

Wix

LIVE WEBINAR

2022 Wix SEO Product Round-Up

starting in a few minutes



- 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

Head of SEO
Branding, Wix



Nati Elimelech

Head of SEO,
Wix



Crystal Carter

Head of SEO
communications, Wix



Einat Hoobian-Seybold

SEO Product
Lead, Wix



What we'll cover :

→ 2022 recap

→ New 2022 Features

→ Upcoming features

→ Q&A

WIX

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

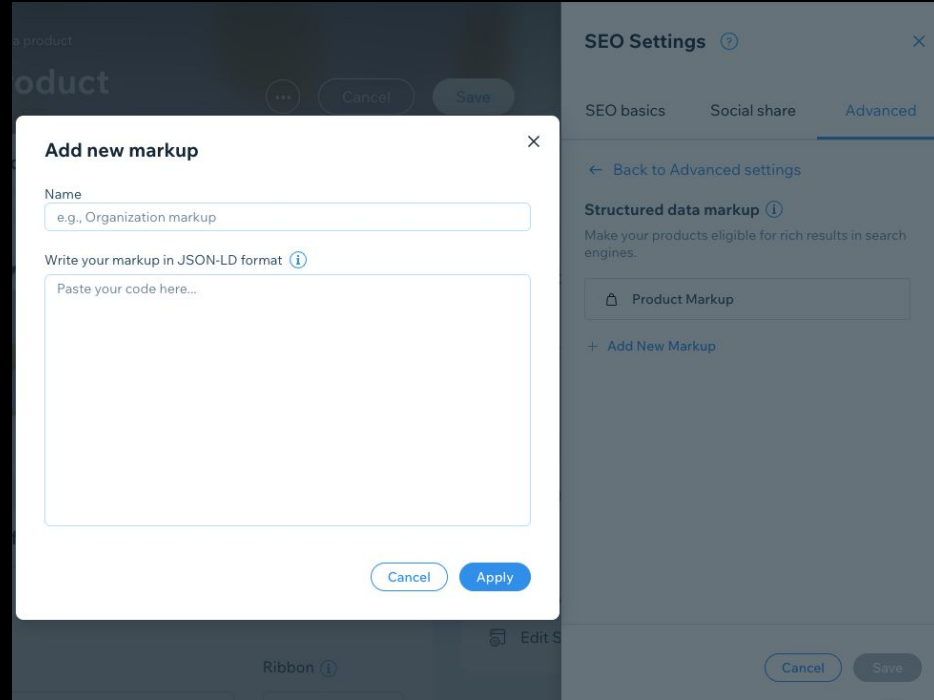
The screenshot shows the 'SEO Settings' panel for a page titled 'My party'. The panel is divided into three tabs: 'SEO basics' (selected), 'Social share', and 'Advanced'. Under 'SEO basics', there are several settings:

- Preview on Google:** A section with the heading 'When will changes show live?' and a text input field containing the URL 'https://www.wa-site-builder-9ad66875-88a2-47e4-8da9-c31...' and the page title 'My party'.
- URL slug:** A text input field containing '/ party'. Below it is a green toggle switch labeled 'Automatically redirect visits from the old URL to the new one.', which is currently turned on.
- Title tag:** A text input field containing 'My party'.
- Meta description:** A text area with the placeholder text 'Add a short description of this page here...'.
- Search engines:** A blue toggle switch labeled 'Let search engines index this page', which is currently turned on.

At the bottom right of the panel are two buttons: 'Cancel' and 'Save'.

Structure data offering

→ Customizable structured data markups per page





HP predefined structure data

→ Sitelink search box

The screenshot shows the 'Advanced SEO' settings in the Wix website editor. It features a navigation bar with tabs for 'Permissions', 'SEO basics', 'Social share', and 'Advanced SEO'. Under the 'Advanced SEO' tab, there is a section for 'Structured data markup' with the instruction: 'Add markup to this page so search engines can display it as a rich result.' Below this, there are two selection boxes: 'Sitelinks search box' (selected) and 'Local business'. At the bottom of the section is a '+ Add New Markup' button.

The screenshot shows a search engine result for 'wix.com'. The URL is 'https://www.wix.com'. The title is 'Wix.com: Free Website Builder | Create a Free Website'. The description reads: 'Create a website with Wix's robust website builder. With 900+ strategically designed templates and advanced SEO and marketing tools, build your brand online ...'. At the bottom, there is a search bar containing the text 'Results from wix.com' and a search icon.

HP predefined structure data

→ Local business

Permissions SEO basics Social share

▶ Structured data markup

Add markup to this page so search engines can display this result.

