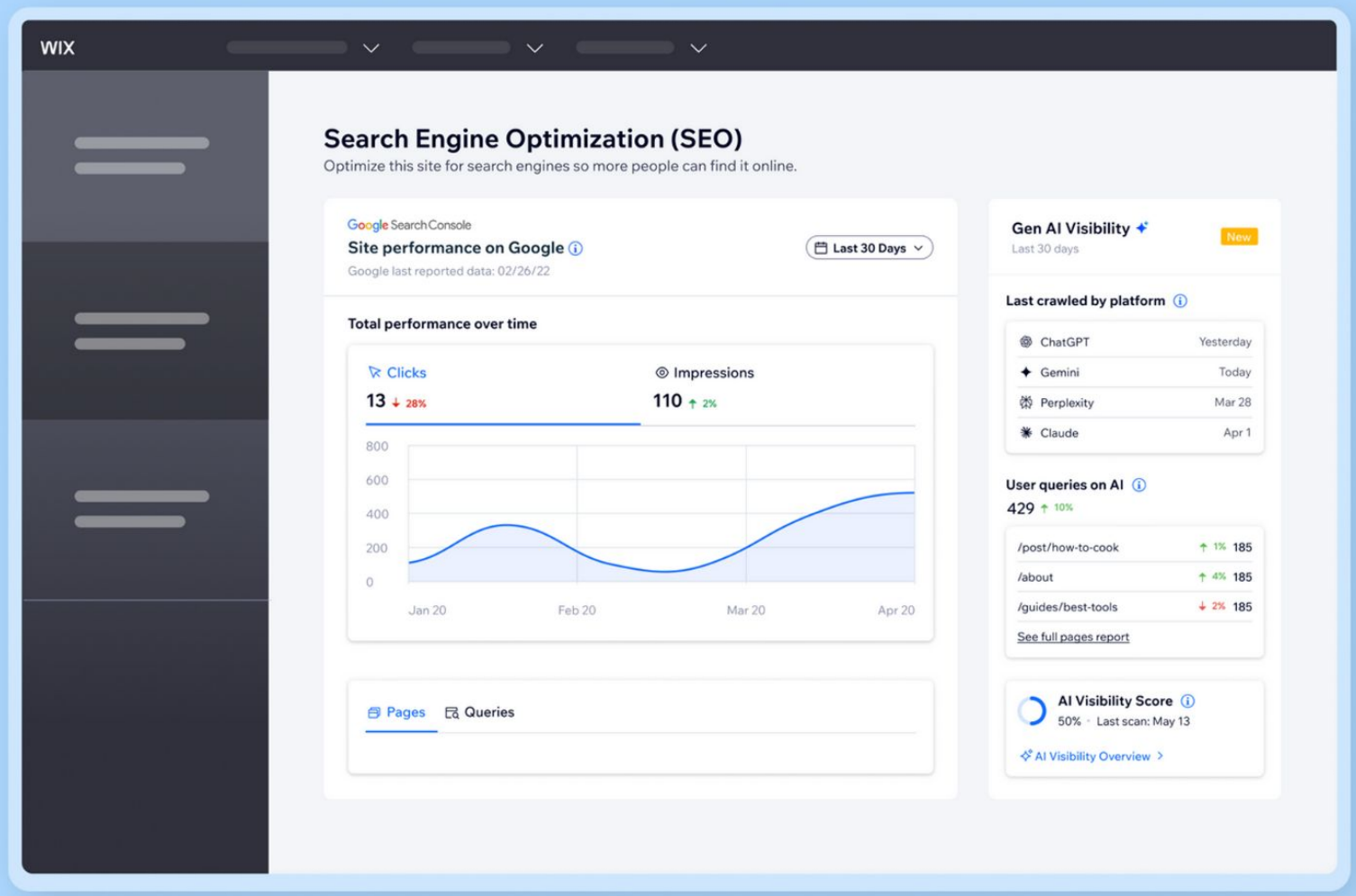
View and compare bot traffic over time, now including AI Bots, compare with Googlebot, and see crawl spikes, subscribe and export.

