



PRODUCT LISTING & MANAGEMENT

Optimize. Automate. Grow Your
E-commerce Business.



Introduction Wix is a leading website builder that empowers entrepreneurs and businesses to create, list, and manage products in a professional online store. Whether you're launching a small boutique or managing a large product catalog, Wix offers robust tools for product listing, categorization, inventory management, and sales optimization. This ebook provides a comprehensive, step-by-step guide to setting up and managing your product listings on Wix, ensuring your store is organized, visually appealing, and primed for growth.

1. Setting Up Your Wix Store Getting Started

Sign up or log in to your Wix account.

From your dashboard, either select an existing website or create a new one specifically for your store.

Access the Wix Editor and add the "Online Store" feature if it's not already enabled.

Choosing the Right Template

For large catalogs: Select templates with advanced navigation and multiple category options.

For small catalogs: Opt for templates that showcase products prominently on the homepage.

For single products: Use focused templates that streamline the buyer journey.

2. Adding Products to Your Store Step-by-Step Product Listing

Navigate to the "Store Products" section in your dashboard.

Click "Products" and then "New Product" to add a new item.

Choose the product type: physical or digital.

Filling Out Product Details

Product Name: Clear, descriptive title.

Description: Write a compelling introduction, highlighting key features and benefits. Use SEO keywords to improve discoverability.

Images & Videos: Upload high-quality images from multiple angles and, if possible, product videos. Ensure consistency in image dimensions across your catalog.

Pricing: Set the price, including sale prices if applicable.

Inventory: Track stock levels and set low-stock alerts.

Variants: Add options like size, color, or material, each with its own SKU and image.

Bulk Uploads

For large inventories, use the CSV import feature to upload multiple products at once.

3. Managing Product Categories and Collections Creating and Organizing Categories

Go to the "Categories" section in your dashboard.

Add new categories or collections to group similar products (e.g., "Sale," "New Arrivals").

Assign products to relevant categories for better navigation.

Custom Category Pages

Each category can have its own landing page, which can be customized with banners, descriptions, and featured products.

4. Product List Management Tools Filtering and Views

Use filters to sort products by stock status, category, or other criteria.

Save custom views for quick access to specific product groups (e.g., "Out-of-stock").

Rearranging Product Order

Drag and drop products within a category to prioritize featured items.

Bulk Actions

Select multiple products to:

Show/hide from the storefront

Delete

Add info sections

Set sale prices

Exporting & Importing

Export your product list to a CSV for offline editing or backup.

Import updated lists to streamline bulk changes.

5. Optimizing Product Pages for Conversion Best Practices

Use both minimalist and lifestyle images.

Enable zoom for detailed product views.

Clearly display all product variations.

Add product videos for complex or assembly-required items.

SEO Optimization

Use relevant keywords in product titles and descriptions.

Fill in meta tags (title, description, keywords) for each product.

Utilize Wix SEO Wiz for guided optimization.

6. Automating Store Operations Order Notifications

Set up automated emails for order confirmations, shipping updates, and digital product downloads.

Inventory Management

Monitor stock levels and automate low-stock notifications.

Hide out-of-stock products automatically if desired.

7. Scaling Your Store Managing Large Catalogs

Use advanced templates with deep navigation and search functions.

Regularly export and update your product list for efficient management.

Performance Monitoring

Track sales, inventory, and customer behavior using Wix analytics tools.

Advanced Product Listing and Management on Wix To deepen your understanding of product listing and management on Wix, this expanded content explores advanced features, customization options, automation, and integrations that can elevate your store's functionality and customer experience.

Advanced Store Features and Customization

1. Enhanced Catalog Management

Organize products with advanced categorization, tags, and filters, making it easier for customers to browse by attributes like size, color, or price.

Use product variations and custom options to offer a personalized shopping experience.

2. Inventory and Order Automation

Enable inventory tracking to automatically update stock levels and receive low-stock notifications, minimizing the risk of overselling.

Set up automated order emails for confirmations, shipping updates, and delivery notifications, ensuring customers are informed at every step.

3. Multi-Site and Multi-Channel Management

Manage multiple Wix stores from a single dashboard, streamlining operations for businesses with several brands or regional stores.

Integrate with sales channels like social media, marketplaces, and Google Shopping for broader reach.

Powerful eCommerce Tools and Integrations

1. Payment and Shipping Flexibility

Accept a wide range of payment methods, including credit cards, PayPal, Google Pay, Afterpay (Buy Now, Pay Later), and more, without extra transaction fees.

Configure localized shipping rates, offer free shipping, or connect with major shipping carriers for real-time calculations.

2. Dropshipping and Print-on-Demand

Seamlessly integrate dropshipping and print-on-demand services like Printify, enabling you to sell custom products without holding inventory.

Automate order fulfillment and expand your product offerings with minimal risk.

3. Marketing and SEO Automation

Use built-in SEO tools to optimize product pages, including meta tags, alt text, and structured data for better search rankings.

Launch automated email marketing campaigns, retargeting ads, and social media promotions directly from your Wix dashboard.

Personalization and Customer Experience

1. Reviews, Wishlists, and Upsells

Enable product reviews to build trust and provide social proof.

Add wishlist functionality, allowing customers to save favorite products for later.

Implement upsell and cross-sell features, such as related items, highest-rated products, and bundles to increase average order value.

2. Product Configurators and Custom Pricing

Offer product configurators for customizable items (e.g., choose color, engraving, or components) using advanced Wix Velo code.

Set custom pricing rules, minimum order totals for shipping, and special discounts for bulk purchases.

Design, Mobile, and Performance Optimization

1. Template and Design Tools

Choose from hundreds of eCommerce templates tailored to specific industries, and customize layouts, fonts, and colors using the drag-and-drop editor.

Enhance product images with built-in editing tools and Adobe Express integration for professional visuals.

2. Mobile-Ready Experience

Ensure your store is fully responsive, providing seamless navigation and checkout on smartphones and tablets.

3. Analytics and Reporting

Track sales, inventory, customer behavior, and marketing performance using Wix's built-in analytics dashboard.

Export data for deeper analysis or integration with third-party tools.

Extending Store Functionality with Wix Velo Wix Velo is a powerful development platform that allows you to add custom code and advanced features to your store:

Automate complex workflows (e.g., bulk add to cart, postcode checkers, delivery time calculators).

Integrate third-party APIs and services for shipping, payment, or CRM.

Create unique customer journeys and interactive product pages.

Latest Innovations and Updates Stay ahead by leveraging new features:

Accept new payment gateways and offer flexible payment options like Buy Now, Pay Later.

Run ready-made holiday campaigns with seasonal templates and automated promotions.

Integrate with tools like Zoom for live shopping events or webinars

Conclusion Wix provides a flexible, user-friendly platform for building and managing your online store, regardless of catalog size. By following these detailed steps—setting up your store, adding and organizing products, optimizing listings, and leveraging automation—you can create a seamless shopping experience that drives sales and supports business growth.