WIX

Wix SEO checklist

For small business owners who create and manage their own site on Wix.

Site name _____ Date started _____

Check off each item when you complete it. Wix updates names and menus from time to time, so use the search box in your dashboard if a label looks different.

Set up Google

- [ ] Upgrade to a Premium plan and connect a domain. Both are needed to connect your site to Google.
- [ ] Open the **SEO Setup Checklist** in your Wix dashboard and complete each task.
- [ ] Use the checklist to connect your site to Google Search Console. Wix verifies your site and submits the sitemap for you.
- [ ] Do not change the sitemap. Wix creates it and updates it automatically.

Every page

- [ ] Add a distinct title tag and meta description for every page in its SEO settings.
- [ ] Make titles brief and clear. Google has no set length and may rewrite them.
- [ ] Choose a short page URL that describes its content.
- [ ] Use a single main heading and include the main topic in it.
- [ ] Add alt text to each image that conveys meaning.
- [ ] In the SEO settings, hide pages you do not want in search, such as thank you pages.

Canonicals, redirects and markup

- [ ] Keep the default canonical tag unless you know why you want to change it. Wix sets one for each page that refers to itself.
- [ ] Create a 301 redirect whenever you change or remove a page URL. Each CSV file can include up to 500 redirects.
- [ ] Review the preset structured data on blog, store, bookings and events pages. AI generated structured data is available for blog posts.
- [ ] Keep in mind that structured data does not ensure a rich result in Google.

Sharing and branding

- [ ] Add a favicon. You need a Premium plan and a connected domain. Upload it under **Settings**, then **Website Settings**.
- [ ] Set a social share image, title and description for important pages. By default, these use your SEO title and description.

Speed and local search

- [ ] Upload images only as large as needed. Wix compresses images under 25 MB for you.
- [ ] Make sure any SVG you upload is under Wix's 250 KB limit.
- [ ] Reduce heavy animations and large videos at the top of a page.
- [ ] If you run a local business, create or link a Google Business Profile. A connected domain is required.
- [ ] Use the same business name, address and phone number on your site and profile.

Every month

- [ ] Review Google Search Console to find pages with issues and see which searches bring in visitors.
- [ ] Refresh old pages, repair broken links, and create new content.

Learn more

Read the matching guide: **Wix SEO: the built-in tools and how to set them up**
https://nvudev.com/website-builders/wix/wix-seo/