

## Expert Guide: Upgrading your Existing Amazon S3 Bucket/Container and Sparkzio site to a Static Amazon S3 website. 8-20-2025

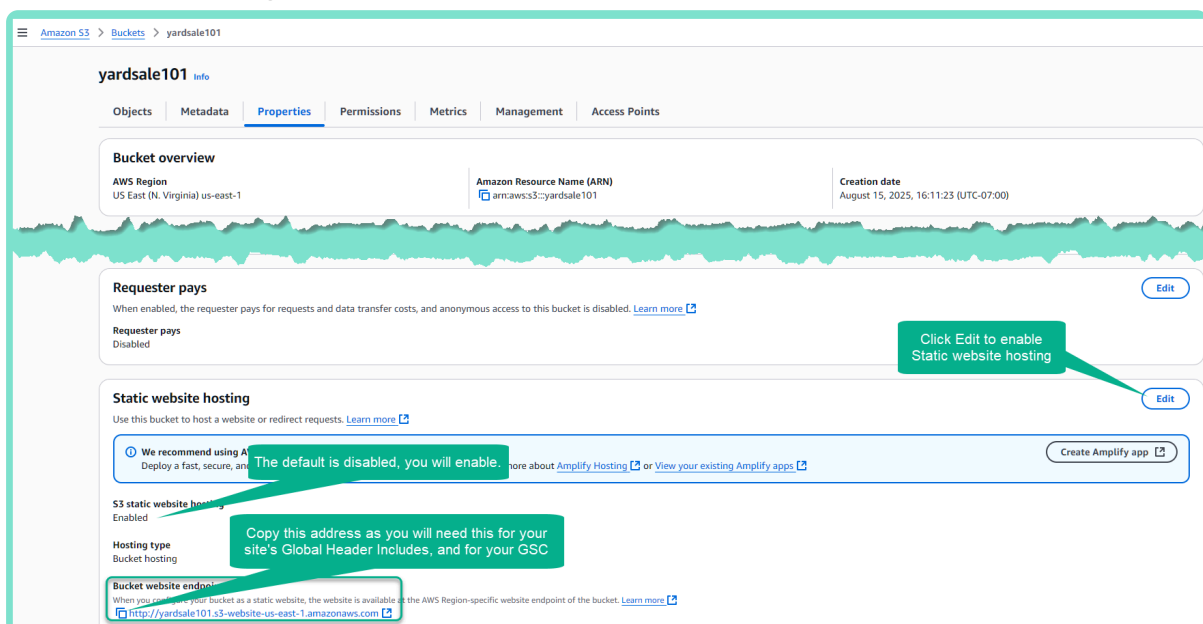
This guide use best practices to prevent 403 forbidden errors, duplicate content issues, and redirect problems.

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 the necessary file to your Amazon S3 container.

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: Configuring Your Current Bucket

1. Go to the Amazon S3 console and open the bucket you want to upgrade. Note: If you want to change the region, you would need to create a new bucket.
2. Find the **Properties** tab and click it.
3. Scroll to the bottom to **Static website hosting** and click **Edit**.
4. Select **Enable** and set the **Index document** to `index.html` .
5. Click **Save changes**.
6. 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 and for adding your updated site to your GSC, Google Search Console
7. Click **Save changes**.



## Step 2: 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 3: Configuring Your Site in Sparkz.io

1. Make sure you have the right site opened in another browser tab.
2. Review your site completely. Making changes, or corrections now, will save you time and avoids frustration.
3. 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 4: Add the "Official Website 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 1, Item 6.

4. Apply changes and be sure to save any changes you may have made to your site

### **Step 5: Uploading Your Site Changes to Your Amazon S3 Bucket**

Follow the steps as shown in the video:

1. Export your site to a folder you have on your computer, which will be a zip file.
2. Whether or not you have existing files and folders, right click on the zip file and select extract here, using 7Zip.
  - If it's an empty folder everything will be extracted immediately and you can proceed to step 3
  - If the folder already contains a previous export of the site, click No to overwrite the sitemap.xml file, click No to overwrite the sitemap.xml file, click Yes to overwrite the index.html file, then click No to All for the rest and proceed to 3, the next item.
3. As shown in the video, drag and drop this new index.html into your Amazon S3 bucket/container. This will overwrite the existing index file, finalizing the entire process.

Your website is now fully configured and live. You can access it using the S3 website URL from Step 1 Item 6. Any 403 errors will be gone, no redirection errors, and the canonical tag added to your site, will prevent duplicate content issues.

**Step 7: You will now need to add this new URL to your GSC, Google Search Console as a new property, revalidate, and reindex. You must also delete the old property for this site... Follow Google's instructions.**