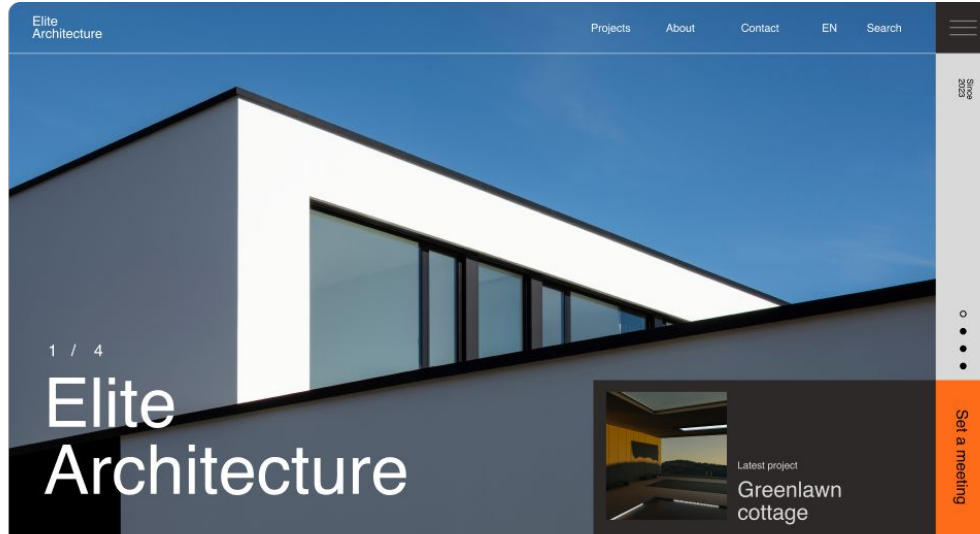


Immersive online brand experiences. Unbeatable business solutions. Productivity—amplified.



Trusted globally

Wix Studio is an end-to-end platform—built on the proven foundations of Wix—that gives agencies the creative freedom and development flexibility they need.

6.5M

businesses,
from start-ups
to enterprises

1 Billion

collective visitors
per month

\$950M

gross monthly
payments

190

countries,
worldwide

Bolt

vevo

Kroger

FUJITSU

'GLASSDOOR'

**HELLO
FRESH**

CLARINS

NTTタウンページ

Tell a brand story that sticks

Exceptional
design flexibility

Tailor-made
experiences

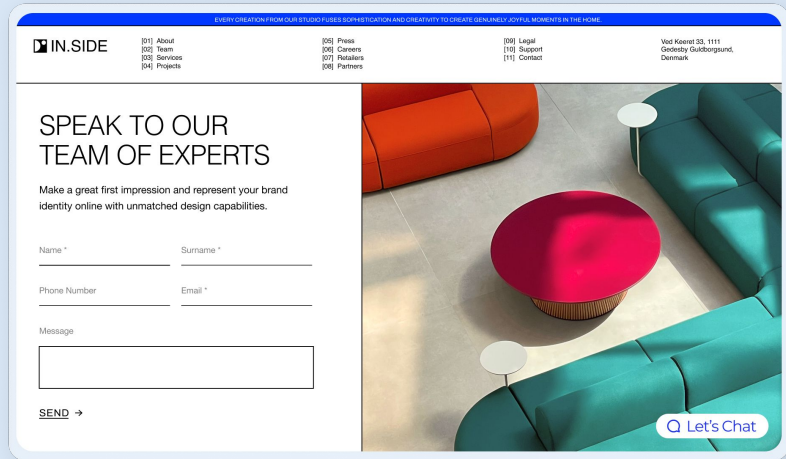
Fully responsive
websites

Engaging animations
and effects



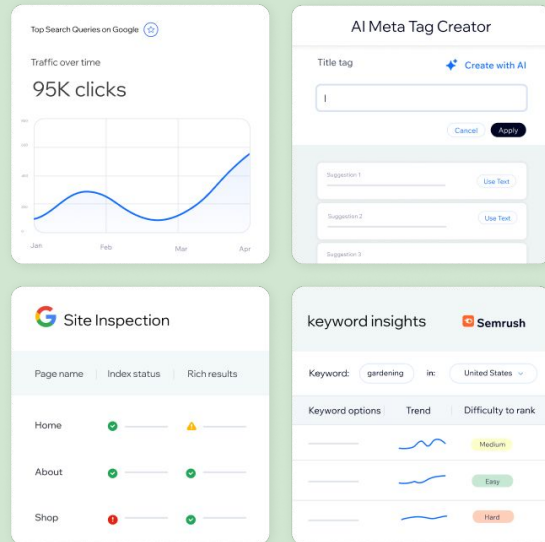
The complete platform to grow your business online

