SQUARESPACE

Squarespace SEO checklist

For small business owners with a Squarespace 7.1 site who want to attract more search traffic.

Site name _____ Date started _____

Start with the top box and work down. Each task takes a few minutes, and most only need to be done once.

Set up

- [ ] Publish your site, remove any site password, then connect Google Search Console in **Analytics** and **Search keywords**.
- [ ] Go to the **SEO/AI Visibility** panel and review the SEO report.
- [ ] There is no need to build a sitemap. After the site is published, Squarespace creates yourdomain.com/sitemap.xml and keeps it updated. Trial sites do not have one.
- [ ] Submit the sitemap in Search Console if you choose. This is optional.
- [ ] Use a single primary domain and let Squarespace manage the secure connection.

Titles and descriptions

- [ ] Keep SEO titles at 70 characters or less. The field allows up to 100.
- [ ] Write SEO descriptions that are 50 to 300 characters long. The field allows up to 400.
- [ ] Lead with the key point. Search engines may shorten descriptions at around 160 characters.
- [ ] Give each page a unique title and description.

Pages and content

- [ ] Add alt text to each image that conveys meaning.
- [ ] Use headings in sequence and include one clear main heading on each page.
- [ ] Limit the site to around 400 pages. Squarespace permits up to 1,000.
- [ ] Link related pages and posts to one another in the text.
- [ ] Use the **Hide page from search results** switch in the page's **SEO** settings to hide thank you pages and other thin pages.

AI tools and markup

- [ ] Use **Improve with AI** in the SEO report. It requires Fluid Engine on version 7.1, and every suggestion is editable.
- [ ] Keep the structured data unchanged. Squarespace adds it for blog posts, events, local business, organization, products and the website, and it cannot be edited.

Redirects and checks

- [ ] When an old URL stops working, add a 301 redirect under **Developer tools**, then **URL mappings**.
- [ ] Check each redirect by opening the old address.
- [ ] For a local business, set up a Google Business Profile using the same name, address, and phone number as your site.
- [ ] Each month, check Search Console for pages with errors and the searches that bring in visitors.

Learn more

Read the matching guide: **SEO on Squarespace: how to set up your site for search**
https://nvudev.com/website-builders/squarespace/squarespace-seo/