

Squarespace SEO Myths Debunked



What we'll cover...

- **WHY SHOULD YOU CARE ABOUT SEO ANYWAY?**
- **8 SQUARESPACE SEO MYTHS DEBUNKED**
- **RECAP**
- **HOW TO GET SEO RESULTS**
- **LIVE QNA**

Why should you care about SEO?

Many designers I speak to have **lost clients** because of **Squarespace SEO myths**.

I frequently get clients regurgitating what they've been told by another dev/agency with a bias to **Squarespace**, SEO being one of the top reasons to avoid Sqsp in their opinion. So it's a battle I face regularly. But reckon I've lost just 1-2 clients over the years due to Sqsp's perceived "SEO limitations".

I almost lost a client to this around the time when core web vitals was coming in. Everyone lost their mind about page speed and forgot that SEO was about content, not just technical SEO.

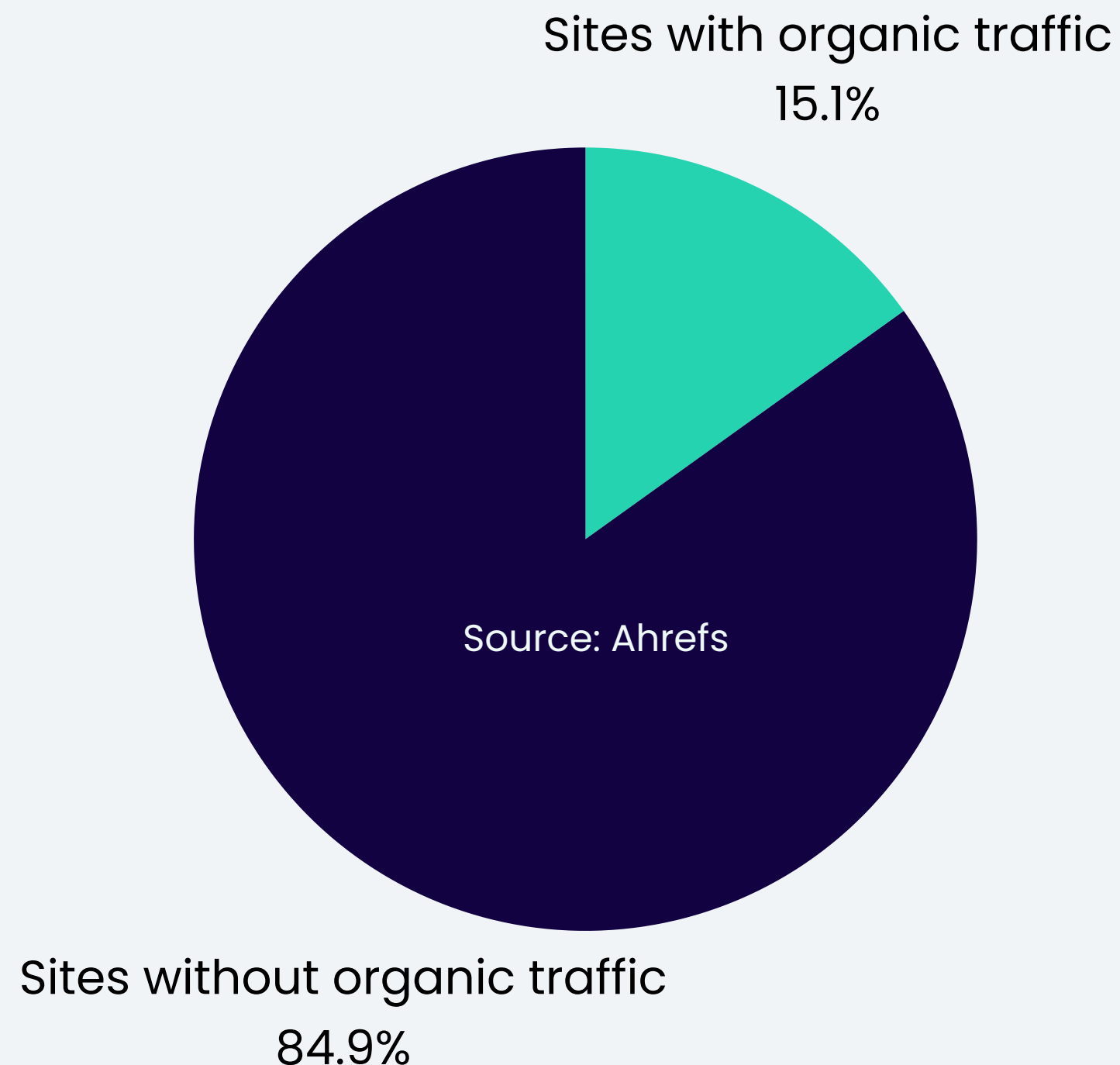
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Why should you care about SEO?

What's the point of a beautiful site if no one sees it?

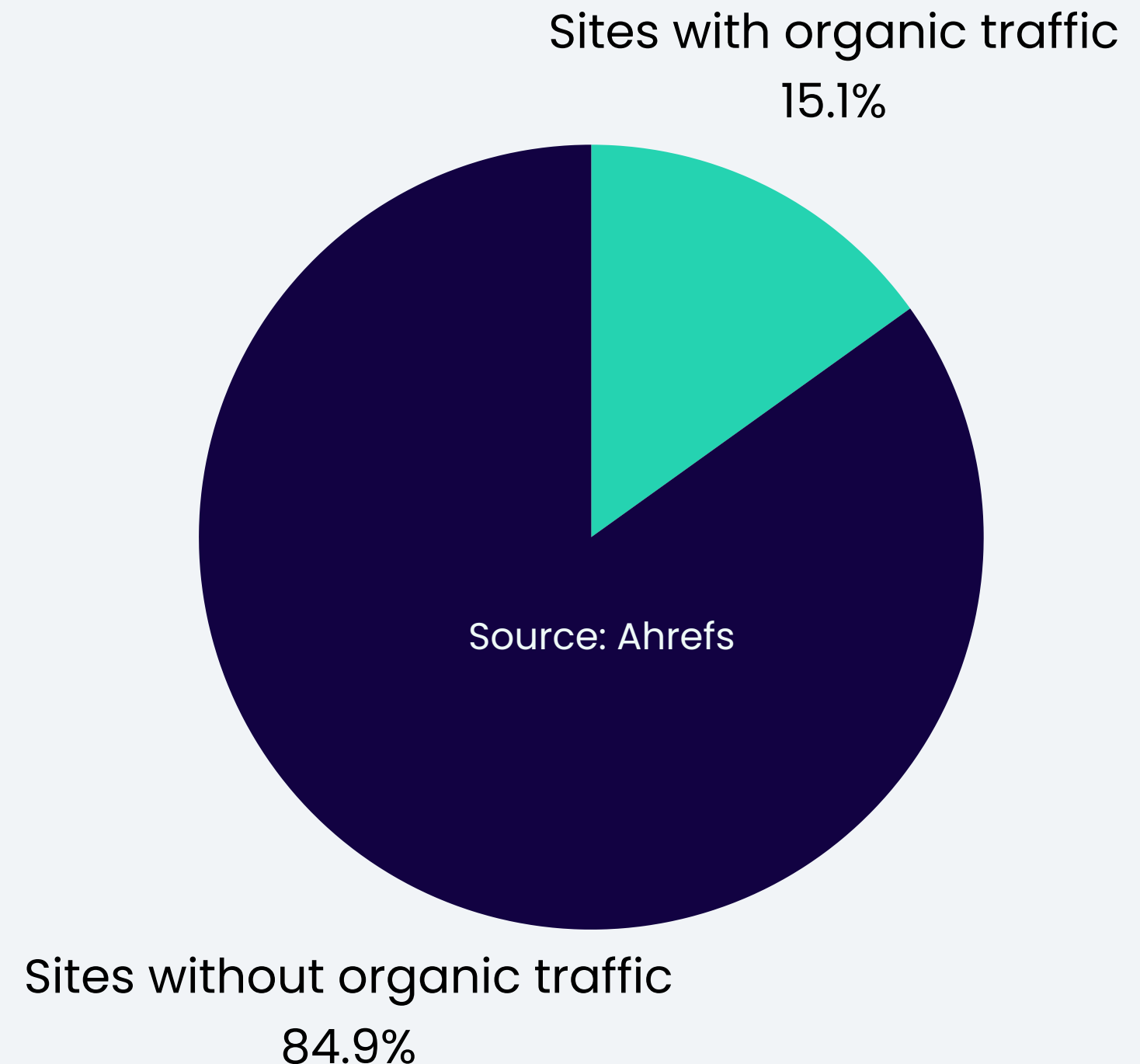
Whether you build websites yourself, or want to generate clients/leads through your own sites, SEO matters!



