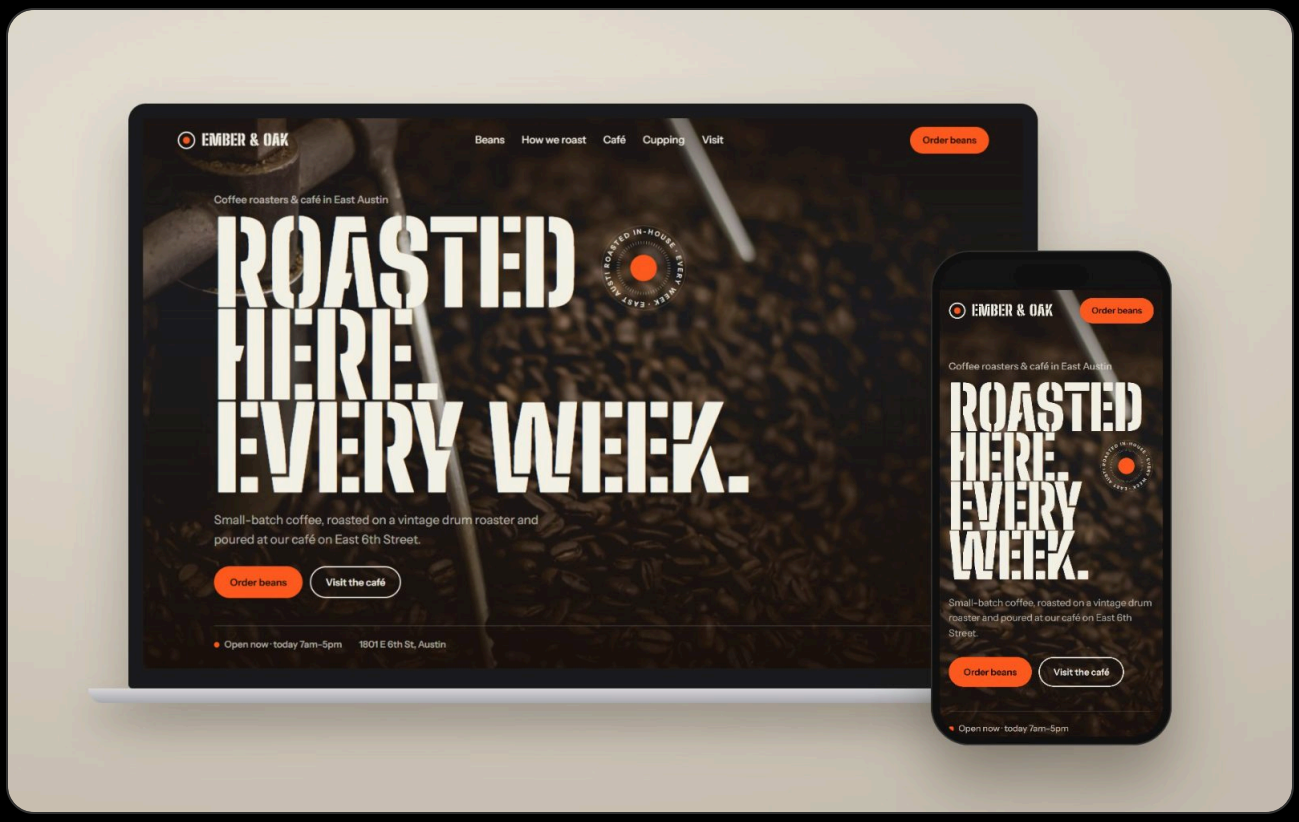
CTRLWONDER

Build your website with AI.

The free playbook



Demo business. Photos in this demo: CC0, Wikimedia Commons.

How to go from nothing to a live, good-looking website with AI: what it costs, what each step does, and how to put it online for free. No code, and about $10 a year if you want your own domain.

