

Squarespace Website Planning Checklist

Web Design Portfolio Icon nor Web Design Business Concepts such Godaddy Wordpres



TECH

- Sign up for Squarespace Trial
- Choose Domain Name
- Setup business email
- Set up Coming soon Page
- Signup for Newsletter provider

Business

- Determine Niche
- Create Customer profile
- Goal Setting

Identity

- Mood board/inspiration
 - Color palette
 - Typography
 - Logo Design
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Favicon

SITE ORGANIZATION

- Create Sitemap
- Outline use journey
- Write content
- Gather images
- Organize navigation
- Build out pages

SEO

- Write page description
- Turn on AMP
- Turn on SSL
- Create custom 404 page
- Verify site with Google & Bing
- Submit Sitemap to Google & Bing
- Connect Google Analytics

Marketing

- Create Newsletter Opt-in
- Implement strategic newsletter sign-ups across site
- Connect social media accounts
- Turn on Share Buttons
- Include Trust signals

LAUNCH

- Test on mobile
- Test links
- Activate squarespace subscription
- Set home as default
- Promote!