- ⇒ Make a great first impression and represent your brand identity online with unmatched design capabilities.
- ⇒ Capture leads, collect info and convert, using customizable, forms and get push notifications for every new lead.
- ⇒ Chat in real time with site visitors to answer questions, provide info, and increase engagement—all to drive conversions.
- ⇒ Earn more organic traffic with a built-in blog solution. Monetize your content with subscription plans and offer exclusive content in a members-only area.
- ⇒ Centralize how you manage your prospects and deals in a native CRM.



Unrivalled SEO at the core of every site

- ➔ Best-in-class defaults to help implement SEO faster across your site.
- ➔ Unique opportunities for quicker page indexing and deeper site performance analytics, made in close collaboration with Google and Bing ([Read case study](#)).
- ➔ One-click inspection of all your pages helps to easily identify indexing issues that affect ranking.
- ➔ Wix's SEO infrastructure is constantly evolving alongside search engine updates.



Wix has been doing fantastic stuff for a number of years now. I'm impressed. They've been raising the bar not only for their services, but for the industry overall.



John Mueller

Search Advocate, Google

Wix isn't just making it easier for users to get started. They're also making it easier for users to grow.



SearchEngineJournal®

@sejournal

Hands down the @Wix web editor is one of the most flexible & straightforward to use and this only makes it better 🙌🕶️



Aleyda Solis

International SEO Consultant & Founder, Oraiint

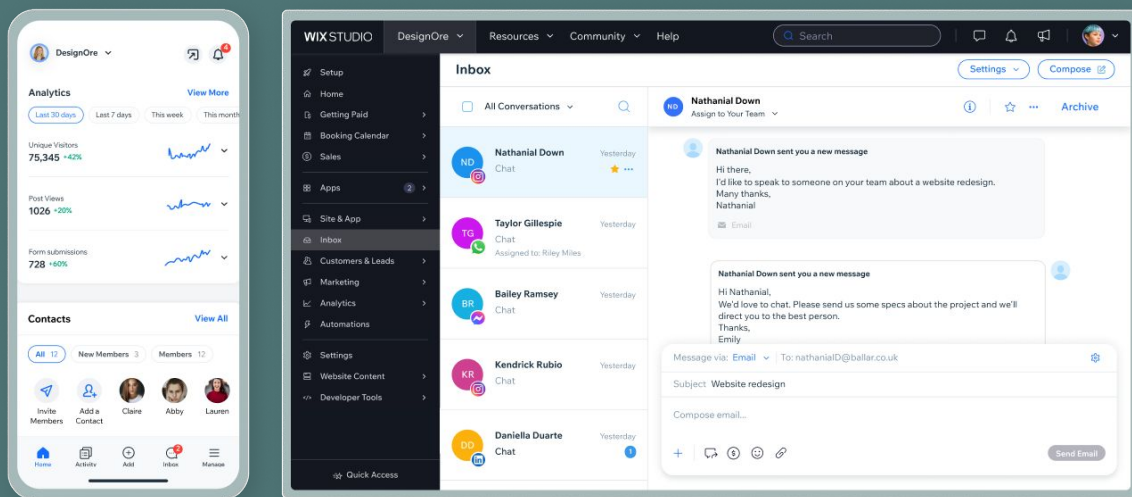
Manage everything from one place

Manage everything—from online presence, to contacts, leads and more—from one dashboard, on desktop or mobile.

Reply to emails, chats, and social messages—and access conversation histories any time—all from one inbox.

Cut out manual tasks like responses, reminders, and more with native automations.

Get insights from real-time analytics, custom reports, and triggered alerts for meaningful actions.



Growth essentials, built in

CRM

Convert more leads—from collecting contact info with forms to adding live chat. Organize your projects and funnels, assign tasks and reply to messages from all channels in one inbox.

Payments

Accept secure payments worldwide and sync transactions from over 80 providers—including Wix Payments, major debit and credit cards, Apple Pay, Tap to Pay on iPhone, and more.

Blog

Boost your SEO and reach your community with an integrated blog. Manage posts, comments and contributors with ease. Monetize your content with subscription pricing plans.

