LIVE WEBINAR

2022 Wix SEO Product Round-Up

starting in a few minutes

WiX

- Yes, this webinar is being recorded
- A YouTube link with the recording will be sent to you via email
- Ask questions in the Q&A panel

Meet our team

Mordy Oberstein

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Nati Elimelech

Head of SEO, Wix

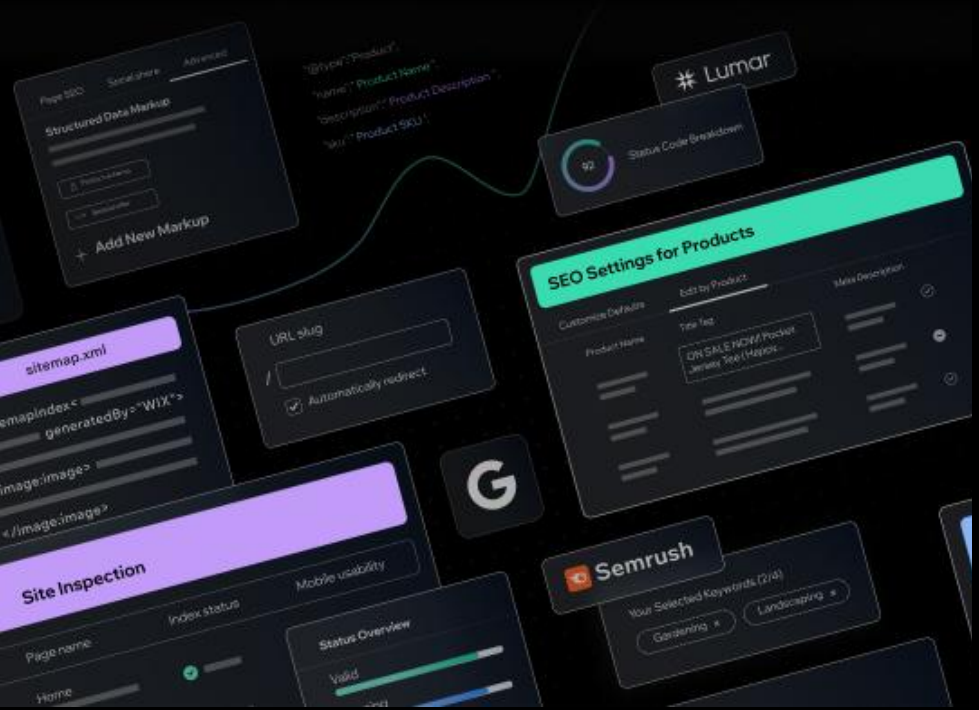
Crystal Carter

Head of SEO communications, Wix

Einat Hoobian-Seybold

SEO Product Lead, Wix

WiX



What we'll cover :

→ 2022 recap

→ New 2022 Features

→ Upcoming features

→ Q&A

2022 Recap

2022 in numbers

→ Over 2 million users used seo tools

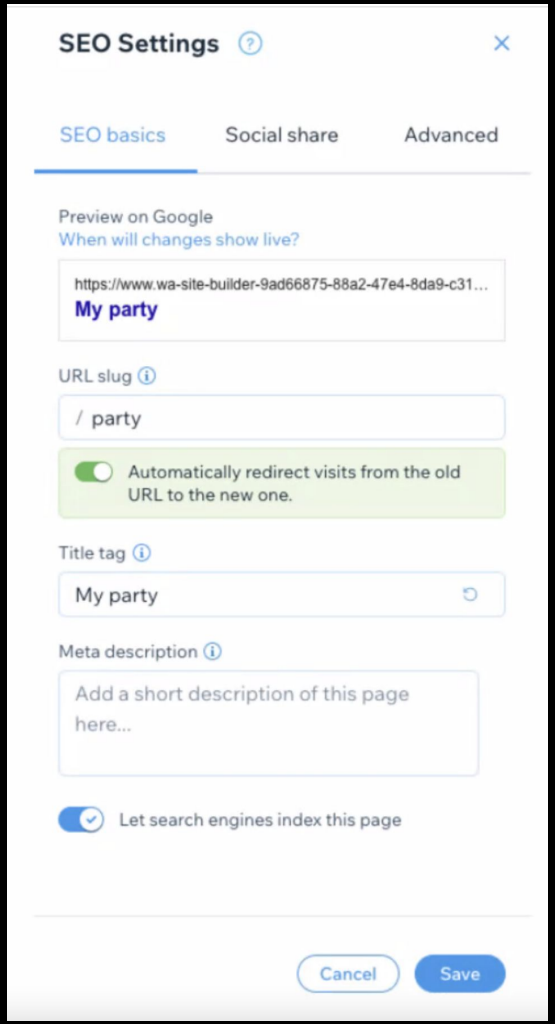
→ 900K connected to google

→ Over 4 million users are eligible for predefined structure data markups

301 Auto redirects

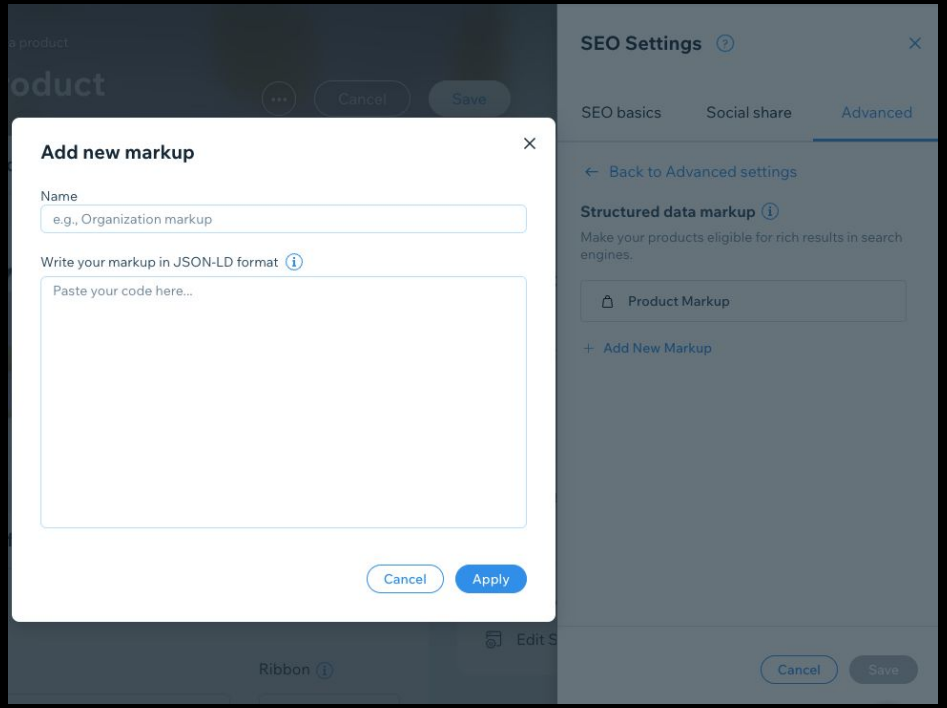
→ An auto redirect is being created automatically on slug change

