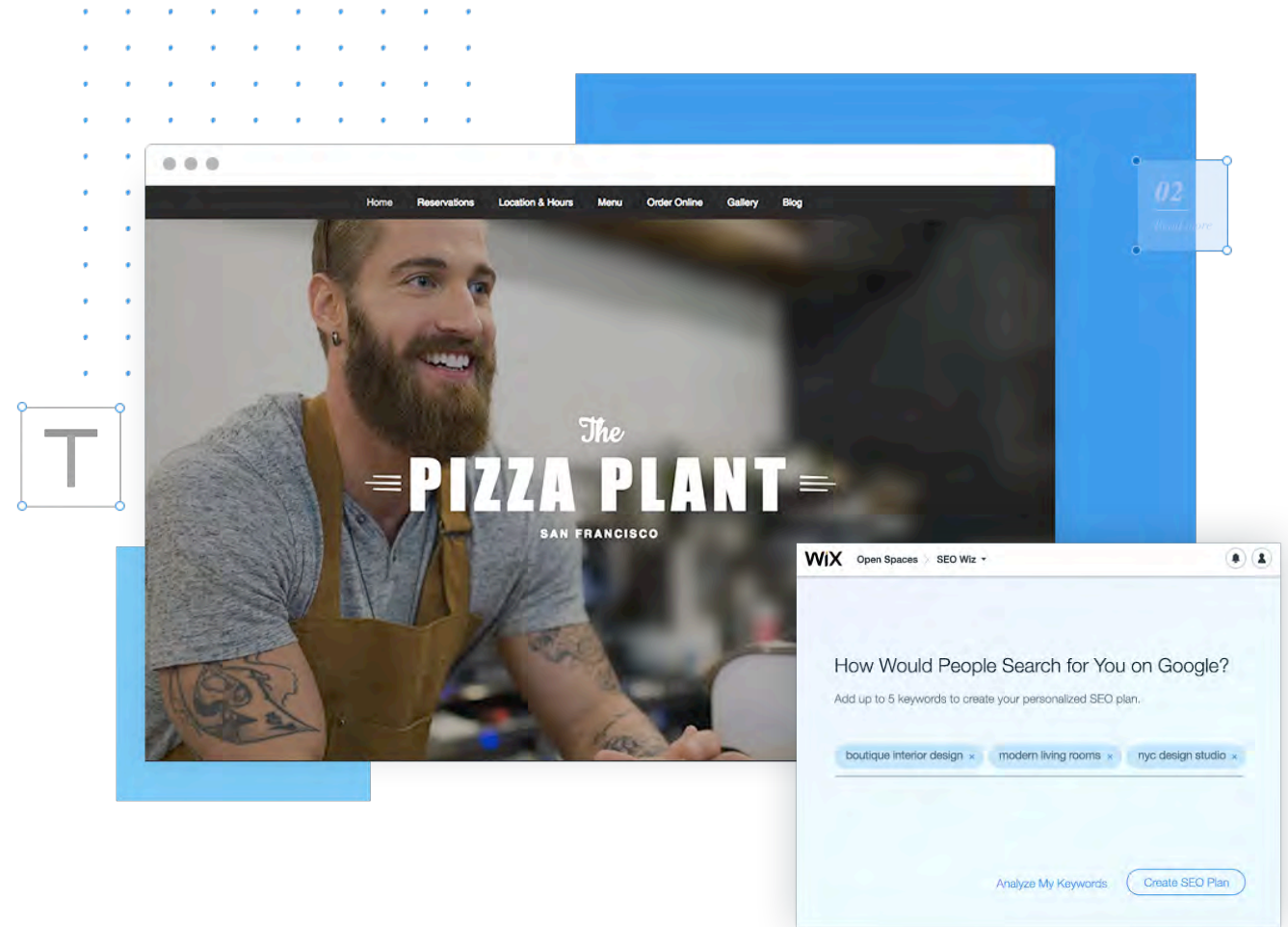


WixMeetups

Get Found On Google With Wix SEO Tools

Paula Saunders | Wix Ambassador



wixMeetups

Paula Saunders | Wix Ambassador

What You Will Learn Today

- SEO basics
- Why SEO matters
- How Google works
- Keywords
- Content strategy
- Design for SEO
- Wix SEO Wiz
- Tracking results

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SEO Basics



SEO

Search Engine Optimization –

Process of enhancing a website so that it will appear higher in search.

How Does Google Work?

How Google Works

- Crawling
- Indexing
- Serving Results

Crawling:

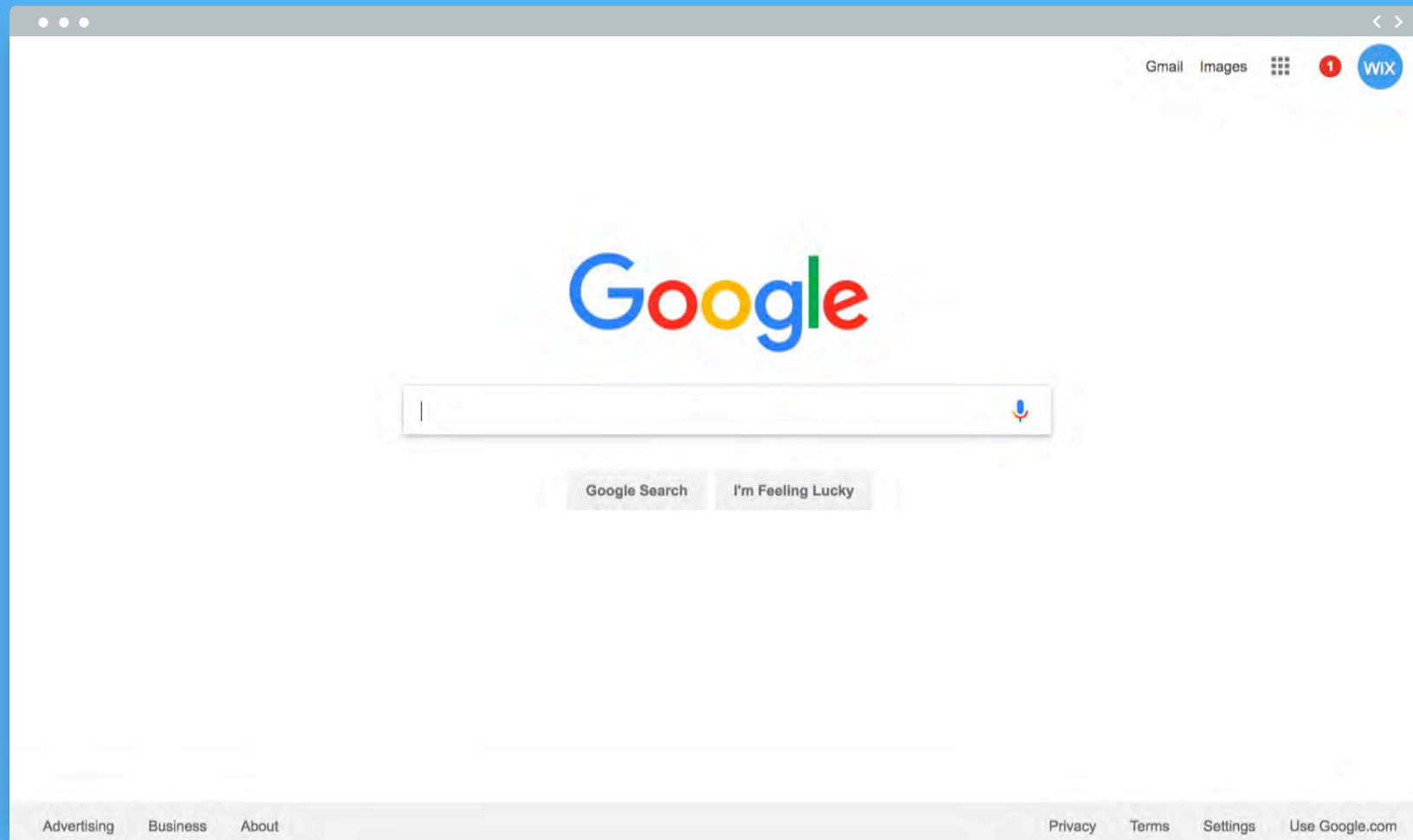
The process by which search engines scan and discover new and updated pages to be added to the index.

Indexing:

The process of indexing(organizing) the pages for search, based on content and meta tags.

Serving Results:

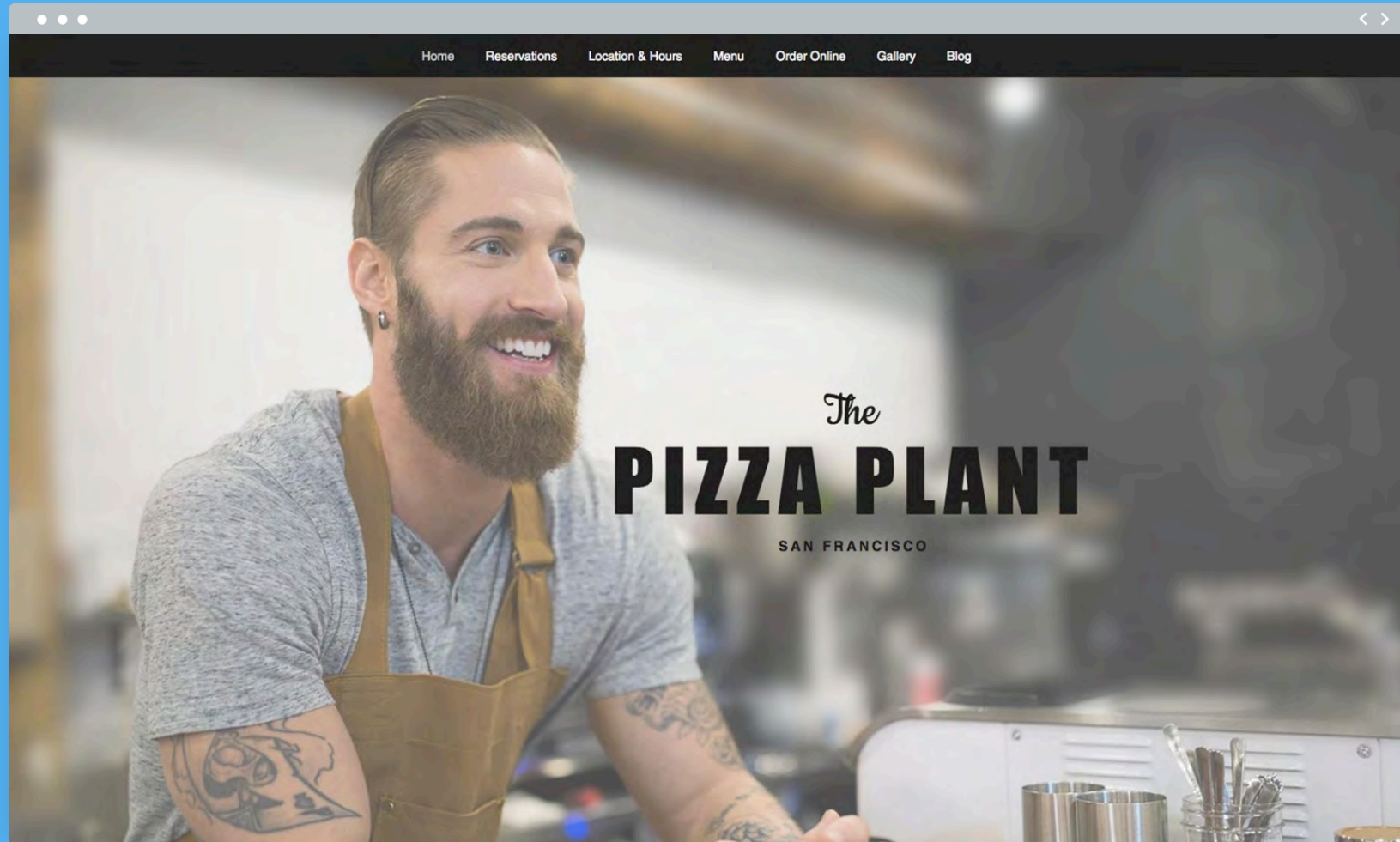
What Google gives you when you perform a search.



Example Search

How Google Scans a Site

- Titles
- Meta tags
- Alt text
- Keywords



For Example: a Pizza Shop

<Title> Tags

Titles, like headlines,
draw Google bots first.

The screenshot shows the Wix website editor interface. At the top, the Wix logo and navigation links (Site, Tools, Help, Upgrade) are visible. The main workspace displays a list of pages: Home, Reservations, Menu, Order Online, Gallery, and Blog. The 'Page Settings (Home)' panel is open on the right, showing the 'Page Info' tab. The title tag is set to 'Best Vegan Pizza | San Francisco | The Pizza Plant'. The page description is 'The Pizza Plant in San Francisco has been serving quality vegan and gluten-free pizza to the Mission district since 2015. Stop by for a slice or pie.' The 'Hide this page from search results' toggle is turned on. The page URL is 'https://www.../ the-pizza-plant-san-francisco'. At the bottom, there are buttons for '+ Add Page', 'Page transitions: Out-In', 'Duplicate page', 'Delete page', and 'Done'.

Wix

Find a page...

Site Tools Help Upgrade

Pages ? x Page Settings (Home) ? <

Page Info Layouts Permissions SEO (Google)

Home Reservations Menu Order Online Gallery Blog

Best Vegan Pizza | San Francisco | The Pizza Plant

What's the page about? (Page Description)

The Pizza Plant in San Francisco has been serving quality vegan and gluten-free pizza to the Mission district since 2015. Stop by for a slice or pie.

Hide this page from search results ☒

What's the page URL?

https://www.../ the-pizza-plant-san-francisco

Go to URL

+ Add Page

Page transitions: Out-In ▶

Duplicate page Delete page Done

Meta Tags

Wix Find a page... Site Tools Help Upgrade

Pages ? x Page Settings (Home) ? <

Page Info Layouts Permissions SEO (Google)

Home Reservations Location & Hours Menu

What's the page's title on search engines?
Best Vegan Pizza | San Francisco | The Pizza...

What's the page URL?
https://www.../ the-pizza-plant-san-francisco
Go to URL

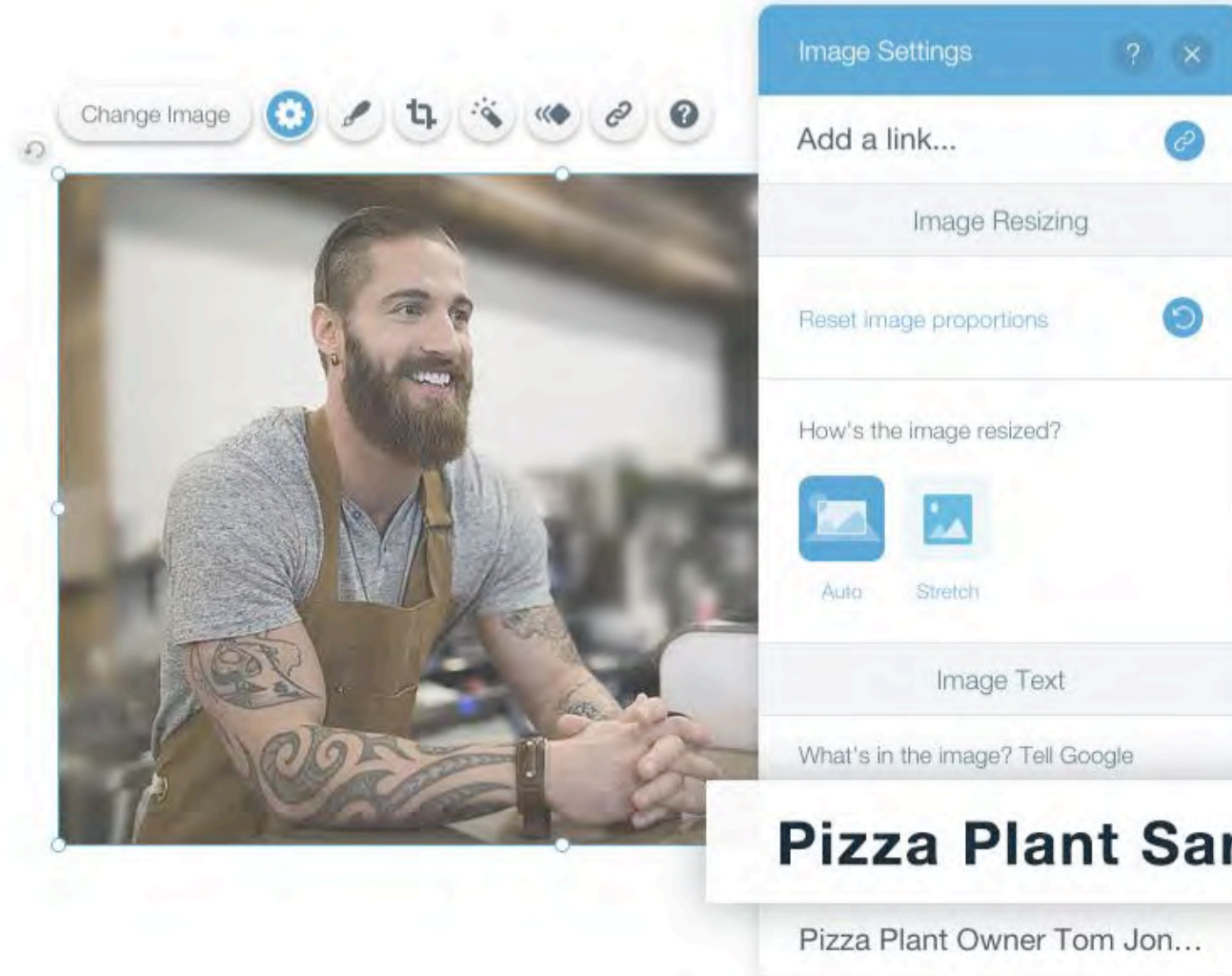
What are the page's keywords? (optional)
vegan pizza san francisco, pizza restaurant m...

+ Add Page Preview on Google

Page transitions: Out-In ► Duplicate page Delete page Done

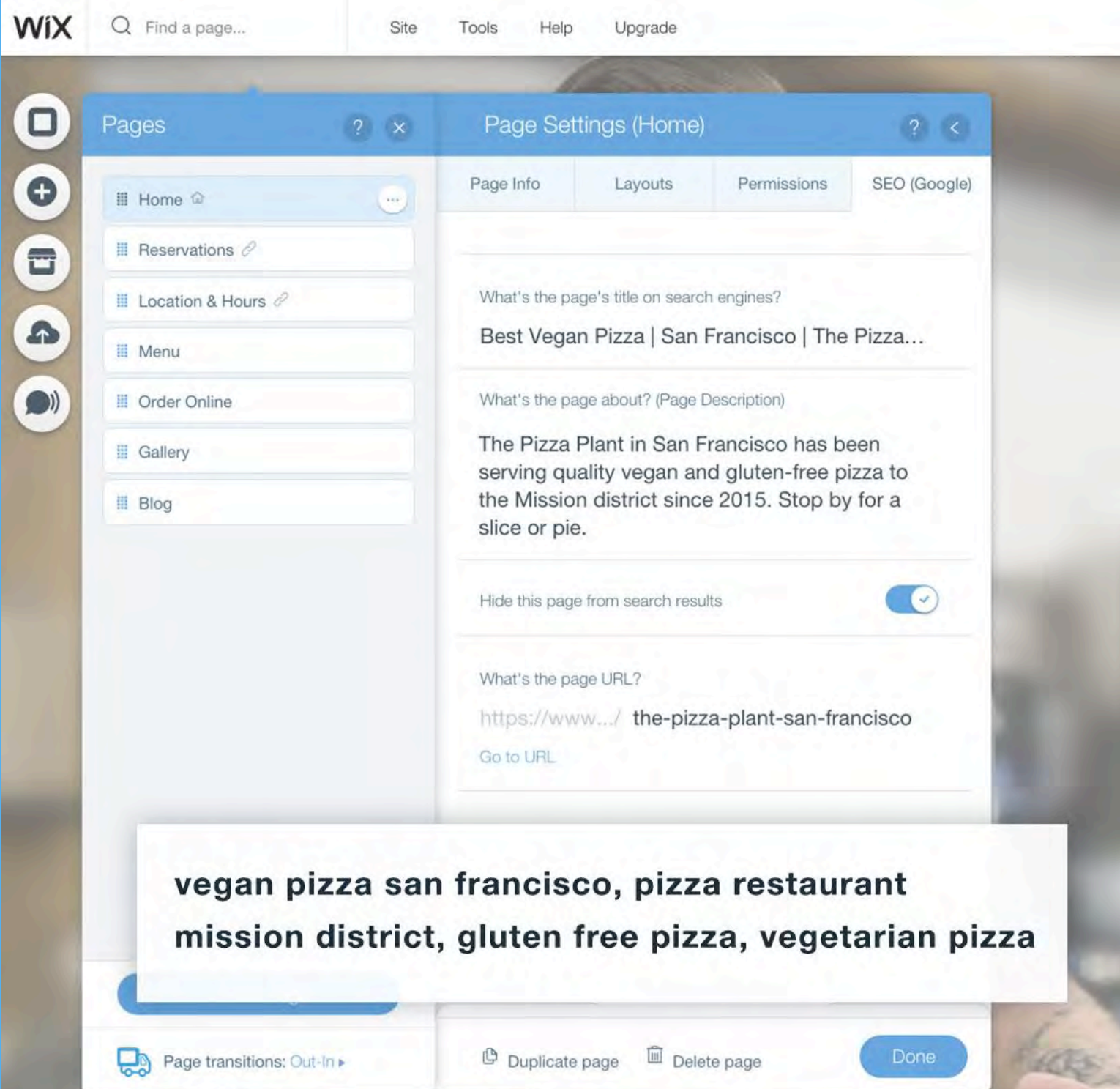
The Pizza Plant in San Francisco has been serving quality vegan and gluten-free pizza to the Mission district since 2015. Stop by for a slice or pie.

Alt text



Keywords

Words and phrases that describe a website's content. Searchable terms that someone would use to find your site.



**vegan pizza san francisco, pizza restaurant
mission district, gluten free pizza, vegetarian pizza**



Google Looks for Keywords

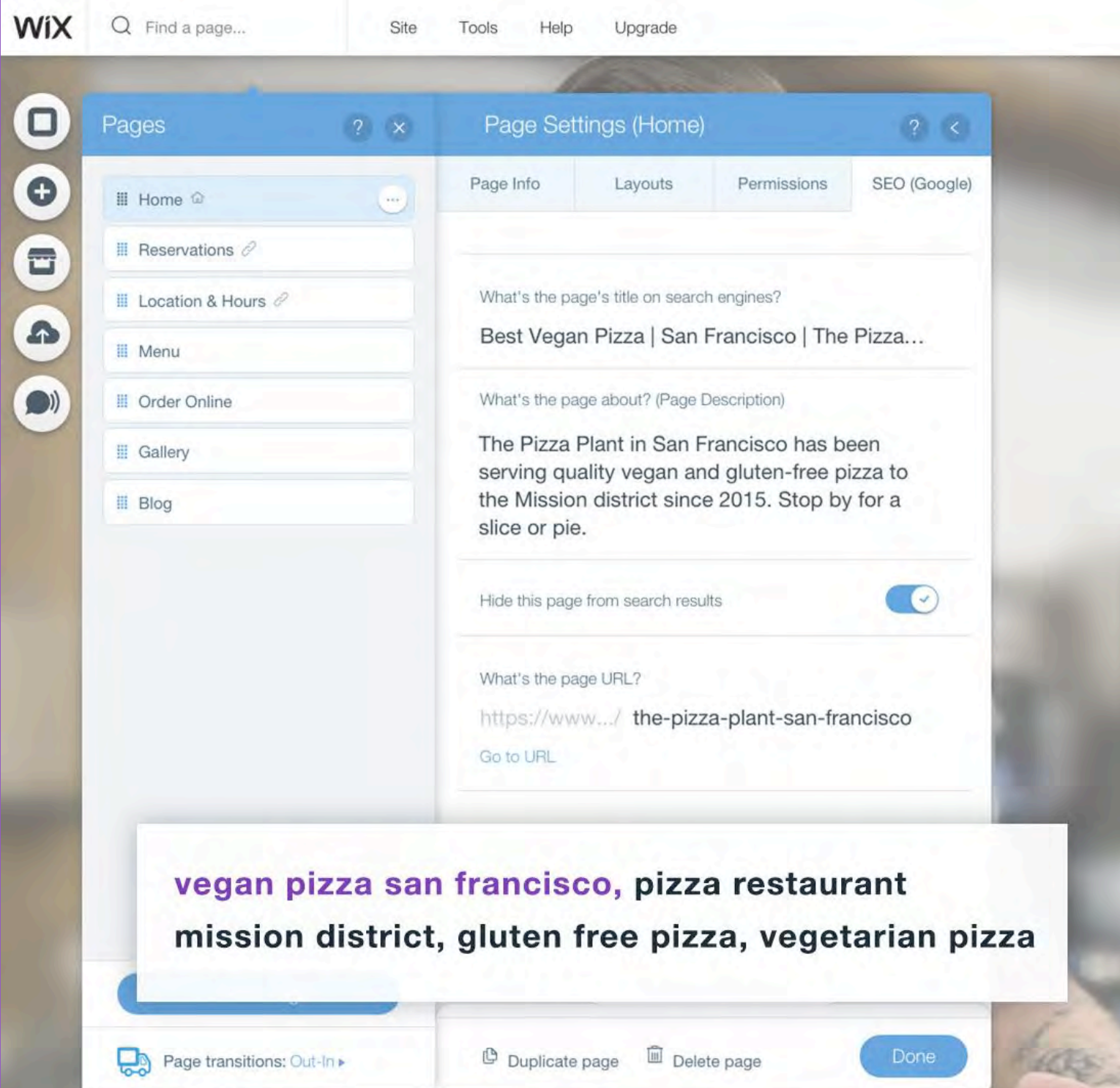
Words and phrases that match the search query.
Google wants to give someone the results that best match what they're looking for!

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How to use Keywords

Long-Tail Keywords

Phrases that are
3 or 4 words long.



**vegan pizza san francisco, pizza restaurant
mission district, gluten free pizza, vegetarian pizza**

Steps for Choosing Keywords

- Put yourself in your audience's shoes
- Look at auto-complete suggestions
- Check out competitors



Pages

Home

Reservations

Location & Hours

Menu

Order Online

Blog

Page Settings (Home)

Page Info

Layouts

Permissions

SEO (Google)



Get Found on Google

Boost your site's SEO with Wix SEO Wiz.
Head to your step-by-step plan now.
Let's Go

What's the page's title on search engines?

Best Vegan Pizza | San Francisco | The Pizza Plant

What's the page about? (Page Description)

The Pizza Plant in San Francisco has been serving quality vegan and gluten-free pizza to the Mission district since 2015. Stop by for a slice or pie.

Hide this page from search results



What's the page URL?

the-pizza-plant-san-francisco

What are the page's keywords? (optional)

vegan pizza san francisco, pizza restaurant mission district, gluten free pizza, vegetarian pizza

Title

Description

URL

Meta Tags



Page transitions: Out-In



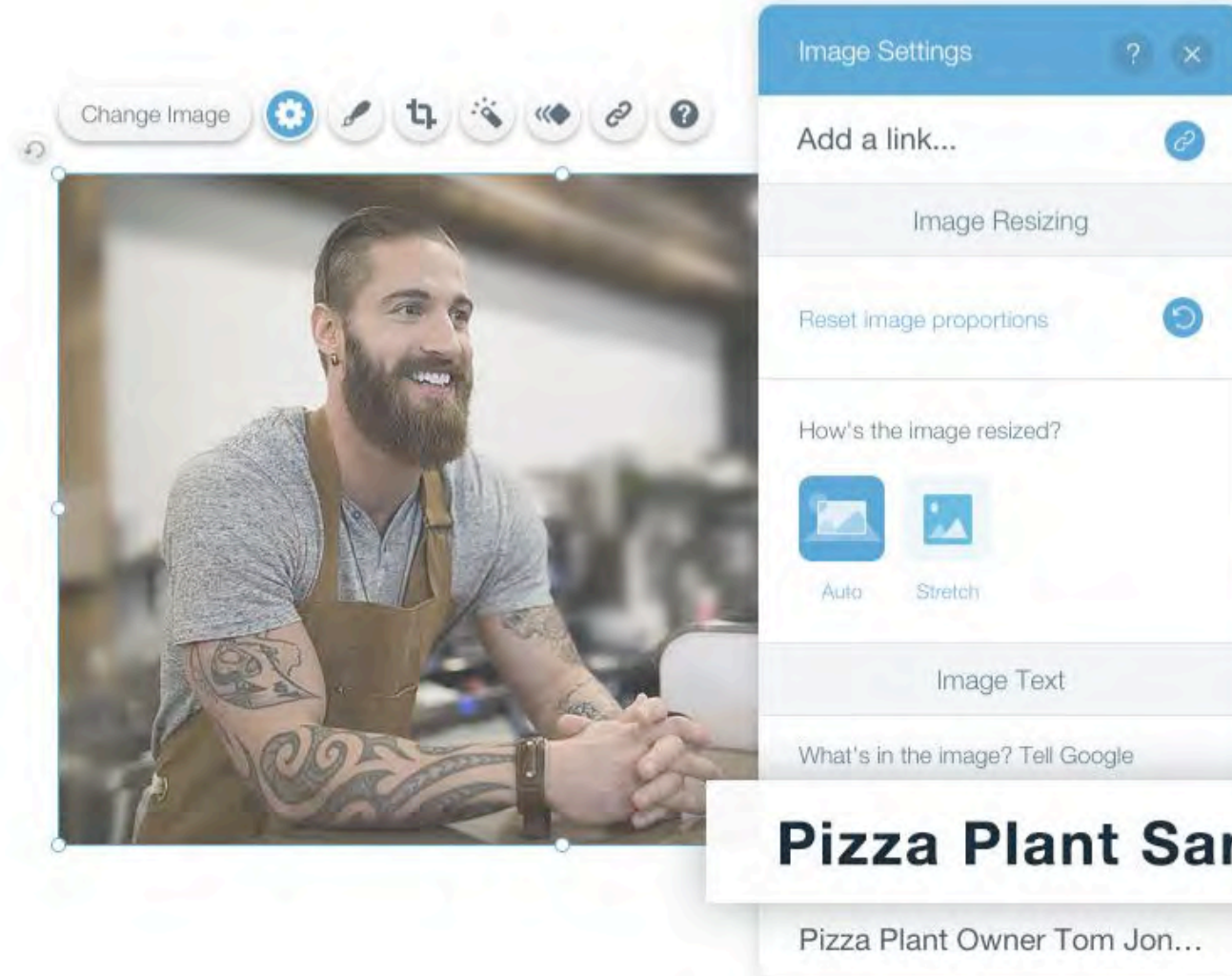
Duplicate page



Delete page

Done

Alt text



Optimize Each Page

WIX

Find a page... Site Tools Help Upgrade

Pages ? x


- Home
- Reservations
- Location & Hours
- Menu
- Order Online
- Gallery
- Blog

+ Add Page

Page transitions: Out-In ▶

Page Settings (Home) ? <

Page Info Layouts Permissions SEO (Google)

 **Get Found on Google**
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[Let's Go](#)

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Hide this page from search results ☒

What's the page URL?

