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

- [ ] 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 subscrption
- [ ] Set home as default
- [ ] Promote!

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