Wix Overview

A free website builder

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General Product Overview

History
- An Israeli cloud-based web development platform
- Founded in 2006

User growth
- April 2010 3.5 million
- March 2011 8.5 million
- 2017/2018 109-125 million

2016 Revenue: $290.10 million

General Product Overview

Acquisitions:

- October 2014: "OpenRest" a developer of online ordering systems for restaurants

- 2015: "Moment.me" web service which aggregates social media event photos

- January 2017: "flok" NY-based chatbot, AI, and CRM services start-up

- February 2017: "DeviantArt" the online art community

Pricing

Free
- Assigned URL
- Wix ads on every site page
- No online payments
- Google Analytics not included

Premium
- Can connect a custom domain
- No Wix ads*
- Online payments with Business Premium plans
- Google Analytics included

* For all levels above the $5/month "Connect Domain" plan. The next price-level up that plan is $11/month (the "Combo") plan.

Pricing Levels

Prices are for yearly subscriptions, paid in full at the time of purchase.

No online payment functionality:
- **Connect Domain** (most basic) $5/month
- **Combo** (for personal use) $11/month
- **Unlimited** (entrepreneurs and freelancers) $14/month
- **VIP** (first priority support) $29/month

Sites with online payment functionality:
- **Business Basic** (accept online payments) $20/month
- **Business Unlimited** (grow your business) $25/month
- **Business VIP** (get the full suite) $35/month

Pricing Levels: Key Feature Differences

No online payment functionality:

Connect Domain (most basic) $5/month
- Connect your domain name

Combo (for personal use) $11/month
- Remove Wix Ads
- Free domain for 1 year

Unlimited (entrepreneurs and freelancers) $14/month
- Unlimited bandwidth
- $300 ad vouchers (Google*, Bing, and "Local Listings")
- Site "booster" app (an SEM tool)
- Form builder app

* With a $25 purchase

VIP (first priority support) $29/month
- 10 Email campaigns/month
- 50,000 emails/month
- Priority support response (issue ticket is pushed to the top of the queue)
- VIP support (can call support directly)

Pricing Levels: Key Feature Differences

Sites with online payment functionality:

Business Basic (accept online payments) $20/month
- Same features as: "Unlimited" level, but with 4 more hours of HD video playback, and 20GB of storage instead of 10.

Business Unlimited (grow your business) $25/month
- 20 Email campaigns/month
- 100,000 Emails/month

Business VIP (get the full suite) $35/month
- Same as "Business Unlimited", but with 50GB of storage instead of 35, 30 video hours vs. 10, "priority response", and "VIP support"

Features

- Wix Artificial Design Intelligence (ADI): site design wizard

- Wix Editor: drag and drop visual editor

- Wix Code: custom code, APIs

- App Market: additional site functionality

- ShoutOut: email marketing

- Stores: online shopping

- Bookings: appointments, classes, courses

- Blog: posts, manage comments, share on social, multiple writers

- Music: music promotion toolkit

- Photography: galleries, image protection (watermark, password protection), site-wide image editing tools

- Video: imported videos, embedded, the ability to sell subscriptions to your video channels

- Events: create email invitations, track RSVPs, add guests, sell tickets, set ticket prices

- Restaurants: customize menus, online ordering (delivery and pick-up), book a table online (and receive an auto-confirmation email)

- Promotion: SEO plan (via a checklist to follow), analytics, email campaigns, social tool integration, mailing list subscription, built-in site visitor analytics

Features

Wix app (iOS and Android):

- Create website from within the app

- Notifications: when someone is visiting your site, when a sale is made, when a product has sold out

- Blog: write and publish new posts

Design

- Hundreds of pre-made templates, sorted by business type
- Can start from a blank-slate in the editor
- Can also start a site using basic wire-frame-like layouts - which can be filled in with content and styled with colors and fonts
- Comes with a library of JavaScript UI interactions
- Layouts can be populated using content from a database, e.g. a list or a grid with repeating pieces
- Mobile friendly*
- Can use Wix's "ADI" feature to create a site design based on answers to questions about the user's business needs

* Layouts are not responsive. You create separate desktop and mobile sites. Sites appear to resize on page-load if they meet the one mobile breakpoint.

Version Control

- Site history - view saved and published versions of the site

- Re-name and "star" versions of the site

- Revert the site to a previous version

- Git-based version control and pipeline-style deployments do not appear to be included

Hosting

- All-levels of Wix sites are hosted in Wix's cloud

- Wix uses a CDN server

- Wix cloud hosting is included in the subscription cost

Documentation

- API reference is available

- Wix Code: articles, examples, FAQ, Forum

Drawbacks

- No easy way to search and replace content site-wide
- Can not directly access the site's HTML and CSS files - no easy way to make site-wide style changes
- Wix sites are not responsive. There is a desktop site and a separate mobile site.
- No git-based version control
- Site content has to be manually re-entered if you want to change your template
- Site content can not be exported if you decide to leave Wix or want a back-up
- Limited options for sizing images on the page (both in-content and background images)

Information sources and further reading

Wix free vs. premium site: https://support.wix.com/en/article/free-vs-premium-site

Wix pricing table: https://www.wix.com/upgrade/website#/

About Wix.com https://en.wikipedia.org/wiki/Wix.com

Features: https://www.wix.com/features/main

App Market: https://www.wix.com/app-market/main

Wix Code: https://www.wix.com/code/home

ShoutOut: https://www.wix.com/shoutout/email-marketing

Wix ADI: https://www.wix.com/blog/2016/06/wix-artificial-design-intelligence/

Site history: https://support.wix.com/en/article/viewing-and-managing-your-site-history

Wix review: https://www.websitebuilderexpert.com/wix-review/

Website builder comparison table:

https://www.websitebuilderexpert.com/website-builders-comparison-chart/?sidebar