

4 Actionable Tips for Branding Your Squarespace Agency

This is an extra resource to go along with the original article:
[Not “Just Another Squarespace Agency:” Make Your Business Stand Out](#)

How you brand your Squarespace agency goes a long way toward standing out from the crowd. Here are some actionable tips to create unique branding:

1. Assess your skills and experience; do you have some sort of “unfair advantage” that others may not have? Here are some examples:
 - a. You have considerable experience in a particular field and understand the unique problems that businesses in that niche have.
 - b. You have a number of contacts in a certain area or field who can help to draw in business or by giving insider information.
 - c. You have done work for certain well-known brands before and can leverage that to attract others of a similar size or niche.
 - d. You have a skill that people requiring websites in a certain niche will also need (for example, [Liz Kalloch Design and Illustration](#) who offer book design and illustration for authors).
2. From your assessment at #1, identify areas you can specialize in. Can you come up with a brand name that encapsulates that niche? If you think you may want to broaden later on or that the niche is too narrow, it may be better to stick with a more general name.
3. Identify specific problems that the businesses in your chosen niche have. What can your agency specifically do to help solve those problems? Or, can you focus on one particular problem that you’ll solve very well?
4. Examine your brand messaging; is it clear to anyone who is arriving on your website for the first time? Will target customers know immediately that you’re there for them? A tip here is that sometimes it’s easier to get a non-invested third-party to look at your messaging - agency owners are often too close to the material.