

— FREE GUIDE FOR JERSEY BUSINESSES

One-page or multi-page website

Which does your business need?

A simple way to decide how big your website should be, with examples for trades, salons, cafés, shops and professional firms.

GETTING STARTED

One-page or multi-page website: which does your business need?

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By Josh, Jersey Web · Updated 5 October 2026 · Read it online: jerseyweb.je/guides/one-page-or-multi-page-website-jersey/

One of the first decisions in any website build is how many pages it needs. Too few and customers cannot find what they came for. Too many and the site costs more, takes longer to write and is harder to keep up to date. The right answer depends on what you sell and how people choose you, not on what looks impressive.

What a one-page website is

A one-page website puts everything on a single, scrolling page split into clear sections: what you do, where you work, why people choose you, and how to get in touch. Menu links jump to each section. It is quick to read on a phone, quick to build and easy to keep current. See [one-page websites in Jersey](#) for what ours include.

A one-page site usually suits you when

- ✓ You offer **one main service**, or a few closely related ones, such as window cleaning, dog walking or a single type of repair.
- ✓ Customers mainly want to **call, message or book**, rather than compare lots of options.
- ✓ You are **launching** and want to be online quickly, then add pages once you know what customers ask about.
- ✓ Most of your customers already know your name and just need your details.

A multi-page site usually suits you when

- ✓ You offer **several distinct services**, such as a builder who does extensions, kitchens and repointing. Each one deserves its own page, with its own photos and questions answered.
- ✓ People **search for those services by name**. A page about one service, written in plain words and mentioning the parishes you cover, gives Google a clear page to show for that search.
- ✓ You need room for a **menu, price list, events or a gallery** that would make one page too long.
- ✓ You are a **professional firm, club or charity** where people want to read about the team, how you work or how to join before they get in touch.

- ✓ You **sell online**. Products, delivery and terms each need their own pages; see [selling online from Jersey](#).

Examples by type of business

- ✓ **Sole trader or single trade:** one page is often enough to start, with a section for each kind of job and the parishes you cover.
- ✓ **Salon, clinic or coach:** one page works if bookings go through a booking system; several pages if each treatment needs explaining.
- ✓ **Café, pub or restaurant:** a home page plus a menu page and, if you host them, an events page. Keep the menu as text, not a photo or PDF, so it reads well on a phone.
- ✓ **Shop or maker:** a few pages to show your range, plus an online shop only if you want to take payment online.
- ✓ **Accountant, solicitor or consultant:** a page per main service and an about page. Regulated firms have extra things to show; see [website checks for JFSC-regulated firms](#).
- ✓ **Club or charity:** pages for what you do, how to join or support, and news or events. The [Jersey Sports Council](#) site, for example, has a directory of 41 member clubs across six activity categories and an events calendar.

Start small and grow

You do not have to decide forever. Many businesses start with one page and add pages when customers keep asking the same questions, or when one service starts bringing in most of the work. A well-built one-page site can become the home page of a bigger site later, so the first build is not wasted.

Not sure which fits? Our free [website planner](#) asks six quick questions and suggests a starting point, with the pages to include and what to get ready.

How size affects the price

More pages mean more words, more photos and more building time, so a larger site costs more. Our builds start from £100 and are priced to the job, and hosting is from £20 a month whatever the size. For the wider picture, see [how much a website costs in Jersey](#).

Want a recommendation for your business?

Answer six quick questions and get a starting plan on screen, with no email needed. Send it to us if you want a price.

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