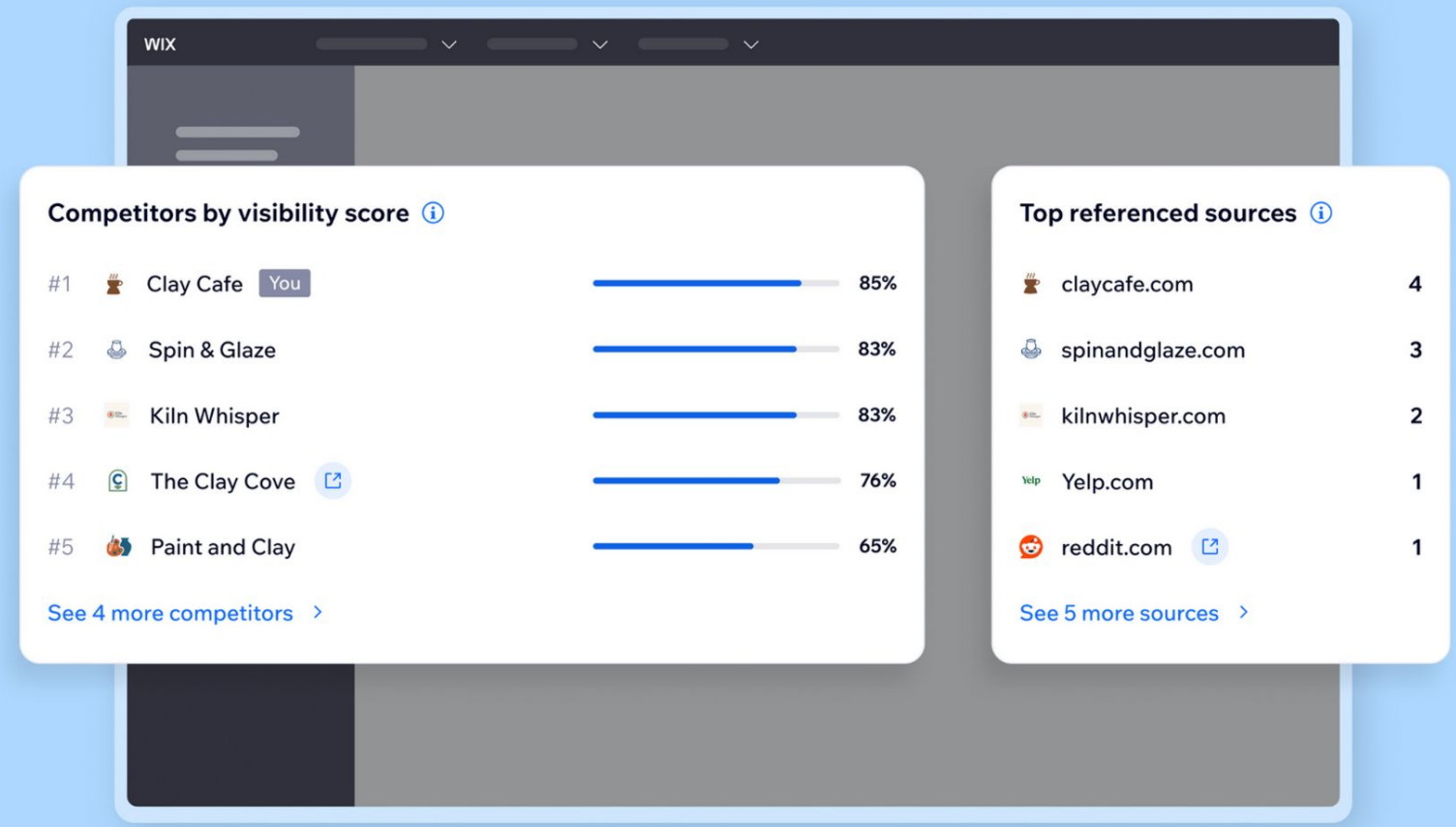


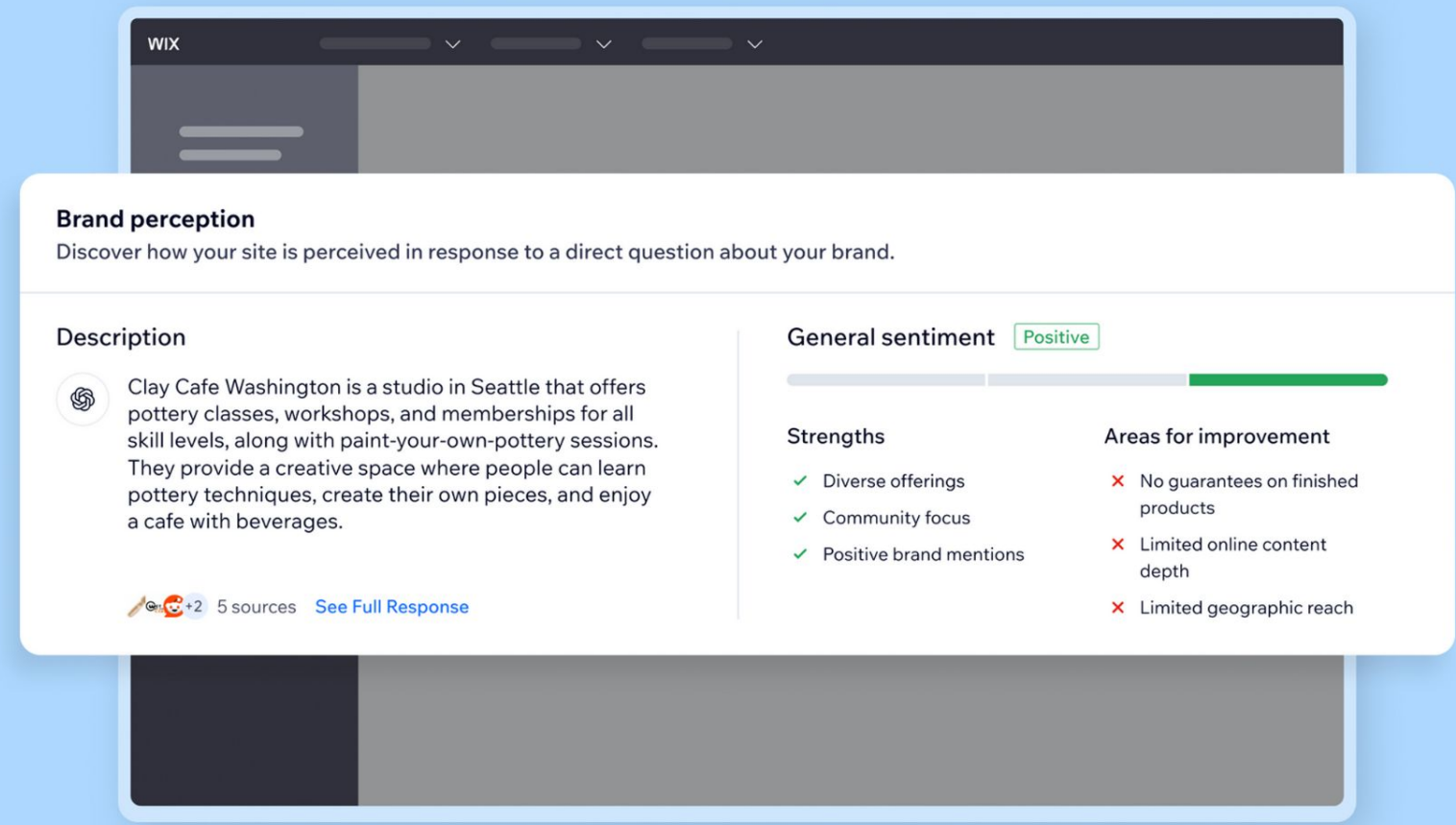
GEO

AI Visibility Overview


WIX
AI Visibility Overview
Explore your site's visibility and perception across AI platforms. Learn more
ChatGPT
Gemini
Perplexity
Claude
Showing data for April 16
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
Are there any cool places in Seattle where I can paint pottery?
Position 4/7
Non-branded
3 sources
Mentioned
Can you compare ceramic painting Seattle studios?
Position 7/13
Non-branded
2 sources
Mentioned
What's the average cost to paint a piece of pottery in Seattle?
Position 1/6
Non-branded
4 sources
Mentioned
I'm looking for a fun activity in Seattle, is Clay Cafe Washington good for groups?
Position 1/1
Branded
2 sources
Mentioned
Are there any ceramic painting studios that are good for kids?
Non-branded
3 sources
Not mentioned


WIX
Search Engine Optimization (SEO)
Optimize this site for search engines so more people can find it online.
Google Search Console
Site performance on Google
Google last reported data: 02/26/22
Last 30 Days
Total performance over time
Clicks
13 28%
Impressions
110 2%
800
600
400
200
0
Jan 20
Feb 20
Mar 20
Apr 20
Pages
Queries
Gen AI Visibility
Last 30 days
New
Last crawled by platform
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
#1 Clay Cafe You 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
claycafe.com 4
spinandglaze.com 3
kilnwhisper.com 2
Yelp.com 1
reddit.com 1
See 5 more sources


WIX
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.
+2
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

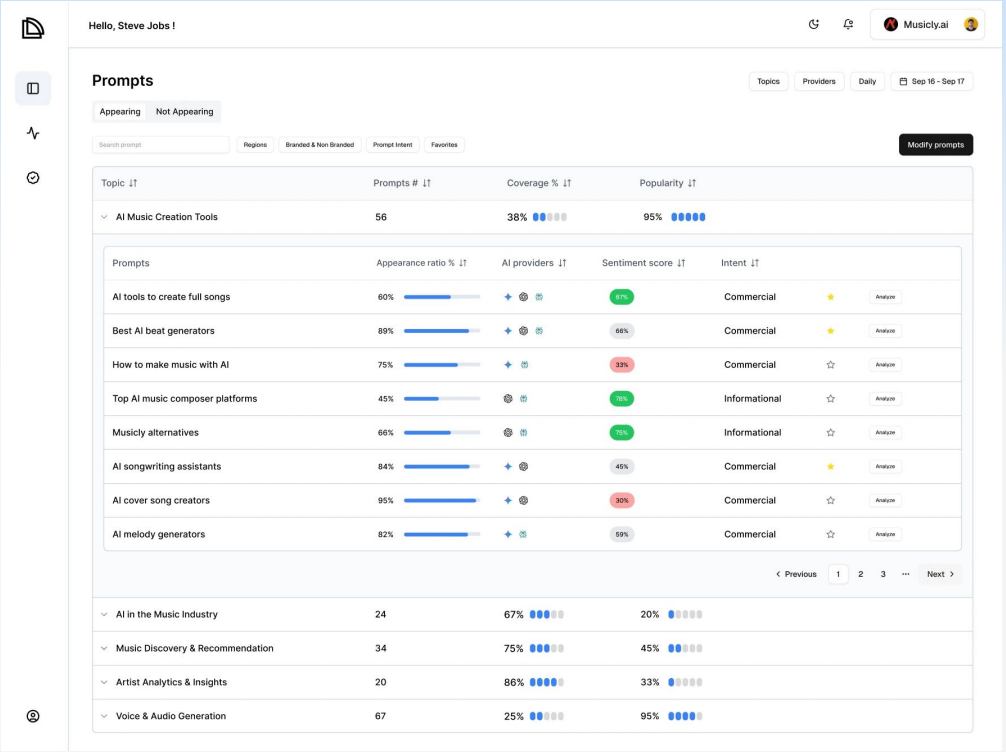
Limy.ai

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.

