

PREPARED FOR · APRIL 2026

Carrd

BRAND STRATEGY · PRESENTATION DECK

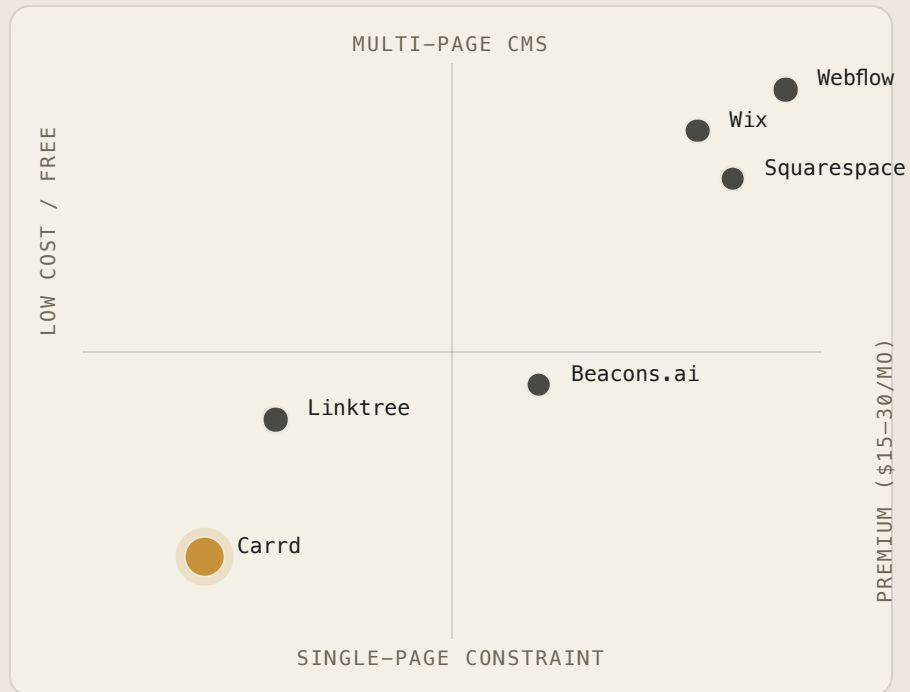
The website you'll actually *ship*.

YOUR NORTH STAR. EVERYTHING ELSE – POSITIONING, VOICE, COPY – SUPPORTS THIS ONE PROMISE.

[01] THE LANDSCAPE

The single-page constraint is the product.

Ten years stable. *The category around you keeps adding pages, surfaces, AI generators — and you keep shipping the simplest thing.* The constraint is the moat — structurally hard for Wix / Squarespace / Webflow to copy without abandoning their multi-page CMS bet.



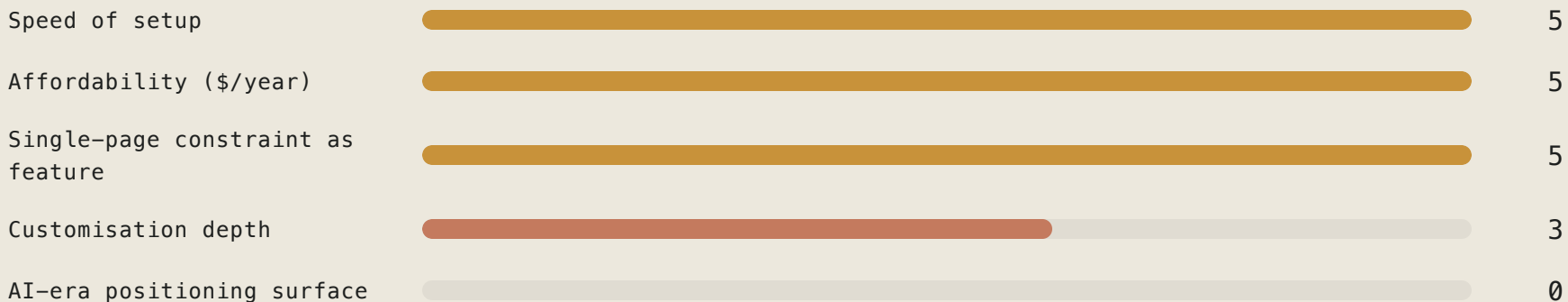
Bottom-left, by design.

