

HOW TO MAKE A

WEDDING WEBSITE

APRACTICALWEDDING.COM | SQUARESPACE.COM



Photo by: The Hendrys

HELLO FRIENDS,

So, you're planning a wedding, and you've decided that it's time to make a wedding website. Perhaps you're at the point where your brain will absolutely explode if one more person pushes you for answers and details about your wedding plans. Maybe your plans have been derailed, delayed, or adjusted thanks to COVID and you need an easy way to keep everyone in the loop.

Pro-tip: It IS time to make a wedding website if you're facing any of these struggles. This way you can respond to pushy family members with a link, and you can mass update folks when changes happen.

We know that there are plenty of places online where you can create a wedding website. We also know that Squarespace is simply the best and most customizable place to make yours. Trust us on this, we've been doing this for years, and we've tested all the options. Squarespace is legit, and we're going to walk you through all the steps you need to create a wedding website in (honestly) no time at all. Plus, we'll share tips, tricks, and resources to really customize it and make it your own.

For total clarity: we've been brand partners with Squarespace for years, and this ebook is sponsored by them. I can also say that when I was planning my 10-year anniversary party (that's me on the right!) I tried out every wedding website tool, and Squarespace is the very best, and what I'd recommend (even without sponsorship.)

Think of us as your wedding big sisters (and website helpers).

Let's get going. Happy planning!

XO,

MEG KEENE & THE APW TEAM



Photo by: Kenzie Kate Photo

CONTENTS

05 CHECKLIST

An easy overview of everything you need to gather and do to launch your own wedding website

06 STEP BY STEP

We've broken down your wedding website creation into 10 easy steps. You'll find pro-tips, mini-guides, and more!

25 PLANNING DURING A PANDEMIC?

We've got some tips and tricks just for you.

26 RESOURCES AND TOOLS

Every single tool and resource that we use to create our own websites... you'll find it right here.

Photo by: *Sur La Lume photography*





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***IF THE PLAN
DOESN'T
WORK...
CHANGE THE
PLAN, NOT
THE GOAL.***

“

WEDDING WEBSITE CHECKLIST

STEP ONE: MAKE A SQUARESPACE ACCOUNT

USE CODE: "APW" FOR 10% YOUR FIRST YEAR

STEP TWO: GET A CUSTOM DOMAIN/URL

GET YOUR DOMAIN FREE WITH YOUR ANNUAL ACCOUNT

STEP THREE: GATHER ALL YOUR INFORMATION, PHOTOS, ETC IN ONE PLACE

- Your names
- Wedding date
- Schedule of times for your day/weekend
- Attire recommendations for each part of your event(s)
- Travel information
- Local info
- Registry information and links
- Wedding party information/bios/details
- Your love story
- Social media and technology guidelines for your event(s)
- RSVP details
- FAQ
- RSVP by date
- Plus ones (will you have them? Will you not?)
- Kids welcome or kid-free?
- Accessibility details
- Cash Bar?
- Not serving a meal, that otherwise may be expected?
- Contact info

STEP FOUR: CHOOSE A TEMPLATE

STEP FIVE: CREATE PAGES

- RSVP
- Gallery (for photos)
- Schedule
- Travel Info
- FAQ
- Other details
- Registry
- Love Story