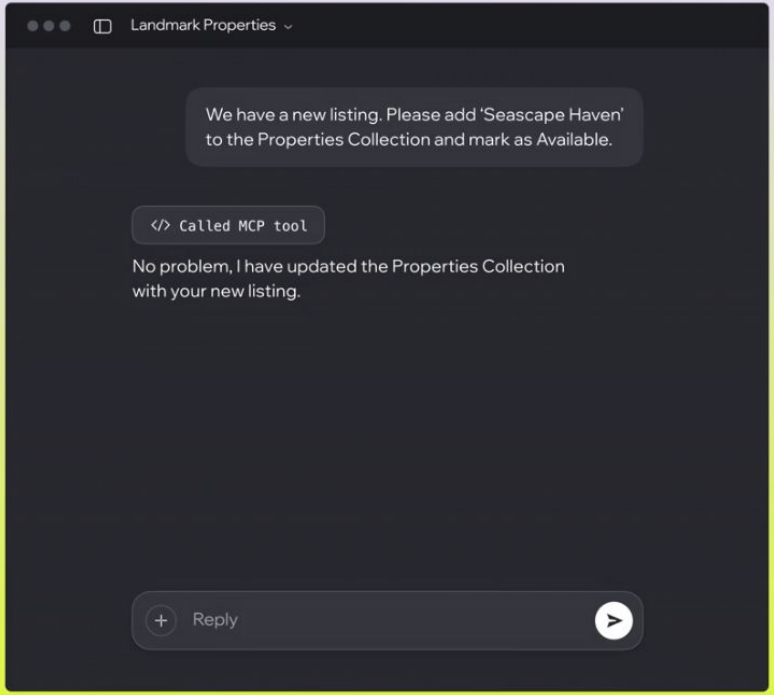
Free to use in the Wix App Market



SEO, GEO & Agents

Wix MCP

Wix MCP

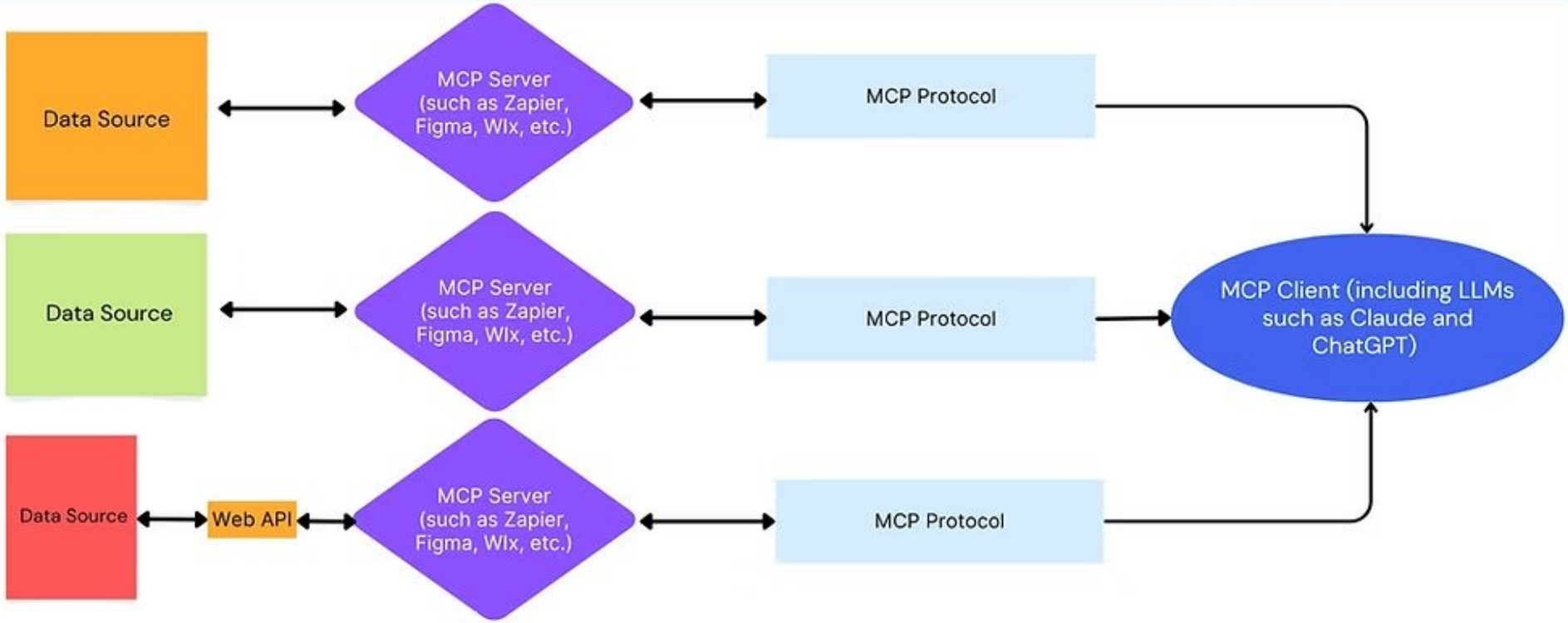


Properties Collection

	Property Name	Photo	Availability	Location
1	Seascape Haven		☑	San Diego
2	Sunnyvale Apartment		☐	San Francisco
3	Lakeside Villa		☑	Chicago
4	Mountain View Condo		☑	Denver
5	Rustic Hideaway		☑	San Antonio
6	Greenfield Estate		☐	Los Angeles
7	Riverbend Townhome		☑	Sydney
8	Woodland Cottage		☑	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.



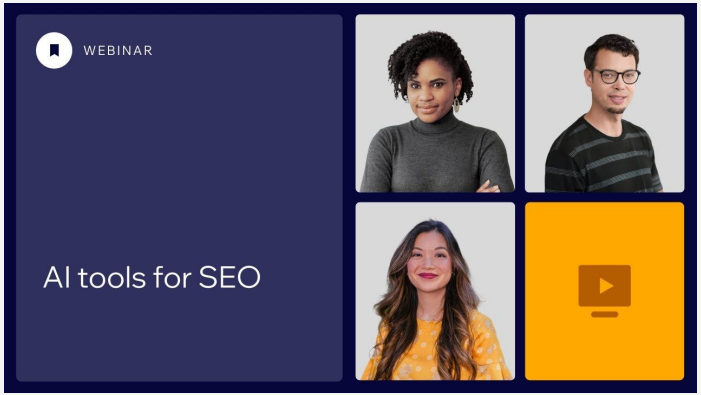
Wix MCP

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.

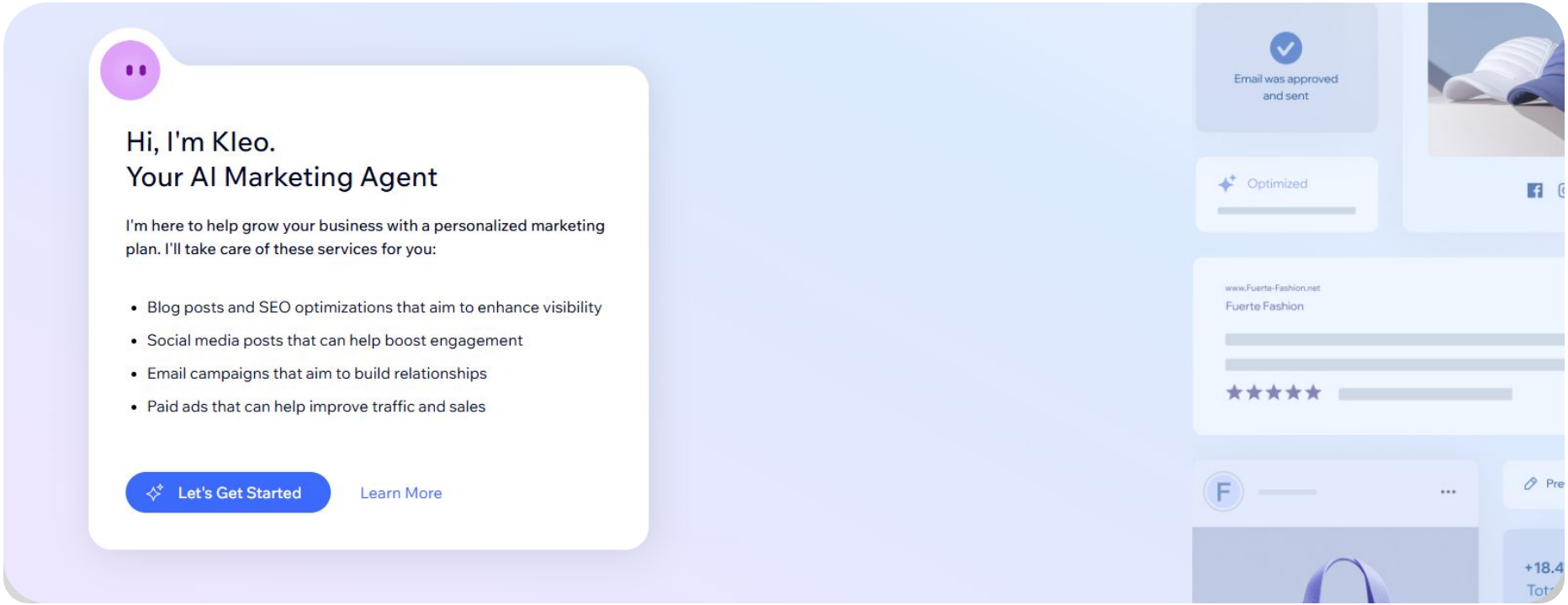


SEO

AI Marketing Agent

Kleo
AI Marketing Agent

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

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

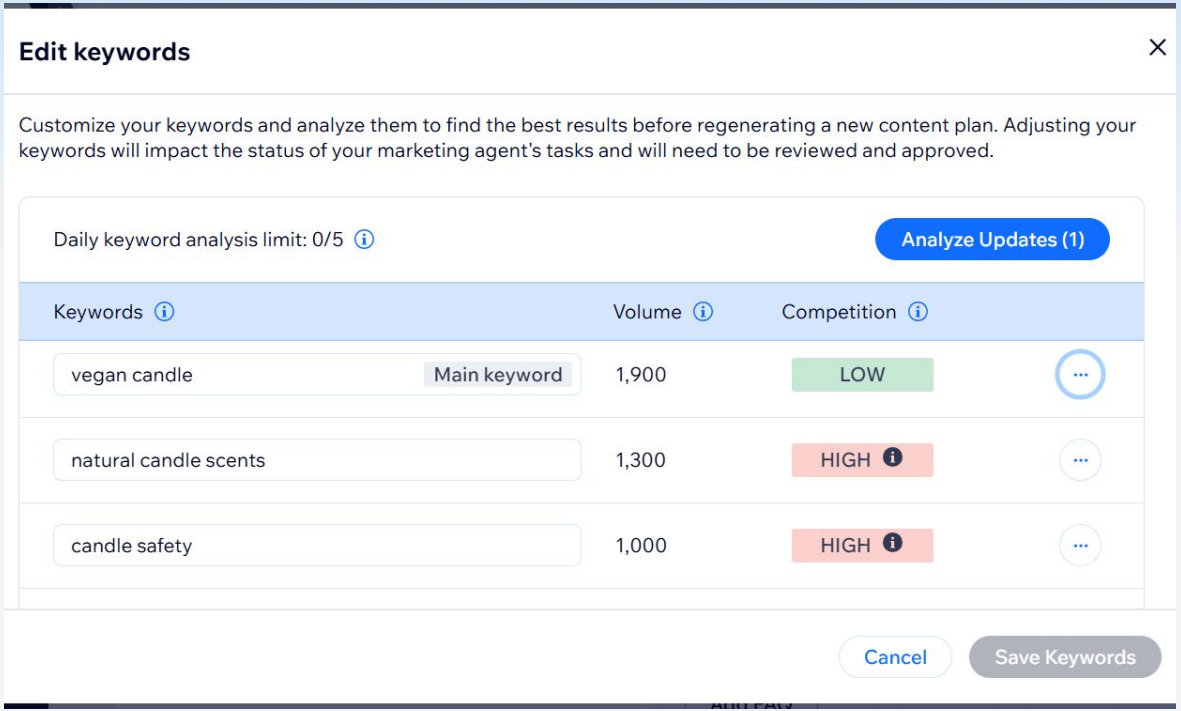
Weekly blog posts are ready for your review
5 minutes ago
Review and Approve

