SQUARESPACE

Squarespace launch checklist

For anyone preparing a Squarespace site to go public.

Site name _____ Date started _____

Check off each item as you complete it. Squarespace sometimes changes menu names, so use help search if a label has changed.

Plan and domain

- [ ] Switch from the trial to a paid plan. Google Search Console does not work with a trial site.
- [ ] Annual plans come with a free domain for the first year if the domain qualifies. Check the price during checkout.
- [ ] Confirm the registrant email using the link Squarespace sends. A domain that is not verified may be suspended after 15 days.
- [ ] After connecting a domain purchased elsewhere, wait 48 hours before verifying with Google.
- [ ] Keep WHOIS privacy enabled. It is included and automatic for most domains.

Content check

- [ ] Change all sample text, images and buttons.
- [ ] Review your business name, address, phone number and email on every page.
- [ ] Include your privacy policy and any terms or return policy you need.
- [ ] Add alt text to important images.
- [ ] Set an SEO title of 70 characters or fewer and a description for each page.

Test everything

- [ ] View every page on a phone, tablet and desktop screen.
- [ ] Send a message through each form to make sure it comes through.
- [ ] Place a test order if you sell products.
- [ ] Test each menu link, button, and social icon.

Visibility and redirects

- [ ] Remove any site password to let visitors view the site.
- [ ] Use the **SEO** tab in each page's settings to hide pages from search results.
- [ ] If you are replacing an old site, set up 301 redirects in **Developer tools**, then **URL mappings**.

After you are live

- [ ] Go to **Analytics**, then **Search keywords**, and select **Connect** to link Google Search Console.
- [ ] Wait up to 72 hours for keyword data to show up.
- [ ] View the live site on your phone while signed out of Squarespace.
- [ ] Share the link and include it in your email signature and social profiles.

Learn more

Read the matching guide: **Squarespace domain: how to search, buy, connect and transfer one https://nvudev.com/website-builders/squarespace/squarespace-domains/**