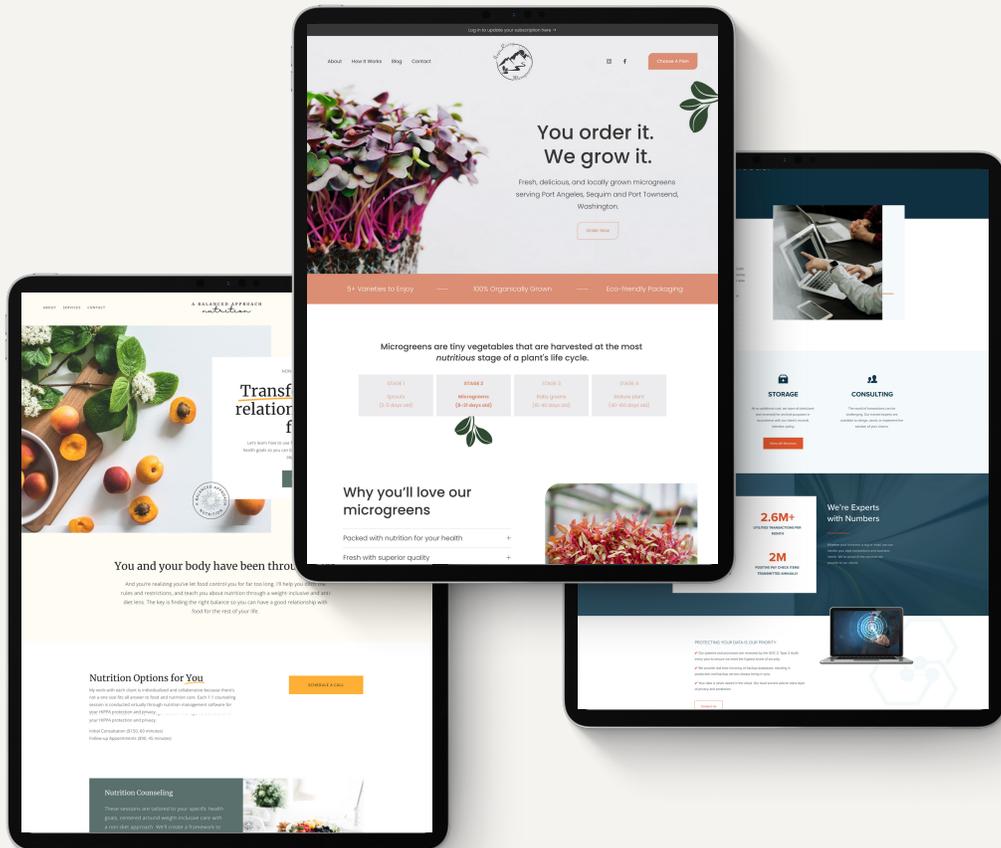


FOR SQUARESPACE

DESIGN + LAUNCH CHECKLIST

WITH VIDEO TUTORIALS



HONEYROADDESIGN.COM

DESIGN + LAUNCH CHECKLIST

Click on the yellow links below for the Squarespace tutorials.

WHAT'S INCLUDED:
Get Started
SEO Tips
Let's Build It
Pre-Launch
Time to Launch
Additional Help

GET STARTED

Every Squarespace account has a built-in domain during the trial period. You can see this by logging in > Squarespace menu > Settings > Domains. Share the URL with friends to get advice before you launch.

- [Built-In Domains](#)

While editing your site, you can set the site availability to *private* or *password*. Then you'll update it to *public* when you're ready to launch.

- [Site Availability](#)

Get familiar with the menu of your Squarespace website.

- [Home Menu](#)
- [Advanced Settings Menu](#)

SEO TIPS

Search Engine Optimization (SEO) is the process of getting traffic from free, organic search results in search engines. There are a handful of easy things you can do to improve your SEO on your website.

