

LAUNCH IT With Annie Portelli

TDF SMALL BUSINESS

SUMMER SCHOOL

POWERED BY
SQUARESPACE



Annie Portelli is The Design Files' talented Art Director, responsible for the branding and visual look and feel of every project we create! With a background in graphic design, Annie spent timing working at a number of incredible Australian creative businesses including Obus, Gorman and Bul, before joining team TDF.

From logo design, to event signage, to print collateral - and of course website design, Annie's design expertise knows no bounds!

In Lesson #3 of our Small Business Summer School, Annie shows you how to build a Squarespace website - from scratch. Don't worry, it's easier than you think!



"Your homepage is where you present your brand to the world, so it's important to keep it looking fresh."

Head to www.thedesignfiles.net to watch Annie's short video, and get started on building your website!

Visit Squarespace.com for a free trial and when you're ready to launch, use the offer code **DESIGNFILES** to save 10% off your first purchase of a website or domain.

1.



The first step to building your website, is claiming your Domain. My number one tip, is keep it short, simple and easy to remember.

Don't worry if your first choice isn't available - Squarespace will actually make suggestions to help you get as close as possible to your brand name. Close enough, is good enough!

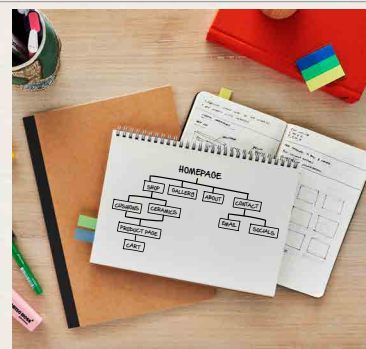


2.



The next step is to map out your website. Create what is called a 'wireframe' - a mind map for your entire website. This is where you map out all the sections that will be on your website, including the imagery and text on each page.

For an online store, start with a 'shop' page, a 'gallery' page, an 'about' page, and a 'contact' page. As your business grows, your website will evolve too, and with Squarespace, you can easily can add more pages and content over time.



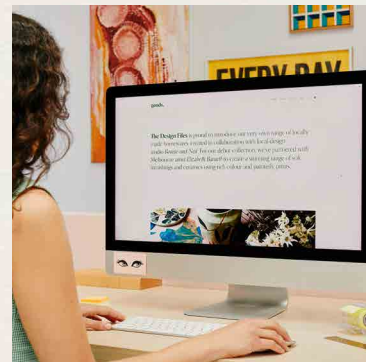
3.



Now it's time to choose a template. Squarespace offers a LOT of different templates, so use the filters to narrow down the options.

Once you've found a template you like, start by uploading your logo and a few photos, to see if it suits your brand. Try a few different templates at this early stage, to find one that's right for you.

Once you've settled on a template, you can customise fonts, background colours and layout, to make it feel totally unique.



4.



Your homepage really is your shopfront, this is where you present your brand to the world, so it's important to keep it looking fresh.

Make a plan to take new photographs regularly to reflect your most current product and news.

In your online store, it's best to keep it simple. Your product images should be captured on a plain background, but you can include rollover thumbnails with styled imagery, to make the shopping experience more dynamic.

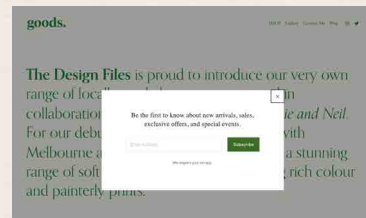


5.



It's so important to ensure you're building an email list of clients and followers, from the day you launch.

Squarespace makes it easy to grow your email list, with useful features that can help, like 'pop-up' windows to encourage sign ups.



6.



Websites and social media channels should work together seamlessly. It goes without saying, you need to make it as easy as possible for your followers to shop what's on your Instagram feed.

It's also a good idea to connect your social media accounts to your website, to be really be clear on how social media is driving traffic and sales.