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

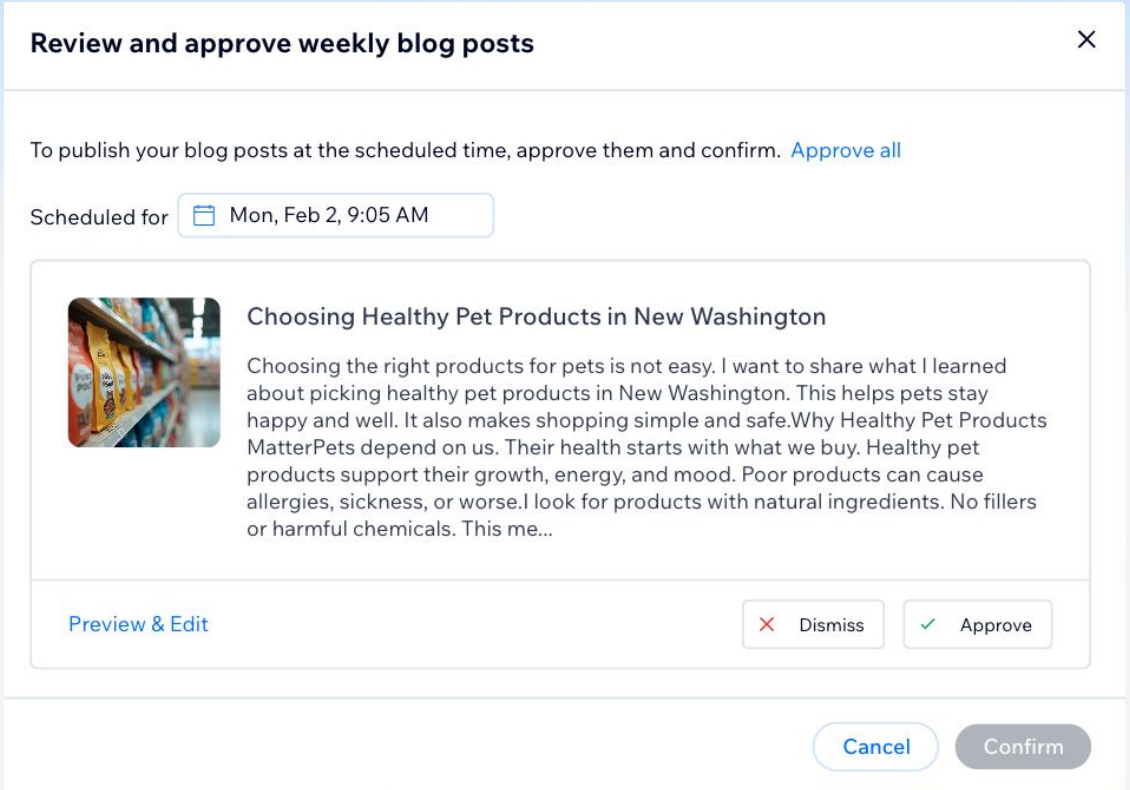
AI Marketing Agent: Keyword Research

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



AI Marketing Agent: Blog post

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



SEO

Connect to Bing

Connect to Bing

Around 112K Wix & Wix Studio websites connected in 2025

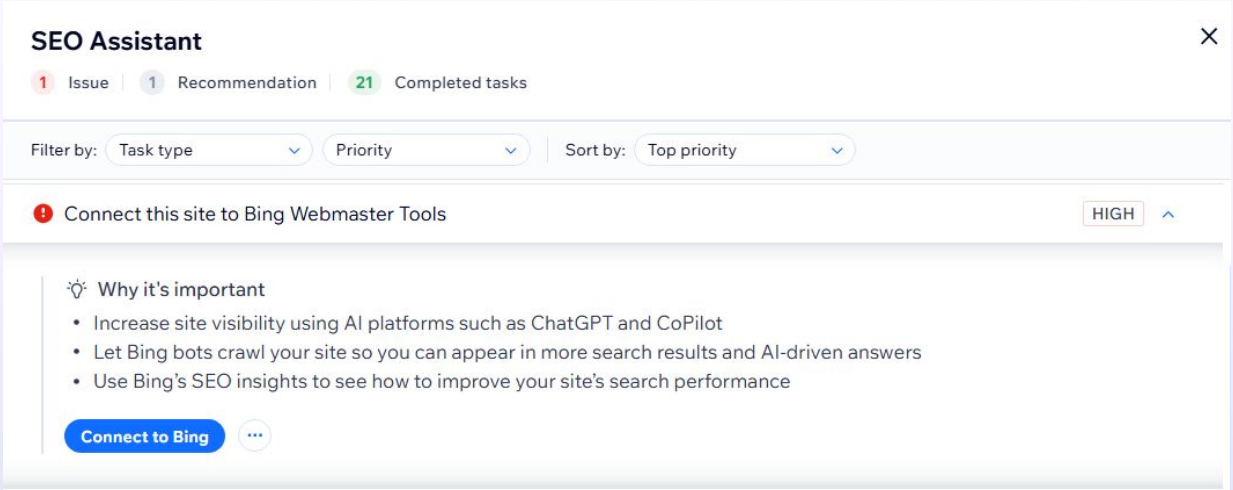
30K new sites connect to Bing each month.

Why should you connect to Bing?

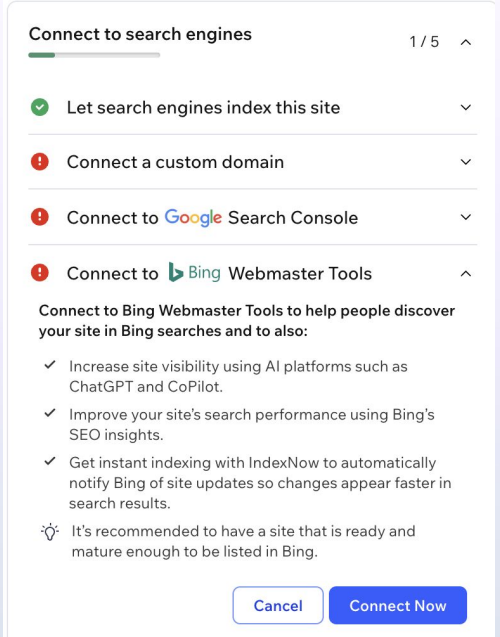
- Bing's audience is significant and serves over 3 billion visits a month, not including ChatGPT
- Microsoft Bing powers Yahoo, DuckDuckGo, and Ecosia
- ChatGPT and Microsoft Copilot use Bing as grounding for realtime searches

