

How Squarespace Helps Your Team Collaborate on Website Building

Table of Contents

01

Leveraging all the
Squarespace perks

02

Keeping your sites
secure

03

Paving the way for
continued success

01

Leveraging all the Squarespace perks

Built to streamline website creation and management at complex organizations, [Squarespace Enterprise](#) offers teams a way to collaborate and create on-brand content with all the right checks and balances. With the likes of award-winning templates, draft workflows, and built-in [responsive design](#), you can focus on designing a website that truly captures your brand—even if you have no designers that work in house.

Create a style guide for your brand

Before designing anything, establish some brand-wide guidelines. Fonts, colors, imagery, and layouts all communicate information about your brand. And by committing to design elements now, you can establish a clear visual identity for your brand and ensure that your website looks consistent from page to page.

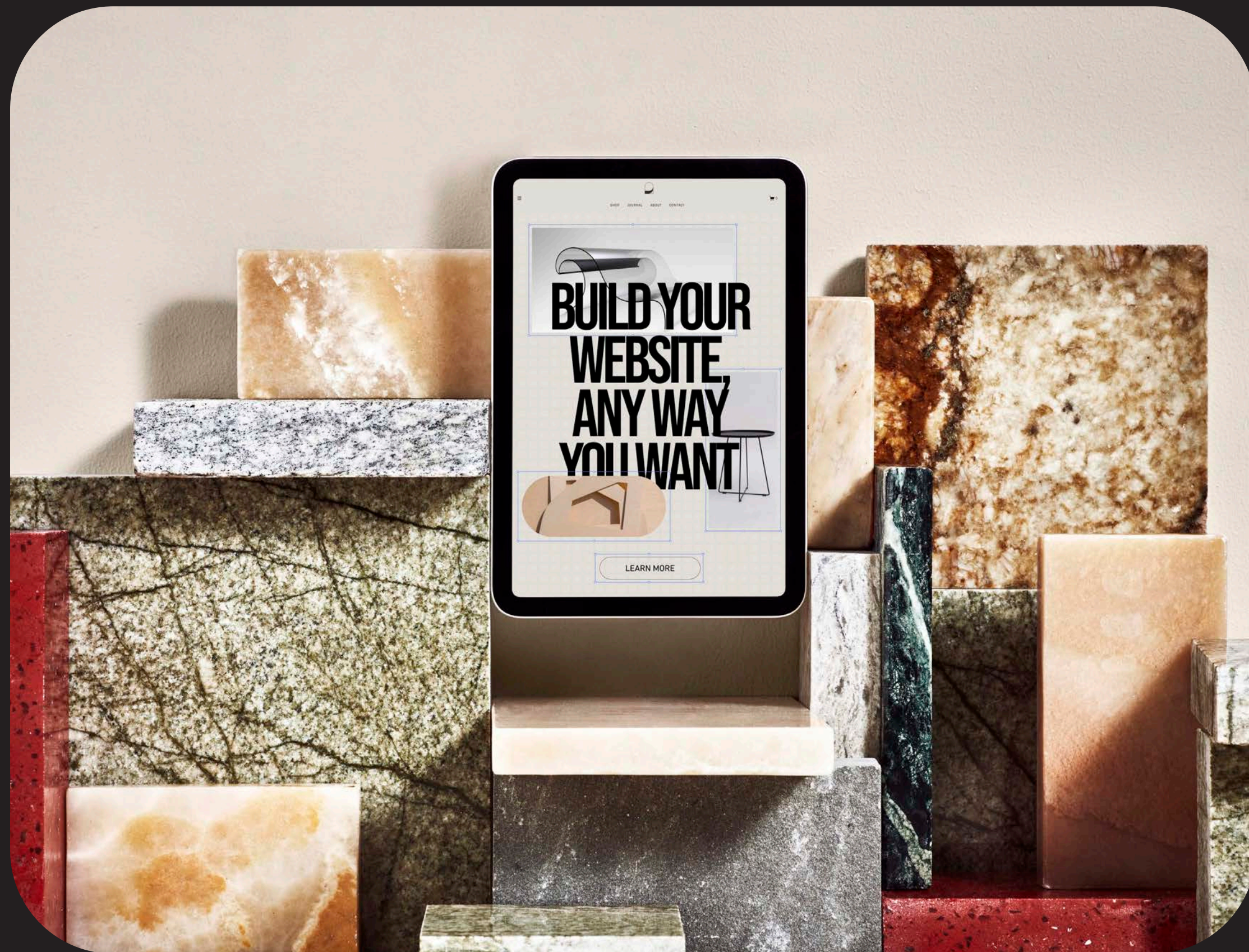


If you have designers in house, you can solicit their expertise. And if you don't, book a design consultation with one of Squarespace's experts. During your consultation, the design expert can help you dial in on an aesthetic that enhances your website and captures your brand. They can also ensure you're following [industry best practices](#), like using easy-to-read typography and pairing colors with adequate contrast.