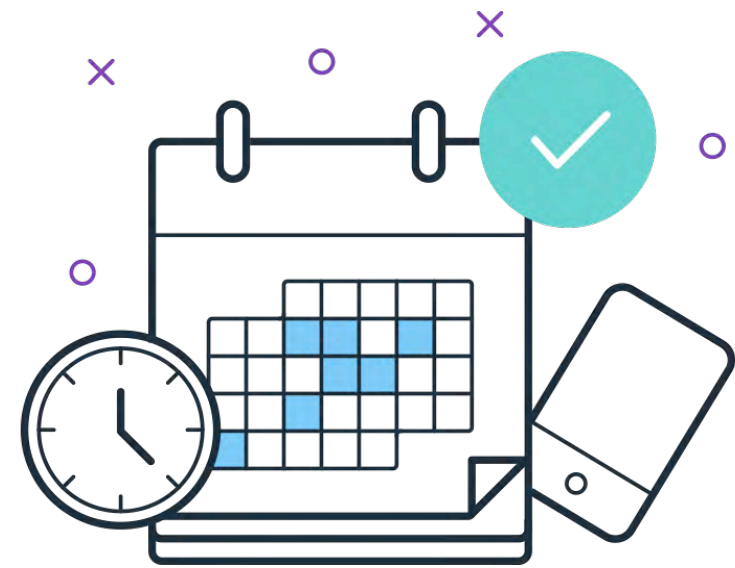
<https://www.wixsite.com/pizza-seo> [Preview on Google](#) [San Francisco](#)

Best Vegan Pizza | San Francisco | The Pizza Plant
<https://education2017.wixsite.com/pizza-seo>
The Pizza Plant in San Francisco has been serving quality vegan and gluten-free pizza to the Mission district since 2015. Stop by for a slice or pie.

 Duplicate page  Delete page [Done](#)

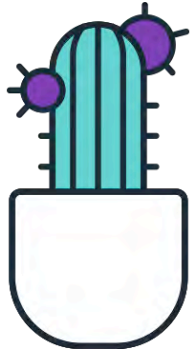
Plan Ahead!

Content Strategy



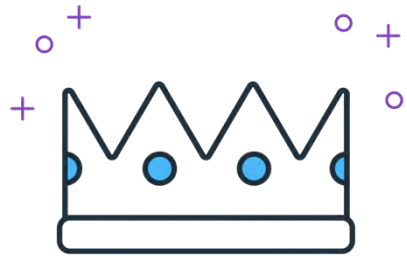


Think of a Newspaper



Organic Use

Write like a human!



Content is King!

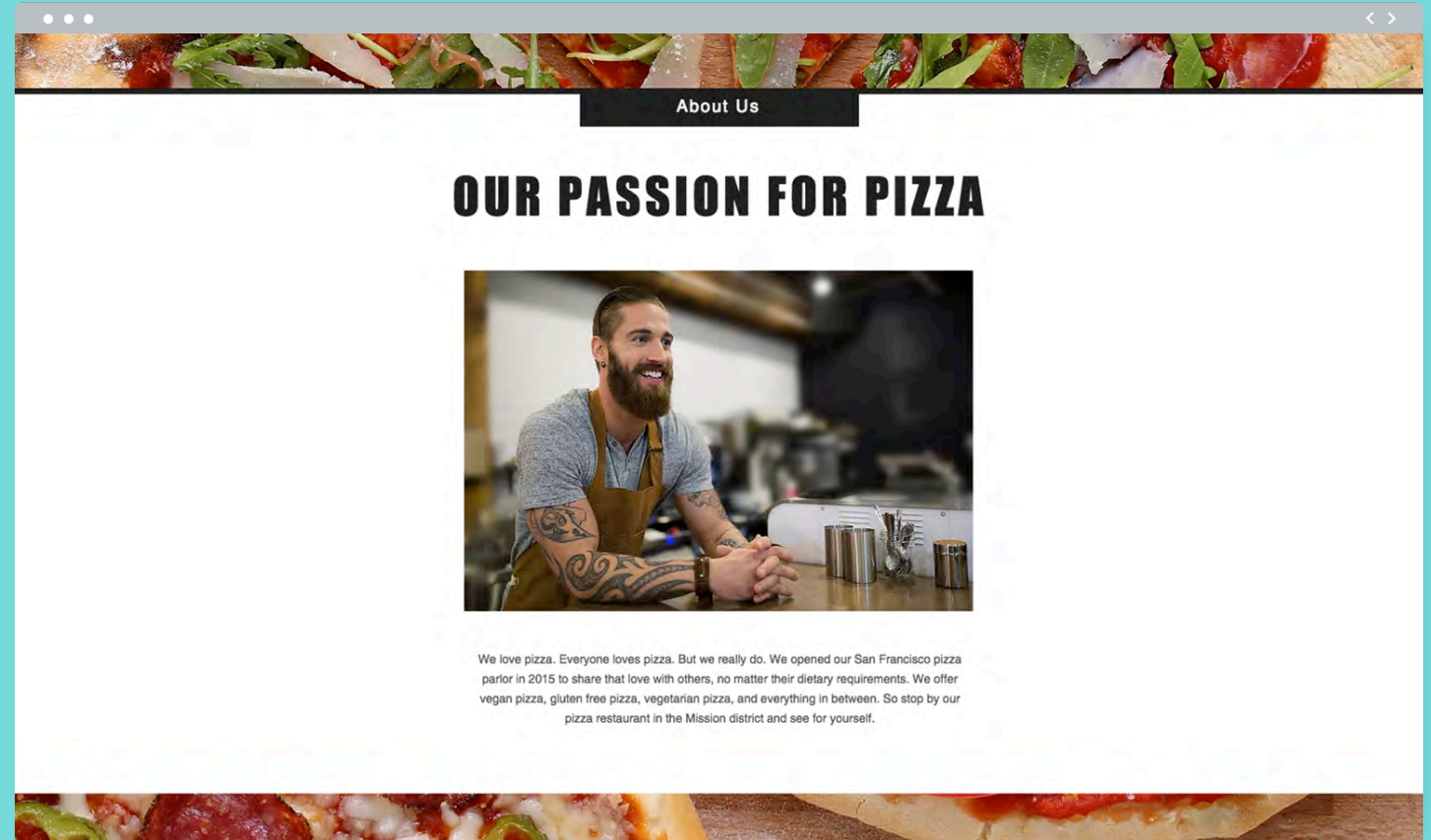
Google is smart. Write content relevant to your business – back it up with keywords relevant to your business.

Places for Keywords

- Page titles
- Page descriptions
- URLs
- Meta tags
- Alt text
- Page headers
- H1, H2, H3 text
- Body copy

Fresh Content

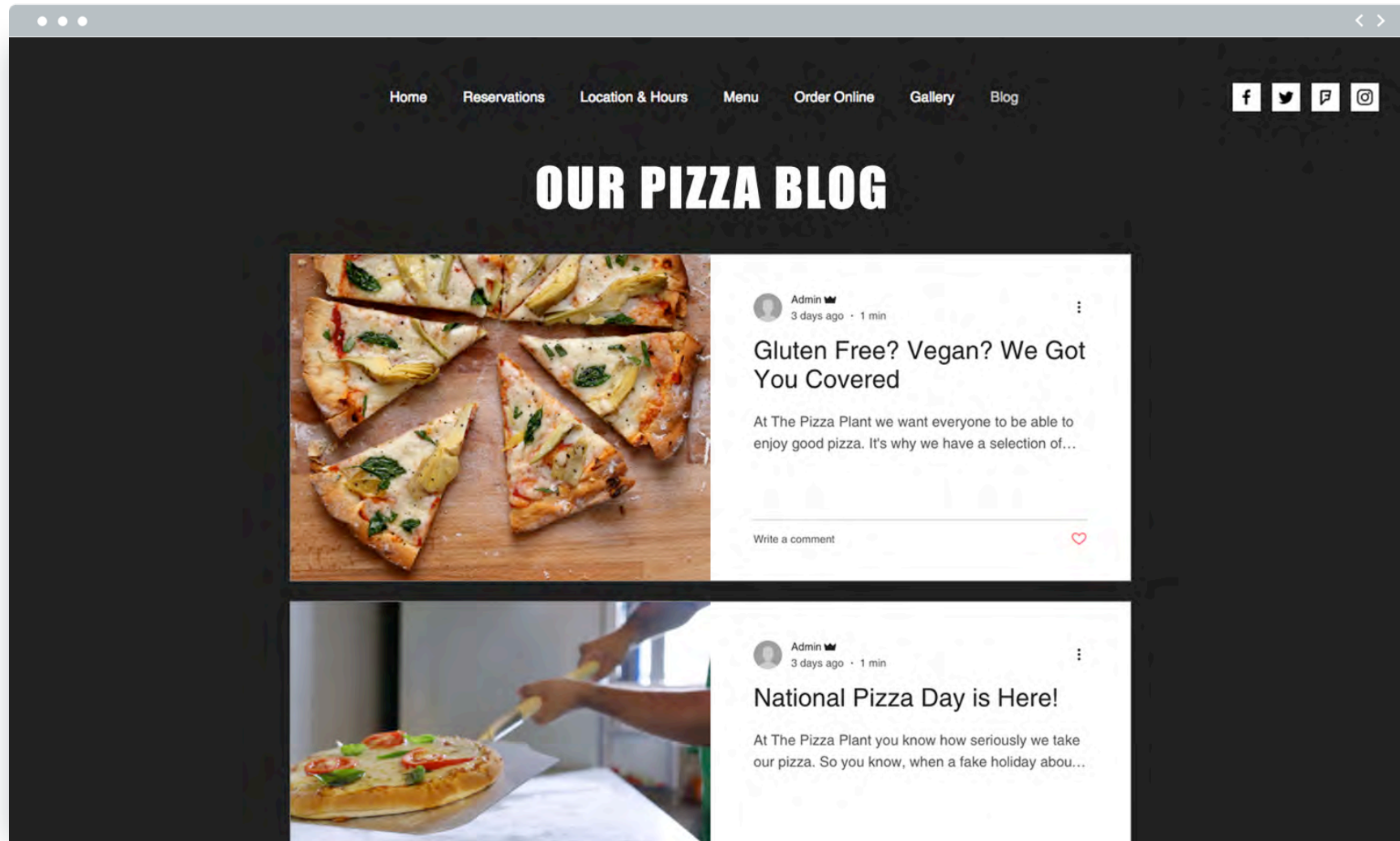
Search engines like
websites that are
consistently updated
with original content.



