

Work at Your Pace with A Simple Wix SEO Checklist That's Sustainable



Hi! I'm Gina Young, a freelance web designer based in Cincinnati, Ohio, and I design websites with Wix and Wix Studio, because I've found it to be the best all-in-one web platform with less hassle and maintenance for service providers, coaches, and more. Please use this checklist as a file to work along with at your own pace, and get in touch for any extra help or support.

Site-Level Setup (Do Once)

- ☐ Open Wix Dashboard → Marketing & SEO → SEO
- ☐ Complete Wix SEO Setup Checklist (bring 5 keywords in)
- ☐ Confirm your Site Name and Settings reflect your business
- ☐ Connect Google Search Console
- ☐ Confirm your site is indexable (no pages accidentally hidden)
- ☐ Continue to page-level SEO in the next section

Go to each main page on your Wix site, and click on the 3-dots or SEO basics tab (for Home, Services, About, Contact, Blog, key landing pages):

- ☐ Set a clear **Page Title**, try four to seven words for this of what the page is about
- ☐ Write a human **Meta Description**, two short sentences will work
- ☐ Stick to one main topic per page
- ☐ Use one Heading 1 in the opening row
- ☐ Organize all other sections or rows with Heading 2s-4s
- ☐ Add relevant internal links where it makes sense
- ☐ Include a clear next step, like contact, book, or inquire

Images + Accessibility

- ☐ Add alt text to all images on pages
- ☐ Describe what's actually in the image, too
- ☐ Include location or service context when the visual is relevant

Local / GEO Signals (If Applicable)

- ☐ Mention your city or region naturally on key pages
- ☐ Include location in page titles where relevant
- ☐ Connect your site to your Google Business Profile and social media profiles
- ☐ Add contact info consistently
- ☐ Final check
- ☐ Preview pages on desktop and mobile

Click through your site as a first-time visitor and ask: "Is this easy to understand without context?"

Screen-by-Screen Wix SEO Walkthrough (2026)

1. Wix Dashboard → Marketing and SEO

This is your control center. You don't need apps or plugins.

- Open SEO
- Start with the SEO Setup Checklist
- Follow the prompts to connect Google tools
- Complete all other recommendations and resolve issues you can
- Come back later for Bing

Think of this as enabling visibility.

2. Page Editor → Page Settings → SEO Basics

For each page:

- Open the page in the Wix Editor
- Click Page Settings
- Go to SEO Basics

Fill in while on each: - Page Title: clear, specific, plain language - Meta Description: explain value + invite the click

If you can't write these easily, the page itself may need simplification.

3. Page Settings → Advanced SEO (Optional)

You usually don't need to change much here.

- Leave URL structure clean and readable
- Avoid auto-generated strings
- Only customize if you understand why
- Simple and short links are better

4. Editor → Headings + Text

Click into your text elements:

- Confirm only one Heading 1 per page
- Use Heading 2s to break sections
- Paragraph text for explanations
- Headings are about orientation, not style.

5. Images → Settings → Alt Text

- For key images:
- Click the image
- Open Settings
- Add descriptive alt text
- Write like you're explaining the image to someone who can't see it.

6. Marketing & SEO → SEO Tools

- Open SEO Tools
- Confirm Google Search Console is connected
- Submit your sitemap (Wix generates it automatically)
- This helps Google find and index your pages properly
- You're back to index with Bing Webmaster Tools

7. Local SEO Touchpoints

If location matters:

- Check your homepage and services page for location clarity
- Make sure your city/region appears naturally
- Link your site from your Google Business Profile
- Local searches are data and intent-driven, no need to overdo this

Wix SEO Setup Support

This setup is not about chasing algorithms to be more successful, but simply making your work easier to understand and find. **If your site explains and builds upon what you do clearly, SEO compounds naturally.**

I'd be happy to discuss a simple SEO project or to complete these steps on your site. Visit me at creativewithgina.com to grow with your website and explore the great tools already available in Wix.