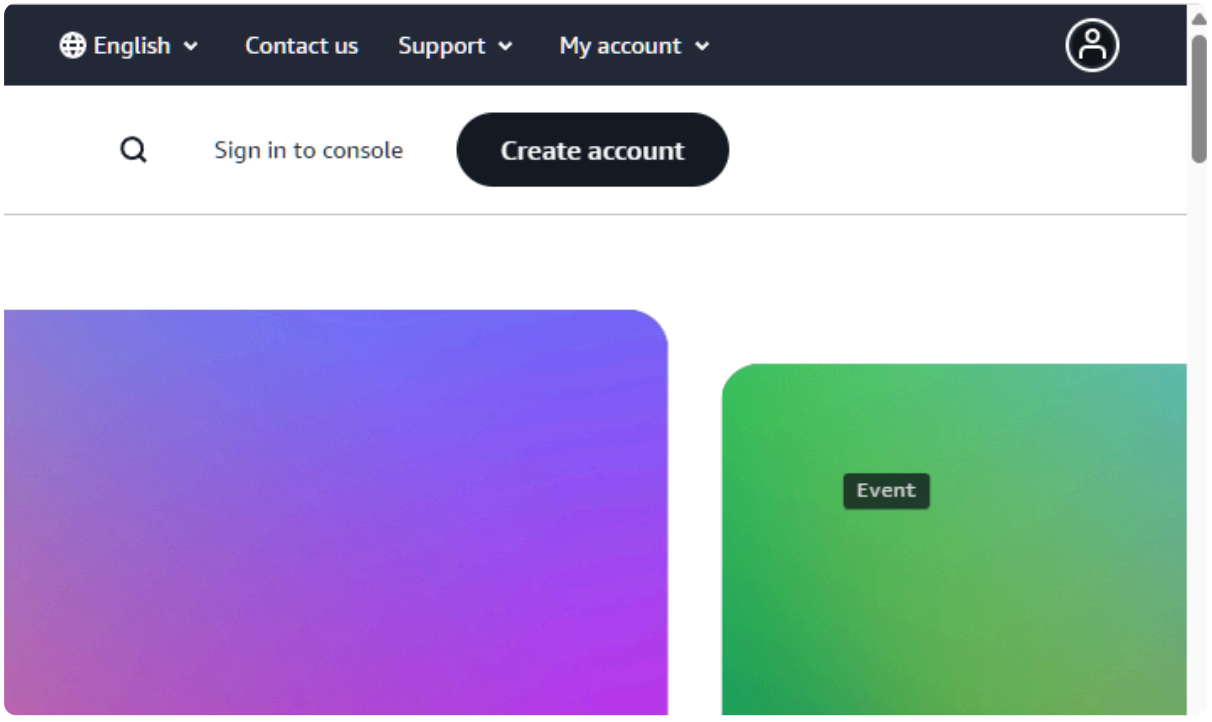
Expert Guide: Creating an Amazon S3 Static Site 8/20/2025

This guide use best practices to prevent 403 forbidden errors, duplicate content issues, and redirect problems.

We're going to start by going through all the steps necessary to set up, and configure your bucket, make the necessary changes to your site in Sparkzio, then upload your exported site to your Amazon S3 container.

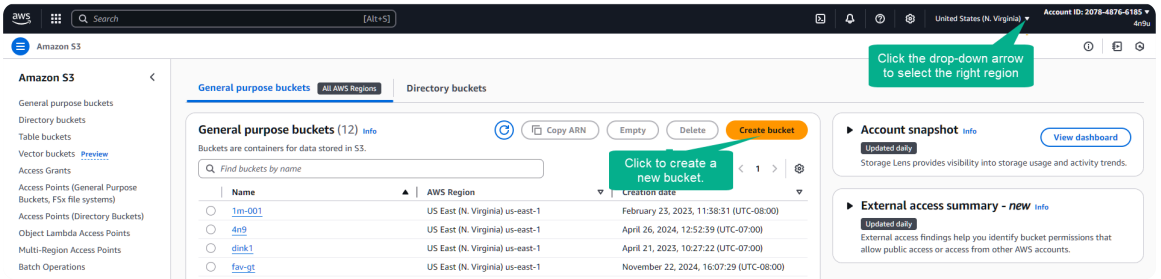
Requirements: You should have 7Zip installed on your computer and you must have an Amazon AWS, Amazon Web Services, account, if you don't, **click here** to create an account for yourself.

