

**Squarespace**

**Parent Company**

Squarespace Inc

**Category**

Website-Blogging platform

**Sector**

IT and Technology

**Tagline/ Slogan**

“Smarter website publishing”

**USP**

A blogging software which provides professional environment for blogging

## **STP**

### **Segment**

Internet users looking to share their content

### **Target Group**

Internet users interested into blogging or content management/development

### **Positioning**

Positioned as a web publishing company providing well managed environment for blogging with a profes

## **SWOT Analysis**

### **Strengths**

1. Professional layout and appearance
2. Delivers payments to the users
3. Provides high control on content and site customization to users
4. Provides powerful analytic tools to track the traffic to the blog in real time

**Weaknesses**

1. Limited market share due to presence of Wordpress, Blogger blogging platforms

**Opportunities**

1. Can increase user base by giving an option to create free blogs
2. Acquiring partnerships with other websites for integration
3. Attracting more professionals and businesses to create blog

**Threats**

1. Attacks from malicious threats and other security issues like hacking