🔍 Sitelinks search box



📍 Local business

+ Add New Markup

▲ Robots meta tag

▲ Additional tags

tg hair studio



TG Hair Studio ★

4.8 ★★★★★ 112 reviews · \$\$ · 12 miles
Barber

📞 CALL 📍 DIRECTIONS 🌐 WEBSITE

📍 514 Anderson Ave, Cliffside Park, NJ 07010

🕒 **Open today** 9:00 am - 9:00 pm

📅 Book an appointment

More about TG Hair Studio

Predefined Structure data offering

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

WIX Home Garden Explore Help Hire a Professional Upgrade Search

Groups
Subscriptions
FAQs
Shared Gallery
Contacts
Communications
Automations
Marketing & SEO
Marketing Home
SEO Tools
Email Marketing
Facebook & Instagram Ads
Multichannel Campaigns
Google Business Profile

Product markup preset

Dynamic code preview

```
{
  "@context": "https://schema.org/",
  "@type": "Product",
  "name": "Product Name",
  "description": "Product Description",
  "sku": "ProductSKU",
  "brand": {
    "@type": "Brand",
    "name": "Product Brand"
  },
  "image": "All Product Images",
  "Offers": {
    "@type": "Offer",
    "availability": "In Stock"
  }
}
```

How it works
Product markup helps search engines understand that these pages include a product, so they are eligible for rich results including images, prices and availability. [Learn more](#)

Rich results example

Product Name	Price
Fashion Tote Bag - Abstract Art	\$14.99
Fashion Tote Bag - Canvas Design	\$14.99
Fashion Tote Bag - Prints Design	\$14.99
Fashion Tote Bag - Punky Totes	\$14.99

Want to make changes to this preset? [Convert to custom markup](#) [Done](#)

Images in sitemap

→ Images are now being added automatically to the sitemaps

→ What's next: Videos in sitemap

This XML file does not appear to have any style information associated with it. The document tree is shown below.

```
<?xml version="1.0" encoding="UTF-8" ?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9" xmlns:image="http://www.google.com/schemas/sitemap-image/1.1" generatedBy="WIX">
  <url>
    <loc>https://www.sabajacob.com/product-page/activity-borad</loc>
    <lastmod>2022-07-10</lastmod>
    <image:image>
      <image:loc>https://static.wixstatic.com/media/848e0f_47f9de0a046149bab1023de4c6eb96a7-mv2.jpg/v1/fit/w_1103,h_827,q_90/file.jpg</image:loc>
    </image:image>
    <image:image>
      <image:loc>https://static.wixstatic.com/media/848e0f_bffc27904e4448f9b091b5ef0dd0985c-mv2.jpg/v1/fit/w_1009,h_757,q_90/file.jpg</image:loc>
    </image:image>
    <image:image>
      <image:loc>https://static.wixstatic.com/media/848e0f_c0de978895344117ae1670cc7b50613a-mv2.jpg/v1/fit/w_1439,h_993,q_90/file.jpg</image:loc>
    </image:image>
  </url>
  <url>
    <loc>https://www.sabajacob.com/product-page/stool</loc>
    <lastmod>2021-03-14</lastmod>
    <image:image>
      <image:loc>https://static.wixstatic.com/media/848e0f_07bc5673c9ef4faab9cf76e80b21782a-mv2.jpg/v1/fit/w_900,h_1600,q_90/file.jpg</image:loc>
    </image:image>
  </url>
</urlset>
```

