

Squarespace Launch Roadmap



The ultimate guide to plan, build, and launch your website with Squarespace





Hi, I'm Ana!

I'm a Squarespace and tech expert and a multi-passionate business strategist.

My entrepreneurial journey started way back in 2012 when I opened up my web design business as a way to kill two birds with one stone: help support my family and find a creative outlet for all the ideas buzzing around in my head.

Since then, I've worked as a brand and web designer, contracted for a marketing agency as a content writer, tech VA, and project manager, and worked with coaches as their online business manager.

Throughout all of this, I kept noticing a common theme. Most of my clients felt overwhelmed with all the tech and content needed to run and grow a successful online business.

So in 2020 I started creating templates and courses designed to make the tech in your online business easier.

PART ONE

Lay the Foundation

1. KNOW WHAT FEATURES YOU'LL NEED

First things first: you have to know what you're selling before you create your website. This will help guide your design and determine which pages and features you need to add to your website.

For example, if you're selling services or coaching, you'll probably need a way for people to book appointments with you. If you sell products, you'll probably need a store and a way to take payments.

2. GET CLEAR ON YOUR IDEAL CLIENT

It's important to get clear on the type of people you want to work with, a.k.a your ideal client. Once you know who your ideal client is, everything becomes easier in your business. By knowing who you want to work with, you can write more specific website copy, blog posts, social media captions, email campaigns which makes your marketing a lot easier.

3. WRITE OUT YOUR MISSION STATEMENT

Your mission statement defines who you help, how you help and what makes you different. Everything you do in your business should be rooted in your mission statement. This statement should also be added to the top of your homepage so people immediately know what you do



RECOMMENDED READ:

[How to write an irresistible brand mission statement](#)

PART TWO

Create your gameplan

4. DECIDE ON YOUR WEBSITE GOALS

Your website needs to convert which means, you need to decide on what you want your website to do. This can be getting people to sign up for your email list, booking an appointment, contacting you, buying your products, etc.

5. MAP OUT YOUR VISITOR JOURNEY

Once you've decided on your website goals, think about how will your visitors get from point A to point B? What steps do they need to take in order to fulfill your website goal? As you're mapping out your visitor journey, keep in mind that your visitors won't always land on your homepage.

6. MAP OUT YOUR WEBSITE PAGES

Based on the features, goals, and visitor journey, it's time to map out which pages you'll need. Keep it simple and include only the most important pages you need to show what you have to offer and allow your audience to learn more about you. Remember that you can always add more pages later on as your business starts to grow and evolve.



RECOMMENDED READ:

[The Only Five Pages You Need to Launch Your Website](#)

RECOMMENDED RESOURCE:

[Website Content Planner](#)

PART TWO

Create your gameplan

7. WRITE YOUR WEBSITE COPY

Your copy is what will help convert visitors from strangers into subscribers, leads, and ultimately buyers. Be specific about who you are, what you do, and who you do it for.

Write your copy with your ideal client in mind - how will they benefit from working with you? What transformation will you provide for them?

Remember that website visitors skim, don't read. Keep your copy short and sweet. Break it up with headings, use short paragraphs, and use bullet points to make it easier to read.



RECOMMENDED READ:

[7 Tips to Make Your Website Sound More Like You](#)

PART THREE

Design Your Brand

8. CREATE YOUR MOOD BOARD

Once you have your style and vibe words, head on over to Pinterest and create a secret board. Use the search bar to find images that represent your brand style and vibe words and pin them to your secret board. Pin a mix of lifestyle shots, color palettes, office decor, fonts... - anything that catches your eye. Use those images to create a mood board for your brand and website.

9. CHOOSE COLORS AND FONTS

Use a browser extension like ColorZilla to pick 2-3 colors from your mood board that you want to use for your website. Or, use the website Colors to pull the colors from the mood board you've created.

You'll also need to choose fonts for your headings and text. You can use the website Fontjoy to find Google Font pairs that work well together.

10. CHOOSE WEBSITE PHOTOS

Use websites like Unsplash and Pexels to find free images that you can use on your website. You'll also want a few photos of your self that you can use on your About page and your homepage.



RECOMMENDED READ:

[How to Create a Mood Board With Canva](#)

RECOMMENDED RESOURCE:

[Style Your Website](#)

PART FOUR

Set Up Your Website

11. SIGN UP FOR SQUARESPACE TRIAL

First things first - start by going to [Squarespace.com](https://www.squarespace.com) and click the Get Started button. You'll be prompted to answer a few questions about your website such as what type of website you're building and the pages you'll need.

This is so Squarespace can recommend the best templates for you, but honestly, you can skip those by clicking on I'M JUST BROWSING or the SKIP link.

You'll then have the option to choose the starting template for your site. Don't get too hung up on this step - all of the templates share the same features and functionality. More importantly, they can all be fully customized to your brand so just pick one and move on to the next step.

12. CREATE YOUR PAGES

Your Squarespace template comes with a few pre-made pages. Now is the time to delete those pages by going to Pages and hovering over the page name and then clicking the trash can icon.

Then, click the + icon under the Pages menu and choose Blank Page or one of the pre-made layouts that Squarespace offers. Create all the pages you've mapped out in step 7.

PART FOUR

Set Up Your Website

13. ADD YOUR CONTENT

Click the Edit button at the top of the page you want to edit. If you're using a pre-made layout, double-click any demo text on the page and replace it with your own.

If you chose a blank page, click the blue button prompting you to add a section. You can use a pre-made section or a blank one. If using a blank one, click the + sign to start adding blocks to your page.

