Before We Start

WELCOME TO

THE COURSE!

Welcome to the Squarespace course guys! I'm Lena, from Lena Elizer Designs, and I'm so excited you're here! I'm ready to walk you step-by-step through creating your own Squarespace website.

I just want to tell you a little bit about myself before we get started so that you understand where I'm coming from and why I created this course. First off, I'm a graphic designer specializing in branding and Squarespace design these days, but I started my career building websites from scratch with Photoshop and code. I'm self-taught in all things design, although I do have a software applications programming degree that helped me a bit with my understanding of how websites are built and what goes on behind the scenes. I eventually moved into designing sites using a content management system called Joomla, then from there shifted over to WordPress, and the latest evolution in design - Squarespace. Nowadays I focus much more on the design side of things and love working with clients from the branding phase all the way through website creation.

So how does that translate to this course? First off, I remember what it was like just starting out in business and not feeling like I could invest in the right systems and processes. Paying thousands of dollars for a website isn't feasible at every stage of the game. But at the same time I know how important a functional, attractive website is in the growth of your business and I want to help you get there through this course.

My goal for the next five Modules is for you to:

- Develop an understanding of what Squarespace is and how you can use it
- Understand the basics of design and how they relate to your potential customers
- Work through the Modules, take the action steps, and build your own functional, attractive Squarespace site that looks as professional as your business is

So what exactly are you going to learn? I'm glad you asked! Let's break down the Modules real quick.

In Module 1 we're going to start with figuring out what content your site will have and how it's going to be laid out. We'll talk about what Squarespace even is, then I'll walk you through setting up your account and choosing a template for your new site. We'll round out the Module by going over some basic design principles so you're ready to go create magic.

In Module 2 we'll take that site map we created and use it to build the framework of your site. We'll talk about what your main menu should include and where everything else should go. You'll also learn about the different types of Pages and Content Blocks available in Squarespace and how to lay your pages out. Then we'll go over what a killer home page includes for your site and how to answer your visitors questions before they ask them.

Module 3 is where the fun really starts. We'll go over adding your logo and branding, customizing your template, and using the Style Editor to pull it all together. I'll also show you where and how to add custom CSS if that's your thing, and we'll talk about whether or not you should use it.

Module 4 is two-fold. We'll start by going over how to set up a blog, including SEO basics and what steps you should be taking with every blog post. We'll also talk about how to import your blog posts

over from WordPress if you need to. The next part will cover how to set up a shop page so you can start selling straight from your website. We'll cover adding products, choosing and setting up a payment gateway, and making sure the checkout process goes smoothly for your customers.

In Module 5 we'll talk about how to connect your social media accounts, I'll give you tips for creating a super simple resource library, and make sure even your 404 page looks professional. Then we're ready to go live! We'll talk about how to purchase a domain if you haven't already, how to connect to an existing domain if you have one, and how to make sure your site is showing up right on social media. We'll also set up Google Analytics in this Module. At the end of Module 5 your site will be finished and ready to show off!

I want you to get the absolute most value from your investment, so let's talk about the best way to go through this material so that you come out the other side with a brand new website and not an overwhelmed feeling and an urge to send me bags of flaming poop.

This is a self-paced course, so once you begin you can go through it as fast or slow as you like. You can also skip directly to the Module you want to study if that's how you roll, there are no quizzes or penalties. However, if you want to get the best results possible, my advice would be to take the course one video at a time, in the order they're presented. This is the basic flow that I use to create my own client sites, with some extra advice on design and SEO basics thrown in to ensure you have a great foundation.

At the end of some lessons you'll find action steps and sometimes a worksheet that will help you build the foundation you'll need for the next Module. Take the time to complete the action steps, and by the end of the course you will have built an entire website a few small chunks at a time.

That's enough talking though, let's get started... I'll see you in the next Module!