Client Education

SQUARESPACE 201 — PART I

"I'm such a fan of this platform that I not only use it myself,
but I highly recommend it to each and every design client I work with."

LAUREN HOOKER, ELLE & COMPANY

The art of pitching comes down to one thing: preparation.

We designed this guide to prepare you for conversations with prospective clients about why they should trust Squarespace and why they should work with you. We've also included answers to common client concerns that you might encounter.

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Knowing how to talk about benefits and features is the key to having your clients feel confident in trusting their websites to Squarespace.

The following points detail why Squarespace is the design-driven, user-friendly and performance-focused solution that your clients are looking for.
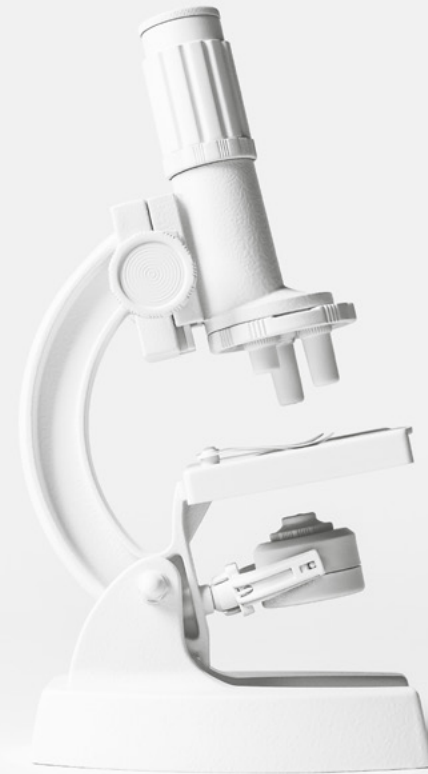
DIY DNA

Squarespace was designed with the do-it-yourself user in mind, making it easy for your clients to maintain, update, and monitor their websites on their own. Building pages is a matter of dragging and dropping blocks in a page editor, and backend tasks are a snap with clearly labeled menus and panels. Your clients can use our suite of mobile apps to track their site performance in real time, long after the project is complete.

Beautiful design that performs

Squarespace templates are beautifully and thoughtfully designed to incorporate cutting-edge UI/UX best practices, which means your clients' websites will have the best of the best in "form and function" baked right in.

Peace of mind

Squarespace is a self-contained platform that works seamlessly and is fully managed from top to bottom. This means there's never any need to update software, plugins, or widgets; patch security vulnerabilities; or worry that changing one component might break something else. It also means there's rarely any need to investigate or pay for third-party apps or plugins since most functionality is native to Squarespace.

Responsive design

Mobile traffic now accounts for more than half of all website traffic. With that in mind, it's critical that websites perform across any device and screen size. Every Squarespace template includes a unique mobile experience that matches the overall style of the website, so content will look great on every device, every time.

Built-in search engine optimization

Every Squarespace website is equipped with all the elements needed for a strong SEO strategy. Site descriptions, page titles, custom URLs, search-friendly formatting, and other key elements are all easily managed. Each site also generates a sitemap automatically that helps Google crawl, understand, and rank a website. Read more about understanding and execution of SEO here.

Secure Connections

Squarespace offers free SSL (Secure Sockets Layer) certificates for all Squarespace Domains and third-party domains connected and pointing to a Squarespace site. With SSL enabled, your clients' website visitors will enjoy a secure connection on every page.

24/7 award-winning support

The Customer Care team at Squarespace is available seven days a week, 24-hours a day, and has won several awards for outstanding customer support.

Years in the making

Squarespace launched in 2003 and has grown steadily since, gaining over a million customers over the years. It is a well-funded and well-regarded company. Your clients don't have to worry that Squarespace might be a flash in the pan.

Room to grow

Squarespace scales. Squarespace was designed for everyone from bloggers to musicians to online retailers, so your clients can be confident that it is robust and flexible enough to grow with them.

A professional elevates a website from good to great by providing the type of strategic and design thinking that only comes from experience.

This section details why your clients can feel confident trusting their website build to you.

I have what it takes

When meeting a prospective client, emphasize how your personal expertise—be it in design, branding, traditional web development, or another creative field—paired with your Squarespace experience, puts you in a position to create a website that not only looks beautiful, but meets their strategic needs as well.

I'll save you time

One of the major benefits to working with you is the time your clients will save thanks to your experience with Squarespace and knowledge of website best practices.

I've got a plan

Building a website can be overwhelming and is much easier if there is a well-honed process in place. Walk clients through your process, from start-to-finish, to give them a preview of what it'll be like to work with you, and the clarity you'll bring to their vision. You can give your client a better sense of the structured process you'll use by sending over a Project Form. We've created a sample Project Form for you.

Download the fully designed PDF version here and a plain text version here.

My clients love me

Pitch results, not potential. Having a prepared resource that features previous clients (with their permission, of course), their phenomenal results, and even testimonials gives your potential client a real sense of what they can expect.