The cheapest, simplest answer in the website-builder category. Every other player either costs more, does more, or both. *The single-page constraint is the moat.*

TOP FACTORS

Your peak. Your structural absence. The factor with the biggest move available.

Speed of setup and Affordability are your peak. Multi-page CMS capability is structurally absent — by design. *AI-era positioning is the biggest move available* — captured Claude Q3 surfaces no AI angle for Carrd at all.



Four genuine strengths. Four honest vulnerabilities.

The strengths are quieter than the moment requires. The vulnerabilities are concentrated in one place.

WHERE YOU WIN

1. **Single-page constraint as positioning moat** — 18 of 24 mined reviews lead with simple/easy/intuitive/fast
2. **Order-of-magnitude price advantage** — \$19/year Pro vs \$180–360/year for Wix / Squarespace
3. **Solo founder discipline** — AJ has run Carrd alone since 2016. No pivots. Same product thesis
4. **Homepage promise matches lived experience** — reviewer language and brand language match exactly

WHERE YOU'RE VULNERABLE

1. **No AI-era positioning surface** — captured Claude Q3 surfaces no AI angle. Homepage doesn't mention AI
2. **Customisation friction is the dominant cons-side** — 6 of 12 Capterra reviews flag it (C1, C5, C11)
3. **No founder voice / no public roadmap** — AJ's quietness is part of the brand. Limit on category influence
4. **Template variety bounded** — C12 wishes for more. The fix is variety inside high-fit jobs, not breadth

WHAT YOUR CUSTOMERS ARE REALLY HIRING YOU FOR

“I just need a clean, fast page live before Friday — not a CMS, not a multi-page project, not another tool to learn.”

SYNTHESISED FROM 5 VERBATIM REVIEW QUOTES (P5, C8, C7, C12, P11) + CLAUDE Q2 (30 APRIL 2026)

WHAT YOU'RE FIGHTING AGAINST

The belief that more features = more legitimate. The whole website-builder category competes by adding features — multi-page CMS, e-commerce modules, AI generators. Carrd has resisted that pull for ten years.

4-of-4 LLMs (Claude, ChatGPT, Perplexity, Gemini, Q3 captured 30 April–1 May 2026) converge. ChatGPT: *"Most competitors optimise for: Power, Scale, Features. Carrd optimises for: Speed, Clarity, Low commitment."* Gemini: *"Wix and Squarespace are 'web mansions'; Carrd is a 'minimalist studio apartment.'" The 18-of-24 ease-of-use theme and the 5-of-24 "not full-fledged" acknowledgements point at the same gravitational pull.*

Your greatest strength creates one honest trade-off.

Naming it builds trust faster than hiding it.

YOUR STRENGTH

Solo-founder discipline. AJ runs Carrd as a one-person product since 2016. No pivots. No board pressure. The product hasn't been distorted by anything except the founder's taste — structural advantage Wix / Squarespace / Webflow can't reproduce.

THE SHADOW

The brand's reach is bounded by what one person can quietly maintain. No public roadmap. No founder content. No team page. In 2026 — when v0 / Lovable / Framer-AI launch with content campaigns and category-defining manifestos — Carrd has no voice extending the product into the conversation.
4-of-4 LLMs Q3 named no AI-builder cohort competitor for Carrd: the visible cost of the silence.

THE ACKNOWLEDGEMENT

"Carrd has been one person's project for ten years. That's why the product hasn't drifted — same single-page bet since 2016, same \$19/year Pro tier. It's also why we're quiet: building takes the time that posting would take. I'm not promising more comms. I'm saying the absence is deliberate."