→ ~400K redirects have been created so far, saving tones of 404 pages and lose of SEO power



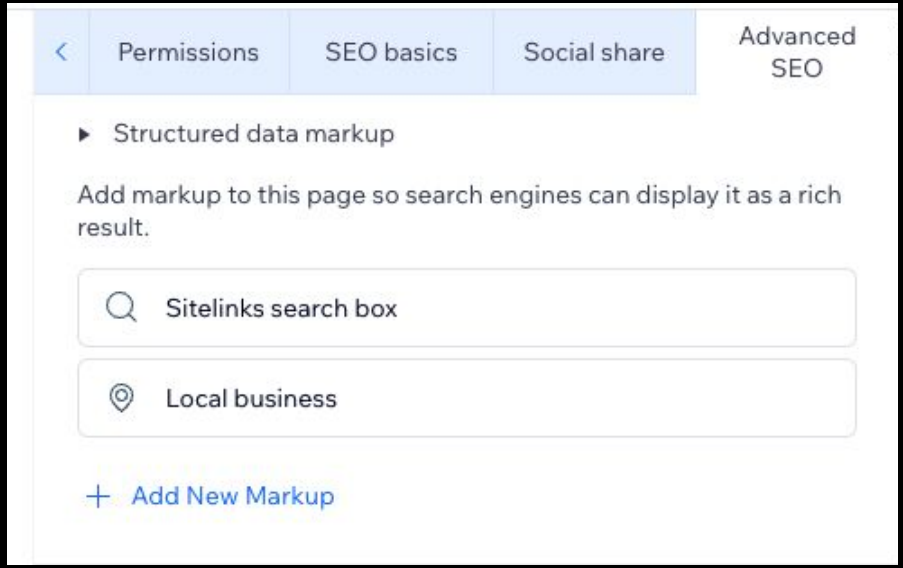
Structure data offering

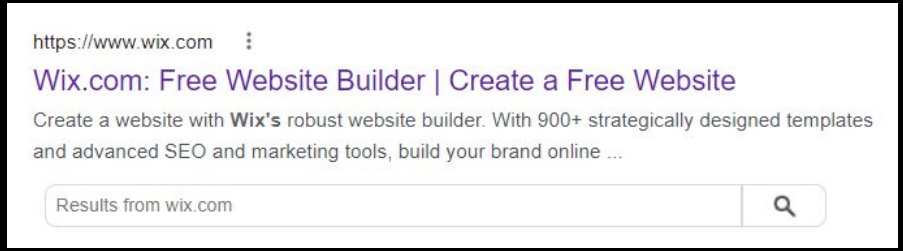
→ Customizable structured data markups per page



