DIY WEBSITE TUTORIAL

SQUARESPACE

Presented By Halee Sprinkle, Czech Yourself Marketing

"Squarespace empowers people with creative ideas to succeed."

DIY WEBSITE VS. PROFESSIONALLY DEVELOPED

PROFESSIONAL DEVELOPERS

- *PRO*: Team of Experts & Possibilities are Limitless!
- *CON*: The costs with this option are often times significant for a small business.

❖Local Companies:

- Slamdot, EPIC Nine Marketing, SiteMakerStudio, Go Big Wheel, Right Click Design

WORDPRESS

- *PRO*: Very powerful content management system.
- *PRO*: Thousands of themes available to choose from, lots of customization available.
- *CON*: Code needed to edit themes or plugins, which makes it better suited for those with at least a little comfort around HTML.

WEBSITE BUILDERS

- *PRO*: Easier to use.
- *PRO*: Website builders include hosting.
- *PRO*: The registration of a domain name is covered, so you don't need to worry about that configuration.
- *CON*: Less powerful & less customization than WordPress.

❖Top Choices:

- Squarespace, Weebly, Wix

- Drag & drop
- 24/7 Support
- Template options
- DIY Resources

WHY SQUARESPACE?

“If you can use PowerPoint, you can use a website builder.”

- The Internet

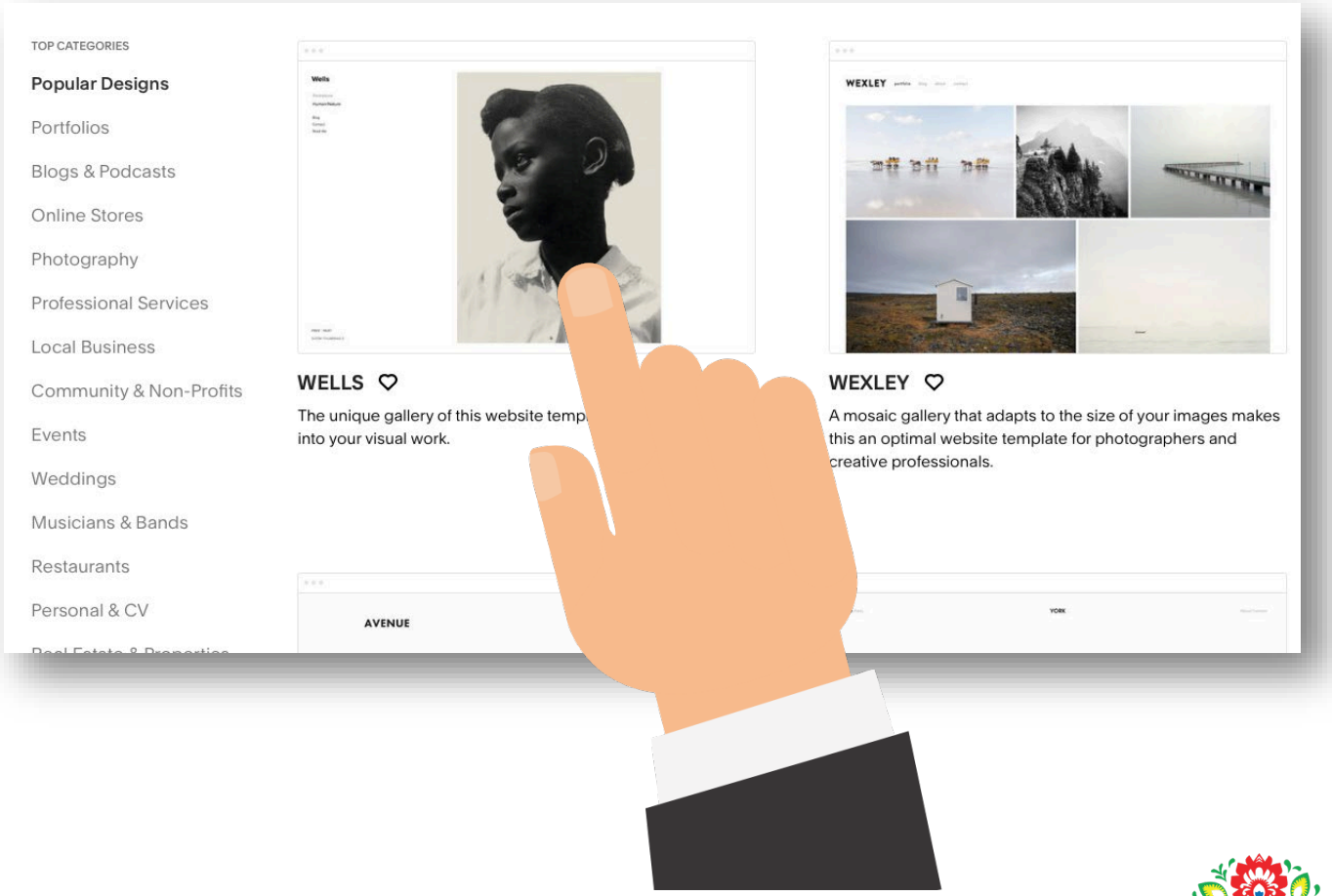
DOMAINS
TEMPLATES
INTEGRATIONS

- Domain Search
  - Not available, what now?
  - Have a Domain Squatter? *Next Steps*
- What if I've already purchased my domain from GoDaddy, Namecheap or another third party?
  - You can connect almost any other third-party domain to your site, as long as your provider offers access to *DNS* settings.
- Can I assign two domains to one web Design (i.e. ".com" & ".net")?
  - Yes! One will be your primary domain and the other will redirect to the primary.

