



Optimizing Your Wix Website



Hosted by:

CHRISTOPHER CARBAUGH

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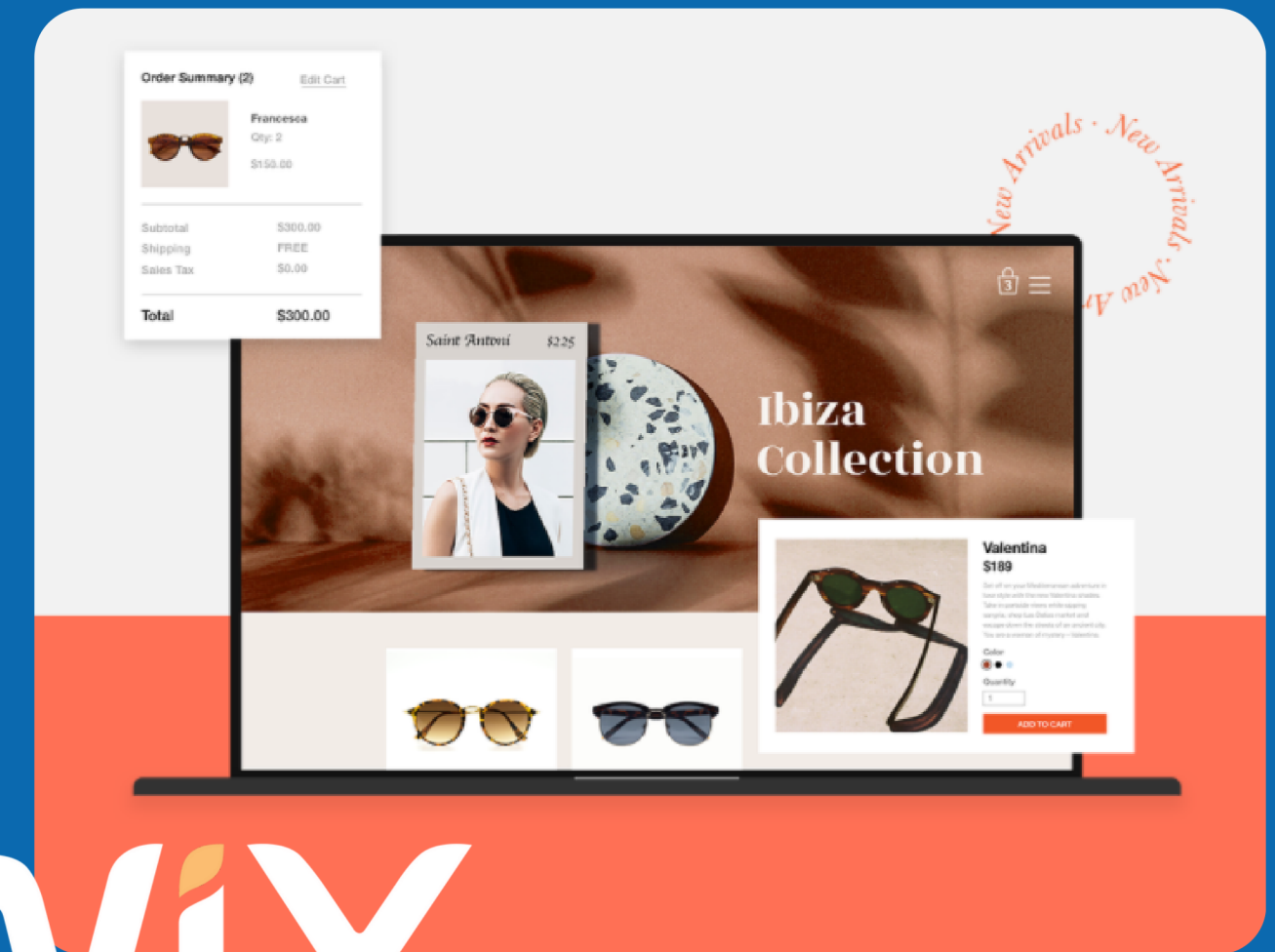
 **Alignable** WEBINAR

Optimizing Your Wix Website

Let's explore how to leverage Wix optimization tools, blogs, the digital consumer journey strategy, and advanced Wix features in your business growth. Use this presentation packed with professional guidance and recommendations!