HP predefined structure data

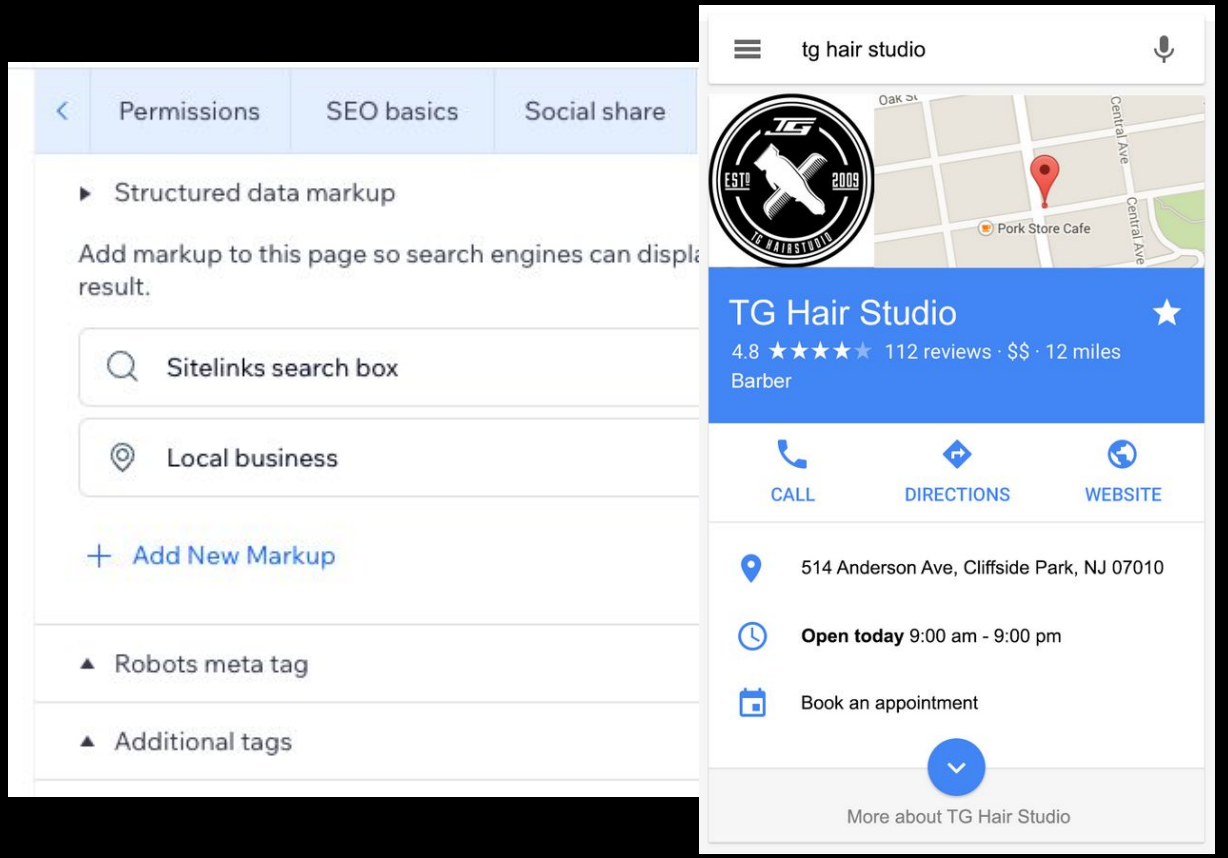
→ Sitelink search box





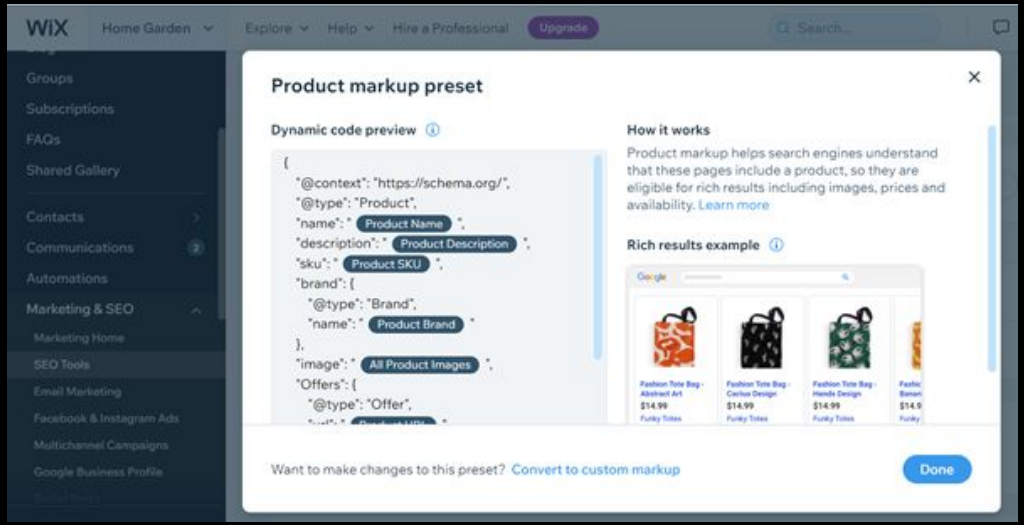
HP predefined structure data

→ Local business



Predefined Structure data offering

- Blog post (article)
- Product page (product)
- Forum Q&A (Q&A)
- Events
- Portfolio (Images)



Images in sitemap

→ Images are now being added automatically to the sitemaps

→ What's next: Videos in sitemap

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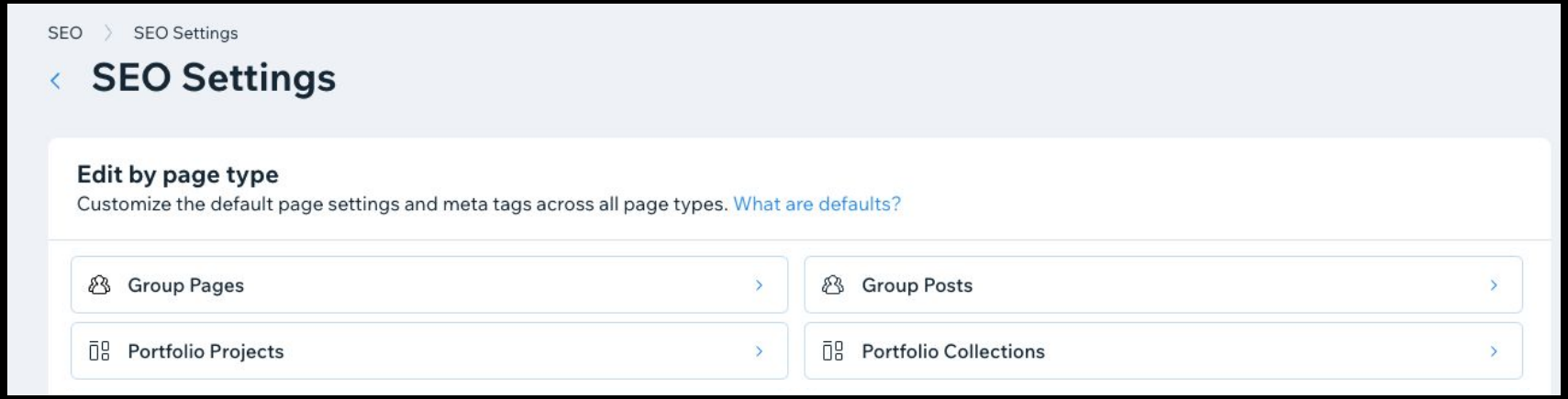
More Wix apps in SEO Settings Defaults

→ Wix Portfolio

→ Wix Group posts



Keyword research in your dashboard with Semrush

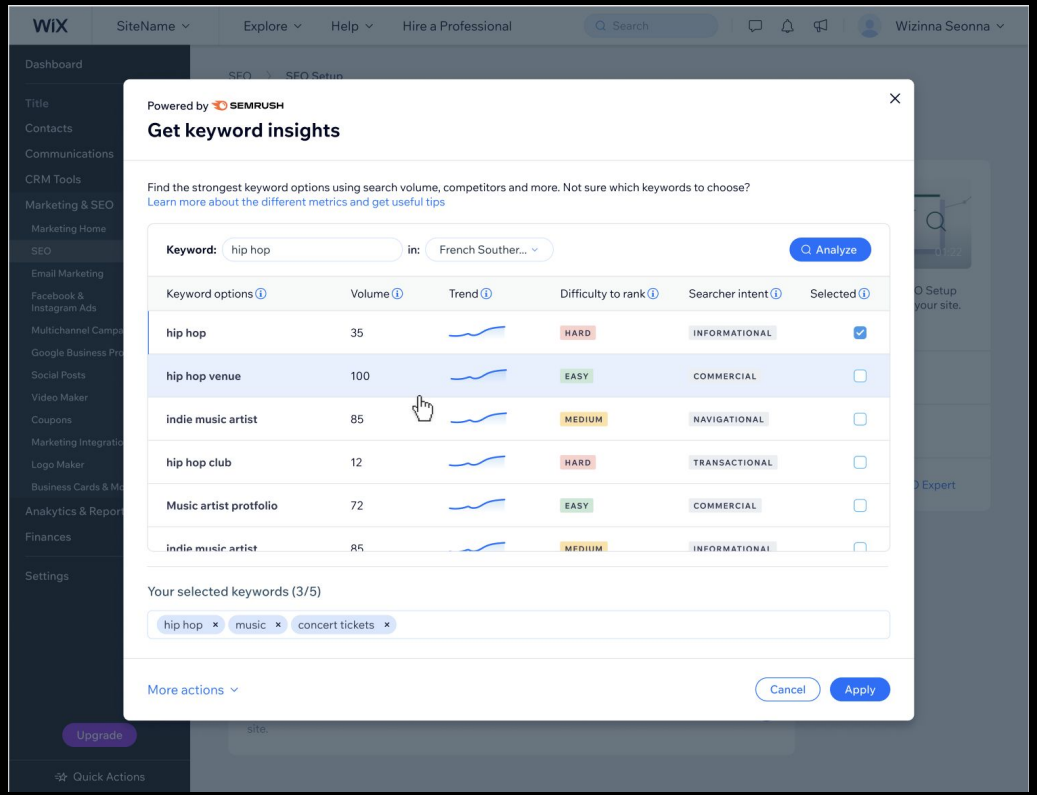
→ Integration with Semrush keyword insights tool

→ Perform keyword research within the platform

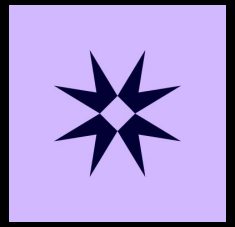
→ Keywords will automatically be integrated in your SEO checklist

→ 10 FREE searches a day

→ What's next: Integrate Semrush in more relevant places



More SEO apps



Deepcrawl (Lumar)