STEP SIX: ENTER YOUR INFORMATION/PHOTOS

STEP SEVEN: CUSTOMIZE YOUR WEBSITE

STEP EIGHT: EDIT

STEP NINE: PUBLISH

STEP TEN: KEEP IT UPDATED

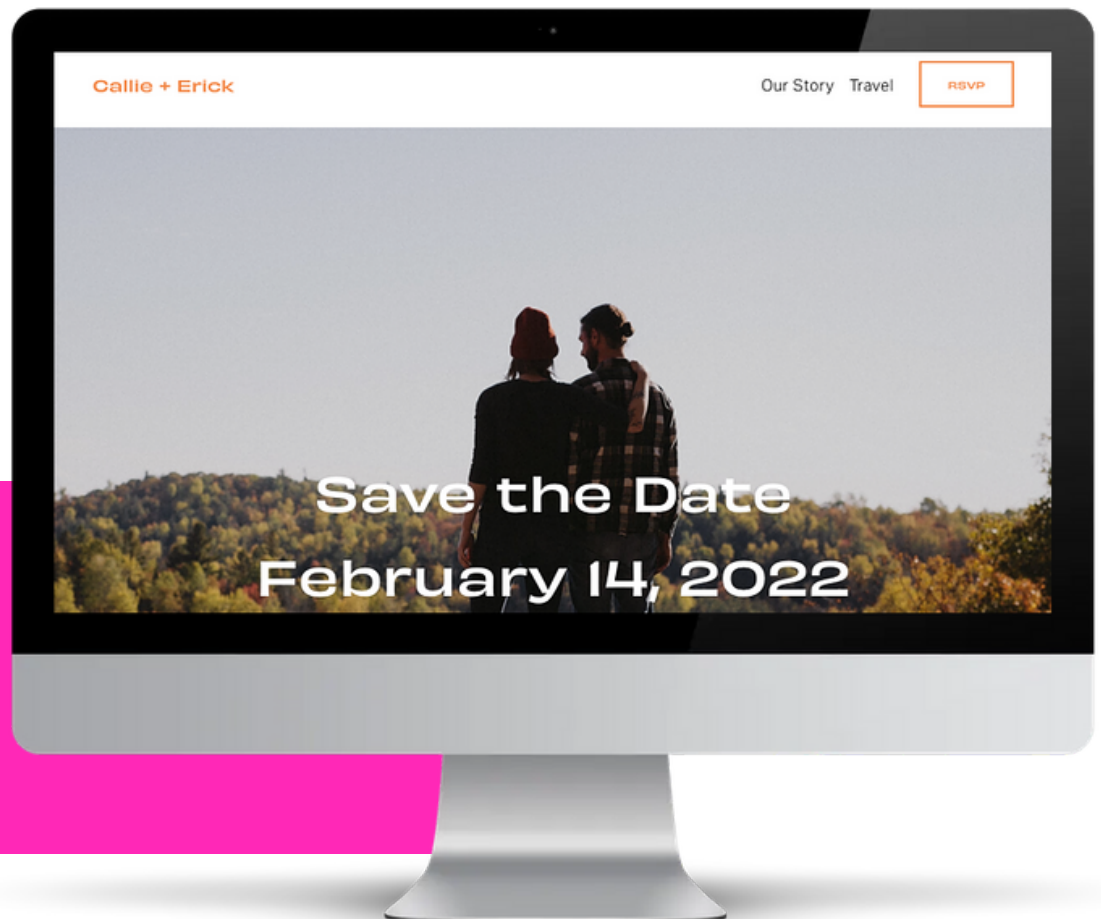
1 STEP ONE:

SIGN-UP FOR A SQUARESPACE ACCOUNT

This step is easy. Head right over to [Squarespace](#) and create yourself an account. All it takes is your email because they're going to hook you up with a 14-day free trial. That's way more than enough time to create, edit, publish and even re-edit your wedding website.

PRO-TIP:

We have a code for you to get 10% off your first year! That's probably just about long enough to keep the site up until your wedding, right? Just enter "APW" when you checkout.



2 STEP TWO:

SNAG YOURSELF A CUSTOM DOMAIN

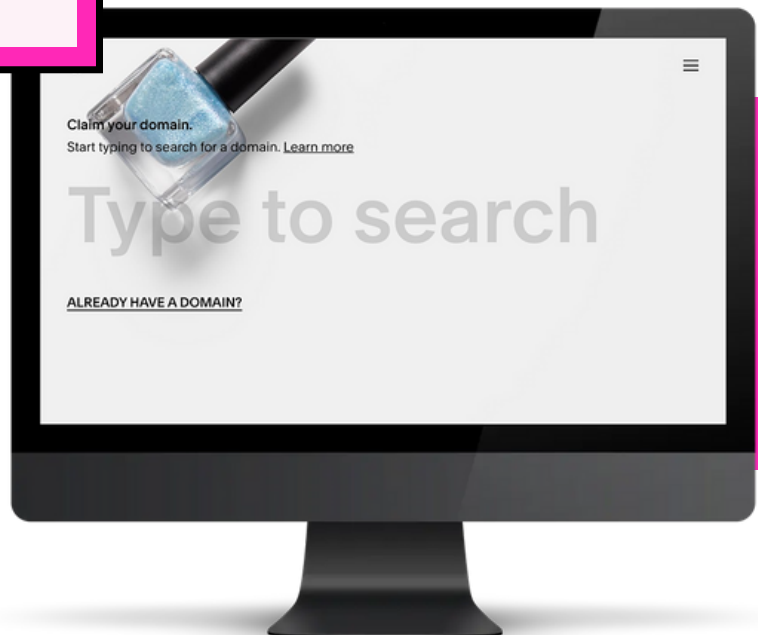
Realistically you can do this whenever you want in the process, but if you've got a good URL in mind, I recommend grabbing it right away.

Squarespace makes this step so darn easy. You can head over here and type in your dream domain name, and they'll let you know if it's available, and the price.

Don't have a domain name in mind? Don't fret. You can just type your names, date, or words you're thinking about into their search bar and they'll help you come up with one!