Topics included in this presentation:

- Wix SEO Features
- The Google SEO Essentials
- Performance and Accessibility in Wix
- Effective Blog Management
- The Digital Consumer Journey in Wix
- Advanced Features and the App Market



WIX

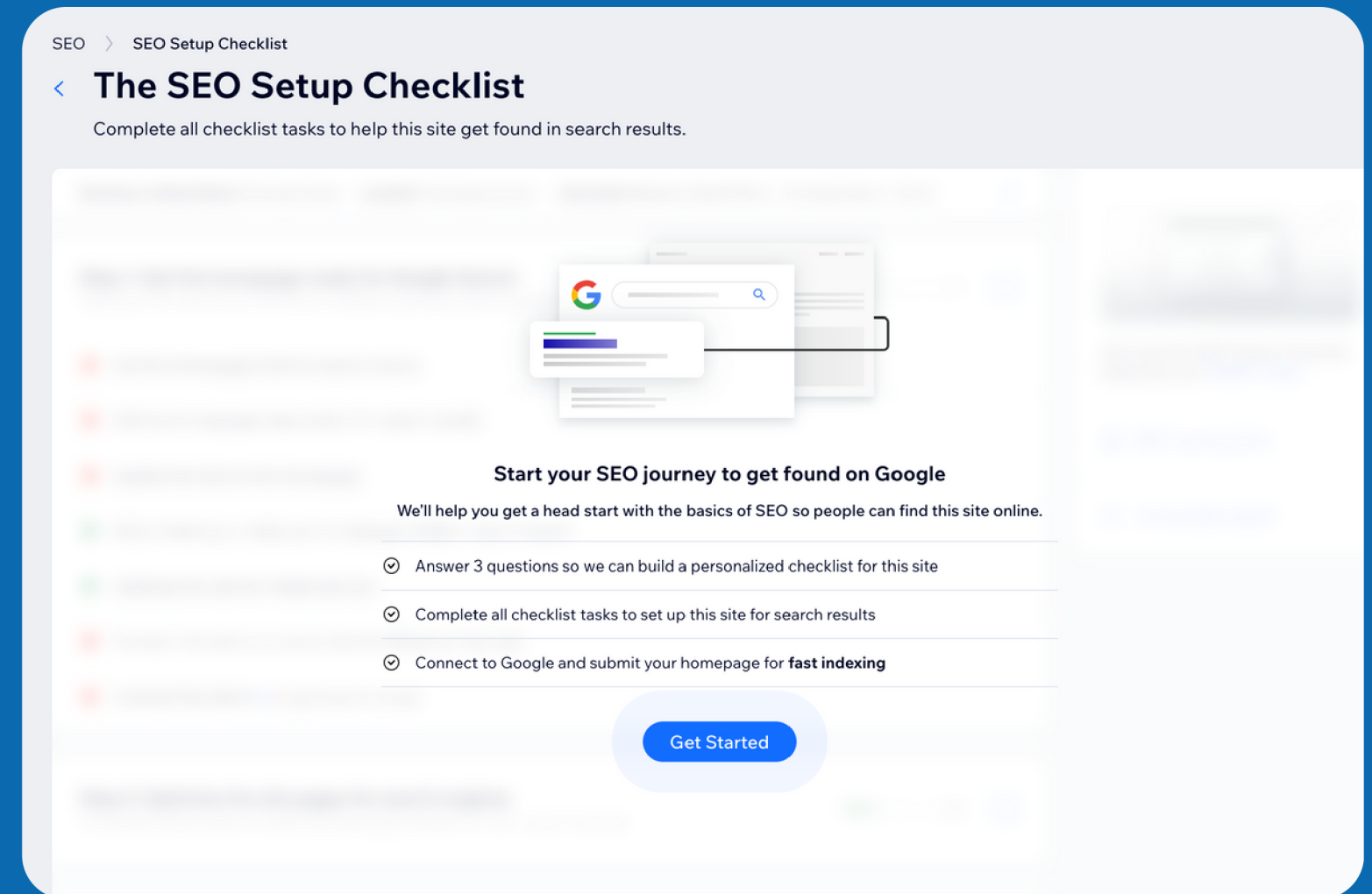
**Let's explore how to improve
optimization and conversions
in Wix!**