Automate the design process with templates

When you build a website with Squarespace, you don't have to start from scratch. The platform has over [150 templates](#) to choose from, which you can customize with branded fonts, colors, and more. If you don't find anything to match your vision, you can also create custom templates.

Once your team has designed something you want to use site-wide, you can turn it into an [Enterprise template](#) for your colleagues to replicate. These are custom templates your team can use to build pages that are beautifully designed and on-brand. By outfitting these templates with branded design elements and approved imagery, you can automate the website creation process.



Squarespace Enterprise gives you access to Squarespace Blueprint, a new guided design system, which helps you create your own templates and scale them throughout your organization for colleagues to follow as an example. This means you can put all the design and content elements you need in place to simplify the process, decrease production time, and create a unique look that stands out from the competition.

Outfit your website with custom code and functionality

Squarespace Enterprise is an excellent option for people with no prior coding experience, but it's also a great platform for people who know how to build websites. The platform is packed with advanced website building tools, like [custom code blocks](#) and third-party integrations. So if you happen to have web developers in-house who do want to customize your website build, they can work their magic without constraints.

Some of the more advanced members of your team can outfit your templates with custom HTML, CSS, and JavaScript. They can also make sitewide design changes using Squarespace's CSS Editor, or add advanced functionality to your website using custom code blocks.

Integrate your marketing

Savvy designers don't even need coding knowledge to make an impact. Because Squarespace pages are device responsive, Squarespace automatically resizes images and content to ensure your website looks good on different devices. But if you want to get more hands-on, you can. Using Squarespace's [Fluid Engine](#) editor, you can customize what your website looks like from device to device. And since Fluid Engine lets you build on a click-and-drag grid, you don't have to know anything about coding.

Your website can drive brand awareness, helping customers discover and learn more about your business. But it can also support your other marketing efforts.

Make sure your site is optimized

Before launching your website, make sure it's search engine optimized. When people search for keywords related to your business, you want your website to pop up. So take steps now to ensure your website is ready for search engines the moment you hit "publish."



Start by familiarizing yourself with Squarespace's [built-in SEO tools](#). The platform handles many best practices for you; it ensures your website looks great on mobile, it builds a sitemap that helps your website get indexed, and it structures web page data so search engines can easily understand it. It also provides you with SEO fields to fill out on every webpage. So check that each page has an SEO title and description, and add descriptive [alt text](#) to all your images.

If you want to take your SEO strategy to the next level, you can book a consultation with one of Squarespace's SEO experts. They can walk you through some [SEO best practices](#) that organically increase your site's visibility, and they can also help you develop a strategy that leverages SEO keywords specific to your industry and market.