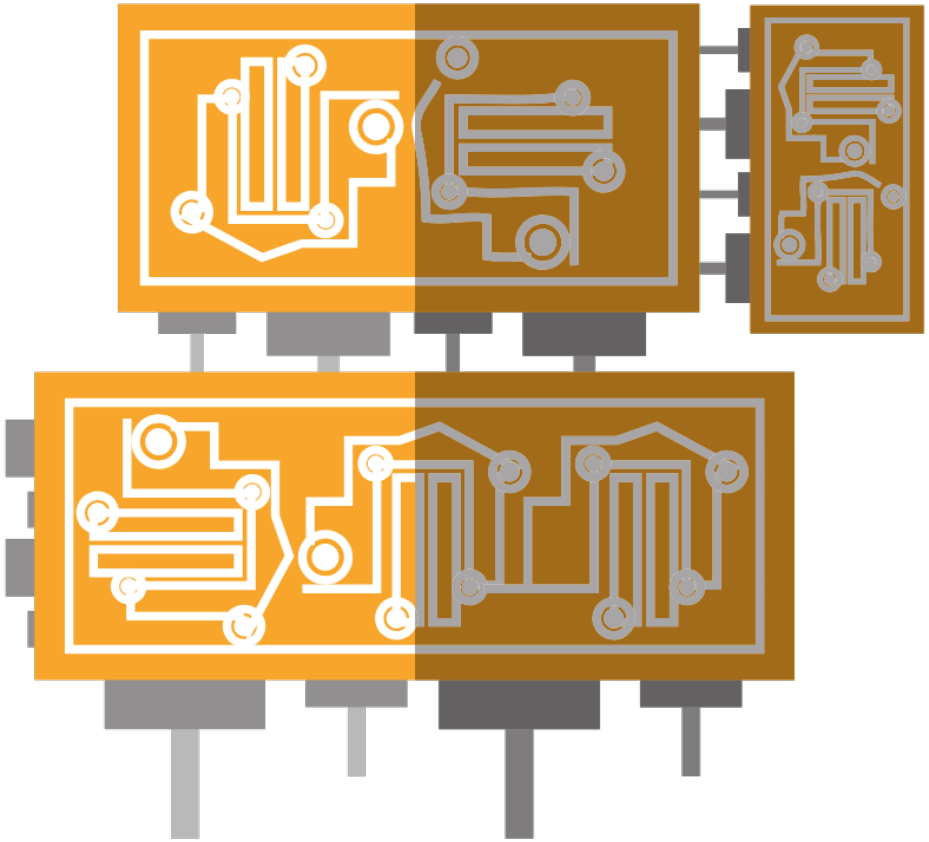
CLAIM YOUR DOMAIN

CHOOSING A TEMPLATE

- You can search by category
  - Template Search
- Think through:
  - User Experience
  - Functionality
  - Content
    - To blog or not to blog?
  - Images
  - eCommerce



INTERGRATIONS



- Payments
  - Paypal, Apple Pay, Stripe
- Shipping & Handling
  - FexEx, USPS, UPS, Shipstation
- Marketing
  - Mailchimp, Google Analytics, Google Ads, Social Media

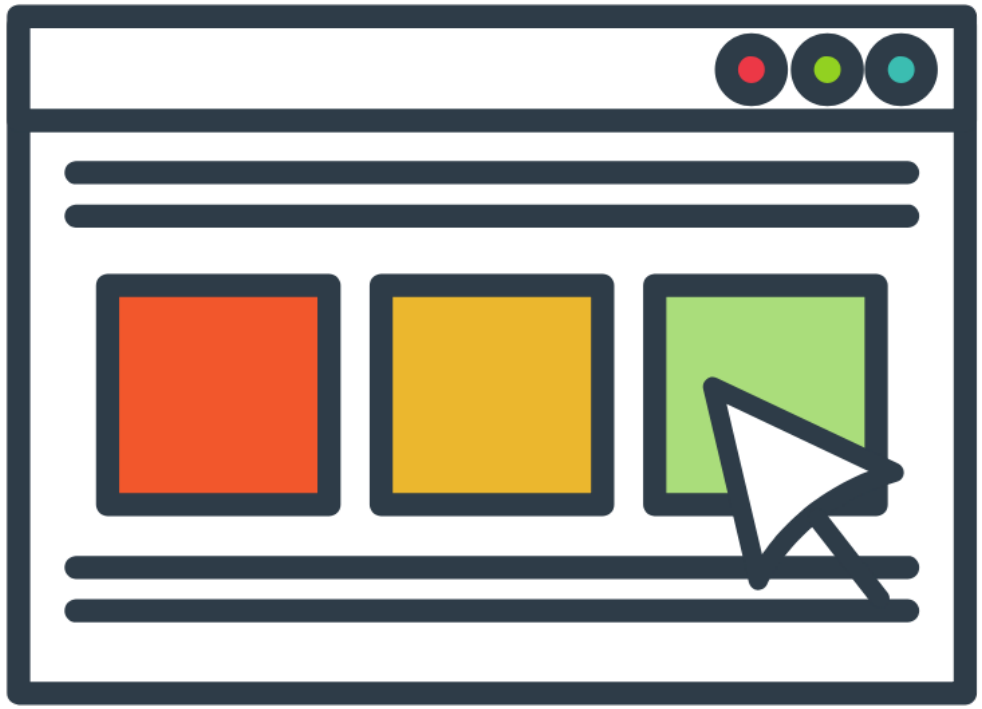
More on Squarespace Integrations

DESIGN TIME!

DESIGN TIME

- Make An Account
  - It's FREE!
- Choose a Template
  - *You can switch template!*
- Gather Your Content
  - Logos, Images, Copy, Links

Once you start designing within a template you have **14 days** before you have to purchase a Plan!

