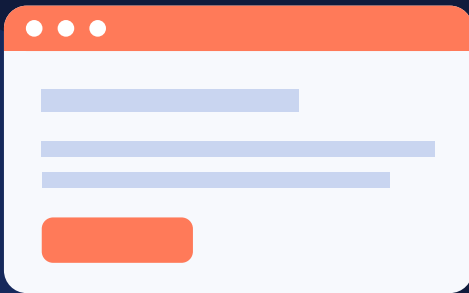


A BEGINNER'S STEP-BY-STEP GUIDE

Build Your Website Free With AI

No coding. No hosting bill.

You, a free AI chatbot and a free host.



INSIDE: Master prompt • Prompt library • Free publishing • 7-day plan

Tools, limits and prices change. Always check each provider's current page.

Contents

- Chapter 1: How AI Builds a Website (The Big Picture) 3
- Chapter 2: Plan Your Site Before You Prompt 4
- Chapter 3: Pick Your Free Tools 5
- Chapter 4: Write the Master Prompt 6
- Chapter 5: Save, Preview and Fix 8
- Chapter 6: Improve It With Follow-Up Prompts 9
- Chapter 7: Images, Logo and Copy 11
- Chapter 8: Publish Your Site for Free 12
- Chapter 9: Get Your Own Web Address (Optional) 13
- Chapter 10: Take Orders, Messages and Payments 14
- Chapter 11: Get Found and Get Customers 15
- Chapter 12: Stay Safe and Honest 16
- Chapter 13: Troubleshooting and 7-Day Plan 17
- Appendix: The Prompt Library 19

BEFORE YOU START

This book shows you how to build and publish a real website without paying for hosting or hiring a developer. “Free” here means the AI tool and the hosting. A custom web address (like yourname.com) is optional and costs a small yearly fee, which we explain in Chapter 9. Free plans, features and limits change, so check each provider’s current page before you rely on it. This book is for general guidance and is not legal advice. Copyright © 2026. All rights reserved. For your personal use only; please do not copy or resell it.

CHAPTER 1

How AI Builds a Website (The Big Picture)

You do not need to learn code. You need to learn how to describe what you want, check what the AI gives you, and put it online.

What a website really is

A simple website is just a few files: one page (usually called **index.html**) that holds the words and layout, and sometimes images. Anyone with the link can open it in a browser. “Hosting” means a company stores those files on a computer that is always on. Some companies do this for free for small sites.

The 3-step method in this book

STEP 1

Describe

You tell an AI chatbot about your business and what the page should do.

STEP 2

Generate

The AI writes the website code. You save it as a file and preview it.

STEP 3

Publish

You upload the file to a free host and get a link anyone can open.

What you can build this way

- A business page for a bakery, salon, tailor, tutor, church or school.
- A personal portfolio or CV page.
- A “link in bio” page for Instagram, TikTok or WhatsApp.
- A landing page for an event, product, course or ebook.
- A simple online brochure with prices and an order button.

WHAT THIS METHOD IS NOT FOR

A static page like this is not the right tool for a full online shop with a login system, a database or thousands of products. For those you will need a different setup later. For orders, this book shows you free ways to take them through WhatsApp, forms and payment links.

CHAPTER 2

Plan Your Site Before You Prompt

AI does its best work when you give it clear facts. Ten minutes of planning saves hours of fixing.

Answer these 5 questions

1. **What is the goal?** One main action you want visitors to take (call, WhatsApp, book, buy, sign up).
2. **Who is it for?** Describe your ideal visitor in one sentence.
3. **What pages or sections do you need?** Start with one page. Most small sites do well with one long page.
4. **What content do you already have?** Your name, services, prices, photos, phone number, location, opening hours.
5. **What should it feel like?** Pick 2 or 3 words: friendly, premium, clean, bold, calm.

A simple one-page structure that works

Section	What goes in it
Top (hero)	Business name, one clear sentence about what you do, and your main button
About	2 or 3 sentences: who you are and why people trust you
Services or products	What you offer, with prices if you can share them
How it works	3 simple steps (for example: message us, confirm, receive)
Proof	Real customer comments, photos of your work, numbers you can back up
Questions (FAQ)	The 4 or 5 questions customers always ask
Contact	WhatsApp, phone, email, location and opening hours

OUR EXAMPLE BUSINESS (MADE UP)

Through this book we follow **Zainab's Cakes**, a fictional home bakery in Lagos that takes orders on WhatsApp. Her goal: visitors send an order message. Her content: cakes, cupcakes and small chops with prices, a delivery note and 3 customer comments. Replace every detail with your own.

