Wix SEO Checklist

How to rank your Wix website on Google — printable version

Can a Wix website rank on Google? Yes — Wix handles the technical foundations well, and what separates the sites that rank is the on-page work. Work through this checklist in order, ticking each item off as you finish it.

- ☐ **1. Set up SEO Wiz and connect Google Search Console** — verify the site in Search Console and submit your sitemap, so you can see which searches bring visitors and which pages need help.
- ☐ **2. Give every page a unique, descriptive title** — under about 60 characters, with the main keyword near the front. Never leave the default titles in place.
- ☐ **3. Write a meta description that earns the click** — 150 to 160 characters including the keyword, the benefit, and a gentle nudge to visit the page.
- ☐ **4. Use one clear H1 per page, then logical subheadings** — exactly one H1 containing the main keyword, then H2s and H3s that break the topic into clear sections.
- ☐ **5. Add alt text to every image** — describe each image naturally, including keywords where they fit — never leave file names like IMG_2041.
- ☐ **6. Make the site genuinely mobile-friendly** — Google predominantly ranks the mobile version. Fix overlapping text, tiny buttons and slow mobile pages first.
- ☐ **7. Speed the site up** — compress images, remove unused apps and keep animations restrained. A faster site ranks better and converts better.
- ☐ **8. Build internal links between your pages** — blog posts link to service pages, and service pages link to each other where relevant, using descriptive anchor text.
- ☐ **9. Claim and optimise your Google Business Profile** — complete profile with photos, services, hours and reviews. Keep name, address and phone number identical everywhere.
- ☐ **10. Publish helpful content regularly** — one strong article a month beats ten thin ones. Write about the questions your customers actually ask.

Want the whole checklist done for you? WixDeLegends covers the full list, from Search Console setup to content structure. Get a free quote at wixdelegends.com/contact/