



Mustard Seed
SOLUTION

THE SOLOPRENEUR PLAYBOOK · 2026

How to Build a One-Person Company Website *with AI*

*Plan, write, and launch a site that
earns trust and books calls —
without hiring an agency.*



A MUSTARD SEED SOLUTION FIELD GUIDE

READ THIS FIRST

AI is leverage, *not a vending machine.*

A solo founder can now produce a credible, conversion-focused website far faster than even two years ago. But the strongest results don't come from one-click site generators — they come from using AI as a **leverage layer** across six jobs, while you stay editor-in-chief of the claims, offers, and proof. This guide walks you through all of it, in order.

01	Why AI changes everything The founder mindset — and what AI still can't do for you	P. 03
02	Positioning before pages Build the source-of-truth brief every prompt depends on	P. 04
03	The six pages that do the work A compact architecture built for trust and conversion	P. 05
04	Copywriting & SEO workflows Draft the words and make them search-ready	P. 06
05	The Prompt Pack Copy-paste prompts for strategy, copy, and SEO	P. 07
06	Look credible without a design team Visual direction, imagery, and reuse rules	P. 08
07	Turn visits into conversations Lead magnets, forms, nurture, and a bounded chatbot	P. 09
08	Launch responsibly & optimise Analytics, privacy, and the first-30-days loop	P. 10

CHAPTER 01

Why AI changes the one-person website

AI reduces blank-page friction, speeds iteration, and lowers production cost. It does *not* remove the need for founder judgment.

STRATEGIC WORK — KEEP IT

Niche focus, your offers, the proof you show, and how you answer objections. These decide whether the site works at all. AI can *pressure-test* them, but the calls are yours.

EXECUTION WORK — DELEGATE IT

First drafts, reformats, headline variants, image prompts, summaries, metadata, automation steps. This is where AI returns hours per page.

THE MINI-WORKFLOW

- 1** **Inventory** your assets — past emails, proposals, voice notes, FAQs, client wins, testimonials.
- 2** **Cluster** them into themes with AI.
- 3** **Validate** the themes against real buyer questions.
- 4** **Turn** the best themes into your site's strategic spine.

6

jobs AI accelerates: positioning, structure, copy, SEO, visuals, optimisation

~50h

focused founder time for a complete, measured launch

8

tightly-linked pages — fewer pages, each with one clear job

The honest version: Google's guidance still puts the burden on you — useful, people-first content, good page experience, and a crawlable structure matter more than whether AI helped draft it. Treat AI as a tireless junior, not a replacement.

CHAPTER 02

Positioning *before* pages

Prompt quality rises sharply when the input is explicit. So before you write a single page, build one *source-of-truth* document.

Every later prompt — copy, SEO, images, email — should reference this brief. It forces you to answer the questions buyers actually have before they trust a one-person company.

YOUR BRIEF ANSWERS

- Who, exactly, is this for?
- What acute problem do you solve?
- What happens after they book?
- What determines the price?
- Why trust one person over an agency?

FIVE STEPS TO A BRIEF

- 1** Write a one-sentence promise.
- 2** Expand it to a one-page positioning brief.
- 3** List your top ten buyer questions.
- 4** Decide one primary and one secondary CTA.
- 5** Ask AI for three offer framings — keep only the clearest, most believable one.

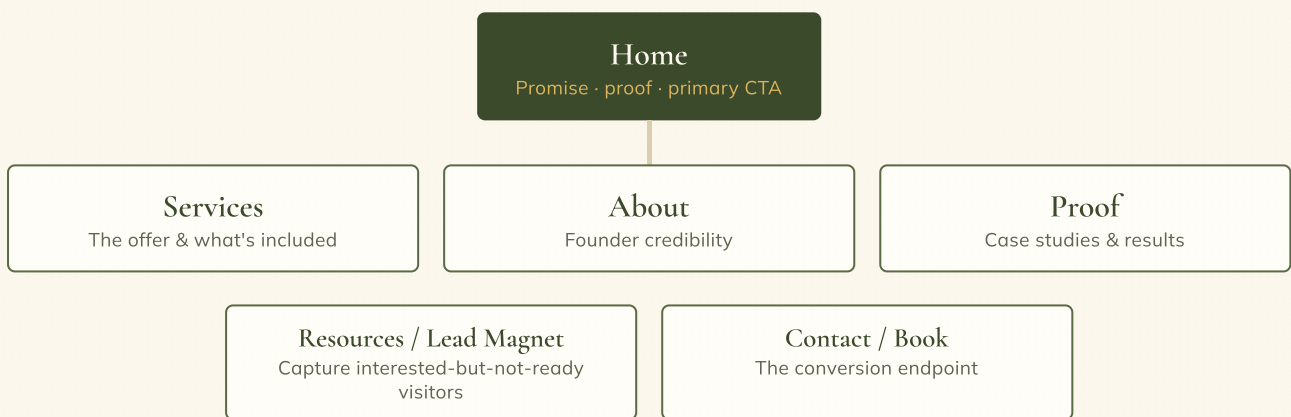
WORKED EXAMPLE · SOLO MARKETING STRATEGIST