CHAPTER 3

Pick Your Free Tools

You need only four things: an AI chatbot, a simple way to save a file, a browser, and a free host.

1. An AI chatbot

Any major AI chatbot that can write code works, including Claude, ChatGPT and Google Gemini, which each offer a free option. Free usage limits and features change often, so if one tool says you have reached today's limit, try another or come back later. The prompts in this book work with all of them.

2. A way to save the file

On a computer, use Notepad (Windows) or TextEdit (Mac). On Android, a file manager or a free text editor app works. A free code editor such as Visual Studio Code is nice to have but not needed.

3. A browser

Chrome, Edge, Firefox or Safari. You will open your saved file in it to preview your site.

4. A free host

These services publish simple sites for free. The facts below were checked in September 2026 and can change.

Host	Good for	Watch out
Cloudflare Pages (our pick)	Simple static sites. Unlimited static requests, a free <code>yourname.pages.dev</code> link, drag-and-drop upload	Limits on builds (500 a month), files per site (20,000) and file size (25 MiB each)

Host	Good for	Watch out
Netlify	Drag-and-drop publishing with a simple dashboard	Free plan runs on a monthly credit limit (300 credits); projects pause if you run out
Vercel (Hobby)	Personal projects	Free plan is for non-commercial personal use only
GitHub Pages	Personal and project sites	Not allowed as free hosting for businesses or online selling

BUSINESS SITES: READ THE TERMS

If your site promotes or sells something, check the host's current terms before you publish. We use Cloudflare Pages in this book, but you should confirm that its terms fit your use at the time you sign up.

CHAPTER 4

Write the Master Prompt

The master prompt is one message that tells the AI everything it needs. Good prompts give good websites.

The 7 parts of a strong prompt

- 1. Role and output:** Say you want a complete website as one file named `index.html`.
- 2. Business:** Name, what you sell, where you are.
- 3. Audience:** Who will visit.
- 4. Goal:** The one action visitors should take.
- 5. Sections:** The sections from your plan, in order.
- 6. Content:** Paste your real text, prices and phone number so the AI doesn't invent them.
- 7. Style and extras:** Colours, mood, and features like a WhatsApp button.

The master prompt template

COPY, FILL IN THE BRACKETS, PASTE

You are an expert web designer and developer. Build a complete, mobile-first, one-page website as a single file called index.html. Put all the CSS inside a style tag and any JavaScript inside a script tag. Do not use external libraries or frameworks. Where an image should go, use a coloured block and add a comment that says IMAGE HERE.

BUSINESS: [name, what you sell, where you are]

AUDIENCE: [who your customers are]

GOAL: [the one action visitors should take]

SECTIONS: [hero, about, services with prices, how it works, proof, FAQ, contact]

CONTENT: [paste your real text, prices, phone number, location, hours]

STYLE: [2 or 3 colours, the mood, simple or bold fonts]

EXTRAS: Add a sticky Chat on WhatsApp button that links to [https://wa.me/\[number in international format\]](https://wa.me/[number in international format]). Add a clear page title and meta description. Use readable text sizes and strong colour contrast. Do not invent facts, prices or reviews; use only the content I gave you.

Return the full code in one code block.

A filled-in example (Zainab's Cakes)

EXAMPLE (MADE-UP BUSINESS)

BUSINESS: Zainab's Cakes, a home bakery in Surulere, Lagos that makes birthday cakes, cupcakes and small chops.

AUDIENCE: Busy parents and office workers ordering for birthdays and events.

GOAL: Visitors tap a button and send their order on WhatsApp.

SECTIONS: Hero, about, products and prices, how to order, 3 customer comments, FAQ, contact.

CONTENT: Birthday cakes from ₦25,000. Box of 12 cupcakes ₦8,000. Small chops platter ₦15,000. Order 3 days ahead. Delivery within Lagos. WhatsApp 080XXXXXXX. Open Monday to Saturday, 9am to 6pm.

STYLE: Pink and cream, warm and friendly, rounded buttons.

HOW TO WRITE THE PHONE NUMBER FOR WHATSAPP

The link needs the number in international format with no plus sign, no spaces and no leading zero. For a Nigerian number like 0801 234 5678 the link ends in **2348012345678**, so the full link is <https://wa.me/2348012345678>. Tell the AI to use exactly that.

CHAPTER 5

Save, Preview and Fix

The AI gives you code. This chapter turns it into a page you can see.

