

The Wix Page Speed Checklist

A practical, no-nonsense guide to a faster Wix site & better Core Web Vitals — 2026 edition

Page speed affects both your rankings and whether visitors stay. This checklist covers the practical, genuinely impactful things you can do to speed up a Wix or Wix Studio site. Work through it top to bottom. Not every point applies to every site, and speed is one ranking factor among many, but fixing these removes the most common causes of a slow Wix site.

Tip: before and after making changes, test your real pages with Google PageSpeed Insights and the Core Web Vitals report in Search Console. Measure on mobile, since that is what Google weights most.

Images (usually the biggest win)

- ☐ Compress every image before upload — large images are the single most common cause of a slow Wix site.
- ☐ Use next-gen formats: let Wix serve WebP/AVIF, and avoid uploading huge PNGs where a JPG or WebP would do.
- ☐ Size images to how they actually display — don't load a 3000px-wide image into a 600px slot.
- ☐ Enable lazy loading for below-the-fold images so they load only as the visitor scrolls to them.
- ☐ Give your main above-the-fold image (the LCP image) priority so it loads first, and don't lazy-load it.

Core Web Vitals

- ☐ Largest Contentful Paint (LCP): identify your largest above-the-fold element (usually the hero image or heading) and make sure it loads fast — aim under 2.5 seconds.
- ☐ Cumulative Layout Shift (CLS): reserve space for images, ads, and embeds so the page doesn't jump around as it loads — aim under 0.1.
- ☐ Interaction to Next Paint (INP): keep interactions responsive by limiting heavy scripts and third-party widgets — aim under 200ms.
- ☐ Test on mobile specifically — Google uses mobile performance for ranking, and mobile is where most speed problems show.

Apps, widgets & third-party code

- ☐ Remove Wix apps you don't actually use — each one can add scripts that slow the page.
- ☐ Limit third-party embeds (chat widgets, social feeds, trackers) — they're a common hidden cause of slowness.
- ☐ Load non-essential scripts after the page, not before, so they don't block the initial render.
- ☐ Audit your tracking: one analytics tool is fine; five overlapping ones add weight for little benefit.

Fonts & code

- ☐ Limit the number of custom fonts and font weights — each one is a separate download.
- ☐ Stick to a small, consistent set of fonts across the site rather than many different ones.
- ☐ Avoid heavy animations and effects that run on load, especially on mobile.
- ☐ Keep pages focused — extremely long pages with many heavy sections load slower.

Structure & setup

- ☐ Make sure SSL/HTTPS is on (it is by default on Wix) — required for trust and performance.
- ☐ Confirm your pages are being indexed and are not accidentally blocked in robots or set to noindex.
- ☐ Submit your sitemap in Google Search Console so pages are found and crawled efficiently.
- ☐ Keep your site's navigation and structure simple so both users and crawlers move through it easily.

Measure, then repeat

- ☐ Test each key page (home, top service/product pages, top blog posts) individually — not just the homepage.
- ☐ Re-test after every batch of changes so you can see what actually helped.
- ☐ Watch the Core Web Vitals report in Search Console over a few weeks — field data reflects real visitors.
- ☐ Remember: speed is one factor. Pair it with good content, sound technical SEO, and structured data for real ranking gains.

Want this handled for you? I'm Michael Andrews — a Wix Marketplace Legend Partner specialising solely in SEO, with 14 years working exclusively on Wix. If you'd rather have your site's speed and technical SEO sorted properly, I offer a free, no-obligation audit: I'll personally review your site and send you a written priority list of exactly what's holding it back.

Free audit & contact: michael@frontlineweb.biz | wixseo.co.uk