



WEBINAR

SEO for AI Search Conversions



Wix & Wix Studio CRO Resources

Astro Assistant

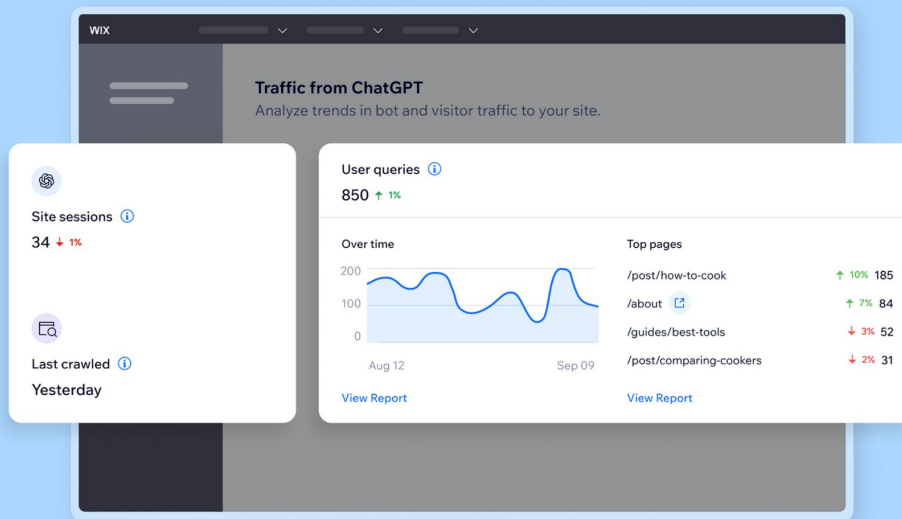
Create and optimized content with [Astro](#)

The screenshot displays the Wix Studio interface for editing a product page titled "Vegan Timeless Candle". The interface is divided into several sections:

- Header:** Shows the breadcrumb "Products > Vegan Timeless Candle" and the product title "Vegan Timeless Candle".
- Images and videos:** A section with two buttons: "ADD IMAGES" and "ADD VIDEOS".
- Product info:** A section with a "BASIC INFO" sub-section. It includes a "Name" field with the value "Vegan Timeless Candle" and a "Ribbon" field with the value "e.g., New Arrival". Below this is a "Description" field with the text "Experience a unique blend of vegan craftsmanship and bold scents with the Vegan Timeless Candle, available in peanut butter, new car, and wintergreen fragrances." A "Generate AI Text" button is visible next to the description field.
- Categories:** A section with checkboxes for "All Products" (checked) and "Test Category" (unchecked), and a "+ Create Category" button.
- Marketing & SEO:** A section with buttons for "Create", "Promote", and "Edit".
- ASTRO Assistant:** A chat window on the left side of the interface. It shows a conversation where the user asks for permissions to update services, and Astro recommends assigning the "Back Office Manager" role. The user responds "yes please", and Astro suggests selecting the role. The "Back Office Manager" role is selected.
- Bottom Right:** A Wix Studio logo and a promotional banner for Astro, featuring a portrait of George Nguyen and the text "Improve your SEO with Astro" and "By George Nguyen".

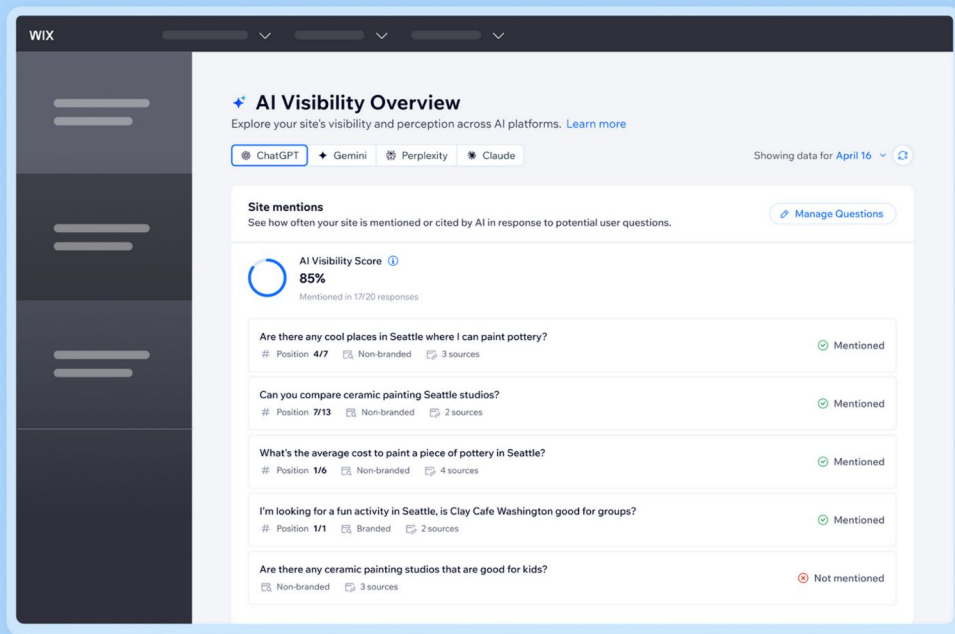
NEW AI Visibility Overview

Understand, monitor, and actively improve how your brand appears in LLM-based search engines, such as ChatGPT, Gemini, Perplexity, and Claude, helping brands stay ahead as LLMs redefine the landscape of SEO and online discovery.