PRO-TIP:

You get your first year of domain name registration for free if you pay for your Squarespace account yearly instead of monthly! #worthit

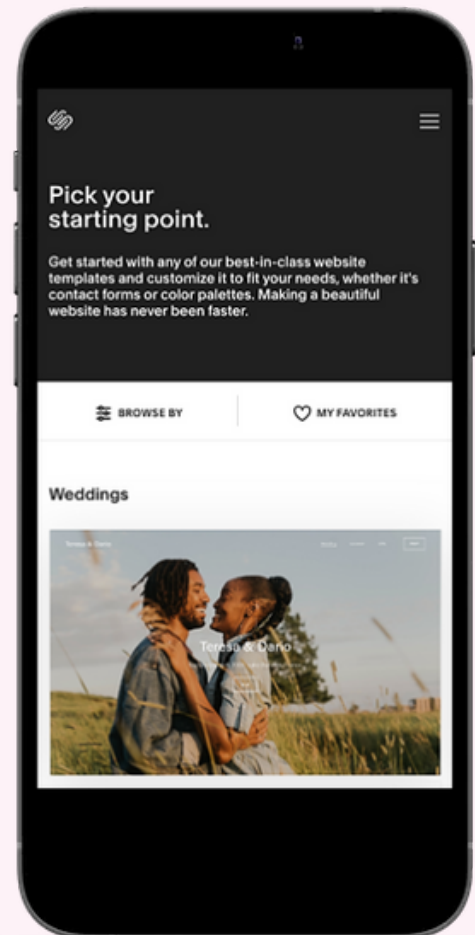
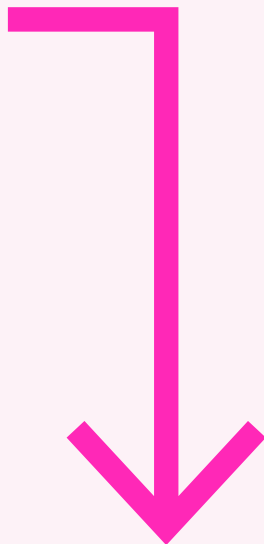


3 STEP THREE:

GATHER INFORMATION, DETAILS, AND IMAGES

Generally speaking, the whole reason you're putting a wedding website together is to share details and information with your guests. So it's time to get organized, think like a guest, and start to pull it all together. Consider starting a Google Drive folder, with all the things you'll need for your wedding website. That will make it easy to find images, and copy/paste your content for the site. Here's a list of key information and things to gather in one place so that it's easy to plug it into your new wedding website:

**MORE ON
EXACTLY
WHAT YOU
NEED...**



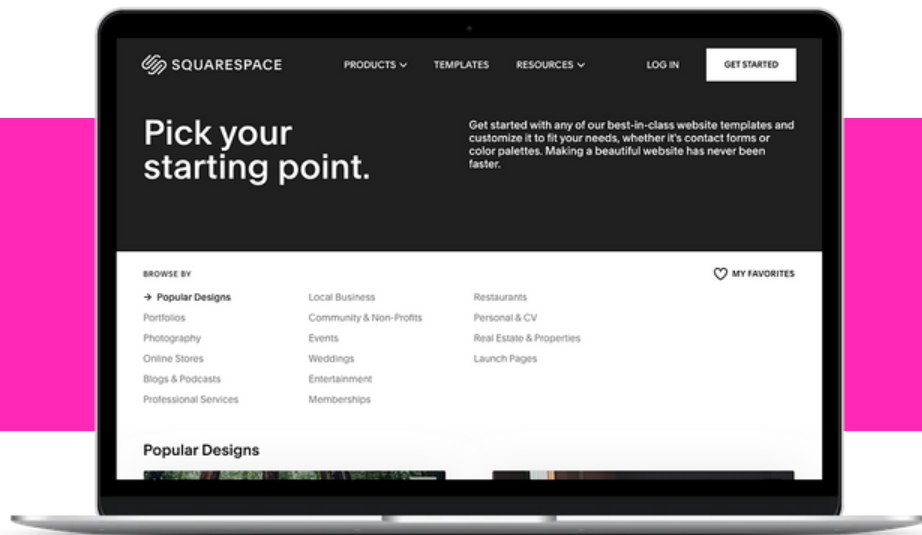
WHAT TO PUT ON YOUR WEDDING WEBSITE

- Your names (I read once about someone who got a wedding invite and visited the accompanying website and still wasn't sure who exactly the wedding was for... uh oh!)
- Wedding date
- Schedule of times for your day/weekend (If you have it. If not, "TBD" is just fine, and it's easy to add in later.)
- Attire recommendations for each part of your event(s): Will the ceremony be in the forest where stiletto heels aren't recommended? Is dinner a black-tie affair or a laid back endeavor? Will folks be outside in the cold, and should definitely bring coats?
- Travel information (transportation, venue parking, hotel/accommodations, maps, etc)
- Local info (things to do, see, eat, plus weather predictions). This is particularly helpful if folks will be traveling to your wedding from out of town.
- Registry information and links
- Wedding party information/bios/details (if you'd like!)
- Your love story (if you're into that)
- Social media and technology guidelines for your event(s)
- RSVP details (again, you may not be ready quite yet, but you can still prep this page of your site)
- FAQ
- RSVP by date
- Plus ones (will you have them? Will you not?)
- Kids welcome or kid-free?
- Accessibility details
- Cash Bar? (It would be a bummer for someone to arrive without cash.)
- Not serving a meal, that otherwise may be expected? (Make sure folks know.)
- Contact info—it's nice to give guests an easy way to reach you with their questions

