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Building Business Websites For Squarespace



Synopsis

Master the tools and techniques of using Squarespace to create professional websites
About This Book
Use all of the Squarespace functions to design, build, launch, and analyze your website
Employ this step-by-step, approach to discover the best process for building websites with Squarespace, including tips and advice specifically for businesses
Discover how to tailor Squarespace templates and functions to your business needs, whether it's an information site, online portfolio, or e-commerce store
Who This Book Is For
This book is ideal for anyone who wants to learn how to use the latest version of Squarespace to create a website from scratch and take it through to go-live. You don't need any prior experience with Squarespace, HTML or CSS, or building websites in general as everything is done using Squarespace's simple, browser-based interface.
What You Will Learn
Create your website framework, fill it with content, and arrange your pages using Squarespace's drag and drop layout tools
Customize your site's look and feel to match your brand, and create stunning visual impact, even on mobile and tablet devices
Configure the core functions your business needs such as sharing to social media, showcasing your work, or selling goods and services online
Discover time-saving tricks and how to avoid common pitfalls from an experienced professional with years of Squarespace experience
Gain valuable insights about search engine optimization and other e-marketing advice beyond just how to build a website
Understand how to monitor, measure, and manage your website post-launch
Develop an essential Website Toolkit that will act as reference material for your entire project, ensuring you stay on target to meet your objectives
In Detail
This practical guide walks you through the various steps involved in building a website for your business with Squarespace. You will learn how to use all of the tools provided by Squarespace to control the layout, appearance, structure, and functions of your website, starting from the inception stage, all the way to monitoring your site after it has been launched. This is much more than just a how-to book for the Squarespace system: it's filled with helpful advice that will help you improve your website's visibility in search engines and tailor your site for your customers. Moreover, it provides dozens of other business-oriented tips to help your website stand out from the crowd. If you have used Squarespace 5 or other website builders/CMSes, this book will help you understand the key differences and teach you how to do things based on the new features of Squarespace 7.

Book Information

Paperback: 308 pages

Publisher: Packt Publishing - ebooks Account (October 27, 2014)

Language: English

ISBN-10: 1783559969

ISBN-13: 978-1783559961

Product Dimensions: 7.5 x 0.9 x 9.2 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars Â Â See all reviews Â (10 customer reviews)

Best Sellers Rank: #318,617 in Books (See Top 100 in Books) #31 in Â Books > Computers & Technology > Web Development & Design > Content Management #875 in Â Books > Computers & Technology > Networking & Cloud Computing > Internet, Groupware, & Telecommunications #2056 in Â Books > Computers & Technology > Programming > Languages & Tools

Customer Reviews

I just graduated from medical school and I am currently in the process of building a website. I chose SquareSpace via recommendations from friends that have utilized its capabilities successfully in the past. The dilemma: are there books written on how to design a website using that venue? There weren't many books available, and the few that were had questionable user reviews. I ended up trying this book, Building Business Websites with SquareSpace 7. I am not finished building my site, but so far this book is proving to be very clearly written and concise. In addition, the author provides many outside references/links to aid in the design process. It is very thorough and set forth in a logical manner. Overall, I am very pleased with my purchase and would not hesitate to recommend this book to other individuals that are in my position relative to website building.

Sitting down with this book to work on my new website was like having a personal coach by my side. The tone of the book is encouraging, clear and engaging. I am a true beginner at website design. I would have been lost without this book. I tried for nearly a year to create my site on wordpress and felt like a failure. Now in just two weeks, I have created a website I am delighted with thanks to Building Business Websites with Squarespace 7 by Miko. The simple, step by step guides and screen shots make everything so clear, I heard my self say again and again, I can do that! And oh I get it. This book was a break through for me since it made me feel tech savvy instead of tech stupid. Thank you for this book!

A very well written book which is very useful, when it comes to making and maintaining your web site. It helps in leaning squarespace 7 very easily, even if you have no knowledge about it. It gives

you good details on how you can effectively improve your websites. I highly recommend this book for web development.

This book can be a tremendous help if you are considering a Squarespace web site. It is probably best to read the entire book, or skim it, before building the site. It is easy to read and actually quite interesting. There may be nothing that can't be found by visiting the help in Squarespace itself, but this will provide a great starting point and helper at your side while you work. There are many chapters covering the process and they are indexed well enough to be able to find something in particular. Availability as a Kindle book makes finding what you are looking for that much easier. If you build your site and follow the steps set forth in the sequence of the book, it will be a great assistant.

4-8-2015: This is an FYI to display the ISBN of the physical book, since it isn't mentioned in the announcement email Miko sent out about her book. Indeed, it is only shown when hovering over the icon at the end of the "number of pages 308".9781783559961 Copy and paste this ISBN into the regular site, and both the physical and Kindle editions are displayed.

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