Wix SEO Features

Wix SEO Features

The stereotype that Wix is bad for search engine optimization is simply no longer true! Wix has Google tools built directly into your website dashboard to help you meet all current standards, audit your website, and configure technical settings.

- Meet Google standards with the SEO Setup Checklist
- Establish your keyword and location relevance
- Instantly verify your domain and sitemap with Google
- Set up and manage your Google Business Profile!
- Track traffic via Search Console and Google Analytics built-in
- Configure technical SEO settings like Sitemaps, Robots.txt, Redirects, Structured Data and more.
- Audit SEO issues and recommendations with the Wix SEO Assistant scanning your website for improvements
- Manage Google Ads via Wix Dashboard too!



The Google SEO Essentials

The Google SEO Essentials

The Google SEO Essentials are important configurations of every page and post of your website. Using the Wix SEO Assistant on every page and post of your website, you can effectively configure these essential settings.

- Title / Description / Image Attributes per page or post
- Focus keyword
- Audit issues and recommendations automatically
- Structured data markup settings
- Robots and canonical tags settings
- Inspect page indexing and status
- Configure social and share settings
- Google Lighthouse scan for performance and accessibility



Quick Reminder!

Watch the Hoot Host SEO Webinar from January 2024 to learn about the Google SEO Essentials that will help your website and blogs get listed on search engine results pages. You don't need to be #1 on Google, you just need these standard SEO configurations to start ranking and drive organic traffic to your website. When done right, the Google SEO Essentials plus effective blogging can be a gamechanger for your Wix website.

All webinars on Hoot Host YouTube!

 Alignable WEBINAR

Search Engine Optimization

Maximize Your Impact with Google in 2024!



