Interactive Online

AI Website Planning Workbook

Turn a business idea into a clear brief, useful prompts, and a draft you can review before publishing.

For business owners creating a new website with AI.

Use this guide

Read the guide, record your answers, and keep a copy of your decisions. The HTML version includes browser worksheet fields; an editable Word worksheet is also available.

Do not record passwords, private customer information, or payment details in this document.

Start with a useful brief

Write the first prompt

Three prompts you can customize

Refine one thing at a time

Review the draft before it represents your business

Choose publishing and support deliberately

Start with a useful brief

A clear brief saves repeated revisions. Fill in what you know and use placeholders for facts you still need to confirm. Do not put passwords, payment details, or private customer information into an AI prompt.

- Choose one main action: call, request an estimate, book, visit, or contact.
- List only the pages you need for the first useful version.
- Collect accurate hours, service areas, prices, qualifications, and image permissions before asking AI to use them.

Business name and verified contact details

_____

What we offer and where we work

_____

Who the website is for

_____

The one action a visitor should take

_____

Pages and essential information

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Brand colors, logo, and useful design references

_____

Facts to confirm and placeholders to keep

_____

Write the first prompt

Combine six parts: business, audience, visitor action, pages, design direction, and factual boundaries. Replace the bracketed text before you submit.

Create a website for [business], serving [audience and location]. Explain [services] and make [main visitor action] the primary call to action. Include [pages]. Use [brand colors and design style], readable headings, and a mobile-friendly menu. Use placeholders for [missing details]. Do not invent reviews, prices, opening hours, qualifications, or business results.

- A concrete description is more useful than a long list of adjectives.
- Tell the builder which content you can supply and which parts need placeholders.
- Review the first result before spending more credits on several requests at once.

Three prompts you can customize

Local home services

Create a website for [company], a [trade/service] business serving [verified area]. Help homeowners understand [three services] and request an estimate. Include Home, Services, About, and Contact. Use [colors], clear headings, a short service-area section, and large mobile contact buttons. Use placeholders for phone, hours, license details, and project photos until I supply them. Do not invent reviews or prices.

Professional services

Create a website for [business] helping [audience] with [services]. Make requesting an introductory conversation the main action. Include Home, Services, About, and Contact. Use [colors] and a calm, readable layout. Explain the service process in three short stages. Use placeholders for credentials, case studies, and contact details. Do not promise outcomes or create testimonials.

Restaurant or neighborhood venue

Create a website for [venue]. Help visitors find the menu, opening hours, location, and contact details. Include Home, Menu, About, and Visit Us. Use [brand colors], readable text, and a mobile-friendly menu. Use placeholders for menu prices, address, hours, and photos until I supply them. Do not add online ordering, reservations, or reviews unless I explicitly request and configure them.

Refine one thing at a time

Name the section, the problem, and the change you want. Review the result on a phone and desktop before the next request.

- Make the Services page introduction shorter while preserving the factual details.
- Make the primary contact action easier to find on mobile without adding another competing button.
- Improve the spacing and focus visibility of the menu and form controls.
- Replace unsupported claims and sample reviews with clearly labeled placeholders.
- Use descriptive heading order and image descriptions where the images carry information.
- Keep the approved logo and colors while making the text easier to read.

Revision requested

What changed

What still needs review

Credit balance and next priority

Review the draft before it represents your business

AI content needs human review. This worksheet is a practical review aid, not a promise of search rankings, accessibility conformance, or legal compliance.

☐ Every business fact, price, credential, and opening hour is correct.

☐ Sample content and invented reviews have been removed.

☐ Images are relevant and you have permission to use them.

☐ The main action is easy to find and its destination works.

☐ Menus, buttons, links, and form labels work on a phone.

☐ You can move through the page with a keyboard and see the focused control.

☐ The draft is readable when zoomed and does not require sideways scrolling for ordinary text.

☐ You have checked the contact details and any form delivery yourself.

Choose publishing and support deliberately

A draft and a live website are different stages. Compare the actual plan allowance, publishing capacity, billing cycle, renewal price, and domain costs before buying. The account shown in the builder is the source for your credit balance.

• The general AI builder is edited in the builder. A WordPress draft is published to WordPress and then edited with the supported WordPress workflow.

• Hosting tools, email, AI credits, and human website work are separate capabilities. Confirm which ones your plan includes.

• Record domain ownership and DNS access. Preserve existing email records before connecting a domain.

• Keep a short launch checklist and ask for scoped human help when you need it.

Selected route and plan

_____

Domain and DNS access

_____

People responsible for content and launch

_____

Questions to ask before publishing

_____

Compare website routes

Explore the AI builder

Ask about website help