How to Do it

- Update your services page
- Refresh your images
- Maintain a blog

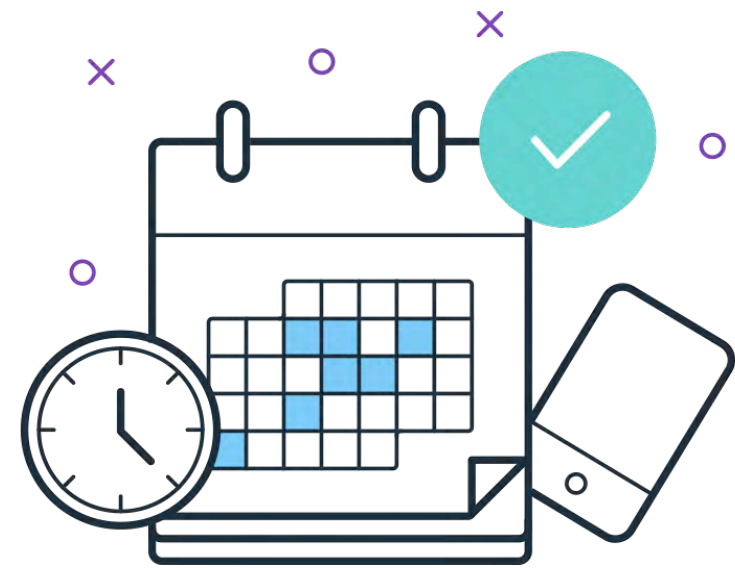
**Bloggging
Improves SEO**



Blogging

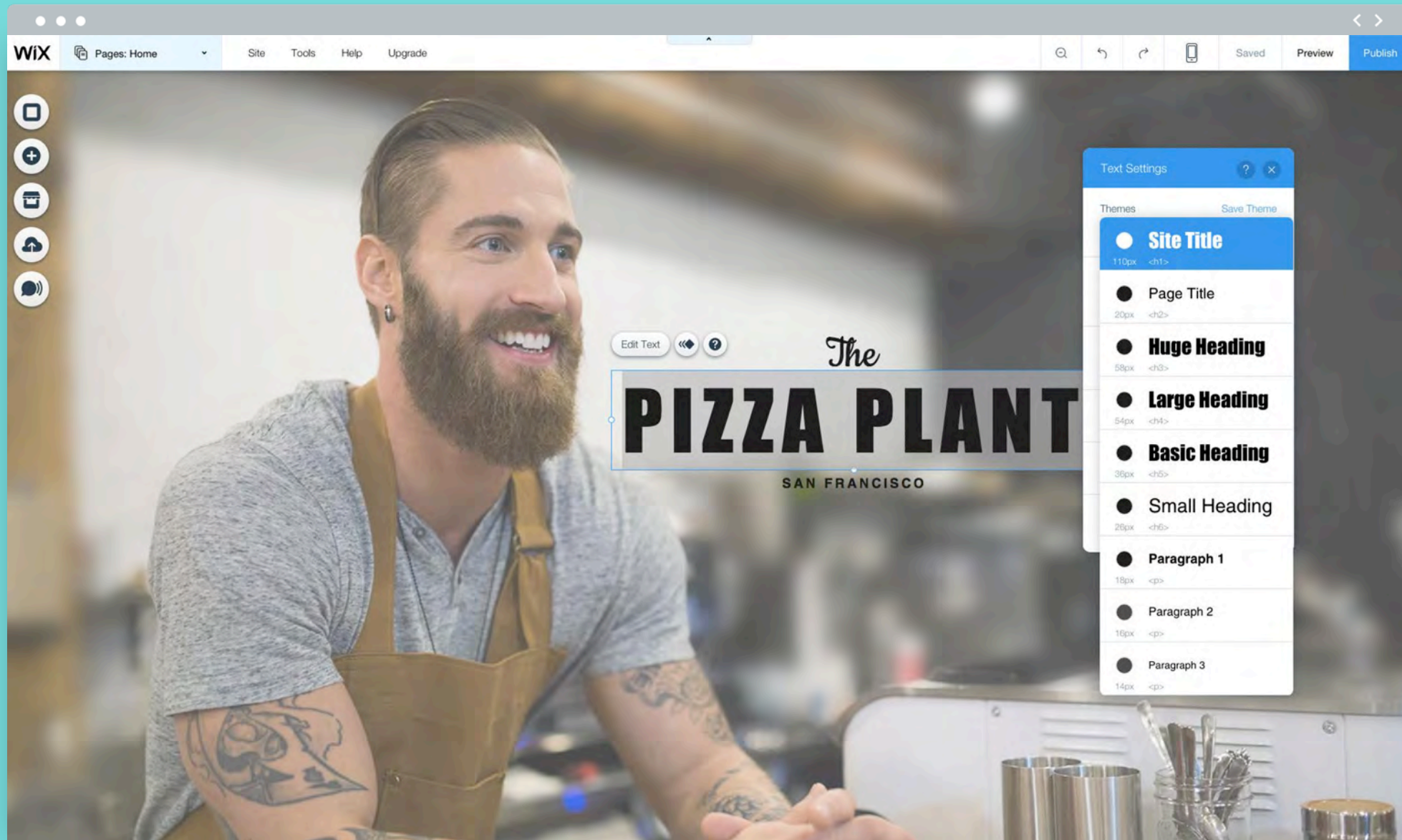
Plan Future Content

Pay attention to special dates or holidays that relate to your business.



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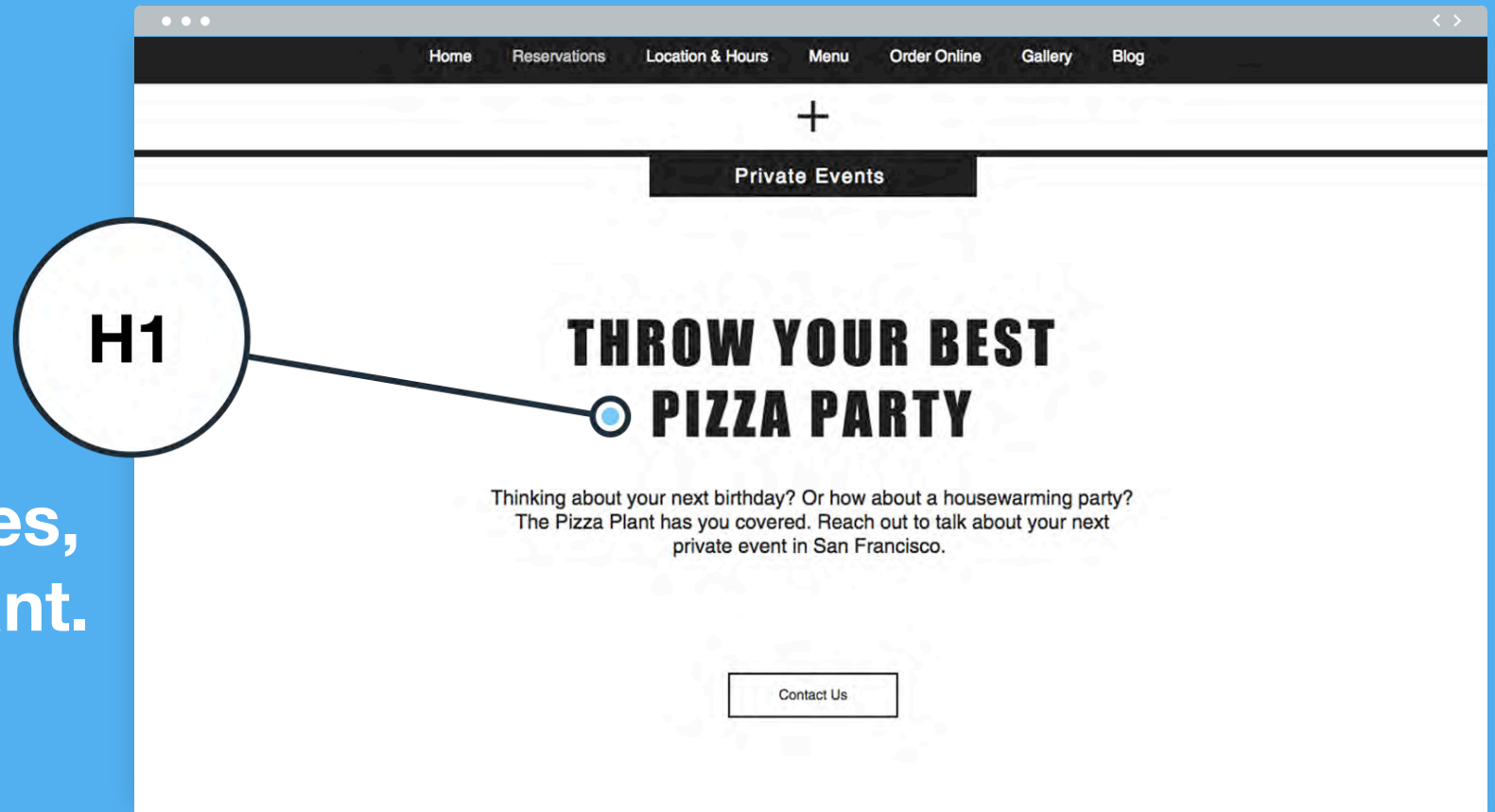
SEO & Design