Connect your social media

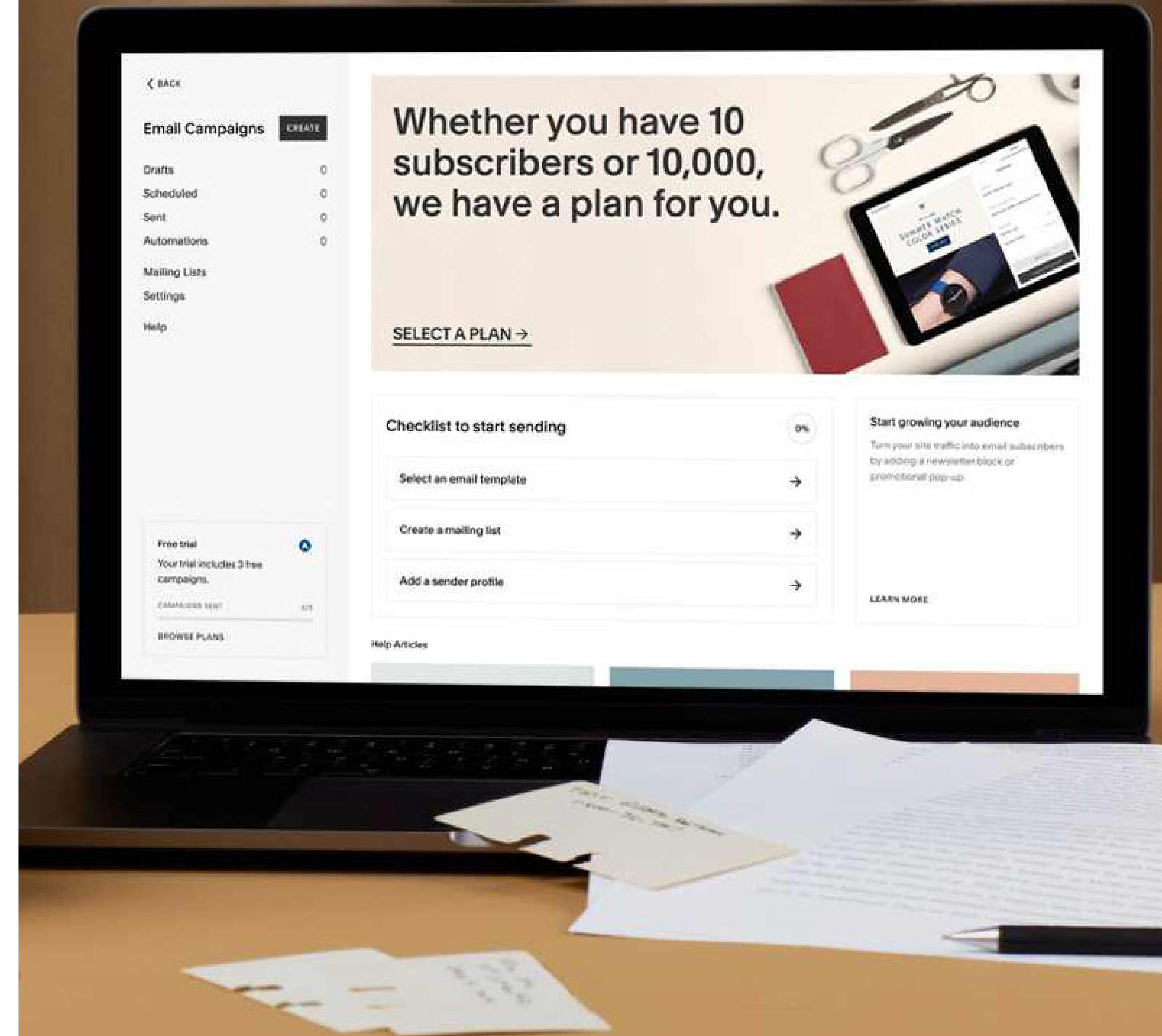
Your website probably isn't the only place you publish content. Make it easy for customers and prospects to find you on every platform by connecting your social media profiles to your website—and vice versa.



Increase your subscribers

Email marketing is a great way to stay in touch with prospects as well as existing clients and customers. With Squarespace, you can manage your email marketing efforts from the same place you're building your website.

Using the [Email Campaigns](#) dashboard, you can build mailing lists, create beautifully designed emails, schedule automated email campaigns, and track your success with built-in analytics. And if you've already done the hard work of building a mailing list, you can import it into Squarespace to keep all your data in one place. If you prefer a leading third-party email provider, you have the option to integrate with their platform as well.



You can also use Squarespace to grow your mailing list, so you can reach even more engaged customers with every email you send. By including a [newsletter block](#) at the bottom of relevant pages, you can let your customers know you have a newsletter—and invite them to sign up for it. You can also create a [promotional pop-up](#) to encourage mailing list sign-ups.

Collaboratively draft and edit your website

Most websites need several rounds of drafts and edits before they're ready to go live. And this process should be a collaborative one— involving everyone on your website building team. By leveraging key Enterprise features, like [page drafts](#) and unlimited free trial sites, you can share website drafts with your team without launching them to the public. And you can use your Enterprise dashboard to create a clear workflow, so every collaborator knows what they're responsible for.

Create and share site drafts



Building a website takes time. And you don't want your customers to see your site while it's under construction. So create drafts of the pages you want to update, or build a trial website that only your team can see.

Creating page drafts is a great option if you need to update something you've already published. With Squarespace Enterprise, you can create draft versions of existing pages, and update those drafts with new content, features, and more. When you're ready for feedback, you can share your draft with approved team members. And once you've gotten the green light, you can publish your draft and replace the existing page. Customers won't see your updates until you publish them. So you can experiment freely without disrupting your website.

If you want to mock up several versions of a webpage, you can. By duplicating a page, you can quickly test updates without rebuilding your content from scratch. You can also duplicate smaller website modules, like sections, posts, and blocks. Or you can duplicate and share an [entire website](#).

