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## Squarespace freelance template

In 2015 I decided to start freelancing, but I was focused on print design at the time. I knew I needed a website for my freelancing services, but more than anything else, I knew I couldn't afford to hire someone to build it. I had to DIY, and if I'm 100% honest, it looked like this. 🙄 I don't want it for you! My college education focused primarily on painting, drawing and graphic design, not so much on web and marketing. I was so out of my element, getting started. A lot has changed since then. My business has evolved and grown a lot from the print-focused version I started with, and your business is likely to evolve as well. Since you probably don't start your business with a fat lot of money, I knew I had to do SOMETHING to help new business owners create a website they were proud of on a tight budget. Queue my template shop! Asheville Squarespace Templatecreative, feminine and designed for freelancers According to Squarespace, their templates are award-winning. But it can mean anything, really. It can even just be marketing mumbo-jumbo. So I decided to investigate. Some Google searches later I found the truth: Squarespace has actually been nominated and won some Webby awards, including one for the best visual design. But you know what? Everyone seems to agree anyway. As our full review of the site builder notes: hardly any other company understands how to stage its product with such perfection. Everything looks cool, fresh and impeccable. And the templates are no exception. But will you find your happiness with their selection? Let's go through a round of questions/answers to find out. Note: Click I'm just browsing to see some of the templates linked in this article. How many Squarespace templates are there? One of the first things I'm looking for when grading templates is a good selection. But as someone who has wasted hours of my life going through hundreds

