A Guide to Your New

SQUARESPACE WEBSITE

WWW.INTENTIONALLY-DESIGNED.COM

AND WELCOME TO YOUR *new* WEBSITE!

Your website is now complete and although we have worked super hard to get the site to this fully finalized and launched stage, one of the great things about Squarespace is that you'll be able to manage and maintain your website on your own as the need arises to make some changes and updates. To get you started, here is a selection of key Knowledge Base articles to reference as you get more familiar with your website.

If you need support or help, the award winning Squarespace Customer Care team is at the ready 24/7. You can reach out at anytime here.

If you need any help specifically regarding the design of your website, please reach out to me below:

rachel@intentionally-designed.com

DISCLAIMER

This guide is focussed on guiding you with tutorials and information in order to help you feel confident maintaining, editing and updating your new, finalized website that has been set up and designed by a professional designer.

This guide is not focussed on teaching you how to DIY your site design or how to design a website in general. It is not aimed at providing any information on design decisions like page layouts, typography choices or design elements.

Should you want to learn how to design pages, page layouts and/or study to become a website designer, please get in touch via email and I can recommend various courses and design schools.

This resource is in no way sponsored, endorsed or administered by, or associated with, Squarespace.

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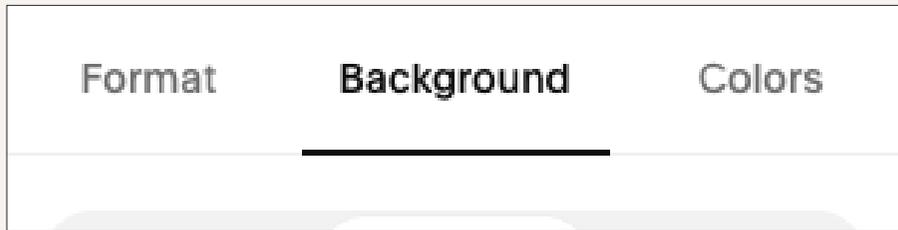
WHERE DO I EVEN START?!

1. Accessing your site

You can access your site via squarespace.com/login.
You can also type in your url into Google, hit enter and then when you are on your site you can hit the 'ESCAPE' key on your keyboard to login.

TIP
Once you have logged in, I recommend bookmarking this backend version of your site in your browser so it's easy to access every time.

Trouble with your password or logging in? Go Here.

2. Account and billing

Want to update your billing or change any billing information for paying for your Squarespace website and other subscriptions? Go Here.

3. Adding a contributor (someone to help you manage the site)

Squarespace supports multiple contributors and multiple levels of permissions – these might be people you need to help you update the site, team or staff members, other designers or even a guest blogger. If you want to give someone access to your website, Go Here.

4. General troubleshooting

Website looks a little off or not working 100% correctly, and you want to read up on troubleshooting advice, Go Here.

ADDING CONTENT/ SOCIAL MEDIA

Adding a page

Adding a new page itself is a simple process and then with additional design training you can learn how to create dynamic page layouts. When you're ready to read up on the detailed instructions, Go Here.

Images and videos

Want to add, edit or remove images on your site?. Squarespace makes it easy to add and format a variety of media and file types. To learn how, Go Here.

Blogging

Blogging is a great way to generate engagement on your website as well as improve SEO. To learn more about the ins and outs of adding posts, RSS feeds, comments, and blog excerpts, Go Here.

Social media

Just set up a new social media account or need to change a current one on your site? To learn about adding new social media accounts or about pushing more content to your existing social media accounts, Go Here.

Announcement Bar

You can use the announcement bar to display a custom message above your site. This is a great way to announce a sale, promotion, a change to your hours, or other important updates. Learn how to edit yours here.

Links and files

You can link to pages, external sites, files, email addresses, phone numbers, or internal content in many areas of your site. This guide covers links that visitors can click on your site. Go Here.

‹ HOME

Analytics

OVERVIEW

Traffic

Geography

ACQUISITION

Traffic Sources

Search Keywords

ENGAGEMENT

Site Content   Updated

Activity Log

Form & Button Conversions

Site Search Keywords

RSS Subscribers

SEARCH ENGINE OPTIMIZATION AND METRICS

Search Engine Optimization (SEO)

SEO refers to actions that allow your website to show up in search results for your audience to find. Your website already has many SEO elements baked right in and to learn how to make the most of them, start here. Looking to improve your SEO? Go Here.

Analytics

Squarespace makes it easy to keep track of your websites performance through its own analytics tools. You can monitor website traffic, track popular content, and find out which visitors are browsing from which devices. To learn more about how to use the Analytics tools, Go Here.

Commerce

COMMERCE

LET'S TALK SHOP

Products

As your business grows and changes, you might want to add or update your products. To learn more about product edits, adding variants, scheduling product launches, and how to handle a sold out product, Go Here.

Taxes

It's important to be in compliance with all tax rules and regulations when you sell products online.To learn how to create tax rules for every country and state to which you ship physical products, Go Here.

