

Squarespace and Wix SEO: the half the platform leaves you.

For anyone running their own Squarespace or Wix site who has finished the platform's own checklist and wants to know what is left. Work down it in order: these are arranged by what goes wrong first, not by what is easiest.

General guidance, not a ranking promise. Platform facts are from Squarespace's and Wix's own documentation, checked September 2026, and both change their help pages regularly. No supplier can promise a position in search results.

THE STRUCTURE, FIRST AND MOST IMPORTANT

- ☐ **Every page has one phrase it is for, written down**
List each page next to the one search it answers. If the list is in your head, it is not done.
- ☐ **No two pages are aimed at the same search**
Two pages after one phrase split it rather than doubling it, and search engines pick one, usually the weaker. No checklist on either platform can see this.
- ☐ **No page is aimed at a phrase nobody types**
Search Console tells you what you already appear for. Start from that rather than from what you hoped.

THE FIELDS, ON EVERY PAGE

- ☐ **An SEO title, which is not the navigation title**
Squarespace keeps both in page settings. The navigation title is the word in your menu; the SEO title is what search results and the browser tab show.
- ☐ **An SEO description, 50 to 300 characters**
Not a ranking factor, but it decides whether anyone clicks. Leave it empty and Google writes one from the first text it finds, often a cookie notice.
- ☐ **A URL slug made of real words**
A post, product or event saved before it has a title gets a random string as its slug. Fix it early: changing a URL later costs whatever the page had earned.
- ☐ **Headings in descending order, used for structure**
Heading 2 for each section, Heading 3 inside it, and never a heading picked because it looked right at that size.
- ☐ **Alt text on every image that means something**
Search engines read text, not pictures. It is also what a screen reader announces, so it is worth writing properly rather than stuffing.
- ☐ **Images under 500KB, pages under 5MB**
Squarespace's own guidance. Weight is usually the single biggest thing making a hosted site feel slow on a phone.

- ☐ **A redirect exists for every URL you have changed**
Both platforms map an old URL to a new one in a minute. Skip it and every link anyone ever made lands on a missing page.
- ☐ **Search Console is connected, and was connected early**
On Squarespace it connects through the Analytics panel, under Search keywords. It only collects data from the day it is connected, and there is no way to backdate that.
- ☐ **SSL is on and set to Secure**
One setting in the SSL panel. Without it browsers warn visitors before they ever see the site.
- ☐ **You know which jobs your plan cannot reach**
On Squarespace, hiding one page from search and adding your own structured data both need code injection, which is Core, Plus or Advanced only.

WIX, THE DIFFERENCES WORTH KNOWING

- ☐ **The SEO Setup Checklist is built from three answers**
Your business name, whether you serve customers physically or online, and up to three keywords. It is friendlier than Squarespace's if nobody on your side has done this before.
- ☐ **It does not analyse your blog or your Wix Stores pages**
On a shop, that is most of the site, so the checklist reaching one hundred percent does not mean the site is done.
- ☐ **Search Console needs a Premium plan and a connected domain**
Without both, the checklist cannot complete the step that matters most.
- ☐ **Only the owner and admin collaborators can open it**
Back-office managers cannot. Worth knowing before you ask somebody to work through it for you.

Work down it once, then leave Search Console alone for a fortnight before you judge any of it.

adamroe.co.uk/blog/squarespace-seo-checklist