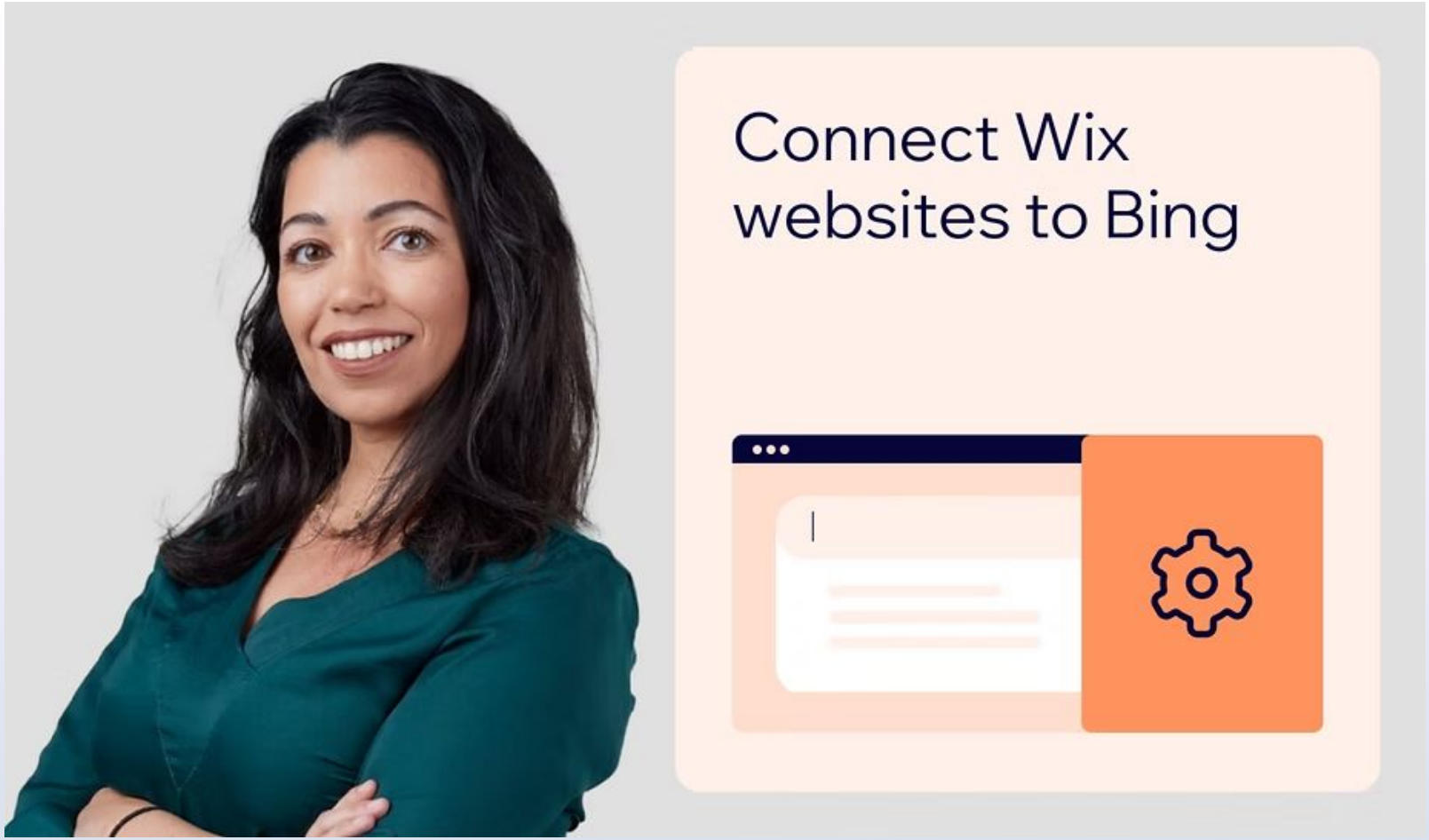
Connect to Bing

SEO & GEO Dashboard



Wix Harmony




Connect Wix
websites to Bing

GEO

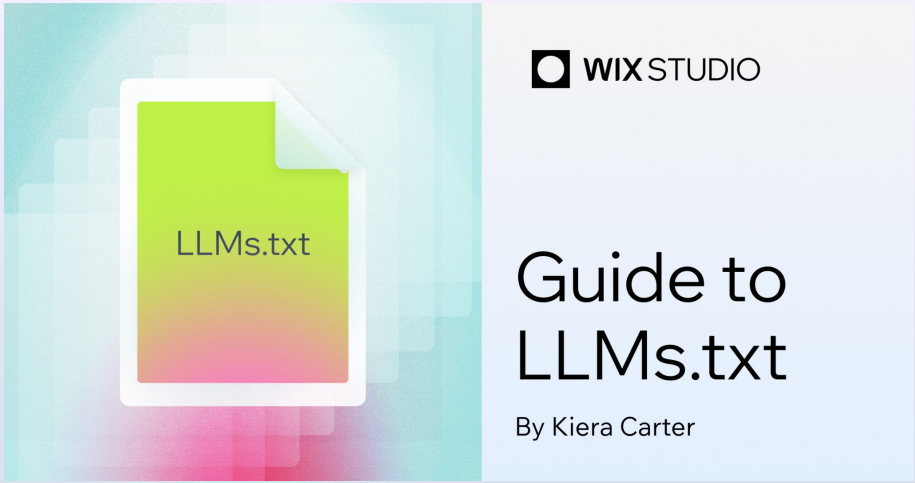
LLM.TXT

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



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-Niice-Both/BLACK](https://www.yehudadevir.com/product-page/short-sleeve-unisex-t-shirt-naughty-niice-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/calendar-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)
```

WIX STUDIO

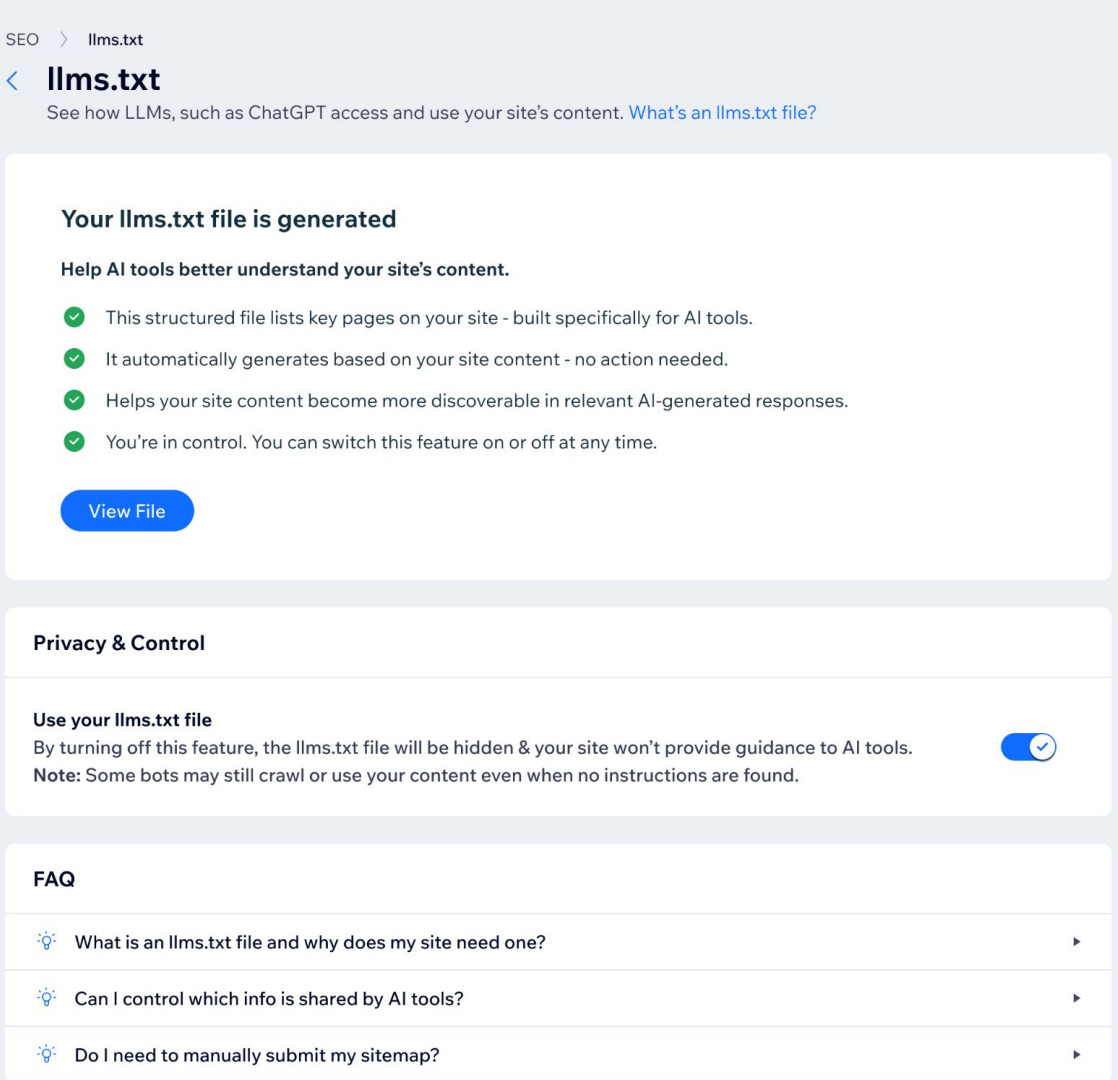
LLM.txt

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.

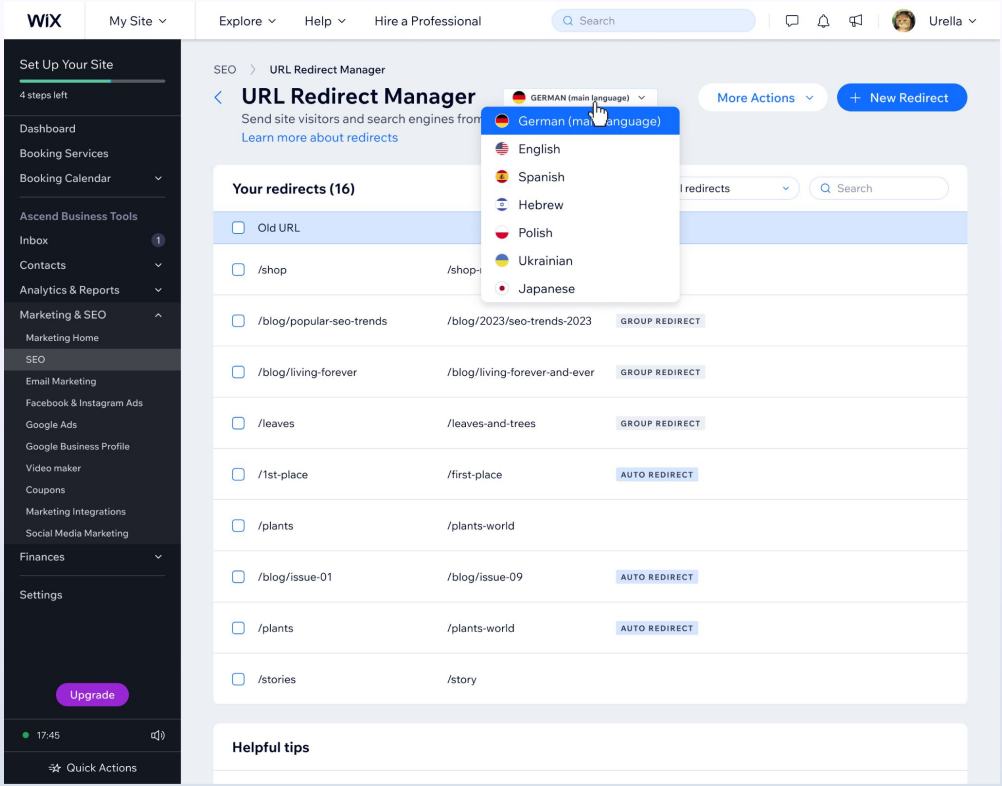
Use toggle to opt out.

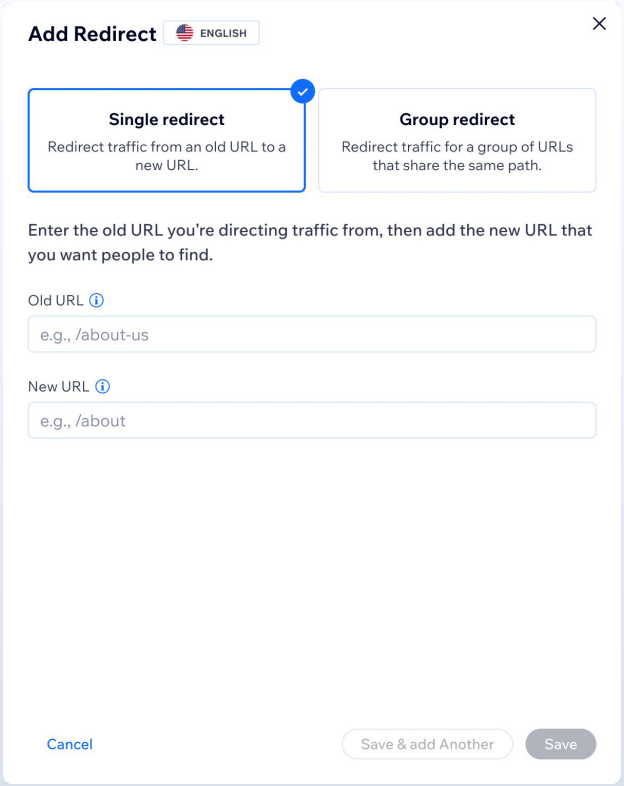


SEO

Redirect per language

Redirects per language



