

One-Page Website Blueprint

Build a website that works for you 24/7 — even on a single page.

Your website is not a brochure. It is your best salesperson. One page, done right, can attract clients, build trust, and convert — better than a 10-page site built without strategy.

Why a One-Page Website Works



8-Second Decision

Visitors decide in under 8 seconds whether to stay — a focused page keeps them moving forward.



One Scroll, All Info

All essential information is in one scroll — no confusion, no lost clicks, no dead ends.



Easy to Maintain

Faster to build, easier to maintain, and simpler to update as your business evolves.



Strong SEO

Google rewards clear, focused content — a well-structured one-pager ranks effectively.

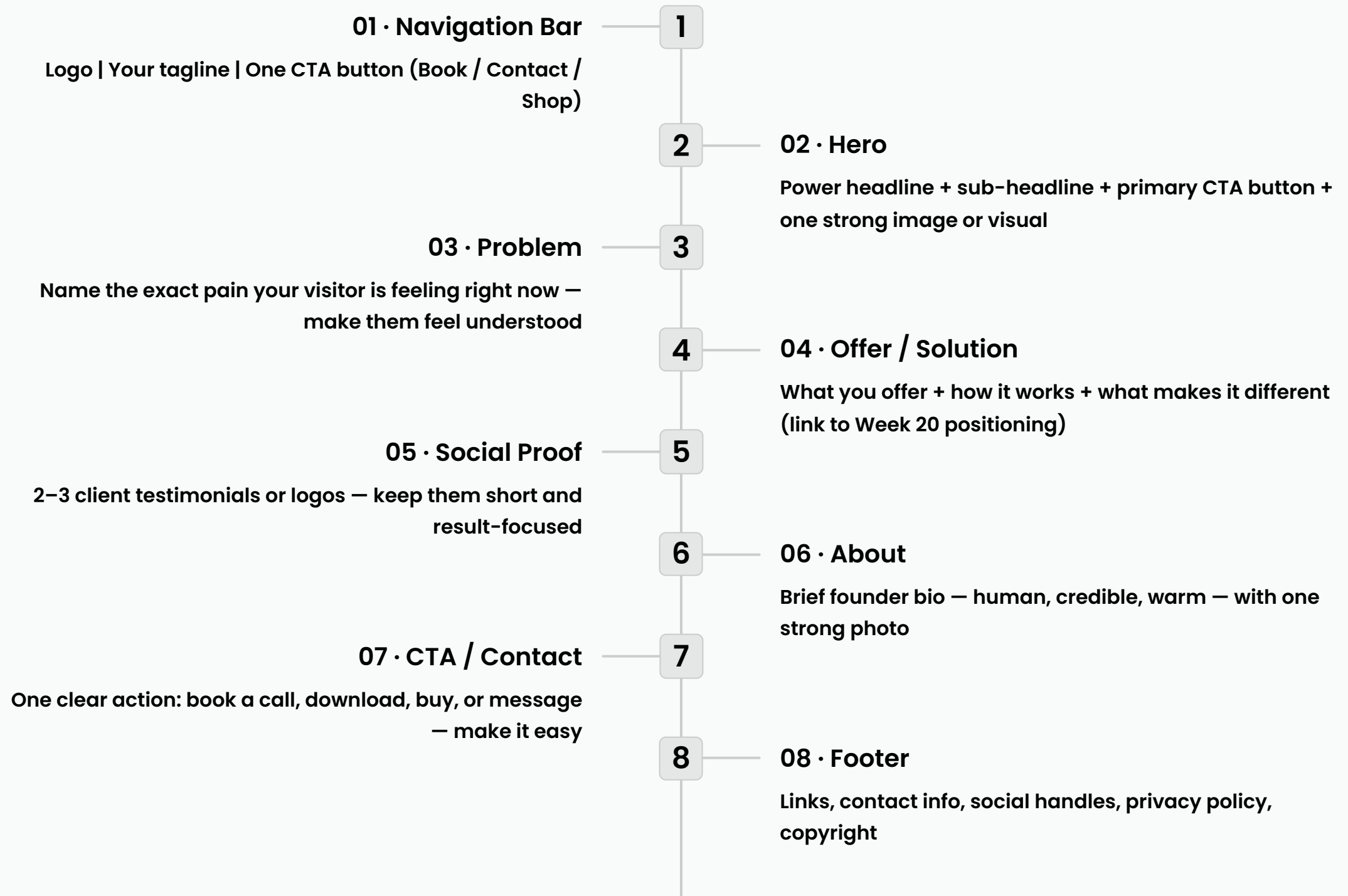


Works perfectly for coaches, consultants, service providers, and early-stage product brands.