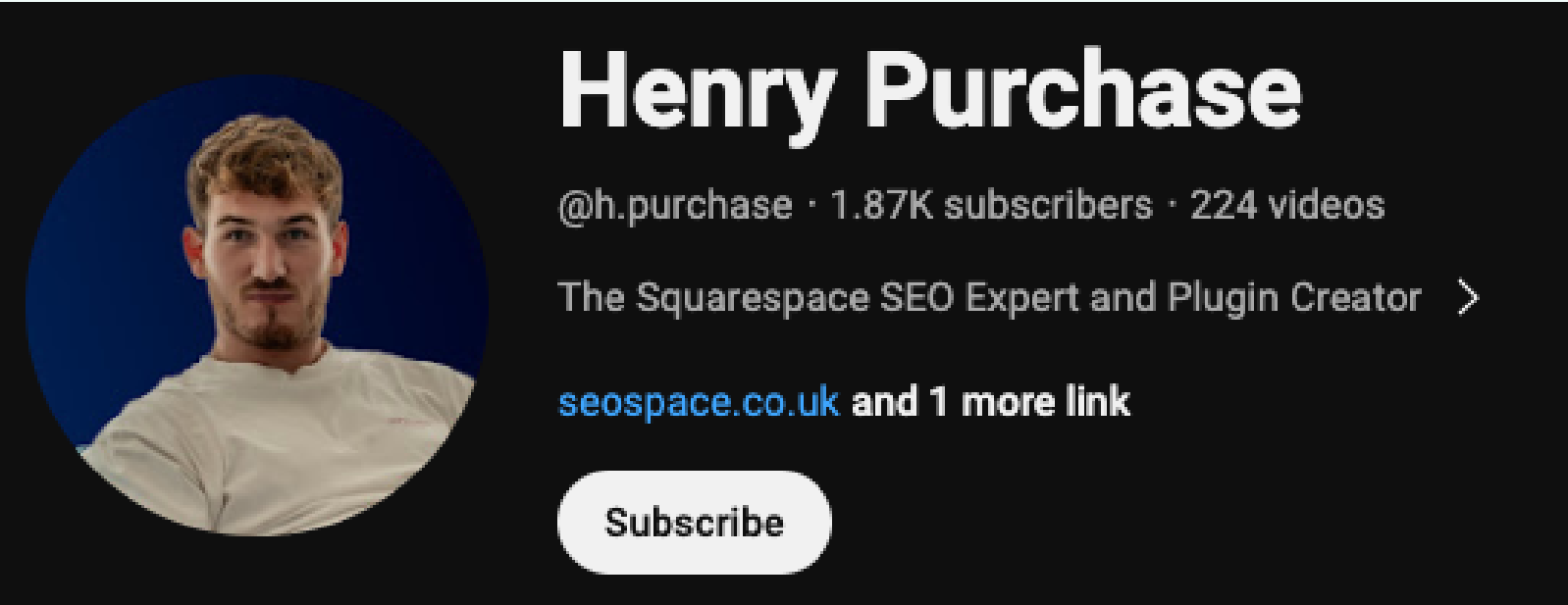
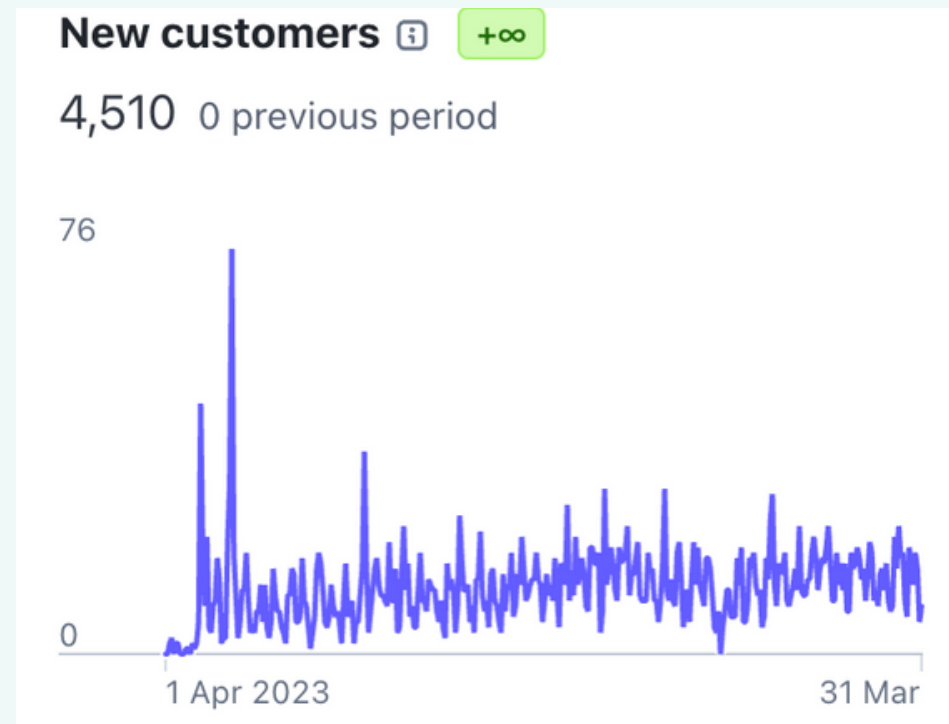
Why do only 15.1% of Squarespace sites get organic traffic?

Ahrefs concluded that a likely reason for this % is that Squarespace users tend to be “less SEO savvy”.

Fortunately, this comes down to education – something Squarespace is doing a lot to help with 🙌🙌



Why Listen To Me?



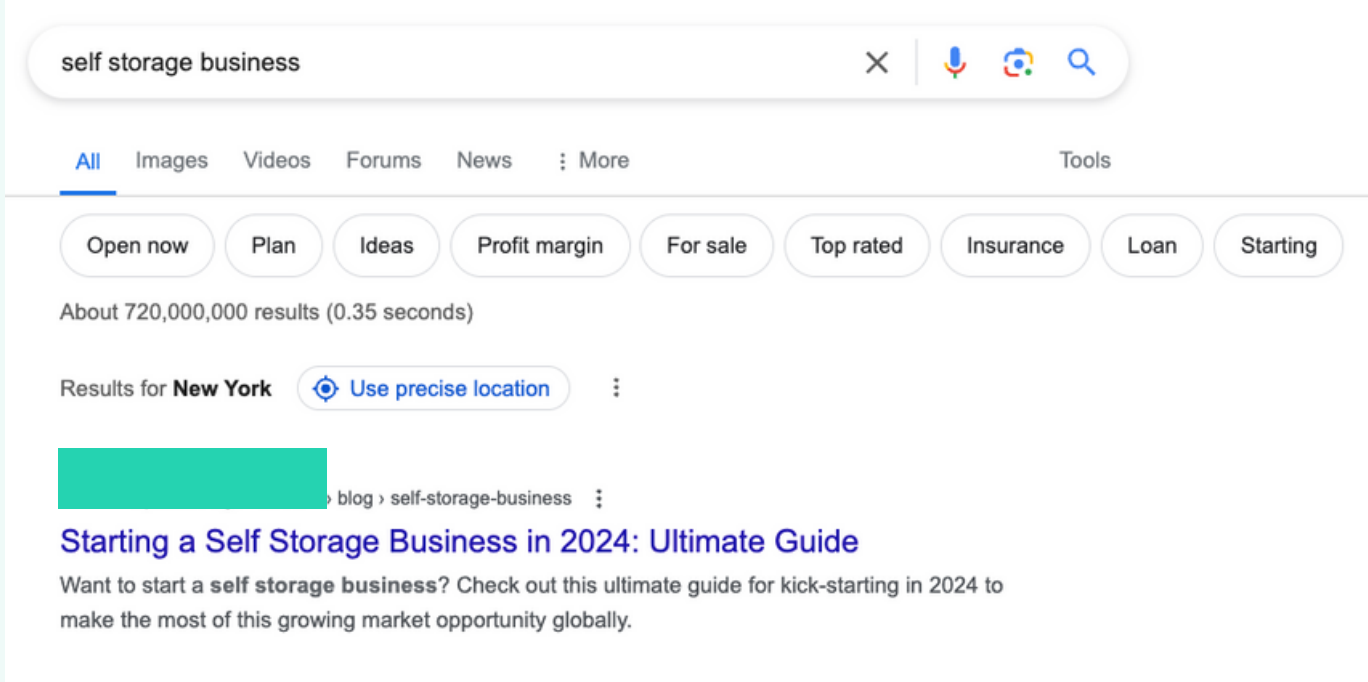
Henry Purchase

@h.purchase · 1.87K subscribers · 224 videos

The Squarespace SEO Expert and Plugin Creator >

seospace.co.uk and 1 more link

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All Images Videos Forums News More Tools

Open now Plan Ideas Profit margin For sale Top rated Insurance Loan Starting

About 720,000,000 results (0.35 seconds)

Results for **New York** Use precise location

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Starting a Self Storage Business in 2024: Ultimate Guide

Want to start a self storage business? Check out this ultimate guide for kick-starting in 2024 to make the most of this growing market opportunity globally.



CIRCLE DAY 2023


8 Squarespace SEO Myths Debunked





Myth 1: Squarespace is BAD for SEO

Are and Squarespace Any Good Websites for SEO?

No! A clear and blatant no.

SEO in itself is quite complicated and involves a lot of intricacies. With such fierce competition, if you want to win a battle of SEO and rank your website higher than your competitors, having  or Squarespace is like bringing a knife to a gunfight. You are bound to lose.

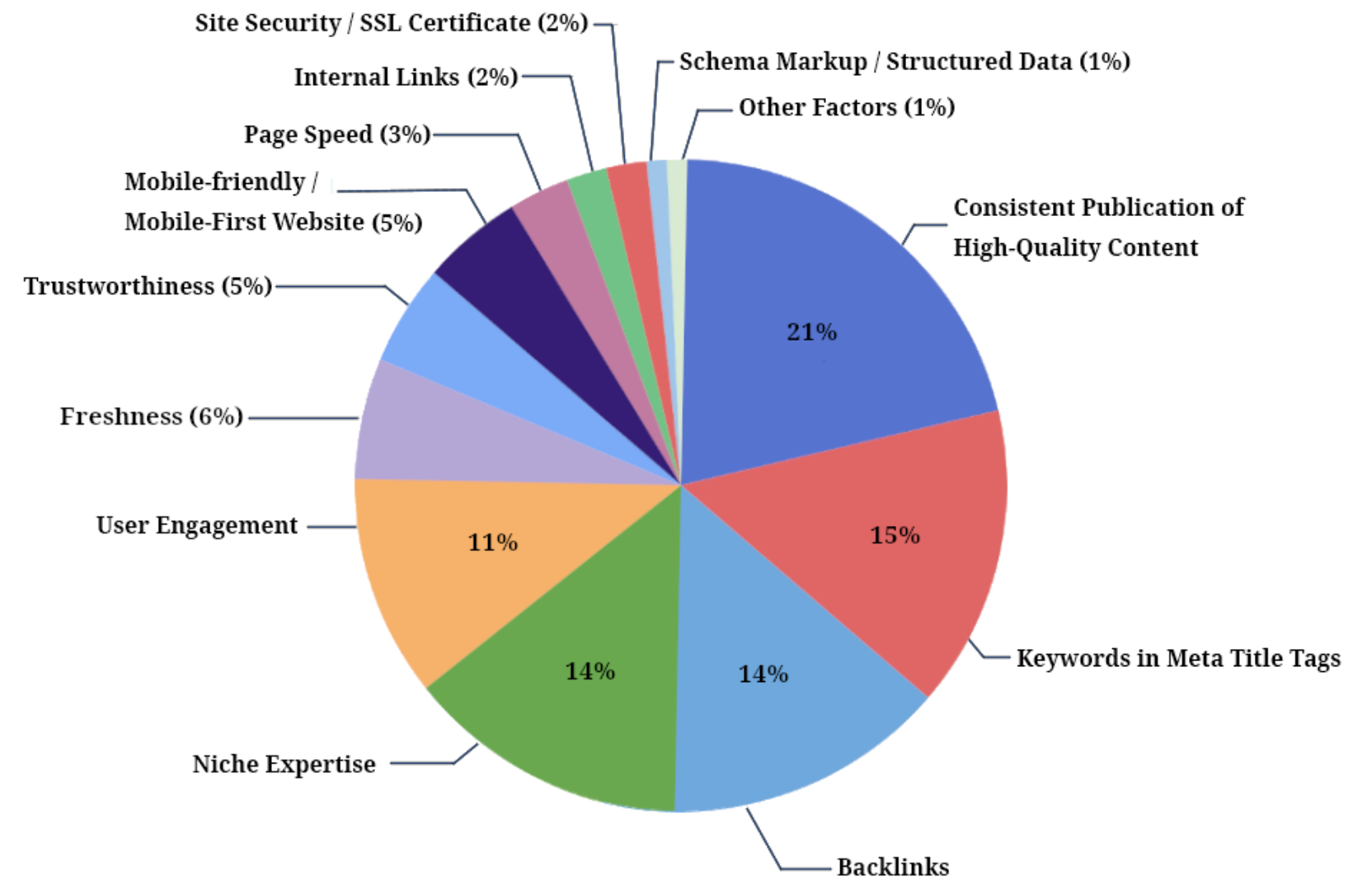
It does not matter how convenient  and Squarespace is to help set up your online business, you won't be able to rank your website with such builders.

