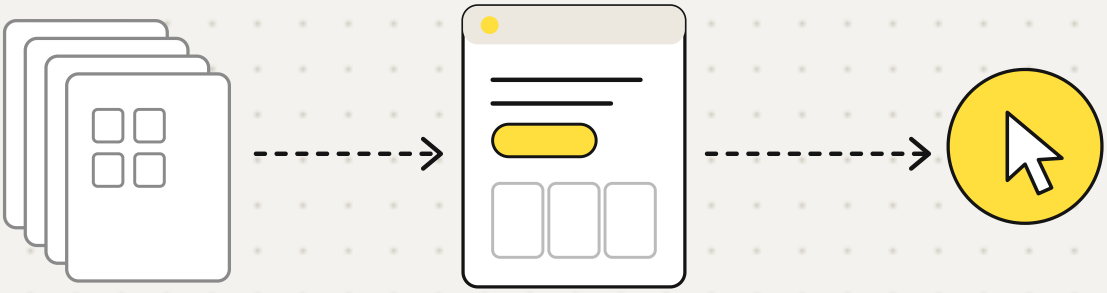
Discover the power of

ONE PAGE

The engineer's cheatsheet: build landing pages with AI, without vibe coding.



Many pages, many doors — **One page** — One click

For non-technical people who need a page for a project, event or service

- **Founders**
- **Admins**
- **Event organisers**
- **Service providers**
- **Trainers**
- **Clinics**

Want to build it together? A 90-minute consultation where we start building your page → page 14

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in collaboration with
PLAYBOOK

START HERE

One page. One goal.

One click.

Own your briefs, not your tools.

A landing page is the page you land on from a link or a QR code. It's built for one goal and one call to action, with no distractions: one clear path from arrival to action.

A website...

- has many pages and many doors
- serves many visitors and many goals
- lets people wander

A landing page...

- has one door
- serves one visitor, one goal
- guides people to one action

How to use this cheatsheet

1. **Security first:** read page 3 before you paste anything into an AI tool.
2. **Understand the difference** between vibe coding and engineering (page 4).
3. **Pick your page and fill in the brief** (pages 5–6). This is your most valuable file.
4. **Learn the words** of the 4 building blocks (pages 7–10), so you can name exactly what you want.
5. **Copy the prompts** (pages 11–12), build, then run the pre-launch checklist (page 13).

Works with any AI tool. The examples use Claude, but every brief and prompt here works in ChatGPT, Gemini or Copilot too. The tools change; the method stays.

STEP 0 · BEFORE YOU PROMPT

Security first, then speed.

Security first... then speed.

The more we rely on AI, the more we need to understand security. Use AI with trust, never with blind faith: know what you're using, how you're using it, and what you tell it.

Never paste into a prompt

- Passwords, API keys, bank or card details
- Civil ID or passport numbers
- Clients' personal or confidential data
- Contracts or files you're not allowed to share

Use fake sample data while building. Swap in real content only on the final page.

Check your settings

- Is your chat history used to train the model? Turn it off if needed.
- Which apps and folders have you connected? Remove what you don't use.
- Use a strong password and 2-step verification on your AI account.

Forms and data on your page

- Collect only what you need (name and email is often enough)
- Never display submitted personal data publicly on the page
- Keep the Google Sheet that stores answers private
- Tell visitors what you'll do with their data

Review before you publish

- You are responsible for everything that goes live
- Ask the AI: "Does this page send data anywhere? Where?"
- Check every link and button points where you expect
- Don't run code or install things you don't understand



Keep the balance. As your AI use (white) grows, your security awareness (yellow) must grow with it. That balance is what keeps your experience with technology safe.

THE DIFFERENCE

Vibe coding guesses.

Engineering decides.

Name the part, protect the page.

You don't need to be technical. You need to know the names of the parts, and decide the goal, structure and rules before you prompt.

	Vibe coding	Engineering
How you prompt	By feel, with everyday words	With a brief and the right names for each part
Typical words	"make it pop", "add more", "fix it again"	"in the hero section", "the CTA button", "3 cards"
Plan	None: decided as you go	Goal, CTA, sections and style defined first
When you change something	Other parts break or shift	Only the named part changes
Moving to another AI tool	Start over	Paste the brief and continue

Same task, two prompts

✕ Vibe	✓ Engineered
✕ "Make the top look better."	✓ "In the hero section, make the headline larger and bolder. Keep the layout, colours and everything else the same."
✕ "Add a way for people to contact me."	✓ "Add a contact form section above the footer with 3 fields: name, phone, message, and a "Send" button. Match the existing card style."
✕ "It looks weird on my phone, fix it."	✓ "On mobile (under 768px), stack the 3 service cards in one column and make the CTA button full width. Don't change the desktop layout."

