

SEO for Squarespace Checklist 2025

1. Each website page has a title for SEO

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In your SEO prompts, check your page title is aligned with your navigation and content. For example, page title should not say, "new page"

2. My URLs follow website best practices.

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Check your URL slugs by going to pages > gear-icon > select general > scroll to URL slug. Keep URL slugs under 100 characters !

3. I filled in all my meta descriptions.

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In your SEO prompts, see Preview, Title, Descriptions. A meta Description is 100-300 characters.

4. I checked my page sizes.

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For a Squarespace website, pages need to be under 5 MB. You can use Dev tools to check your page sizes.

5. I have 10 keywords for SEO.

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What words or phrases would your ideal customer type into Google to find your business, products, or services?

6. My images are high-res, and I renamed my image files

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All image files uploaded to your website should be under 500 KB. Don't forget to RENAME image files! Pro tip: fill in Image Alt Text for good SEO.

7. My blog has external links and content links.

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Share with your website visitors how the blog post topics relate to your products, services or expertise. Also include external links known as backlinks.

8. I connected my website to Google Analytics.

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How many site visitors go to your website? How long do website visitors stay on a page? How many pages were viewed? Sign up for FREE Google Analytics

9. Each website page has a headline.

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For SEO + website best practices, each page needs a healthy balance of image, text, headlines, sub-headings.

10. My website is optimized for mobile view.

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At least 50% of your website visitors will see your website for the first time on their mobile device, confirm your website is mobile friendly!!