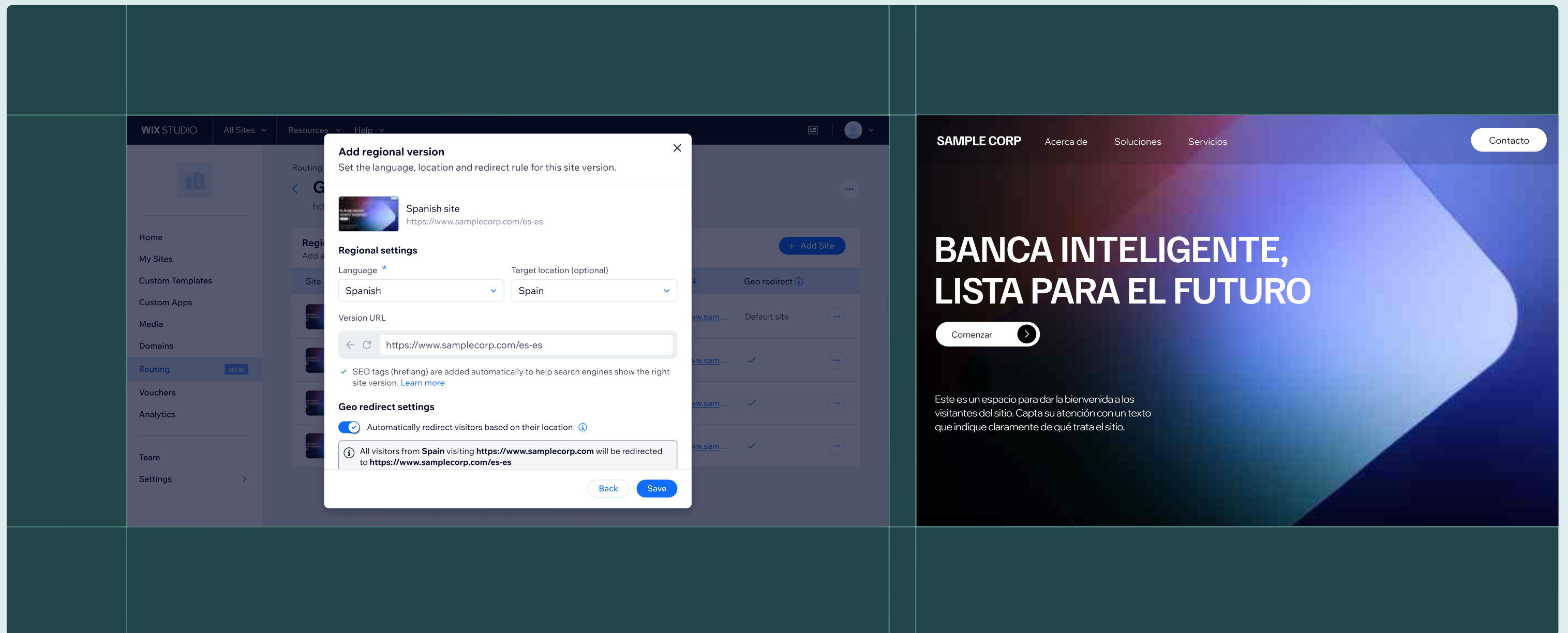


Feature Spotlight: Geo Routing

Enterprise organizations use Geo Routing to turn a single global entry point into a fully localized journey across multiple standalone regional sites, while keeping governance and routing logic in one place.



Connect global audiences with the right local experience

Geo Routing in Wix Enterprise gives global brands a smarter way to connect visitors to the most relevant regional site. Using location and language signals, you can guide every visitor to the right version of your site, no matter where they land first.

Precision routing and global control

Decide exactly how your global traffic flows across regions, markets and domains.

- **Auto redirect rules:** Set logic based rules to route visitors to specific regional sites. For example, send visitors in Spain to a dedicated Spanish site while keeping other markets on your global experience.
- **Global default:** Define a default or "global" site for visitors who do not match any specific rule, so every session still feels intentional.
- **SEO ready setup:** Hreflang tags are generated for regional versions, helping search engines surface the correct local URL in results and avoid duplicate content issues.
- **User preference memory:** Use code snippets to store a visitor's manual selection, so their chosen region or language overrides automatic routing on return visits.



For more info, visit:
<https://www.wix.com/enterprise>

Enhanced user experience

Remove the friction of manual country pickers and let visitors land where it feels local from the first page view.

- **Reduced friction:** Automatically match visitors to a site that reflects their region and language, increasing engagement and conversion.
- **Localized metadata:** Regional versions inherit localized metadata, helping your content appear in local search results.
- **Seamless transition:** Redirects run at the infrastructure level, so the switch to the correct regional site is fast, reliable and invisible to the user.

How it helps

Geo Routing helps you deliver the right experience, in the right language, for every market, while keeping your brand and infrastructure centralized.

- **Global brand presence:** Ensure visitors in different countries, such as Spain and the US, see regional product catalogs, pricing and marketing.
- **Multilingual support:** Pair target locations with specific languages, for example Portuguese for Brazil, so experiences match both location and browser language.
- **Market specific compliance:** Route visitors to regional sites that handle local currency, disclosures and legal requirements.
- **SEO localization:** Use hreflang and regional URLs to support international SEO and strengthen ranking in local search engines.

