

Squarespace Overview

A website builder

Table of Contents

- General Product Overview
- Pricing Levels
- Features
- Design
- Version Control
- Hosting
- Documentation
- Information sources and further reading

General Product Overview

- Launched April 2003
- Created by one developer in his dorm room
- Headquarters: New York, NY
- As of 2016, Squarespace hosts more than one million websites

2015 Revenue: \$100 million

- Award-winning templates
- Online stores
- Integration with PayPal and Stripe
- Marketing tools: SEO, social integration, Squarespace Email Campaigns
- Free (included in your subscription) hosting, 24/7 customer support

Pricing Levels

No free level, a 14-day trial is available.

- **Personal:** \$12/month (\$16 m-t-m)
- **Business:** \$18/month (\$26 m-t-m)
- **Basic:** \$26/month (\$30 m-t-m)
- **Advanced:** \$40/month (\$46 m-t-m)

Pricing Levels: Key Feature Differences

Personal: \$12/month (\$16 m-t-m)

- Unlimited pages, bandwidth, and storage, 2 site “contributors” allowed
- Basic website metrics
- SSL security
- 24/7 customer support
- Custom domain (with annual purchase)

Business: \$18/month (\$26 m-t-m)

- Unlimited “contributors”
- Advanced website metrics
- \$100 Google Ads credit
- Fully integrated eCommerce
- Complete CSS and JS customization
- Premium blocks and integrations

Basic: \$26/month (\$30 m-t-m)

- Everything that “Business” comes with plus...
- No transaction fees
- Mobile-optimized checkout
- “Powerful” commerce metrics
- Checkout on your own domain
- Inventory, orders, tax, coupons
- Customer accounts

Advanced: \$40/month (\$46 m-t-m)

- All of the features of “Basic” plus...
- Abandoned cart auto recovery
- Real time carrier shipping
- Flexible discounts
- Gift cards
- Orders API

Features

Developer platform:

- All templates can be version controlled using Git
- JSON Access: “Query any page as JSON to access any of your content in a structured way. Your entire website becomes an API.”
- Full code control: “Change everything from the opening doctype tag to the footer”

Images:

- Responsive image loader
- Progressive image loading
- Image metadata importing (title, description, and tags using data from your photo management software)

Galleries:

- Video and image galleries
- Hundreds of presentation views

Connected services:

- Amazon Associate: generate revenue from embedded Amazon Product Blocks
- Facebook page: push entire pages of content into the Facebook platform
- OpenTable: visitors can make a restaurant reservation directly from your website
- Google Analytics: provide your ID to connect your account with your site, no coding required
- Embed Google Maps
- Publish new content on the site and share it on Facebook and Twitter simultaneously
- Instagram eCommerce: tag and sell products from your Squarespace store on Instagram

Features Continued

User data collection:

- Save form submissions to Google Docs, MailChimp, and/or email
- Use form submissions to build a mailing list in MailChimp

Squarespace apps (iOS and Android):

- Analytics: page views, unique visitors, projections
- Commerce: fulfill orders, manage product inventory
- Blog: write and edit posts, manage comments - across multiple Squarespace sites
- Portfolio: download a site's image gallery content into the app for offline viewing
- Note: capture and send text and image notes via email, or sync with Evernote, Dropbox, etc.

- Squarespace provides: "...many standard methods for exporting your data."

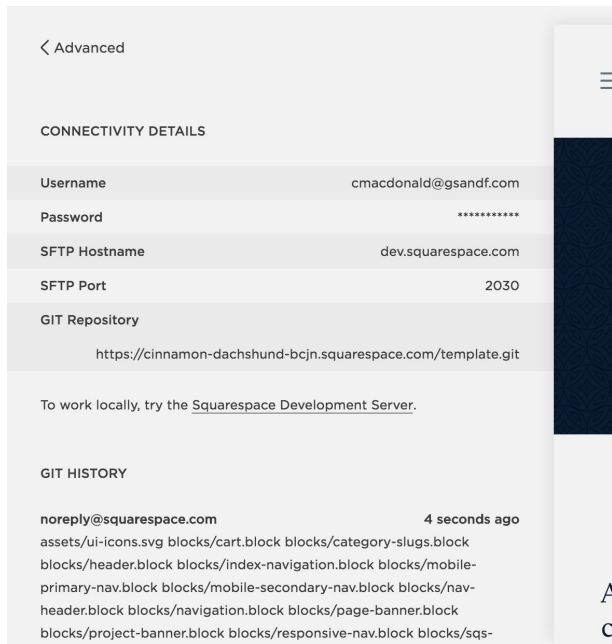
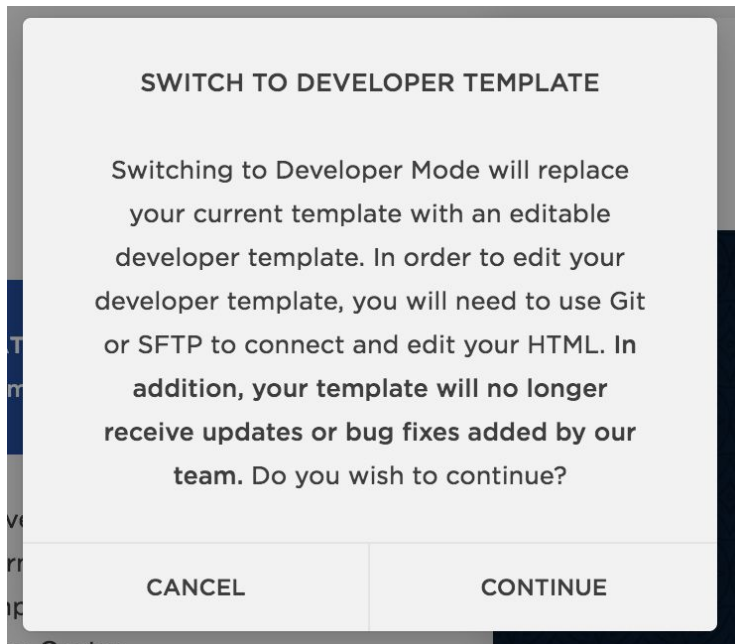
- One option: Squarespace sites can be exported into WordPress

Design

- Themes are fully responsive - no separate “mobile” site needed
- Custom CSS: add custom CSS to any of Squarespace’s designs
- Custom favicon
- Adobe Typekit fonts can be integrated from an existing Typekit account using your account ID
- (Curated set of) Google fonts built-in

Version Control

- Git-based version control available when using the Squarespace Developer Platform



Hosting

- Site content is served via CDN
- SSL Certificate included free with all sites
- Free (included) unlimited hosting (no storage or bandwidth limits)
- DDoS Protection

Documentation

- Help guides, videos, a forum, searchable articles, current blog posts, and a subdomain with developer docs

Information sources and further reading

Squarespace engineering blog: <https://engineering.squarespace.com/>

Developer docs: <https://developers.squarespace.com/quick-start>

Integrations: <https://support.squarespace.com/hc/en-us/articles/206800527>

Feature index: <https://www.squarespace.com/feature-index>

Squarespace review: <https://www.websitebuilderexpert.com/squarespace-review/?sidebar>

Squarespace local development: <https://developers.squarespace.com/local-development>

Squarespace base template: <https://github.com/Squarespace/base-template-npm>