10	$0	~1 afternoon
steps	hosting	start to live

Start here

What you'll have at the end

A one-page website for your business that looks professional on phones and laptops, tells people what you do, and gets them to call, book or message you. It's live on the internet, and you can change it yourself any time.

What it costs

Usual way		This guide	
Agency or freelancer build	**$1,000–$15,000**	An AI assistant (e.g. Claude's free plan) writes and builds it	**$0**
Website builder subscription e.g. Squarespace Core, billed yearly	**~$204/yr**	Cloudflare free hosting	**$0**
Contact form plugin	**varies**	Formspree free plan	**$0**
Domain name (.com)	**~$10–20/yr**	Cloudflare at-cost domain (optional)	**~$10.46/yr**

Sources, checked October 2026: Shopify, "How much does a website cost" (citing a 2026 GoodFirms survey: most agencies quoted $1,000–$15,000); squarespace.com/pricing (Core $17/mo billed yearly); Cloudflare Registrar (at-cost .com, about $10.46/yr). Prices change; check before you buy.

What you need

- A computer (the building is easier on a laptop; you can check the result on your phone).
- Free accounts: an AI assistant (Claude, ChatGPT or Gemini), Cloudflare, Formspree. Optional: a domain.
- About an afternoon the first time. Updates later take minutes.

> **Which AI should I use?** Any assistant that can write a complete HTML file. We tested the prompts in Claude (free plan), ChatGPT and Gemini, and they work in all three, so use the one you like. Long files sometimes stop halfway; type **continue** and it carries on.

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Chapter 1 · 10 minutes

Before you start

AI writes a great website from good facts and a mediocre one from guesses. Ten minutes gathering these saves an hour of fixing later.

- [ ] Your business name, exactly as you want it shown
- [ ] One sentence: what you do, and for whom
- [ ] Your area (city or neighborhood), or "online only"
- [ ] The ONE thing you want visitors to do: call, book, order, visit or message
- [ ] Contact details you're happy to publish: phone, email, address, opening hours
- [ ] 3–6 real photos: your work, your place, your team. Phone photos in daylight are fine.
- [ ] Your logo if you have one. No logo? Your name in a good font works.
- [ ] 1–3 real customer quotes, with permission. Never invent reviews.
- [ ] Prices or "from" prices, if you want them shown

Make your website folder

1. Create a folder on your computer called **my-website**.
2. Inside it, create a folder called **images**. Put your photos there.
3. Rename the photos to simple names with no spaces: **shop-front.jpg**, **team.jpg**, **product-1.jpg**.

> **How the AI gives you files.** In each step the AI gives you one complete file called **index.html**. Most assistants show it in a side panel or as a code block, with a copy or download button. Copy all of it (or download it) and save it into **my-website** as **index.html**, replacing the old one. Before replacing, rename the old one to **index-old.html** so you can always go back. To look at your site, double-click index.html; it opens in your browser.

> **If an answer stops halfway** (long files can get cut off), type **continue**, or "give me the complete file again".

Chapter 2 · 45 minutes

Plan, write and build

Open a new chat in your AI assistant and work through these four steps in order, in the same chat, so it remembers your answers.

> **Want the exact wording?** The kit has a tested, copy-ready prompt for every step in this playbook: **ctrlwonder.com/website**. The details at the end.

Step 1: Plan

You give the AI your business details and the one thing you want visitors to do. **It will ask you a few questions first.** That's normal. Answer them in the same chat and the plan comes next: every section of the page, in order, and where the main button goes.