Uberall

Site inspection

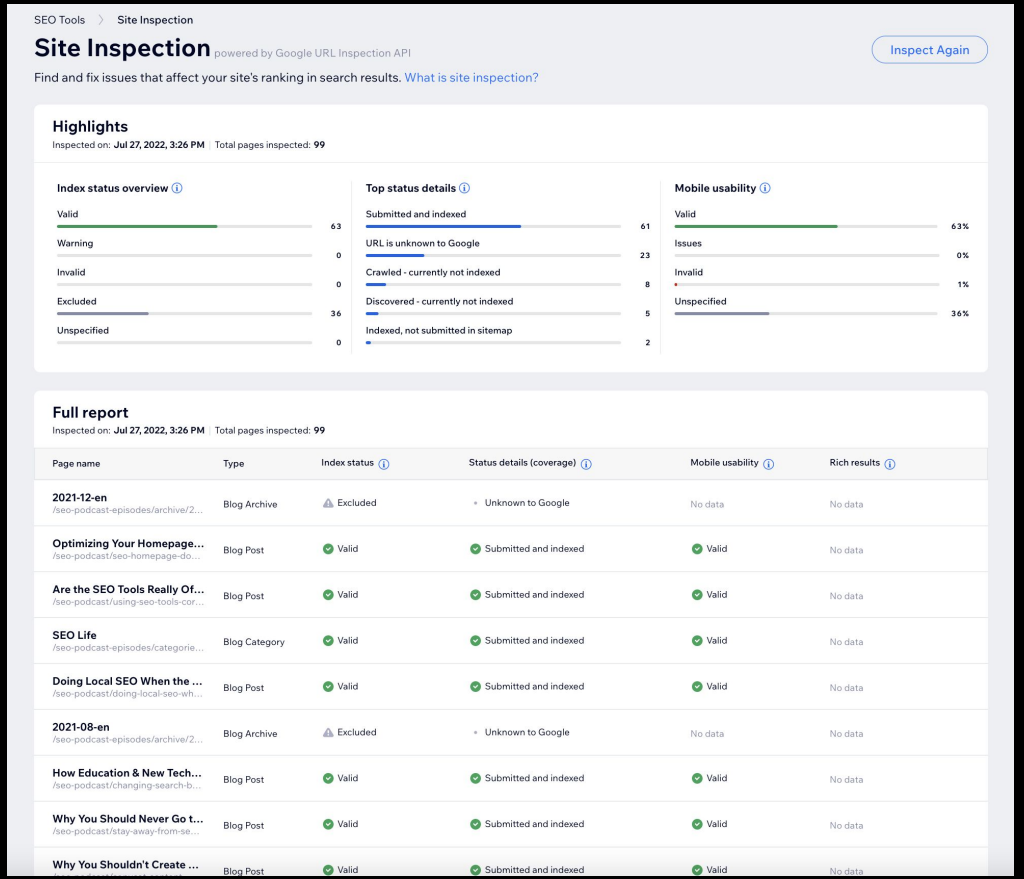
→ Integration with Google's URL inspection API

→ Inspect the entire site with a click of a button

→ Overview of the site's index state

→ Future plans: Adding new features like:

expanding the quota limit, filters, sort, search etc.



SEO > Site Inspection

Site Inspection powered by Google URL Inspection API

Inspect Again

Find and fix issues that affect your site's ranking in search results. What is site inspection?

Highlights

Inspected on: **Nov 30, 2022, 8:50 PM** Total pages inspected: **115**

Index status overview

Valid	77
Warning	0
Invalid	0
Excluded	38
Unspecified	0

Top status details

Submitted and indexed	77
URL is unknown to Google	33
Crawled - currently not indexed	4
Excluded by 'noindex' tag	1

Mobile usability

Valid	66%
Issues	0%
Invalid	1%
Unspecified	33%

Full report

Inspected on: **Nov 30, 2022, 8:50 PM** Total pages inspected: **115**

Page name	Type	Index status	Status details (coverage)	Mobile usability	Rich results
Should You Target Zero Sea... /seo-podcast/zero-search-volum...	Blog Post	Valid	Submitted and indexed	Valid	No data
2021-12-en /seo-podcast-episodes/archive/2...	Blog Archive	Excluded	Unknown to Google	No data	No data
Optimizing Your Homepage... /seo-podcast/seo-homepage-do...	Blog Post	Valid	Submitted and indexed	Valid	No data

WiX | deepcrawl

SEO Tools > Site Inspection

Site Inspection

Inspect Again

Find and fix issues that affect your site's ranking in search results. What is site inspection?

Highlights

Inspected on: Jul 27, 2022, 3:26 PM | Total pages inspected: 99

Index status overview

Valid	63
Warning	0
Invalid	0
Unspecified	0
Excluded	36

Top status details

Submitted and indexed	61
URL is unknown to Google	23
Crawled - currently not indexed	8
Discovered - currently not indexed	5
Indexed, not submitted in sitemap	2

Mobile usability

Valid	63%
Issues	0%
Invalid	1%
Unspecified	36%

Full report

Inspected on: Jul 27, 2022, 3:26 PM | Total pages inspected: 99

SEO settings page editing

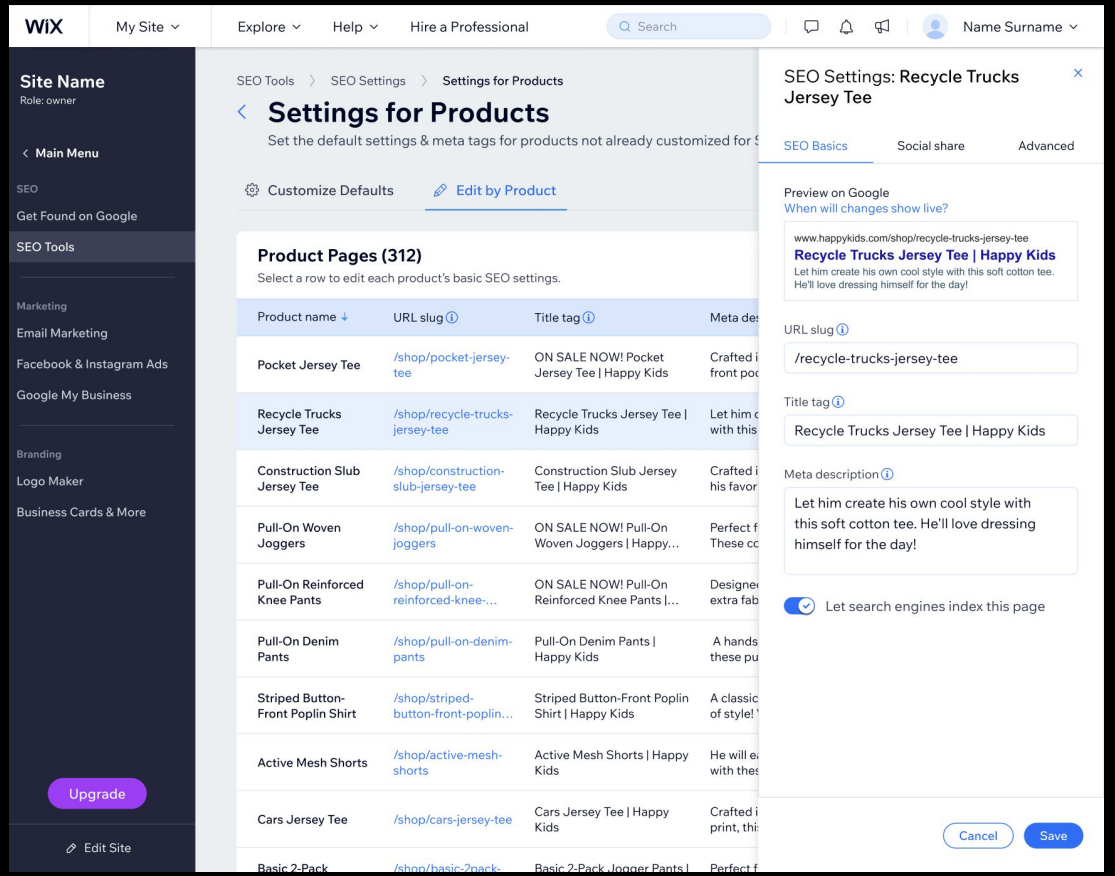
→ Review all your meta data in one place