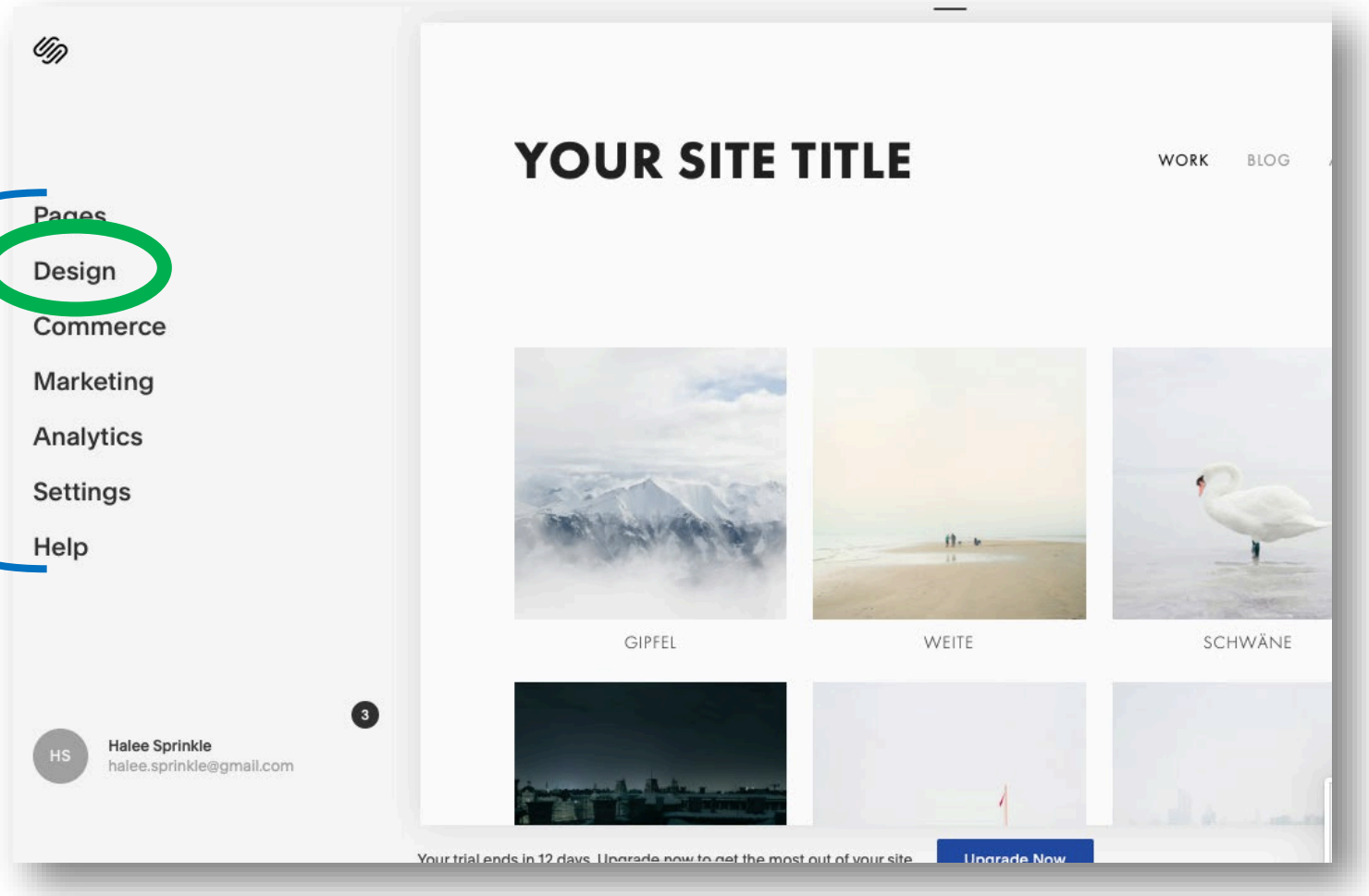


EDIT NAVIGATION

Mobile/Tablet/PC View

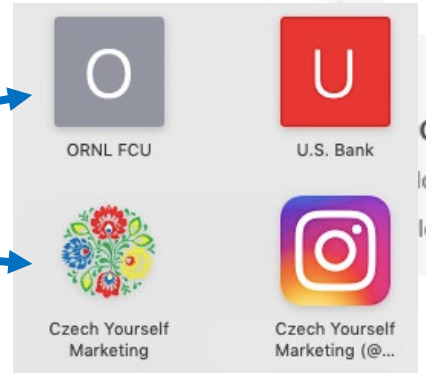
Main Design

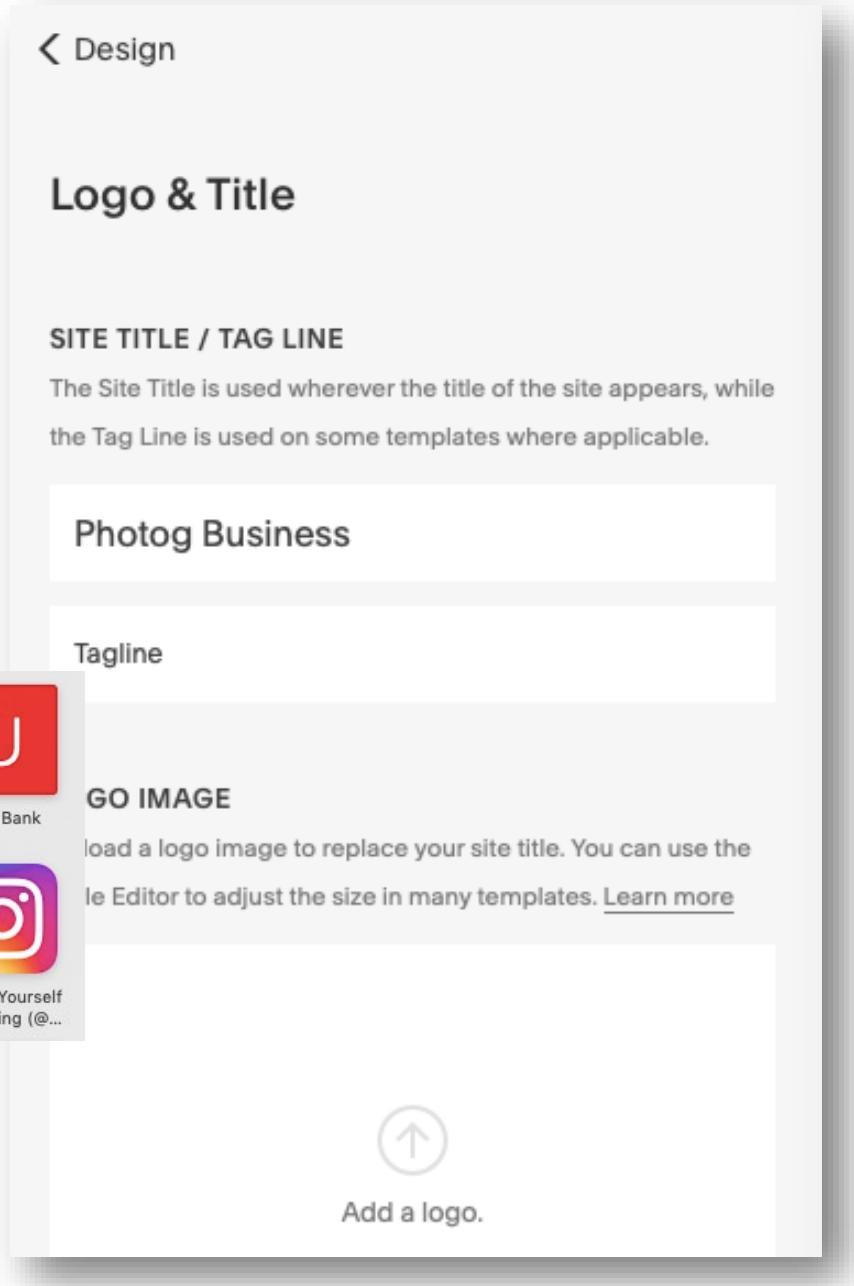
Navigation



DESIGN: LOGO & TITLE

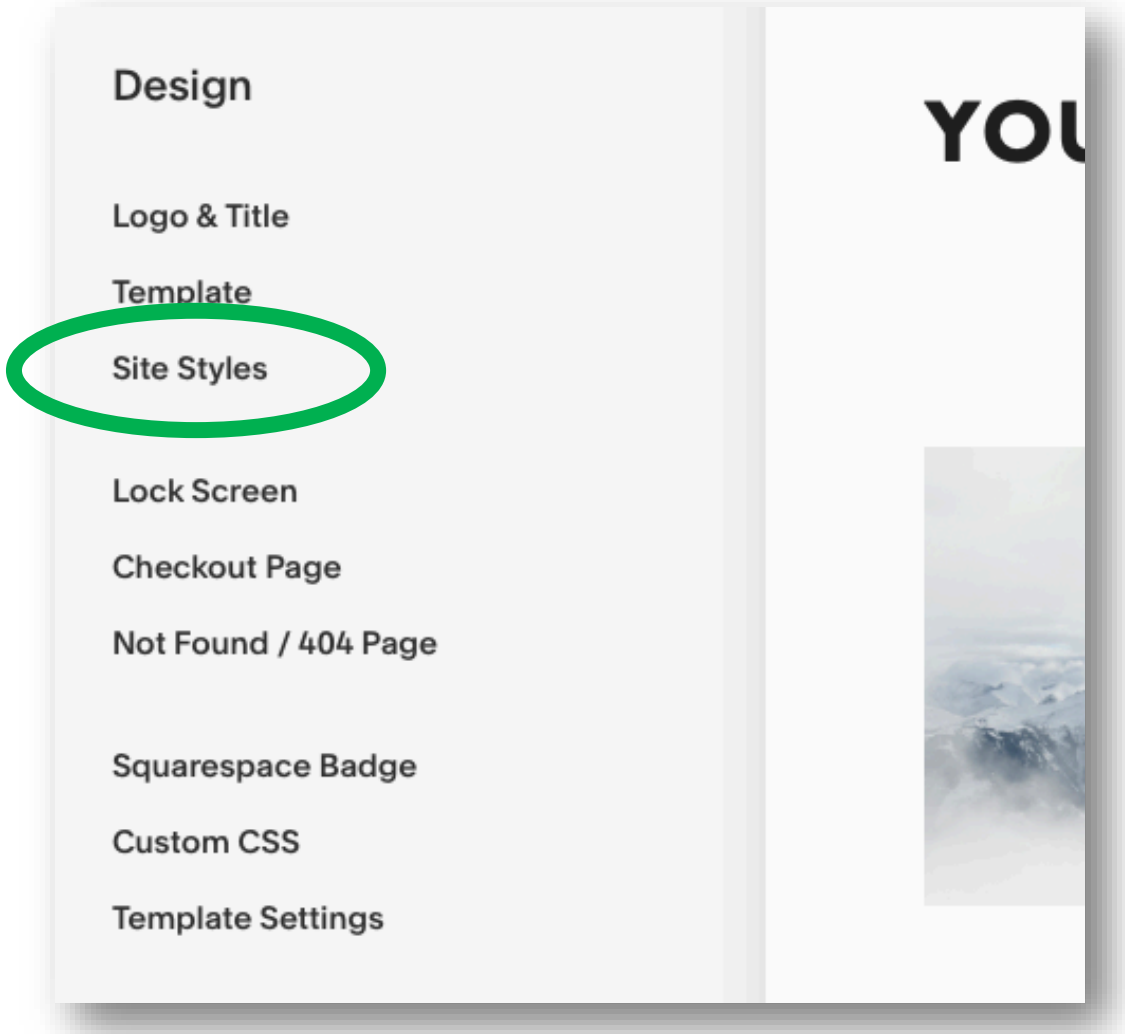
- Site Title