Step 2: Words

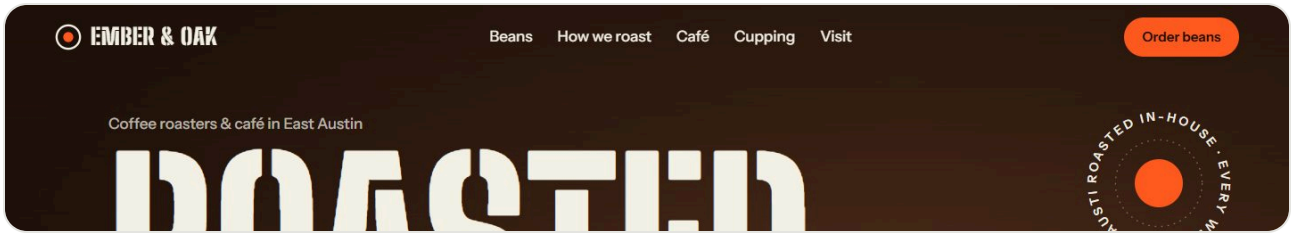
The AI writes the text for every section, in plain language. Anywhere it's missing a fact, it writes **[ADD: ...]** instead of making something up. Read it like a customer would. If anything is wrong, tell it in plain words ("we don't do weddings", "parking is free") before you move on.

Step 3: Build

The AI turns the plan and words into a real page: one file, phones first, designed the way a design studio would. Save it as index.html and double-click it. Photo spots show as labelled boxes for now, and if there's a form it won't send anything yet. You'll fix both in chapter 3.

Step 4: Premium pass

The AI reviews the page like a creative director, names the 5 changes that would make it more striking and premium, and applies them without changing your words or facts. Don't like one? Say which to undo.



Our test run: a demo coffee roaster after step 3. The layout is there; the photo spot is still a labelled placeholder. Photos and the premium pass come next.

Chapter 3 · 45 minutes

Photos, a form that emails you, and Google

Step 5: Your photos

Shrink big phone photos first (about 1600 pixels wide; squoosh.app is free). Then attach them in the chat and say what each one shows. The AI places them, writes a short description for each (that helps blind visitors and Google), and keeps the page fast. It gives you the exact file names to use in your images folder.

> **Photo tips.** Shoot in daylight, hold the phone steady, and fill the frame with the thing that matters. One great photo of your best work beats ten average ones. Only use photos you took or have the rights to use.

Step 6: A contact form that emails you

1. Go to **formspree.io** and sign up (the free plan has a monthly message limit; check their pricing page for today's number).
2. Click **New form**, name it, and copy the form endpoint. It looks like **https://formspree.io/f/abcd1234**.
3. Give it to the AI and ask it to connect the form on your page, keeping the fields you already have.
4. After you publish (chapter 5), send yourself a test message. Formspree may ask you to confirm the first one by email. Do it, or messages won't reach you.

Step 7: Help Google find you

For local businesses: the AI adds "structured data", a hidden label that tells Google your name, address, phone and hours, and makes your page title say what you do and where. Give only real details. If you don't have one yet, leave it out; never publish placeholders.

> **Bonus, free and worth it:** create or claim your Google Business Profile and add your new website link to it. For most local businesses, that profile is where customers find you first.

Chapter 4 · 15 minutes

Final check

Before you publish, have the AI list every [ADD: ...] that's left and ask you for those facts, then fix layout problems on small phones, hard-to-read text, broken buttons and missing photo descriptions.



The same test site after all eight steps. Demo business. Photos in this demo: CC0, Wikimedia Commons. Yours will use your real photos.

Launch checklist

- [ ] Looks right on your phone, upright and sideways, and on a laptop
- [ ] Nothing still says [ADD: ...]
- [ ] Every button does what it says; your phone number is tappable on mobile
- [ ] Prices, hours and address are correct today, and your name is spelled right everywhere
- [ ] A friend can find the call/book/order button in under 5 seconds

Chapter 5 · 10 minutes

Put it online for free

We use Cloudflare. It's free for a site like this, fast everywhere, and it's what our own site runs on. Screens change from time to time; the steps below are current as of October 2026.

1. Sign up at **dash.cloudflare.com** (free).
2. In the left menu, open **Workers & Pages**, then **Create**.
3. Choose **Upload your static files**.
4. Drag your whole **my-website** folder (with index.html and the images folder inside) into the upload box.
5. Give your project a name. It becomes part of your free web address, so use your business name.
6. Click **Deploy**. In under a minute you get a live link. Open it on your phone.