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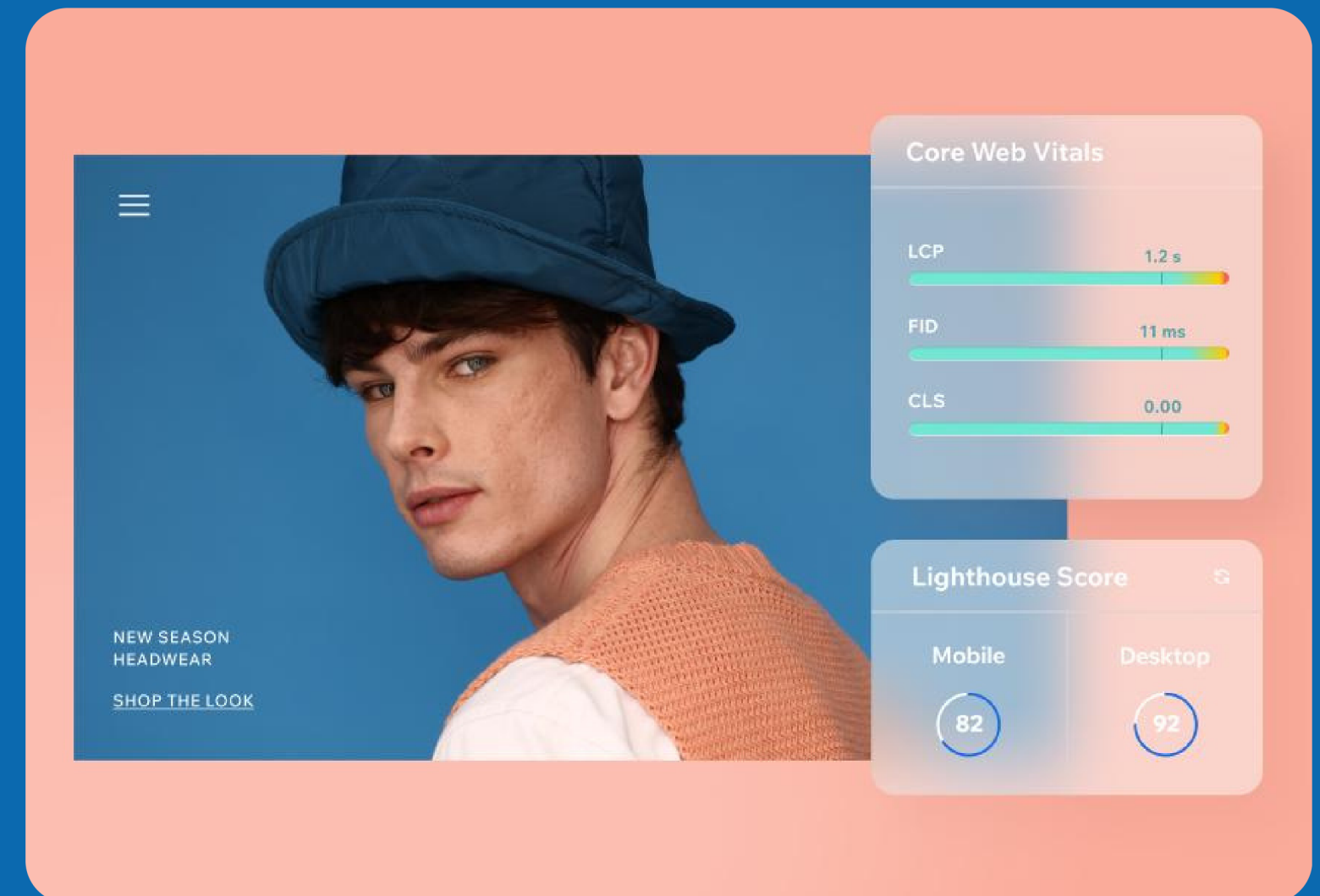
Performance and Accessibility in Wix

Performance and Accessibility

While Wix does automatically optimize most elements, and has powerful CDN integrations with best-in-class hosting, some performance optimization basics and Accessibility tools should be used to meet compliance standards.

- Scan your Wix website using Google Page Speed simulator
- Avoid large image / video files that slow page loading
- Avoid overly complex page layouts and animations
- Ensure mobile speed is as fast as possible
- Integrate with App Market Performance tools for top speeds
- Integrate with UserWay app for ADA compliance
- Make sure your cookie consent banner is active!

Meeting ADA, WCAG, GDPR, and CCPA compliance within Wix is much easier than most website platforms. But it is the responsibility of you the business owner to ensure your website is meeting compliance standards!