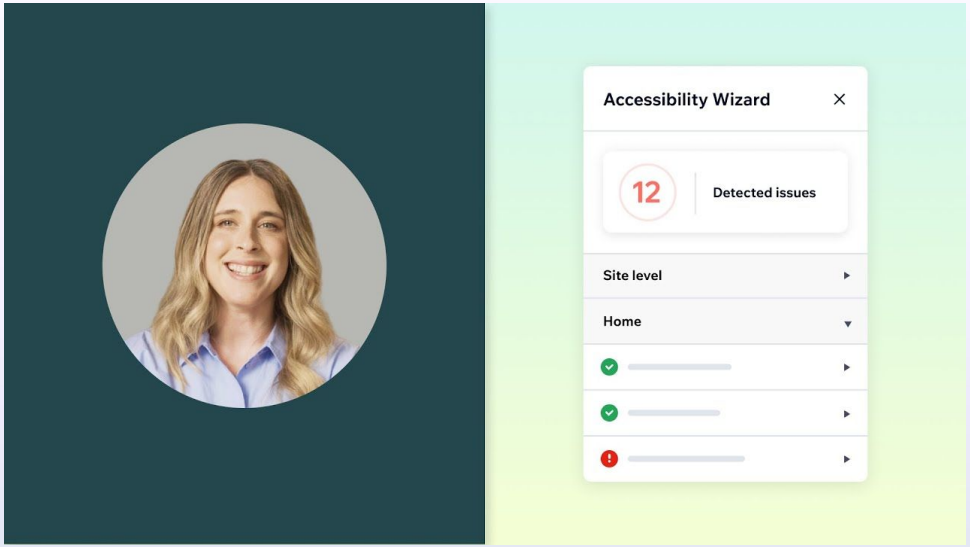


Accessibility

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

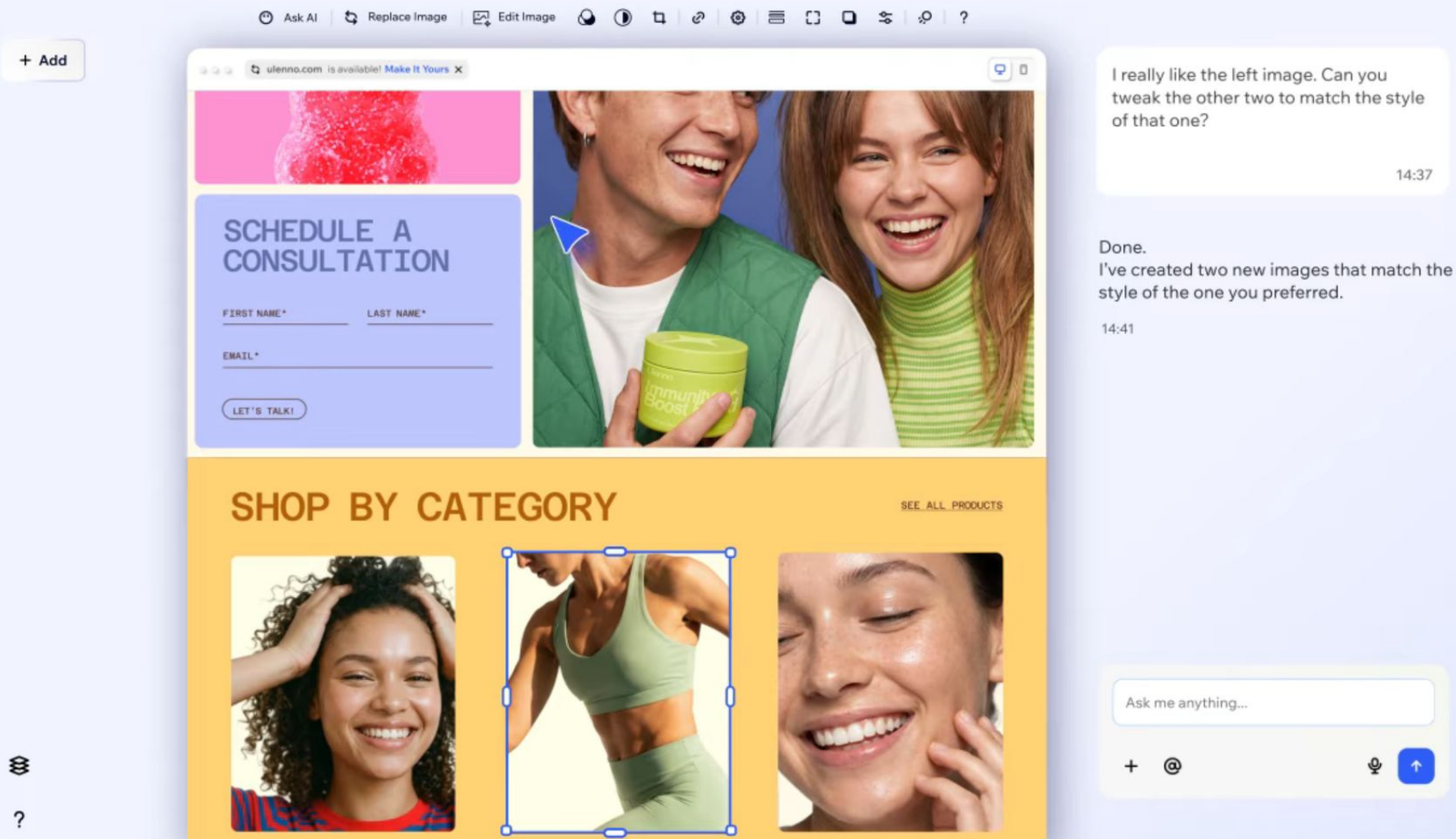
Looking forward 2026

SEO

Introducing Wix Harmony

WIX Harmony

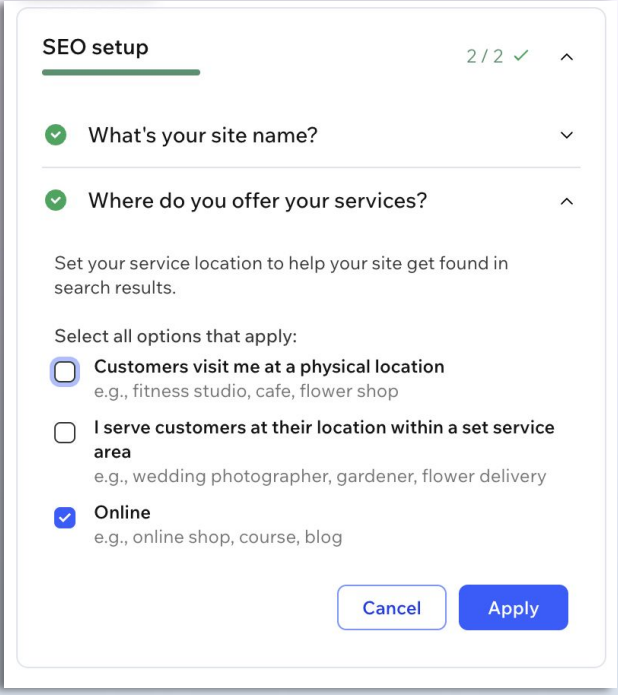
Vibe coding meets drag and drop freedom.


Ask AI
Replace Image
Edit Image
+ Add
ulenno.com is available! Make It Yours
SCHEDULE A CONSULTATION
FIRST NAME*
LAST NAME*
EMAIL*
LET'S TALK!
SHOP BY CATEGORY
SEE ALL PRODUCTS
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...

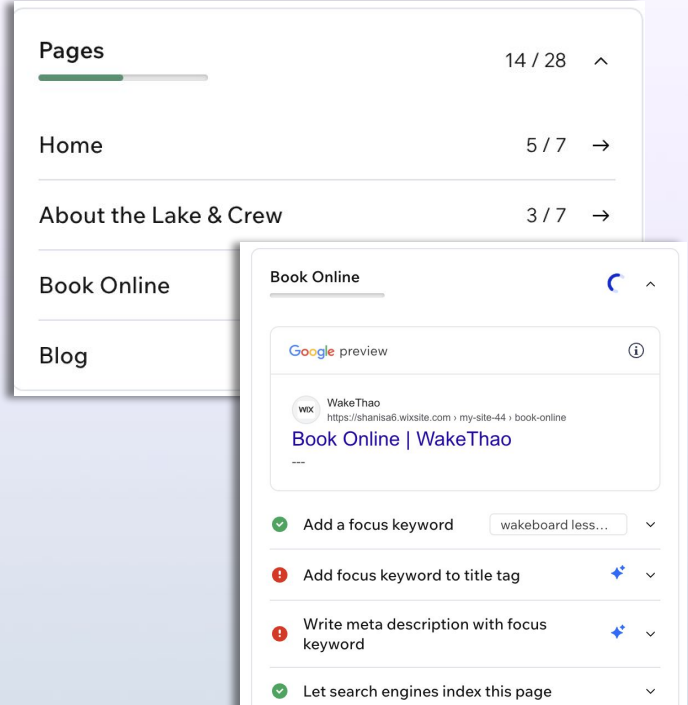
SEO In Wix Harmony

New AI SEO experience

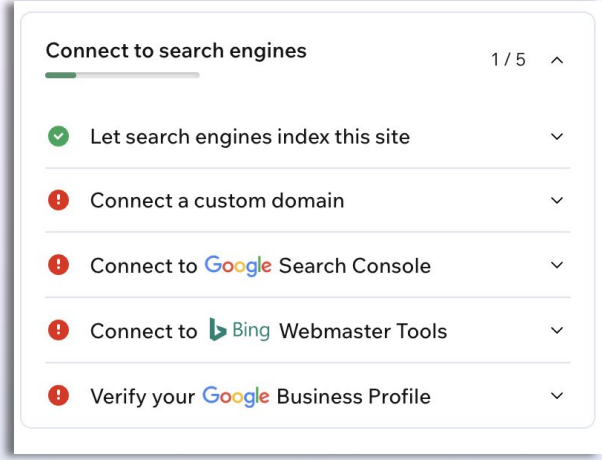
Setup



Pages Optimization



Connect to search engines



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