Multilingual

Get set up for international growth and reach new markets. Manually or automatically translate your site into 180+ languages, while preserving the design.

Pricing plans

Get a custom pricing plan to sell packages, memberships and subscriptions. Charge visitors one-off or recurring payments for exclusive content/services, connect payment methods, and add discounts.

Members area

Build a community around your site to engage customers and keep them coming back. Let visitors create their own account, keep track of orders and wishlists, and access exclusive content.

Changes shouldn't be a big deal

Content mode

Effortlessly make real-time changes to text and media using Content Mode, while keeping the design intact.

Native CMS

Let your teams update site elements—even in bulk—through a user-friendly CMS, or schedule content updates for later.

Roles & permissions

Keep all your collaborators organized with custom roles and permissions that control the changes they can make.

Do more, with more—and future-proof your business

Scale your business with native solutions for scheduling, eCommerce, event management, and more.

Extend the power of the platform with a choice of over 500 solutions on the Wix App Market, designed to work in harmony with your site.

Stretch the platform's capabilities and functionality with open APIs and customize any aspect of your online business.



Google Analytics



TikTok Pixel



Meta Pixel & CAPI



Google Tag Manager



Zapier



Google Ads



Amazon Stores



Instagram Shop



Bing



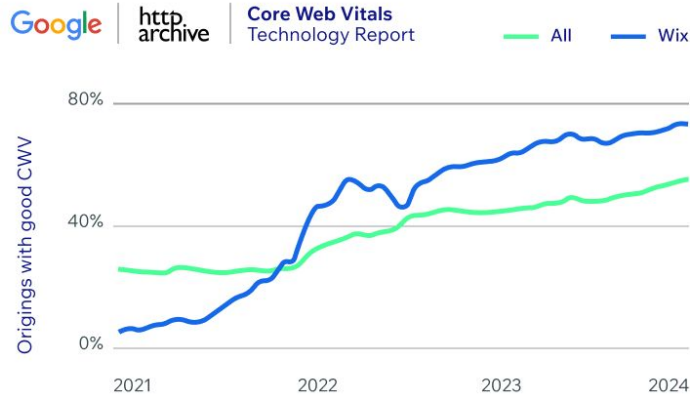
Yandex



Google Business Profile



Classpass



Lightning-fast performance

- ➔ According to [Google Chrome reports](#), the Wix platform leads the industry in site performance.
- ➔ With ongoing performance optimization at the platform level, your site immediately benefits from every update that's released.
- ➔ Wix's globally distributed data centers and 200+ CDN nodes ensure best-in-class site performance regardless of visitors' location, network or device.
- ➔ Automatically enhanced media delivery—including image conversion, cropping, and resizing—ensures faster page-load speeds.

Superior infrastructure

- Multi-cloud hosting powered by AWS, Google Cloud, and Fastly ensures your business stays up even when others are down.
- The platform handles over 4.5 billion daily requests and millions of transactions.
- Infrastructure is engineered to autoscale under high demand—no need to pay for extra servers or bandwidth.
- 99.98% uptime service level objective.

Google Cloud



fastly

Google Cloud Management

“Wix offers one of the most reliable services worldwide.”

[Read how Google Cloud and Wix collaborate to optimize reliability](#)

Airtight security 24/7

Actively managed by a global team of security experts, Wix keeps businesses running as planned through threat prevention, real-time detection, and rapid response to any security incidents.

Meets the highest standards

Wix is compliant and certified with the highest international privacy and security regulations, including SOC 2 Type 2, PCI DSS Level 1, several ISOs, GDPR, CCPA, and LGPD.

Third parties are covered

The Wix third-party risk management program ensures all vendors align with unrelenting security standards. Plugins—and risks that come with them—aren't necessary with Wix's integrated solutions.

Physical data security

In addition to our own dedicated data centers, Wix also relies on world-leading DC providers such as AWS, Google Cloud Platform and Equinix—all of which are compliant with the highest industry standards for physical, environmental and hosting controls.

Airtight security 24/7

Actively managed by a global team of security experts, Wix keeps businesses running as planned through threat prevention, real-time detection, and rapid response to any security incidents.

Safe data encryption

Data in transit utilizes HTTPS over TLS 1.2 and above, including automatic SSL certification, while data at rest encryption utilizes AES-256. The PCI environment, maintains the highest standard of encryption and storage measures using a FIPS 140-2-certified HSM.

