



Build Your Brand Story:

A One-Page Website ***Content Guide*** for Consultants and
Entrepreneurs





Content

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Hello there,

I'm Carolina D'Souza, a Dubai-based communications consultant with over 25 years of experience helping leaders, founders, and entrepreneurs uncover and share their authentic stories.

My journey—from journalism and PR to personal branding and storytelling—has taught me one thing: real success starts with a narrative that resonates.

I'm passionate about helping people connect their professional identity with their values, transforming their stories into genuine, lasting connections. Whether you're growing a business or shaping your personal brand, I'm here to help you amplify your voice, inspire trust, and create meaningful impact—all with authenticity and purpose.

I created this website content guide for consultants, new business owners, and leaders who want to craft an engaging and effective one-page website. Whether you're starting out or refining your online presence, this resource provides a strategic framework to align your brand story, services, and values in a cohesive, audience-focused format.

With light and kindness,

Carolina D'Souza

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02.

How to Use This Guide

1. Start with Your Brand Story:

Use the About Section prompts to clarify your identity, values, and vision. Craft a narrative that resonates with your target audience and aligns with your goals.

2. Map Out Your Services and Offerings:

Define your core services or products. Use the Services/Shop Section prompts to describe them clearly and highlight their value.

3. Engage with Your Audience:

Write a compelling Hero Section that grabs attention, explains your unique offering, and inspires action.

4. Validate with Testimonials:

Add social proof using impactful client feedback in the Hero or About Section to build trust and credibility.

5. Design a Seamless User Experience:

Use the How We Work Section to provide a transparent, step-by-step process that makes it easy for clients to understand your approach.

6. Optimize for Action:

Include strategic CTAs throughout the page to encourage immediate engagement, whether it's booking a consultation, exploring services, or contacting you directly.

03.

Briefing a Website Designer/ Developer

This guide helps you communicate your website content effectively to a designer or developer by focusing on:

- **Clarity on Content:** Map out content sections that align with your brand message and objectives.
- **Consistency in Design:** Share your values and vision to influence the visual tone and style.
- **Streamlined Process:** Provide clear workflows to ensure a user-friendly experience.
- **CTA Placement:** Specify strategic positions to drive engagement.
- **Scalable Structure:** Use the one-page layout as a flexible foundation that can grow with your business.

04.

Framework for Each Section

Hero Section

- **Headline:** Craft an attention-grabbing introduction to your brand.
- **Tagline:** Create a memorable one-liner encapsulating your key offering.
- **Subhead:** Add a value-driven statement to expand on the headline.
- **Vision & Mission:** Briefly outline your "why" and "how" (50 words each).
- **Testimonials:** Include impactful client feedback (up to 250 words).

About Section

- **Short Bio:** Provide a concise 75-word overview of who you are and what you do.
- **Full Bio:** Expand on your journey, expertise, and purpose (up to 250 words).
- **Values:** List 3–5 key values with short descriptions (20 words each).
- **CTA 1:** Invite visitors to book a consultation or learn more.

Services/Shop Section

- **Overview:** Offer a concise description of your service or product (4–6 words).
- **Details:** Include the name, pricing, and a 50-word description. Highlight 3–5 features or benefits (20 words each).

How We Work Section

- **Process:** Explain your workflow in a step-by-step guide (up to 300 words) or a visual table format.

Contact Section

- **Form Title:** Use a motivational phrase like "Let's Get Started Today!"
- **Fields:** Collect Name, Email, Contact Number, and Message.
- **Social Links:** Add icons linking to your active profiles.



Are you ready to build a brand
that feels authentic and effortless
--like a second skin.?

Consultant

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