"I help founder-led service businesses clarify their message, design a credible online presence, and build a lightweight lead system they can run without a team."

CHAPTER 03

The six pages that do the *heavy lifting*

A one-person company usually wins with **fewer pages, not more**. Small sites often convert better because each page has one job, one CTA, and a clear path to the next step. No orphan pages.



PLUS, QUIETLY

- Privacy
- Terms
- Cookie settings

Add breadcrumb or organisation markup later if it's useful — structure first, technical polish second.

BUILD ORDER PER PAGE

- 1 Assign one **job**.

- 2 Define one **CTA**.

- 3 Link to the **next logical step**.

CHAPTER 04

Copywriting & SEO, the working way

Ask AI for *wire copy, not polished prose*. Get the skeleton right, then add the evidence only you have.

THE SIX-STEP LOOP

- 1 Start with a plain-language **page brief**.
- 2 Ask for a **wire-copy draft**, not finished prose.
- 3 Refine claims with **evidence and specifics**.
- 4 Generate **titles, descriptions & FAQs**.
- 5 Add **schema candidates** where relevant.
- 6 Run a final **human fact-check**.

WHAT GOOGLE ACTUALLY REWARDS

AI-assisted content is fine. **Quality, accuracy, and helpfulness** still govern outcomes. And the quality bar includes the parts founders skip:

- Unique, descriptive title tags
- Useful meta descriptions
- Clear H1–H3 heading structure
- Relevant image alt text
- Structured data where it fits

Write for a specific buyer journey — concrete questions answered in nuanced, useful detail beat generic, commodity copy every time.

CHAPTER 05

The Prompt Pack

Two prompts that carry most of the load. Paste your brief into the brackets and keep what's clearest.

POSITIONING

Act as a senior brand strategist & conversion copywriter for a one-person company. Build a website strategy brief from my inputs.

Inputs → founder background, offers, ideal clients, common client problems, proof/wins, preferred CTA, constraints: [paste each]

Output, in order:

- A. One-sentence value proposition
 - B. Three audience segments ranked by fit
 - C. Top five buyer pains + desired outcomes
 - D. Messaging pillars
 - E. Trust assets to feature
 - F. Recommended sitemap with page goals
 - G. Primary & secondary CTA
 - H. Questions that still need my answer
- Keep the language specific, not generic.

HOME PAGE COPY

Act as a direct-response website copywriter. Write the Home page for a solo [niche] business. Audience [...] · Offer [...] · Problem [...] · Outcome [...] Proof [...] · CTA [...] · Tone [...]

Output: hero headline options · subhead · CTA text · problem · solution · process · proof · FAQ · final CTA · 3 title-tag + 3 meta-description options. Avoid hype and generic agency language. Keep claims believable.

ALSO IN THE FULL KIT

→ SEO refinement

→ Visual art direction

→ Image generation

→ 5-email nurture sequence

→ Bounded chatbot script

CHAPTER 06

Look credible without a *design team*

You don't need a big brand system. You need *consistency*, *founder credibility*, *readable type*, and imagery that matches the promise.

THE RIGHT ORDER

- 1** Define brand **adjectives** — and anti-adjectives.
- 2** Create a **visual style board**.
- 3** Choose a **template or layout** system.
- 4** Generate or source **images**.
- 5** Audit every page for **trust & consistency**.

ASK AI FOR THE BRIEF FIRST

Have it write an **art-direction brief**, then a wireframe, then image prompts — visuals come last, not first.

LICENSING REMINDER

If you generate imagery, check commercial-use terms for your tool. Some products market "commercially safe" output; others gate company use or privacy behind higher tiers.