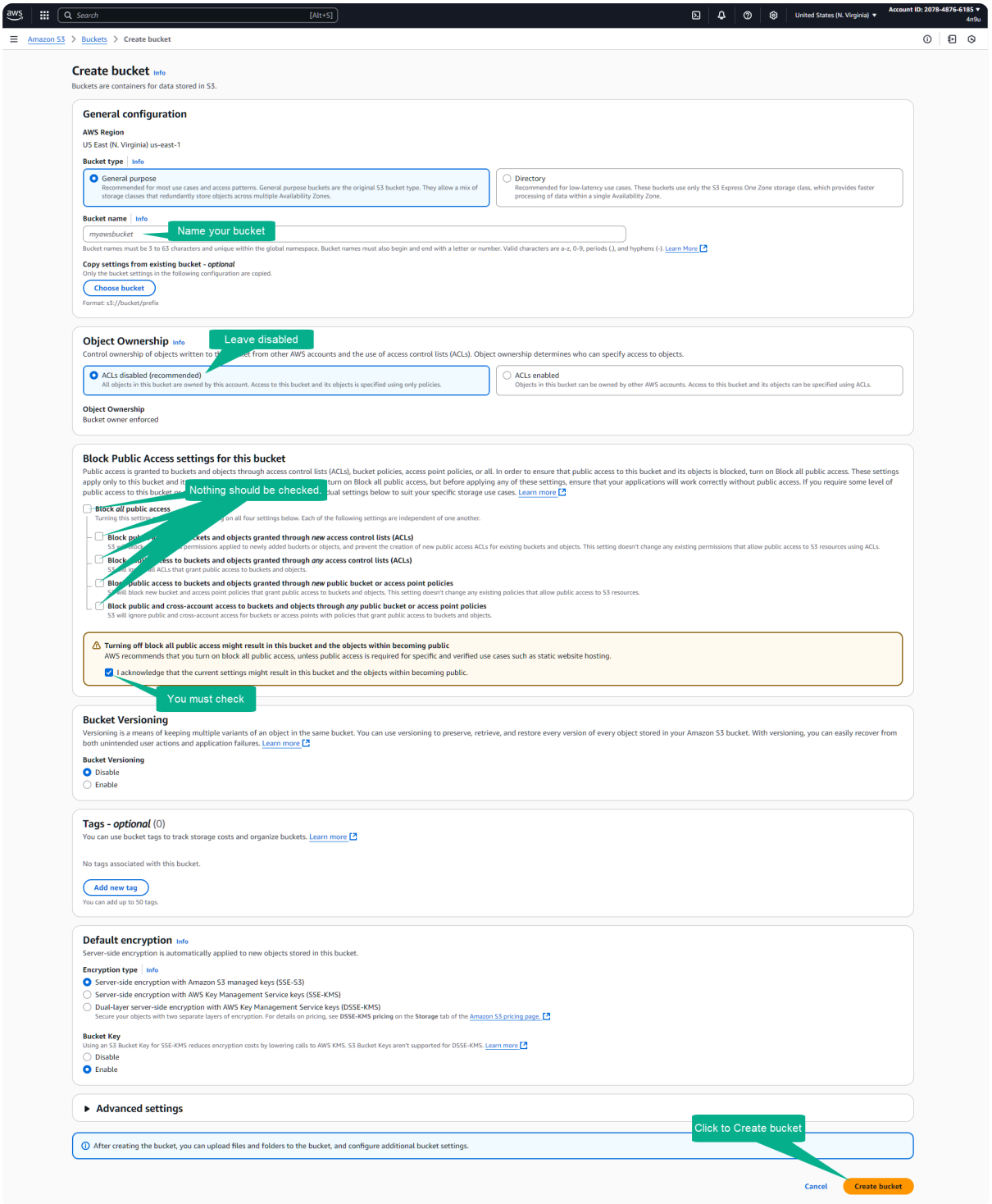


This process will be easily accomplished if you have logged into your Amazon AWS account in one tab of your browser, and in another tab, your site opened in Sparkzio .

Step 1: Create the S3 Bucket in N. Virginia

1. Go to the Amazon S3 console and make sure that the region, shown at the top, has been changed to United States (**N. Virginia) us-east-1** and then click **Create bucket**.



