

Carrd

Solo founder · One-page website builder · May 2026 (v1)

The website you'll actually *ship*.

Carrd is a one-page website builder. Founder AJ has run it solo since the 2016 PH launch. Same single-page constraint, same \$19/year Pro tier, ten years stable. Roughly 10–19× cheaper than Wix / Squarespace / Webflow at the entry tier. The constraint is the moat.

[THE HIDDEN ENEMY]

The belief that more features = more legitimate. **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.'"

[AUDIENCE TRUTH]

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

[PERSONALITY]

PLAIN-SPOKEN

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

DISCIPLINED BY CONSTRAINT

Ten years, one product thesis. The default answer to feature requests is no. Each yes is documented with what it traded off.

SOLO-BUILT, QUIETLY

One person. AJ. Decade in. Brand voice = product voice = founder voice, no separation.

HONEST ABOUT LIMITS

5 of 24 reviews say Carrd is "not full-fledged." All stayed positive. When a buyer asks for multi-page, point them at Webflow.

[VOICE]

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.

[3 DIFFERENTIATORS]

- 1 An order of magnitude cheaper.**
\$19/year Pro (verbatim, carrd.co, 30 April 2026) vs Wix / Squarespace at \$15–30/month. 8 of 24 mined reviews single this out (C5, C10, P10).
- 2 A constraint that's lasted ten years.**
PH 16 March 2016 launch with the same single-page thesis. 2016 Golden Kitty + #1 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. The discipline is the product, not a marketing claim.