

BUILD your AI website.

One guide. One starting prompt. A practical process from positioning to launch.

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I had built websites with AI before. What stood out in this rebuild was how much of the real project we could work through together: positioning, pages, content, motion, mobile checks and launch. This is the reusable process I packaged from that experience.

1 Bring this PDF into your AI workspace.

Use a workspace that can read files and build or edit a website. Attach this PDF. If attachments are unavailable, paste the prompt and workflow from pages 2-4 into the conversation.

2 Copy the prompt on page 2.

Replace the brackets with your business details. Add your current website, approved images, offers and links when you have them. You do not need a separate SKILL.md or another download.

3 Work through the build, then verify it.

Use pages 3-4 as the shared instructions. Give specific feedback, review the working site and check the live experience before calling it finished.

Have these details ready

Your name and business • Who you help • What you sell • The result you help people achieve • Your main call to action • Brand references • Credibility you can support • Booking, contact and social links

This guide works as instructions, not an automatic installer. What the AI can build, connect or publish depends on the tools and account access available to it.

Your starting prompt

Attach this PDF, fill the brackets below, and paste the complete prompt into your AI workspace.

Act as my website strategist, designer, builder and quality reviewer. Use the workflow in this attached guide to build or rebuild my website around my current business. Carry the work through implementation and verification using the tools available to you.

MY BRIEF

My name / business: [name]

Current site, or "new website": [URL or new]

Main audience: [who I help]

Offer and customer outcome: [what I provide and why it matters]

Main action visitors should take: [book / enquire / buy / join]

Brand direction and references: [colours, feel, examples]

Credibility I can support: [experience, examples, testimonials]

Required pages, assets and links: [list or attached files]

Existing platform / hosting, if known: [details or unknown]

Start by reviewing my brief and existing site, if accessible. Ask only for missing information that materially changes the build. Suggest sensible defaults for routine choices. Explain the proposed positioning, page map and visual direction briefly, then move into a working implementation.

Write clear copy explaining who I help, what I do, the outcome and the next step. Give each page a purpose. Create an original, cohesive visual identity with purposeful animation, readable typography and a strong mobile experience. Retain only old content and links that support the new direction. Preserve useful existing URLs or plan relevant redirects.

Include useful search-focused content where it fits my offer. Propose three distinct article topics, then write complete, substantive articles grounded in my expertise and reliable sources. Do not invent results, qualifications, testimonials or client counts. Ask for evidence where needed or clearly mark an example as illustrative.

Build and check every agreed page and primary visitor journey. Follow the mobile, accessibility, search, forms and launch checks on pages 3-4. Verify a contact submission reaches its intended destination; a success message alone is not proof of email delivery.

Work on a preview first. Before replacing a live site, confirm a usable backup, preserve email and other necessary services, and get my approval for the specific launch changes. Use secure account connections rather than asking me to paste passwords into chat.

Finish with the working preview, source or platform project, the pages and viewports tested, and a clear list of what is live, connected, verified or still pending. If a tool or access is missing, complete independent work and explain the exact remaining step. Do not claim publishing, indexing or integrations are complete without checking them.

Build with intention.

Ask the AI to use these stages as working instructions, not simply return them as a plan.

01 Position the business

Identify the main buyer, their problem, your offer and the next action. Write a clear headline and a short explanation of the outcome. If you serve businesses, teams and individuals, give each a distinct route without weakening the main offer.

02 Map the visitor journey

Plan only pages that serve a real purpose: home, relevant services, about, contact and useful resources. For each page, define its audience, question, evidence and next step. Inventory old URLs and decide what to keep, replace or redirect.

03 Design and build the experience

Set colours, type, spacing, image direction and reusable components. Build the home page and one service page first, then extend the approved direction. Use animation to explain, guide or demonstrate. Keep text readable and support reduced motion.

04 Write useful content

Turn the offer into specific, understandable copy. Develop three articles around real questions buyers ask, with a clear answer, examples, practical steps, author context and a relevant next action. Use original expertise and verify outside claims; avoid thin keyword variations.

05 Connect the next action

Use the right booking, enquiry, purchase or community destination. Confirm the actual receiving address or system. Show honest confirmation and error states. Keep private submission data out of public pages and screenshots.

06 Review and improve

Walk each audience route from entry page to completed action. Inspect desktop and mobile screenshots, fix the responsible components, then retest. Keep a brief issue list showing what changed and what remains unverified.

Make "finished" mean finished.

Use this checklist with the AI before approving the live site.

The pages work

Open every agreed page. Check navigation, footer, social links and primary calls to action. Confirm there are no placeholder buttons, dead ends or obsolete offers. Make page headings and contact details consistent.

Mobile is genuinely checked

Inspect narrow and wider phone viewports plus desktop. Record the sizes tested. Look for joined words, clipped headings, horizontal scrolling, overlapping images, unusable menus and hard-to-tap buttons. Check keyboard access, form labels, contrast and reduced motion.

Enquiries reach the right place

Send an authorized test submission and follow it through validation, storage and the intended receiving inbox or system. Record these separately: saved, notification configured, provider accepted and received. Resolve or disclose any missing connection.

Search foundations are in place

Check unique page titles, useful descriptions, headings, descriptive links, canonical URLs, crawlable content, robots settings and a sitemap. Use structured data only when it matches visible facts. With account access, verify ownership in the search console and submit the sitemap. Record the actual status: submitted, discovered or indexed.

The live change is controlled

Before replacing an existing site, verify a restorable backup and document the current setup. Plan redirects and preserve email and necessary subdomains. Review the exact hosting/domain changes, approve launch, and retest the live pages, forms and links afterward.

Your handover should include the live URL, source or platform access, what was tested, any remaining dependencies and how to update the site. Search discovery takes time; a submitted sitemap does not guarantee indexing, rankings or AI recommendations.

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