- Logo
- Browser Icon (Favicon)
  - *No Favicon uploaded*
  - Favicon uploaded
- Social Sharing Logo
  - Represents your whole site





DESIGN: SITE STYLES

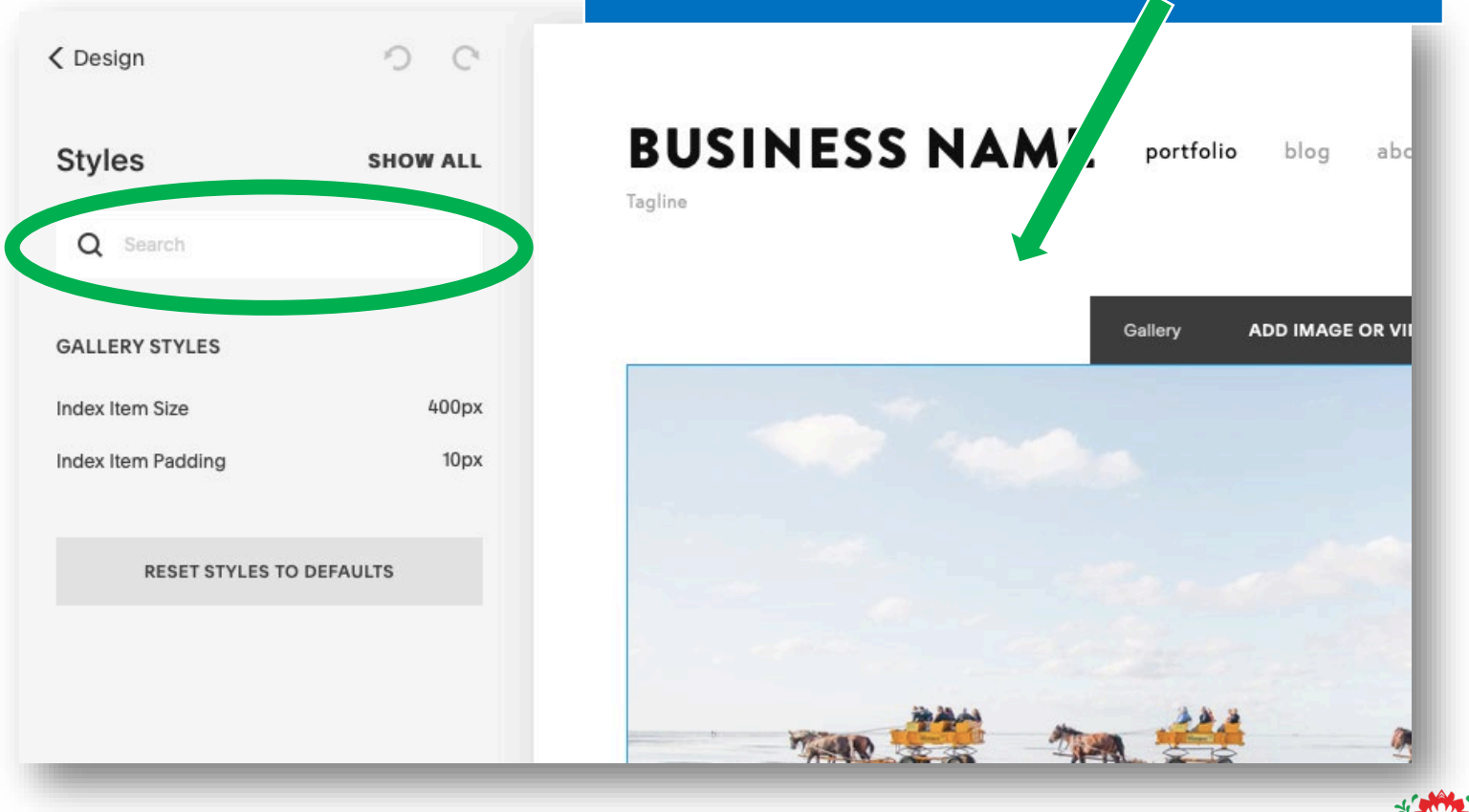
- Typography
- Color
- Size
- Layouts
- Page Background
- Page Colors



