SQUARESPACE

Small business site plan

For small business owners getting ready to build their first website, before they open the editor.

Site name _____ Date started _____

Complete this before you begin building. It takes around 30 minutes and saves hours of rework later. Keep answers short.

1. Your business

Business name

What you sell or offer, in one sentence

Where you work (town, region or online)

Domain name you want (a second choice helps)

2. Goals

Select up to three. The first choice determines what the home page should do.

- ☐ Get phone calls
- ☐ Receive contact form messages
- ☐ Schedule appointments or classes
- ☐ Sell items online
- ☐ Showcase your work
- ☐ Gather email sign ups
- ☐ Provide hours and location
- ☐ Other: _____

Your main goal in one sentence

How will you know it works? (for example 10 enquiries a month)

3. Your audience

Who is your ideal customer?

What three questions must the site answer in ten seconds?

How will visitors find you?

- ☐ Google search
- ☐ Social media
- ☐ Word of mouth
- ☐ Local directories
- ☐ Email or print
- ☐ Other: _____

4. Pages

Write down each page you need. Four are shown in grey as suggestions. Replace them or add your own.

Page	What it is for	Main button or action	Text ready
Home	Show what you do and how to start	Contact button	☐
About	Build trust	See the team or story	☐
Services or Products	Explain what you offer	Request a quote	☐
Contact	Make it easy to reach you	Send a message	☐
			☐
			☐
			☐
			☐

5. Content to gather

Gather these before you start building so you don't face a blank page.

- [ ] Logo
- [ ] Brand colors and typefaces
- [ ] Photos of yourself or your team
- [ ] Photos of your work or products
- [ ] Descriptions of services or products
- [ ] Prices or price ranges
- [ ] Customer reviews
- [ ] Address, phone, email, and hours
- [ ] Social media links
- [ ] Privacy rules and terms
- [ ] Responses to common questions
- [ ] Your story for the About page

6. Launch date

Target launch date

Who gives the final approval?

Review date (before launch)

Budget for plan and domain

Milestone	Who	Due date
Pages written		
Photos ready		
Domain connected		
Final review		
Launch day		

Squarespace notes for your plan

- Annual plans come with a free domain for the first year if the domain qualifies. Check the price during checkout.
- A site can contain up to 1,000 pages. Squarespace recommends keeping the total at 400 or less.
- Limit SEO titles to 70 characters and descriptions to 50 to 300 characters.
- Google Search Console is unavailable on a trial site, so connect it after publishing.

Learn more

Read the matching guide: **Squarespace plans and pricing: which plan do you need?**
https://nvudev.com/website-builders/squarespace/squarespace-pricing/