

Web Design for Squarespace

Portland Community College

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Part 1:

Introduction to Squarespace Website Building Platform

Summary:

Class discussion on Popular websites and a look at 3 Squarespace websites for a store, a charity, a travel blog. In this first class, students will be guided through start steps for a Squarespace free trial account with the Baillard template. Introduction to list of resources and video tutorials they can access throughout the course for reference.

Demonstration: 1. Projection/Monitor to follow along to set up the Baillard template with introduction to Squarespace settings & terms. 2. View how to select a template, update built-in domain, change site availability from private to password-protected, display a lockscreen for your website.

Assignments:

Assignment #1 Project Brief Worksheet

Assignment #2 Favorites: select a favorite (or curious) website to share with class.

Assignment #3 Extend Your Starter Site Instructions

Learning objectives:

Discovering the Squarespace Dashboard: Familiarizing with the user interface and site settings.

- Learn the terms: CMS, URL, JPG, KB, WYSIWYG
- Develop comfort with logging in/out new account
- Understand 3 areas in Squarespace: Sidebar, pages, sections
- Understanding of class structure: assignments, Squarespace demos
- Walk through wifi checklist for troubleshooting
- Practice identifying features such as navigation, buttons, headlines.

Part 2:

Introduction to Images & Design Principles

Summary:

To deepen understanding of website design fundamentals, today we will learn about selecting images for your website. We will look at imagery in two Squarespace websites. Through hands-on practice demo, we will walk through steps for preparing and uploading image files. Additionally, we will explore color settings and font styles, learning how to effectively utilize these elements to enhance your website.

Demonstration: 1. Projection/Monitor to watch, ask questions, follow along to learn how to select and prepare images for Web Display. 2. Learn how to select a color palette and identify color and font settings in Squarespace

Assignments:

Begin sharing Favorites Websites 2-3 per class time.

Images, Colors & Fonts: Practice uploading image to site or Select a color to add to your color settings in Squarespace (complete during practice time in class)

Learning objectives:

Design Principles: Learning the basics of layout, color schemes, typography, and imagery.

- To learn the term Hex code, Hero image
- Introduction to Section editor features in Squarespace
- How to find colors and fonts for web display
- Develop comfort with selecting colors for theme and audience
- 4 areas in Squarespace: Paintbrush, Announcement bar, Site Styles, Site Header
- Practice steps to upload image files for web display.
- Walk through tools to identify colors from a photograph or website.

Part 3:

Designing for Your Audience & Creating Content

Summary:

In this session, we will explore 2 Squarespace websites to discuss how to design for a positive user experience. You will learn how to consider your audience to enhance their experience on your site. We will cover preparing website words content, essential concepts like call-to-action (CTA) buttons and the optimal placement of links and headlines. By understanding your audience's interests better, you'll be equipped to tailor your website content and tips for website words, ensuring it engages and resonates with your visitors.

Demonstration: 1. Projection/Monitor to watch, ask questions, follow along to learn how to learn how to prepare and edit website words. 2. Learn how to integrate social media channels and contact forms.

Assignments:

Favorite Websites, 2-3 per class time.

Add 1 headline and 1 paragraph to your new homepage in Squarespace (complete during practice time in class).

Learning objectives:

- To learn the term CTA (Call-to-Action) and how to craft headlines and buttons.
- Understand 2 areas in Squarespace: Text Editor, Link Editor
- Practice time for adding content to Homepage
- Practice steps for website words, discover 3 resources for content creation.

Part 4:

Searchability and Preparing your Website for Google - Introduction to (SEO) Search Engine Optimization

Summary:

Discover how to optimize key elements of your Squarespace website to improve its performance in search engines like Google. We'll explore an example from Wild Home Podcasting wildhomepodcasting.com to discuss strategies for boosting searchability. Learn how to choose relevant keywords, structure your content strategically, and apply the fundamentals of SEO to your site. By the end of the lesson, you'll be equipped with an introduction to the tools to optimize your Squarespace website for search engines, helping to attract more organic traffic.

Demonstration: 1. Projection/Monitor to watch, ask questions, follow along to learn about how Google delivers search results for websites. View answerthepublic.com and "blueberry muffin exercise" 2. View your SEO settings in Squarespace

Assignments:

Assignment-Continue sharing Favorite Websites 5 mins, 2-3 per class time.

Select 3 keywords for your website. Complete 1 SEO meta description for your website (begin during class and complete on your own)

Learning objectives:

Search Engine Optimization (SEO) Basics: Optimizing site content for better visibility on search engines

- To learn the terms: keyword, bounce rate, SEO meta description
- Understand 2 areas in Squarespace: SEO title format, SEO page settings
- Practice steps for using the SEO checklist to prepare website pages

Part 5:

Launching and Managing Your Website: Publishing the site and understanding ongoing maintenance tasks

Summary:

In this class, you'll walk through the exciting final steps of launching a website—from Preview to Go Live. Learn the essential process of transitioning your site from private mode to making it available to the world. We will explore how you choose a custom domain that reflects your brand. You'll also get practical tips for maintaining your website, ensuring your Squarespace site runs smoothly and stays effective after launch. By the end, you will learn about common content updates, how to optimize performance, and implement best practices to keep your site thriving.

Demonstration: 1. Projection/Monitor to watch, ask questions, follow along to learn steps for selecting a professional custom domain, how a domain pairs to a website.

Assignments:

Assignment Complete sharing of Favorite Websites 5 mins, per class time.

Assignment Trivia questions for website TBD for class discussion

Assignment Students will work with a partner to create a pre-Launch checklist.

Learning objectives:

- To learn the terms: Go Live, HTTPS, Preview
- Understand 2 areas in Squarespace: Mobile view, Live Chat
- Practice steps for Go Live, resources provided for launching
- Time will be provided at the last class for students to ask questions specific to their launching their website project.