Establish a winning workflow

If you're building a new website from start to finish, consider creating a trial site. Trial sites are draft websites that only your team can see, and they're ideal for experimentation. Your team can collaboratively build a trial website, drafting, iterating, and refining it until it's ready to go live. Unlimited trial sites are exclusive to Squarespace Enterprise customers. And they're not billable until they're published, so you can take your time and test new ideas without worrying about additional fees.

Organize your dashboard to create a clear workflow

When collaborating on a project, it's important to establish a clear workflow. Every team member should know what work they're responsible for—and when that work is due. And you can leverage your [Enterprise dashboard](#) to make this process more manageable. Your Enterprise dashboard is a hub for all your organization's information. As a team administrator, your dashboard will give you an overview of your websites and team members. You can use it to check on projects and update permissions.

Customize your dashboard



When your organization starts building a website, you can add [custom tags](#) to that website right from your dashboard. These tags can classify the website based on its content or business objective. And you can use them to bring clarity to the website building process—adding tags to track the website’s status, highlighting outstanding tasks, and delegating work to team members. Your team can then filter their dashboards using these tags, so they can easily find and focus in the work they need to do.

With disciplined tagging and filtering, you can streamline your website building process, ensuring ownership is clear and expectations are well-defined. You can also keep an eye on the status of each project, noting where you are in the process and who coordinates next steps.