→ Easily edit SEO settings, and in scale

→ Available for Main pages & Products

→ What's next:

- Will be added to blog post pages
- Bulk editing ability



Settings for Main Pages

Need Help?

Customize your default main pages settings and meta tags or edit them individually. What are defaults?

Customize Defaults | Edit by Page

SEO basics & social share
Choose how search engines & social networks display your main site pages. Learn more
Edit

Structured data markup
Manage the markup on your main site pages. Learn more
Edit

Robots meta tag
Select the relevant instructions, so bots know what info to display after crawling your main site pages. Learn more
Edit

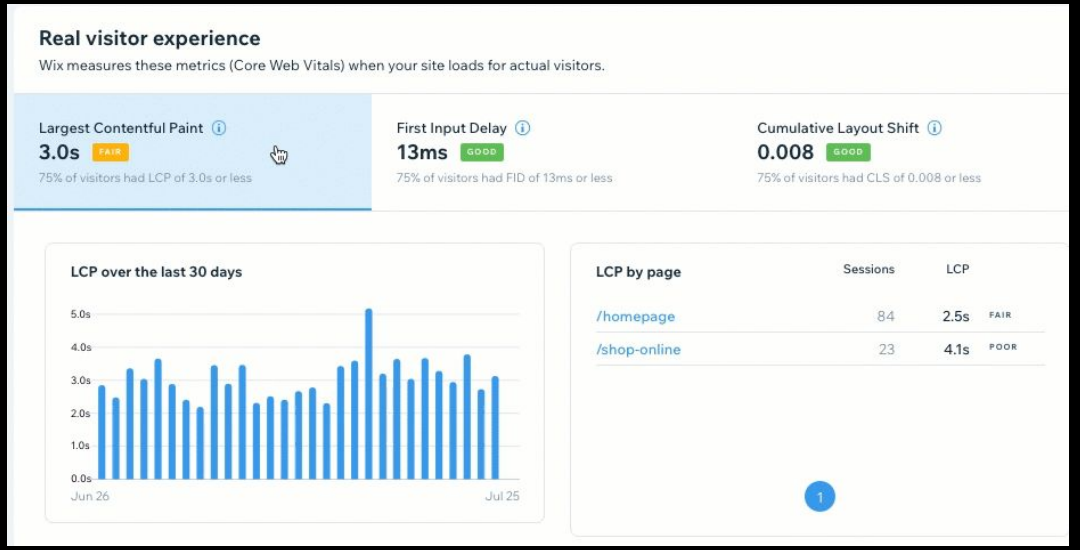
Additional meta tags
Review additional info about your main site pages for search engines (editing recommended for experts only). Learn more
Edit

