

# How to Build Your Organization's Website in House

# Table of Contents

---

01

Why build your site in house?

02

Making your website vision happen

03

Get a Squarespace Enterprise walk-through

# Why build your site in house?

A well-designed website has immense benefits for your business, but working with a third party on website updates can be costly and inefficient. You might assume that building a great website from scratch requires knowledge of design principles, comfort with coding languages, and an understanding of current best practices. It can feel daunting, and many executives feel obligated to outsource web design projects.

However, the team that's best equipped to build—or refresh—your website may be the one that already works with you. They just need the right tools to feel confident in getting started.



SQUARESPACE

Using a flexible platform like [Squarespace Enterprise](#), your team can take the lead on updating your online presence, even if they don't have traditional web development experience.

By having your team build and manage your company's website, you can put resources to work more efficiently. Instead of spending time on back-and-forth communication with third-party firms, you can dedicate those hours to iterating on your own content and goals. Handling website projects in house also gives you flexibility to update online content on your own schedule, while strengthening your team's collaboration skills.

Most importantly, you'll have the ownership you need to ensure your website represents your business. With your team at the helm, you can build a website that captures your brand and genuinely serves your customers. After all, no one knows your business better than you do, and no one knows your customers better than your team.

ENTERPRISE

# Breaking down the benefits



[Building a website in house](#) may seem intimidating. But when you have the right tools, the benefits far outweigh the costs. Building your website in house gives you full control of your online presence, eliminates the delays and security risks inherent in third-party collaboration, and empowers your team with new skills they can apply beyond the project. Many of these benefits are the exclusive reward of firms that choose to build in house. And when you need to build a website that flexibly adapts with your growing business, it's hard to find the same level of convenience and control that your team can offer.

## Make the most of your expertise

Third-party firms may have some knowledge and skills that you don't. They may be well versed in website building, design, and full-stack development. But they aren't experts in your business—and you are.

When you build a website internally, you can use your industry-specific knowledge to guide the process from start to finish. You can ensure the website design represents your brand, the language resonates with your customers, and the overall user experience captures what you have to offer. Your team knows better than anyone how to serve your customers, and it's this knowledge that will drive the design of a truly great website.

With Squarespace Enterprise, you don't need technical knowledge to get started. The platform has beautifully designed templates, built-in SEO tools, and other features you can use to build a compelling website. And it gives you one-on-one access to experts in a range of fields, like web development, design, and SEO. So you can build a compelling website with the white-glove assistance you need, even if you don't have designers or tech professionals on your team.



# Make updates on your time

Many businesses underestimate the time involved in working with a website design firm, while overestimating the work of building in house. Web designers have other clients, so it can take them a while to make edits and publish changes.

When you're building a website in house, you can experiment with as many pages, layouts, and features as you like—without getting billed for each draft. This gives you the freedom to try new things on your team's schedule and keep what works while quickly changing what doesn't, all without racking up additional editing fees.

This is beneficial even if you have developers in house. If you have a website that can be updated by anyone on your team qualified to manage content, you can expand and improve your company's online presence without tying up precious developer resources. Your developers will thank you for affording them more flexibility to focus on competing priorities and goals.



# Empower your team with a dynamic new skillset

One of the most exciting benefits of building a website in house is that you can empower your team with new skills and give them a deeper understanding of your company.

While collaborating on the project, they'll not only deepen their understanding of your business needs, but they'll learn how to design a website that's beautiful and stays on brand.

Your team will also gain a sense of ownership over the website they helped build—and get a deeper understanding of its functionality, purpose, and potential. This bird's-eye view may prompt them to consider work from new angles, giving them a fresh perspective they can use to pitch innovative ideas and grow the business as a whole.

This higher-order awareness of the business, combined with the ability to quickly create functional landing pages, means that employees can generate new client-facing sites to supplement your primary website. Employees can use templates to quickly scale out landing pages, and they'll be able to efficiently set up sites on behalf of partners, subsidiaries, and franchises.





# Making your website vision happen

# Create a launch plan

## Build your team

Building a website shouldn't be a solo job. Every member of your team has unique expertise to share. And by incorporating a range of perspectives, you can ensure your website meets the needs and visions of every stakeholder in your business.

## Decide who's on the project

When recruiting team members for your website building project, don't get hung up on traditional job titles and professional expertise. Instead, seek out a range of skill sets—from project management and marketing, to communications and design.

