

THE ULTIMATE SQUARESPACE BEGINNERS GUIDE



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ARE YOU READY...

TO START PLANNING YOUR FABULOUS NEW WEBSITE?

Gathering together all your content, information, and knowing what you need to include in your website can be a bit overwhelming, where do you start? No need to stress, this planning ebook was created to make your life easier and is the ultimate guide to help you get everything you need, ready to go, before you begin developing your Squarespace website. Happy planning!

Note: All text highlighted and underlined in purple are active links to further info.



WHO IS...

JOANNE TAPODI CREATIVE?

Hi there, thanks for downloading **The Ultimate Squarespace Beginners Guide**. I hope you find it to be a valuable resource for building your Squarespace website!

I've been designing websites for more than 18 years and have been working solely with the Squarespace platform for over 8 years. I believe Squarespace is an ideal solution for small businesses who want an easy to manage website that looks professional and works. I love guiding my clients in creating a brand with meaning and purpose, a brand that achieves their unique vision and values, and connects with their ideal audience.

As a branding and Squarespace expert, Circle Member and Authorised Squarespace Trainer, I assist clients in creating a strong online presence, whether that's designing a customised website for them (the count for that is over 120 at the moment), or by training them to use the Squarespace platform to develop their own website.

My ultimate goal is educating people about the value of a strong brand image and empowering them to achieve success with an outstanding brand presence.

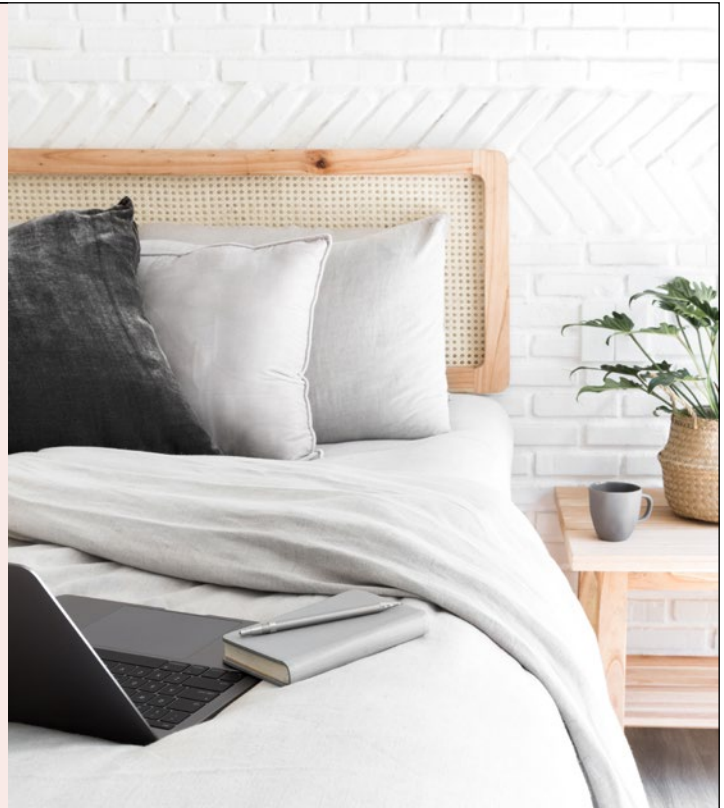
BUT FIRST...

YOUR EXCLUSIVE DISCOUNT

As a thank you for downloading this ebook I would love to give you **10% OFF** your first year of Squarespace website or domain hosting. Use my affiliate code **JOANNETC10** and ensure you select an annual payment plan to receive the discount. **Let's get started!**

PURCHASING YOUR DOMAIN

BEFORE YOU DO ANYTHING YOUR FIRST STEP SHOULD BE PURCHASING YOUR DOMAIN NAME TO MATCH YOUR BUSINESS NAME.



You will want to have consistency across your website and social media with your business name, it is ideal if all these channels have the same naming structure. You get a year free domain hosting with [Squarespace*](#) when you purchase an annual website hosting plan, there are many domain variations you can select as well as a .com.au, or .au option.