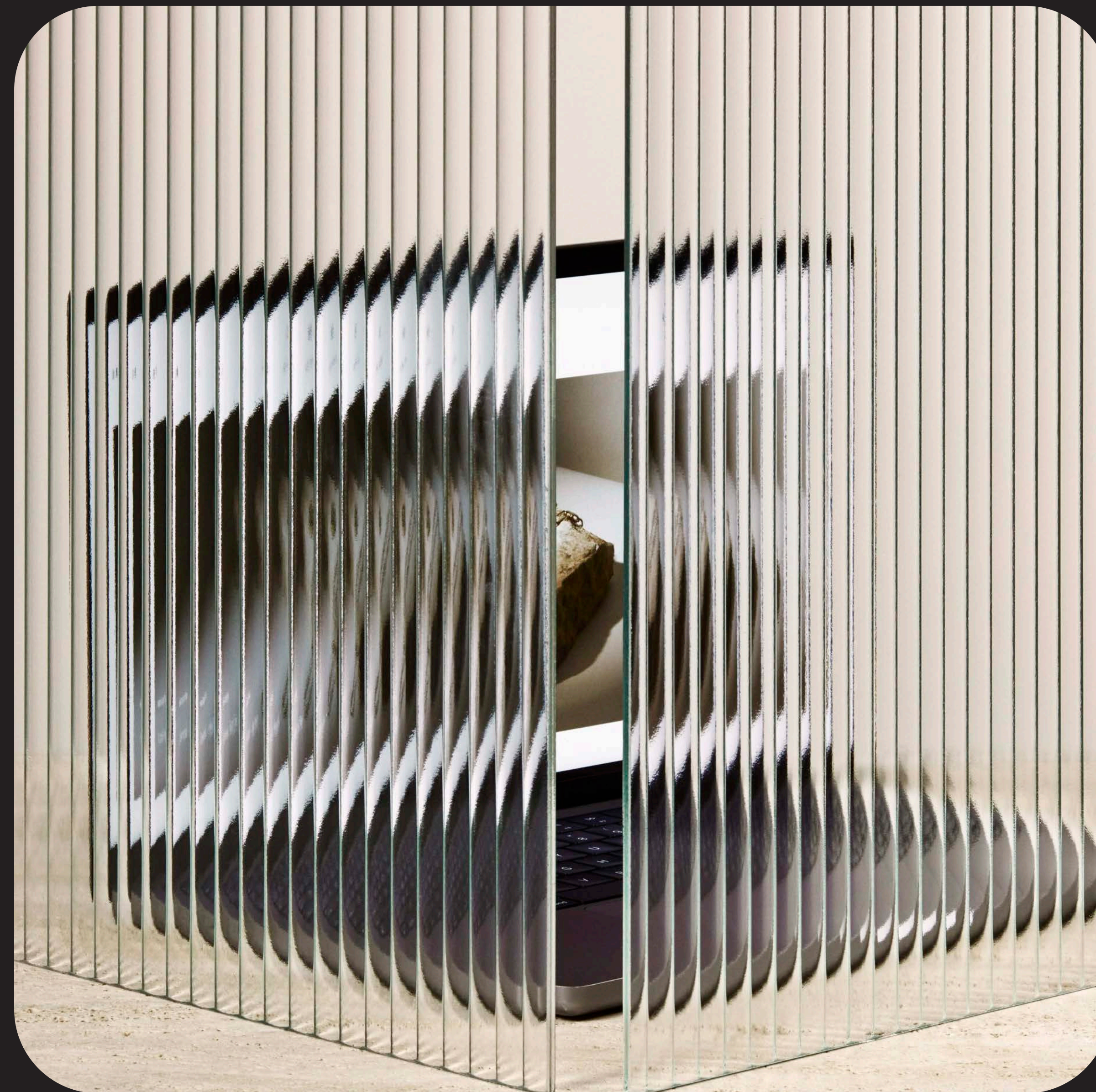
Keeping your sites secure

Set up single sign-on

Single sign-on (SSO) is a user authentication service. And it's a great way to securely protect your websites while saving your team valuable time wasted on potential failed login attempts.

With SSO, team members can access your company websites using the same login information they use for other corporate tools. With fewer passwords to remember, team members are less likely to write down login information or store it on a non-secure platform.

Squarespace Enterprise [integrates with your preferred SSO provider](#). Team members can log in with single sign-on using OAuth applications like Okta, Azure, or ClassLink, plus SAML options including Google. And if you're new to SSO, you can set it up after signing up for your Squarespace Enterprise subscription.



Request an SSL certificate

SSL (Secure Sockets Layer) is an internet security protocol. It establishes a secure connection between a web browser and a website. That way, when you visit a website, you can trust that your information is safe.

Squarespace websites use SSL. And all Squarespace domains come with a free [SSL certificate](#). You can also request additional SSL certificates through your account manager. Your SSL certificate will show visitors that your website is safe and secure. Since many search engines value security, having an SSL certificate can also improve your SEO ranking.

Work with Squarespace's in-house security experts

When it comes to security, you can never be too safe. With Squarespace Enterprise, you can lean on the expertise of our dedicated, in-house team about your company's security-related questions and concerns.



Get security assistance

The Squarespace security team is comprised of both engineers and Governance, Risk and Compliance professionals (GRC). Security engineers support secure development and manage security incidents, among other important tasks. GRC responsibilities include coordinating regular risk assessments, evaluating vendor-based risks, and managing internal security policies.

Squarespace can also keep you up-to-date on any security issues your website experiences. Your account manager will proactively notify you of any relevant incidents. After the issue is resolved, they'll follow up with you (upon request) to provide a details on the cause, severity, length, and impact of the incident.

Launch, refine, and expand your website

Once your website is ready to launch, celebrate with your team; you did it. Now, you can refine your website and launch new projects. After all, one of the primary benefits of building in house is having a team that can edit, expand, and transform your website to meet your changing needs. So take full advantage of that flexibility.

Paving the way for continued success

Improve with analytics



Track the success of your website using Squarespace's [built-in analytics](#). These insights will help you see how many people are visiting your website, what pages they're looking at, and how they're finding you in the first place. This is valuable information as it can help you understand exactly what to do to improve your site's performance.

Curious which marketing channels are driving visitors to your website? Take a look at your traffic sources. Monitor the success of your SEO strategy by checking which keywords are driving site visits. Improve the content on your website by looking at page-by-page engagement statistics. If you have an online store, use [commerce analytics](#) to see which products are selling and how much revenue you're earning per visit.

