Making Everything Easier!™

Squarespace® FOR DUMMIES®

Learn to:

- Build a dynamic blog or website quickly and easily
- Choose the right page module for your purpose
- Incorporate a photo gallery, discussion forum, or Twitter feed
- Manage your website from your iPhone

Kris Black

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Squarespace For Dummies®

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Squarespace™ For Dummies®

by Kris Black

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About the Author

Kris Black has been creating interactive experiences since his junior year in high school, far back in 1993, using Apple's HyperCard program, which allowed him to create stacks of digital cards containing information, much like web pages within a website. He wasn't introduced to HTML, the code behind the web, until he took a computer science 101 course in 1998.

After graduating from the University of South Carolina, Kris began his career as a graphic designer for the South Carolina Department of Health and Environmental Control (SC DHEC) and did web design in his spare time as a hobby. After he was promoted to Art and Photography Director at SC DHEC, he decided it was time for a change. He began freelancing, building websites for clients many different popular — and unpopular — blogging and website building tools. After many frustrating and sleepless nights, Kris began favoring a lesser known website building tool called Squarespace in 2004.

In 2009, Kris was offered the opportunity to work for Squarespace, Inc. as a customer support specialist. Assisting customers helped Kris gain an even deeper knowledge about using Squarespace. Kris continued freelancing and rebranded his portfolio site as Squarehero: Your Ultimate Website Professional.

In mid-2011, after leaving Squarespace, Inc. Kris continued creating and developing websites for his clients under his new business, black&hue. He continues to use Squarespace exclusively for all site projects because he believes it offers his clients the best experience for building and maintaining their websites.

Kris and his wife live in Columbia, South Carolina. They have two creative and wonderful children who still have no idea what their daddy does on the computer all day. Just recently, his oldest was shocked to hear that her daddy has his own website. Unfortunately, my site isn't as cool as the Nickelodeon website. Oh, well.

Dedication

I dedicate this book to my beautiful bride, Stacey, for providing me with the inspiration to be a better person and to never settle. If it weren't for her, I'd be lost, hungry, and shoeless. I love you.

I also want to give a special dedication to my wonderful children, Mya and Jaxin. Their rambunctious behavior and constant requests to go outside, to get something to drink, or to select another movie to watch inspired me to spend many, many hours at Panera Bread and Starbucks writing this book. Mya and Jaxin, you are everything to me. I love you.

Author’s Acknowledgments

I remember when I used to lie in bed wishing I would one day get the opportunity to thank people for helping me accomplish something great. Although I hoped I would be thanking people for my Oscar, this book will have to do. Whom do I thank first? I guess I’ll start at the beginning.

Mom and Dad, thank you for allowing me to follow my own path and be my own person.

Next, I’ll skip ahead a few years to when I worked for Squarespace, Inc. and had the opportunity to write this book. The following people enabled me to accomplish the momentous task of being a first-time author.

Anthony Casalena, founding Squarespace, Inc. is publicly viewed as the greatest thing you’ve ever done, but offering me a job to work for Squarespace is the greatest thing you've ever done for me. Thank you.

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And how could I forgot about you, Squarespace customers or soon-to-be customers. Thank you for buying this book and allowing me the opportunity to help you.

And last, I would like to thank my wife, Stacey. It all starts and ends with my love for you. Thank you for saying yes that day in my dorm room over a slice of pizza and a sub sandwich. I told you I would be famous one day.

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Introduction

It was a dark and stormy night . . . wait, this is not that kind of book, is it? Hmmm. Let's try this again.

Hello. Welcome to *Squarespace For Dummies.* My name is Kris Black and I'm a Squarespace junkie. Not to make light of being a junkie, and I apologize if it offends anyone, but I truly am addicted to Squarespace. I love it, but only in a plutonic way. Before we talk about this book (see the next section), let me tell you about myself and why I'm the perfect guy to write this book and help you.

I've been using Squarespace since 2004, pretty much since its birth. I'm a self-taught web professional, with my first introduction to building sites on the web in 1998. Yup, that's when I first got my fingers wet with HTML code. Since then, I've built sites on just about every platform with every software solution. I've hand-coded my own sites, used desktop publishing software, and even worked with enterprise-level software costing tens of thousands of dollars. I know what I'm doing.

What I'm better at than web design is helping others learn how to build sites. In early 2009, I was offered a job to work for Squarespace as a customer support team member. I loved that job the two years I did it, and that's when I found out how much I love helping people. I don't work for Squarespace now, but because of that job I had the opportunity to write this book. And that's how we get from talking about me to helping you.

Whether you're a seasoned pro or a newbie when it comes to building websites, this book is the perfect companion to helping you create a website on Squarespace. My editors and I worked hard to make sure this book will provide you with all the

essential information about using Squarespace to build your own website.

About This Book

In this book, I cover how to use Squarespace, an online publishing solution, to build your own website. I describe all the major features of Squarespace and provide some tips as you discover all the wonderfully awesome ways to use Squarespace.