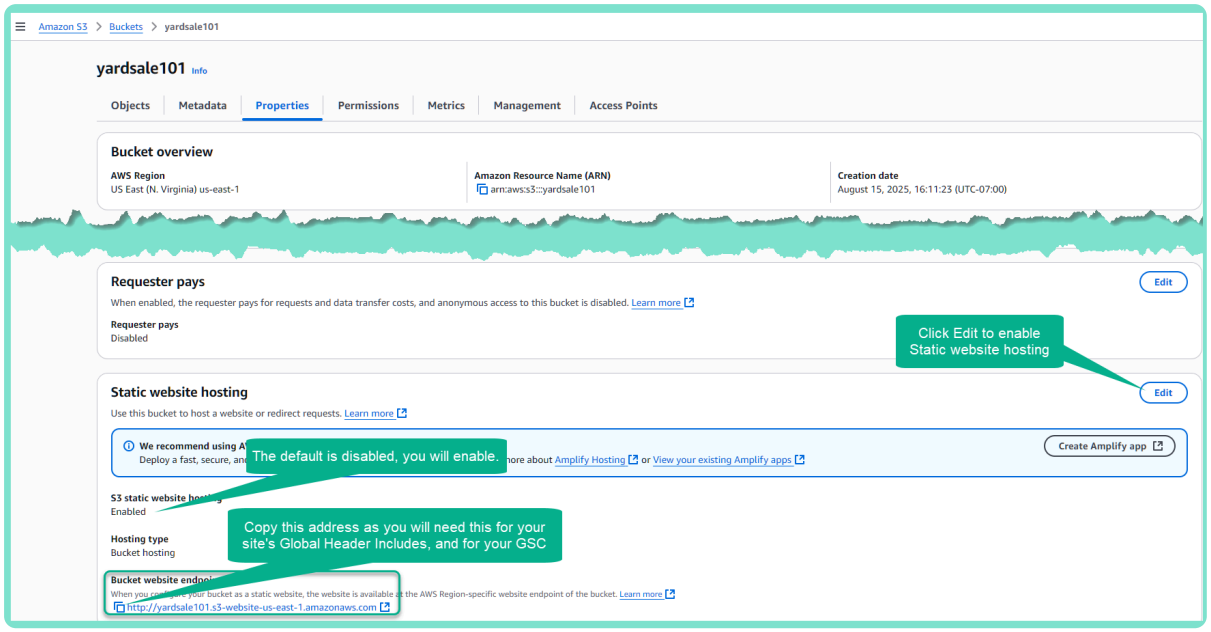


2. **Bucket name:** Enter a unique name (e.g., `my-project-site-2025`).
3. **Object Ownership:** Ensure **ACLs are disabled (recommended)** is selected.
4. **Block Public Access settings:** The box for **Block *all* public access** must be **unchecked**. Unchecking this setting is the same as Unchecking on all four settings below, which is what we want.
5. Click **Create bucket**.
    - If the bucket isn't created, just scroll back up to the bucket name and change it to something else as someone has already claimed the name you tried to use. After

changing the name, click **Create bucket.** Do this as many times as needed until you successfully acquire a name

Step 2: Locate your newly created bucket name under General purpose buckets and click on it

1. Find the **Properties tab**, **for this bucket,** and click it.
2. Scroll to the bottom to **Static website hosting** and click **Edit**.
3. Select **Enable** and set the **Index document** to `index.html`.
4. Click **Save changes**.
5. Scroll back down to **Static website hosting** and copy the **Bucket website endpoint** URL. It will look like this: `http://your-bucket-name.s3-website-us-east-1.amazonaws.com` Save this endpoint in your notes, you will need to paste this URL into the the Global Site Header Includes, when you add the “canonical" tag to your site, in Sparkzio.
6. Click **Save changes**.



Step 3: Add the Bucket Policy

1. Go to the **Permissions** tab for your bucket.
2. Locate the **Bucket policy** section and click **Edit**.
3. Paste the following JSON code into this section. This policy grants the public read-only access to view your website files.
    - Remember to replace `your-bucket-name` with your actual S3 bucket name.

4. JSON

```
{
  "Version": "2012-10-17",
  "Statement": [
    {
      "Sid": "AllowPublicWebsiteAccess",
      "Effect": "Allow",
      "Principal": "*",
      "Action": "s3:GetObject",
      "Resource": "arn:aws:s3:::your-bucket-name/*"
    }
  ]
}
```

   - This policy grants the `s3:GetObject` action to all principals (`*`), allowing them to retrieve any object in the bucket. This is the **correct and most secure way** to allow public read access for a static website. It gives access to your `index.html`, `robots.txt`, and `sitemap.xml` files without allowing public listing of the bucket's contents, which the `s3:ListBucket` action would permit.

5. Click **Save changes**.

Step 4: Open your site in Sparkzio

1. Review your site completely. Making changes, or corrections now, will save you time and avoids frustration.
2. Make sure that the copyright notice, at the footer of the page, has the company name and the current year, or previous year - current year. Example: ©2025 or ©2024-2025

Step 5: Add the "Official Address (URL)" Tag to Your Site.

To prevent search engines from seeing duplicate content, you must add a "canonical" tag to your site.

1. Go to the Site Settings for your site, and in the Site details `Global Header Includes` section, add the following line, exactly as shown:
2.
```
<link rel="canonical" href="PASTE_YOUR_S3_WEBSITE_URL_HERE">
```
3. Replace `PASTE_YOUR_S3_WEBSITE_URL_HERE` with the actual S3 website URL you copied in Step 2, Item 5.
4. Apply changes and be sure to save any changes you may have made to your site

Step 6: Exporting & Uploading Your Site to Your Amazon S3 Bucket

Follow the steps shown in the video:

1. Export your site to a folder you have created on your computer, which will be a zip file.

2. Right click on the zip file and select extract here, using 7Zip.
3. As shown in the video, drag and drop these extracted files into your Amazon S3 bucket/container. This finalizes the entire process.

Your website is now fully configured and live. You can access it using the S3 website URL from Step 2 Item 5. Any 403 errors will be gone, no redirection errors, and the canonical tag added to your site, will prevent duplicate content issues.

The S3 website URL from Step 2 Item 5 will be used to add this site as a property in your GSC, Google Search Console.