of WordPress templates. I can also tell you that too much choice can be a pain. So the first good news here is that Squarespace seems to be hitting the right place. There are a total of 110 ish templates, available in the following 14 categories: Online Stores Portfolios Business Professional Services Community & Non-Profits Blogger Restaurants Events Wedding Photography Music & Entertainment Health & Fitness Travel & Tourism Personal & CV It is a manageable number. But if you do the math, there aren't many templates per category. That's because each template is flexible enough to be changed for multiple purposes. For example, the Sofia template appears in the Professional Services, Personal and Resume, and Portfolio tabs. Another thing to note: The Squarespace catalog of templates and families is always in development. For example, 8 new ones appeared in 2018. They also sometimes discontinue old templates, but do not worry too much because you can still use them and will remain available. Is there a difference between templates and Squarespace themes? No. They are the same but by a different name. Squarespace itself calls them templates, not themes. But... There are also the template families. Wait, What is Squarespace Template Families? Good question. The first thing you need to understand here is that all Squarespace templates share the same basic features so that you can add: Layout pages (with text and multimedia) Collection pages (for blog posts, events or product pages) Covers View and sell products Change font and colors But then, Squarespace templates are also based on families. Each family shares the same underlying structure, special features, and unique site style options. The Adversary template, which is used for a band site So for example, the templates Adversary, Alex and Ginger are all based on the Marquee family. Some unique features of this family are: Site header can be solved at the top while scrolling Logo size can not be changed Sidebar supported not Parallax scrolling works on banners Which leads us to the next important point: how to choose the right Squarespace template: How should I choose a Square Area template? Because each family has specific features, you should really think about how you want your site to behave. Want to list your blog posts in a grid? Need a content sidebar? What about navigation links in the footer? I know it sounds a little overwhelming, but luckily Squarespace has a handy template comparison chart here. Of course, you can also just browse the template directory and see which one takes your fancy. There's even a search bar at the top that asks what the goal of your site is. I personally think it's a strange question to ask when filtering keywords would work just as well. But hey - maybe their AI is smarter than I am. Some examples of Squarespace Templates and Families Ok, as Squarespace itself says: a good place to start is brine mal family. It is the most popular and flexible, used to build over 40 templates. It has an advanced product page, parallax wool and a stacked index page. Here is the original Brine template in action, which is the basis of an online store selling pickles. Now I don't know about the business potential, but the design looks great. But here's the magic of template families: here Brine is completely transformed into a restaurant website called Basil. Below is the menu page, which uses a collection page to add items. And here it is again, transformed into a template called Hatch, which would work well for a personal website or freelancer portfolio. Here are several examples I really like: Great Squarespace Blog Template - Tudor I mean, just look at it. Tudor is a magazine style, clean, 3 column layout (which can be customized), nice modern typography, minimal social media icons. It makes me want to start a blog just to play with this template. Great Squarespace Template for a Portfolio – York York is used here for a designer, but anyone who creates with visual media can make their work shine. Pictures in the middle, and you'll get more information when you hover over them, perfect for quick project descriptions or case studies. Best Squarespace Template for Photographers - Ishimoto I really like how this Ishimoto theme allows you to highlight one large image and allows users to quickly navigate a gallery thanks to the carousel. It is minimalist, efficient and beautiful. How much customization do I get? As you've seen with the Brine family, you can completely transform the template by moving items and using default customization options. All this is done through the site styles. Example of site styles with the SaltLake Site Styles template lets you change things like: Typography: (font family, color, and size) Sizes and values (for padding, spacing, etc.) Image Size Ratio Wallpaper Shows and Hides Items And More... After you make your changes, you can decide to undo or save them. If they're saved, they'll appear directly on your website. But if you want even more customization options, you're lucky because Squarespace also offers: Blank templates: Choose a blank template instead of using a demo with the content, this can give you more creative control. Custom code: Yes, you can add HTML or CSS to your website. But you need the Business plan to do so, and support won't help you if something goes wrong (before removing the custom code). Premium features: Depending on your Squarespace plan, you can add premium features like the aforementioned code blocks, JavaScript injection, and more. One last thing to note: When you sign up for a free Squarespace trial, all Premium features are activated automatically. However, you'll lose them if your plan doesn't support them later. Can I change the template later? Yes! And this is a big plus compared to other website builders like Wix, who don't offer that feature. You may need to adjust your content to make it work, but it's quite possible to give your site a complete renewal by switching templates later. You can also reset the current template completely if necessary. Are Squarespace templates mobile friendly? By default, yes. All Squarespace templates are designed to be responsive, so the elements rearrange to look good on screens of all sizes. However, you may need to adjust some items to make the site play nice. For example, see how the title of this Mojave theme is too big for a small screen? The title may need to be shortened or changed manually for mobiles Also you can make your site even mobile-friendlier by following some tips and tricks. How much do Squarespace templates cost? It's a simple one: they're all free. But you can also buy custom templates directly from designers. These tend to hover around \$100-300. Can I find Squarespace templates elsewhere? Yes, as mentioned above. Just search for Premium Squarespace templates and you will come across some developers specializing on selling custom Squarespace designs. And yes, it is perfectly legitimate, as as developer uses the Squarespace Developer Platform. But you can also buy template sets on some websites that come with step-by-step layout instructions (you basically use their artwork and build the design in Squarespace itself). This seems like a complex roundabout way, but can be useful if you want to independently change your site later. Important thing to note: If you just copy and paste the code yourself, it will fall outside the scope of Squarespace support. As to other pros and cons of a Premium Squarespace template? I would say the main advantage is that your site will stand out from the crowd. Even with all the customization options, you'll probably find more and more sites that look a lot like yours. But it can also be expensive, especially if you need to buy changes later. Sure, there will be a flat fee for the template, but you will be associated with the developer's code and they may not offer unlimited support. Conclusion: The pros and cons of Squarespace Templates There is much to like about Squarespace templates. Site design is impeccable, as expected, but customization and range also seem to provide just the right amount of choice without being overwhelming. Advantages of Squarespace Templates Stylish, and aesthetically pleasing Decent selection Good flexibility and customization options You can add custom code Templates can be changed without losing content But I can understand how some people want more customization options or choices. If so, I would probably recommend you to look at Wix (flexible enough to place everything manually from the editor) or Weebly (which allows you to adjust the code to your heart's content). Disadvantages of Squarespace Templates Need to examine template families for specific features Customization may require premium features They rely on large, beautiful images. If your content isn't that high quality, the templates quickly look less attractive templates customizable, but still based on rigid grids. You don't get full control over items like other, more flexible builders. And it covers it. Anything else you want to know about Squarespace templates? Let me know in the comments below. Below.

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