1. **Send your prompt.** Paste the filled-in master prompt into the chatbot and send it.
2. **Copy the code.** Use the copy button on the code block, or select all of the code and copy it.
3. **Create the file.** Open Notepad or TextEdit. On a Mac, switch TextEdit to plain text first (Format, then Make Plain Text). Paste the code.
4. **Save as index.html.** Choose Save As, set the type to All Files if you see that option, and type the name **index.html**. Make a new folder called mysite and save it inside.
5. **Open it.** Double-click the file. It opens in your browser. That is your website running on your own device.
6. **Check on a phone.** Look at it at phone width. Most visitors will use a phone.

Review checklist

- ☐ The business name, prices and phone number are correct (AI can make mistakes, so read every line).
- ☐ The main button works and opens the right WhatsApp chat.
- ☐ Text is easy to read on a phone without zooming.
- ☐ Nothing is invented: no fake reviews, no promises you can't keep.
- ☐ There are no spelling mistakes.

Common problems

What you see	Why	Fix
The browser shows code as text	File saved as index.html.txt	Re-save with the name index.html and type All Files
Blank page	Copied only part of the code	Copy the whole block, from the first line to the last
Code stops halfway	The AI ran out of space	Reply: Continue from exactly where you stopped, then return the full file
Strange symbols	File not saved as plain text or UTF-8	Save as plain text with UTF-8 encoding
Layout breaks on phone	No mobile rules	Use the phone-fix prompt in the Prompt Library

CHAPTER 6

Improve It With Follow-Up Prompts

Your first version is a draft. You improve it by asking for one change at a time.

Rules for good follow-ups

- **One change at a time.** Several changes in one message often break something.
- **Be specific.** Say “make the button text bigger and coral”, not “make it nicer”.
- **Ask for the full file back.** Say: Return the complete updated index.html.
- **Keep a copy.** Save each working version (index-v1.html, index-v2.html) before you change it.
- **Show the problem.** If something looks wrong, describe it exactly or paste any error message.

Ten changes beginners often ask for

You want	Say this
Different colours	Change the colour scheme to navy, white and coral. Keep everything else the same.
Bigger text	Increase the body text size and line spacing so it is easy to read on a phone.
A price table	Add a clean pricing table under Services using only the prices I gave you.
Customer comments	Add a testimonials section with these 3 comments exactly as written: [paste].
An FAQ	Add an FAQ with these questions and answers: [paste]. Make each one open and close.
A photo gallery	Add a responsive gallery with 6 image blocks and a comment where each image goes.
A map link	Add a button that opens this address in Google Maps: [address].
Social links	Add Instagram and Facebook buttons linking to: [links].
A simpler look	Remove decorative effects and animations. Make the design cleaner and lighter.
A faster page	Reduce the code size and avoid heavy effects so the page loads fast on slow data.

TIP: ASK THE AI TO EXPLAIN

If you don't understand a part, ask: "Explain what this section does in simple words and show me which lines to change to edit the text." You will soon be able to make small edits yourself.

Images, Logo and Copy

Photos

- **Best: your own photos.** Real photos of your work build more trust than any stock image.
- **Free stock sites** such as Unsplash and Pexels offer photos you can use under their licences. Read each licence and never use a photo of identifiable people to suggest they endorse you.
- **Shrink photos before you upload.** A free tool such as Squoosh makes images small so your page loads fast. Aim for each photo to be well under 500 KB.
- **Name files clearly,** for example chocolate-cake.jpg, with no spaces.

How to add your photos

1. Put your photos in the same folder as index.html (for example in a folder called images).
2. Ask the AI: “Replace the IMAGE HERE spot in the products section with an image tag that uses images/chocolate-cake.jpg. Add descriptive alt text.”
3. Open the page again and check the picture shows.
4. When you upload to your host, upload the whole folder so the images go with the page.

Logo

Free design tools such as Canva have free plans for simple logos. Export it as a PNG, put it in your images folder and ask the AI to place it at the top of the page.

Copy (your words)

AI can help you write friendly, clear text. Give it your real facts and ask it to polish the wording. Then read it carefully. Never let AI add facts, awards, numbers or customer reviews that are not true.

HONESTY RULE

Only use real testimonials, real photos of your work and real prices. Fake reviews and false claims can damage your reputation and may be against the law in your country.

CHAPTER 8

Publish Your Site for Free

Your site only exists on your device until you upload it. These steps publish it using Cloudflare Pages. Menu names change, so choose the closest option.