Shipping

Shipping is a major component of selling physical products online. Whether you want to ship flat rate, by weight, or carrier calculated, Squarespace lets you configure the right option for your store. To learn more about the ins and outs of shipping rates, Go Here.

Discount codes and coupons

Offering discounts, coupons or special pricing can be a great strategy to drive sales and encourage spending. To learn more about creating discount rules, Go Here.

Orders

If you want to learn more about canceling or refunding orders managing and fulfilling orders, adding notes to an order, or even exporting orders, Go Here.

Payments

You can view successful payments, refunds, and other transactions in the Payment Activity panel. Clicking a transaction leads to a detailed payment summary, this may be useful if you want to review refunds, failed charges, and payment processor fees for a specific order. To read more, Go Here.

THE TEXT ON MY WEBSITE?

The Text Block is the primary means of adding text to your site. You can use Text Blocks to add headings, links, lists, quotes, and preformatted text. Go Here for a how-to.
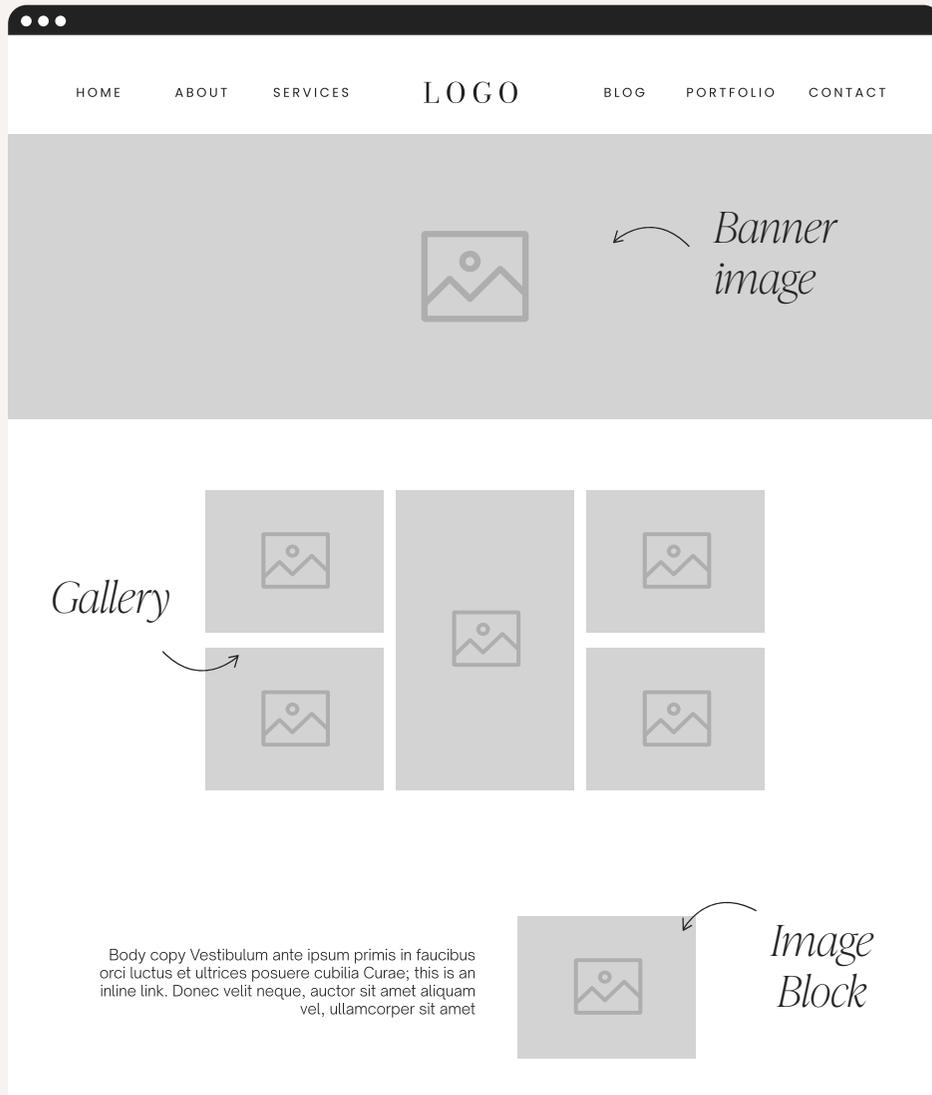
TIPS
When adding text to your site, follow these best practices:

- If you're pasting text from another source, paste it as plain text. This action removes formatting that can interfere with how your text displays. For preparing text outside of Squarespace, consider using a plain text editor such as Notepad for Windows or TextEdit for Mac.
- To troubleshoot text you've already pasted, use the Text Toolbar to remove formatting. For more tips, visit Fixing text formatting.
- Use the Text Block to add your text. Use the Style Editor to change fonts, colors, and sizes.

