

# Squarespace Website Launch Checklist

Build An Artist Website Using Squarespace ©Gayle Mahoney

## Pre-Launch Steps

- Finish uploading content**, finessing your design styles and adjusting layouts
- Finish uploading your products** and setting up your shop navigation, categories and tags (If you are launching your shop now)
- SEO Checklist** - Go through the Squarespace SEO Checklist which can be found in Marketing/SEO Appearance, or click the link below. Or click here: <https://support.squarespace.com/hc/en-us/articles/360002090267?platform=v6&websiteId=603d7fb511b789339db1b194>

I have included the most important items in this list that should be done pre-launch, but you should go through the full checklist to make sure your site is fully optimized.

- Enter your business information** in Settings/Business Information, enter the email address you want to be public on your site. Leave your address off unless you have a physical studio or workspace that's open to the public.
- Connect your social links** (Facebook, Instagram, LinkedIn etc.)  
You will need the URL associated with your social page (for example, [www.facebook/gaylemahoney](http://www.facebook/gaylemahoney)). Go to Settings/Social Links, you can edit the defaults to link to your pages, delete the defaults if you don't use those platforms, or click at the bottom to add a social link or email link.
- Customize your 404 page** – To do this, create a new page in the “Not Linked” section. Add any message or content you want to add. You can call it something like Custom 404 page. To activate, go to Design/404 Page to select the page. A 404 page appears when there is a broken link to content on your website. This occurs when you either remove or rename a page. You can customize this to make it more friendly and useful to your site visitors.
- Activate Pinterest save buttons** (allows people to save your images/web link to their Pinterest boards). Go to Marketing/Pinterest Save Buttons. Select which option you prefer to activate. This is a great way for people to share your content in Pinterest.
- Turn on SSL** in Settings/Advanced/SSL – this ensures maximum security for your website
- Billing** - pay for your Squarespace subscription plan if you have not done so already. If you do not plan to sell through your site right now, you can sign up for the Personal plan and upgrade to the Business plan when you are ready to launch your shop. If you plan on selling right away, then start with the Business plan.
- Register your domain** (you can do this right in Squarespace or use a third party), or – if you already have one – find your login and password for your domain registrar (GoDaddy, Register.com, etc - whatever company you used to register your domain). You will need your login info to connect your domain to Squarespace. Note: It can sometimes take a day or two for your

domain to be registered, depending on the service, but usually it happens within an hour or so.

**To get a domain through Squarespace** (easiest option if you don't already have one) go to Settings/Domains and click the "Get A Domain Button"

## Launch Steps

- Connect your domain**  
Go to Settings/Domains/Connect or Domains/Use A Domain I Own

Squarespace has an automated system for connecting domains from some major registration companies (GoDaddy, Yahoo etc.). When you start the process, Squarespace will walk you through the steps.

**If you get a prompt that you need to edit your DNS (Domain Name Server) settings**, there are two ways you can do this.

1. **The easiest way:**  
You can contact your domain registrar's tech support and they will assist you.
2. **Or you can do it manually:** Log into your domain dashboard (GoDaddy etc), go to your domains and find DNS settings. You can then add the files that are missing. [See the steps here.](#)

**NOTE:** If you have a domain that isn't registered with Squarespace, you will see an option to transfer your domain to Squarespace. **You don't need to do this**, I recommend that you keep it with your current registrar and just connect it.

- Make your site public** in Settings/Site Availability, if you haven't paid for your plan yet then click the button that says "Update to Publish."

## Keep in mind:

It can take up to 72 hours for your site to go live, although I find that this is unusual and will usually be live within a few hours.

## Launching Your Shop (this can be done before or after your whole site launches)

- Add your shop products, tags and categories**
- Connect at least one payment processor.** Go to Commerce/Store Payments
- Choose a shipping option
- Set up your sales tax options** - These vary by state so you may need to do some research. There are Squarespace extensions that can help automate sales tax options.
- Make your store pages visible** by dragging your shop up into the Navigation area
- Promote your store**
- For more information** and tips, read this [Squarespace guide](#).

## Post-Launch Steps (We will go over these in the last session)

If you haven't done so already, complete the [Squarespace SEO Checklist](#) in Marketing/SEO Appearance

- Turn on AMP** In Settings/Blogging, (this improves user experience on mobile)

- Register your site with Google and Bing**
- Update your content regularly** to continue growing traffic. A blog is a great way to do this!