Four traits. Each with a boundary.

"What it's NOT" is what makes personality real — without it, it's just adjectives.

PLAIN-SPOKEN

Three value props in three words:
Simple. Responsive. Free. 18 of 24
reviews lead with simple/easy.

Not marketing-speak. Not hype-driven.

DISCIPLINED BY CONSTRAINT

Ten years, one product thesis. The
default answer to feature requests is
no.

*Not feature-checkbox-driven, not platform-
creep.*

SOLO-BUILT, QUIETLY

One person. AJ. Decade in. Brand voice
= product voice = founder voice.

Not corporate "we" when there's no "we."

HONEST ABOUT LIMITS

5 of 24 reviews say "not full-fledged."
All stayed positive. The constraint is
named, not litigated.

Not defensive. Not promising more.

VOICE BASELINE

*Plain. First-person. **Constraint-honest.** Sounds like one person who's shipped the same product for a decade — not a marketing team selling the idea of shipping it.*

Tone shifts by context — first-person singular for founder posts, plain redirects when a buyer needs multi-page or a CMS, transparent on pricing, no hype on the homepage. The baseline never changes.

Two to stop. Two to reduce. Three to raise. Four to create.

The Create column is the white space — the AI-builder cohort and the multi-page CMS cohort have both vacated it.

ELIMINATE

- “Pretty much anything” framing on homepage — name the actual high-fit jobs
- Any copy that hints the single-page constraint is a limitation requiring apology

REDUCE

- Customisation-friction surface area (column-spacing, edits-pending workflow)
- Tutorial gap at the template-pick step (3–5 short loom intros)

RAISE

- Template variety *inside* high-fit jobs (link-in-bio, MVP, portfolio, resume, event signup)
- Founder voice deliberately — one quarterly post from AJ on what changed, what didn't, why
- Speed-of-setup as marketing claim — verifiable “live in an hour”

CREATE

- “Why one page” essay from AJ — the discipline as the product
- “Compared to v0 / Lovable / Framer-AI” page — AI cohort named openly
- Public quarterly “what I changed” log from AJ
- Anchor template library at high-fit jobs (link-in-bio with Spotify/YouTube/Shopify pre-wired)

Ready-to-use language for every major touchpoint.

[TAGLINE]

The website you'll actually ship.

1

An order of magnitude cheaper.

\$19/year Pro (verbatim, carrd.co, 30 April 2026) vs Wix / Squarespace at \$15–30/month = \$180–360/year. 8 of 24 mined reviews single this out (C5 Lori R., C10 Kevin V., P10 Isa).

2

A constraint that's lasted ten years.

PH 16 March 2016 launch with the same single-page thesis the product still carries. PH 2016 Golden Kitty + #1 Product of the Day, Week, Month. C4 Miles T. (5★): "does not get easier."

3

Solo founder. No pivots.

AJ runs Carrd solo. No team page on carrd.co (captured 30 April 2026). No public roadmap. The discipline is the product, not a marketing claim.

Same homepage. Two strategies.

The AI-era comparison page is the one that closes the silent gap captured Claude Q3 left open — this is the headline view.

BEFORE · CURRENT COPY

H1: "Carrd." / Sub: "Simple, free, fully responsive one-page sites for pretty much anything." / Value props: Simple. Responsive. Free. / CTA: "Choose a Starting Point."

RECOMMENDED

H1: "Carrd." / Sub: "The website you'll actually ship." / Value-prop trio: *Pick a template. Drop in your text. Hit publish.* / Single line: *"Live in an hour. Free for three sites, \$19/year for Pro."*

The website you'll actually *ship.*

The deck is the headline. The full strategy — positioning map with evidence, 10 voice Do/Don'ts, six rewritten touchpoints, and the Implementation Toolkit — lives at the link below.

[OPEN THE FULL INTERACTIVE STRATEGY →](#)