So, now that you already know where a business stands with  and Squarespace, let's explore why they are not recommended by SEO experts.

Myth 1: ~~Squarespace is BAD~~ ~~for SEO~~ - Busted

The CMS/Website Builder you use isn't a ranking factor - **SEO is platform-independent.**

What matters in SEO is what you put into it - do you post high-quality content regularly, place keywords in the right place etc. etc.



Source: First Page Sage

Myth 2: Squarespace sites don't rank on Google

PRO TIP:

Squarespace is not a good platform for SEO because it is not built with search engine optimization in mind. The platform does not allow for much customization or control over on-page elements that are essential for SEO. Additionally, Squarespace sites are not well-indexed by search engines, making it difficult for them to rank well in organic search results.

Myth 2: ~~Squarespace sites~~ ~~don't rank on Google~~ - Busted

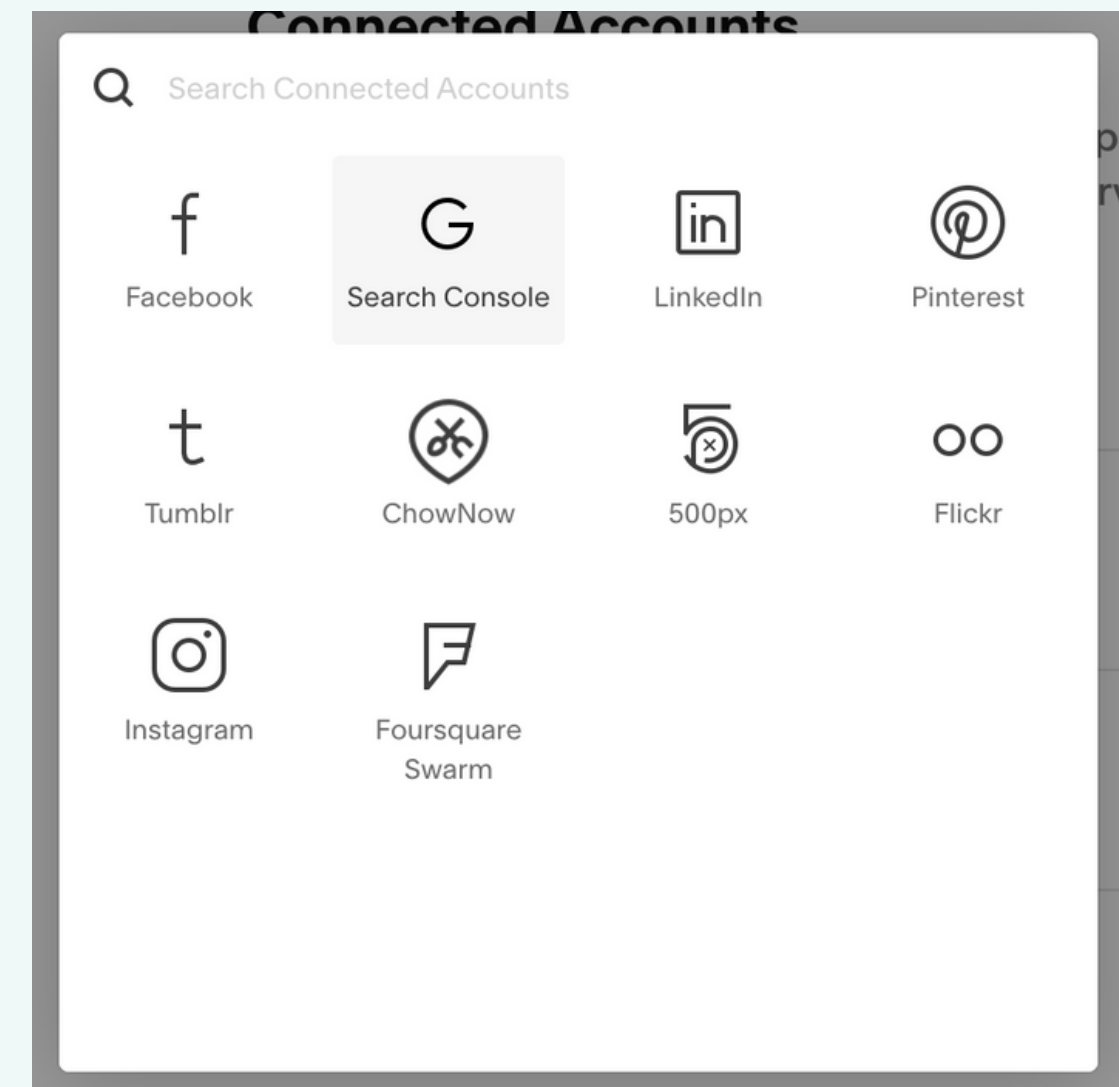
Settings -> Third Party Tools -> Connected Accounts
-> Connect Account -> Search Console

[Third Party Tools](#) / Connected Accounts

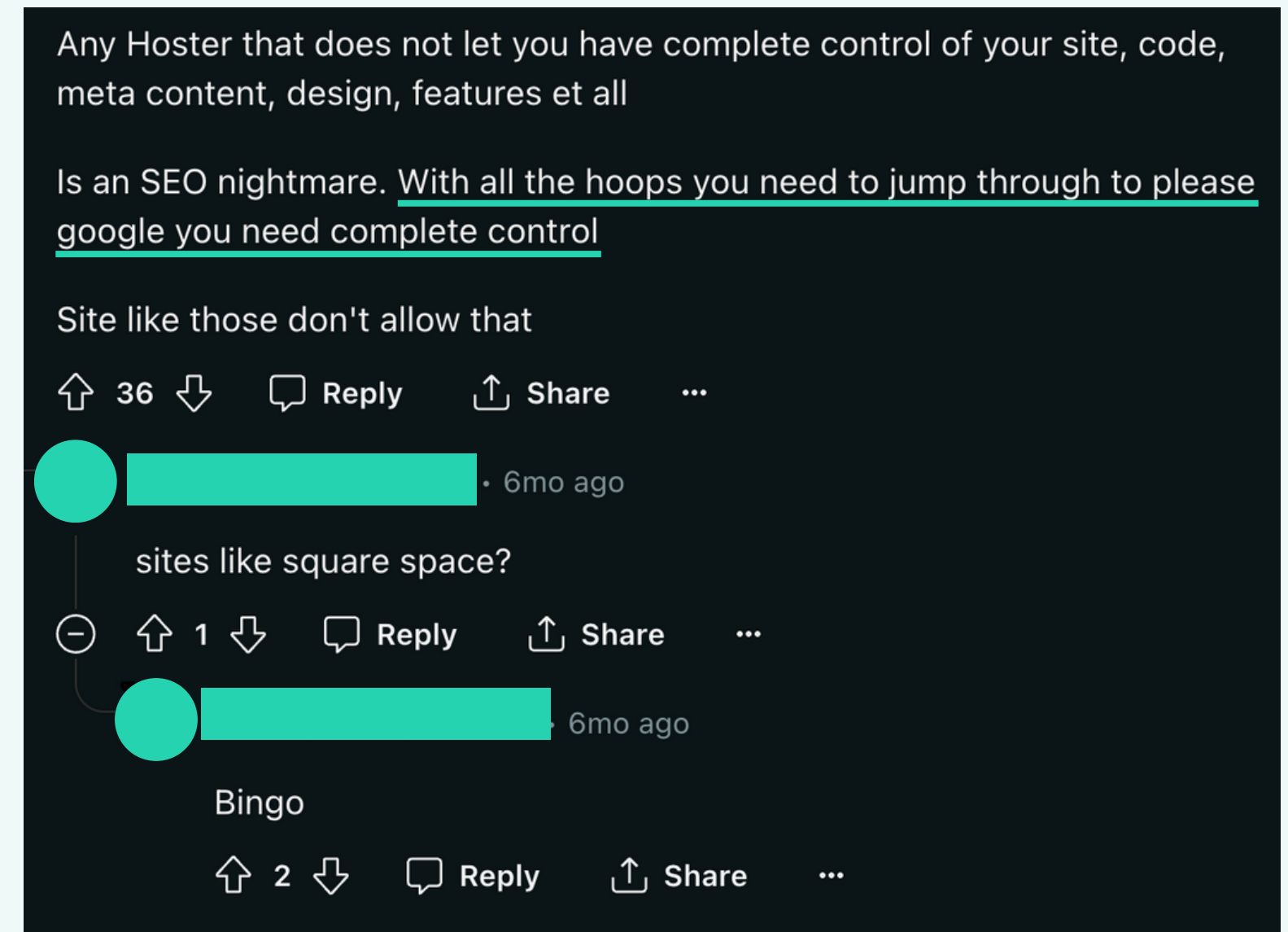
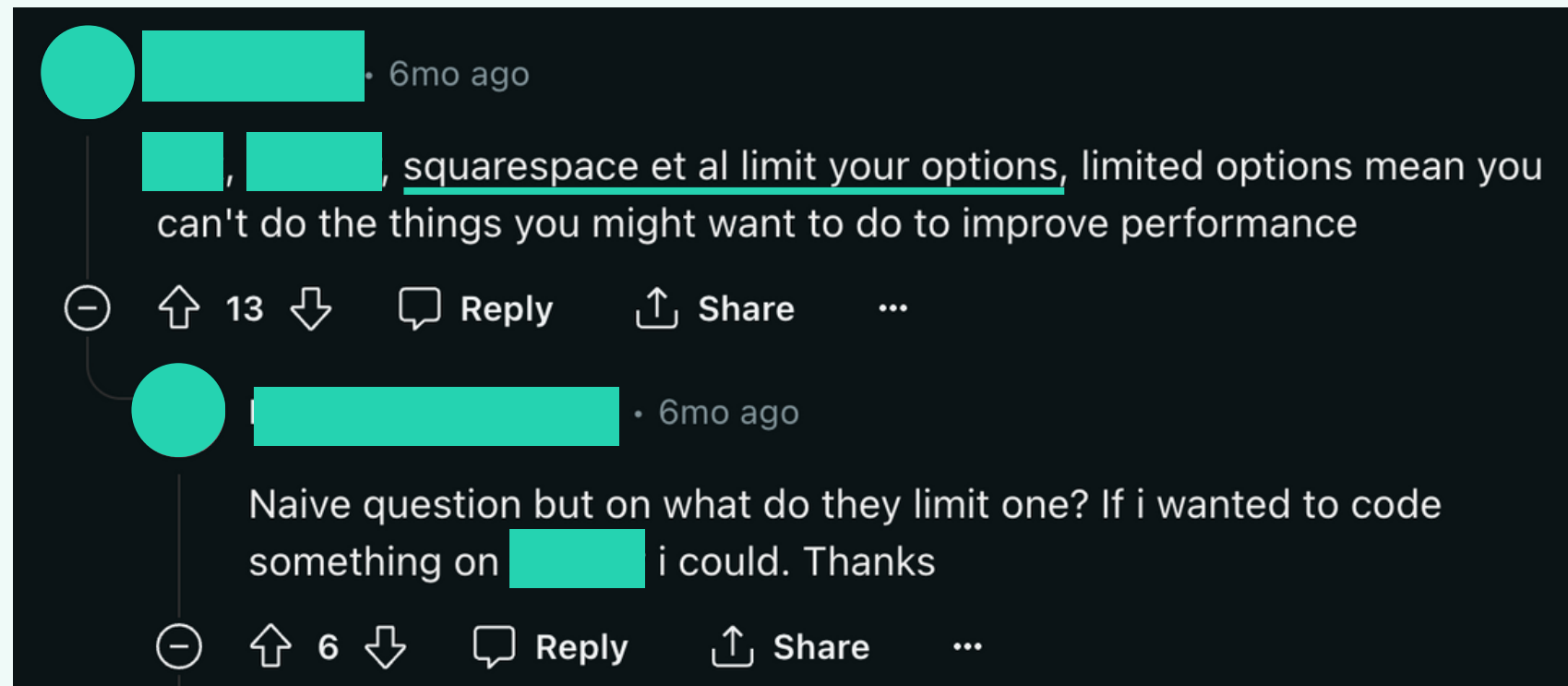
Connected Accounts