4 STEP FOUR:

PICK A WEDDING WEBSITE TEMPLATE

Remember how I told you that Squarespace is the easiest, best, most customizable place to build your wedding website? Here's my favorite part: [TEMPLATES](#).



PRO-TIP:

If you don't want to do a ton of adjustments, you don't have to.

These templates come to you fully functional, plug and play—but with an incredible amount of style update options available. I picked a wedding website template, largely replaced my photos on the existing pages, and then played around with fonts and colors. It looked like I'd created a slick professional website all on my own, but making it was super fast. I also looked at the examples given of ways people had used that template and (cough) copied them.

When making a wedding website you do not have to reinvent the wheel.

Most of the other wedding websites you'll find out in the world all look exactly the same (and frankly, it's not an inspiring look). But with [Squarespace](#), you can actually make the website feel like it's yours. (Not "just like my BFF Yael's but with different colors.").

You can look right [here](#) to find the six templates that are in the wedding section. Plus, there are [tons of other templates](#) on their site that you could play with to make an absolutely original page, just for you. ([All their templates](#) have the same functionality, they just have different starting places.) Don't feel stuck with the [wedding-specific templates](#), the others are awesome too and you can just add your own RSVP page and other customizations.

And if you want, you can learn all about the templates, how they work, and nitty-gritty details in the [Squarespace Help Center](#). (I've never had a problem on Squarespace that I couldn't solve with a quick Google search, frankly. Squarespace has published a ton of resources.)



PRO-TIP:

Don't stress too much as you go to pick a template. All templates can achieve really similar outcomes, just with different flare!

PRO-TIP:

Click "Preview ____" on any template and then "View Demo Site" at the top to get to experience each site in full size.

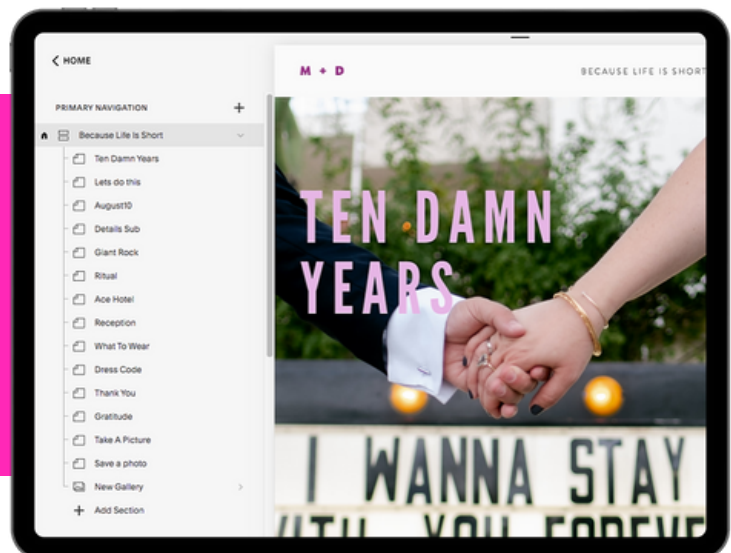
5 STEP FIVE:

CREATE PAGES

Or really, if we're being honest... take the template you picked (particularly if it's one of their wedding website templates) and tweak the pages slightly to make them your own. It's... shockingly easy.

But if you don't say, publish a website for a living, you might have a few questions. Namely: why does your website need to have pages? The answer is this: pages are simply how it's all going to be organized—think of it like categories, or file folders. They help your guests find the info they want, maybe it's a registry, or directions to the wedding. Each page will cover a different topic.

In more detail: Some websites have a flow from top to bottom and you scroll to see all the info, but on Squarespace, each of those sections is its own page. You can also set it up in a more traditional website format with a menu at the top, where each menu item leads to a different page.



MINI GUIDE

HOW TO MAKE A NEW PAGE:

In your main dashboard/backend, when you've opened up the website you're working on, just click "Pages" in the menu on the left. You'll then see that your choices are "Main Navigation" pages, or "Not Linked", and to the right of each of those options, you'll find a "+" sign. Click on that to choose "Blank Page" or "Page Layout" for some super helpful pre-designed options.