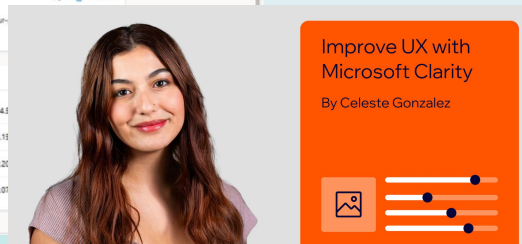
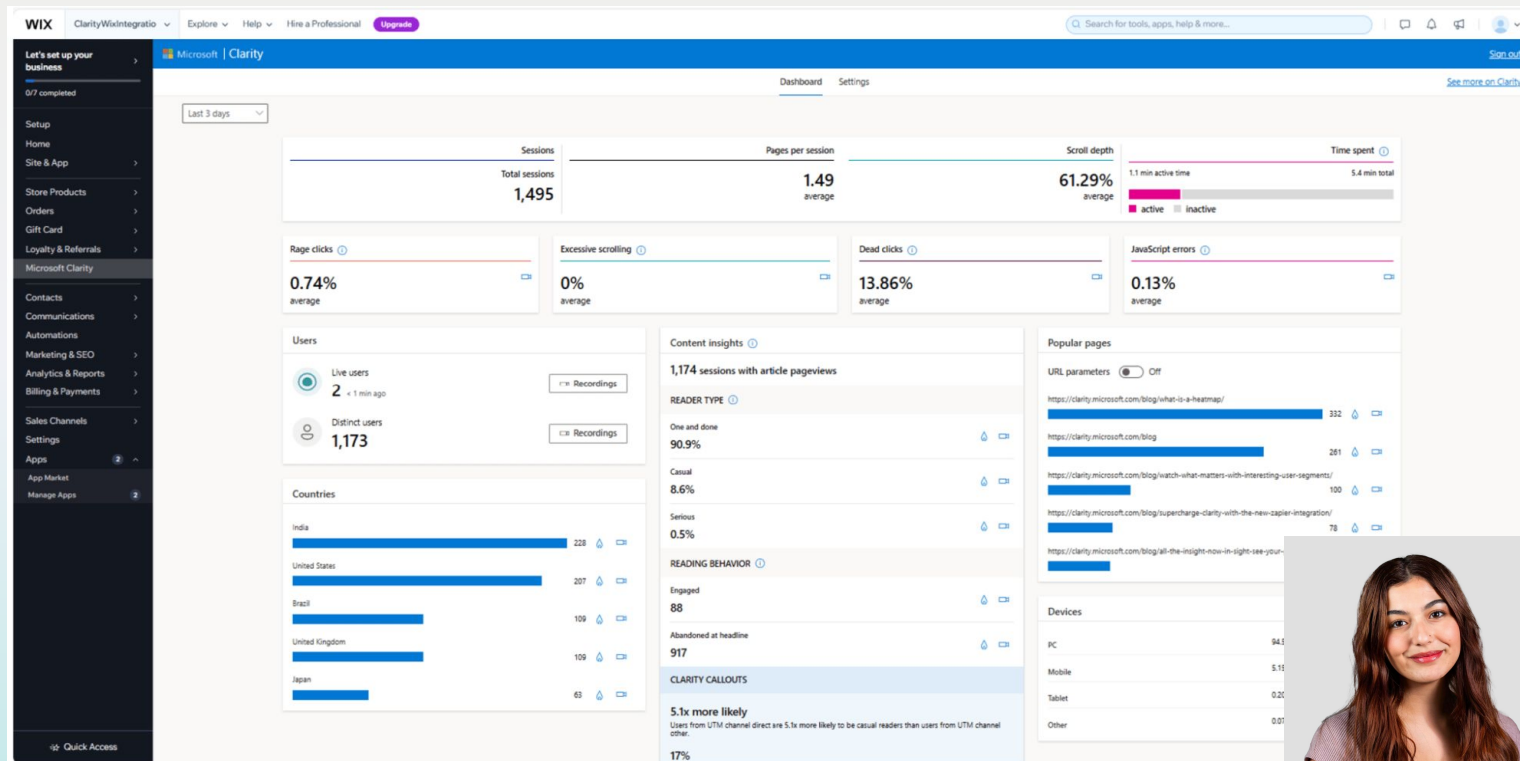
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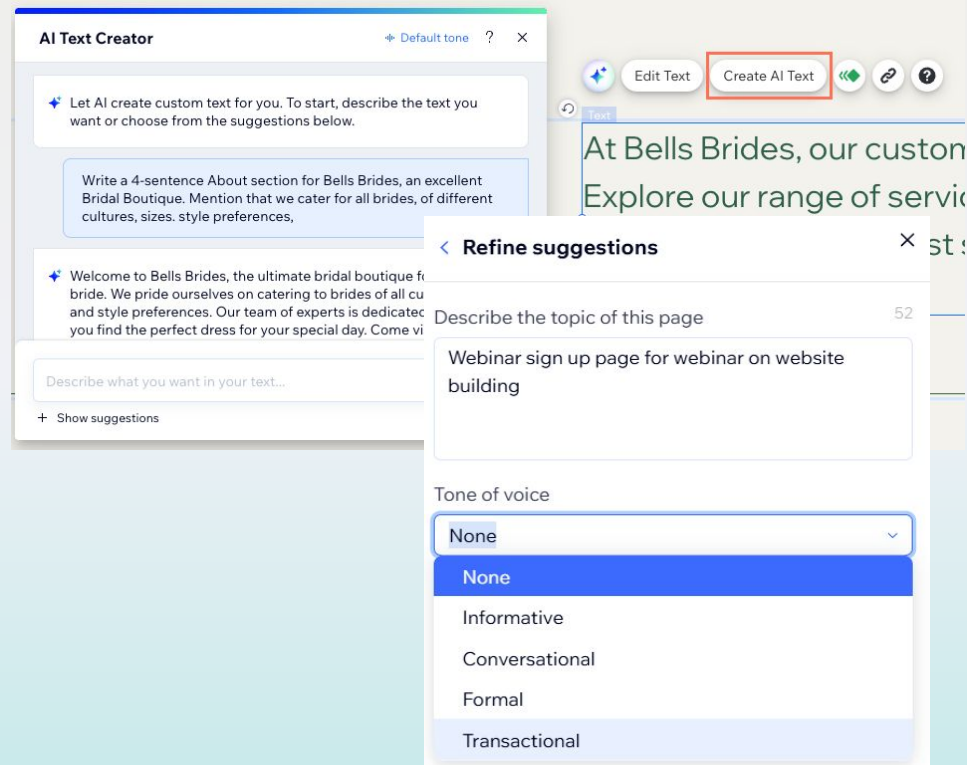
Microsoft Clarity Integration