More Wix apps in SEO Settings Defaults

→ Wix Portfolio

→ Wix Group posts

SEO > SEO Settings

< SEO Settings

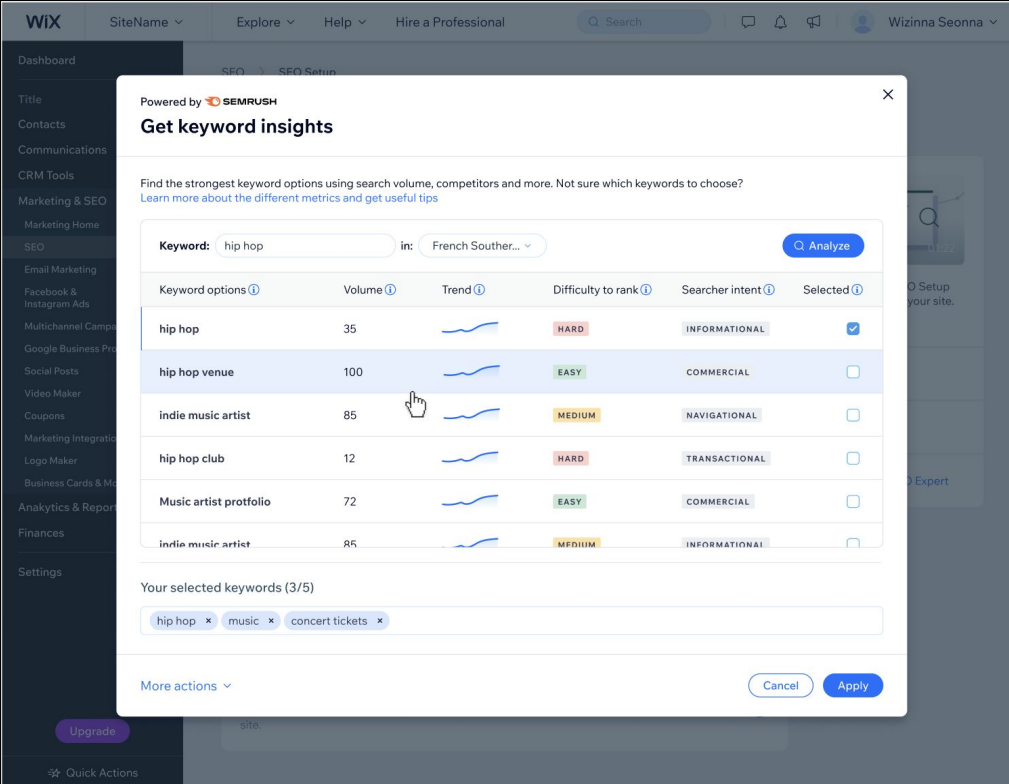
Edit by page type
Customize the default page settings and meta tags across all page types. [What are defaults?](#)


Group Pages >	Group Posts >
Portfolio Projects >	Portfolio Collections >



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









Powered by  SEMRUSH

Get keyword insights

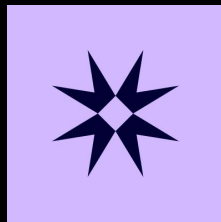
Find the strongest keyword options using search volume, competitors and more. Not sure which keywords to choose? [Learn more about the different metrics and get useful tips](#)

Keyword: in:

Keyword options	Volume	Trend	Difficulty to rank	Searcher intent	Selected
hip hop	35		HARD	INFORMATIONAL	<input checked="" type="checkbox"/>
hip hop venue	100		EASY	COMMERCIAL	<input type="checkbox"/>
indie music artist	85		MEDIUM	NAVIGATIONAL	<input type="checkbox"/>
hip hop club	12		HARD	TRANSACTIONAL	<input type="checkbox"/>
Music artist portfolio	72		EASY	COMMERCIAL	<input type="checkbox"/>
indie music artist	85		MEDIUM	INFORMATIONAL	<input type="checkbox"/>

Your selected keywords (3/5)

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 Tools > Site Inspection

Site Inspection

powered by Google URL Inspection API

Find and fix issues that affect your site's ranking in search results. [What is site inspection?](#)

[Inspect Again](#)

Highlights

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

Index status overview

Valid	63
Warning	0
Invalid	0
Excluded	36
Unspecified	0

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

Page name	Type	Index status	Status details (coverage)	Mobile usability	Rich results
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-de...	Blog Post	Valid	Submitted and indexed	Valid	No data
Are the SEO Tools Really Of... /seo-podcast/doing-seo-tools-co...	Blog Post	Valid	Submitted and indexed	Valid	No data
SEO Life /seo-podcast-episodes/categor...	Blog Category	Valid	Submitted and indexed	Valid	No data
Doing Local SEO When the ... /seo-podcast/doing-local-seo-wh...	Blog Post	Valid	Submitted and indexed	Valid	No data
2021-08-en /seo-podcast-episodes/archive/2...	Blog Archive	Excluded	Unknown to Google	No data	No data
How Education & New Tech... /seo-podcast/changing-search-b...	Blog Post	Valid	Submitted and indexed	Valid	No data
Why You Should Never Go t... /seo-podcast/stay-away-from-se...	Blog Post	Valid	Submitted and indexed	Valid	No data
Why You Shouldn't Create ...	Blog Post	Valid	Submitted and indexed	Valid	No data

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 ⓘ



Top status details ⓘ



Mobile usability ⓘ



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... <small>/seo-podcast/zero-search-volum...</small>	Blog Post	✔ Valid	✔ Submitted and indexed	✔ Valid	No data
2021-12-en <small>/seo-podcast-episodes/archive/2...</small>	Blog Archive	⚠ Excluded	* Unknown to Google	No data	No data
Optimizing Your Homepage... <small>/seo-podcast/seo-homepage-do...</small>	Blog Post	✔ Valid	✔ Submitted and indexed	✔ Valid	No data