PRO-TIP:

You can also click on 'folder' which will create drop-down sections on your website navigation menu.

Example: You could create a folder called "Details" and add pages within that for "Schedule", "Travel", etc.

PAGES TO INCLUDE ON YOUR WEDDING WEBSITE

- RSVP (This is going to make the site worth it. The easiest and best way to gather those RSVPs. Trust me, in the decade plus I've worked on weddings, I've seen all the different ways to collect RSVP's, and Squarespace's RSVP function is a game changer.)
- Gallery (Share your life in photos, your engagement pics, and more.)
- Schedule (Make sure folx know where to be and when. Just don't list the exclusive rehearsal dinner time if not everyone is invited.)
- Travel Info (Break down everything they need to know, this is going to save you so many text messages.)
- Other Details/FAQ
- Love Story (This is a fun way to get to share your story.)

PRO-TIPS FOR PAGES:

Utilize page layouts.

Your template comes with pre-made layouts for pages. As in, no fuss. Use these so that you don't have to build any pages from blank. Adding a new page? In the 'Pages' menu, click the '+' to add a page, and choose 'Page Layouts' to find tons of pre-designed options.

Each time to create a page, rename the page title, navigation title, and slug (that part at the end of the web address, after the "/".) Just click the little gear symbol next to the page in the panel on the left. You don't want your pages to have funky names or URLs. Don't forget to click 'SAVE' when you're done.

You can make pages you don't want to use yet. Want to hide a page until you're ready? (For example, haven't sent out invites? Don't make your RSVP page live until then.) Easy peasy. On the 'Pages' menu, hover over the page you want to hide, click the gear icon, and then switch the 'enable page' slider to off. Don't forget to click 'SAVE' when you're done.

Want pages that look similar? Duplicate the page you've already made. It's easy. With any page in your "Pages" navigation, click on the little gear icon, scroll to the bottom of the settings box pop-up, and choose "duplicate page."

Make a secret page for your wedding party/family with details about the rehearsal dinner or other smaller events, that is password protected. Do not, I repeat DO NOT put invite-only events on your website in public, where you will make people feel sad they're not invited. Ready to password protect a website? In the 'Pages' menu, hover over a page, click the gear icon, scroll down and type a password under 'Password.' Don't forget to click 'SAVE' when you're done.

MINI GUIDE

How to set up RSVP on your website:

This will come built into the wedding templates, but if you choose a template that isn't wedding-specific, you'll need to do this yourself.

Options:

- Use a form block: While in 'edit' mode on any given page, click an insert point (they recently changed it from a grey tear-drop to a blue "+"), and choose "Form." A pop-up will appear where you can set up all the elements of your form. In the 'Build' tab, you'll choose all the elements of your form, in the 'Storage' tab, you'll decide if you want each entry emailed to you or stored in a Google Drive spreadsheet (there are other options, but those are the most useful for wedding websites).
- Create a whole RSVP page: When you go to add a new page to your website, one of the page layout options is "RSVP" and you can then customize from there!



The image shows a computer monitor displaying a web-based RSVP form. The form is titled "RSVP" and includes a request to respond quickly. It contains fields for email address, first and last name, a choice of whether to attend, and a headcount field.

RSVP

Please RSVP as soon as possible. This thing is happening in a hot (very hot) minute.

Email Address *

Name *

First Name Last Name

Are You Coming? *

We wouldn't miss it for the world

We wish we could be there with you

Headcount!

Catering waits for no (wed)man.

6 STEP SIX:

ENTER YOUR INFORMATION

Now it's time to utilize all that information you gathered in step three, and give the people what they want. No detail is too small (unless you want to purposely keep it secret), the more information you give folx, the more comfortable they will be on your wedding day.

By now, you've already created all the pages you need and collected all your details, so this should be pretty plug-and-play. Visit each page on the site you've built, and start to place pertinent details in each section. Especially if you landed on [using a wedding template](#), and you used the page layouts they offer, you should find that a majority of this step just involves changing out placeholder information (names, dates, times, etc) for your actual details.

If you do need to add some fresh sections or expand on what's included in the pages already, you'll need to add that content manually. With Squarespace, your pages are made up of content blocks. There are all different kinds, like text blocks, image blocks, image gallery blocks and more which are mostly pretty self-explanatory.

You can learn more about them right [here](#) from Squarespace.

PRO-TIP:

Don't forget to hit "Save" in the upper left corner when you're done making changes to a page. It's a bummer to have to start again.

PRO-TIP:

If you're adding more than one image to a page, I recommend using the gallery block so that you can upload multiple images at once, instead of a bunch of single image blocks.

When you're ready to edit a page, just select that page from the menu on the left, then click edit in the top left corner.

Then, you can add a section by clicking the blue "ADD SECTION" that will pop up in between current sections, or add a block by clicking the blue '+' shape that will pop up as you move your cursor over the area you'd like to add it to.