I recommend purchasing your domain in .com, .com.au and .au (if you are located in Australia) so you can ensure that no one else can purchase one, or the other, with the same domain name. An alternate option, if you would prefer to purchase your domain through a third party provider, is [GoDaddy](#) as they have a very simple integration method for connecting domains to Squarespace websites and are very competitively priced.

REGISTERING A BUSINESS EMAIL

Having a business email like hello@yourbusiness.com creates a professional impression with potential clients, so you may want to consider purchasing a business email, either through your domain provider or with Google Workspace.

If you opt for a business website hosting plan (or higher) with [Squarespace*](#) you can register for a [professional Google Workspace email](#) directly through the Squarespace platform and receive your first year of email hosting for free.

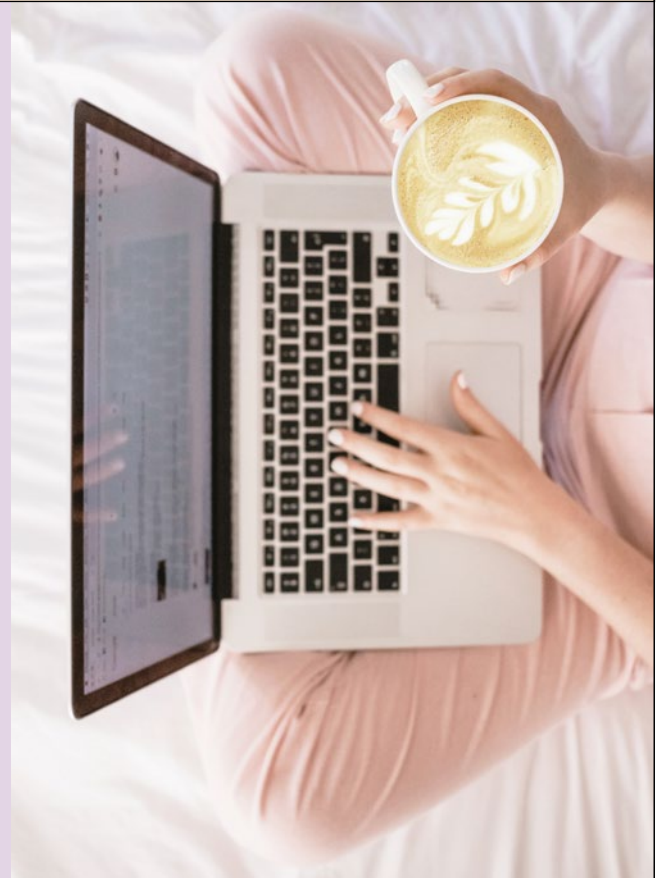
By purchasing a professional Google Workspace email you are in-turn creating a Google Workspace account associated with your website and business, which can be linked up to [Google Search Console](#) to assist with tracking your website analytics and SEO.

LINKING YOUR SOCIAL MEDIA TO YOUR WEBSITE

You can include your social media icons and links on your Squarespace website by simply uploading the unique URL for each platform. However, if you want to include your live Instagram feed on your website, or you would like to have social sharing to your Facebook, LinkedIn or Pinterest accounts for scheduled blog posts, etc. you will need to have your login details handy for these accounts in order to link up the accounts to your website and activate push and pull for social content.

SETTING UP A MAILING LIST

It is a very good idea to integrate an EDM (Electronic Direct Mail) provider with your website so you can get visitors to subscribe to your 'newsletter' when they visit your website. Squarespace has its own built-in EDM called [Squarespace Campaigns](#), this is a great way to communicate with your audience, is aligned to your websites look and feel, and can directly link to your web content seamlessly, if you are sharing a product or blog for example. [Mailchimp](#) also integrates well with Squarespace. If you are using another EDM provider it may be possible to link it up to your website using [Zapier](#).



ACCEPTING ONLINE BOOKINGS

[Acuity](#) is the best booking application to use with Squarespace, it is a Squarespace company and can be easily integrated with your website. If you already use the Acuity app you can link this via the Appointment Scheduling Block. If you have yet to register an Acuity account I would recommend doing this via your Squarespace website using [Squarespace Scheduling](#) then you can manage your bookings directly through your Squarespace website. You can also use other scheduling/booking providers such as [Calendly](#) if you prefer, you can either create a button that links to your external booking site, or if you want to have it integrated on your site this would involve adding third party coding to a code block.