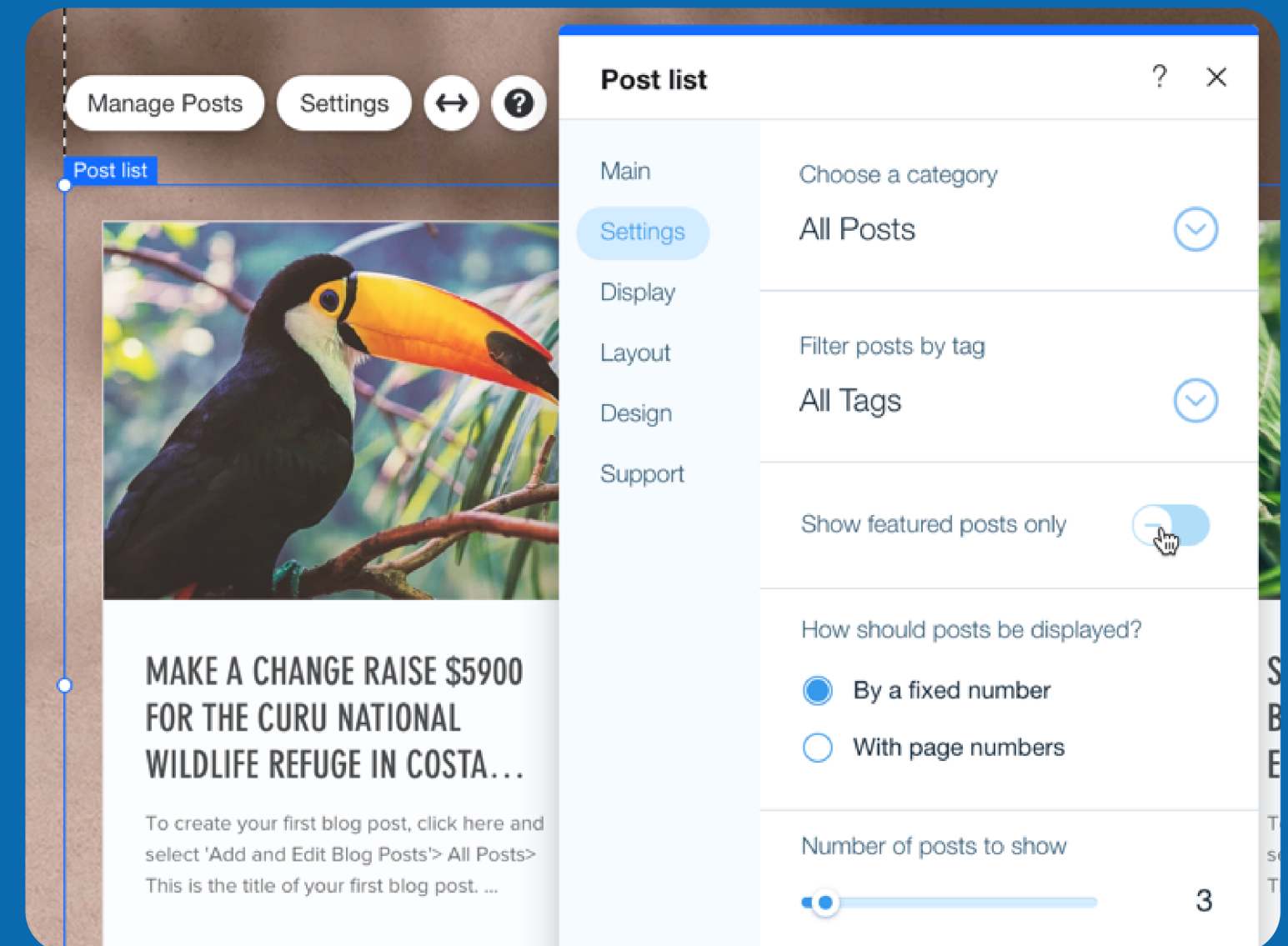


Effective Blog Management

Effective Blog Management

Wix is often underestimated as a powerful blogging tool! Use Wix to build topic authority with Google and engage your audience with a professional blog.

- The Wix interface makes blogging streamlined and easy
- Drag-and-drop features to design amazing posts
- Strictly follow Google's Helpful Content algorithm
- Drive blog readers to pillar pages for consumer journey
- Use the Wix SEO assistance to nail your SEO settings
- Use Wix multi-lingual to cater to all audiences
- Create paid exclusive content posts
- Easily invite professional content writers into your Wix site



Quick Reminder!

