

SEO for Squarespace Checklist 2024

1. Each website page has a title for SEO

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.

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.

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

4. I checked my page sizes.

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.

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

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.

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.

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.

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.

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!!