

# Squarespace Website Build Checklist

Build An Artist Website Using Squarespace ©Gayle Mahoney

## 1. Step One: Planning and Preparation

- On the class Squarespace Resources page**, read the section “Creating and Organizing Your Content.” This section provides recommendations on the type of information most artists include on their sites, as well as some tips for how to organize your website content in folders on your computer to make it easier to create and upload your content.
- Write a list of all the content you want on your website.** Since we artists are often visual thinkers, it might help you to create some thumbnail sketches of how you want to organize your pages, sections and content blocks. (The techy name for such sketches are “wireframes.”) **Or you can write the content you want on post it notes**, stick it on the wall and look at it for a few days and move things around until you are happy with the flow. Whichever method you use, once you like how it’s organized, **this becomes the road map for your website.**
- Prepare your documents.** If you need to do so, update and write your artist bio, artist statement(s), resume/CV, text for your home page, and a few blog posts.
- Organize and prepare your images.** Group your art images into “portfolio” folders. Write your image information (title, medium, dimensions, and a description of the work) in a text document.

**Tip:** If you have a lot of ideas for features you would one day like to have on your website, prioritize the project by dividing your list into the pages you must have for launch, what you want to add just after launch, and content you can add down the road. It’s better to have something up and add content later than wait until everything is comprehensive and perfect yet you never get to launching your site.

## 2. Create your free Squarespace account if you don’t already have one.

- Go to [www.squarespace.com](http://www.squarespace.com)** to select a template.
- Once you select a template**, click “Start With [Template Name] and click through the questions. Once you create your login and password, you can click through all the other info, you can come enter that later.
- Once you sign up you get a two-week free trial.** Learn how to extend your trial on the class resource page, or you can just sign up for a paid plan at the end of the two weeks. Read the section on “Squarespace Free Trial and Payment Plans” on the class resource page.

## 2. Convert your road map to pages in Squarespace

- Using your page list, **start setting up your pages and navigation in Squarespace.** Make sure to review the “Working in Squarespace – Working With Pages” sections to review the class lesson about page types

- I recommend adding pages to the “Not Linked”** area at the bottom of your page menu, this way you can experiment with the template pages to see which design styles you prefer.
- Organizing your navigation:** Remember that you can use Folders and Links to help organize your pages in navigation. You can change the order of navigation items by dragging pages up and down in your page menu.

### 3. Upload your content

- Once you have your template layout pages organized the way you want, **you can edit or create sections**, and **replace the placeholder content with your own text, images, videos** etc.
- Delete any sections or blocks** on the template page layout that you don't need.
- Add and reposition page elements** until you are happy with the basic layout of each page. Make sure to check the mobile preview to adjust spacing or positioning of any blocks in the mobile site.

### 4. Customize the design

- Once you have your content loaded, **use Styles to customize your site**. Make sure to read the “Customizing Your Design” section on the class resources page.

#### Next steps:

**Product Checklist**

**Launch Checklist**

**SEO Checklist**