Watch the Hoot Host Blogging Webinar from March 2024 to learn how to leverage blogs toward your business growth. When done right, effective blogging can drive organic search engine traffic to your website and help you build your business.

All webinars on Hoot Host YouTube!

 Alignable WEBINAR

Harnessing the Power of Blogging

Mastering Google's Helpful Content and E-E-A-T



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The Digital Consumer Journey and Lead Generation

The Digital Consumer Journey

The digital consumer journey (also known as the buyers journey or customer journey) is a means of understanding how search engine visitors find and interact with your website based on their intent. The journey is made up of 5 stages - Discovery, Consideration, Action, Retention, and Advocacy. Understanding this marketing strategy and structuring your website around it will lead to increased conversions!

- Discovery Stage (Helpful Content Blogs and Landing Pages)
- Consideration Stage (Pillar Pages or Service Pages)
- Action Stage (Purchase / Sign-up / Booking / Contact Page)
- Retention Stage (Support / Communication)
- Advocacy Stage (Testimonials / Reviews / GBP / Affiliates)



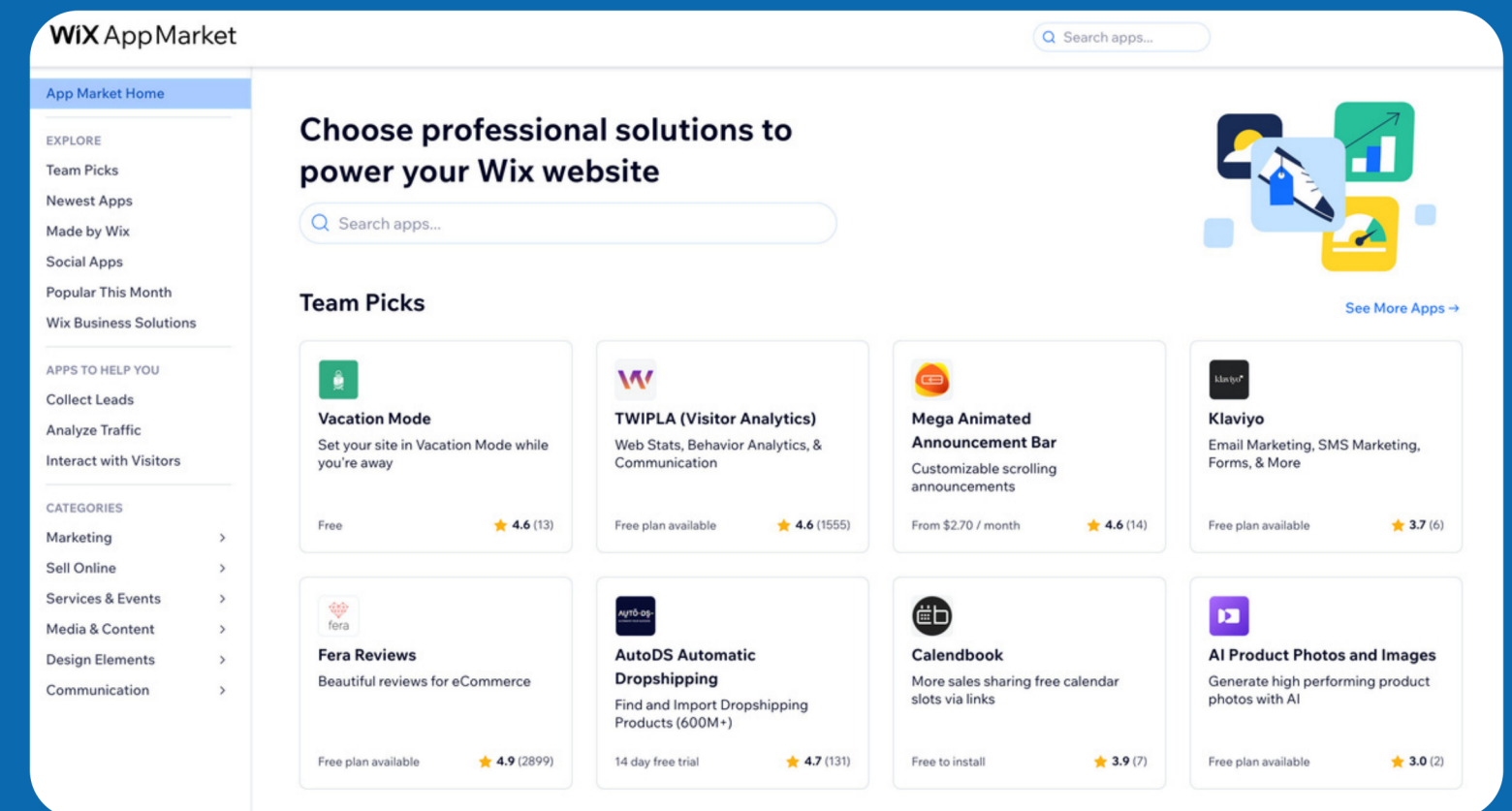
**Watch our Digital Consumer Journey webinar
on YouTube!**

