

# Squarespace

## Today's to-do list

Today we are going to build a website on **Squarespace**

Squarespace is a very popular web platform used by millions. Has anyone heard of this platform or used it before?

## Learning objectives

**By the end of this session, you will be able to:**

**Use Squarespace to create a basic website**

**Learn how to customise your template and add pages**

**Optimise and publish your site**

## Why Squarespace

**Founded in 2003 & currently has over 4m subscriptions as of November 2022**

**Free version allows you to try before you buy for 2 weeks**

**Really easy to use with a new Fluid Engine launched in Squarespace 7.1**

**Great for any business launching any type of website**

I use Squarespace to host my own business website and I think it's great. By the end of today we will have done so much that you will surprise yourself I think. It's amazing how quickly you can get started building and publishing your website.

## Planning

**Like any new project, you need a plan! How will a website push your business forward?**

Everyone knows that you can't go into a new project blind and the more planning you do, the better. Squarespace is the exact same. You want to know roughly what direction you want your business to go in and how your website can reflect that. Think about what exactly do you want your users to see from you when they hit your homepage.

## Domains

Like a ton of other platforms out there, you can host your domain with Squarespace as well. It's an exciting time for users at the moment as Google has sold their domains business to Squarespace. Over the next few months changes to the dashboard will be rolled out and they're aiming to make it seamless as you are switched from Google to Squarespace.

<https://domains.squarespace.com>

## Getting Started

What's your site about?

What are your top goals?

<https://www.squarespace.com/templates>

## Templates

Squarespace lets us choose between professional templates and blank ones.

## Templates

Here we can use the filters to choose what type of site we will be building, what topic or start by building your own based off another design. You can also preview all templates before choosing one.

## Templates

Once you've selected the template you want to use choose 'Start with ...'

I've chosen Carmine as my template.

This is where it's going to start asking us to create an account if we haven't already. If we are signed in, we will be taken a screen that will ask us to name our website.

If you are ever starting a new site at any time, you will have access to an assistant who will guide you through the basics when you don't have access to me!

## Workbooks out!

### Let pick a template and get started.

We only need to pick a template and create an account at this point. Then grab a drink and we will meet back here.

## Create a Website

### Let's walk through creating a Squarespace website together

This is mostly going to be a demo from here on out but you will have access to slides that will cover everything I'm going to cover now. Don't worry about making notes on everything!

## Website Editor

When you go into the website editor, your page is going to look something like this.

Squarespace is very intuitive! Let's focus on the example site given to us by the Carmine template and just focus on 'website'.

## Blocks & Sections

Our webpage is built up of different sections and each section contains blocks.

## Adding Sections

### Click Add Section

**We can add these prebuilt sections. There are many different sections, welcome, about, contact, and services.**

As we go down the list, and hover, it shows you examples of the prebuilt sections.

We can add a blank section and then put our own elements in and access saved sections here from ones we have already built.

## **Adding Blocks**

**Click Add Block.**

**When I click add block you can see the different types of elements we can add.**

Text, images, buttons, boxes, galleries, contact forms and they all take advantage of the new Fluid Engine, allowing you to drop them pretty much anywhere on the page in the grid.

## **Customising Blocks**

**Select the pencil icon on any element and then you will usually see:**

**Format**

**Background**

**Colors**

When we want to customise a block, we click on the pencil icon over it, and depending on the element we have selected, there are various different choices. It can be formatting, design, divider and animate, with extra options on some elements.

## **Site Style**

### **Site Fonts**

### **Site Colours that are used across your whole website**

### **Animations**

### **Spacing**

### **Buttons**

### **Image Blocks**

From anywhere in edit view on any page, we can access the site style. This allows us to change site wide colours, animations and fonts. This means we can keep the whole site on brand, and not the same as the template.

## **Save, Preview and Publish**

Save: By default autosave is on

Preview: See how your site will look live in desktop and mobile view and switch at any time

Publish: This comes in the form of the save button in the top left also

## **Adding Pages**

Click website then pages

All pages are shown, we just created a single page

Some pages are in the main navigation and will appear in our header and some will not be linked and sit just below that

## **Adding Pages**

You can choose the type of page you want to create from page types, the templates, or a blank page. If you are following along, choose a blank page and give it a name.

## **Adding Pages**

**Use the settings cog next to any page to bring up the page settings. From here you can set a password on your page, hide the page from view and customise the SEO as well as the social image.**

When creating your site, you might not want to add a completely blank page. You might want to copy from an existing page. Using this menu allows you to easily duplicate the page.

### **Workbooks out!**

**Let's create a new page for our site, if you haven't already. If you have, customise your page!**

### **Other Tools**

Okay, so we've looked at the front-end, and editing the website content and design. Now we need to get into everything else we can access from our sidebar.

### **Commerce**

**Commerce is a quick and easy way to start selling your products on Squarespace.**

As well as listing products directly onto your website, you can pull your products through from Google Shopping and Meta Business. You can set up memberships in this section and even create custom merch!

### **Marketing**

From the marketing section, you can manage your email campaigns, touch up on your SEO and even customers an announcement bar that will appear when a user lands on your homepage. Got something to shout about? Then shout about it!

You can also access settings to manage your Meta Pixel and ads from here.

### **Asset Library**

This is simply where you can manage your files that you have uploaded during site creation. This includes images and videos. On a basic business plan, you can only upload 30 minutes of video across your whole site for free. So keep that in mind. Of course you embed YouTube videos, that doesn't count towards it!

### **Analytics**

Analytics are of course super important when it comes to seeing how our business is performing online. Squarespace analytics give you a clear view of how many visits your site has had, what devices your site is being accessed on and even lets you manage search keywords via a connection to Google Search Console.

### **Profiles**

**Profiles allows you to see all of your site users such as customers, members and email subscribers.**

You can manage all of their data, import existing data you might have and group them via tags. This will give you a clear view of who is repeatedly visiting your site and what type of lead they are.

### **Settings**

Settings is - as you would expect - an extensive set of menus for managing everything.

**From here you can manage your domain, change the status of your website, customise your social links and even edit the code of your site.**

*Go through a few settings and show the learners*

### **Billing & Payments**

Under account and billing, you can manage your domains and change your site plan if you need to. You can also access your invoices and change your payment information.

### **Squarespace Pricing**

<https://www.squarespace.com/pricing>

As we said before, you can access a 2 week free trial every time you create a website.

Now let's take a look at the plans. Of course you will save money paying annually but I know not everyone can do that.

Each plan gives you access to a host of features so use this checklist to make sure that your chosen plan can do everything you want it to.

### **Prelaunch Checklist**

Before you launch your website to your customers there are a number of things you need to make sure check.

**Your content - get somebody else to have a look over it**

**Check the links all work**

**Check it's not too slow**

**Test everything!**

**Have you set up your website so it is accessible to all users?**

**Security and privacy**

**And have you tested it? Test it again!**

### **40. Best Practice**

**Make it simple**

**Easy to read and navigate**

**Make it legal**

**Make easy to find**

**SEO & Google Tools**

### **Quiz**

Quiz books out

10 quick questions to test your knowledge

**Don't forget**

Make sure you submit your workbooks, once you do you will get a copy to your email.  
That email will have the links to download today's slides and notes.