DESIGN: SITE STYLES

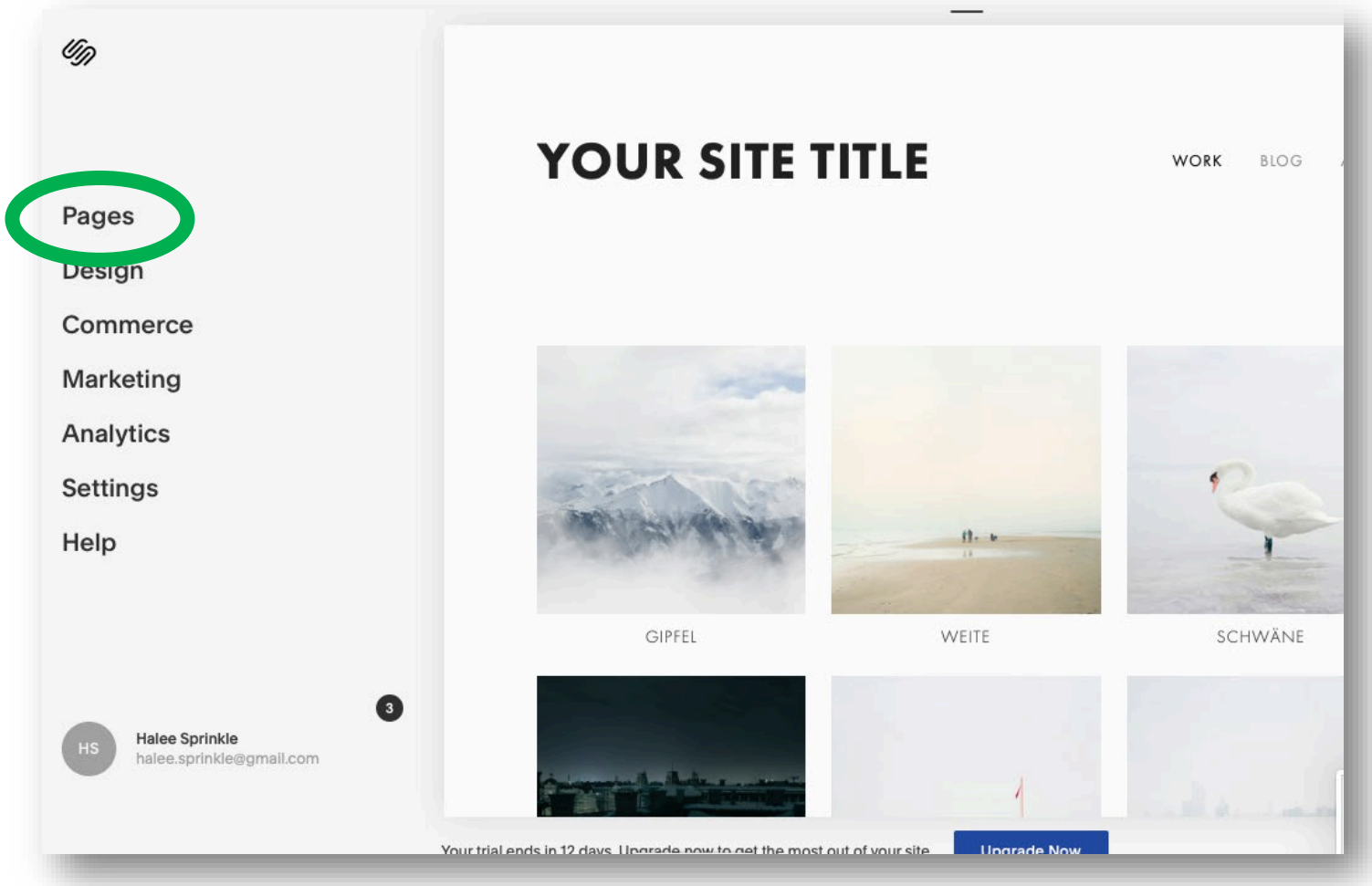
The **Search bar** is extremely useful when trying to find where a design element is located.

Once in Styles edit mode, simply click around the template to find the items you would like to update.



