

POST-LAUNCH CLIENT GUIDE

Wix Studio Website Care Guide

How to maintain your website after launch — what to do, how often, and when to call in help.

From

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Your site is live. Now keep it that way.

A website is not a one-time project — it is infrastructure. Like any infrastructure, it needs regular attention to stay fast, secure, accurate, and effective. The good news: most of what a Wix Studio site needs to stay healthy is straightforward, takes less time than you think, and can be handled by a non-technical owner without calling your designer.

This guide tells you exactly what to do, how often to do it, and what the warning signs look like when something needs professional attention. Think of it as your site's maintenance schedule — the digital equivalent of changing the oil and rotating the tires.

TASK FREQUENCY KEY

MONTHLY	Regular upkeep — build these into your routine
QUARTERLY	Every 3 months — set a calendar reminder
ANNUAL	Once a year — treat it like a business review
AS NEEDED	When triggered — changes, problems, or growth

What Wix Studio handles automatically
 Security patches and platform updates · SSL certificate renewal · Server uptime and infrastructure · Automatic mobile optimization · CDN (content delivery network) for speed · Spam filtering on contact forms

Everything in this guide covers what Wix does NOT handle automatically — the things that require your active attention.

Monthly	Content, forms, analytics, backups
Quarterly	SEO, speed, links, design review
Annual	Full audit, domain, strategy refresh
As Needed	After changes, incidents, or growth
+	Monthly maintenance checklist & when to call for help

MONTHLY

Monthly Maintenance

Light, routine tasks that keep your site current and trustworthy

MONTHLY Review and update all content for accuracy

Read through your homepage, services, and contact page. Check that hours, pricing, services offered, and any promotional content reflect your business as it operates today. Outdated information is one of the most common reasons visitors lose trust — and one of the easiest to fix.

WIX TIP

In Wix Studio: click Edit Site, then navigate to each page. Click any text block to edit it directly. Save and publish when done. Changes go live within minutes.

MONTHLY Test all contact forms and booking links

Submit a test entry through every contact form on your site. Confirm the submission reaches your inbox and triggers any automated response emails you have set up. Click through any booking, scheduling, or payment links to verify they are active and pointing to the correct destination.

HEADS UP

Broken forms are invisible to you but immediately visible to potential clients. A form that silently fails means leads you will never know you lost.

MONTHLY Check Google Analytics for unusual traffic patterns

Log in to analytics.google.com. Look at your traffic for the past 30 days. Note your most visited pages, your traffic sources, and your average session duration. You are not looking for perfection — you are looking for sudden drops that might indicate a technical problem, or spikes that tell you what content is resonating.

WIX TIP

Set up a monthly email report in Google Analytics (Admin > Email Reports) so a summary arrives in your inbox automatically without requiring a login.

MONTHLY Duplicate your site as a backup

In your Wix dashboard, go to your site's settings and use "Duplicate Site" to create a saved version before making any significant changes. Wix does not auto-version your site the way some platforms do — a manual duplicate before major edits is your safety net.

WIX TIP

Label your duplicates clearly: "Backup — [Month Year]" so you can find the right version if you ever need to roll back.

MONTHLY Add or refresh at least one piece of new content

Search engines — and AI tools — interpret new content as a signal that your site is active and relevant. This does not have to be a long blog post. A new testimonial, an updated project photo, a service description that reflects something you have refined — any of these counts. Sites that never change are quietly deprioritized over time.

QUARTERLY

Quarterly Maintenance

Every three months — set a calendar reminder and block an hour

QUARTERLY

Check Google Search Console for errors and coverage issues

Log in to search.google.com/search-console. Click "Coverage" or "Indexing" to see if any pages have been excluded or flagged. Check "Core Web Vitals" for speed issues. Review "Search results" to see which queries bring people to your site and which pages are getting impressions but low clicks — those are candidates for content improvement.

WIX TIP

If you see "noindex" errors on pages that should be public, contact your designer immediately — this is a common accidental setting that can remove pages from Google search results entirely.

QUARTERLY

Run a Google PageSpeed test on your homepage

Go to pagespeed.web.dev and enter your homepage URL. Run the test on both Mobile and Desktop. You are looking for a score above 70 on mobile and above 85 on desktop. Note the specific recommendations — common issues include images that are too large, unused JavaScript, and render-blocking resources.