PRO-TIP:

The most under-appreciated block is the spacer block. If you're not into design stuff, the term 'white space' may or may not mean much to you. Get cozy with it, though. It's the thing that makes websites beautiful. If you just have a bunch of text and images smashed together, the viewer's eye doesn't know where to look.

Instead, use spacer blocks to have some separation between things and allow images and text to stand out visually. (You'll find lots of spacer blocks in use on your pre-built template pages.)



7 STEP SEVEN:

CUSTOMIZE YOUR WEDDING WEBSITE

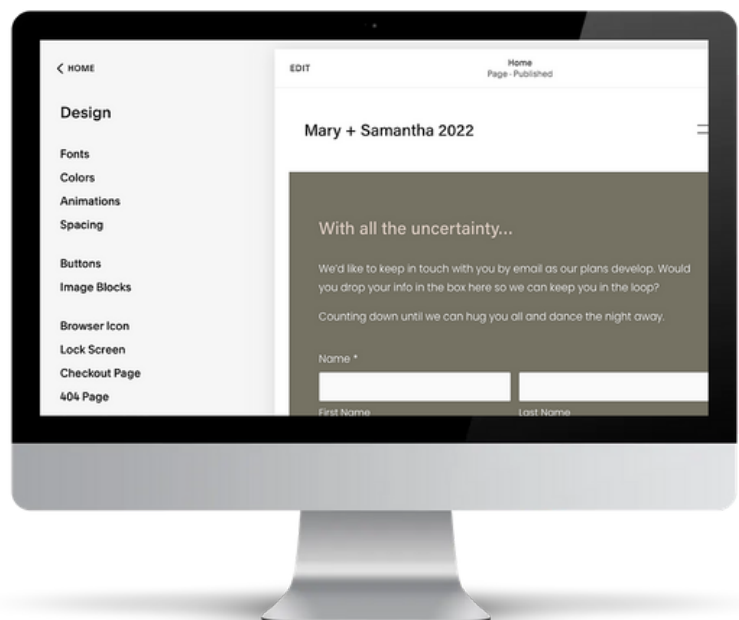
If I've said it once, I've said it one hundred times. Squarespace templates make building a professional-looking website possible for the rest of us, who know nothing about coding or design. You can, however, tweak the style and look to your heart's desire, to create a website that is 100% you and your partner. If the template you've chosen sings to you, just stick with it exactly as is. If not, you can switch it up.

This is going to be the longest part of the process if you're hoping for a super custom site. Stay patient, and trust us when we say that you can do this, even if you've never made a single website before.

First up, make some design decisions. Keep it simple, both for you and the eyes that will look at your site later.

Pick 2-3 colors and 2-3 fonts to be the style guide for your site, and then use those throughout.

Here's a style cheat sheet from Squarespace that will break down lots of the little adjustments you can make to your website.



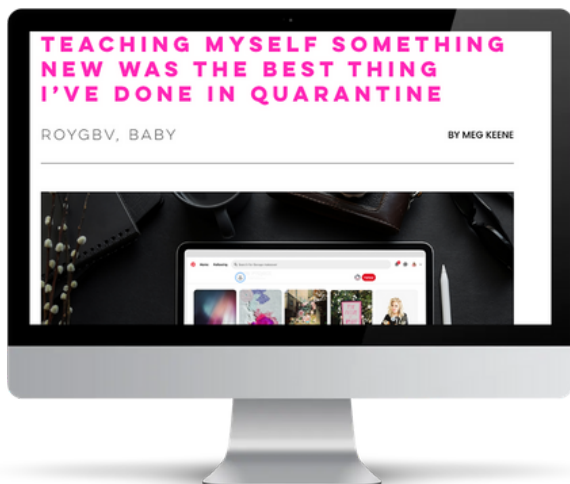
MINI GUIDE

HOW TO ADJUST COLORS:

- From your home menu, choose 'DESIGN'
- Click 'COLORS' Click 'Edit'
- Then choose from Designer Palettes from Squarespace, upload an image to choose colors from, or enter custom colors.

PRO-TIP:

Our favorite tool for picking colors is colors.co! It's a beyond easy and fun way to play with color palettes. You can upload images to pull colors from, browse palettes they've already created, or create your own. Plus, you can access the HEX, HSL, and RGB color codes for the palette you choose!



Read more about custom Squarespace colors



Read more about custom Squarespace fonts



MINI GUIDE

HOW TO ADJUST SITE-WIDE FONTS:

- From your home menu, choose 'DESIGN'
- Click 'FONTS'
- Click Switch on the current font pack to see all available font packs.
- Click Sans-serif, Serif, or Mixed to see different font packs for each style.
- Click a new font to preview it on your site, then click Save to apply it.
- Click Back to return to the Fonts panel and set the font's Base Size. All other text scales relative to this size.