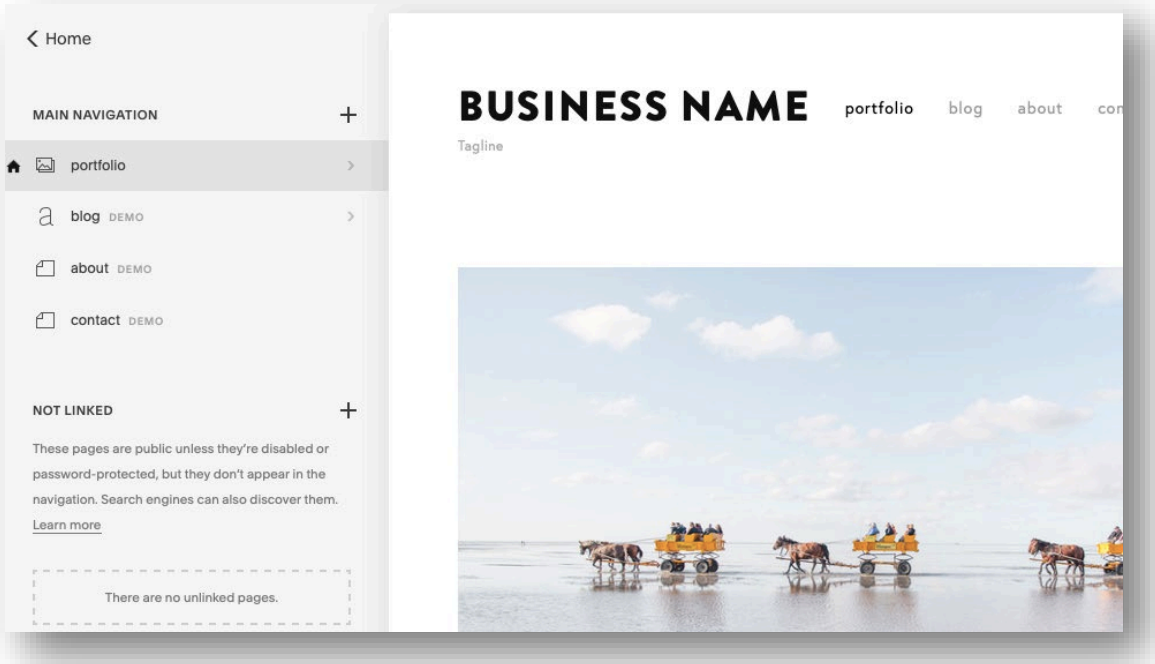
EDIT NAVIGATION

Pages are the various web pages throughout your site.



