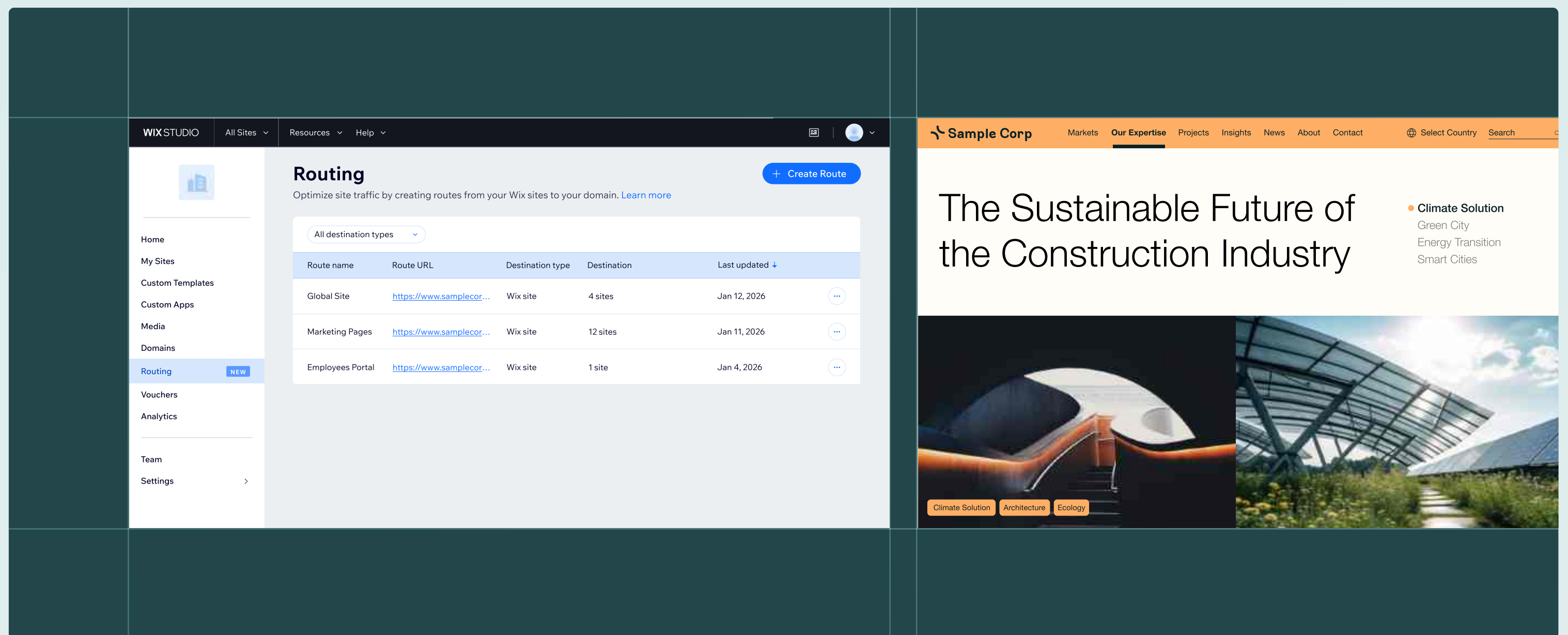


Feature Spotlight: Routing

Routing helps large enterprises maintain a consistent brand experience across networks of sites and microsites, providing a smooth journey while simplifying how domains, routes and destinations are managed.



Consolidate your global presence under one domain

Routing in Wix Enterprise is an infrastructure feature that lets you move beyond the "one domain, one site" model. Use a single corporate domain, such as company.com, to serve multiple Wix sites, microsites and even external URLs, while keeping the experience consistent for visitors.

Strategic content architecture

Turn your primary domain into a unified ecosystem that is easy to manage at scale.

- **Multisite consolidation:** Host multiple Wix and non Wix experiences under one main domain using URL paths, such as [company.com/blog](#) or [company.com/events](#)).
- **URL masking (Show a Wix site):** Display content from another Wix site while keeping your main domain visible in the browser, so visitors see one brand, not multiple URLs.
- **External redirects:** Automatically send traffic from extra domains or outdated URLs to the correct destination to maintain SEO and avoid broken links.
- **Hybrid infrastructure:** Serve some paths from external cloud providers while using Wix for specific sections, like campaigns, product launches or microsites.



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

Advanced global targeting

Use routing as the backbone for localized experiences and international SEO.

- **Geo redirects:** Route visitors to the most relevant regional site based on their location, such as sending French visitors to `company.com/fr`.
- **Language specific routes:** Use route groups to manage different language versions of the same intent, such as `/about-us` and `/a-propos`, each with its own content and assets.
- **SEO compliance:** Automatically apply hreflang tags to regional versions so search engines can surface the right local URL and avoid duplicate content issues.

How it helps

Routing helps you give teams more control, move faster and keep every touchpoint aligned under a single corporate domain.

- **Departmental autonomy:** Let different departments or business units manage their own Wix sites while still sitting under one trusted corporate URL.
- **Marketing agility:** Launch time sensitive campaign or event sites quickly, without waiting for complex DNS changes or IT tickets.
- **Regional content:** Run separate regional sites and localized experiences, while keeping them unified under one brand identity.
- **Platform migration:** Build new pages in Wix Enterprise and route them into an existing site or legacy stack during phased migrations.



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