PRO-TIP:

You can also add completely custom fonts. We love downloading from [CreativeMarket.com](https://www.creativefabrica.com/). [This blog post](#) helped me when I did this.

HOW TO TWEAK FONT FEATURES:

- In the Fonts panel, under Global Text Styles, click Assign Styles.
- Find the title of that font group, like Title or Button, then click the title to open all tweak options for that group. You can also click any text on the page preview to display its tweak options.
- Click the drop-down menu next to the tweak name to assign a new font style. To customize it even further, click Custom, then use the other options that appear.
- Click Show All or Back to return to the full list.

Now is also when you'll want to add in any photos you have to include. There are a bunch of ways to show off your photos.

- **Banner or background images:** These are the bigger images that take up the background of a page, or appear towards the top of a page. When you hover over a section and choose the little pencil to edit, a popup will show up and you can choose the background section and set an image there.
- **Galleries:** You can add entire gallery pages from the "Pages" "+" menu, or you can add a section to any page, and choose a gallery style. When you hover your mouse over the gallery section, you'll see an image icon at the top right, clicking on that will open the image uploader to fill your gallery with your photos!

PRO-TIP:

Don't have a ton of photos you're excited about? That's okay! We've got a guide to shooting your own DIY engagement photos, and Squarespace has free stock photos you can use.

Anywhere you want to put a photo, you can click "search for image" and look for a photo that fits the look you're going for from thousands of free stock images!

Want to amp up your site with a custom logo? Want to use that same logo for other parts of your wedding?

Thanks to [Squarespace](#), you can do that [for free right here](#). Look at this cute logo I made in about one minute:



PRO-TIP:

Keep your wedding themes, style, and vibe going on your website. Pick colors and styles that match what you want for your day, it will set the tone early.

REMINDER:

Don't forget about a custom domain. If you haven't already, you might want to.

Your website will come with a domain that looks like somethingrandom.squarespace.com.

For the ease of including it on invitations, and sharing it with family, it might be easier if it were TheMrsJoneses.com. So do some poking around and find a domain name you like and snag it.

Squarespace gives you the first year free, and if you plan to turn your wedding website into a family site or a photo-sharing site, you may as well own the domain of your dreams.

PRO-TIP:

Utilize your resources well. If you get stuck or have questions, the answers are out there. Squarespace has a huge knowledge base of help guides, videos, webinars, and forums—the answer to your questions is almost guaranteed to be there somewhere. You can also check out free Squarespace groups on Facebook and learn from other folx. Not to mention, they have amazing customer service if you find yourself stuck at 1:00 am.



8 **STEP EIGHT:**

EDIT, EDIT, EDIT

Have you ever heard the saying “write drunk, edit sober?” This applies to your wedding website too. If you are anything like me, you might have started your website at bedtime and actually be finishing up the site at around 1:00 am (oops!). So, take a step back, sleep on it, and ask someone else to give the site a read through. Double-check the dates, times, spelling, RSVP details, and links out to your registry.

9 **STEP NINE:**

PUBLISH YOUR WEDDING WEBSITE

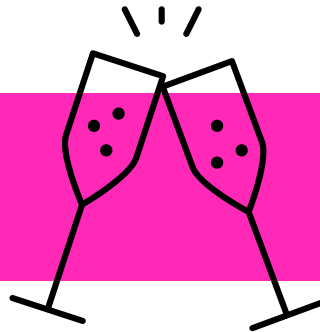
You did it! You built a custom wedding website for yourself. It's time to hit publish and share it with the world. Once it's live, start sharing it with family and friends so they can find the answers to their own questions, and you can get your brain back for other things.

10 **STEP TEN:**

KEEP IT UPDATED

I've seen it happen many times before. You build the site, you send it out to friends when the Save The dates go out, and then the wedding is fast approaching and you frankly forget that you had a website at all. Don't let that be you.

Check on your site at least once a month between now and the wedding, to be sure that you're communicating updated info to your friends and family. Did you make an RSVP page but keep it hidden? Make sure that's visible by the time your invitations go out. Did the location for the ceremony change the week before because the weather looked nasty? Update that too.



! BONUS STEP

CELEBRATE

You did it! We told you you could.

Congratulations on launching a wedding website into the world, and taking all those extra texts and calls off your plate because your guests are super well informed now.

Yay!

PLANNING DURING A PANDEMIC?

THIS IS FOR YOU....

Hey, we're sure sorry!