> **Updating your site later:** make the change with your AI assistant, save the new index.html into your folder, then open your project in Cloudflare and upload the folder again as a new version.

> **Limits worth knowing:** Cloudflare's free hosting allows files up to 25 MiB each, which is plenty for photos. If a photo is bigger than about 1–2 MB, ask the AI: "how do I make this photo smaller for the web?"

Source: Cloudflare Pages limits, developers.cloudflare.com/pages/platform/limits (checked October 2026).

Chapter 6 · optional · 15 minutes

Your own domain

Your free Cloudflare link works fine. A domain (yourbusiness.com) looks more professional and is easier to remember.

1. In Cloudflare, open **Domains** → **Registrations** and search for the name you want.
2. Buy it there. Cloudflare charges what the registry charges, no markup; a .com was about $10.46/year in October 2026.
3. Open your website project (Workers & Pages → your project) → the **Domains** tab → **+ Add Domain**, and type your domain.
4. Add **www.** + your domain the same way, so both versions work.
5. Wait a few minutes, then open yourbusiness.com on your phone.

> **Already own a domain somewhere else?** You can keep it there. Ask the AI: "My domain is registered at [company]. Walk me through pointing it to my Cloudflare website, step by step, as if I've never done it."

After launch

- [ ] Add the link to your Google Business Profile, Instagram bio and email signature
- [ ] Send yourself a test message through the form
- [ ] Update hours and prices whenever they change
- [ ] Every few months, run the final check again

Chapter 7 · reference

When something breaks

What you see	What to do
The AI's answer stops halfway through the file	Type **continue**, or "give me the complete file again".
The layout looks broken on your phone	Send the AI a screenshot and describe it: "the menu overlaps the logo on my phone". Ask it to fix only that.
The AI changed things you didn't ask for	Go back to index-old.html, or say "undo everything except [the change I asked for]".
Photos don't show	Check the photo is in the images folder and the file name matches exactly, including .jpg vs .jpeg and capital letters.
The form doesn't email you	Check the Formspree endpoint on your page is yours, confirm the first submission by email, and check your spam folder.
Your change doesn't appear online	Did you upload the folder again in Cloudflare? Then refresh the page (on a phone, close and reopen the tab).
Your domain doesn't open yet	New domains can take a little while. Wait 30 minutes, then try again.
Something else	Describe it to the AI in plain words, attach a screenshot, and ask for the smallest fix.

> **The golden rule:** one change at a time, and keep the old file. Then nothing is ever more than one step from working again.

Ready to build it?

Get the kit: the exact prompts

This playbook tells you what to do. The kit does the heavy lifting: copy, paste, answer the AI's questions, and your site comes together step by step.

- [ ] **10 copy-ready prompts**, one for every step: plan, words, build, premium pass, photos, contact form, Google, final check, fixes and updates
- [ ] **Written to stop the usual AI mistakes:** no invented reviews or prices, no placeholders reaching Google, no forms that lose fields
- [ ] **Tested end to end** by fresh Claude sessions on sample businesses before release, and fixed wherever they got stuck. Also run in ChatGPT and Gemini.
- [ ] **Checklists:** before you start, accounts, a 13-point launch check, and after launch
- [ ] **The full guide** with every step mapped to its prompt

> **$39.99, one time.** Instant download. Get it at **ctrlwonder.com/website**

Get the kit · $39.99 →

Rather have it built for you, or need something bigger? Ask us at ctrlwonder.com.

That's it

You built a website.

Want more experiments like this, free apps and new prompts? Follow @ctrlwonder, or visit ctrlwonder.com.

Need something bigger, like a full custom site, an online store or a brand film? Our partner studio, IN/ON Studio, takes on larger projects. Ask us at ctrlwonder.com.

This free playbook may be shared as-is. Tools, prices and screens change; information was checked in October 2026. AI can make mistakes, so always review your site before publishing.

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