Because Squarespace Enterprise makes it possible for those without technical skills to build best-in-class websites, you don't need to staff the project with web developers. So look for employees who are excited to learn, test ideas, and nimbly build new projects. And remember to mix and match strengths. It's important to have a few team members minding the big picture, while others perfect the details.



## Manage team members and permissions

Once you've selected your team, introduce them to Squarespace Enterprise. As a team administrator, you can invite team members to join the platform directly from your [Enterprise dashboard](#). This dashboard will serve as a hub for information for your website building project, and taking a moment to organize it now will save you time and trouble later.

When you invite a team member to join Squarespace Enterprise, you can give them an [organization role](#) and set their [site-level permissions](#). There are two organization roles to choose from, team administrator and team member. Team administrators can accomplish the following:

- Access and edit company websites
- Create and publish new websites
- Control team member permissions

Team member roles are more limited in scope. They may access select company websites and create trial sites.



From there, you can assign more specific site-level permissions, which detail what a team member can do within a particular company website. You can use this cheat list as a reference:

- Admins get full access to the website
- Website managers can edit the website's content, page settings, and design
- Website editors can only update content

And, if you want to get more granular, you can also set specific, site-level permissions that grant access to analytics, comments sections, email campaigns, and more.

By defining roles and permissions at the outset, you can clarify expectations and increase the efficiency of your team. Plus, you can update roles and permissions at any time. This helps to keep your dashboard up-to-date as your website building project grows and changes.



### Schedule training sessions

Your team doesn't have to rely on general tutorial content with Squarespace Enterprise, where you can book a private training session to give your team customized direction on the platform.

When you sign up for Enterprise, Squarespace will pair you with an account manager, a dedicated point person who will provide you ongoing support throughout the website building process. Account managers can also lead product onboarding sessions.

### Get support when you need it

Your account manager isn't just there to help you at project kickoff. They're there to support you through every step of the website building journey. They can offer general website guidance, connect you to technical experts, and more.

**SQUARESPACE**



**ENTERPRISE**

## Map out and start building your website

Before you start designing templates and drafting web pages, it's a good practice to map out what you want your website to look like. Take a moment to consider the goal of your website and ask yourself: what information, images, and functionality do you need to include to achieve that goal?

During this onboarding session, your account manager will walk your team through the platform, highlight features, and answer any questions. By the end of it, your team should feel confident in their potential to build best-in-class websites, no prior coding experience required.

## Make the most of the platform

Your team can do a lot with the Squarespace Enterprise platform. Using Squarespace, you can build stunning online stores, engaging blogs, and striking portfolios. You can engage employees at your company, test product designs and marketing content before launch, and publish beautiful landing pages to promote initiatives. You also have the option to process payments, sell subscriptions, and more.



This comprehensive product suite gives you a lot of options, and you're not limited to building just one website. With Squarespace Enterprise, you can manage [multiple websites](#) in one place. So you can build a public-facing website that reaches your customers, an internal website that connects your staff, and ancillary websites that help you pitch new projects or test out marketing campaigns.

At this stage of ideation, you can map out a wish list of all of your website-building possibilities. And as you get further into the planning process, you can refine that list until your ideal website becomes both memorable to viewers and manageable within your organization.

As you're building your website wish list, it may be helpful to consult the collection of [third-party extensions](#) Squarespace offers. These extensions include bookkeeping services, drop-shipping integrations, language translators, and more. While you likely won't need all of those extensions for your website, sifting through them may present additional possibilities of the platform, helping you leverage all the features available to you.



# Get a Squarespace Enterprise walk-through



After planning out your website launch, consider scheduling a meeting with your account manager. Since they're an expert in all things Squarespace, they can help you make the most of your enterprise subscription and all of its benefits.

If you have a website building wish list, this is the perfect time to share it. Your account manager can give you custom implementation advice about features and third-party integrations. They can also highlight handy features and even connect you with other Squarespace experts who can help you realize your vision.

Plus, Squarespace's product and design teams want input from Enterprise customers about how they can strengthen the platform, so they can improve your workflow and launch features you're excited about. Your website building wish list could help them do that, and getting it on your account manager's radar is the first step.



Ready to put your website launch plan in motion?

[Contact our sales team.](#)