WIX TIP

The single most impactful thing you can do for page speed is compress images before uploading them. Use squoosh.app (free, browser-based) to reduce file size without visible quality loss.

QUARTERLY

Click through every navigation link and internal link

Open your site and click every item in your navigation menu. Then go through each page and click any internal links — links to other pages on your site, buttons that go to other sections, and any embedded links in your text. Confirm they all go where they should and that no 404 error pages appear.

QUARTERLY

Review your Google Business Profile

Go to business.google.com. Verify that your hours, phone number, website URL, and services list are current. Add at least one new photo. Respond to any unanswered reviews — positive or negative. Check that your business category still accurately reflects what you offer.

WIX TIP

Responding to every review signals to Google that your business is active and engaged. Even a brief thank-you on a positive review contributes to your profile health.

QUARTERLY

Audit your site on a device you do not normally use

Open your site on a different phone model, a tablet, or a browser you do not typically use (Safari if you use Chrome, Firefox if you use Safari). Note anything that looks off — text that overlaps, images that do not load, buttons that are hard to tap. What looks perfect on your own device may have issues on others.

QUARTERLY

Check that your domain auto-renew is active

Log in to wherever your domain is registered — GoDaddy, Namecheap, Google Domains, or your Wix account. Confirm that auto-renew is turned on and that the payment method on file is current and not expired. A lapsed domain takes your entire site offline — and the domain can be purchased by someone else within hours of expiration.

HEADS UP

Domain expiration is one of the most preventable and most catastrophic things that can happen to a business website. Check this every quarter without exception.

ANNUAL

Annual Website Review

Once a year — treat this like a business planning session for your site

ANNUAL Conduct a full content audit

Read every page of your site as a potential client would. Ask: Does this still reflect my business? Is the pricing accurate? Are these the services I still offer? Does the copy still sound like me? Are there services I have added that are not on the site? Have I dropped anything that is still listed? This is also the time to update your About page — most people write it once and never revisit it.

ANNUAL Review and refresh your SEO page titles and meta descriptions

In Wix Studio, go to each page and check the SEO settings (Pages > Page Settings > SEO). Verify that each page has a unique title (50–60 characters) and meta description (140–160 characters) that reflects the current content. These are what appear in Google search results — outdated or generic titles reduce your click-through rate.

**WIX
TIP**

Your page title format should follow: Primary Keyword | Business Name | Location. Example: "Brand Design for LA Service Businesses | Davidov Media Design | Tarzana CA"

ANNUAL Update all photography and visual assets

Look at every image on your site with fresh eyes. Is your headshot still current? Do the photos reflect how your business actually looks and operates today? Are there stock images that could be replaced with real photos of your work or your space? Authentic, current photography consistently outperforms stock. An annual photo refresh is one of the highest-ROI updates you can make.

ANNUAL Review your Wix plan and installed apps

Go to your Wix dashboard. Check that your current plan still fits your storage, bandwidth, and feature needs as your business has grown. Look at every app you have installed — remove any you no longer use, as unused apps can slow your site and create unnecessary complexity.

ANNUAL Reassess your site structure and navigation

Step back and ask whether your site is still organized the way your business actually operates. Have you added services that deserve their own page? Is there a page that almost no one visits that could be merged? Is your navigation menu still clear and uncluttered? This kind of structural review is harder to do monthly — the annual calendar gives you the distance to see it clearly.

ANNUAL Re-run the AI Readiness Check

AI search is evolving faster than almost any other area of digital marketing. What was good practice a year ago may be table stakes today. Revisit the AI Readiness Guide (davidovmediadesign.com/ai-readiness-test) annually to see where your visibility stands and what new signals matter.

**WIX
TIP**

Consider booking an annual AI visibility audit call with your designer. An hour of expert review once a year costs far less than a year of lost visibility.

AS NEEDED

As-Needed Maintenance

Tasks triggered by changes, problems, or growth — not the calendar

AS NEEDED **After any major business change**

When you change your services, pricing, location, phone number, hours, or business structure — update your website the same day. Then update your Google Business Profile. Then check any directories or social profiles where your information appears. Do not let your digital presence lag behind your real-world business.