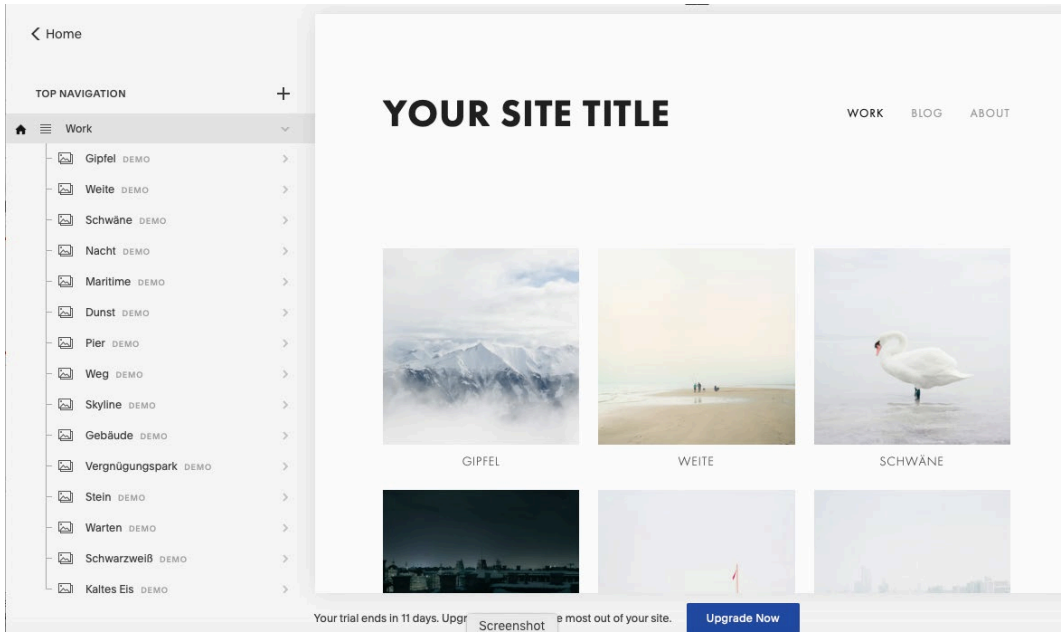
PAGES

4 Main Pages

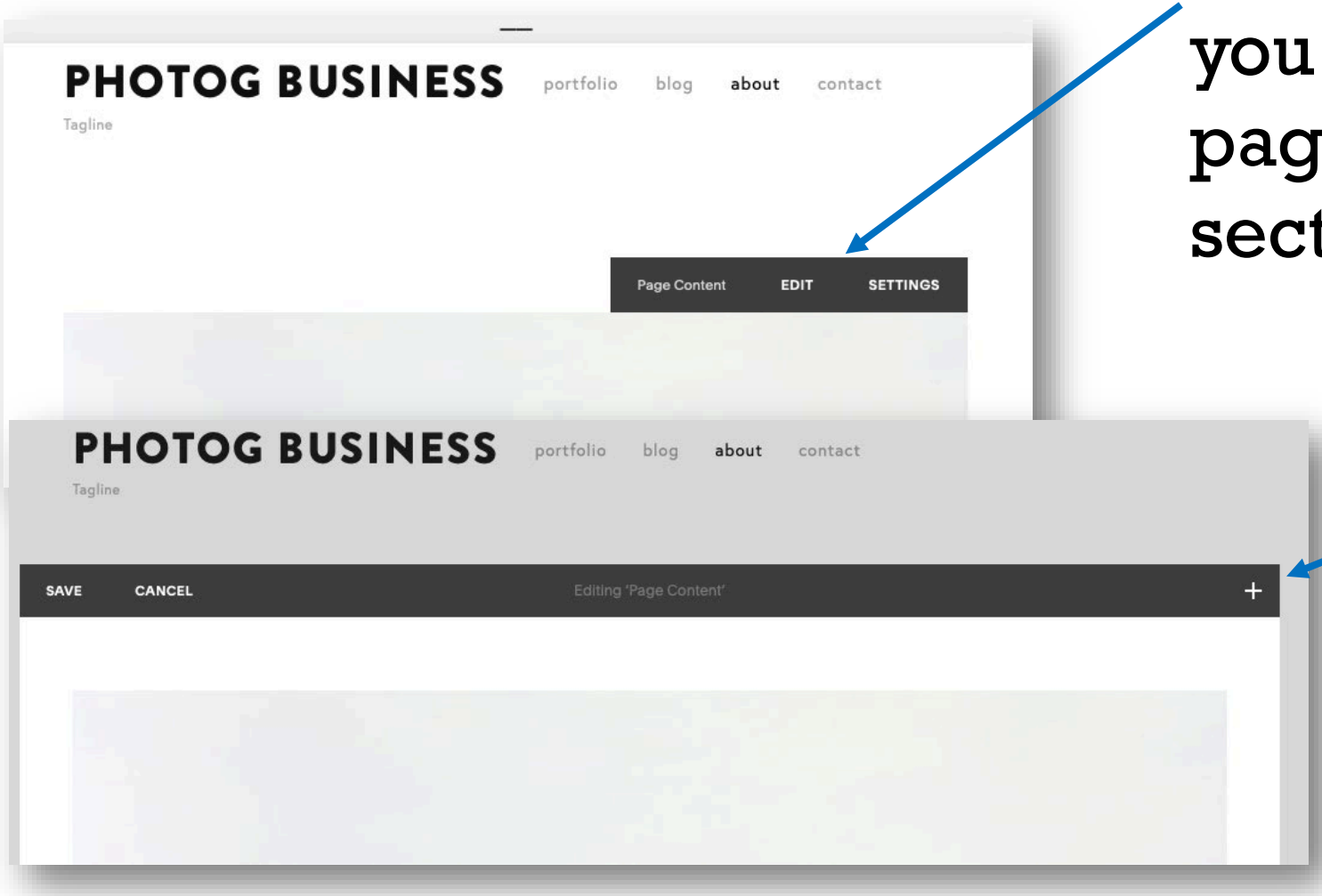


3 Main Pages

15 Subpages



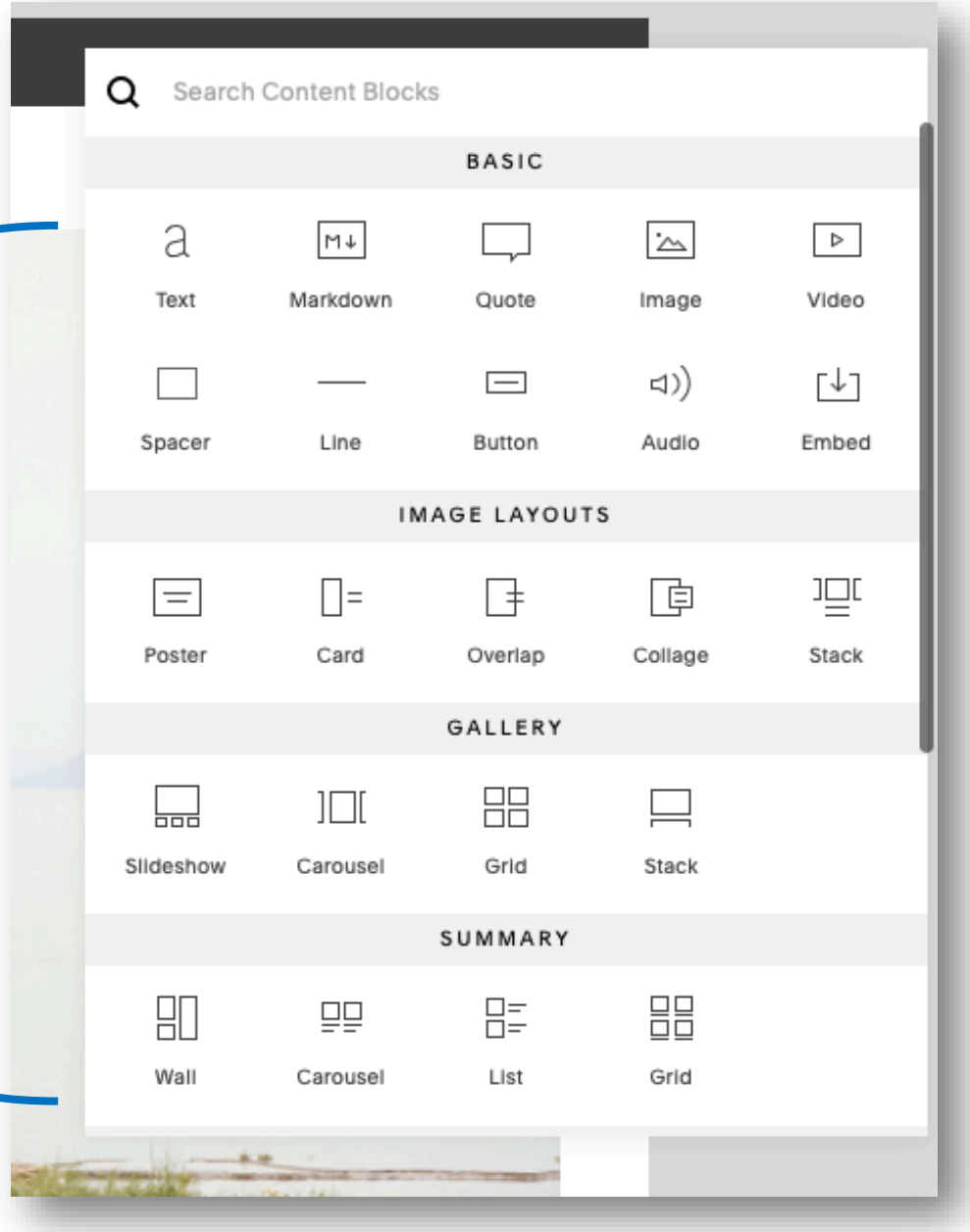
CONTENT EDITING



- Edit Boxes appear as you hover around the page to various sections.
- Once in the Edit mode, note the "+" in upper right.

CONTENT EDITING

- Select the “+” on previous page gives you this Tool Box view.
- This Tool Box is where you can add in new text boxes, spacers, image blocks, etc.