WATCH THE VIDEO

The website mockup shows:
- Navigation: HOME, ABOUT, SERVICES, **LOGO**, BLOG, PORTFOLIO, CONTACT
- *Banner image*
- *Gallery*
- Body copy Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; this is an inline link. Donec velit neque, auctor sit amet aliquam vel, ullamcorper sit amet
- *Image Block*

*How do I change
an image on my website?*

STEP 1 - OPTIMIZE

Firstly, please optimize your images for web! In basic terms, this is making sure they are a good file size that is still clear and crisp but isn't too big (which can cause slow loading speeds for your website = not good!). Run your images through an optimizer like TinyPNG and try to get them under 500kb if possible. Go Here for more information on how to do this.

STEP 2 - CHANGE IMAGE

- If it is a Gallery image - Go Here
- If it is a Banner image - Go Here
- If it is a Image Block - Go Here

STEP 3 - ADD ALT TAG (WHERE POSSIBLE)

Alt text is text associated with an image that some browsers display instead of the image. Search engines use it to identify the content of a page. Adding alt text to images is a great way to give your site an SEO boost and make it more accessible.

Alt text is also helpful for assistive screen readers or browsers with images disabled. Find out how to add alt tags to images here

WATCH THE VIDEO HERE

TESTIMONIALS

# HOW DO I ADD NEW TESTIMONIALS TO MY SITE?

WANT THE SHORT ANSWER? EASY!

Your Testimonials are set up in your 'Unlinked Pages' section. Simply navigate to this in your Pages, add a 'blog' post (click the little + symbol) > add your title > add an excerpt > publish. Then you will have a new testimonial!

If your testimonials show up on your homepage, it is because they are part of a Summary excerpt. Learn more about this here.

Head over to the Squarespace website to learn how to create a blog post, tag and categorize posts, create a post excerpt, enable comments, push your posts to social media, and more.

WATCH THE VIDEO HERE
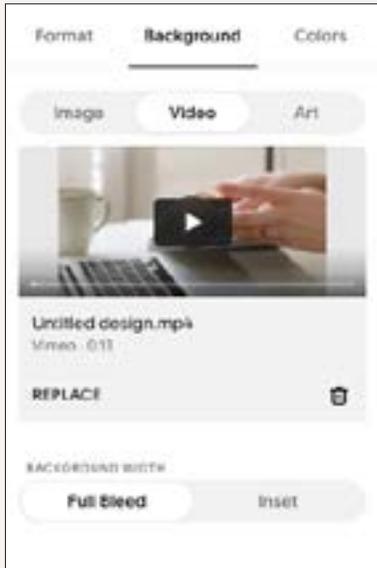
THE VIDEOS ON MY WEBSITE?

I WANT TO: CHANGE THE HOMEPAGE VIDEO

In some templates, you can add a video background to a website page banner in place of a static banner image. This creates a great visual effect when you combine it with text overlays.

WATCH THE VIDEO

I WANT TO: CHANGE A VIDEO IN THE VIDEO GALLERY

The Video Block adds an externally hosted video to your site. This guide uses a YouTube video as an example.

WATCH THE VIDEO

I WANT TO: ADD ANOTHER VIDEO

If your site is quite large, you may want to start just linking to a video on your Youtube Channel. In that case, all you need to do is add an image of the video and then add a button to the image with that link.

WATCH THE VIDEO

FOR THE DIY'ER

I WANT TO LEARN MORE!

The great thing about your new Squarespace website is that you now have full control to make any updates / edits / style changes / anything you can imagine.

If you are wanting to take full control and learn how to do this yourself without having to rely on a developer or designer for help, check out these resources and empower your learning!

ALL HELP GUIDES

VIDEO SERIES

WEBINARS / WORKSHOPS

FORUM

FOR THE BUSY BIZ OWNER

CAN I LEAVE THIS TO YOU?

100% yes! I didn't just build this website to leave you high and dry. My primary reason for creating websites for passionate people like you is to free up your time to spend energy where you want to, not on things that are neither your bag of tricks or best use of your time.

So if you need your site edited, updated, if you need a picture changed, a page added, anything at all, please give me a shout and we can sit down and work out the scope (either charged by the hour, or a flat fee dependent on complexity) and then I can work away while you do business from your hammock on a sandy beach somewhere (or equivalent).

Because I do book out quite early, I do ask that if you have any site requests after our project together has been competed, just give me a big heads up and I will do my best to work your job into my very next availability.

I can also do retainer work on request, so please reach out if this is something you are interested in!

RACHEL@INTENTIONALLY-DESIGNED.COM

SQUARESPACE CUSTOMER CARE

If I am ever unavailable, you can contact the Squarespace team 24 hours a day, seven days a week (totally FREE support too). Squarespace Customer Support is available during these hours:

- Email - 24/7
- Live chat - 4am to 8pm Eastern Time, Monday through Friday
- @SquarespaceHelp on Twitter - 24/7

When you contact support, you'll always talk to real, friendly humans. All Customer Support Advisors work from the Squarespace headquarters in New York, Portland, and Dublin.

You can reach out to them at anytime here.

THANK YOU!

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