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



Top status details



Mobile usability



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

The screenshot shows the Wix website editor interface. At the top, there's a navigation bar with 'Wix', 'My Site', 'Explore', 'Help', 'Hire a Professional', a search bar, and a user profile. The left sidebar is a dark blue navigation menu with options like 'Site Name', 'Main Menu', 'SEO Tools', 'Marketing', 'Email Marketing', 'Facebook & Instagram Ads', 'Google My Business', 'Branding', 'Logo Maker', and 'Business Cards & More'. The main content area is titled 'Settings for Products' and shows a table of product pages. The table has columns for 'Product name', 'URL slug', 'Title tag', and 'Meta description'. The 'Recycle Trucks Jersey Tee' row is highlighted. To the right, a panel shows the 'SEO Settings: Recycle Trucks Jersey Tee' configuration, including fields for 'URL slug', 'Title tag', and 'Meta description', and a checkbox for 'Let search engines index this page'.

Product name	URL slug	Title tag	Meta description
Pocket Jersey Tee	/shop/pocket-jersey-tee	ON SALE NOW! Pocket Jersey Tee Happy Kids	Crafted in front pocket
Recycle Trucks Jersey Tee	/shop/recycle-trucks-jersey-tee	Recycle Trucks Jersey Tee Happy Kids	Let him create his own cool style with this soft cotton tee.
Construction Slub Jersey Tee	/shop/construction-slub-jersey-tee	Construction Slub Jersey Tee Happy Kids	Crafted in his favor
Pull-On Woven Joggers	/shop/pull-on-woven-joggers	ON SALE NOW! Pull-On Woven Joggers Happy Kids	Perfect for these cool days
Pull-On Reinforced Knee Pants	/shop/pull-on-reinforced-knee-pants	ON SALE NOW! Pull-On Reinforced Knee Pants Happy Kids	Designed for extra fabric
Pull-On Denim Pants	/shop/pull-on-denim-pants	Pull-On Denim Pants Happy Kids	A hands-on print
Striped Button-Front Poplin Shirt	/shop/striped-button-front-poplin-shirt	Striped Button-Front Poplin Shirt Happy Kids	A classic of style!
Active Mesh Shorts	/shop/active-mesh-shorts	Active Mesh Shorts Happy Kids	He will enjoy these shorts
Cars Jersey Tee	/shop/cars-jersey-tee	Cars Jersey Tee Happy Kids	Crafted in front pocket
Basic 2-Pack	/shop/basic-2-pack	Basic 2-Pack Jogger Pants Happy Kids	Perfect for these cool days

< 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

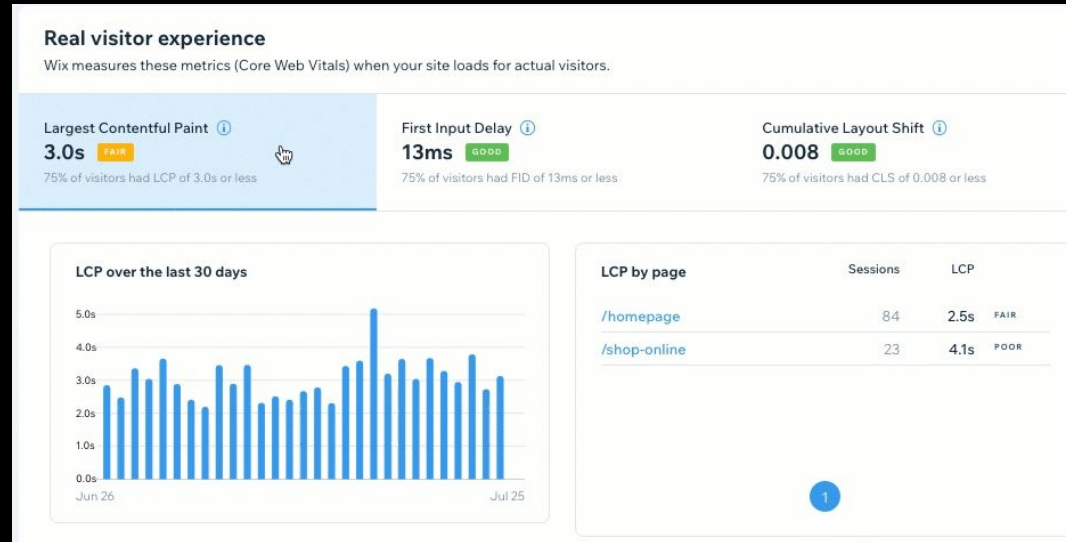
Additional meta tags

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



WIX

2023 sneak peek



The new SEO dashboard

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

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

Search Engine Optimization (SEO)

Optimize your site for search engines so more people can find you online.

[Need Help?](#)

Your SEO setup checklist progress

100%

Google Search Console

Site performance on Google

Last 30 Days

Total performance over time



Most significant changes

Pages	Queries	Impressions
infospace.com		+32 Total: 121 impressions
google/learn/a/yourle		+9 Total: 18 impressions
google/product/pagelocal		+8 Total: 38 impressions
google/product/local		+3 Total: 8 impressions
google/product/pagelocal		+1 Total: 5 impressions

[Go to Google Search Console](#)

[Track Google Search](#)

Learn all about SEO

Info to SEO

04:00 min

[Play Video](#)

How to Optimize Your Website's Title Tags

03:08 min

[Play Video](#)

What is a meta description and how do you use it for SEO?

5 min read

[Read More](#)

How to do keyword research with Wix's Keyword Integration

11 min read

[Read More](#)

Header tags: What they are and how to use them for SEO

5 min read

[Read More](#)

How to Optimize Your Page Content for SEO

03:08 min

[Play Video](#)

[Go to the SEO Learning Hub](#)

Tools and settings

SEO

Checklist

SEO Setup Checklist

Follow your personalized checklist of SEO tasks to help your site become more visible in online searches.

[Continue](#)

SEO

Settings

SEO Settings

Customize your pages and meta tags for SEO and set your site preferences.

[Go to SEO Settings](#)

SEO

Redirect

URL Redirect Manager

Redirect site visitors and search engines from an old URL to a new URL.

[Go to URL Redirect Manager](#)

SEO

Inspection

Site Inspection

Learn how Google views your site and troubleshoot pages not appearing correctly in search results.

[Go to Site Inspection](#)

SEO

Verification

Site Verification

Add verification meta tags for search engines to claim site ownership & get access to search data.

[Go to Site Verification](#)

SEO

Sitemap

Sitemaps

View your site's XML Sitemap index & learn how it's optimized for you.

[Go to Sitemaps](#)

SEO

Editor

Robots.txt Editor

Edit the file that tells search engines which pages to crawl (for advanced users only).

[Go to Robots.txt Editor](#)



New SEO dashboard

SEO setup checklist


- See your progress of the SEO checklist
- Complete the checklist

SEO setup checklist progress: 81% [Continue](#)

Your SEO setup checklist

Get your site ready for online searches by following your step-by-step SEO setup checklist.

[Get Started](#)



Search Engine Optimization (SEO)

Optimize your site for search engines so more people can find you online.

Your SEO setup checklist progress:

Learn all about SEO

Info on SEO

Site performance on Google [Last 30 Days](#)

Tools and settings

- SEO Setup Checklist**
Follow your personalized checklist of SEO tasks to help your site become more visible in online searches.
[Continue](#)
- SEO Settings**
Customize your pages and meta tags for SEO and set your site preferences.
[Go to SEO Settings](#)
- URL Redirect Manager**
Redirect site visitors and search engines from an old URL to a new URL.
[Go to URL Redirect Manager](#)
- Site Inspection**
Learn how Google views your site and troubleshoot pages not appearing correctly in search results.
[Go to Site Inspection](#)
- Site Verification**
Add verification meta tags for search engines to claim site ownership & get access to search data.
[Go to Site Verification](#)
- Sitemaps**
View your site's XML Sitemap index & learn how it's optimized for you.
[Go to Sitemaps](#)
- Robots.txt Editor**
Edit the file that tells search engines which pages to crawl (for advanced users only).
[Go to Robots.txt Editor](#)



New SEO dashboard

Learn all about SEO

→ Get curated educational content about SEO

Search Engine Optimization (SEO)

Optimize your site for search engines so more people can find you online.

Need Help?

Your SEO setup checklist progress

100%

Learn all about SEO

Learn all about SEO

Intro to SEO

04:00 min

[▶ Play Video](#)



How to Optimize Your Website's Title Tags

02:00 min

[▶ Play Video](#)



What is a meta description and how do you use it for SEO?