Secure payments

All Wix sites are compliant with PCI DSS Level 1, and are supported by anti-fraud protection in order to safeguard payment info and deliver maximum protection for all transactions.

Make your site a place for everyone

H₁

Title

Specialized tools let you make your website accessible, with features that help you comply with the highest global standards (WCAG 2.0).

P

Paragraph

Why Wix Studio's best for your business

We gathered the main advantages of Wix Studio over WordPress. Although WordPress is well-known, it differs from Studio in significant areas around time, cost, effect on business reputation and how future-proofed your business will be.

	WIX STUDIO	WordPress
Plugins	No plugins needed Full-stack, native business solutions and built-in features work together seamlessly.	Plugins required Plugins are usually needed to extend beyond basic functionality at additional cost, potentially requiring manual updates regularly.
Updates & maintenance	Maintenance done for you Our engineers manage everything for you “behind the scenes”—no product or platform updates required on your end. Automatic site backups.	Maintenance-intensive Manual updates are needed on each plugin, theme and third-party app on an ongoing basis. If you don't keep up with constant plugin updates, your site can be left open to outages, security risks, and bugs, and potentially break entirely as a result.
Site content management	Code-free & intuitive Easily update content and media through a native CMS, with no disruption to design.	Dev dependent High dependency on developers to implement content and media updates.

	WIX STUDIO	WordPress
Security	<p>24/7 enterprise-grade security In-house security team of experts ensuring safety of the platform and products around the clock.</p> <p>Compliant by default with the highest international security standards including GDPR and CCPA.</p> <p>Automatic SSL certification.</p>	<p>Well-known security issues WordPress has no built-in security features meaning it needs to be sourced from a third-party offering different levels of coverage. The highest—and most expensive—tier matches what you get built-in on Studio.</p> <p>SSL certification needs to be obtained from an external provider, usually at additional cost.</p>
Hosting	<p>Superior infrastructure Enterprise-level, multi-cloud hosting powered by leading providers including AWS, Google Cloud, Fastly.</p> <p>Unlimited bandwidth.</p> <p>Wix Studio auto scales in response to traffic spikes, at no additional cost.</p> <p>Dedicated site reliability engineering team.</p> <p>2 layers of Anti-DDoS protection.</p>	<p>External hosting at additional costs Requires external hosting provider at additional cost.</p> <p>You'll need to purchase the highest level of coverage to match the infrastructure available by default, at no extra cost, on Wix Studio.</p>

	WIX STUDIO	WordPress
Performance	<p>Industry-leading</p> <p>Wix is an industry leader in site performance. The Google Chrome User Experience (CrUX) report shows 75% of sites passing in all 3 CWV on mobile and 70% on desktop (US, true to April 17, 2024).</p> <p>Ongoing infrastructure optimization at scale means enhancements take immediate effect on every site, instantly.</p>	<p>Depends on third-party solutions</p> <p>WP has a ratio of 52% sites passing in CWV on mobile and 53% on desktop (US, true to April 17, 2024).</p> <p>Plugins required to enhance performance can ironically cause sluggish site experiences, cost more, and increase security risks.</p> <p>Usually requires manual updates & site maintenance on an ongoing basis to ensure site performance optimization.</p>
SEO	<p>Cutting-edge capabilities</p> <p>SEO automations included to free up time and focus on growth: implement automatic redirects and structured data markup.</p> <p>Platform is constantly adapting to align with Google's technical requirements.</p> <p>Direct collaboration with search engines like Google and Bing to monitor issues and respond to SEO opportunities for your business.</p>	<p>Plugin dependent</p> <p>Requires SEO plugins, mostly at additional cost, in addition to time consuming, manual implementation.</p> <p>Manual alignment with Google's technical requirements.</p> <p>Plugins can cause security risks which negatively affect SEO.</p>

	WIX STUDIO	WordPress
Support	<p>24/7 support Support provided around the clock by a dedicated in-house team.</p> <p>Unified source for all support tickets.</p>	<p>No dedicated support team You can search for help in a relevant social community or forum.</p> <p>Support not centralized to cover multiple plugins, themes or providers.</p>
Cost effectiveness	<p>No hidden costs Upfront expenses and short time to market.</p> <p>All business solutions are native to the platform—no need to add and manage third-party solutions.</p>	<p>Solutions at additional cost Most additional plugin or third-party app comes at added cost and requires significant developer resources, contributing to a large increase in time to market. On top of all this, hosting adds more costs.</p>



robot dog creative.

Ready to get started?

Seal the deal →