Your visitor and the one job

1. Choose the one visitor you are building for.
2. Give your page one clear job.
3. Describe what the visitor will do before they leave.

EXAMPLE

Dana's visitors are local parents planning birthdays. Her page has one job: a cake-order request.

YOUR TURN

Write one sentence: My page helps ___ do ___.

Your domain and your builder

1. Choose a short domain that is easy to say and spell.
2. Pick a builder you can update yourself.
3. Connect your domain before you start designing.

EXAMPLE

sweetlayersbydana.com — her name, her cakes, nothing to decode. She chose a builder with a booking form built in.

YOUR TURN

Write three domain ideas. Say each one out loud, then check your favourite.

The five sections of your page

1. Arrange your sections in the order a visitor asks questions.
2. Give each section one idea only.
3. End the page with the action you want.

EXAMPLE

Dana's five: Welcome · About Dana · Cakes & Prices · Kind Words & Photos · Order Your Cake.

YOUR TURN

Write your five section headings, in order.

Your headline and first screen

1. Say what you do, who it is for, and where.
2. Put one clear button under the headline.
3. Use one strong photo, not a collage.

EXAMPLE

Headline: "Custom cakes in Queens, made to order." Button: "Request Your Date."

YOUR TURN

Draft your headline and your button words.

Writing your sections

1. Write the way you would explain it to one person.
2. Answer the money and timing questions honestly.
3. Keep every paragraph short enough to scan.

EXAMPLE

Dana's "How ordering works":
1. Send your date.
2. She replies within two days.
3. A small deposit holds your date.

YOUR TURN

Write your About section in three sentences.

Photos, colors, and fonts

1. Use your own best photos, taken in good light.

2. Keep to two or three colors and one or two readable fonts.

3. Check that your words are easy to read on top of every background.

EXAMPLE

Dana uses cream, deep green, and gold — the same colors as her cake boxes.

YOUR TURN

Choose your two main colors and your five best photos.

Your call to action and booking form

1. Repeat your one button after every section.
2. Ask only for what you truly need on the form.
3. Tell the visitor what happens after they send it.

EXAMPLE

Dana's form asks five things: name, date, servings, flavors, and a message box. Her page promises a reply within two days.

YOUR TURN

List your form's fields. Stop at five.

Links, forms, and buttons that work

1. Click every link and button yourself.
2. Send your own form and confirm the message arrives.
3. Check your phone number, map, and social links.

EXAMPLE

Dana's first test request landed in her spam folder. Now she checks it every morning, and her form also sends her a text.

YOUR TURN

Send yourself a test request. Write down exactly where it landed.

Check it on a phone

1. Open your page on your phone, the way a stranger would.
2. Read every line and tap every button with your thumb.
3. Time how long the page takes to open.

EXAMPLE

One huge photo made Dana's page crawl. She resized it, and the page opened in half the time.

YOUR TURN

Time your page on your phone. Fix the first thing that bothers you.

Your launch plan

1. Announce the page with one post: who it helps, what it offers, and the link.

2. Put the link everywhere your customers already look.

3. Give the page a ten-minute check-up every month.

EXAMPLE

Dana's link went into her Instagram bio, onto her cake-box stickers, and on the receipt she texts after every order.

YOUR TURN

Write your launch post, and put your first monthly check-up on your calendar.

Where could your page live?

Three good homes for a one-page website. There is no single right answer — pick the one that fits your one job and your budget. You can always move later; starting matters more.

PICK 1 · WIX

Pick this if you want the friendliest start, with room to grow.

Free to build and publish on a Wix web address. Your own domain starts on the Light plan (about $17 a month, paid yearly), and forms are built in. Online bookings and payments begin on the Core plan.

PICK 2 · SQUARESPACE

Pick this if polished looks matter most to you.

Beautiful templates and forms built in. Start with a free 14-day trial — no card needed. Plans start at about $19 a month, paid yearly, with a free domain for the first year. Appointment booking is a separate add-on.

PICK 3 · CARRD

Pick this if your budget is tiny and your page is simple.

Made for one-page sites, and only one-page sites. About $19 a YEAR — not a month — on Pro Standard connects your own domain and turns on forms. You buy your domain separately, then connect it.

BEFORE YOU PAY, CHECK THESE THREE

☐ I can update the words and prices myself ☐ A form is included ☐ My own domain can connect

Prices checked November 2026 and rounded. Builders change plans and prices — confirm the current details on the builder's own site before you pay.

YOUR TURN

Choose one home today. Sign up, then connect your domain **before** you design anything — just like Slide 2.