Connecting to social services enables you to push or pull data, and allow visitors to connect with you via those services. [Learn more](#)

CONNECT ACCOUNT



Myth 3: Squarespace is “too limited” for SEO

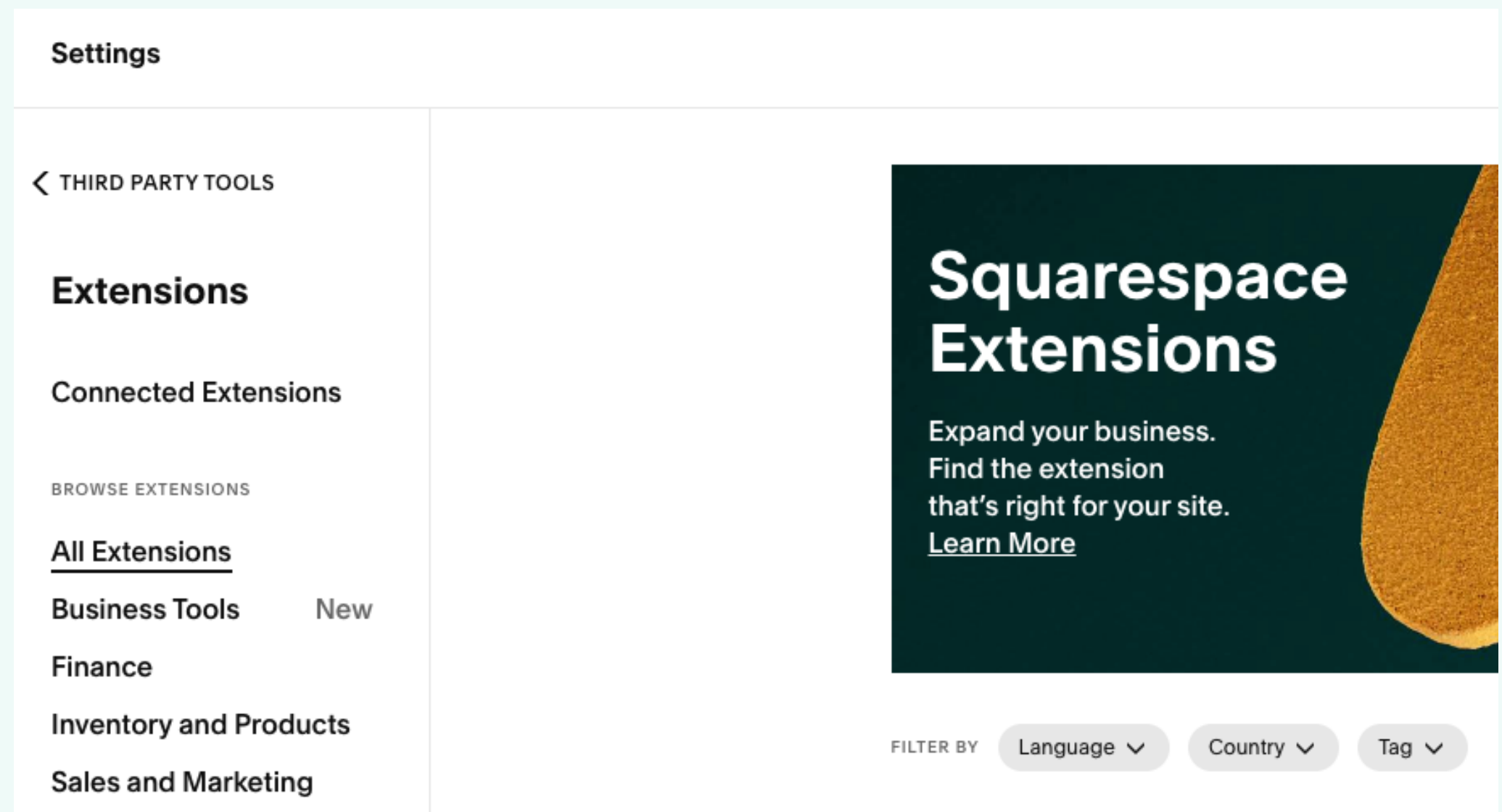


Myth 3: Squarespace is “too limited” for SEO

When people say “limited”, here’s what they typically mean:

- Limited ability to add plugins
- Can’t edit the backend code of your site
- Can’t edit your sitemap

For example, other website builders have a tonne of SEO plugins that actually change/reconfigure the code – Squarespace extensions don’t do this.



Myth 3: ~~Squarespace is “too limited for SEO”~~ - Busted

Plug-in Used in 1M+ Websites Patched to Close Critical Bug

The privilege escalation flaw is one in thousands that researchers have disclosed in recent years.

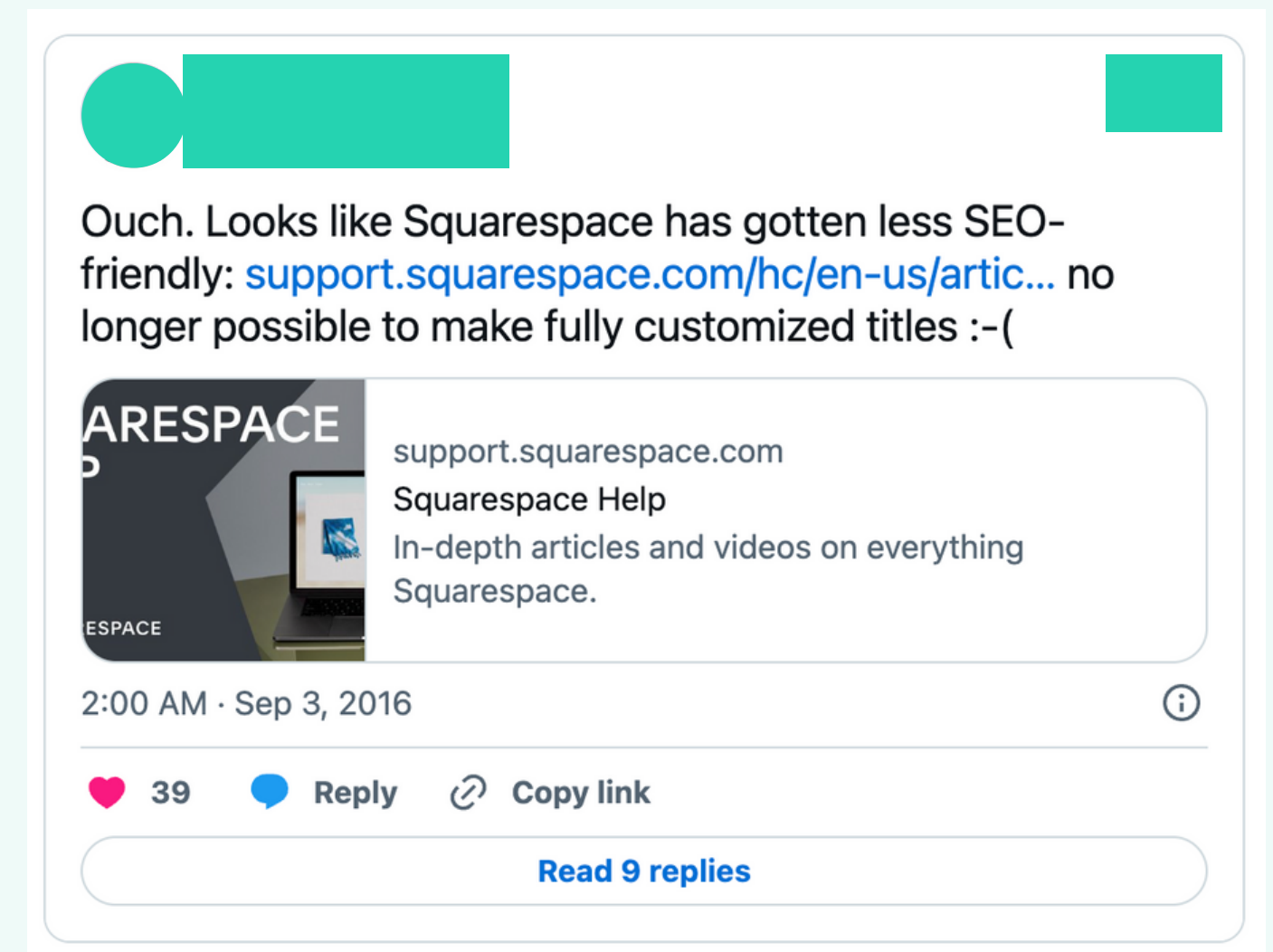
Squarespace’s “limitations” lead to a more secure, reliable and usually lower-cost platform that doesn’t need ongoing maintenance.