SEO Setup Checklist	Issues	Recommendations	Completed tasks
81%	0	1	21
Continue Setup	View tasks	View 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	Clicks
53,373 ↑ 4%	347 ↓ 15%

Most significant changes

Pages | Queries

Increased | Decreased

Impressions

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

Gen AI Visibility

Last 30 days

NEW

Last crawled by platform

ChatGPT	Today
Gemini	Today
Perplexity	Yesterday
Claude	Today

User queries on AI by page

2,022 ↑ 36%

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

See full pages report

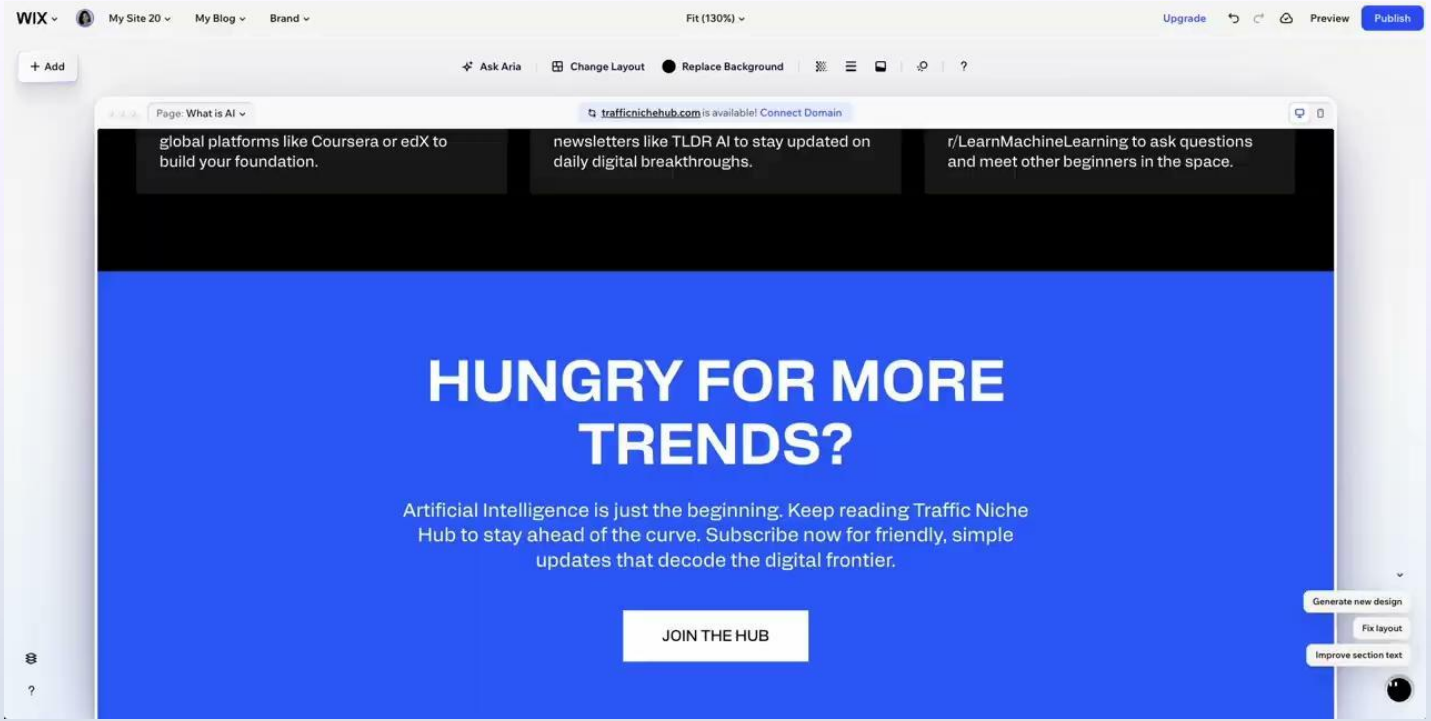
ChatGPT visibility score

6%

Go to AI Visibility Overview

SEO In Wix Harmony

New AI SEO experience



GEO & Agents

NLWeb

NLWeb

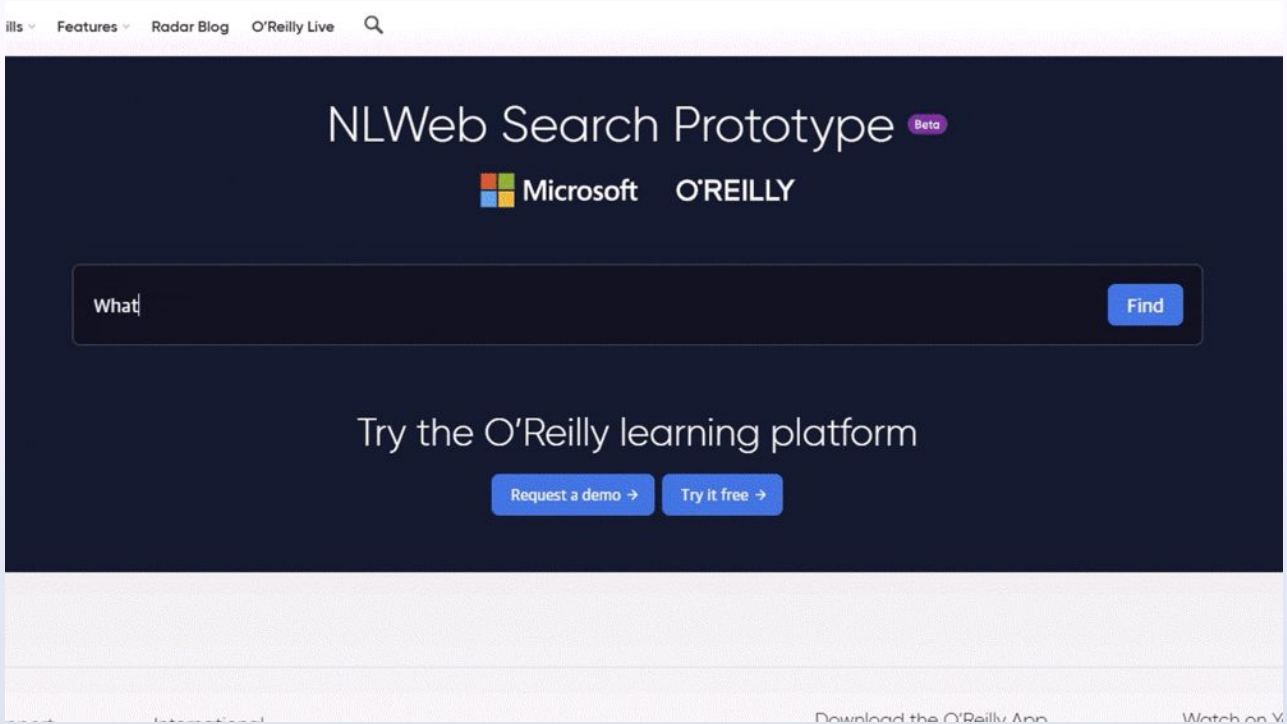
Microsoft
