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

2. Improved functionalities by competitive blogging platforms
3. Newly emerging competitive blogging platforms

Competition

Competitors

1. Blogger
2. Tumblr

3. Posterous