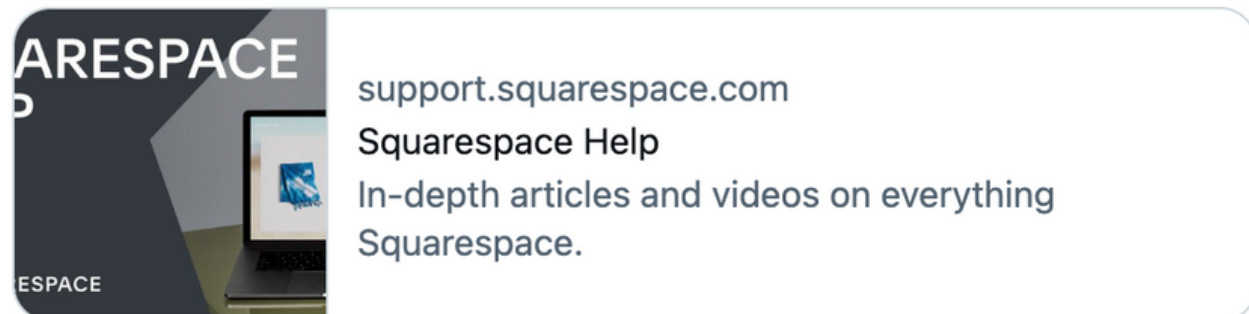
95%+ of people don’t need the customisation Squarespace doesn’t allow.

Myth 4: You can't edit SEO settings/information

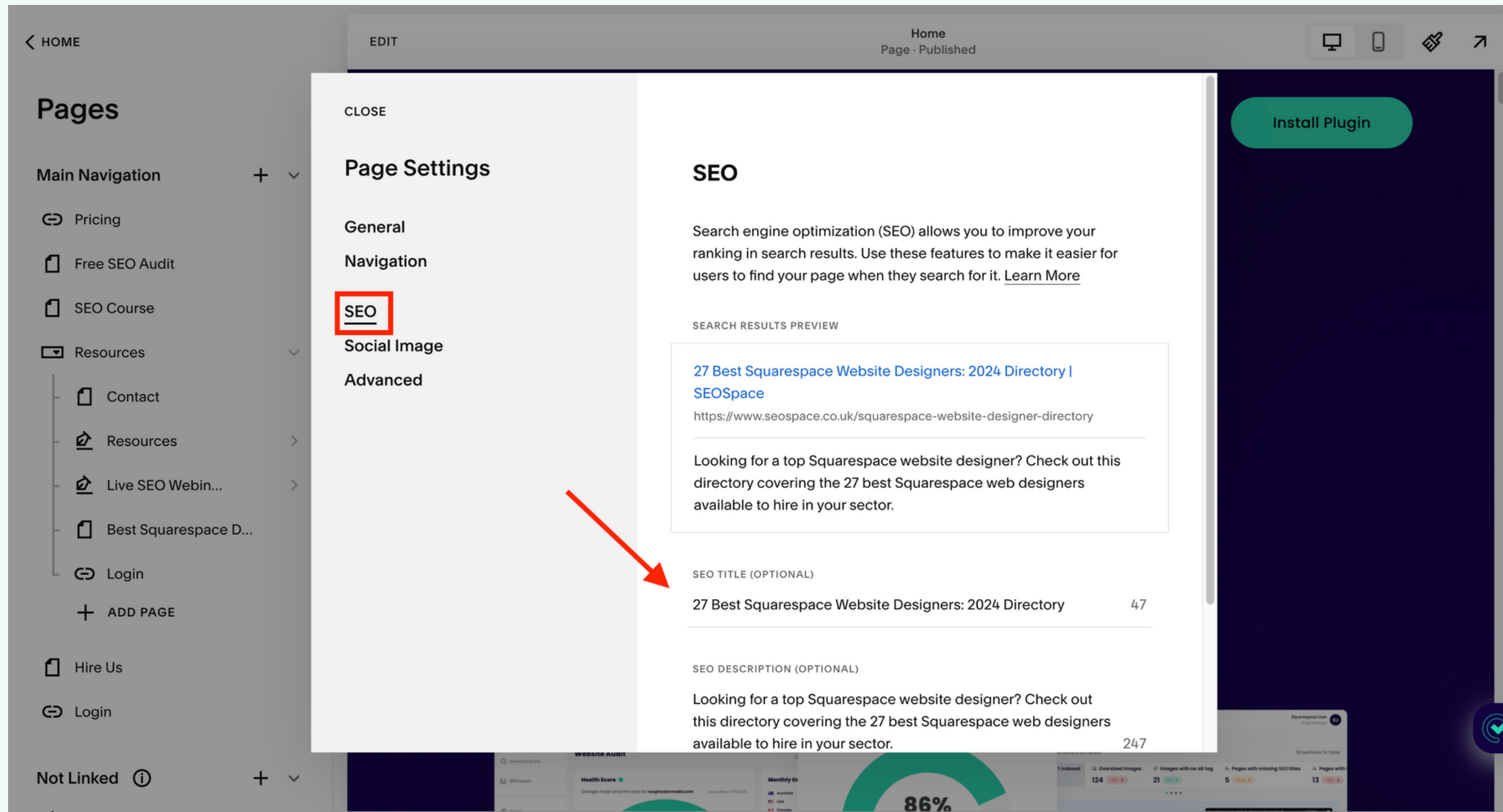
1. **Limited customization options.** One of the main reasons why Squarespace is not ideal for SEO is because it offers limited customization options.

This means that you cannot make changes to your website that would help you to rank higher in search engines. For example, you cannot change the URL structure of your website, and you cannot add meta tags or alt text to your images.



Ouch. Looks like Squarespace has gotten less SEO-friendly: support.squarespace.com/hc/en-us/artic... no longer possible to make fully customized titles :-(

2:00 AM · Sep 3, 2016
39 likes
Reply Copy link
Read 9 replies

Myth 4: ~~You can't edit SEO settings/information~~ - Busted



Myth 5: Other Website Builders are BETTER for SEO than Squarespace

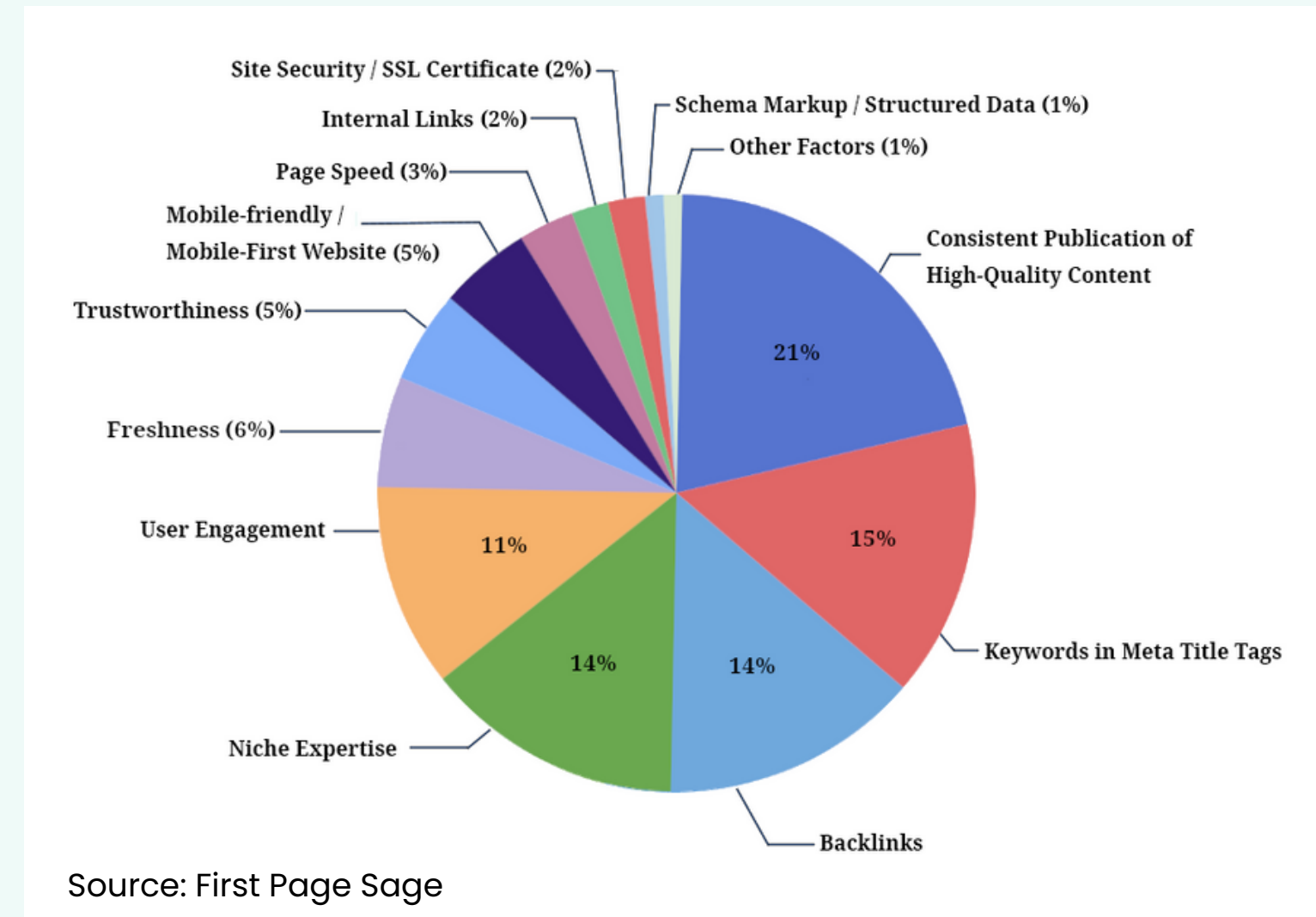
Related **What do you think Squarespace is better compared to a [redacted] site?**

It isn't, not in any way is Squarespace superior to [redacted] -in fact [redacted] vastly out performs any site built from Squarespace in terms of ranking, and versatility, in any metric you care to propose, [redacted] dominates in the professional blogging space, and in the versatility of application sense.