- [SEO checklist](#)
- [Add a site title](#)
- [Add SEO descriptions for the site and each page](#)
- [Check the page title and format](#)
- [Create a custom 404 page](#)
- [Enable SSL](#)
- [Check URL slugs for each page](#)
- [Add your business location](#)
- [Use keywords strategically](#)
- [URL Redirects](#)

LET'S BUILD IT

Determine the structure of your site and what pages will be on your main menu at the top of your website. Don't forget to try and keep it to 5-6 pages. If you have more, use the folders feature for your navigation.

- [Pages Panel](#)
- [Navigation Folders](#)

Get familiar with Fluid Engine, Squarespace's newest editor. Any new websites will automatically be set up in Fluid Engine. Don't forget to make edits in mobile view too.

- [Edit with Fluid Engine](#)
- [Take a Tour of Fluid Engine](#) (From Honey Road Design)

Customize your header by choosing a logo/menu layout. Also, select your header style of solid, gradient, theme or dynamic.

- [Build a Header and Header Style](#)

If you have a logo, add it to your website. It's also important to add a smaller version of your logo as a Browser Icon.

- [Add Site Logo and Browser Icon](#)

Update your colors, fonts, buttons and other site styles to match your brand.

- [Make Site Style Changes](#)

Create forms on your website, such as a contact form or newsletter opt-in form. With every form, it's also important to select where the content will be stored when someone submits it.

- [Managing Forms and Newsletter Storage](#)

If your organization is active on social media, connect those accounts to your website.

- [Connect Social Accounts](#)

Choose a Social Sharing image for your whole website or an alternate sharing image for each page. This allows a picture to pop up when you share a page on social media or in a text message.

- [Add Social Sharing Images](#)

LET'S BUILD IT, CONTINUED

Create a pop-up that appears when visitors land on your site. These are great for inviting visitors to join your mailing list, advertising an upcoming event, announcing your latest blog post, etc.

- [Create a Pop-Up](#)

Add an announcement bar to display a custom message above your site. It appears on every page, and you can set the message, font and color.

- [Add an Announcement Bar](#)

Laws require you to notify your website visitors of how you collect their data through cookies, forms, etc. Don't forget to set these up for your website for the best protection.

- [Add a Cookie Banner](#)
- [About Policies and Terms on your site](#)
- [Website Policy Plugin](#) (through Honey Road Design)

PRE-LAUNCH

Choose your Squarespace Hosting Plan. The most popular is the Business Plan. But whichever you choose, there is a greater savings when you pay annually. You can also receive a free year for a domain and Google Workspace (email ending in your domain) if needed.

- [Review Squarespace Hosting Plans](#)
- [Domain Search](#) (see if your domain is available if you need one)
- [Google Workspace Information](#)

If you already own a domain, you have a few options. You can either transfer your domain or connect your domain to Squarespace. A transfer is good if you don't already have an email system set up and you'd like your billing all in one place. Connecting your domain to Squarespace is good if you already have an existing email service and you'd like to keep your domain pricing where you set it up.

- [Transfer a Domain](#)
- [Connect a Domain](#)
- [Move a Domain from one Squarespace website to another](#)

TIME TO LAUNCH

Before you launch your website, make sure you've checked and doubled checked it.

- [Launch Checklist](#)

Let's get your website published for the world to see! If you're ready, click the 'Subscribe' blue button at the bottom of your website in Squarespace.

- [Publish Your Site](#)

Don't forget to get verified by submitting your website through Google Search Console and Bing. It's also good practice to set up a Google Business Profile. They're free services that help manage your site's presence online.

- [Google Search Console](#)
- [Verify your website with Bing](#)
- [Google Business Profile](#) (formerly Google My Business)

After you publish, do a few quick checks on your website to make sure it's running smoothly.

- [Neil Patel's Site Audit](#)
- [Broken Link Checker](#)

ADDITIONAL HELP

If you can't find what you need in the links above, you can search the Squarespace Help Center for any questions you have.

- [Squarespace Help Center](#) (articles)
- [YouTube Squarespace Help Channel](#) (videos)
- [Squarespace Email or Live Chat](#)

Honey Road Design is also here to help with your Squarespace website needs. Whether you're a startup or an established brand, we'll help you elevate and transform your online presence. Check out [our services](#) or [contact us](#) today.