

PLAYBOOK · COMMENT WEBSITE

Build your website with Claude

I built my company's website with Claude. No designer, no developer. It is 72 pages now. The first version took one day, and it looked like every other AI website. Making it feel like us took weeks. This is the process, including the part that took the longest.

TIME A day for a first version. Weeks to make it yours.

YOU NEED A paid Claude plan · Claude Code (the Code tab in the Claude desktop app) · An hour to answer three questions about your business before anything gets built

What you end up with

A website that says what your business actually does, in your words, that you can change yourself any time. Not a template with your logo on it.

Honest version: the first version took me one day, and it looked like every other AI website. What made it work was the strategy underneath: who it is for, how the pages fit together, and every word on them.

1. Answer three questions before anything gets built

- 1 Who is it for?** One kind of customer, described the way you would describe them to a friend. Not "small businesses". Which ones, and what is going wrong for them.
- 2 What do you actually do?** In their words, not yours. What changes for them after working with you.
- 3 What should they do next?** One action. Book a call, take a quiz, buy the thing. Every page points there.

2. Start with this prompt

Open Claude Code in an empty folder and paste this. It writes the words with you before it designs anything, which is what keeps the site from looking generic.

THE FIRST PROMPT

I want to build a website for my business: [one sentence on what the business does].

Before you design or build anything, interview me one question at a time: who the site is for, what problem they have, what I actually do about it, what proof I have, and the one thing I want every visitor to do next.

Then write the words for the home page only, in plain language, the way I talk. Show me the words before you build the page.

3. Describe one page at a time

Never ask for the whole site. Describe each page like you are explaining it to a person who has never seen your business.

THE PAGE BRIEF

Build the [page name] page.

Who lands here: [who, and what they were looking for]

What they need to understand: [the two or three things, in order]

What they should do next: [the one action]

What it should feel like: [calm and expensive, friendly and quick, whatever is true for you]

Use only the words we agreed on. Never invent a number, a review or a client.

4. Review every page on your phone

Most of your visitors are on a phone, and most of what looks wrong only shows up there. Pull the page up, scroll it like a stranger, and say exactly what is wrong. Vague feedback gets vague fixes.

THE PHONE REVIEW

I am looking at the [page name] page on my phone. Here is what is wrong:

- [e.g. This looks cheap: the heading is too big and the buttons look like a template]
- [e.g. Too much text before I know what you do]
- [e.g. Move the proof up, it is buried]

Fix these, then tell me exactly what you changed.

What goes wrong, and the fix

- It looks like every other AI website. You skipped the words. Go back to the three questions.
- It invents a testimonial or a number. Put "never invent a number, a review or a client" in every brief.
- It looks great on your laptop and broken on a phone. Review on the phone first, every time.
- Every page says the same thing. Each page gets one job and one reader. Say which.

AI can build the website now. Knowing what you want it to say is still on you, and it is most of the work.

One new playbook a week, free.

Every playbook from the series lives at joinoriginos.com/ai-honestly, and new ones land there as the series goes on. The Origin Diagnostic names the part of your business to fix first, in about five minutes.

joinoriginos.com/start