Myth 5: ~~Other Website Builders are BETTER for SEO than Squarespace~~ - Busted

The CMS/Website Builder you use isn't a ranking factor - **SEO is platform-independent.**

What matters in SEO is what you put into it - do you post high-quality content regularly, place keywords in the right place etc. etc.



Myth 6: Squarespace's page speed is a potential deal-breaker

Is anyone else worried about BAD CORE WEB VITALS for Squarespace Sites?

By [redacted] September 14, 2023 in SEO [performance](#)

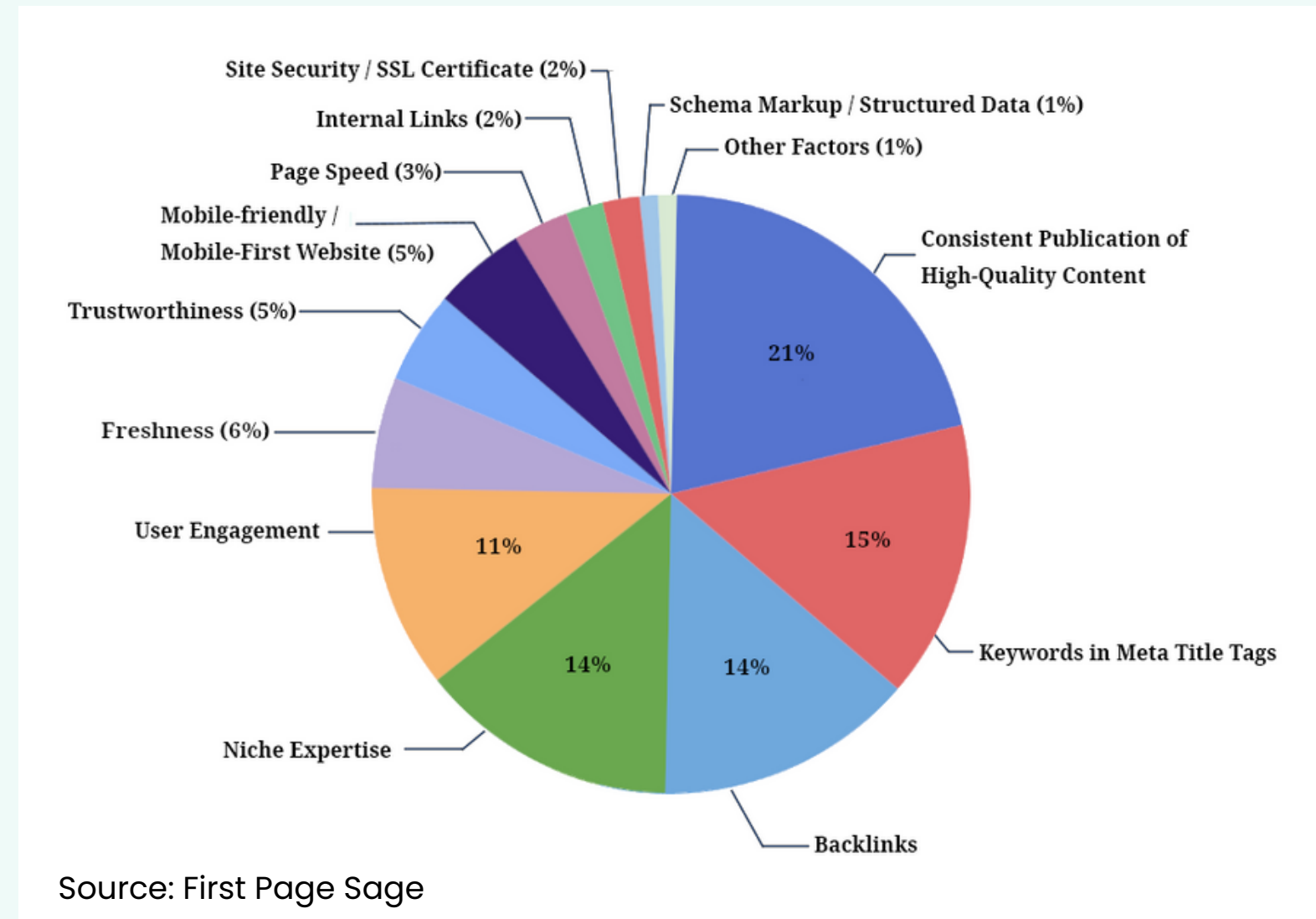
Serious business websites can't justify investing staff, tools to research and produce content only to have the website itself penalised for poor performance. Squarespace can't even manage to integrate a simple process like image optimisation like [redacted], let alone address LCP and other core web vitals.

Myth 6: ~~Squarespace's page speed is a potential deal-breaker~~ - Busted

Site speed/CWV (core web vitals) is just one of many Google rankings factors.

Squarespace has room to improve here, but this will not make or break your site.

No matter the platform, miss the other ranking factors and SEO won't work for you.



~~Myth 6: Squarespace's page speed is a potential deal-breaker~~ - Busted

Plus - Squarespace's Product Team is intentionally working on this.

Between 2023 and 2024, Squarespace had the biggest and fastest improvement in CWV (core web vitals, three web performance measurements that impact where a website shows up in search engine results)

(Search Engine Journal)

YoY Growth Rates Of Improvement

The year over year (YoY) improvement scores shows how fast each CMS is improving.

1. Squarespace

The rate of growth increase from 2023 (34.7%) to 2024 (54%) is a whopping 55.62%.

The meaning of that percentage is that there is a 55.62% increase when comparing the 2023 score of 34.7% to the 2024 score of 54%.

Another incredible data point is the absolute percentage point difference between 34.7% and 54% which is 19.3 points.

Myth 7: Squarespace isn't good for blogging

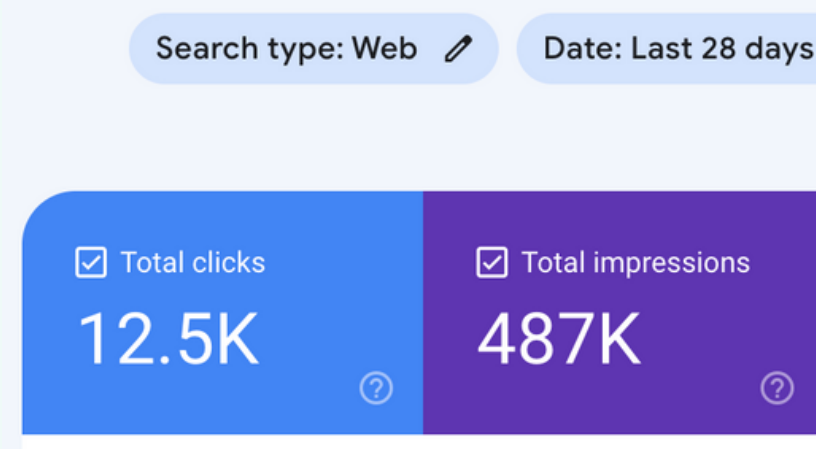
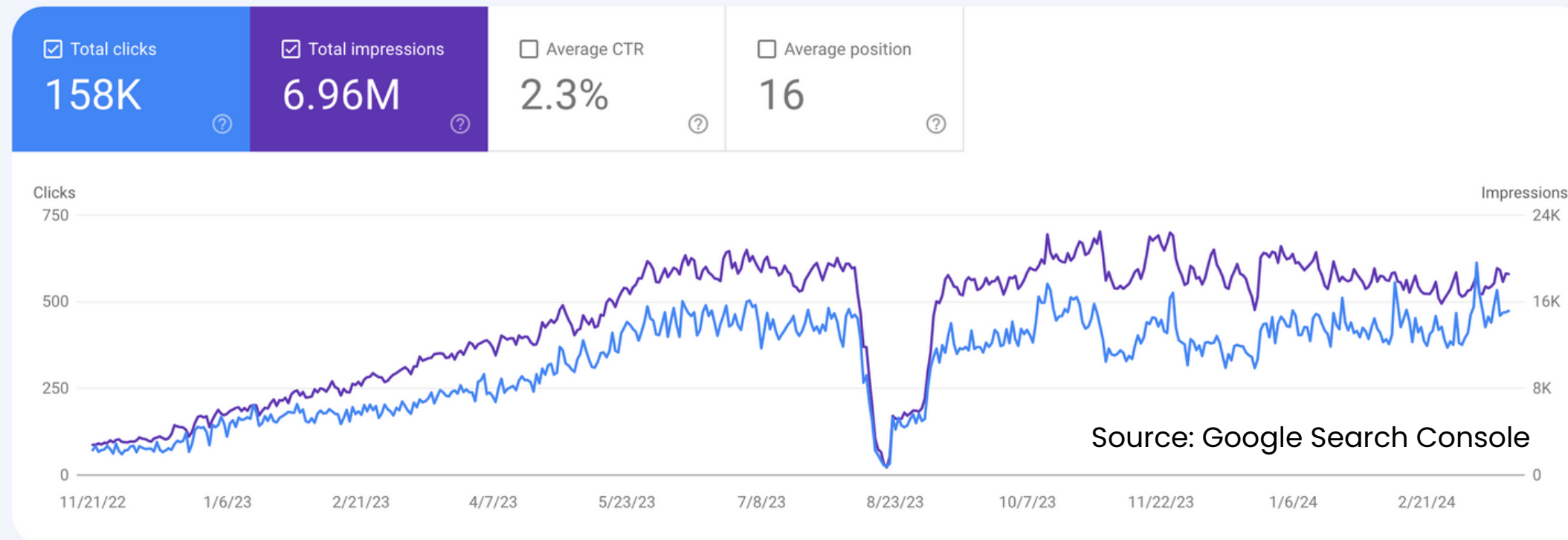
5. No support for AMP. AMP (Accelerated Mobile Pages) is a technology that allows pages to load faster on mobile devices.