Cloudflare Pages (drag-and-drop)

1. **Prepare your folder.** Make sure it contains `index.html` (and your images folder). The file must be named `index.html` and sit at the top level of the folder you upload.
2. **Create a free account** at Cloudflare using your email and verify it.
3. **Open the Pages section.** In the dashboard look for Workers and Pages, then Create, then Pages, then the option to upload assets (direct upload).
4. **Name your project.** This becomes your link, for example `zainabs-cakes.pages.dev`.
5. **Upload.** Drag your folder (or a zip of it) into the upload area and click Deploy.
6. **Open your link.** Visit the address it gives you. Your site is live.
7. **Share it.** Send the link to a friend on a different phone to test it.

To update your site later

Edit your files, then open your project in Cloudflare and upload the new folder as a new deployment. The page refreshes with your changes. If you still see the old version, refresh the page a few times or clear your browser cache.

Another option: Netlify drag-and-drop

Netlify offers a page where you can drag a folder to publish it, and it gives you a link ending in `.netlify.app`. You may be asked to create an account to keep the site. Check its current free plan limits.

USING A PHONE?

Uploading is easiest on a computer. On a phone, ask your browser for the desktop version of the site, or borrow a computer for 10 minutes to upload the folder. After that you can make most edits from anywhere.

CHAPTER 9

Get Your Own Web Address (Optional)

Your free link works fine for testing and for sharing on WhatsApp. A custom address like `zainabscakes.com` looks more professional.

	Free link	Custom domain
Example	<code>zainabs-cakes.pages.dev</code>	<code>zainabscakes.com</code>
Cost	Free	A yearly fee set by the registrar; prices vary by name and ending
Best for	Testing, early sharing	Serious business, printed materials, trust

How it works in 4 steps

- 1. Choose a name** that is short, easy to spell and matches your business.
- 2. Buy it from a registrar.** Compare the first-year price and the renewal price before you pay.
- 3. Connect it to your host.** In your Cloudflare Pages project, open Custom domains and follow the instructions it shows you. You may need to change settings at your registrar.
- 4. Wait.** Changes can take from a few minutes to several hours to work everywhere.

START FREE FIRST

Publish on the free link, test it with real customers, and buy a domain only when you are ready. The domain is the only part of this method that normally costs money.

CHAPTER 10

Take Orders, Messages and Payments

A simple page can still do real business. Use these free or low-cost tools instead of building a complicated system.

You want to	Use	How
Get orders by chat	WhatsApp link	A button linking to wa.me with your number, plus a pre-filled message
Collect enquiries	A free online form	Create a Google Form and ask the AI to add a button that opens it
Get paid	A payment link	Create a payment page or link with a provider your customers trust, such as Paystack, Flutterwave or Selar, and put the button on your site
Show your location	A map link	A button that opens your address in Google Maps
Let people call	A phone link	A button that dials your number when tapped on a phone

A pre-filled WhatsApp message

PROMPT

Change the WhatsApp button so it opens the chat with this message already typed: "Hello, I'd like to order a cake. Date needed: []. Size: []." Make sure the message is properly URL-encoded.

KEEP PAYMENTS OFF YOUR OWN PAGE

Don't build your own card form. Use a payment provider's hosted page or link, so customers' card details never touch your site.

CHAPTER 11

Get Found and Get Customers

A website needs visitors. These free steps help people find it.

On-page basics (ask the AI to check these)

- A clear **page title** with what you do and where (for example: Zainab's Cakes | Birthday Cakes in Surulere, Lagos).
- A short **description** of about one or two sentences that tells searchers why to visit.
- One main heading, then clear sub-headings that use words your customers search for.
- Short, honest text and a page that loads fast on a phone.
- Alt text on every image describing what it shows.

Free ways to be found

- **Google Business Profile:** free listing for local businesses. Add your link, photos and hours.
- **Google Search Console:** free tool where you add your site so Google knows it exists and can report problems.
- **Your own channels:** put the link in your Instagram and TikTok bio, WhatsApp Business profile and Status, Facebook Page and email signature.
- **Ask happy customers** to share your link and leave honest reviews.

Prompt: check my basics

PROMPT

Review my index.html for search and sharing basics. Suggest a page title (under 60 characters), a meta description (under 160 characters), and a heading structure with one h1. Check that every image has alt text. Return the improved full file.

CHAPTER 12

Stay Safe and Honest

- **Protect private data.** Don't paste passwords, ID numbers, bank details or customers' personal information into an AI chatbot.
- **Check everything the AI writes.** It can make mistakes or invent details. You are responsible for what your site says.
- **Be honest.** No fake reviews, no false claims about results, no pretending to be someone else.
- **Respect licences.** Use photos, fonts and logos only if you have the right to.
- **Follow the rules for your business.** Some products, such as health, food and finance, have advertising and labelling rules. Check the rules in your country before you make claims.
- **Respect your visitors' privacy.** If you collect names, phone numbers or emails, tell people why and keep the data safe. Follow data protection rules where you live.
- **Keep a backup.** Store a copy of your site files on your phone, computer or email.