STEP 1 · CHOOSE YOUR PAGE

What should your one page do?

One task... one page, one button.

Start from the task, not the industry. Every row below is one goal and one call to action (CTA).

Task / goal	CTA button	Key sections
Book a consultation or appointment	Book now	Hero · what you get · who it's for · about me · booking form
Sell a course, PDF or product	Get it now	Hero · problem · what's inside · testimonials · price · FAQ
Register for an event or webinar	Save my seat	Hero with date and time · what you'll learn · speaker · form
Collect feedback and show results	Submit feedback	Short intro · rating questions · results (charts, numbers)
Approve a proposal	Submit my choices	Step-by-step options with visuals · summary · submit
Sign off a project stage	Approve next stage	Progress chart / Gantt · what's done · what's next
Reserve a table, viewing or slot	Reserve	Hero · gallery · details · reservation form · location

Real pages from the webinar

Playbook Kuwait chapter

Members land after each meeting and submit feedback. Answers go to a Google Sheet (no database), and two indicators show the chapter's value.

Client proposal journey

The client picks options visually and submits; I receive the exact technical specs by email. Result: confident choices and a $3,000 upsell.

Project update page

The same client sees progress in charts and a Gantt chart, then taps "Approve next stage".

Mariam, my assistant page

A one-page tool to prioritise today's projects on a matrix. Defined once, so I can change it anytime without breaking it.

The brief is your asset.

Write the brief once... use it in any tool.

Fill this in before you open any AI tool. Save it as a text or .md file: you can paste it into any AI, today or next year.

My one-page brief	
Page name	----------
Who lands here?	----------
From where?	☐ Link ☐ QR code ☐ Ad ☐ Email ☐ WhatsApp
ONE goal	----------
ONE CTA (button text)	----------
Sections, in order	---------- ----------
Form fields (if any)	----------
Where do answers go?	☐ Email ☐ Google Sheet ☐ Nowhere (no form)
Colours (hex codes)	Primary _____ Text _____ Background _____
Fonts	Titles _____ Body _____
Language(s)	☐ English ☐ Arabic (right-to-left) ☐ Both
Tech	Plain HTML, CSS and JavaScript · one file · responsive
Do NOT	----------

Tip: the "Do NOT" line is powerful: no pop-ups, no extra menu links, no stock photos of handshakes. Telling AI what to avoid keeps the page focused on the one goal.

? Need a hand with this step? **We'll build your page together in a consultation.**

Book → page 14

Structure

how the page is laid out.

Name the part... and AI builds exactly that.

1 Structure | 2 Colour & branding | 3 Functionality | 4 Animation

Classic web design divides a page into rows stacked from top to bottom, and each row into a 12-column grid. Twelve divides neatly into 1, 2, 3, 4 or 6 equal parts, which is why it's the standard.

12-column grid

Invisible columns that line everything up. Say: "a 12-column grid; the text takes 7 columns, the image 5."



Row / Section

A horizontal band of the page with one job (hero, services, testimonials...). Say: "in the services section..."



Header / Nav bar

The strip at the very top with logo and links. On a landing page keep it minimal: extra links are exits.



Hero

The first section people see, "above the fold": headline, one line of support, and the CTA button.



Title, heading and body text

Title = the biggest text; headings = section titles (H1, H2, H3); body text = normal paragraphs.



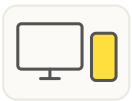
Card

A small box grouping an icon or image, a title and text: great for services, prices, team. Say: "3 cards in a row."



Container, padding and margin

Container = the max width content sits in. Padding = space inside a box. Margin = space between boxes.



Responsive and breakpoint

The page re-arranges itself for phone, tablet and desktop. A breakpoint is the width where it switches (e.g. 768px).



Footer

The bottom strip: contact details, social links, privacy note, copyright.



Whitespace

Empty space around elements. Not wasted: it makes the page calm, readable and points the eye to the CTA.

BLOCK 2 OF 4

Colour & branding

on every section.

Brand once... on-brand everywhere.

1 Structure | **2 Colour & branding** | 3 Functionality | 4 Animation

Tell the AI your brand once, with exact values, and every new section stays on-brand.

Primary
Primary
Main brand colour: CTA buttons, highlights.

Secondary
Secondary
Supports the primary: icons, small accents.

Background
Background
The page colour. Calm and light usually wins.

Text
Text
Near-black reads better than pure black.

Alert
Alert
Errors and warnings only; use rarely.

#FFE04A

Hex code
A 6-character code for an exact colour. Pick colours from your logo with a free "colour picker" and give the codes to the AI.