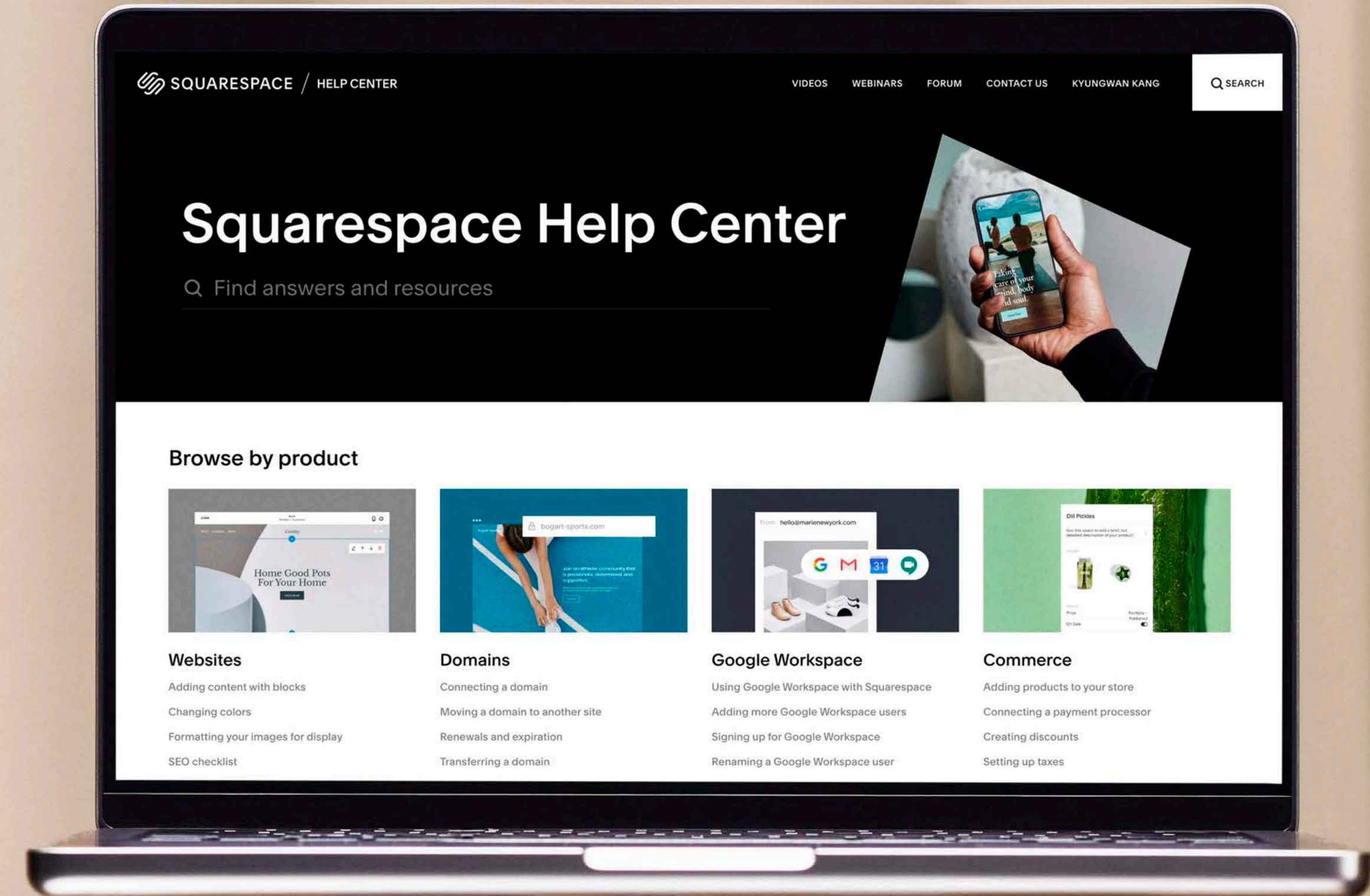
You can check in on these analytics at any time. You can use them to make data-based decisions about what marketing channels to invest in, which pages to update, what kind of content to produce, and more.

Stay in touch for tips

After you launch your website, schedule a meeting with your [account manager](#) to review progress. They can review the work you've already done, assessing your site implementation and evaluating your site's performance. They can also recommend future growth opportunities, helping you see [how you can use Squarespace Enterprise](#) to further grow and expand your business.

Outside of this meeting, your account manager will keep you updated about new Squarespace products and features. If there's a new release that'd be great for your website, you'll hear about it from them directly, and you can request their expert suggestions for implementing it.

As an Enterprise customer, you may also have the opportunity to get priority access to beta test new Squarespace products—tools and features that in-house experts are still developing. By experimenting with these cutting-edge tools, your website can always stay ahead of the curve, rather than behind it.



Launch even more projects

Building a website from start to finish is a huge accomplishment. Now that your team has pulled it off, they have a valuable new skillset—and a set of tools they can use to create and collaborate seamlessly.

They can use your approved Enterprise templates to quickly build websites that are striking and on-brand. They can use dashboard tagging and filtering to create clear workflows, collaborate efficiently, and keep you updated on their progress. They can experiment with new tools and features as they get released. And they can dig through site analytics to find new ways to expand the business.

By empowering your team to work flexibly and independently, you can grow your business more quickly. And since you have guardrails in place—with branded Enterprise templates and dashboard controls—you don't have to sacrifice quality as you pick up speed.



Ready to start collaborating with your team on website building?

[Contact us.](#)