Here are some important tips about your wedding website in this season:

- Set up an announcement. This could be an announcement bar or a pop-up. Both are super easy to do, and will make sure your guests see the updates from you as soon as they get to your site. HOW? Easy...
 - In the Home Menu, click Marketing, then click Promotional Pop-Up.
 - Use the Change Layout panel to choose a layout.
 - Use the Action panel to add a newsletter sign-up or a button.
 - Use the Content panel to add text.
 - Use the Display & Timing panel to set how the pop-up appears.
 - If the pop-up layout you choose supports images, use the Image panel to add a background image.
 - Use the Style panel to style the pop-up.
- Over Communicate. The more info you can share the better. (Example: Make a super thorough FAQ page that answers any question someone might have.)

OUR FAVORITE TOOLS & RESOURCES

BRANDING TOOLS

- [Canva.com](https://www.canva.com) – a user friendly, intuitive, easy to use design platform great for creating logos, graphics, social media content, and more. The pro option is definitely worth it to gain access to the full suite of stock images, graphics, layouts, etc.
- [Colors.co](https://www.colors.co) – a beyond easy and fun way to play with color palettes. You can upload Images to pull colors from, browse palettes they've already created, or create your own. Plus, you can access the HEX, HSL, and RGB color codes for the palette you choose!
- [CreativeMarket.com](https://www.creativemarket.com) – a marketplace for digital content and materials. You can buy fonts, stock Images, graphics, logos,
- [Etsy.com](https://www.etsy.com) – another great place to get predesigned logos, graphics, etc.

PHOTOGRAPHY EDITING TOOLS

- [VSCO](https://www.vSCO.com)
- [Lightroom Mobile](https://www.adobe.com/lightroom/mobile) – a quick Google search will help you find lots of presets that you can load Into Lightroom for easy, quick, consistent editing.
- [A Color Story](https://www.acolorstory.com)

STOCK PHOTOGRAPHY RESOURCES

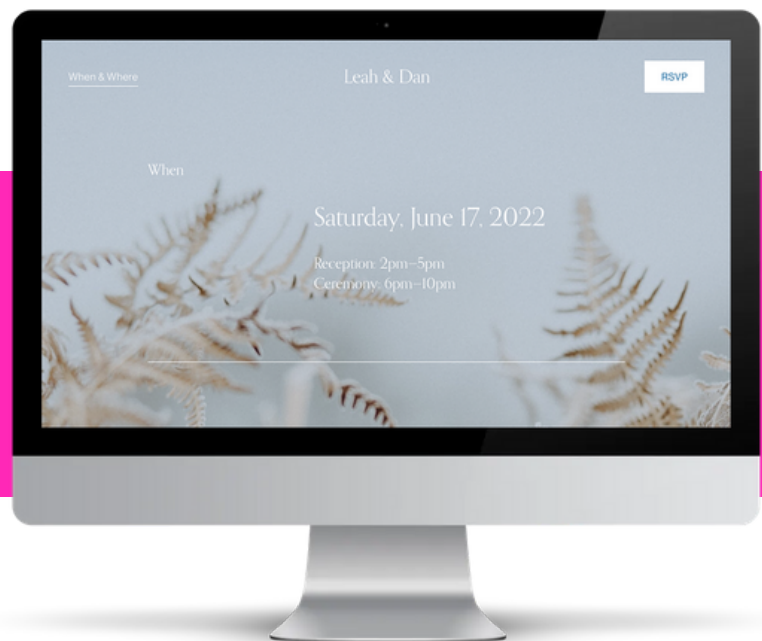
- [Unsplash.com](https://unsplash.com)
- [DeathToStockPhoto.com](https://deathtostockphoto.com)
- [Shutterstock.com](https://shutterstock.com)
- [Pexels.com](https://pexels.com)
- [Nappy.co](https://nappy.co)
- [Tonl.co](https://tonl.co)

SQUARESPACE WEBSITE RESOURCES

- [A Practical Wedding Squarespace Post History](#) - We have years worth of content and guidance on creating Squarespace websites. Here are a few favorites:
 - [Squarespace Custom Color Palettes](#)
 - [Squarespace Custom Fonts](#)
 - [Professional / Portfolio Website Guidance](#)
- [Squarespace Support Center](#) – you can type in absolutely anything you are stuck on or struggling with and you will likely find a full guide with answers and step-by-step guidance.
- Google – [Squarespace](#) works closely with lots of publishers, and the web is full of designers and creators who have posts, videos, and guides on every little customization possible. Google terms like: "Squarespace custom fonts" to get plenty of help with any questions you have.

SUPER HELPFUL GUIDES

- [Getting Started With Squarespace](#)
- [Building Your First Squarespace Site](#)
- [Getting Around Squarespace](#)
- [All About Images On Squarespace](#)
- [Pages & Content Basics On Squarespace](#)
- [Squarespace Forms](#)
- [Squarespace Design and Style Changes](#)
- [Squarespace Customer Support](#)



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A *Practical*
WEDDING

+

 SQUARESPACE



Photo by: *Sylvie Rosokoff*

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