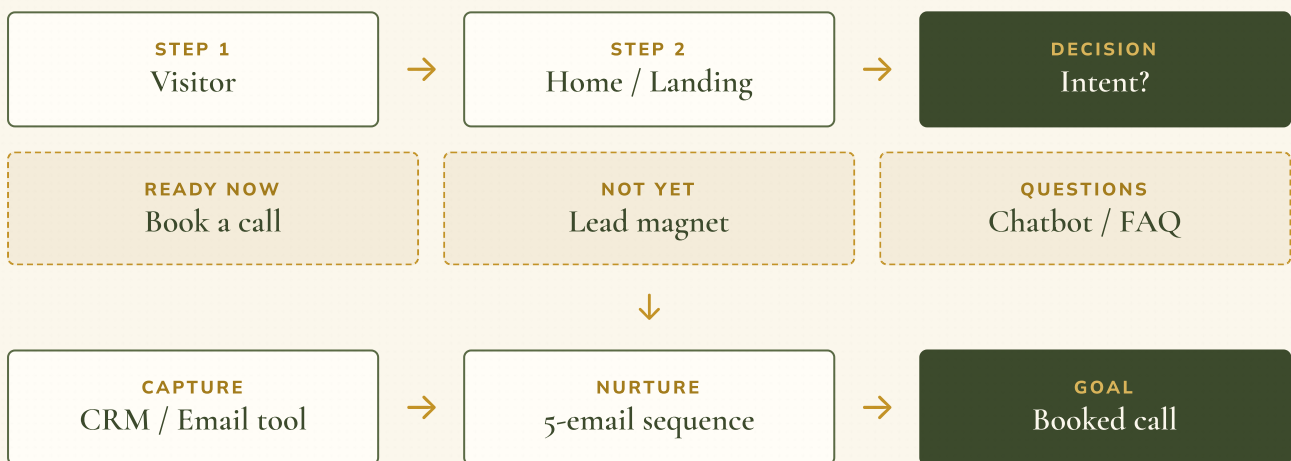
The credibility shortcut: a real founder photo, one consistent type pairing, generous white space, and proof placed near every claim will out-perform elaborate effects every time.

CHAPTER 07

Turn visits into *conversations*

This is what turns a website from brochure to pipeline. The chatbot's job isn't to sound clever — it's to answer a narrow set of questions, route high-intent leads, and capture context before you step in.

THE LEAD FLOW



BUILD IT IN SIX MOVES

One lead magnet tied to one service · a short form with only qualification fields · pipe data into a CRM · trigger five emails · deploy a tightly-scoped chatbot · review interactions weekly.

KEEP FORMS SHORT

Name, work email, company, the outcome they want in 90 days, budget range, timeline — plus a consent checkbox and a privacy link. Everything else is optional.

CHAPTER 08

Launch responsibly, then *optimise*

Publish with measurement **already installed** — not added weeks later. And treat privacy as trust, not paperwork: it's a first-impression touchpoint.

LAUNCH CHECKLIST

- One job & one primary CTA per page
- Unique titles + useful meta descriptions
- No orphan pages; internal links flow
- Descriptive image filenames & alt text
- Test on mobile *before* desktop polish
- Verify the domain in Search Console
- Submit the sitemap
- Install analytics + define conversion events
- Test every form, booking link & autoresponder

PRIVACY & CONSENT

- Decide which tools truly need cookies
- Get explicit opt-in before non-essential tracking
- Make rejecting as easy as accepting
- Publish a clear privacy notice — why, how long, who
- Add consent language to marketing forms
- Review AI tool data settings before pasting client work

The 30-day loop: review Search Console + analytics after week one, then weekly for the first month. Feed search queries back into your next revision.

YOUR 8-WEEK PLAN

From blank page to *booked calls*

A realistic solo cadence — roughly **45–61 focused hours** total, assuming you already have your offer and some proof.

WEEK	MILESTONE	MAIN OUTPUTS
01	Strategy brief	Audience, offer, proof, CTA, positioning document
02	Site map & offer	Page map, menu, page goals, messaging pillars
03	Draft copy	Home, offer, about, proof, FAQ, resource page drafts
04	Design & build setup	Template, visual direction, imagery, build environment
05	Lead capture	Forms, thank-you page, CRM/email, nurture sequence
06	SEO & technical	Titles, descriptions, alt text, links, sitemap, Search Console
07	QA, privacy, analytics	Events, consent flow, privacy notice, mobile QA
08	Launch & optimise	Publish, recrawl, first dashboard, optimisation backlog



PREFER TO COMPRESS THE PROCESS?

Use this playbook yourself — or let's build it *together*.

In one focused sprint we define your message, write the key pages, and install the systems that turn visits into qualified conversations.

[Book your Free 30-Min Consultation →](#)



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