

[EXTERNAL] Website Reseller

Reseller Transactional Email Templates

Squarespace Domains

Last updated: Dec 17, 2025

Read Me

The below email copy templates are for our reseller partners. These templates should be used as guidelines for our reseller partners to create transactional for customers who purchase a Squarespace website via their platform.

These templates can be modified by partners to better fit their use-cases, but **all final email proofs (including final email copy, creative assets and co-branded logos) must be approved by the Squarespace team before launch.**

For Approvals


Please email [Reseller Marketing](#) with the final email proofs attached for approval. Our team will do our best to get back to you promptly.


Additional Resources:

(Shared with partners via email)

Internal only links:

 [G154_Q425_ExternalResellerGuidebook_Deck](#)

 [SQSP Brand Guidelines 2025](#)

 [Squarespace Domains, Logo Lock-up](#)

Email Templates

Website Order Confirmation

This email should be sent to all customers after a successful website subscription.

Co-branded logo [Reseller] x Squarespace	
From	no-reply@reseller.com
Subject	You've successfully purchased a website with Squarespace
Pre-header / Snippet	<i>Log in to start managing your website.</i>
Hero / Header	Activate your Squarespace Account
Body copy	<p>Your website is managed by Squarespace. You must log in to finish activating your Squarespace account and to access website tools, publish your site or make edits to your page.</p> <p>Activate your account by logging in to Squarespace with the username below:</p> <p>Username: [email associated with purchase]</p>
CTA 1	[LOG IN]
Disclaimer	<p>This website is connected to your [reseller partner name] account. To update billing information for your site, please continue to do that through [reseller partner name].</p> <p>We're contacting you at the email address associated with your Squarespace account. As a reminder, Squarespace's Terms of Service apply to your websites, and your data is governed by Squarespace's Privacy Policy.</p>
Sign-off	Need help? 24/7 support is included with your registration.

	<p>Visit the Squarespace Help Center.</p> <p>For [Reseller Partner]: [support or help center copy].</p>
Footer	<i>Legal footer being used</i>

Activate your account on Squarespace | Reminder

This email should be sent to all customers who have not activated their account after 5 days.

Co-branded logo [Reseller] x Squarespace	
From	no-reply@reseller.com
Subject:	[Action required] Reminder to activate your Squarespace account
Sub-header / snippet	<i>Log in to activate your account.</i>
Headline	Activate your Squarespace Account
	<p>Thank you for purchasing a website with Squarespace via [reseller partner], we're excited to have you! Your Squarespace account is not yet active, please activate your account to start managing your website.</p> <p>To activate your account, please log in here using [email address associated with domain purchase].</p> <p>[LOG IN]</p> <p>You must activate your Squarespace account to manage your website.</p> <p>This website is connected to your [reseller partner] account. To update billing information, please continue to do that through [reseller partner].</p>

Sign-off	<p>Need help? 24/7 support is included with your registration.</p> <p>Visit the Squarespace Help Center.</p> <p>For [Reseller Partner]: [support or help center copy].</p>
Footer	<i>Legal footer being used</i>

Website Expiration

This email should be sent to customers when their domain has expired.

Co-branded logo [Reseller] x Squarespace	
From	no-reply@reseller.com
Subject:	[Action required] Your website has expired
Sub-header / snippet	Log into your account to renew your website
	Your website has expired
	<p>Your Squarespace website expired on [expiration date]. To keep your website online, please log in to your [reseller partner] account and renew.</p> <p>Expiration Date: [expiration date, (Month day, year)]</p> <p>Username: [email associated with website purchase]</p> <p>[RENEW YOUR WEBSITE - deep-link to renew settings for the domain within reseller partner account.]</p> <p>We're here to help</p>

	[support or help center copy]
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