Squarespace Post-Launch SEO

This is an extra resource to go along with the original article:
[Squarespace SEO Tips for Agencies](#)

Here are key SEO tasks to do once you've launched a Squarespace website:

❏ Verify your site with Google Search Console - After you've [verified your site with Google](#), you can manage your site's presence in Google search results and see how visitors find you.

❏ Request that Google index your site - This [asks Google's bots to review your site](#) and update search results with your new content.

❏ Verify your site with Bing Webmaster Tools - [Verify your site with Bing](#) to manage your site's presence in Bing and Yahoo search results.

❏ Connect to Google Analytics - Track visits and other reporting on your site through our [built-in integration with Google](#).

❏ Enable AMP - If you have a blog, [enabling AMP](#) creates a stripped-down version of your site that loads faster on mobile devices.

❏ Track your site with an SEO tool or Squarespace's Google Analytics integration.

❏ Ensure all new pages have meta descriptions and SEO features optimized (e.g. keywords).

❏ Customize URL slugs so they reflect the content of the page.

❏ Follow content best practices, such as formatting pages to make them easy to skim. Use the different headings and use keywords in the headings.

❏ Keep an eye on site usability. For example, you may need to re-organize it once you get more content, with things like tags and categories for posts.

- ❏ Monitor page load speeds. Take action to keep them fast (e.g. by using smaller image sizes and file types).

- ❏ Get backlinks on other reputable sites. For example, social media channels, business directories and review sites.

- ❏ Link internally to related content on your own website.

- ❏ Make sure images are uploaded with keyword-rich file names.