I've done this before

Your experience with Squarespace and the website design process is a strong selling point. Clients will feel secure when what seems daunting to them is your day-to-day. You'll really be able to nail a pitch if you can prove to your potential client that you're familiar with the quirks, regulations, and best practices of their specific industries. It's particularly compelling if you can show your potential client work that features websites or industries similar to theirs.

Here's a preview

Show, don't tell. A Cover Page is an enticing preview of Squarespace's possibilities, and it doesn't require much more than a photo and a bit of styling. Depending on your client's needs, the cover page can not only serve as your proof of concept, but help them build their email list, grow their social media presence, or announce an idea to the world while their site is in the works. This is an easy and affordable way to start a project with momentum and introduce your client to the beauty and power of Squarespace.

Being able to confidently field general
questions about developing and maintaining
an online presence will put your clients
at ease and help move the process forward.

Here are several common concerns clients might
raise and how you might respond to them.

I don't want anything fancy.

Presentation matters and will continue to matter in the online space. A modern website needs to have a simple, beautiful interface that is easy to use and gorgeous to look at, whether your client is a yoga instructor, an attorney, or a food photographer.

I may not have the right content.

Having the right branding, imagery, and copy are prerequisites to creating a great website. The key is to make it easy for your clients to collect and create the best assets possible by giving them detailed instructions on what exactly they'll need and by assuring them you'll guide them through the process. In Part II of our 201 series, we will provide a proven system for gathering assets.

I don't want my website to look like a template.

While it is true that Squarespace has a tightly curated library of templates to work with, the templates are there to act as a jumping-off point. Your client should be aiming for a website that is distinctly and beautifully branded, but maintains a familiar user experience.

Aren't there free options?

Things are rarely as free as they first appear. Once you add in costs for hosting, domains, themes, apps, plugins, custom domains, and removing third-party ads, you're looking at a price significantly higher than "free." An advantage to using Squarespace is the ability to package domains, hosting, customer support, and continued improvements into a single monthly or annual payment.

When you start a new trial, you and your client are entitled to the lowest price published on our Pricing page during the 30 days prior to the start of the trial. If you're presented with an upgrade price that's different from what you and your client expected, please contact Customer Care for the appropriate pricing adjustment.

You're too expensive.

Your services can be framed as an investment in your potential client's business. The type of well-executed website you can help them create will provide a value that's far greater than the upfront payment they'll need to make.

Can I preserve my SEO?

If a client arrives with strong search rankings for key pages or blog posts that they'd like to preserve, let them know that switching platforms may cause a temporary dip in established search ranking. With Squarespace, however, that dip can be significantly reduced.

First, Squarespace supports importing from most popular blogging platforms, letting your client keep the types of content that often contributes the most to their SEO rankings.

Second, it's easy to customize URLs so inbound links will continue to work.

Third, if some pages don't migrate over to Squarespace, it's simple to create redirects that preserve those pages' SEO value.

Read more about importing content and SEO on Squarespace here.

Can I track metrics?

It's easy to add Google Analytics tracking to your client's website. Also the Squarespace Analytics App lets you use any mobile device to review site traffic, see the most popular content, and track how visitors find a client's site.

What if I want to leave Squarespace?

If for some reason your client wants to move their website to another platform down the line, Squarespace lets them export content quickly and easily. Read more about that here.

Is there anything Squarespace doesn't do?

While Squarespace is robust and powerful, there are times that it isn't the best fit for your client's needs. Squarespace isn't currently built to support:

- Recurring payments
- Memberships, paywalls, or restricted content areas. (We do support customer accounts for Commerce.)
- Anything that would necessitate integrating with a third-party API, other than integrations with our Orders API (details here)
- Inventory management software or point of sale systems
- Duplication of entire sites

Can't I just have a Facebook page?

Facebook is important and can drive traffic and sales, but it's not a substitute for a website. Facebook is akin to having a booth at a farmer's market—lots of foot traffic but the creative freedom is limited, the signal-to-noise ratio is low, and, at the end of the day, the visitors belong to the market itself.

Do I need an app?

The vast majority of app functionality your clients are likely to need can be built within a website, which will be accessed far more regularly than an app. It's worth mentioning that statistically, most people use only five apps. Having a mobile-friendly website that loads quickly and beautifully from a smartphone browser will meet your client's needs and save visitors the irritating step of stopping to download a new app.

What about other platforms?

There are many fair and thoughtful discussions on the merits of other platforms. Here are a few of the best comparisons, in our opinion.

SQUARESPACE VS. WORDPRESS

Superb Website Builders

Website Builder Expert

Style Factory

Theme Grill

SQUARESPACE VS. WIX

Superb Website Builders

Website Builder Expert

Web Hosting Secrets Revealed

Clever Leverage

Creating a Website Today

SQUARESPACE VS. SHOPIFY

Superb Website Builders

Website Builder Expert

Style Factory

Foundr

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