BRK240
The Making of NLWeb
Ramanathan Guha
and Jennifer Marsman
Microsoft Build

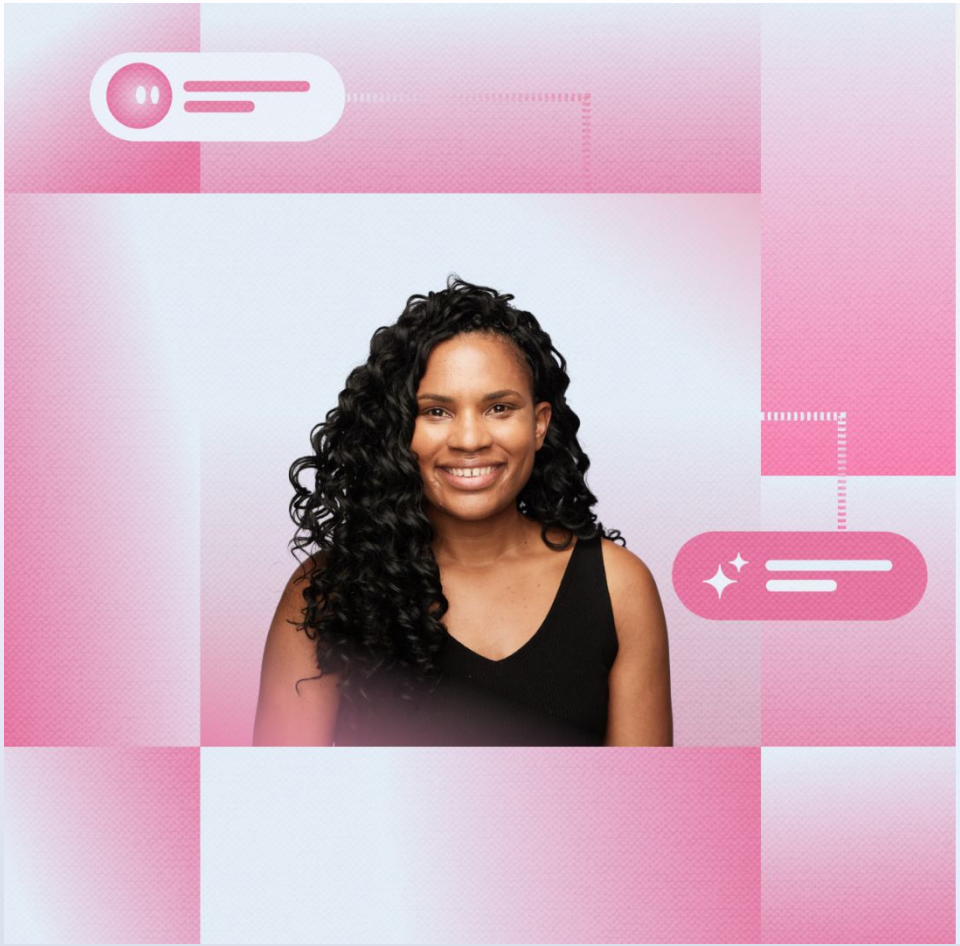
NLWeb

[Developed by Microsoft]

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

Potential to power agentic chat on websites.



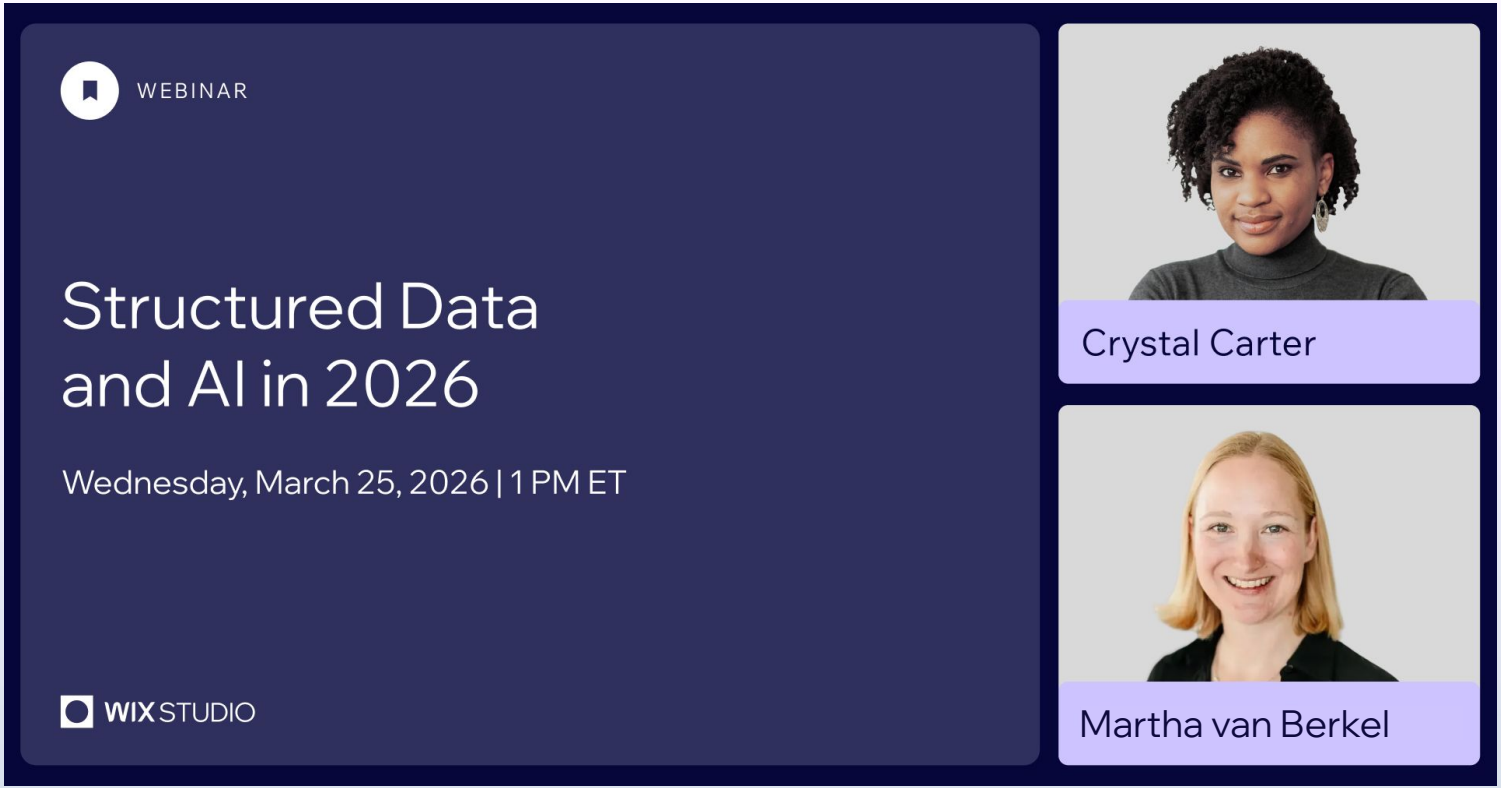


WIX STUDIO

The future is agentic

By Crystal Carter

NLWeb


WEBINAR
Structured Data and AI in 2026
Wednesday, March 25, 2026 | 1 PM ET
WIX STUDIO
Crystal Carter
Martha van Berkel

GEO & Agents

PayPal Agentic Commerce Services

WIX STUDIO

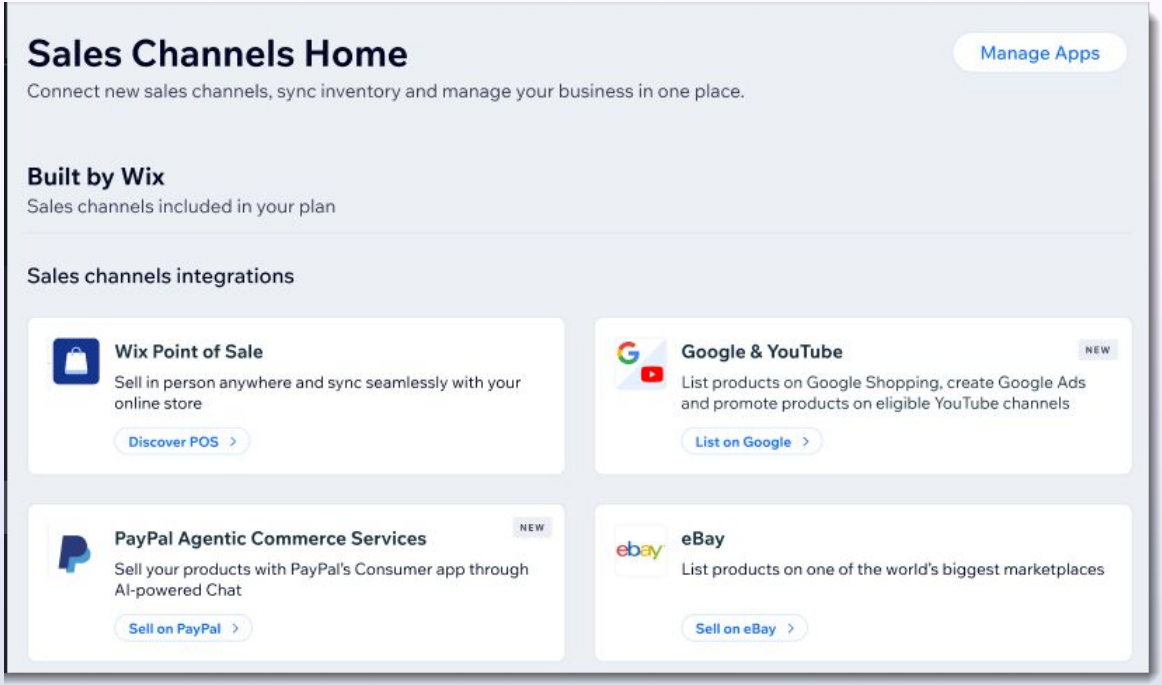
PayPal Agentic Commerce Services

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



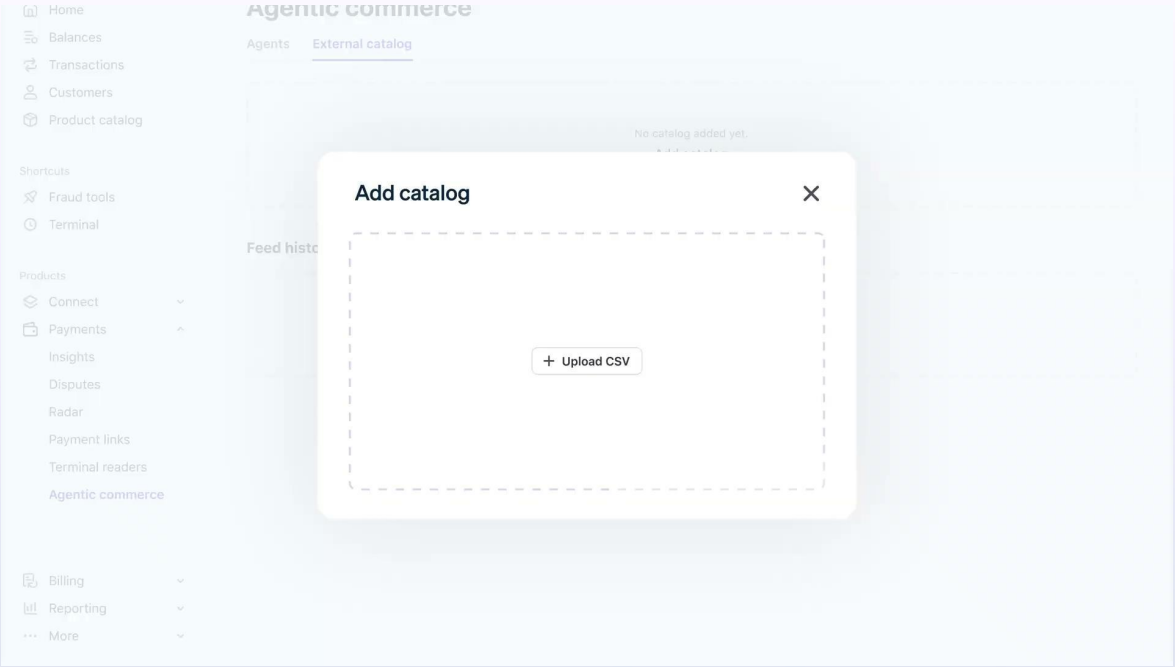
GEO & Agents

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!