14. CHANGE OUT THE PHOTOS

Once you've added your content, click on an image you want to replace. Click the pencil icon. Choose Replace and then click Upload file to upload an image from your computer or use the built-in integration with Unsplash to find tons of gorgeous, free images for your website.

15. CUSTOMIZE THE STYLES

Click on the Design tab and then select Site Styles. Click Fonts to customize the fonts used on your website. You can choose your own or you can use any of the prebuilt font pairs that Squarespace gives you.

Click Colors to customize the colors used on your website. You can add your own or use any of the pre-made color palettes. Lastly, click Buttons to customize the shape and the style of your buttons.

PART FOUR

Set Up Your Website

16. EDIT SITE HEADER AND NAVIGATION

Click the Edit button at the top of the page and then hover over the navigation area. Click Edit Site Header. You can select a different layout for your header and upload your logo here.

To re-arrange pages in your menu, click on Pages and then drag and drop the pages under Main Navigation to control the order they display in.

17. SET UP YOUR FOOTER

Your footer is at the bottom of every page on your site. Typically, this section shows links to less important pages on your site like your Privacy Policy and legal disclaimers. You can also add a newsletter form here.

To style the footer, scroll down while you're editing the page and then click on Edit Footer.

PART FIVE

Add the Finishing Touches

18. ADD NEWSLETTER FORMS

Use newsletter block a few times throughout your website to make it easy for your website visitors to sign up for your email list.

19. CONNECT YOUR SOCIAL ACCOUNTS

Click on Settings and then Social Links. Here, you can quickly add your social media accounts. You can then use the Social Links block to display them anywhere on your site.

Then, click on Connected Accounts and connect your profiles such as Facebook or Instagram. This will allow you to share your posts automatically to supported profiles and display your feeds on your site.

20. SET UP YOUR SEO

SEO stands for Search Engine Optimization. It's basically how people find you online when they enter a specific search term into Google and other search engines.

To set up your website for SEO, go to Marketing > SEO. Scroll down and fill out your SEO Site Description. Next, click the cogwheel icon next to each individual page name under Pages menu and click the SEO tab. Fill out the SEO description for each page.

RECOMMENDED RESOURCE:

[SEO Keywords Research Guide](#)

PART SIX

Publish Your Website

21. PUBLISH YOUR WEBSITE

The next step is to publish your website. Click on Settings > Site Availability > Upgrade to Publish. Choose the Business plan as this will give you a free domain name and a year of Google Workspace for free.

22. GET OR CONNECT YOUR DOMAIN

You can get a professional domain directly from Squarespace by going to Settings > Domains. If you already bought your domain elsewhere, you can easily connect it with your Squarespace website.

23. SET UP GOOGLE WORKSPACE

Click on Settings > Google Workspace. Then, follow the instructions to set up your professional email address.

24. TEST ALL THE LINKS

Check all the links and make sure that they're working. Test every page and make sure you've added all the important information.

25. TEST ALL THE FORMS

Check all the forms and make sure that the information is getting properly submitted and delivered to the right address. Test contact forms and newsletter forms.

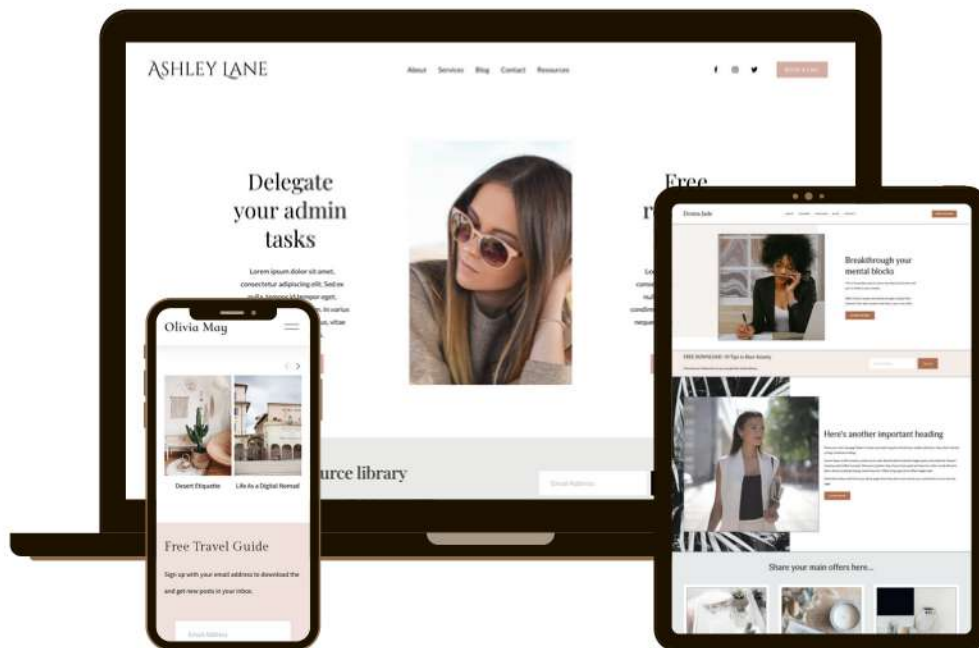
PART SEVEN

Next Step

26. WANT A HAND WITH THE TECH?

I get it - building a website can be tricky. And I've got so much more to show you about how to build a website that works for you.

My Squarespace templates were built with business owners like you in mind. With step by step video tutorials, you'll not only get a gorgeous and unique website but also know everything you need to create a client-winning website.



[SHOP TEMPLATES](#)

PSSST, use the code **YOUAREAWESOME** to get 25% discount on all templates in my shop!

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