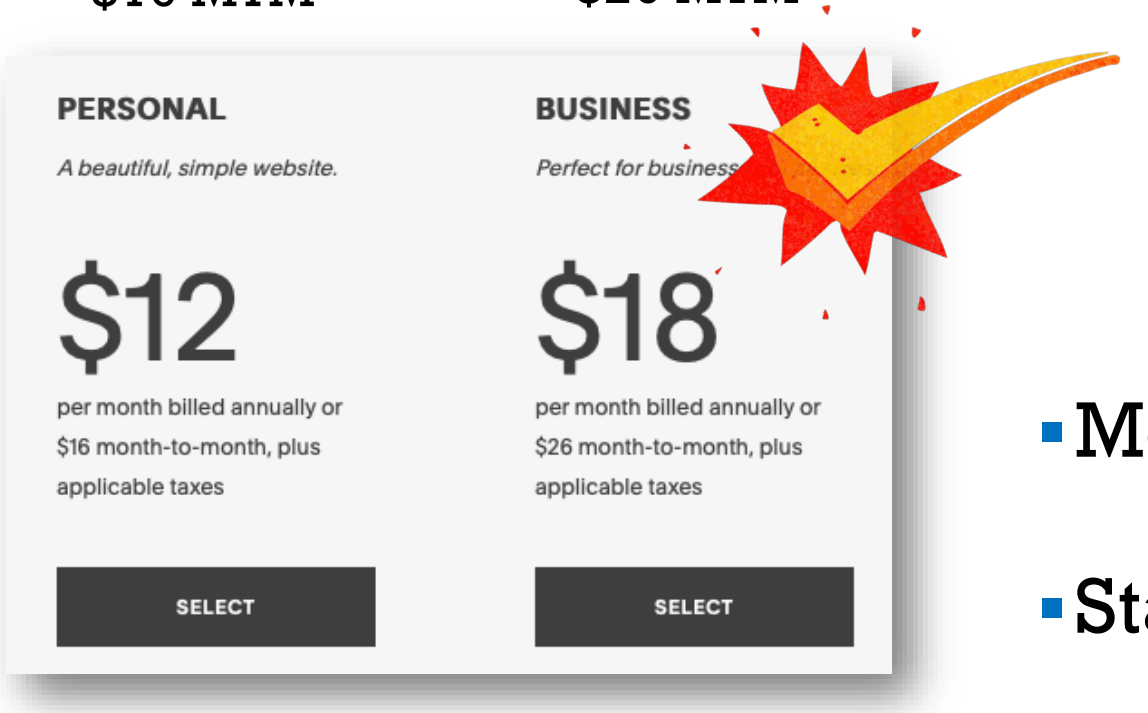
LET'S PRACTICE

WWW.SQUARESPACE.COM

PAYMENT PLANS

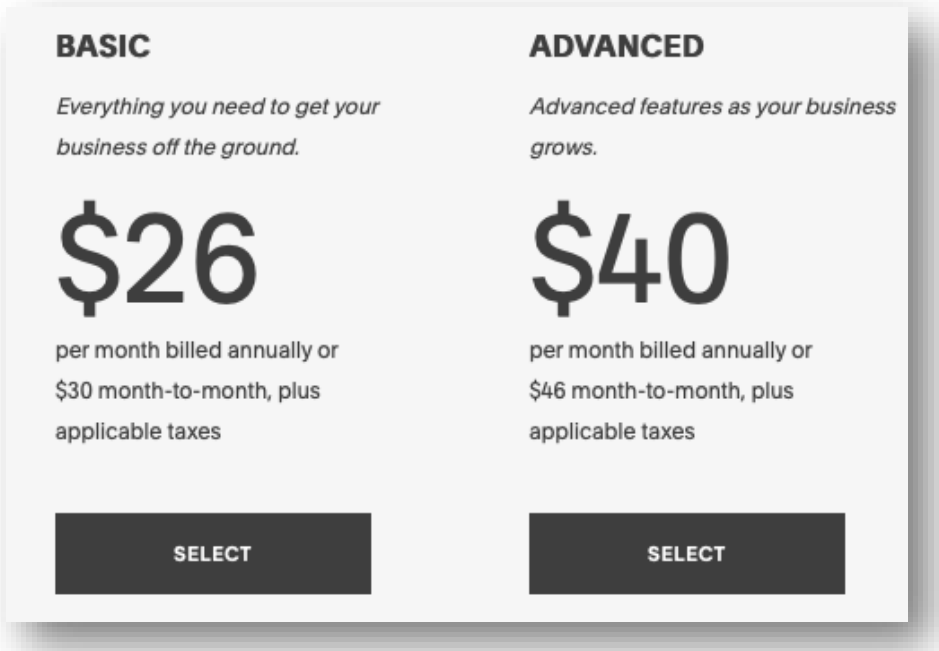
$144 Annual
$16 MTM

$216 Annual
$26 MTM



$312 Annual
$30 MTM

$480 Annual
$46 MTM



- Month-to-Month or Annual Plan
- Standard Website or Commerce

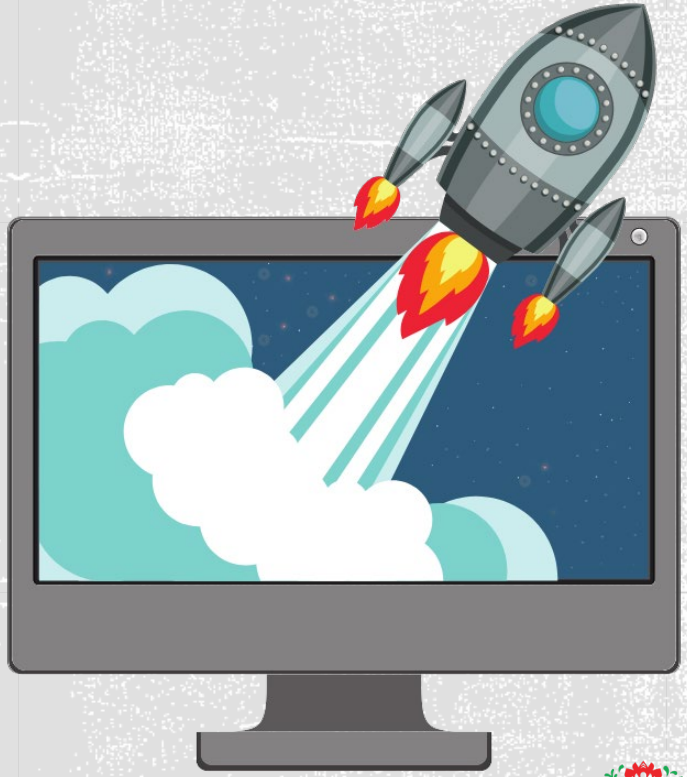
- Double check your customer experience

- Select the “Upgrade Now” at bottom of page

- Select the Plan that works best

- LAUNCH!

READY TO LAUNCH



STILL NEED HELP?

https://learning.squarespace.com

- Guides
  - Articles & Videos on everything Squarespace
- Videos
  - FREE Video Workshops

- Czech Yourself Marketing – ***Here to help!***
  - halee@czechyourselfmarketing.com

CREATIVE RESOURCES

- DIY Logos
  - Looka.com *(formerly LogoJoy.com)*
- DIY Graphic Design
  - Canva.com
- Free Stock Images
  - Pexels.com *(copyright free)*
  - Unsplash.com *(copyright free)*

Halee@CzechYourselfMarketing.com

www.czechyourselfmarketing.com

Thank You

Halee M. Sprinkle

Marketing Consultant

C: 865-719-6483

BUILD YOUR BUSINESS WEBSITE IN 8 STEPS

1. **Claim your domain.** Legitimize your business with a custom URL.
2. **Select your website template.** Start with something professional and make it your own.
3. **Define your brand.** Use the Style Editor to customize your website's aesthetic.
4. **Add your content.** Create pages, drop in images, and tell your story.
5. **Set up your email.** Use G Suite to create professional email for your business. *("Business" plan only)*
6. **Press publish and promote.** Go live and share your business website or online store with the world.
7. **Connect with your audience.** Announce new projects or sales with Squarespace Email Campaigns. *("Business" plan only)*
8. **Analyze and optimize.** Monitor your site's performance with Squarespace Analytics and adjust your strategy for success.

Squarespace.com