Page headers + H1, H2, H3 text + Body text

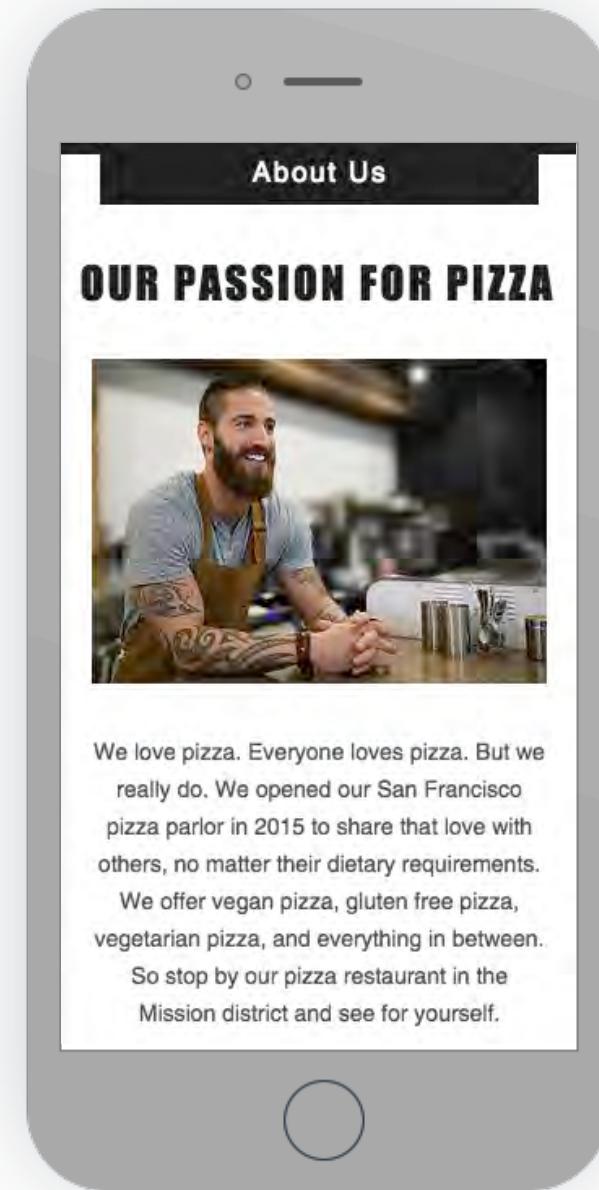
Hierarchy

Keep the newspaper in mind. Begin with titles, H1 being most important.



Remember Mobile

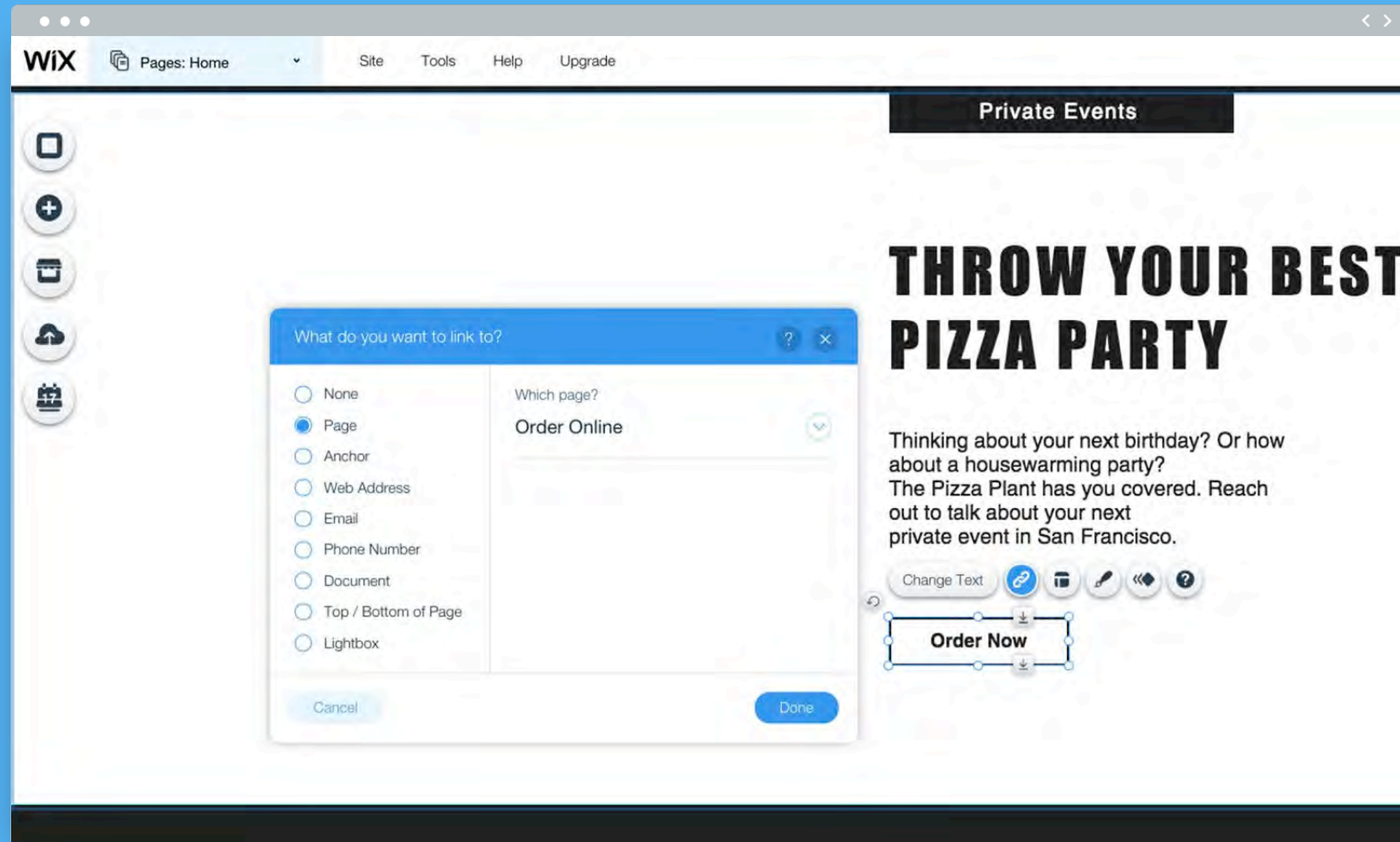
After you've designed
your desktop site, edit for
mobile. Google prefers
mobile-friendly sites!



Social and Internal Links

Get More Links

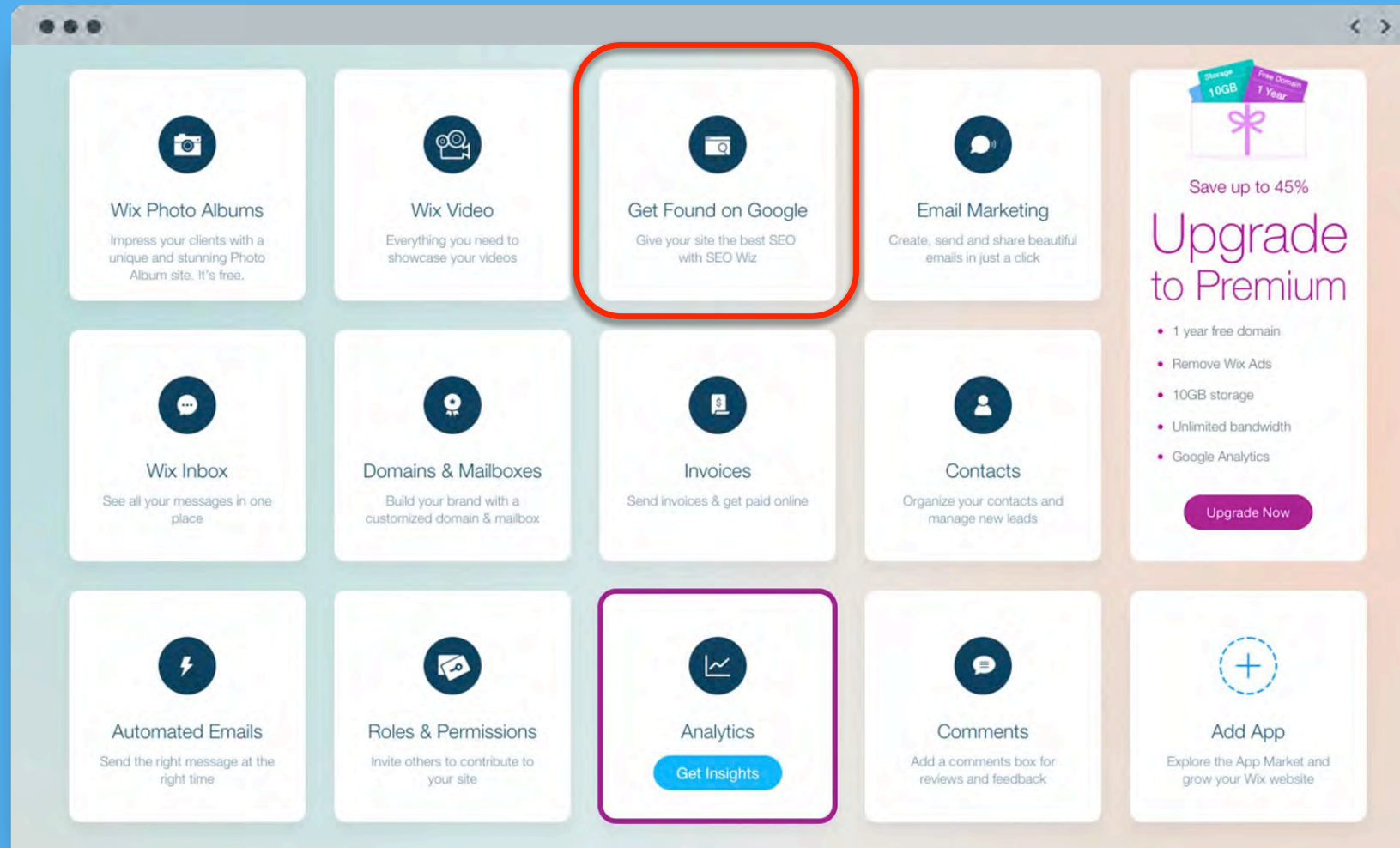
- To social media channels
- Within your website
- From other websites