SELLING PRODUCTS ONLINE

The integrated payment gateway for e-commerce with Squarespace is [Stripe](#), if you are selling products (physical or digital) you will need to create a Stripe account that can link to your online shop. You can also activate [AfterPay](#) from within your Stripe account to allow your customers to pay in instalments, this is available for physical products only.

Whilst Stripe processes payments for your website via credit and debit cards, and is mandatory, you can also opt to include payments for customers via [PayPal](#). If you would like to accept PayPal payments you will need to set-up your own account for that too. PayPal will of course have a different set of rules from Stripe and different transaction fees.

Please ensure you properly complete your full profile with all relevant information in Stripe and PayPal otherwise you may have issues linking your profile when the time comes to activate your online shop.



SELLING EVENT TICKETS ONLINE

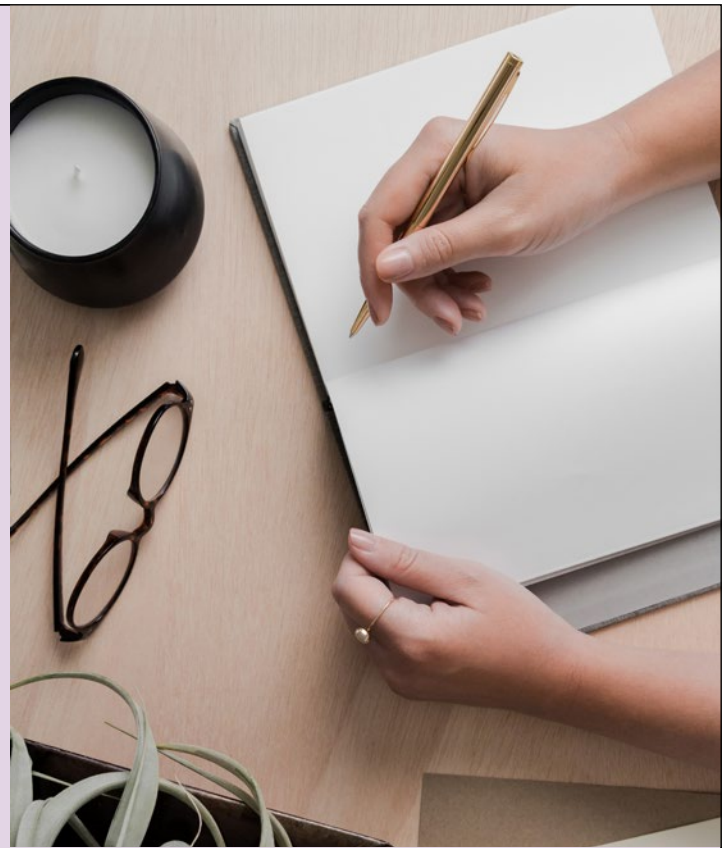
You have a few options when it comes to selling tickets on your website, you can use the built-in Squarespace e-commerce tools, or you can sell events and workshops using [Squarespace Scheduling](#), or third party providers such as [Eventbrite](#) and [Humanitix](#). Take some time to consider which option would work best for you and your website.

SELLING MEMBERSHIPS AND COURSES ONLINE

You have the capability in Squarespace to sell memberships and/or courses to your customers using a password protected area of exclusive content on your website that customers can gain access to by selecting/purchasing a membership option. [Member Areas](#) and [Courses](#) are great for online businesses that want to educate and inspire their audience by creating memberships or online courses on their website without the need for third party plug-ins. Payment will link to your connected Stripe account.

PLANNING YOUR WEBSITE IMAGERY

Images help to express your brand visually, I would highly recommend employing a photographer to take some professional images of you and/or your products. Including a profile image of you on your website helps visitors form a personal connection to you, and your brand. Allow approx. 4 weeks in your planning schedule to book your photoshoot, attend the photoshoot, select your final images and provide to your photographer for final editing.



If you don't have all the photos you need, consider using stock photos. [Getty Images](#) (paid), [Shutterstock](#) (paid) and [Unsplash](#) (free) are just a few great resources. You are also able to access Unsplash and Getty image libraries directly from your Squarespace website editor when adding image content to your site. It's best to obtain your images as high resolution, this way when you make them smaller for web view they will be at their best quality. Ensure you get a good mix of image orientations, landscape images are best for full edge-to-edge images on a website.

WRITING YOUR WEBSITE COPY

Time to write all about you, your brand and business. There is a certain art to creating copy that will engage your audience and relate to your target market. I would suggest employing a copywriter to help you with your website copy if you have the budget, it is really effective at getting your message across in a meaningful way, as well as utilising keywords to their full potential to be found on Google.

If you are writing your own website copy make sure that it relates to your audience, is written in an authentic and personal way to connect with your target market, clearly describes your offering, and also utilises keywords and phrases to help with your SEO. If you are incorporating a blog on your website make sure you have at least one blog article/post prepared to launch your website with.

WEBSITE TERMS & CONDITIONS AND PRIVACY POLICY

Australian privacy legislation requires all Australian websites to post a Privacy Policy statement if they collect any customer or website visitor information such as... email addresses, physical addresses, telephone numbers, credit card numbers, data cookies, etc. So, even if you have a basic contact form on your website you **MUST** have a Privacy Policy. If you are marketing to a global audience you will need to check on being GDPR compliant as the privacy laws differ for other countries. You will definitely require a cookies policy pop-up on your website if you are offering services/products to an international market.

If you are selling products, whether it be through an e-commerce shop set-up, or via order forms, it is strongly advised that you include Terms and Conditions on your website. I would even recommend having a T&C page if you are a service provider, if only to protect the intellectual property that appears on your website.

There are two ways you can go about getting a Privacy Policy and T&C's (if required), either by speaking to a lawyer, or using an affordable and easy online resource like [Legal123*](#). Legal123 offers a website package for a small fee available for download from their website, they are an Australian business and comply with the Australian privacy standards, plus they are actually lawyers that provide many other legal resources for businesses, including contracts and personal legal information.





REGISTERING YOUR SQUARESPACE PLAN

Once you have gathered all your info and prepared your content you will be ready to start your [Squarespace*](#) trial, create your Squarespace profile and start building your dream website.

The initial trial period lasts 14 days, after this you will need to purchase your plan with Squarespace. In this document I have included a quick breakdown of the differences between plans and their relative pricing, you can find this info on page 9. Opting for an annual plan will save you money in the long run, you are able to upgrade or downgrade your plan at any time as well.

Use affiliate code **JOANNETC10** for 10% off your first year of [Squarespace*](#) hosting.

DON'T MISS A THING... USE THE CHECKLIST

Find your handy website planning checklist on page 10 of this document and tick off all your preparation steps.

IT'S NOT OVER YET

KEEP GOING, THERE ARE MORE USEFUL LINKS AND RESOURCES ON THE FOLLOWING PAGES. >

REGISTRATION COSTS + ADDITIONAL EXPENSES

REGISTRATION COSTS	TOTAL
Personal Website hosting via Squarespace, unlimited pages, SSL security included. Free custom domain with annual purchase (does not include email address registration). Limited functionality regarding customisation. 24/7 Customer support.*	\$ 192.00 p/a (+10% GST)
Business Website hosting via Squarespace, unlimited pages + e-commerce included, 3% Squarespace sales transaction fee + 1.75% (+30c) Stripe sales transaction fee. SSL security included. Free custom domain + professional email address included with annual purchase. Additional customisation features. 24/7 Customer support.*	\$ 300.00 p/a (+10% GST)
Commerce Basic Website hosting via Squarespace, unlimited pages + e-commerce included, no Squarespace sales transaction fee + 1.75% (+30c) Stripe sales transaction fee. SSL security included. Free custom domain + professional email address included with annual purchase. 24/7 Customer support. Additional customisation features + much more.*	\$ 408.00 p/a (+10% GST)
Commerce Advanced Website hosting via Squarespace, unlimited pages + e-commerce included, no Squarespace sales transaction fee + 1.75% (+30c) Stripe sales transaction fee. SSL security included. Free custom domain + professional email address included with annual purchase. 24/7 Customer support. Full range of additional customisation features + much much more.*	\$ 624.00 p/a (+10% GST)
Domain registration via Squarespace for first year on all annually purchased plans.*	FREE
Domain renewal via Squarespace for additional years.*	Starting at \$ 16.20 p/a (+10% GST)
Professional email address registration via Squarespace provided by Google.*	\$ 100.80 p/a (+10% GST)
<p>For further details on Squarespace plan pricing and inclusion please visit... www.squarespace.com/pricing For further information on Stripe pricing structure please visit... www.stripe.com/au/pricing For further information on PayPal pricing structure please visit... www.paypal.com/au/webapps/mpp/paypal-seller-fees</p>	
ADDITIONAL POTENTIAL EXPENSES TO CONSIDER	
Stock photography cost per image approx \$10, if you are unable to source free stock.	
Copywriting services	
Photography services	
Hair and makeup for personal profile photoshoot	

Don't forget to use affiliate code [JOANNETC10](#) for 10% off your first year of [Squarespace*](#) hosting.

Prices correct as at 01/01/2024 and may be subject to change.

*Squarespace terms and conditions apply.

WEBSITE PLANNING CHECKLIST

1. Domain Purchased - Have you secured your unique domain for your business? Make sure you get a .com, .com.au and/or .au if you are operating in Australia. Make sure you have your login details handy to link things up when you're ready to take your website live if your domain is registered with a third party provider like GoDaddy.

2. Squarespace Plans - Have you had a look through the Squarespace plans and decided which is best for you based on the package inclusions? You can always upgrade or downgrade at any time. Only start your trial once you are ready to begin build.

3. Business Email Registered - Have you purchased and registered your business email, either with your domain provider or with Google Workspace via Squarespace?

4. Social Media Accounts - Have you got your login and password details handy for all the relevant social media accounts that you would like to have linked with your website (Facebook, Instagram, LinkedIn, Pinterest, etc)?

5. Newsletter Subscription - Will you be gathering email data from your website through a newsletter subscription? If so, make sure you have created your Squarespace Campaigns account, or Mailchimp account, or if you are using another alternative make sure you have also created a Zapier account.

6. Online Booking System - If you're going to be using a booking/scheduling app on your website look into Squarespace Scheduling as an option, you can create your account within Squarespace.

7. Online Store - If your website has an online shop have you created your accounts with Stripe and PayPal and kept your login and password details handy? Please ensure you properly complete your full profile with all relevant information in Stripe and PayPal to adequately link these apps to your online shop.

8. Selling Event Tickets - Will you be selling event or workshop tickets via your website? Make sure you have registered with your third party provider (like Eventbrite) if you aren't going to be using the built-in Squarespace e-commerce or Squarespace Scheduling.

9. Member Area & Courses - Will you be offering access to online memberships or eCourses via your website? Make sure you have created your accounts with Stripe and PayPal to connect to the payment portal and kept your login and password details hand. Please ensure you properly complete your full profile with all relevant information in Stripe and PayPal to adequately link these apps to your online shop.

10. Website Terms & Conditions and Privacy Policy - Have you prepared your website T&C's, Privacy Policy and Cookies pop-up disclaimer for inclusion on your website?

11. Website Images - Have you obtained all images in relation to your website in high resolution? These can be professional photography or stock imagery. Please note they need to be downgrade to low resolution for web view.

12. Website Copy - Have you prepared your website copy that relates to your audience, is written in an authentic and personal way to connect with visitors, and also utilises keywords and phrases to help with your SEO?

THANK YOU...

For downloading **The Ultimate Squarespace Beginners Guide**.
I hope you find it to be a valuable resource for building your Squarespace website!

Got questions? Want some extra help? Book a power one hour brand/website consult with me...

BOOK NOW



*Please note that any links followed by an * are affiliate links, when you click on an affiliate link and make a purchase, I receive a small commission (at no additional cost to you). I personally use these services and will only ever recommend businesses that I have had personal experience with and believe are beneficial to my clients and followers.*

This guide has been prepared and intended for an Australian audience, therefore some information may not be relevant or correct to other countries. Majority of the links provided in this document go directly to the Australian website versions, although many of the related companies are international providers.

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