Advanced Features and the Wix App Market

Advanced Features and Wix Apps

Compared to other website platforms, Wix has the best third party app marketplace to enhance your website functionality, marketing, integrations, and more!

- Find popular tools for marketing and CRM
- Add advanced functionality for membership, subscriptions
- Sell and manage online courses or digital products
- Build a modern e-commerce selling your products
- Add Wix Bookings for calendar and appointment booking
- Integrate social media, ads, affiliate programs
- Advanced performance, accessibility, SEO
- Advanced design, animations, styling tools

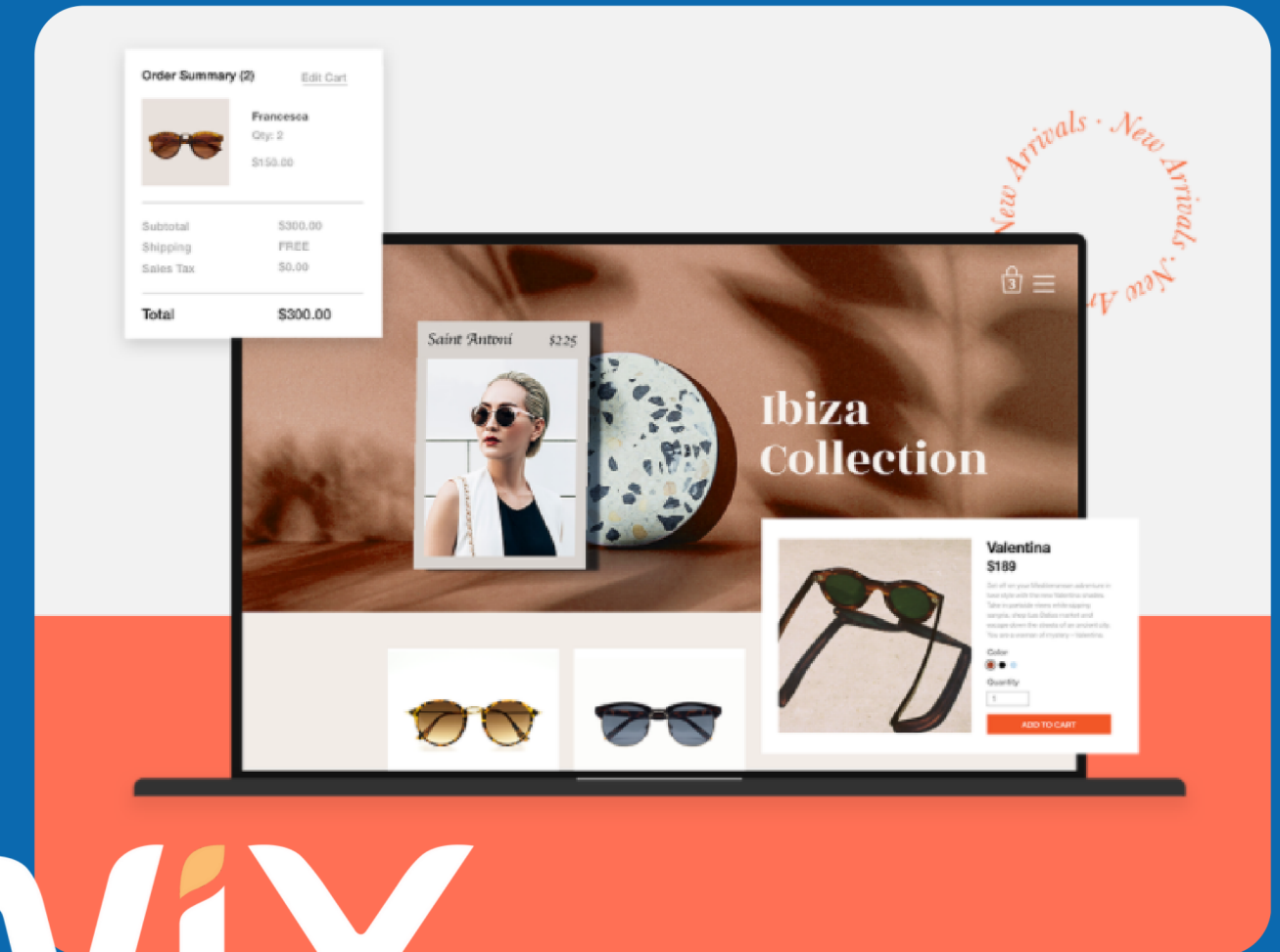


Reminders & Recap!

Reminders and Recap

Wix is arguable the number 1 website platform amongst small businesses and Alignable members because it is a solid all-in-one platform! It provides all of the optimization, blogging, and tools you need to grow your business online.

- Fill out the SEO Checklist and audit your website regularly with the SEO Assistant. Plus configure all SEO settings!
- Use the SEO Assistant on all Pages and Posts for maximum SEO impact
- Set up your Google Business Profile, Google Search Console, and Google Analytics.
- Scan your website's performance, fix errors, and integrate with Accessibility tools for full compliance
- Use your blog to expand and engage your audience
- Follow Digital Consumer Journey for a high conversion website
- Use the App Market to expand your website possibilities!