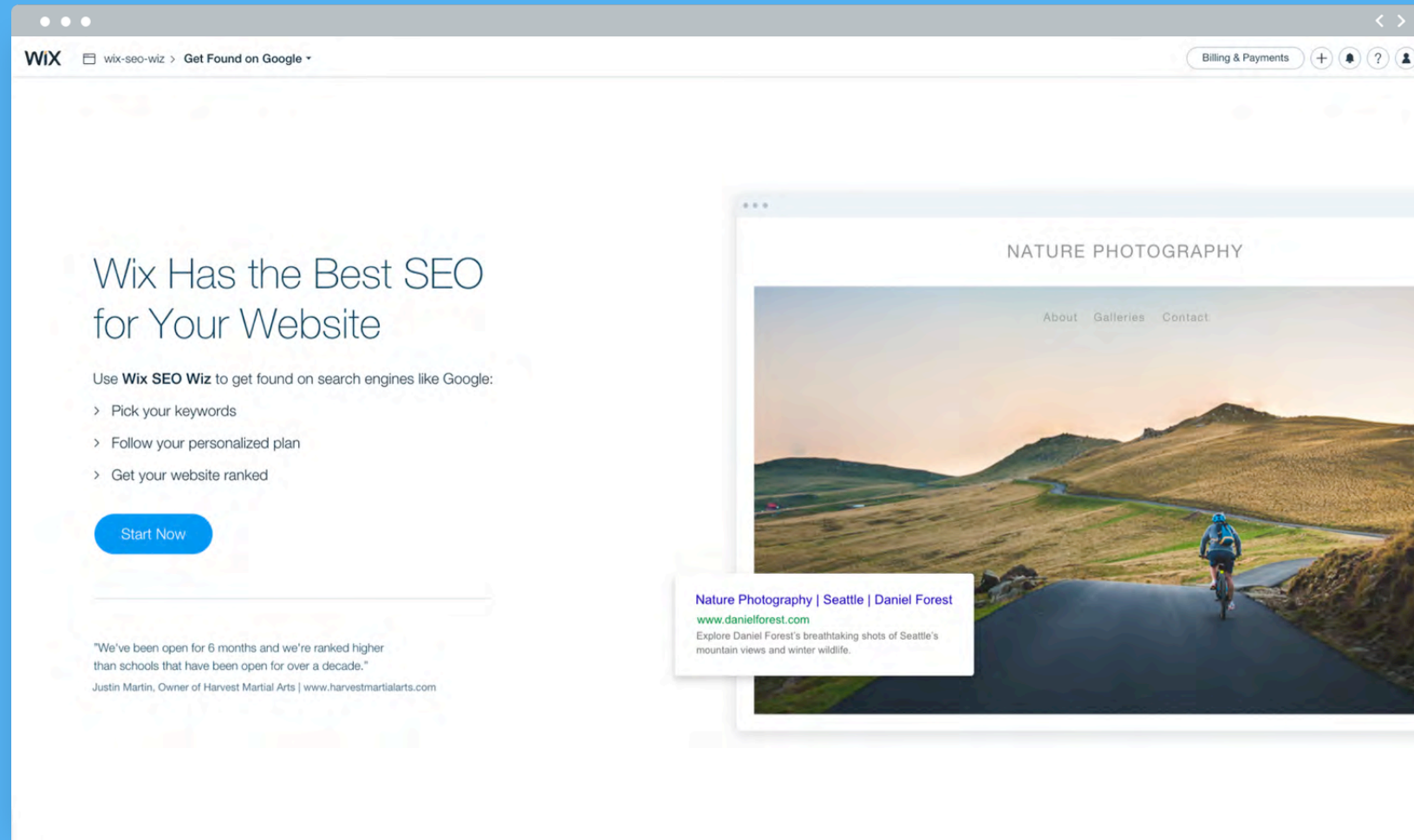
Use Internal Links

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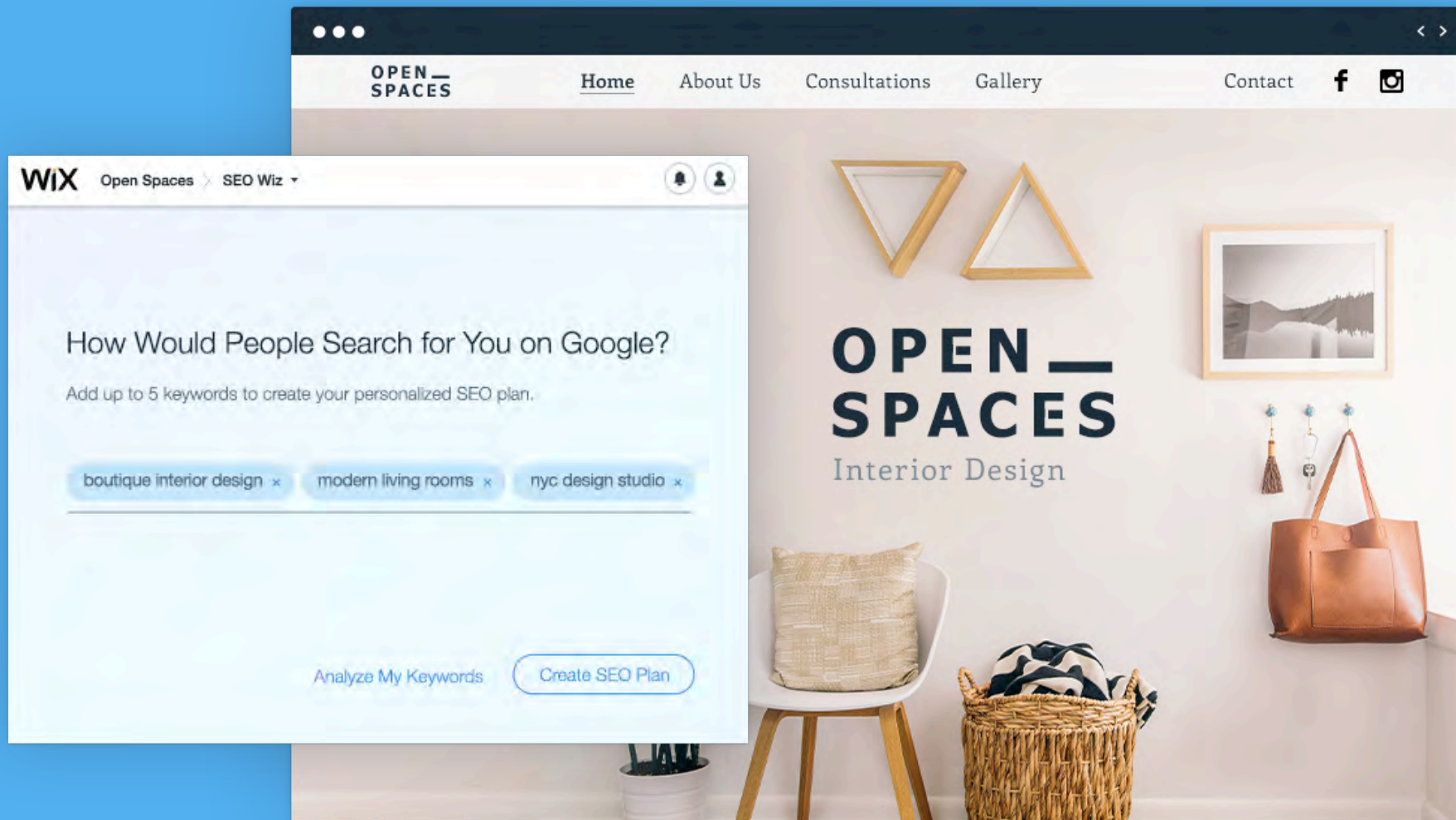
Wix SEO Wiz



Get Found on Google



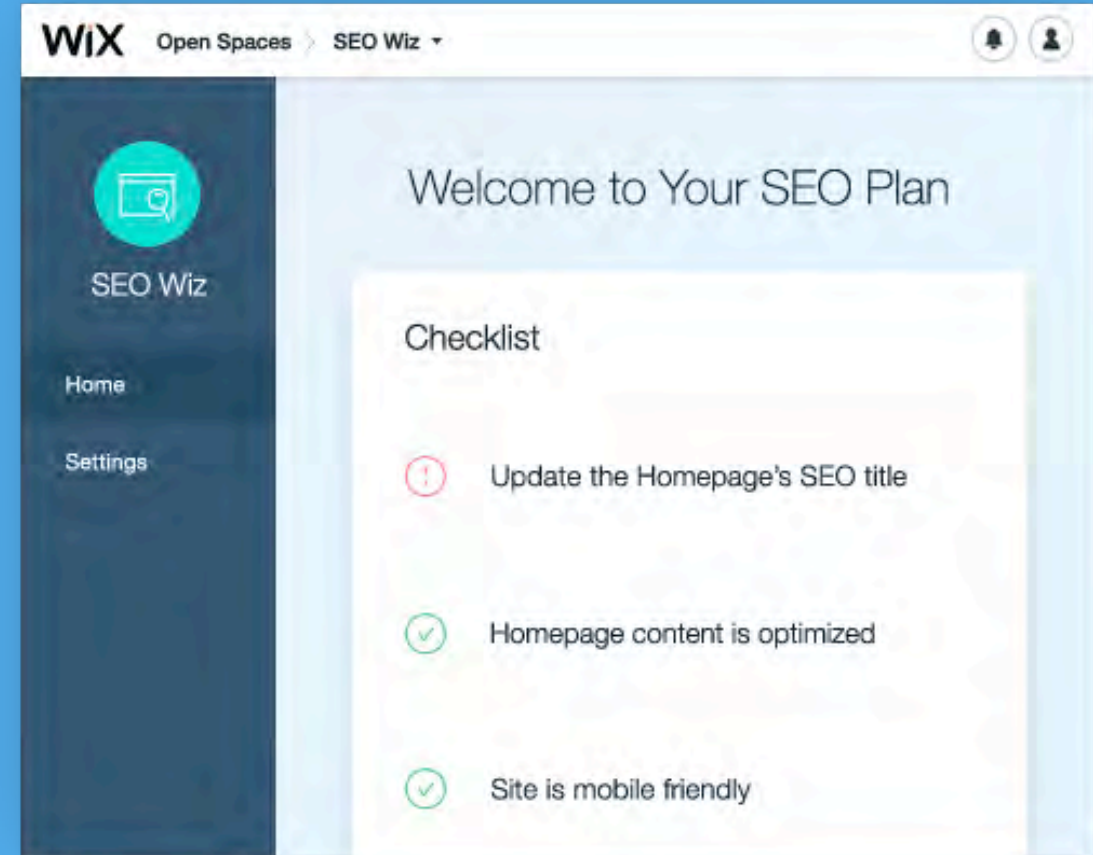
Wix SEO Wiz



Rank Higher on Google with Wix SEO Wiz

Follow the SEO Checklist

Each page should have
a title, description, URL.