5 min read

[Read More](#)



How to do keyword research with Wix's Semrush integration

11 min read

[Read More](#)



Header tags: What they are and how to use them for SEO

5 min read

[Read More](#)



How to Optimize Your Page Content for SEO

02:00 min

[▶ Play Video](#)



13 articles, 10 videos, 38 audio recordings for you

[Go to the SEO Learning Hub](#)



New SEO dashboard

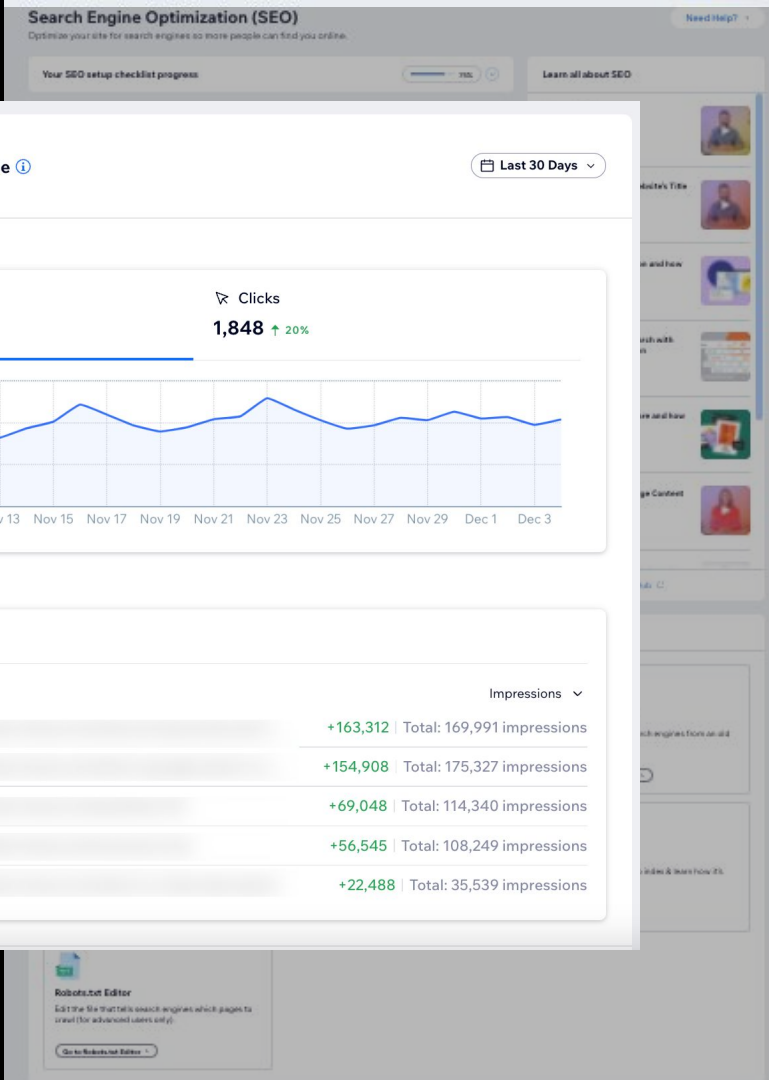
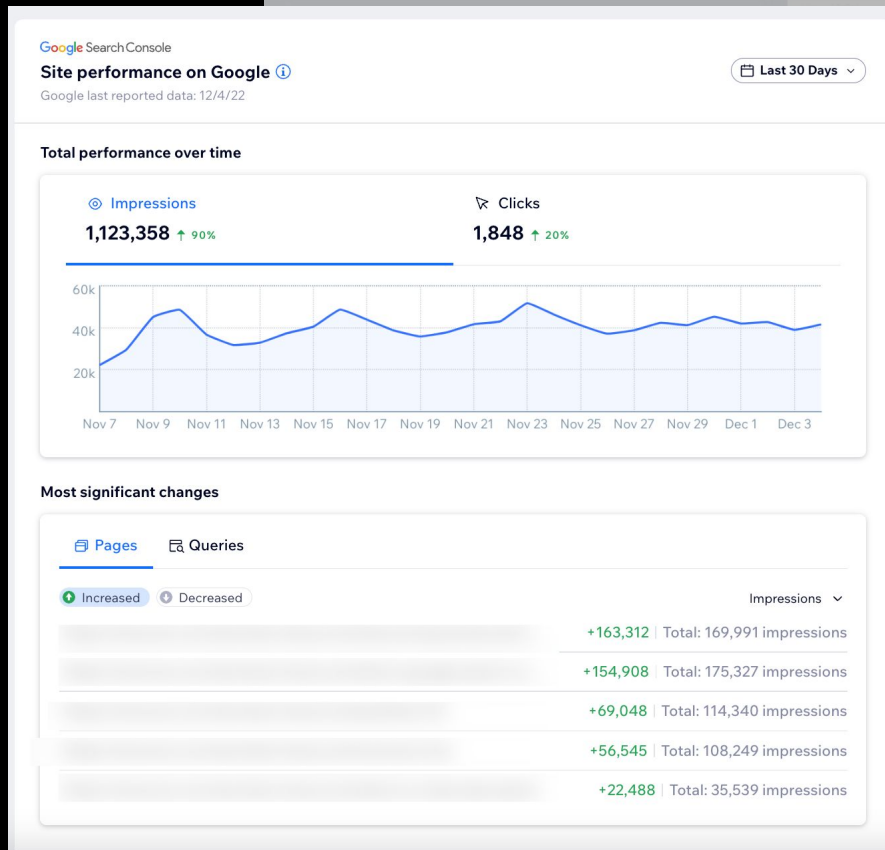
Site Performance