The One-Page Website Wireframe

Read top to bottom — this is the exact scroll order your visitor experiences.





Section-by-Section Build Guide

01 · Navigation Bar

Your First Impression Starts Here

The nav bar anchors your brand and tells visitors immediately where they are and what to do next. Keep it minimal — one action is always better than five.

Write your tagline: "I help _____ to _____"

Pull directly from your Week 20 Positioning Statement.

- Use your logo top-left — no logo yet? Your brand name in bold is enough.
- Your CTA button should name an action, not a vague word. Use: **Book a Call / Start Here / Get the Guide**.
- Limit navigation links to 3–4 maximum. Every extra link is a decision that slows visitors down.

  Example: "RadicalEdge — Empowering Leaders Through EI | [Book a Discovery Call]"

02 · Hero Section

You Have 8 Seconds — Make Them Count

The hero is the single most important section of your website. If it doesn't speak directly to your ideal client's desire or pain, they will leave. This is where your positioning earns its money.

Write your power headline: **One sentence that names who you help + the transformation you offer.**

- Speak to the outcome, not the method. *'Build a brand that gets you clients' beats 'Professional branding services'.*
- Your sub-headline adds one layer of context — who it is for, and how it works.
- The CTA button repeats the same action as the nav — consistency builds clicks.
- Use a real photo of yourself or your product. Stock photos reduce trust.

  Example: "Turn Your Expertise Into a Brand That Attracts Premium Clients — Without Complicated Marketing."

Sections 03 & 04 — Problem & Solution

🙄 03 · Problem Section

Name the Pain — Make Them Feel Seen

Most websites jump straight to the solution. The best websites first prove they understand the problem. When your visitor reads this section and thinks *'yes, that is exactly me'* — they stay.

Name **3 problems** your ideal client is experiencing right now: Use their language, not yours. Speak to the feeling, not just the fact.

- Use phrases like *'Sound familiar?'* or *'If this is you, you are in the right place.'*
- List 3 specific pain points — not 8. Precision is more powerful than volume.
- Avoid clinical language. *'You're exhausted from showing up online and getting nothing back'* beats *'low digital ROI'*.

⚠️  Example: "You know you're good at what you do — but your website doesn't show it. You're posting content but not getting clients. Your brand feels like everyone else's."

👛 04 · Offer / Solution

Show Them the Path Forward

This is where you introduce your offer — clearly, confidently, and in terms of what your client gets, not what you do. Keep the focus on transformation, not features.

Describe your offer in one sentence (**outcome-first**): Use your Week 20 differentiator here — why is your approach different?

- Use a simple 3-step *'How It Works'* layout — it reduces anxiety and shows your process.
- Highlight your differentiator (from Week 20) in a callout box or bold line.
- Add your primary CTA button again here — don't make them scroll back up to act.

📄  Example: "A 6-week coaching intensive that combines EI tools, brand strategy, and real implementation — so you grow with clarity, not confusion."

Sections 05 & 06 — Proof & About

05 · Social Proof

Let Your Clients Do the Selling

People trust other people more than they trust brands. Even one powerful testimonial can double conversion. Make this section specific, results-focused, and real.

Add 2–3 client testimonials (outcome-focused):

Best format: *'[Name, Title] — What changed for them in concrete terms'*

- Results-based testimonials convert better than praise-based ones. *'I got 3 new clients in 30 days'* beats *'She's amazing'*.
- Include the client's name, photo, and designation for maximum credibility.
- If you're new and have no testimonials: use a result from a beta client, a relevant stat, or a media feature.

"After working with RadicalEdge, I went from zero clarity to a fully positioned brand and 2 signed clients — in 6 weeks."
— Priya S., Coach

06 · About Section

Be a Person, Not a Profile

Your about section is not a CV. It is a human moment — the place where your visitor decides whether they like and trust you. Keep it warm, specific, and just long enough.

