

# Wix Website Builder Overview

COMMUNITY PLACE

A practical guide for entrepreneurs building their first website | communityplace-info.com | 2026

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## What is Wix?

Wix is a **cloud-based website builder** that lets you create a professional website without writing a single line of code. It uses a drag-and-drop editor — you simply click and drag elements exactly where you want them on the page.

With over 900 designer-made templates and built-in tools for SEO, email marketing, and eCommerce, Wix is one of the most popular choices for small business owners and entrepreneurs who want full control over their design without needing a developer.

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## Key Features

**Drag-and-Drop Editor** Build pages visually with complete creative freedom. Move any element anywhere on the page — no coding needed.

**900+ Professional Templates** Start with a designer-made template for your industry and customize every detail to match your brand colors, fonts, and content.

**Wix ADI (AI Design)** Answer a few simple questions and Wix's AI automatically builds a personalized website for you in minutes — a great starting point you can then refine.

**App Market** Add features like booking systems, live chat, contact forms, and social media feeds from hundreds of third-party apps.

**Built-in SEO Tools** Step-by-step guidance for optimizing every page for Google search results — no SEO expertise required.

**Mobile Editor** Separately customize how your site looks on phones. Critical since over 60% of all web traffic now comes from mobile devices.

**eCommerce** Sell products, manage inventory, accept payments, and handle shipping — all directly through your Wix site.

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## Wix Pricing (2025)

Plan	Price/Month	Best For
Free	\$0	Testing and learning
Combo	\$17	Personal websites
Unlimited	\$22	Freelancers & entrepreneurs
Business Basic	\$28	eCommerce starter
Business Unlimited	\$33	Growing online stores

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## Wix vs. Other Builders

**Wix** gives the most design freedom of any drag-and-drop builder — ideal for entrepreneurs who want full control over layout.

**Squarespace** is better for a more polished, opinionated aesthetic with less customization.

**WordPress** gives the most power but requires technical knowledge and hosting management.

For most Community Place members building their first business website, **Wix is the recommended starting point.**

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## Connecting Wix to Your Automation Stack

Wix integrates with N8N through webhooks and the Wix REST API, letting you:

- **Automate lead capture** from your Wix contact forms
- **Notify your team** via Slack or email when a new form is submitted
- **Sync visitor data** with your CRM without manual entry
- **Trigger follow-up sequences** automatically when someone books an appointment

Community Place members get access to pre-built N8N templates for Wix integration.

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