→ See your site performance data from Google

→ Get an overview of your site performance

(Impressions and clicks)

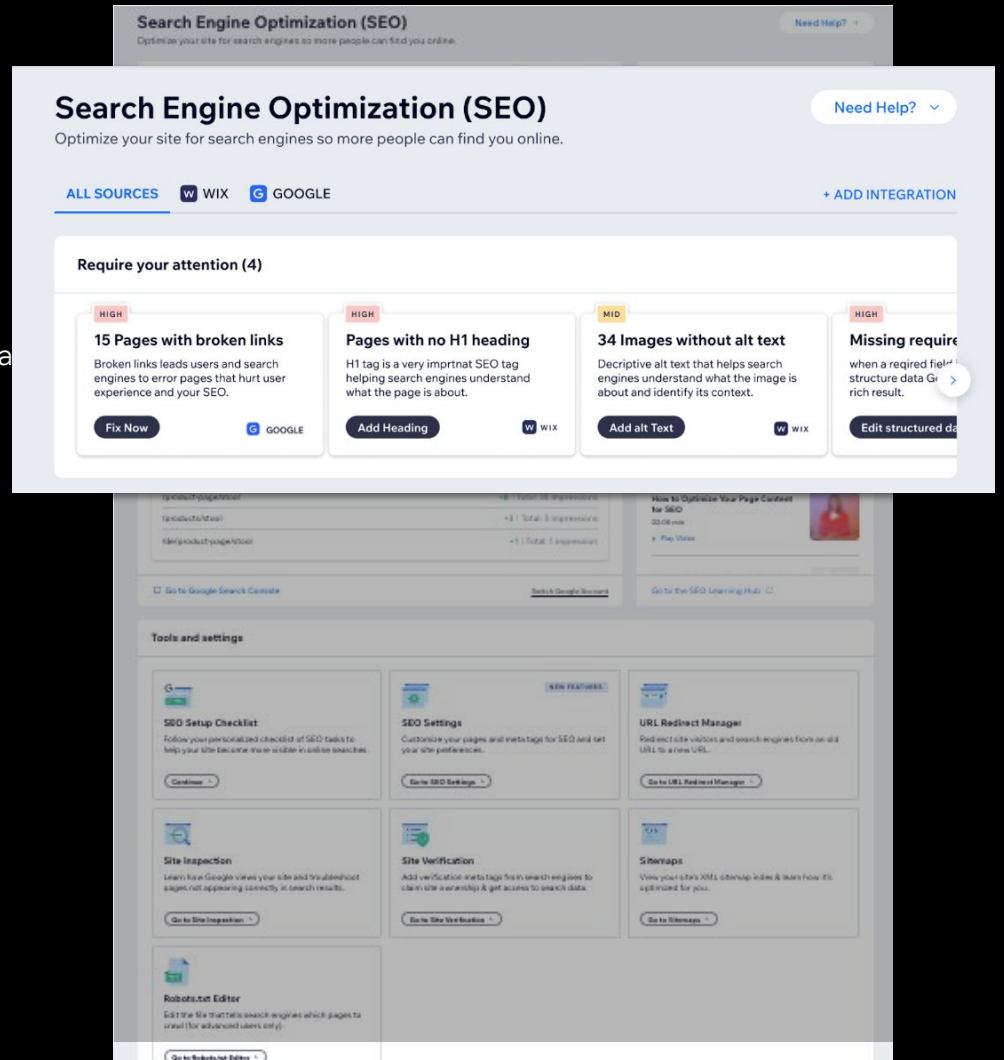
→ See your top changes for pages and queries





SEO dashboard vision

- One place where you can go back to and see what 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.

