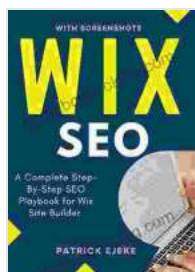


What Is SEO? Complete Step-by-Step SEO Playbook for Wix Site Builder: Get Your Site Found Online

Search engine optimization (SEO) is the process of improving the visibility and ranking of your website in search engine results pages (SERPs). When people search for products or services related to your business, you want your website to appear as high up in the results as possible. SEO can help you achieve this goal by making your site more relevant to the search queries that people are using.

If you're using Wix to build your website, you're in luck. Wix has a number of built-in SEO features that make it easy to optimize your site for search. However, there are still some additional steps you can take to improve your SEO and get even better results.

In this guide, we'll walk you through everything you need to know about SEO for Wix site builders. We'll cover everything from the basics of SEO to more advanced techniques. By the end of this guide, you'll have the knowledge and skills you need to get your Wix site found online and drive more traffic to your business.



WIX SEO: What is SEO? A Complete Step-By-Step SEO Playbook for Wix Site Builder I Get Your Website Found on Google ASAP (Get More Organic Traffic) by Patrick Ejeke

★★★★☆ 4.3 out of 5

Language : English

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Enhanced typesetting : Enabled
Word Wise : Enabled
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Before we dive into the specifics of SEO for Wix, let's take a step back and cover the basics of SEO.

SEO is all about making your website more relevant to the search queries that people are using. When someone searches for a product or service, Google and other search engines use a complex algorithm to determine which websites to show in the results. The algorithm takes into account a number of factors, including:

- The keywords that you use on your website
- The structure of your website
- The quality of your content
- The number and quality of backlinks to your website

By optimizing your website for these factors, you can improve your ranking in the search results and get more people to visit your site.

Now that you understand the basics of SEO, let's talk about how to optimize your Wix site for search.

Wix has a number of built-in SEO features that make it easy to get started. These features include:

- A user-friendly interface that makes it easy to add keywords to your site
- Automatic generation of sitemaps and robots.txt files
- Mobile optimization
- Social media integration

In addition to these built-in features, there are a number of additional steps you can take to improve your SEO:

- **Use relevant keywords throughout your site.** When you're writing your content, be sure to use keywords that people are likely to search for. You can use Google Keyword Planner to find relevant keywords.
- **Structure your website logically.** Make sure your website is easy to navigate and that the content is well-organized. This will help search engines understand your site and rank it higher in the results.
- **Create high-quality content.** The content on your website should be informative, engaging, and well-written. This will help you attract visitors and keep them coming back for more.
- **Build backlinks to your website.** Backlinks are links from other websites to your website. Backlinks are one of the most important factors in SEO, so it's important to build as many high-quality backlinks as possible.

Once you've mastered the basics of SEO, you can start to explore more advanced techniques. These techniques can help you improve your ranking even further and get even more traffic to your website.

Some advanced SEO techniques include:

- **Local SEO.** Local SEO is the process of optimizing your website for local search results. This is important if you have a local business and want to attract customers in your area.
- **E-commerce SEO.** E-commerce SEO is the process of optimizing your website for e-commerce search results. This is important if you sell products or services online.
- **Video SEO.** Video SEO is the process of optimizing your videos for search results. This is important if you create videos for your website or YouTube channel.
- **Mobile SEO.** Mobile SEO is the process of optimizing your website for mobile devices. This is important because more and more people are using their smartphones and tablets to access the internet.

Once you've implemented some SEO techniques, it's important to track your progress and measure your success. This will help you see what's working and what's not, so you can make adjustments accordingly.

There are a number of different ways to measure your SEO success. Some of the most common metrics include:

- **Organic traffic.** Organic traffic is the traffic that comes to your website from search engines. You can track your organic traffic using Google Analytics.
- **Keyword rankings.** Keyword rankings are the positions of your website in the search results for specific keywords. You can track your keyword rankings using a tool like Moz Keyword Explorer.

- **Backlinks.** Backlinks are links from other websites to your website. You can track your backlinks using a tool like Ahrefs Backlink Checker.

SEO is an essential part of any online marketing strategy. By optimizing your website for search, you can improve your ranking in the search results and get more people to visit your site. If you're using Wix to build your website, you're already off to a good start. Wix has a number of built-in SEO features that make it easy to get started. However, by following the tips in this guide, you can take your SEO to the next level and get even better results.

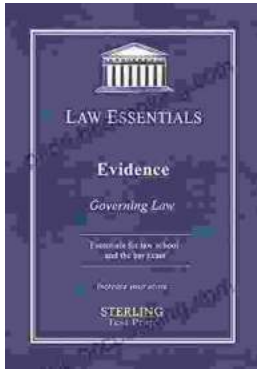


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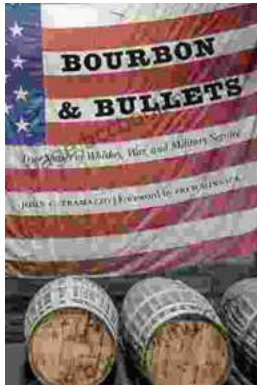
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