

SQUARESPACE

WEBSITE CHALLENGE

BUILD A SQUARESPACE WEBSITE FOR YOUR BUSINESS IN 7 DAYS

DAY 1

STRATEGY + STRUCTURE



WHAT ARE THE 3 BIGGEST GOALS FOR YOUR WEBSITE?

WHO DO YOU HOPE LANDS ON YOUR SITE? WHAT DO *THEY* WANT TO SEE?

DAY 1

STRATEGY + STRUCTURE



USE THIS SPACE TO LIST ALL OF THE PAGES YOU WANT TO INCLUDE ON YOUR SITE:

NOW YOU CAN ORGANIZE THEM INTO THE FOLLOWING CATEGORIES:
(SOME PAGES MIGHT BE DUPLICATED OR SOME CATEGORIES MIGHT NOT BE NECESSARY FOR YOU)

MAIN NAVIGATION

EXAMPLE:

- ABOUT
- CONTACT
- SERVICES (FOLDER);
 - BRAND IDENTITY
 - WEBSITE
- PORTFOLIO

FOOTER NAVIGATION

EXAMPLE:

- SUBSCRIBE
- FAQ
- ABOUT
- SOCIAL LINKS/ICONS

UNLINKED PAGES

EXAMPLE:

- PROJECT/GALLERY 1
 - PROJECT/GALLERY 2
 - PROJECT/GALLERY 3
 - PROJECT/GALLERY 4
- ^^ HOUSED IN PORTFOLIO WHICH IS LINKED IN YOUR MAIN NAV

WHAT TEMPLATE WILL YOU BE USING: _____

CURATE PART 1: VISUALS



FIRST YOU'LL NEED TO FOLLOW THE STEPS IN DAY 2'S EMAIL LESSON, WHICH IS TO MAKE A SKETCH OF EACH PAGE SO YOU CAN OUTLINE THE KEY FEATURES + COMPONENTS.

AFTER THAT YOU CAN USE THE SPACE BELOW TO CREATE A CHECKLIST FOR ALL THE VISUALS YOU'LL NEED FOR EACH ONE, THEN USE THE LISTS TO CURATE YOUR IMAGERY.

PAGE: _____

PAGE: _____

PAGE: _____

PAGE: _____

PAGE: _____

PAGE: _____

PAGE: _____

PAGE: _____

PAGE: _____

DAY 3

CURATE PART 2: COPY



WEBSITE PAGE: _____

CONTENT:

A large, empty rectangular area with a light beige background, intended for writing the content of the first website page.

WEBSITE PAGE: _____

CONTENT:

A large, empty rectangular area with a light beige background, intended for writing the content of the second website page.

DAY 3

CURATE PART 2: COPY



WEBSITE PAGE: _____

CONTENT:

A large, empty rectangular area with a light beige background, intended for pasting or writing the content of the website page.

WEBSITE PAGE: _____

CONTENT:

A large, empty rectangular area with a light beige background, intended for pasting or writing the content of the website page.

DAY 3

CURATE PART 2: COPY



WEBSITE PAGE: _____

CONTENT:

A large, empty rectangular area with a light beige background, intended for writing the content of the first website page.

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DAY 3

CURATE PART 2: COPY



WEBSITE PAGE: _____

CONTENT:

A large, empty rectangular area with a light beige background, intended for pasting or writing content.

WEBSITE PAGE: _____

CONTENT:

A large, empty rectangular area with a light beige background, intended for pasting or writing content.

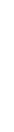
DAY 4

SET UP THE BASICS



DAY 5

THE BUILD OUT



THE BUILD OUT

PAGE AUDIT CHECKLIST

After setting up your site and building out the basics, use this checklist to go through each page + see if there are any enhancements you can make:

Is there a clear goal for each page?

Are you using headlines to draw people down the page?

Is your tone conversational?

Do you use the word “you” more than “I”? If so flip the script so it’s more about your site visitor than you.

Are you utilizing hierarchy, bolded letters and ample white space to break up the text on each page?

Are you using line breaks, lists and images to help make the page easier to read?

Is there at least one clear call to action on each page?

FINE TUNE

SEO CHECKLIST

There's so much that Squarespace does to help with your search engine ranking, but it can be hard to think of it all when you're busy prepping everything else for your site. Here's a handy list of features to take advantage of:

Add in a search engine description: Marketing > SEO > SEO Site Description

Customize your URL slugs (in the page settings) to something simple and descriptive that search engines can easily pick up on

Optimize your page titles (in the page settings) with keywords relevant to your business

Utilize image alt tags each time you upload a new image

Make sure your image files aren't too large

Utilize hierarchy for your copy

Link Google Analytics to your site

Regularly index your site

Point your social media profiles to your site

Consider blogging to help with your search engine ranking + make sure to include keywords in your blog titles, urls, image alt tags, headers + multiple times throughout your posts

Format blog posts to only show the title: Settings > Blogging > change your post title URL format to "%t"

DAY 7

LAUNCH + PARTY!



CONGRATS ON FINISHING YOUR SITE!! I KNOW WE ZIPPED THROUGH EVERYTHING QUICKLY SO YOU MAY STILL HAVE MORE PAGES TO BUILD OUT OR A FEW DESIGN THINGS TO TWEAK. THE MOST IMPORTANT PART IS THAT YOU HAVE THE FOUNDATION LAID OUT WHICH IS ALWAYS THE HARDEST PART!!

TO ENSURE THAT YOUR SITE STAYS ON TRACK TOWARDS YOUR 3 BIG GOALS *(FROM PAGE 1)*, I'D LOVE FOR YOU TO TAKE ADVANTAGE OF THE SPACE BELOW + LAY OUT SMALLER GOALS THAT WILL HELP YOU TRACK PROGRESS TOWARDS EACH ONE *(REFER TO DAY 7 EMAIL LESSON FOR INSTRUCTIONS + TIPS)*:

