

DIY YOUR OWN SQUARESPACE WEBSITE: WORKBOOK

*Step by step guide to DIY a Squarespace Musician
website from start to launch*

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 Designing the Row

SITEMAP

Before you start designing your website, you need to decide on your call-to-action and website content: the pages you want to have in your navigation and what goes on each.

Call-to-Action: What do you want people to do when they visit your site? View your tour dates? Buy your music? Subscribe to your email list? **Pick one** action and list it below.

Page Navigation: What pages do you want on your website?

Examples: Home, About, Tour, News, Music, Media, Contact

You can use the space above as a guide to sort out your ideas, but I recommend using a Google Drive folder to organize all of your content (sitemap, logo, bio, photos, etc.).

Checklist

- Clarify your Call-to-Action (CTA)
- Start a Google Drive folder for your website project
- Create a Sitemap Doc within the folder
- Decide on your website's Page Navigation in the Sitemap Doc
- Detail out the content that goes on each page (*be specific, actually include your bio text, the exact photos #s you want to use, the logins for any social media accounts you want to connect*)
- Add your photos to a folder within your main website project folder
- Upload any other necessary content to your Drive (*bio, video links, etc.*)

For more about Sitemaps, watch day 2 video at www.designingtherow.com/website-diy-101

BRAND DESIGN

Just like defining the content that goes on your website, you need to create your brand design before you begin designing your website.

Colors: Follow along with the video tutorial and create your custom color palette at color.adobe.com. List the hex codes of your palette below.

Examples: White is #ffffff and Black is #000000

You will refer to these color codes often when designing your website, so make sure to keep this page handy!

Checklist

- Define your color palette with specific hex codes
- Decide on a logo or specific font for your name
- Decide on your main fonts, or at least the style (serif, sans-serif, thin, modern, etc.)
- Create a favicon using [Canva.com](https://canva.com) (50px x 50px graphic that shows up in the browser tab)

For more about creating your Brand Design, watch day 3 video at www.designingtherow.com/website-diy-101

SQUARESPACE

Finally! It's time to start designing your website! If you don't already have a Squarespace account, start your free 2-week trial by going to [Squarespace.com](https://www.squarespace.com)

Squarespace login

Checklist

- Create a Squarespace account
- Select a template (*to follow along with Katherine, use Pacific*)
- Delete all of the sample pages (*except Home*)

About Squarespace paid plans

Squarespace Personal Plan | \$12 per month billed annually or \$16 month to month

- 20 Pages, Galleries, and Blogs with Unlimited Bandwidth and Storage, and 2 Contributors
- Mobile-Optimized Website
- Powerful Website Metrics
- Free Custom Domain (with annual purchase)
- SSL Security Included
- 24/7 Customer Support
- Fully Integrated E-Commerce
- Sell Unlimited Products & Accept Donations
- 3% Transaction Fee

Squarespace Business Plan | \$18 per month billed annually or \$26 month to month

- Includes all from Personal Plan... plus Unlimited Pages, Galleries, and Blogs with Unlimited Bandwidth and Storage, and Contributors
- 2% Transaction Fee
- \$100 Google AdWords Credit
- Promotional Pop-Ups

How to choose? If you have 20 pages or less, go Personal... more than 20 pages, Business. It's that easy!

SHOP

Use the following chart to map out the products you want to sell on your web store.

Product	Digital Physical Service	Price	Variations	Inventory	Weight
Example: New Album	Physical	\$15 \$20	CD Vinyl	200 30	0.7 lbs 1.5 lbs

Stripe and/or PayPal login

SEO & SQUARESPACE BACKEND

Search Engine Optimization. It sounds so much more intense than it really is! If you follow these steps, your site will be good to go with strong SEO.

Google Yourself: What are the top 10 results?

If anything you see needs updating or editing, make notes and get to work! Want your website or another profile to rank higher? Be more consistent in sharing new content on that platform.

SEO Checklist

- Give all of your images relevant titles (include your name!)
- Add text to Squarespace. Settings > SEO
- Give your gallery images titles and custom URLs
- Add descriptions to your pages using keywords in sentences
- Add a site description. Settings > Basic Information

Backend Checklist

- Connect your social media accounts to display icons. **Settings > Connected Accounts**
- Select a page of your choice to show instead of ever giving viewers a 404 Error/Not Found page. **Settings > Advanced > 404 Error Page > Select page.**
- Add your Facebook pixel code to retarget your website audience with your Facebook ads. **Settings > Advanced > Code Injection > Paste pixel code into Header**

LAUNCH!

Squarespace serves as your design platform as well as website hosting... and a place to purchase a domain name if you don't already have one.

Domain Name Provider Login: (Squarespace? GoDaddy? Bluehost? Network Solutions?)

Domain Renewal Date

Squarespace Renewal Date

To go live with your website, follow the following steps.

Checklist

- Upgrade your Squarespace account if you're on a trial
- Purchase your domain through Squarespace if you don't already have one
- To connect a domain you already own: **Settings > Domains > Use a Domain I Own > Enter Domain Name > Select Provider > Follow Squarespace's steps to connect to your specific provider**

Domain changes can take up to 24-48 hours to take effect, so don't worry if your site doesn't go live immediately or if your DNS Settings appear to be connecting and disconnecting when you refresh... that means it's working!

Note: Providers like GoDaddy usually connect automatically and go live immediately. Others such as Network Solutions will require manual updates on your end and will take a day or so to change over.

Congrats your website is live!! Share it out and enjoy!

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