Google has said that they prefer websites that use AMP, and those that don't may see a decrease in their ranking. Unfortunately, Squarespace does not currently support AMP.

6. Limited blogging features. If you want to use your website for blogging, Squarespace might not be the best option.

While it does have some blogging features, they are limited compared to other platforms like **WordPress**. For example, there is no way to easily add categories or tags to your posts, and you cannot set up an RSS feed.

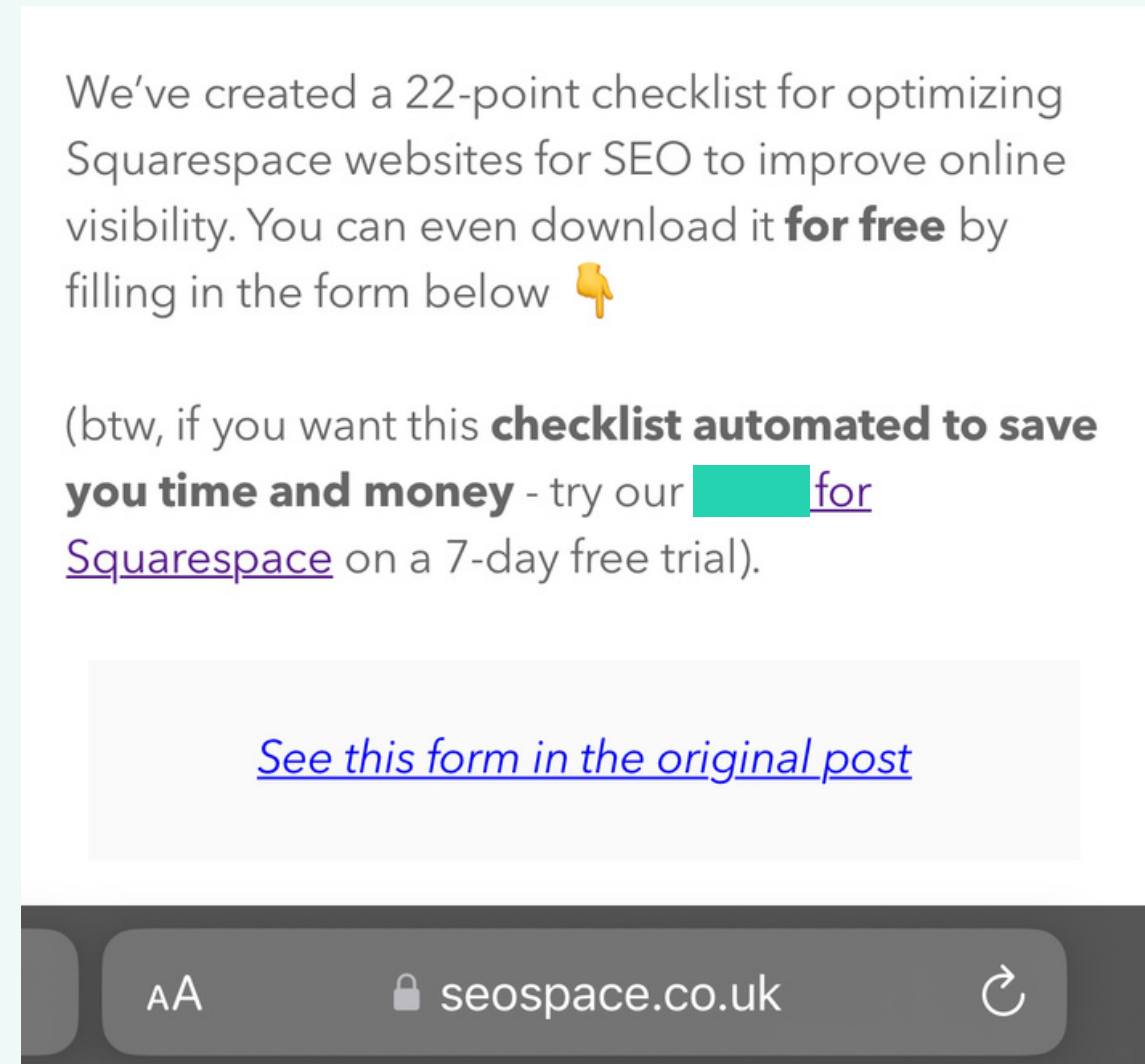
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Squarespace does have AMP capabilities - it's super easy to add (below).

Personally, I prefer to keep AMP off as it reduces conversions.



ACCELERATED MOBILE PAGES
An optimized view for your blog posts when viewing on mobile.

Use AMP
Allow AMP providers to show the AMP view of your blog posts.

Myth 8: There's no "SEO Plugin for Squarespace"

4) No Plugin

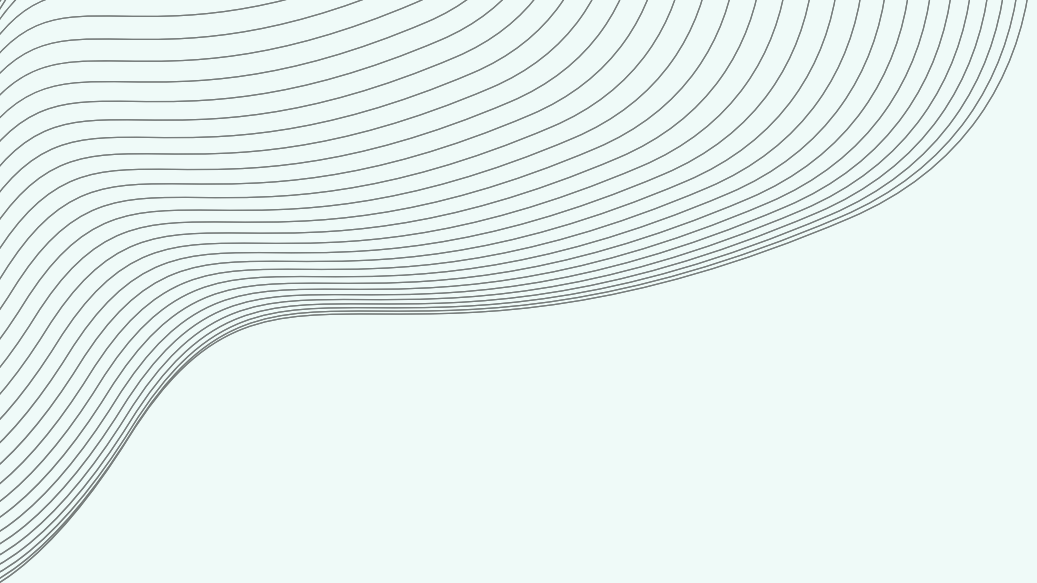
There's no [redacted] for Squarespace. Whereas [redacted] users can rely on a plugin to help them check their content before publishing, there's no tool in Squarespace that helps you with this.

Myth 8: ~~There's no "SEO Plugin for Squarespace"~~ - Busted

The screenshot shows a Google search interface with the query "seo plugin for squarespace". The search bar includes the Google logo, the search text, and icons for voice search, image search, and a magnifying glass. Below the search bar, there are statistics: "Volume: 320/mo | CPC: \$2.05 | Competition: 0.24" and a small bar chart with a star icon.

The first search result is for SEOSpace, with a green circular icon. The title is "SEOSpace: The Squarespace SEO Plugin & Audit Tool". The URL is "https://www.seospace.co.uk". The snippet includes: "MOZ DA: 14/100 (+1300%) Ref Dom: 40 Ref Links: 66 Spam Score: - Show backlinks Search traffic (us): 43/mo (website: 850/mo) - Keywords (us): 5 (website: 766) SEOSpace is the go-to **SEO plugin for Squarespace** Web Design Agencies. Trusted by industry leaders, it streamlines SEO workflows, enabling your team to ... Free SEO Audit · Squarespace SEO Course · Squarespace SEO checklist · Hire Us".

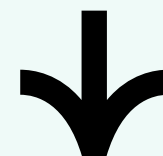
The second search result is for Squarespace, with a blue circular icon. The title is "Squarespace SEO – Built-in SEO Tools". The URL is "https://www.squarespace.com > marketing > seo". The snippet includes: "MOZ DA: 80/100 (+5%) Ref Dom: 53.9K Ref Links: 3.53M Spam Score: - Show backlinks Search traffic (us): 1900/mo (website: 663.50K/mo) - Keywords (us): 39 (website: 17.09K) Stand out in search results with fully integrated **SEO** tools from **Squarespace**, including the content, technical, and local details of your website."



Recap

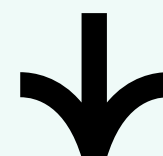
Myth 1

Squarespace isn't "bad for SEO" - SEO is platform-independent.



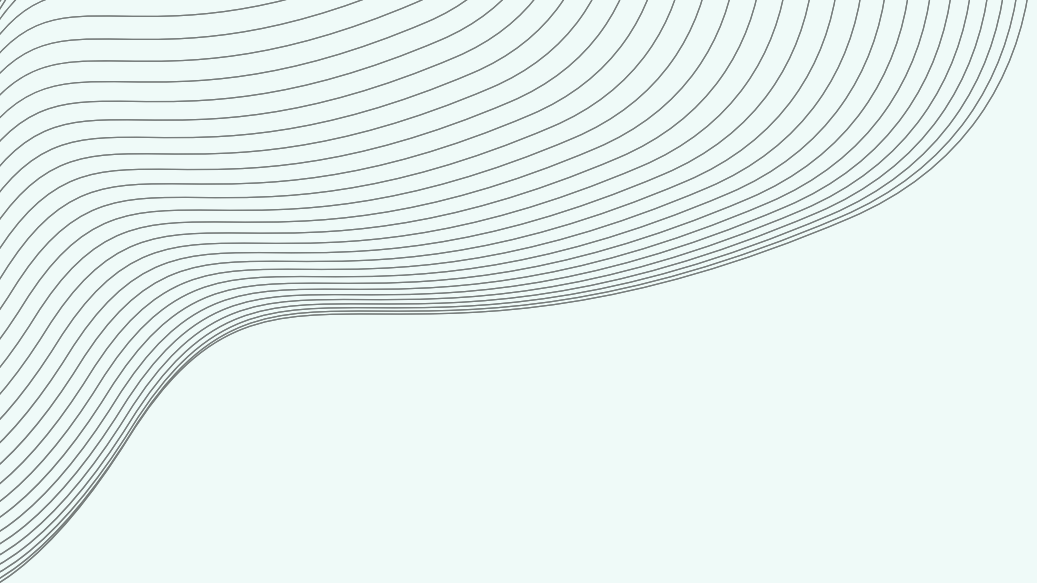
Myth 2

Squarespace sites do rank on Google - just submit your sitemap to Google Search Console!