Aa Aa

Contrast
Text must stand out from its background. Ask: "check colour contrast meets accessibility (WCAG AA)."

Title
Body text is cali

Font pairing
Usually 2 fonts max: a bold one for titles, a readable one for body. Free source: Google Fonts. Arabic: Tajawal, Cairo or IBM Plex Sans Arabic.

32
20
16

Type scale
A fixed set of text sizes, e.g. 32 / 20 / 16px on phone. Body text should never go below 16px on mobile.

S

Logo and favicon
Logo usually top-left in the header. The favicon is the tiny icon on the browser tab.

★ ✓ ☎

Icons and images
Use one icon style throughout. Real photos of you or your work beat generic stock images.

PROMPT · BRAND

Copy as is · fill in the green

Use my brand on the whole page: primary **#FFE04A**, text **#141414**, background **#F5F4EF**. Titles in **Montserrat Black**, body in **Montserrat Medium** (Google Fonts). Logo top-left in the header. Keep text contrast at WCAG AA or better.

Functionality

what people click and type.

Fewer buttons... more clicks on the one that matters.

What the page does: the parts people click, type into and open.



Button / CTA

The action. One main button repeated is fine; many different buttons is not. Write a verb: "Book now", not "Submit".

Link

Text that takes you somewhere else. On a landing page, every link is a possible exit: keep few.



Field / input

A box to type into. A label names it; a placeholder is the grey hint inside.



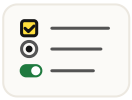
Form

A group of fields plus a submit button. Ask for as little as possible: every extra field loses people.



Dropdown / select

A list that opens to pick one option. Good for long lists (countries, services).



Checkbox, radio, toggle

Checkbox = pick many. Radio = pick one. Toggle = on/off switch.



Collapsible / accordion

Sections that open and close. Perfect for FAQs: keeps the page short.



Tabs

Switch between views in the same spot (e.g. monthly / yearly prices).



Modal / pop-up

A box that appears on top of the page. Use sparingly: pop-ups often annoy and distract.



Google Sheet as a database

No database? Send form answers to a Google Sheet. Claude writes the small Apps Script and the JavaScript for you.

Say the tech clearly

"Use plain HTML, CSS and JavaScript in one file." HTML = the content, CSS = the look, JavaScript = the behaviour. JavaScript is not Java: different languages.

What about React?

React is a library for complex apps. If you don't already know it, skip it: plain HTML/CSS/JS is simpler to edit, host and move between AI tools.

Animation

that leads to the click.

Motion with a purpose... or no motion at all.

Motion should guide the eye to the CTA, not distract from it. If it doesn't lead to the click, cut it.

CSS animation

Built into the styling. Light, fast and simple. Best for small effects.

hover · transition · fade-in · slide-in · pulse

JavaScript animation

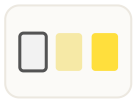
Triggered by what the visitor does. More control, a bit heavier.

on scroll · on click · number counters · step-by-step journeys



Hover

Change when the mouse is over something (the button grows or darkens). Note: phones have no hover.



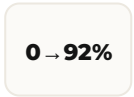
Transition / fade-in

A smooth change from one state to another, e.g. a section gently appearing. Keep it 0.2–0.5 seconds.



Scroll animation

Elements animate as they come into view while scrolling. Nice once; tiring if every block does it.



Counter

A number that counts up: great for results and impact (members, value created, satisfaction).

Accessibility rule: ask the AI to "respect prefers-reduced-motion". Visitors who turn motion off on their device will see a still page.

PROMPT · ANIMATION — Copy as is · fill in the green

Add a subtle CSS fade-in (0.4s) to each section as it scrolls into view, and a small grow effect on the CTA button on hover.

No other animations. Respect prefers-reduced-motion.

Prompt library

part 1.

Name the part... protect the rest.

Copy, fill in the green, paste. Each prompt names the part and protects the rest.

PROMPT 1 · START FROM YOUR BRIEF

Copy as is · fill in the green

Build a one-page landing page from the brief below.

Goal: **one goal**. CTA button text: "**text**".

Sections in order: **hero with headline + CTA**, **section 2**, **section 3**, **form**, **footer**.

Layout: 12-column grid, responsive (mobile first).

Brand: primary **#hex**, text **#hex**, background **#hex**; titles **font**, body **font**.

Tech: plain HTML, CSS and JavaScript in ONE file. No frameworks, no React.

Do NOT: **what to avoid**. Before coding, list the sections you will build and ask me to confirm.

paste your brief here

PROMPT 2 · EXAMPLE: DENTAL CLINIC

Copy as is · fill in the green

Build a one-page landing page for a dental clinic. Goal: book an appointment.

Sections: hero (headline + Book Now button), 3 service cards, testimonials, booking form (name, phone, date).