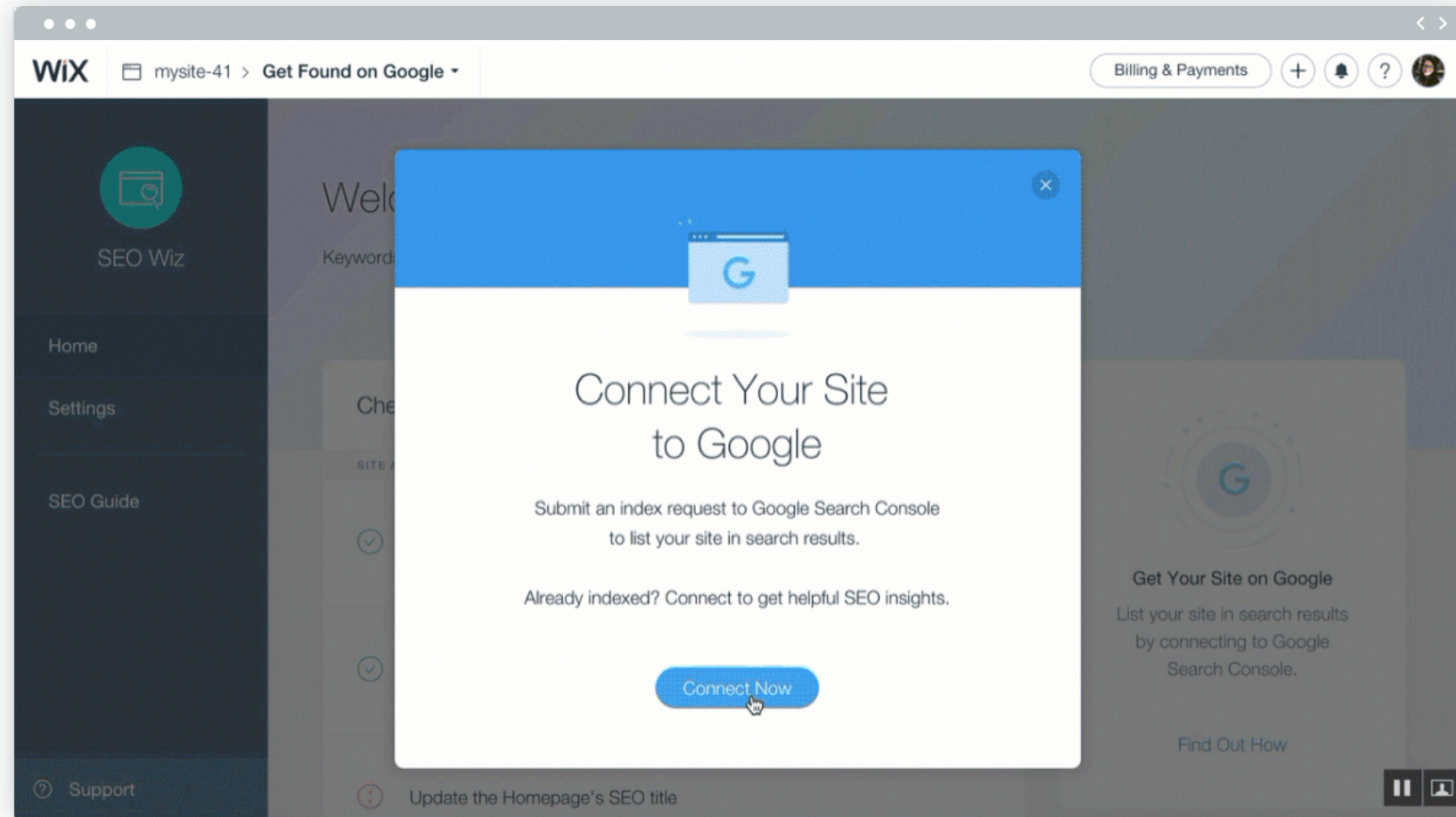
Google Search Console

Let Google know

Wix will submit to Google Search Console. Automatically!

Requirements to Submit to google

1. Make sure the site is published
2. Website needs to be set as visible in search
3. Home page title, description, and content checklist items must be complete
4. Site must be connected to a domain



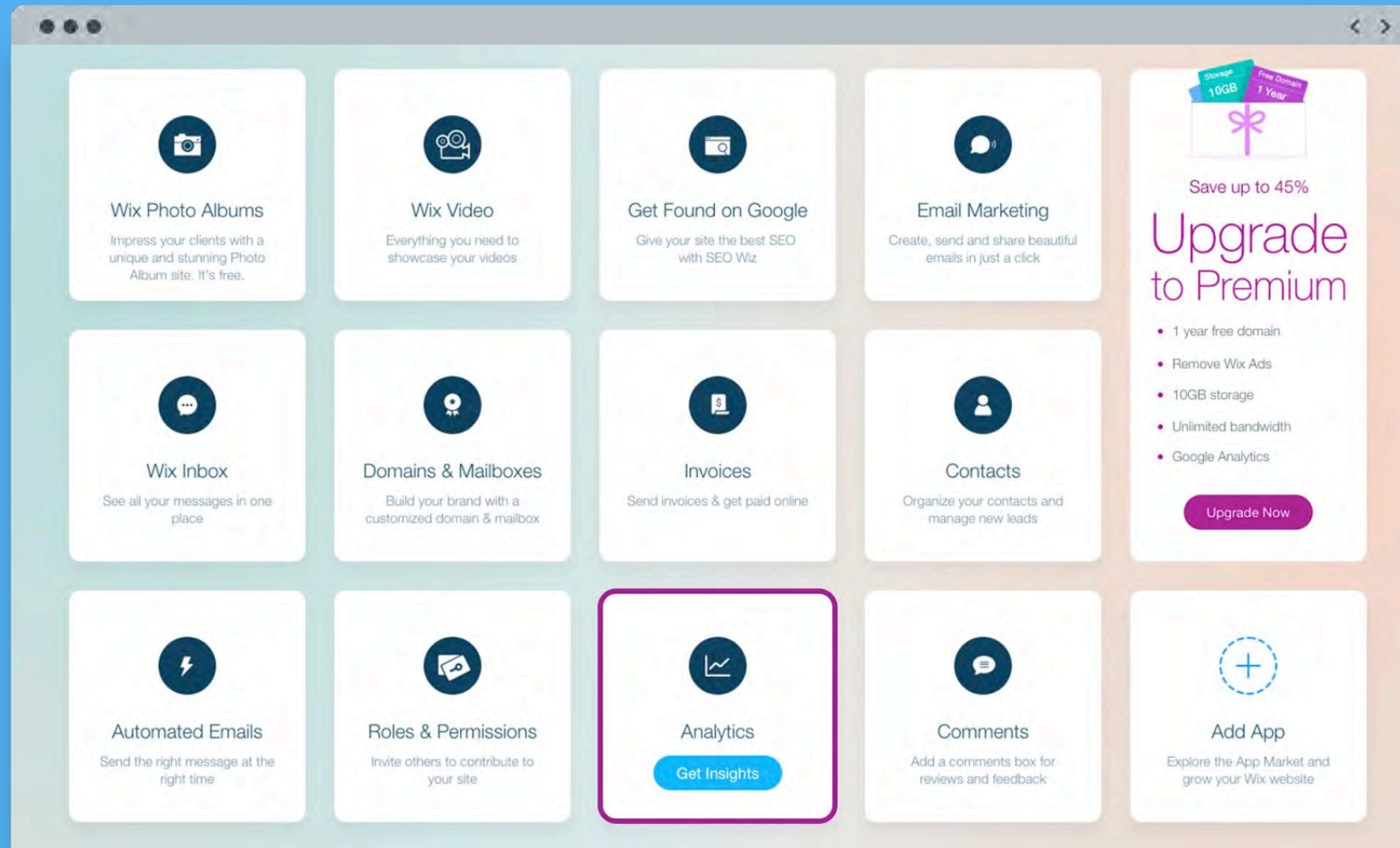
Submitting to Google Within Wix SEO Wiz

Tracking Results

Monitoring Results

Track your analytics, carefully record changes in traffic or ranking.





Tracking Rank

Wix Insights & Google Analytics

Set up Google Analytics. Don't look at it for 2 or 3 months. After some time has passed, dive in and start learning about the information there.

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Recap

What we covered today

- SEO basics
- Why SEO matters
- How Google works
- Keywords
- Writing like a human!
- Content strategy
- Design for SEO
- Wix SEO Wiz
- Tracking results

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Thank You!

WIXWORKSHOP

DIY GROUP SESSION \$45
Dates TBD

ONE ON ONE \$299

Paula Saunders | Wix Ambassador
Cell (323) 896-0279 | www.techphix.com