Test CRO and monitor user activity with free [Microsoft Clarity app in Wix App Market](#)



Wix Studio Tools

- [Google Analytics 4 Integration for event tracking](#)
- Test CRO and monitor user activity with free [Microsoft Clarity app in Wix App Market](#)
- [Wix AI for your online store](#)



Conversions on GA4

Monitor conversions on GA4 with events

The screenshot displays the GA4 interface. On the left, the 'Data display' sidebar is expanded, showing 'Events' as the selected option. The main content area, titled 'Existing events', contains a table with the following data:

Event name ↑	Count	% change	Users	% change	Mark as key event (?)
click	9,740	↑ 34.5%	5,572	↑ 44.0%	<input type="checkbox"/>
file_download	1	↓ 50.0%	1	0.0%	<input type="checkbox"/>
first_visit	54,891	↑ 46.5%	53,976	↑ 43.6%	<input type="checkbox"/>
page_view	114,942	↑ 58.3%	56,410	↑ 43.6%	<input type="checkbox"/>
scroll	6,461	↑ 26.3%	4,748	↑ 31.7%	<input type="checkbox"/>
session_start	72,615	↑ 45.0%	56,440	↑ 43.4%	<input type="checkbox"/>
video_complete	9	↓ 25.0%	9	↓ 25.0%	<input type="checkbox"/>
video_progress	75	↑ 2.7%	21	↑ 23.5%	<input type="checkbox"/>
video_start	22	↓ 8.3%	22	↑ 4.8%	<input type="checkbox"/>
view_search_results	247	↑ 22.3%	168	↑ 40.0%	<input type="checkbox"/>

WIX SEO Hub

Conversions in GA4:
Your quick start guide



James Clark

Google
Analytics 4

On page CRO

Content on product page optimization and CTAs on [Wix Studio SEO Hub](#)

Currys is an electronics retailer that sells products from thousands of brands.

As you can see from the example below, there's no easy way to navigate all SHARK brand products from the PDP.

Toolstation, on the other hand, makes it easy for customers to browse all products from a brand, empowering brand-aware customers to explore more.

CTA types based on desired user action

Now that we have learned the main types of CTAs, let's take a look at CTA tactics that can be used for completing common objectives and how they relate to the business goals we discussed in the previous section.

CTA tactic	Description	Business goal	Example
Form completion	Form completion CTAs require the user to provide you with their contact details (among other relevant details you can ask for). This can be used for things such as a newsletter subscription, to request contact, or solicit feedback/reviews, depending on the nature of the data collected.	Lead generation	<p>Click to expand.</p>
Free trial/demo	Free trial or demo CTAs are typically offered in the SaaS and cloud industries, wherever there is a service or product to assist.	Lead generation, user acquisition	<p>Design emails people love to open.</p>
Free download	Free download CTAs are typically offered in the SaaS and cloud industries, wherever there is a service or product to assist.	Lead generation, user acquisition	<p>Wix SEO Hub</p>

A beginner's guide to CTAs: How to choose the right CTA for your business goals

Lazarina Stoy