Site speed dashboard

→ Real visitor experience

→ Google performance score

→ Core web vitals score & tips

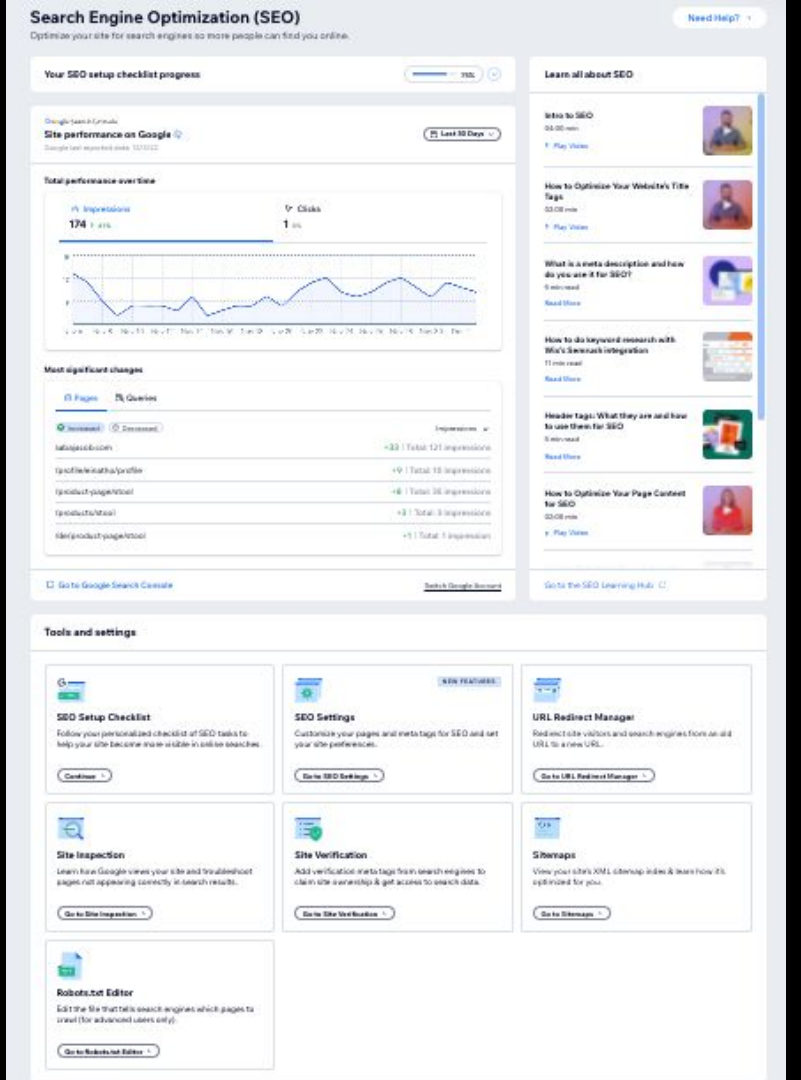


2023 sneak peek

The new SEO dashboard

→ One place to see all your SEO related data and progress

- GSC data and changes insights
- Education widget
- All the SEO tools

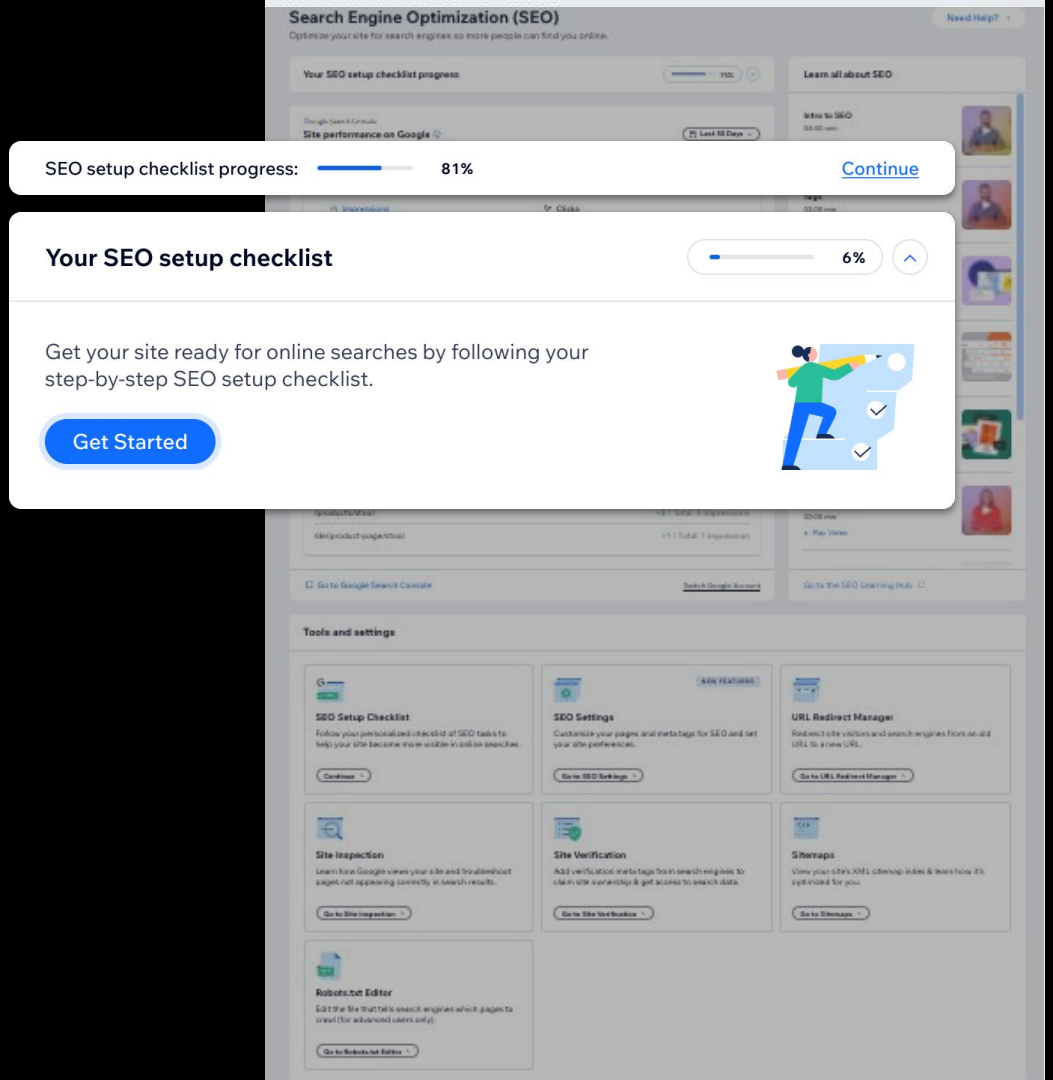


New SEO dashboard

SEO setup checklist