AS NEEDED **When you receive a negative review or press mention**

Respond to negative reviews within 24 hours — professionally and without defensiveness. A measured, thoughtful response to a negative review often impresses prospective clients more than a wall of five-star reviews. If a press mention links to your site, verify the link is correct and that the linked page still represents you accurately.

AS NEEDED **Before making significant changes to your site yourself**

Before moving sections, changing page structures, deleting content, or editing any code-level settings — duplicate your site first. This takes less than two minutes and gives you a rollback option if something goes wrong. Label the duplicate clearly with the date and what you are about to change.

HEADS UP

Never edit your live site without a backup. Wix does not have automatic version history the way Google Docs does. Once you publish a change, the previous version is gone unless you saved a duplicate.

AS NEEDED **When your site traffic drops suddenly**

A sudden drop in traffic — more than 20% over a week — usually means one of three things: a Google algorithm update affected your rankings, a technical issue is preventing pages from being indexed, or a major competitor entered your space. Start by checking Google Search Console for coverage errors and manual actions. Then check that your sitemap is still submitted and your pages are not set to noindex.

WIX TIP

Set up Google Search Console email alerts so you are notified automatically if Google detects a significant issue with your site.

AS NEEDED **When you add a new service, page, or offer**

Any new page needs: a unique page title and meta description, at least one internal link from another relevant page, a submission trigger in Google Search Console (Request Indexing), and a mention in your navigation or a clear path for visitors to find it. A page that exists but cannot be found is not helping your business.

AS NEEDED **When something breaks**

If a page returns an error, a form stops working, your site goes offline, or something looks wrong across multiple browsers — check your Wix dashboard first for any platform notifications. Then check if the issue is isolated to one page or site-wide. If you cannot identify and fix the problem within 15 minutes, contact your designer. Some issues compound quickly when left unresolved.

**HEADS
UP**

Do not attempt to fix broken Velo (JavaScript) code yourself unless you have development experience. Incorrect edits to custom code can break functionality in ways that are difficult to diagnose and repair.

MONTHLY MAINTENANCE CHECKLIST**Print or bookmark this page.**

Use this checklist at the start of each month. It should take 30–45 minutes.

- Read through your homepage, services, and contact page for accuracy
Hours, pricing, services, and promotional content

- Submit a test form from every contact form on the site
Confirm delivery to your inbox and any autoresponse emails

- Click your primary booking or scheduling link
Confirm it is active and shows current availability

- Log in to Google Analytics and review the past 30 days
Traffic trends, top pages, traffic sources — look for unexpected drops

- Duplicate your site if you plan to make any changes this month
Label it: Backup — [Month Year]

- Add or update at least one piece of content
Testimonial, project photo, updated service description, blog post — anything new

- Check that all external links in your content are still working
Link to a third-party resource that has moved? Update or remove it.

- Review any form submissions, leads, or inquiries from the past month
Look for patterns — recurring questions belong in your FAQ

WHEN TO CALL YOUR DESIGNER**Some things are DIY. These are not.**

Your site goes offline or shows an error on every page	This is urgent. Contact your designer or Wix support immediately.
A form has been broken and you have missed an unknown number of leads	Diagnose, fix, and check your spam folder for any misdirected submissions.
You want to add a new page, section, or feature	New functionality often interacts with existing code. Better to build it right.
You want to change the site structure or navigation	Structural changes affect SEO and user flow — worth a professional eye.
Your Google Search Console shows manual actions or indexing errors	These require careful resolution and can have lasting SEO consequences.

You want to connect a new third-party platform or integration	Wix Velo integrations require development. Do not attempt without guidance.
Your traffic has dropped significantly and you cannot identify why	An experienced eye on your Search Console and Analytics saves weeks of guessing.
Your business has changed significantly and the site no longer fits	A strategic refresh is more cost-effective than patchwork updates.

Ongoing support is available.

Monthly maintenance, content updates, SEO monitoring, and new feature development are all available on a retainer basis after your project closes.

Ask about current packages — it is often more cost-effective than you expect.

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