**Best Practice Wix Website Success List**

**General List:**

* You Have followed all Principles of the Website Success Checklist
* You Have followed all Principles of the New Website Success Checklist
* You Have followed all Principles of the Blogger / Influencer Website Success Checklist
* You Have followed all Principles of the E-Commerce Website Success Checklist
* You Have followed all Principles of the Business Website Success Checklist
* You Have followed all Principles on the Website Penalization Recovery & Prevention Checklist

**Basic System Necessities**

* Your Wix Version Is All Up To Date
* Your Wix Template Is Up To Date With Latest Coding Standards & Works With No Errors
* Your Supporting Wix Apps Is Up To Date With Latest Coding Standards With No Errors
* Your Wix Website Health App is Active, and you are passing Site Health
* You Are Actively Using Wix’s In House SEO Integrationsw
* You have a Working Sitemap On The Website
* You Are Using A Comparative Wix Hosting Plan Based On Your Current Traffic & Projected Traffic Growth
* You Are Combatting Spam ReCaptcha & Internal Spam App
* You Have Set Up A Blog
* Your Wix Website is Connected to Google Analytics & Search Console
* Your Wix Website is Connected to Bing Webmaster Tools
* Make Sure Your Website Timezone is Correct
* Add A Favicon to your WixWebsite
* Make Sure Your Company Logo Links to your Landing Page
* Make Sure You Have a 404 Page
* Make Sure Your Software Licenses Are Configured Properly And Have Documentation & Payment Covered For Renewals

**Best Practice Checklist: Themes**

* Your Wix Website Template is Active to the Latest In Wix Development Lifecycle
* Your Wix Website Template adheres to Minification procedures with JavaScript, CSS & HTML
* Your Wix Template is Used by a Reputable Template Developer with Great Reviews
* Your Template Offers More Than just a Header, Footer, and Basic Styling.   
  -Optimization & Minification / Caching Features  
  -Easy Integration Features For Code (If Applicable)
* Your Wix Theme Is Active With Other App Developers in the Wix Ecosystem
* Make Sure Your Wix Template is Lightweight With Code

**Best Practice Checklist: Apps**

* Your Wix website has a Maximum of 5-8 Apps in Use
* Your Wix Website Apps are active with the latest in Development Standards
* Your Wix Website Apps follow the Wix Ecosystems Best Practices
* Your Wix Website Plugins adheres to Minification Procedures with JavaScript, CSS & HTML
* Your Wix Apps are Active With the Wix Template Developers & Even Other App Developers
* Your Wix Apps Does Not Compromise Security
* Your Wix Apps Help Your Website Deliver a Great Experience and Solve your Business Problems
* Your Wix Apps works hand in hand or well with your choice Shopify Theme
* Make sure your Wix Apps are Lightweight and not heavy on Code

**Best Practice Checklist: Security & Advanced Systems**

* Your Wix Website System, Apps & Themes are all up to date
* Install a Security App
* Setup Wix Two-Factor Authentication
* Turn On Passwordless Logins For Particular Users
* Enable Brute Force Protection on your Wix Website
* Turn on File Change Protection on your Wix Website
* Whitelist Your IP Address
* Setup Magic Links to Make Sure Legitimate Users Do Not Get Locked Out Of Your Website
* Have a Website Database Backup System Installed
* Review File Permissions For your Wix Website
* Use ReCaptcha on all forms for your Wix Website
* Have Your Backup Files
* Make Sure You Keep Your Database Clean
* Use a Content Delivery Network For Your Website To Speed it up

**Best Practice Checklist: SEO**

* Ensure you have a Wix SEO App
* Get a basic understanding of how these plugins work and how they correlate to your SEO
* Make sure all pages and posts have a Unique Title & Description written less than 60 Characters for the Title & less than 160 characters for the Description
* Make sure all pages and posts have keyword optimization strategy.
* Connect Google Analytics to your Wix Website
* Connect Google & Bing Webmaster Tools
* Make Sure You Have a Image Optimization App Installed On your Wix Website
* Make Sure You ONLY HAVE ONE <H1> Tag on Your Pages, Blog Articles, Products, and Collections
* Make Sure Your Site Visibility Settings Is On
* Double Check You Are Following The SEO Section in the Website Success Checklist
* During Your Double Check - Really Analyze Your Content and Placements

**Best Practice Checklist: Maintenance & Organization**

* Follow the Website Success Checklist and Make Sure All Items Are Checked
* Make Sure You Update Your Wix Core, Apps & Themes Weekly
* Get SEO Auditing Software and Evaluate Your Website
* Make Sure Site Health on your Website Remains at a Minimum High of 92% or Above Score
* Monitor Organic Traffic to Leverage Your Strategy
* Actively Post Updates, Promotions, and Blog Posts