THE ONE-PAGE *Website Checklist*

Everything You Need *(and Nothing You Don't) to Launch a* ***Client-Attracting Website Fast***





If you're just getting started in your business, you don't need a full-blown, multi-page website that costs thousands and takes months to build. What you need is a simple, strategic one-pager that tells the right people:

- ✓ Who you help
- ✓ How you help them
- ✓ What to do next

This checklist cuts through the clutter so you can focus on what really belongs on your one-page website. It's just the essentials that attract the right clients, build momentum, and allow you to prioritize getting clients and cash flow.

Let's get it done.

IGNITING Your Business

What You'll NEED...



1 A Clear, Client-Focused Headline

Instantly communicates who you help and what problem you solve
Example: "Helping busy professionals organize their homes without the stress

2 A Short, Engaging Intro

A quick blurb about who you are and why you're the right person to help—focused on their transformation, not just your background. (About you - FOR them.)

3 Description of Your Offer or Services

Break down what you do and the results you help your clients achieve. Keep it benefit-driven and outcome-focused.



4 Social Proof (Testimonial, Review, or Case Study)

Add credibility with even one great quote or result. Don't have a testimonial yet? Use a story from a beta client, peer, or personal result.

5 A Strong Call to Action (CTA)

Tell your visitors exactly what to do next. Examples:

- ✓ Book a free consultation
- ✓ Download a free guide
- ✓ Fill out a contact form

6 Email Opt-In or Lead Magnet

Offer a free resource in exchange for their email address and start growing your list early. Your email list = your business's most valuable asset.

What You'll NEED...



7 **Easy-to-Find Contact Info**
Include a contact form or clickable email button so visitors can reach out without digging.

8 **A Bio That Serves (and a Photo That Connects)**
Write a short bio that shows how your experience helps your clients. Add a recent, professional headshot that feels real and approachable.

9 **Has A Mobile-Friendly Design**
Most people will view your site on a phone. Use legible fonts, scroll-based design, and make sure your buttons are tap-friendly.

10 **Clear, Client-Attracting Messaging**
Speak directly to your ideal client. Use language that resonates with them, not industry jargon. It addresses the problems/symptoms you solve.

Say What You Do—Without Saying "I Help"

Your one-page website needs a message that's clear, confident, and a little more original than "I help..."

Yes, you're in business to serve—but when everyone says the same thing, it all starts to blend together.

Here are 10 fresh ways to introduce what you do-no "I help" required:

- "I work with [client type] who want to [outcome or transformation]."
- "I guide [group] through [process or challenge] so they can [result]."
- "I show [audience] how to [achieve something meaningful]."
- "I teach [specific topic or method] to [specific audience]."
- "I create space for [type of client] to [what they experience or gain]."
- "I'm known for turning [problem] into [solution or result]."
- "My clients are usually [struggling with X] and walk away with [benefit or outcome]."
- "I turn [overwhelm/confusion/etc.] into [confidence/simplicity/etc.]."
- "I work with [group] ready to [take action or level up]."
- "The work I do takes people from [frustration] to [freedom/success/etc.]."



Use one of these as the starting point for your homepage intro -or your 60-second elevator pitch. Say it out loud, make it sound like you, and make sure your website reflects it.

Clear is better than clever. And clarity gets clients.

Your NEXT STEPS



Done Is Better Than Perfect - Good Enough is Powerful

Let's be real: Perfection is the enemy of progress.
When it comes to your first website, your goal isn't to win a design award—it's to connect with the right people and get clients.

Focus on building something good enough to share your message and invite action. You'll refine and evolve as your business grows.

"You can make a lot of money being good enough." *– Lori Lyons*

So stop waiting for perfect.
Launch what will get you in the game.



About Igniting Your Business

At ***Igniting Your Business***, we help midlife entrepreneurs get clear, get confident, and get moving - with less overwhelm and more momentum. We don't have time to waste time, so we focus on what actually works: a strong message, a simple strategy, and intentional action.

Whether you're launching your first offer or taking your next big step, we'll work together to clarify your message, attract the right clients, and figure out the next right digital move -whether that's a one-page website, a lead magnet, or something bigger down the road.

We meet you where you are—and grow with you as your business evolves.



About Lori Lyons

Lori is a marketing strategist who helps midlife entrepreneurs cut through the noise, get clear on their message, and start attracting the right clients. With a mix of coaching, strategy, and practical guidance, she helps business owners focus on what moves them forward—and when the time's right, she guides them toward the digital strategy that fits their goals, not just the trends.

She's also the host of The Encore Entrepreneur podcast, where she shares real-talk strategies, inspiring stories, and smart marketing tips to help business owners thrive in their second (or third!) act.

Lori believes in building businesses that work for you, with clarity, confidence, and momentum.