Write your 3-sentence founder intro:

Who you are → What you believe → Who you serve and why

- Lead with what you believe, not just your credentials.
- Mention one specific moment that shaped your work — it makes you memorable.
- Include a warm, professional photo. People remember faces more than words.
- End with a soft CTA: *'If any of this resonates, I'd love to connect.'*

  Example: "I'm Vanitha — facilitator, coach, and the person who helps leaders stop performing leadership and start living it. With 31 years of experience across 12 countries, I built RadicalEdge because I believe EI is the skill that changes everything."

Sections 07 & 08 — CTA & Footer

07 · CTA / Contact

Make It Effortless to Say Yes

This is your closing argument. Your visitor has seen your offer, read your proof, connected with your story — now give them one clear, frictionless action to take.

Write your CTA headline + action button text:

The headline creates desire. The button names the exact next step.

- Use urgency authentically: *'Only 3 spots open this month'* if true. Never fake scarcity.
- Offer the lowest-friction option possible: a free discovery call, a free download, a WhatsApp message.
- Repeat your contact details below the button — email, phone, social links.

✓  Example: "Ready to Build a Brand That Works for You? [Book Your Free 30-Min Discovery Call]"

08 · Footer

The Small Section With Big Impact

Your footer is functional and foundational. Done well, it builds trust, improves SEO, and gives visitors a final way to connect. Done poorly, it's a dead end.

List your footer essentials:

Logo · Tagline · Social links · Email · Privacy policy · Copyright © Year

- Add your Instagram, LinkedIn, and WhatsApp links — meet people where they are.
- A privacy policy link is essential even for simple sites — it builds legal trust.
- Include a short brand statement or your positioning line one more time.

📄  Example: "© 2025 RadicalEdge Learning Consultants
| Built on EI, Powered by Purpose |
info@radicaledge.co.in"

Best Platforms & Pre-Launch Checklist

Best Platforms to Build Your One-Page Site

Platform	Best For	Notes
Canva Websites	Beginners, visual brands	Free, drag-and-drop, beautiful templates — great starting point
Wix	Service businesses, coaches	Easy to use, good templates, free tier available
Squarespace	Premium feel, photographers	Polished design, slightly steeper learning curve
WordPress + Elementor	Scaling businesses	Most flexible, needs more setup — worth it long-term
Carrd	Ultra-minimal one-pagers	Very fast to build, free tier, perfect for link-in-bio pages
Notion + Super.so	Content-first founders	Simple, clean, excellent for text-heavy pages

✓ Pre-Launch Checklist

Tick each item before you hit publish:

- ☐ Hero headline speaks to the client — not about you (*First 8 seconds determine if they stay*)
- ☐ CTA button appears at least 3 times on the page (*Removes friction — they can act whenever ready*)
- ☐ At least one real testimonial or result is included (*Social proof is the fastest trust-builder*)
- ☐ About section has a human photo and warm copy (*People buy from people — faces build connection*)
- ☐ All links and buttons are tested and working (*Broken links = instant credibility loss*)
- ☐ Site loads in under 3 seconds on mobile (*53% of visitors leave if a page takes longer*)
- ☐ Privacy policy is linked in the footer (*Legal trust signal — required in many regions*)
- ☐ Your email and/or WhatsApp are visible (*Make it as easy as possible to reach you*)
- ☐ Page title and meta description are filled in (*Critical for Google to understand and rank your page*)
- ☐ You have shared the link with 3 real humans for feedback (*Fresh eyes catch what you will always miss*)

🔥 Founder Insight — Your Website Is Never 'Done'

- ➔ **Launch Simple First**

A 'done' site beats a perfect site that never goes live. Ship it, then improve it.
- ➔ **Refresh Every 6 Months**

Revisit and update your copy as your offer evolves — your website should grow with you.
- ➔ **Connect to Your Positioning**

Link your Week 20 Positioning Statement directly to your hero headline for maximum impact.
- ➔ **Optimise for Conversion**

The goal is not a beautiful website. It is a website that converts. Beauty serves strategy.

Part of the RadicalEdge 52-Week Entrepreneur Journey · Week 22 of 52 · www.radicaledgelearning.com

 **CONTACT US**



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"From HIRE to RETIRE-**EI** all the way"



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