Website Setup System Overview

This document explains how the website setup works, what is included, and who it is designed for.

The goal of this system is to give artists a clean, dependable online home without ongoing maintenance, stress, or technical overhead.

What this is

This is a done-for-you website setup for musicians, DJs, and independent artists.

Your site is built for you using a clear, stable structure and then fully handed over so you can manage it yourself going forward.

You own the site.
You own the account.
You are not locked into ongoing support.

What this is not

This is not a custom web development project.
It is not an ongoing service, retainer, or subscription.
It does not include custom features, complex integrations, or repeated revisions.

The focus is on clarity, stability, and ease of use.

How the system works

1. You purchase the setup

2. You complete a simple content intake

3. Your site is built inside your own Squarespace account

4. You review and approve the site

5. The site is handed over with walkthroughs for future updates

The entire process is designed to be calm and predictable.

Why Squarespace is used

Squarespace is used because it allows artists to update their own sites easily without technical knowledge.

You are not dependent on a developer to make basic changes.
You control billing, hosting, and access.

A Squarespace subscription is required and purchased by you.

What is included

• Website setup inside your Squarespace account
• Clean layout using a fixed structure
• Content placement for provided text, images, and links
• Basic configuration and setup
• Final review and handoff
• Simple walkthrough showing how to update content yourself

What is not included

• Custom design systems or layouts
• Advanced features or third-party integrations
• Ongoing updates or support
• Content writing or asset creation
• Multiple rounds of revisions

This keeps the process focused and efficient.

Ownership and handoff

Once the site is complete, it is fully yours.

You can update text, images, links, and shows on your own using the provided walkthroughs. There is no ongoing dependency.

Availability

Only a limited number of setups are accepted each month.

This keeps build quality high and timelines predictable.

If availability is full, a waitlist is used.

Who this is a good fit for

This system is a good fit if you want:

• A clean, professional online home
• Something easy to update yourself
• A site that does not break easily
• A clear start and finish

Who this is not a good fit for

This is not a good fit if you want:

• Heavy customization
• Ongoing changes handled for you
• Complex functionality
• A fully bespoke build

Those projects are handled separately and subject to availability.

The intent behind the system

This system exists to remove friction.

It is designed so artists can focus on their work, not their website.