Squarespace offers two versions of its product. This book is about the original version, Squarespace version 5. Squarespace version 6 is in active development at the time of this writing. A public, invitation-only beta has been released, but this book doesn't cover anything about Squarespace 6.

Squarespace version 5 is an advanced, online publishing solution that powers tens of thousands of websites. It's here to stay and is still receiving new features.

I wrote this book to be used as you build your site. Maybe you are building your first-ever website, or maybe you have built several websites but are new to Squarespace. This book will prove useful to anyone using Squarespace. Consider me as your own personal assistant you can carry around with you. Kind of creepy when I think about it, particularly if you're shoving me in your (virtual) pocket. Anyway . . .

Conventions Used in This Book

While reading the book, you'll encounter words in *italic.* Those terms, which might be new to you, are important to understanding certain aspects of what you are reading about.

Links to URLs, or places on the web, are set in a `monospace` font. URLs are actual hyperlinks, so if you click or tap them they'll open your web browser to load the content of that particular page. Not bad, huh?

What You're Not to Read

Guess what? Like all great *For Dummies* books, you don't have to read the chapters in this book in order from beginning to end. Skim the table of contents, check out the index, or just flick through the book (my preference) until you find something you're interested in or need to know immediately.

Foolish Assumptions

The title aside, I assume that you are not a dummy (but don't tell my editors or Mr. Wiley I said that). Instead I assume that you are a highly intelligent individual who knows how to use a computer and mobile device.

I also assume that you have an e-mail address because you need one to use Squarespace. If you don't have one, go to `www.gmail.com` and get one. I'll wait for you.

I'm betting that you've heard of social sharing sites such as Facebook (if you haven't, please crawl out from under your rock) and even some of the cooler social sharing sites such as Twitter and Flickr. If you use these or other social sharing sites,

please share with your friends and followers where they can buy this book so they can be as cool as you.

I'm also going to assume that if you find this book useful, you'll send me a box of gourmet cookies.

How This Book Is Organized

Squarespace For Dummies consists of 14 chapters, arranged as follows.

Chapters 1 and 2 provide you with the basics about Squarespace and building a website. You find out about the different pricing plans Squarespace offers, how to sign up for an account, a little Squarespace history, and what makes Squarespace so darn special. Chapter 2 talks about the process of gathering your thoughts and content for building your website.

In Chapters 3–6, you find out how to build your site with pages and widgets, and how to add content, images, and other media such as audio and video. I also help you understand how to give your site a unique design by using Squarespace's easy-to-use styling controls.

I devote Chapter 7 to using Squarespace on the go. Squarespace has the best mobile apps for maintaining a blog. You can create and edit blog posts, upload photos, moderate and respond to site comments, and view your site's traffic statistics. With specific apps for iPhone, iPad, and Android, you can work with your site from anywhere.

In Chapters 8–11, you explore the ins and outs of managing your website. Squarespace provides a detailed and robust set of features and settings for managing site members, analyzing your site's traffic and visitors, managing Journal posts and comments, and exercising high-level control over your site's pages and widgets.

All *For Dummies* books include lists of ten, and this book is no different. You find the ten features of every good website (see Chapter 12), ten ways to attract people to your site (see Chapter 13), and ten ways to save or make money (see Chapter 14).

Icons Used in This Book

From time to time, you'll find the following graphics in the margin.

This icon highlights some important point. Paying attention to details marked by the Remember icon can help you connect the dots between different Squarespace features and aspects of building a website.

I try to avoid geeky, technical details. Sometimes, though, I just can't help myself. This icon warns you that what I am about to discuss is an advanced coding or design technique. Feel free to skip this information.

I provide some shortcuts and tricks to make your website building easier. You won't want to miss paragraphs with the Tip icon.

Look out! Danger ahead. Few aspects of Squarespace can get you in trouble. Sometimes, however, you just need to be aware of how something can be affected by what you're doing or not doing in Squarespace. Be sure to read and follow the directions accompanying a Warning icon.

Where to Go from Here

If you want to find out more about the book or have a question or comment, please visit me at www.krisblack.com. For technical updates to the book, go to http://www.dummies.com/go/squarespacefdupdates.

Now dive in! Give Chapter 1 a quick look to discover a little more about Squarespace and what it offers, and then head straight to your chapter of choice.

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Chapter 1

Hello Squarespace

In This Chapter

- Understanding your website building options
- Finding out what Squarespace can do for you
- Getting support 24/7
- Choosing a pricing plan
- Signing up for Squarespace

Squarespace is an online website builder that provides you with everything you need to create a website, even if you don't have a clue about coding! With a little bit of planning and an understanding of what Squarespace can do, you can create a compelling website that is easy to manage and modify.

When building your website, you want a solution that is easy to use, enables you to create a custom design, and provides helpful resources and support from real people. In this chapter, I show how Squarespace meets these requirements. You also explore the different pricing plans, and end the chapter by signing up for a free trial account.

History of website builders

You can create web pages in several ways. You can write all the code by hand, you can use desktop software such as Dreamweaver or FrontPage, or you can use an online solution such as Squarespace.

Do-it-yourself solutions: In the past, people coded their own websites from scratch because website builders generated messy and