WIX

Join the Wix Group on Alignable!

Try Hoot Host and get HootCRM Free!

Try Hoot Host for all your Wix maintenance and management needs. Get Wix monthly website service including:

- Page Edits and Design Updates
- Blog Management (1 Post Per Month)
- Conversion / Consumers Journey
- Google SEO Essentials
- HootSafe Website Compliance
- HootCRM for FREE!
- Email Marketing, Social Media Management, Contacts Management, Calendars & Booking, Funnels, Pipelines!



Get Wix Maintenance + HootCRM as a free bonus!
All for just \$100 per month using code
HOOTWP at checkout.

Join the Wiser Way Weekly Connect!

Join the Wiser Way Weekly Connect to receive personalized coaching, support, and education for everything small business marketing and websites. All while engaging and networking in the flourishing Hoot Host Community on Alignable.

Every Friday 2PM PST / 5PM EST!!



For one-on-one website and marketing coaching
visit <https://wiserway.coach>

 Alignable Education

Your Website & CRM: Do They Go Hand-In-Hand?

Tips To Unlock Marketing Power With Integration

with **Christopher Carbaugh**

Founder
Hoot Host



May 8th Alignable Education Webinar

Popular Website Platforms • SEO, Performance, Accessibility • Marketing Integrations and CRM

Join us in the Hoot Host Community Group!

Time For Questions

Let's start a conversation about Wix!



**Join the Hoot Host Group
and leave us a review!**



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