REMINDER

This book is a practical guide, not legal advice. For anything with legal or financial risk, ask a qualified professional.

Troubleshooting and 7-Day Plan

When something goes wrong

Problem	Likely cause	Fix
The site shows a 404 or not found message	index.html is not at the top level of the uploaded folder	Move it to the top level, check the exact name, upload again
Images are missing online	Image folder wasn't uploaded or the file names don't match	Upload the whole folder and match the names exactly, including capital letters
I see the old version	Browser saved the old page	Refresh a few times or clear the browser cache
WhatsApp button does nothing	Number format is wrong	Use international format with no plus, spaces or leading zero
Page is slow	Large photos	Shrink the photos and remove heavy effects
AI keeps changing things I liked	Too many changes in one prompt	Change one thing at a time and say keep everything else the same
I broke it	A bad edit	Go back to your last saved version

Your 7-day launch plan

Day	Do this
1	Answer the 5 planning questions and collect your content and photos
2	Write your master prompt and generate the first version
3	Save, preview and fix problems; check on a phone
4	Add your photos, logo and real content; improve with follow-up prompts
5	Create a free host account and publish your site
6	Test on other phones, fix problems, add the WhatsApp message and basic search settings
7	Share the link, set up your Google Business Profile and ask 3 people for feedback

YOU CAN DO THIS

Your first site will not be perfect, and that is fine. Publish, learn from real visitors, and improve one small thing at a time.

APPENDIX

The Prompt Library

Copy any prompt, fill in the brackets and paste it. Always say what to keep and ask for the full file back.

PROMPT

1. PLAN MY SITE

I run [business] in [place]. My customers are [audience]. Help me plan a one-page website. Suggest the sections, a headline, a one-sentence description and the main button text. Use only the facts I give you.

PROMPT

2. FIX MY PHONE LAYOUT

My page looks wrong on a phone. Make the whole layout mobile-first: single column on small screens, large tap buttons, readable text. Keep the content and colours. Return the complete updated index.html.

PROMPT

3. CHANGE THE LOOK

Restyle the page with these colours: [colours]. Keep the content and layout. Use clear, readable fonts and make sure text has strong contrast. Return the full file.

PROMPT

4. ADD A SECTION

Add a [pricing / testimonials / FAQ / gallery] section after [section name]. Use only this content: [paste]. Match the existing style. Return the full file.

PROMPT

5. POLISH MY WORDS

Rewrite this text in a friendly, clear tone for [audience]. Keep all facts, prices and names exactly as they are. Do not add claims or numbers. Text: [paste]

PROMPT

6. ADD THE WHATSAPP BUTTON

Add a sticky Chat on WhatsApp button at the bottom right that links to [https://wa.me/\[number\]](https://wa.me/[number]) with the message: [message]. Make sure it is easy to tap on a phone.

PROMPT

7. MAKE IT FASTER

Reduce the weight of this page: remove unused code, avoid heavy effects, and make sure images are lazy loaded. Explain what you changed. Return the full file.

PROMPT

8. CHECK SEARCH BASICS

Review my index.html for a title under 60 characters, a meta description under 160 characters, one h1, sensible headings and alt text on every image. Fix any problem and return the full file.

PROMPT

9. ACCESSIBILITY CHECK

Check my page for readability and accessibility: contrast, text size, button size, alt text and heading order. List the problems, then return the fixed full file.

PROMPT

10. EXPLAIN THE CODE

Explain this code in simple words, section by section. Tell me exactly which lines to change to edit my text, prices and phone number.

PROMPT

11. FIX AN ERROR

Something is wrong. Here is what I expected: [describe]. Here is what happens: [describe]. Here is my code: [paste]. Find the problem, explain it simply and return the corrected full file.

PROMPT

12. FINAL REVIEW

Act as a careful reviewer. Read my page and list anything unclear, misspelled, missing (contact details, prices, location) or possibly misleading. Do not rewrite it yet.

Glossary

Word	Meaning
HTML	The language a web page is written in
CSS	The part that controls colours, fonts and layout
Hosting	A computer that stores your site so people can open it
Domain	The web address, like yourname.com
Deploy	Upload and publish your site
Static site	A site made of fixed files, with no database or login
Mobile-first	Designed for phones first, then bigger screens
Alt text	A short description of an image for search engines and screen readers