Google Search Queries over Time

See the impressions, clicks and CTR that Google search queries generate for your site. [View report definitions](#)

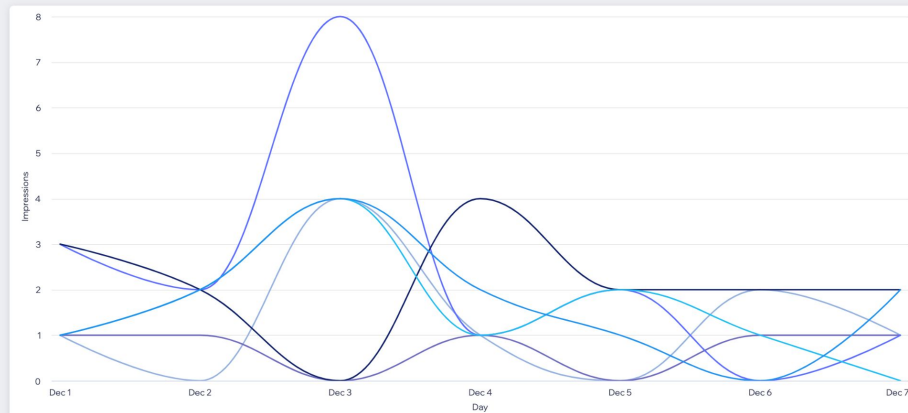
Time period: Nov 12 - Dec 11, 2022

Line Chart Line Chart Split Table

Save Report View

Select a time period Group by Select a measure Search query

Last 30 Days Day Week Month Impressions is "backlink" or "backlinks" traffic-moz" ... More +2



Google Search Queries over Time

See the impressions, clicks and CTR that Google search queries generate for your site. [View report definitions](#)

Dec 7 - Today • Compared to Nov 30 - Dec 6, 2022

Line Chart Line Chart Split Table

Save Report View

Select a time period Group by Compare to Select columns

Last 7 Days Day Week Month None Previous period is 05.Impressions or 06.Clicks or 07.CTR o... More +3

Search query	Impressions	Clicks	CTR	Avg. position
difference between seo and local seo	0	~1	0	0
seo local search	118	~30	0.0%	24.0
how long does seo for site migration take	11	~8	0.0%	68.0
google algorithm update may 2022	12	~4	0.0%	20.0
seo reports branded	5	~4	0.0%	151.0
google reviews multiple locations	0	~4	0.0%	~4.0
lily marlin	0	~1	0.0%	0
what does serp stands for	0	~4	0.0%	0
local seo agency near me	0	~7	0.0%	0
check for bad links seo	2	~4	0.0%	190.5
how to search for a keyword	0	~3	0.0%	0
enterprise keyword ranking	5	0	0.0%	85.0
kw research	44	~13	0.0%	97.0
keyword intent types	24	~5	0.0%	50.0

Keywords per page & optimization tips

- Define Keywords on a page level
- Get optimization guidance accordingly





SEO Learning Hub

Wix SEO Learning Hub

Get expert advice and in-depth resources to help you increase your organic traffic coming from search engines.

BROWSE TOPICS



SEO Basics

Get started with the fundamentals of SEO.

- [Why backlinks matter](#)
- [An introduction to local SEO](#)
- [Site security for SEO](#)
- [Anatomy of the SERP](#)

[See More](#)

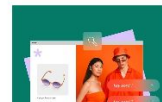


SEO Strategies

Apply best practices for a strong SEO strategy.

- [International SEO guide](#)
- [10 tips for enterprise SEOs](#)
- [Pinterest rankings study](#)
- [Intl. SEO & cultural relevance](#)

[See More](#)



Keyword Research

Find the most relevant keywords for your site.

- [B2B long tail keywords guide](#)



On Site Optimization

Optimize site pages to improve search visibility.

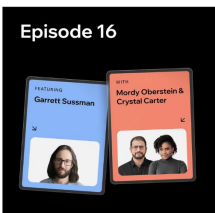
- [Beginner's CTA guide](#)

SERP's Up

Your weekly dose of SEO insights with a tinge of fun and something for everyone.

[Listen Now](#)

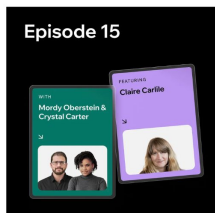
Episode 16



Episode 16

The need for an all-channels approach to SEO

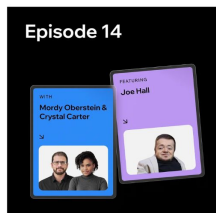
Episode 15



Episode 15

The value of valuing reviews

Episode 14



Episode 14

Removing the fluff from SEO reporting

SERP's Up podcast

SEO Certificate

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

Learn Digital Marketing With Top-notch Field Experts



Watch the lessons

Study by watching short, digestible videos on digital marketing



Read further

Explore additional useful materials to hone your skills



Get practical tips

Receive actionable advice from digital marketing gurus



Check your knowledge

Take quizzes to see how you've grasped the material

WIX

Q&A

