Build Your First Tourism Website with Squarespace

This hands-on workshop series is designed specifically for Indigenous tourism entrepreneurs, business owners and operators who want to establish an online presence through a professional website. Over the course of five engaging sessions, participants will learn how to plan, design, build, and launch a fully functional website using Squarespace—no prior web design experience required.

By the end of the workshop, participants will have created a customized, user-friendly website that showcases their unique offerings and helps attract visitors and customers online. With dedicated open workshop hours for personalized support, this series ensures that every learner walks away with the skills and confidence to manage their own tourism-focused website.

About Jelly Academy and Indigenous Tourism BC:

Jelly Academy was founded by B.C. based Indigenous marketer Darian Kovacs in 2015 with a twofold goal: to make Canadian education more accessible to underrepresented groups and to equip the nation's talent pool with the digital skills that were becoming increasingly in demand. As of March 2023, 55% of Jelly Academy's graduates have been Indigenous—a 37.5% increase from the previous year.

Indigenous Tourism BC is happy to support enrollment in this dedicated training series for Indigenous tourism businesses, Indigenous entrepreneurs and First Nations communities in BC. It is fully funded for eligible participants.

Eligibility:
Indigenous Tourism BC will cover the full costs of this training for eligible participants:

- Indigenous peoples (First Nations, Inuit, Metis) residing in BC
- Indigenous-owned tourism businesses (51%+ Indigenous ownership), and employees of
- First Nations-owned tourism businesses (51%+ First Nations ownership), and employees of

Indigenous tourism entrepreneurs, business owners and operators. We encourage teams to join together if possible to learn together.

Pre-Work Requirements:
A Pre-work checklist is required to prepare the materials for your website prior to the series starting. See the list of pre-work requirements here: 📕 JA_SquarespaceClass_PrepChecklist.pdf
No prior website-building experience necessary.

Apply Here:
Applications can be submitted here: https://forms.office.com/r/qnAhCR2qyh
Any questions? Reach out to training@indigenousbc.com to join the info session on April 15th.

Cohort 1:
Live workshops online, Tuesdays 10:00am - 12:00pm, May 13 - July 2, 2025, with alternating working sessions 10:00am - 11:00am hosted by ITBC to support participants.

- April 15th   **Info Session hosted by ITBC 10 - 11am**
                   https://indigenousbc.zoom.us/j/81510386657?pwd=bBj5WubJIHpoki51az
                   m0Tf126gb34L.1&from=addon
                   Meeting ID: 815 1038 6657
                   Passcode: 466889

- April 29th   Pre-Work Support Sessions hosted by ITBC

- May 7th   **Welcome Session with Jelly Academy**
- May 13th   Lesson 1 - Introduction to Website Building & Squarespace Basics
- May 20th   Working Session 1
- May 27th   Lesson 2 - Designing Your Website's Layout and Pages
- June 3rd   Working Session 2
- June 10th   Lesson 3 - Adding Content and Visuals to Showcase Your Business
- June 17th   Working Session 3
- June 24th   Lesson 4 - Launching and Managing Your Website
- July 2nd   Lesson 5 - Open Workshop Hours

Course Content

Lesson 1: Introduction to Website Building & Squarespace Basics (2 hours)
This lesson provides an overview of the importance of having a website for tourism businesses. Participants will be introduced to Squarespace, its user-friendly interface, and its features. By the end of this session, learners will have set up a Squarespace account and selected a basic template suitable for tourism businesses.

Key Learning Objectives:
• Understand the role of a website in promoting a tourism business.
• Navigate Squarespace's interface and features.
• Set up a Squarespace account and choose a template.

Lesson 2: Designing Your Website's Layout and Pages (2 hours)
In this session, learners will explore the basics of customizing their website layout. They will add and structure pages such as Home, About, Contact, and Services. Emphasis will be placed on creating a visually appealing and easy-to-navigate design tailored to the tourism industry.

Key Learning Objectives:
• Customize a Squarespace template to fit branding needs.
• Add and organize pages for essential website functions.
• Apply design best practices for tourism businesses.

Lesson 3: Adding Content and Visuals to Showcase Your Business (2 hours)
This lesson focuses on creating and uploading content that highlights the unique aspects of a tourism business. Learners will add text, images, and videos while ensuring mobile and desktop compatibility. Tips on selecting high-quality visuals and crafting compelling descriptions will be included.

Key Learning Objectives:
• Upload and optimize text, images, and videos for a website.
• Create engaging content to promote tourism services.
• Ensure the website looks professional on both mobile and desktop.

Lesson 4: Launching and Managing Your Website (2 hours)
In the final lesson, learners will prepare their website for launch. Topics include setting up a custom domain, optimizing for search engines (SEO), and using analytics to track performance. They will also learn how to update their website and maintain its content over time.
Key Learning Objectives:
• Connect a custom domain and publish a Squarespace website
• Understand basic SEO to increase visibility online, including how to submit your website domain to Google Search Console
• How to connect Google Analytics to your website

Lesson 5: Open Workshop Hours (2 hours)
A final 2 hour workshop session will be hosted for any participants to ask the instructor specific questions related to their website. The instructor will walk through each question with participants, helping take the final steps to bring their website to life.