Myth 3

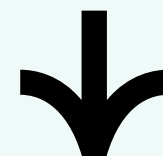
"Limitations" aren't necessarily bad, particularly if they prevent your site from breaking or being hacked.



Recap

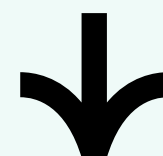
Myth 4

Each page on Squarespace has the ability to edit key SEO fields/information - it's super easy.



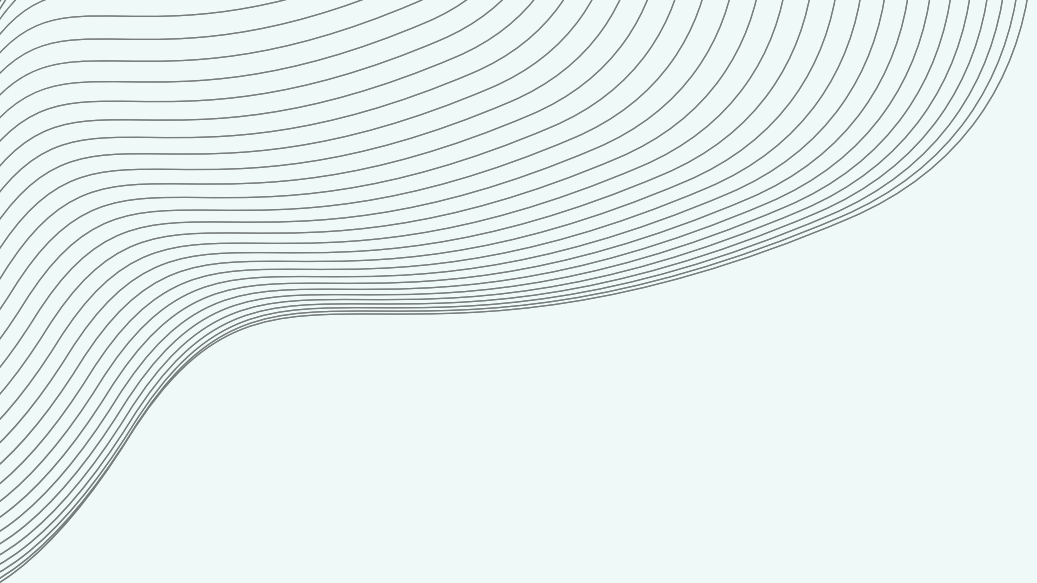
Myth 5

Choose the platform that you prefer to do SEO on - Google doesn't prefer any platform.



Myth 6

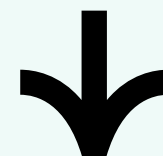
Site speed is just one Google ranking factor, and Squarespace is rapidly improving here.



Recap

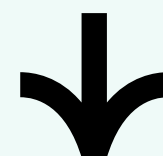
Myth 7

Many people, including myself, have built very successful blogs on Squarespace.



Myth 8

There is now an “SEO plugin for Squarespace” - I made it!

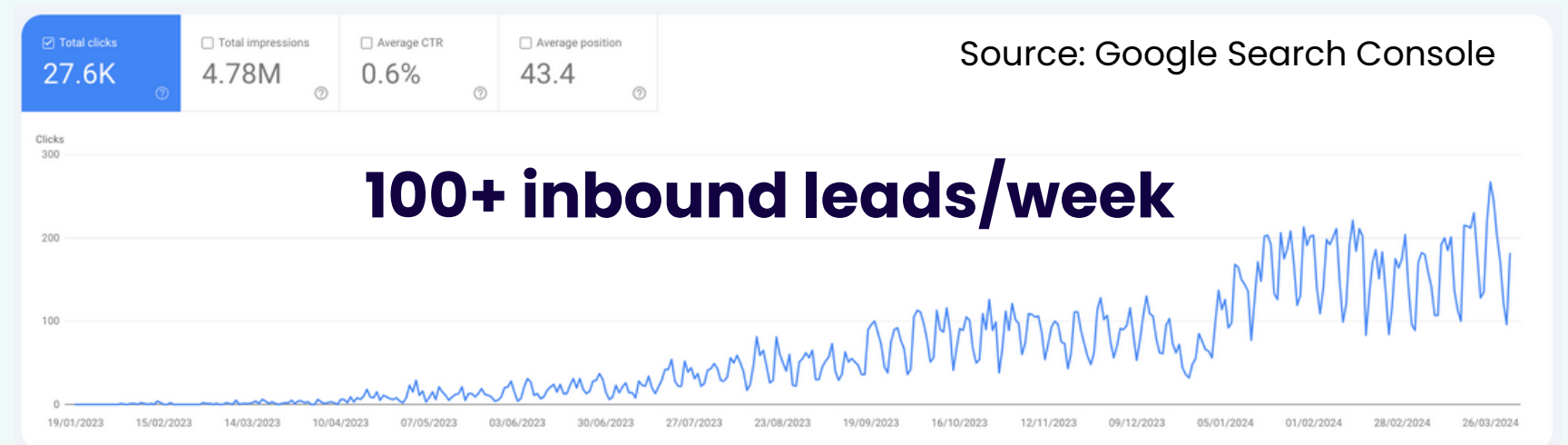


Myth...

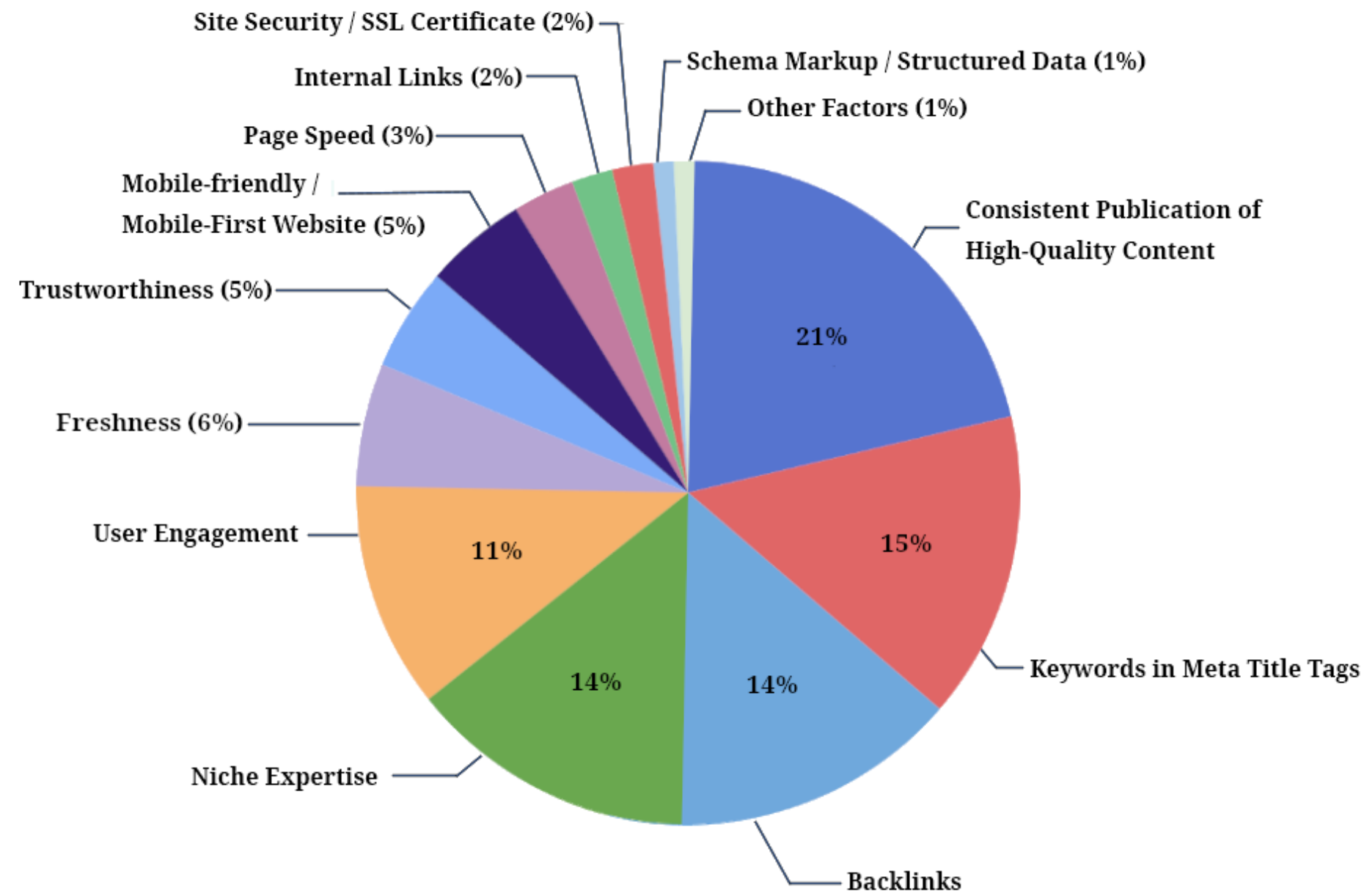
Be careful of what you read on the internet - SEO requires patience and consistency. Here's some examples...

SEO Requires Focus and Consistency

Getting results from SEO can take 3-6+ months - Google needs to trust sites it ranks. With **77% of people using Google 3+ times a day** (Moz) to search for things online, getting found by your target customers organically on Google is worth the effort and time.



So, what should you be focusing on then?



Source: First Page Sage

Top 5 Things You Should Be Focusing On

Here are the top five things proven to move the needle on your Squarespace website:

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4. **Showing you're the expert in your topic/niche (via blogging, adding an author profile to blogs, creating social media/YouTube content etc.)**

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4. **Showing you're the expert in your topic/niche (via blogging, adding an author profile to blogs, creating social media/YouTube content etc.)**
5. **Improve how users engage with your website (increase click-through rates, reduce bounce rates, increase pages/user etc. - use Squarespace Analytics)**

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Thanks for watching! Q&A time!