



FREE WHITEPAPER

# The **Ultimate Guide** to Building Remarkable Squarespace Websites

INTRODUCING

**FLUID  
ENGINE**

[www.coyotemooncreative.com](http://www.coyotemooncreative.com)



# Introduction

Maybe you've heard that Squarespace is the best website hosting platform to manage your online business. Well guess what? **BELIEVE THE HYPE!**

With best-in-class tools to support your business or creative idea, Squarespace democratizes great design with Fluid Engine—the latest drag-and-drop editor allowing for unbreakable creativity.

So what exactly separates a website that's mediocre to one that's truly remarkable? In this comprehensive guide I will go deep and share my decade of experience working within the Squarespace platform to uncover design tips and tricks to get your website looking incredible. Now let's dive in and see how you can start using design techniques to make the best possible version of your Squarespace website.



## Focus Area



## Resources & Tips

### 1. Set your fonts & typography

Identify that font with [Fonts Ninja](#)  
[How fonts work](#) in Squarespace

### 2. Choose your color palette

Use [Colors](#) to generate your palette  
[Customize your theme colors](#) in SQSP

### 3. High quality imagery

Free stock images with [Unsplash](#)  
[Compress images to under 500 KB](#)  
[Choose compelling images](#)

### 4. Set site-wide animations

Enhance the content on your site  
with [special styling effects](#)

### 5. Dummy text & content creation

Use the [Lorem Ipsum Generator](#)  
Leverage [ChatGPT](#) to write content

### 6. Customize site header

[Style the menu](#) and other elements  
that appear at the top of every page

### 7. Use sections to tell your story

[Add and customize the vertically-  
stacked content sections](#) that create  
the structure of each page.

### 8. Get creative with Shape Blocks

[Create solid-color figures](#), drop  
shadows, image borders, blur effects,  
and more

### 9. Use folder navigation

[Add dropdowns to your navigation](#) to  
make for a better user experience

### 10. Eliminate dangling words

Use Text Blocks to lengthen or shorten  
text to fit on one-line without the  
dreaded dangling word.



## Focus Area



## Resources & Tips

### 11. Scaling text

Set text size to fill the width of the block without line breaks regardless of browser size

### 12. Text highlights

Add emphasis to your text with myriad text highlight features

### 13. Consistent spacing throughout

Do a spacing sanity check on each section to ensure they're consistent. Utilize row count, gap, and height.

### 14. Free code plugins

Over 500+ free plugins for your SQSP site. No opt-in or account required - just grab and go. Ghost Plugins

### 15. Section dividers

Break up section content with elegant flair using Section Dividers. Customize the shape, stroke, color, and thickness.

### 16. Save sections

Create a page section layout you want to reuse, hover over the section and click the heart icon to save.

### 17. Customize footer navigation

An often overlooked but crucial element to a remarkable design. Add mini menus, logos, CTA's, and more.

### 18. Add your browser icon

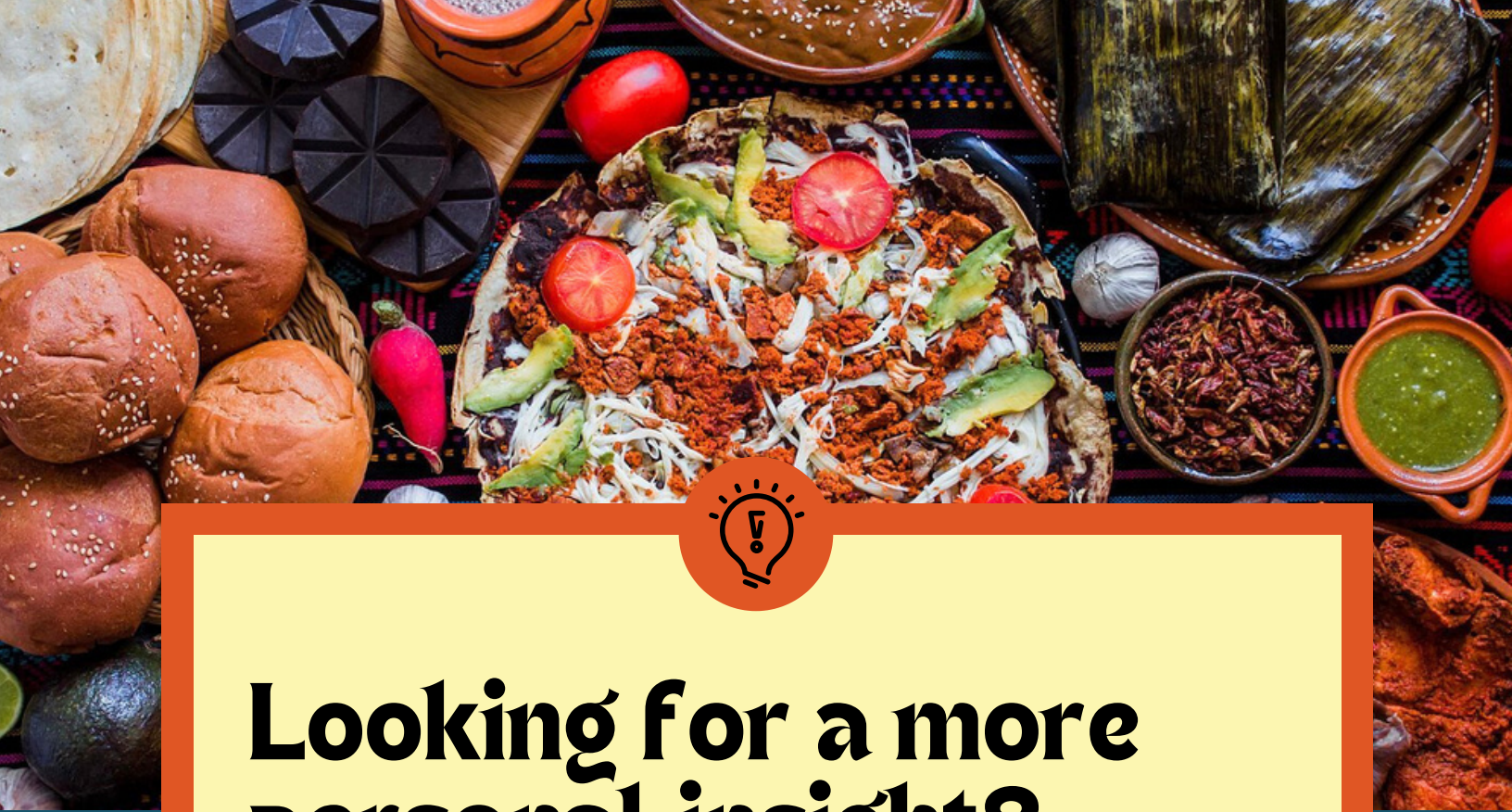
An easy way to distinguish your site as professional. Represent your brand with a custom favicon.

### 19. Add a social sharing logo

Social sharing images display on social networks when you share a URL from your site.

### 20. Take full page screen capture

Zero in on how each page on your site looks to the rest of the world with full page screen grabs using GoFullPage



# Looking for a more personal insight?

I'm here to support you in whichever design or discovery phase you're in. My goal is to help you craft the best possible website using the tools available on the Squarespace platform. As a 7+ year former Squarespace employee, I can help you to identify the process, steps, and implementation to take your website from a yip to a how! Get in touch to learn more.

**Book a call with me ▶**

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