Layout: 12-column grid, responsive. Style: white and teal. Code: plain HTML, CSS, JavaScript.

PROMPT 3 · CHANGE ONE PART

Copy as is · fill in the green

In the **section name** only, **exact change**.

Keep everything else exactly the same.

PROMPT 4 · ADD A SECTION

Copy as is · fill in the green

Add a **FAQ / testimonials** section between **section A** and **section B**.

Use the same card style, colours and spacing as the rest of the page.

PROMPT 5 · FIX A BUG SAFELY

Copy as is · fill in the green

The **button / form** in the **section** doesn't **expected behaviour**. Fix only that.

Explain what caused it in one sentence.

Don't change any other part.

PROMPT 6 · MOBILE

Copy as is · fill in the green

On screens under 768px: stack the **cards** in one column, make the CTA full width, body text at least 16px.

Desktop stays as it is.

Prompt library

part 2.

Define it once, change it anytime.

PROMPT 7 · CONNECT A FORM TO GOOGLE SHEETS

Copy as is · fill in the green

Connect the form in the **section** to a Google Sheet. Fields: **name, email, rating, comment**.

Give me: (1) the Google Apps Script to paste into the Sheet, (2) step-by-step deployment as a web app, (3) the JavaScript for my page.

After submit, show a thank-you message on the page. Never display submitted data publicly.

PROMPT 8 · PROPOSAL / OPTIONS PAGE (LIKE MY CLIENT JOURNEY)

Copy as is · fill in the green

Build a step-by-step proposal page. Each step shows options as visual cards the client can select: **step 1 options**, **step 2 options**, **add-ons**.

Behind each option, store this technical description: **spec per option**.

At the end, show a summary and a "Submit my choices" button that sends the selected options and their technical descriptions to **my email / Google Sheet**.

PROMPT 9 · ARABIC VERSION

Copy as is · fill in the green

Add an Arabic version with a language switch in the header. Arabic layout must be right-to-left (dir="rtl").

Use **Tajawal** for Arabic text. Don't change the English version.

PROMPT 10 · SECURITY REVIEW

Copy as is · fill in the green

Review this page before I publish. Does it send data anywhere? Where?

Are there any keys, passwords or personal data in the code? List risks in plain words.

PROMPT 11 · SAVE MY BRIEF

Copy as is · fill in the green

Update my brief as a Markdown file (brief.md) describing the final page: goal, CTA, sections, brand, form, tech.

I'll use it to continue in any AI tool.

? Need a hand with this step? **We'll build your page together in a consultation.**

Book → page 14

Pre-launch checklist.

Test first... then share the link.

Goal and message

- [ ] One goal, one CTA: I can say both in one sentence
- [ ] The headline says what the visitor gets, not what I do
- [ ] The CTA is visible without scrolling on a phone
- [ ] No extra links that lead people away
- [ ] Spelling checked (English and Arabic)

Look and feel

- [ ] Brand colours and fonts are consistent
- [ ] Text is easy to read (contrast, 16px+ on mobile)
- [ ] Tested on a real phone, not only the laptop
- [ ] Images load fast and look sharp
- [ ] Animations are subtle and lead to the CTA

Function

- [ ] Every button and link tested: goes where expected
- [ ] Form submitted with test data: answer arrived
- [ ] A thank-you message appears after submit
- [ ] QR code scanned and opens the right page

Security

- [ ] No passwords, keys or private data in the code
- [ ] Only necessary fields collected
- [ ] The Google Sheet is private
- [ ] Visitors are told how their data is used
- [ ] AI security review done (prompt 10)

After launch: measure, then improve one thing at a time. Track visits and clicks on the CTA. Change one part, watch the numbers for a week, then decide. That's engineering, not guessing.

? Need a hand with this step? **We'll build your page together in a consultation.**

Book → page 14

KEEP GOING

Learn the words, own the build.

You now have the method: security first, a clear brief, the right words, safe prompts and a checklist. Build your first one page this week... or let's start it together.

Why book a consultation?

Save your time
Instead of weeks of trial and error.

A brief that works
We write your brief together, ready for any AI tool.

Safe from day one
We check your forms, data and links before you publish.

Leave with a clear next step
A page you've started, and you know how to finish it.

Who it's for	Non-technical people from any profession who need a page for a project, event or service.
Session	90 minutes
How it's split	**30 minutes:** you explain your project and how you work, and I answer your questions. **60 minutes:** we start building your page together.

Book your consultation

booking page link, added when it's ready

About SNRGX: founded 2015 · digital transformation, re-engineering the processes of any business, concept or project, infused with technology · innovation centre · project and event management. Follow me for more ideas and builds, and share what you create.

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