→ See your progress of the SEO checklist

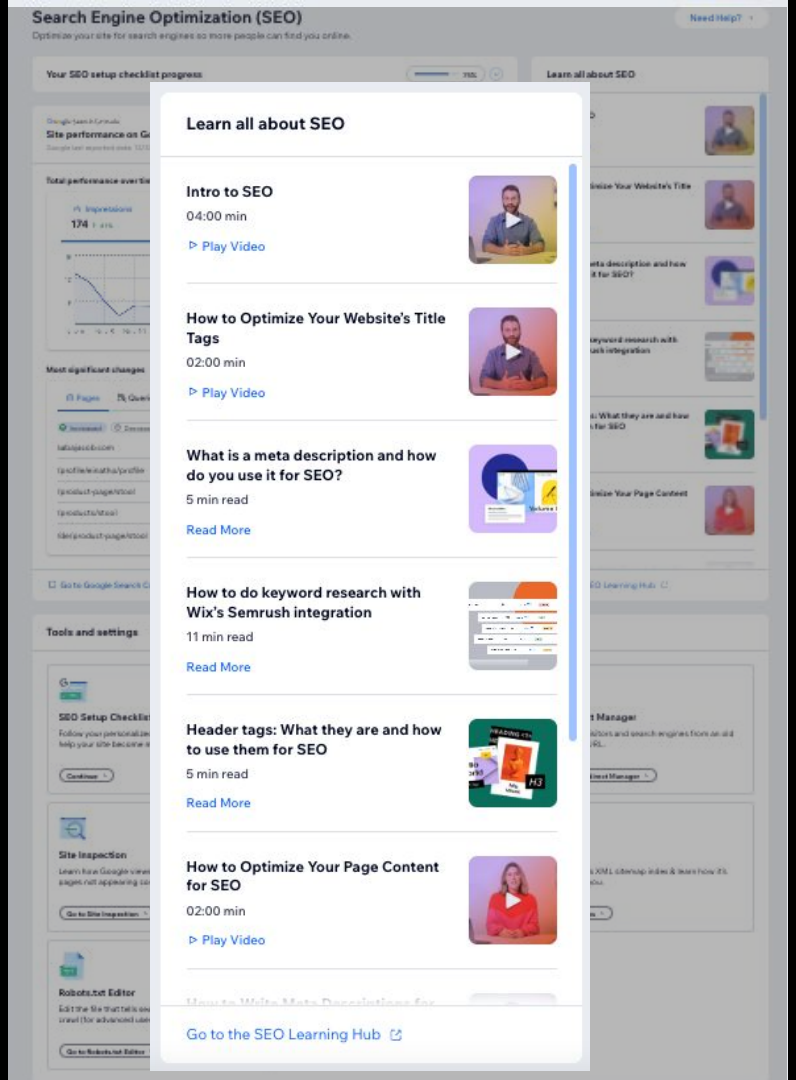
→ Complete the checklist



New SEO dashboard

Learn all about SEO

→ Get curated educational content about SEO



New SEO dashboard

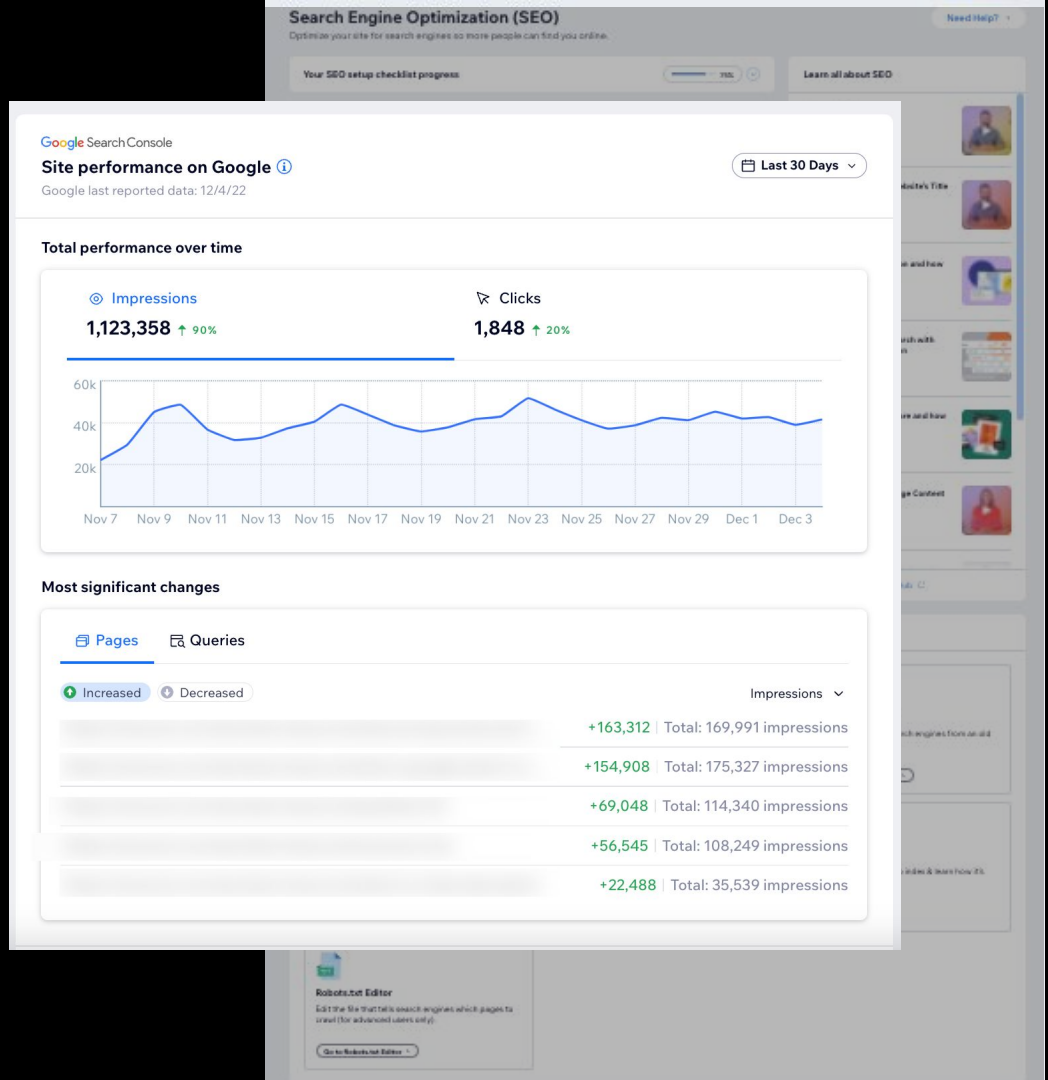
Site Performance

→ See your site performance data from Google

→ Get an overview of your site performance

(Impressions and clicks)

→ See your top changes for pages and queries

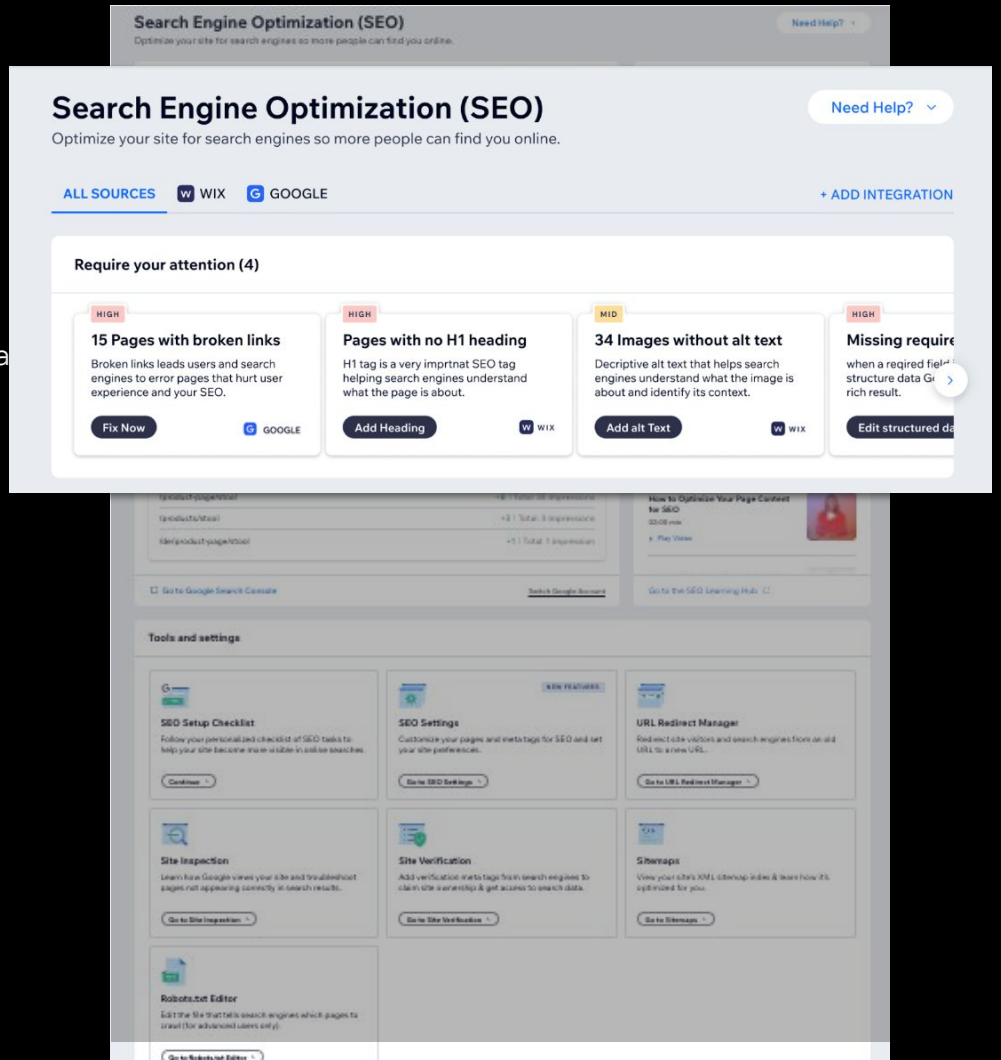


SEO dashboard vision

→ One place where you can go back to and see wha

to do next in the optimization process

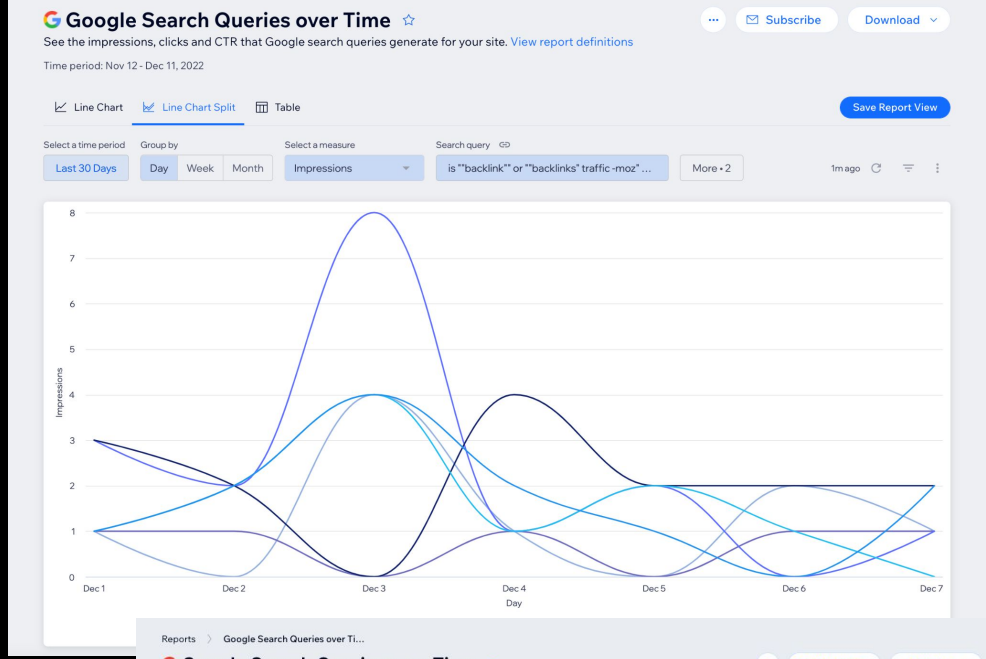
→ Actionable insights and guidance

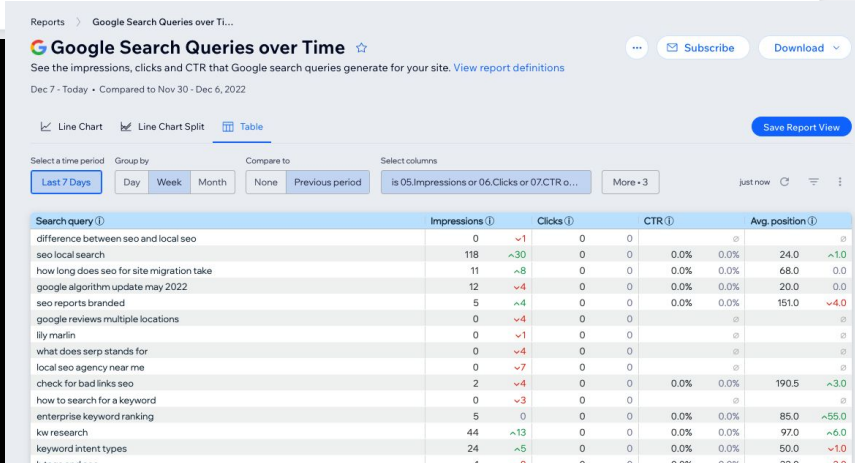


Google Search Console Reports in Wix analytics

→ in depth reports of your pages and queries from GSC

→ advanced filters by device type, geo etc.





Keywords per page & optimization tips

→ Define Keywords on a page level

→ Get optimization guidance accordingly

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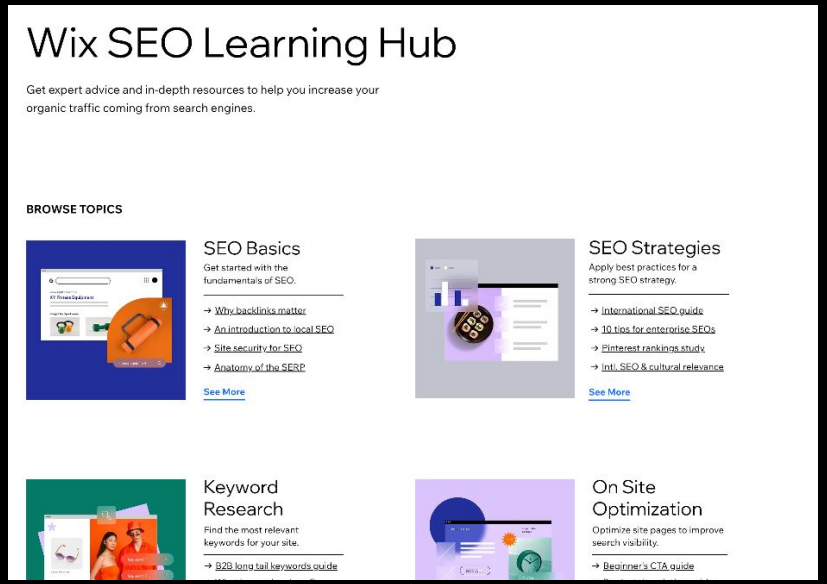
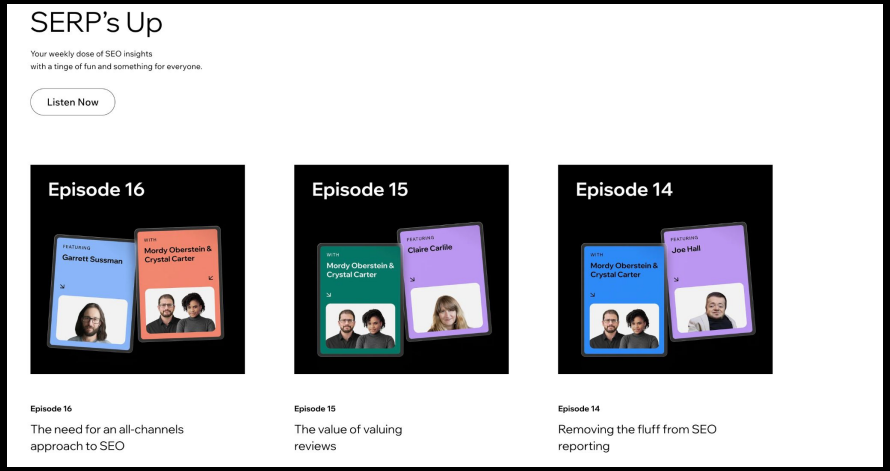
SEO Learning Hub



SERP's Up podcast



SEO Certificate

Professional courses, modules and exams, designed especially for Wix Partners.

WiX

Q&A