

BUILD YOUR FIRST USEFUL AI WEBSITE

A no-code, no-panic plan from blank page to working site

THE SITE GUIDE

A focused first version in about 2-3 hours, spread across 7 days

A beginner-friendly plan with one master prompt, exact build steps, a worksheet, and a 7-day launch path.

Make one page useful before making a whole site busy

You do not need to become a web designer this week. You need one clear page that helps the right person understand what you do and take the next step. This guide gets you there without asking you to learn code, collect seventeen brand colors, or develop strong opinions about server architecture. This route uses one simple example—a local tap-repair business whose main action is a phone call—so you can see how the main action gets built and tested instead of being handed a bag of theory.

YOU'LL NEED

- A free ChatGPT account
- A Lovable account
- Your real business details
- One person who can test the site

THE AH-HA

AI did not remove the hard part. It moved it.

The old bottleneck was turning an idea into a working page. AI can now do that remarkably fast. The new bottleneck is deciding what the page should say, who it should help, and what should happen next.

That is good news. You can spend less time paying for production guesses and more time testing the decisions that make the site useful. Build quickly, judge slowly, and never let a confident robot invent your testimonials.

A button can look completely finished and still do absolutely nothing. The real finish line is not a polished screen. It is a complete path: the right person understands the offer, takes the intended action, and that action reaches you.

Make the decisions AI cannot make for you

STEP 1

10 minutes

Pick one visitor and one job

A site aimed at everyone usually speaks clearly to no one. Give the first page one person to help and one job to do.

1. Write the name of the main type of person you want to reach.
2. Finish this sentence: They arrive because they need help with ____.
3. Choose the one action you want next. This guide walks through a simple call button. Booking, buying, joining, or downloading also need a working destination; if you do not have one yet, keep version one focused on a call.
4. Write down any action that can wait until later.

CHUCK'S NOTE

One main action feels restrictive until you notice how many websites offer twelve choices and produce one result: leaving.

STEP 2

15 minutes

Gather the facts AI must not invent

AI can shape your information. It should not manufacture the information that earns trust.

1. Collect only information you intend to make public: your correct business name, public contact details, services, prices, and policies.
2. List real proof: examples, results, experience, credentials, or testimonials you have permission to use.
3. Do not paste customer records, passwords, private financial details, or confidential documents into the AI chat.
4. Mark missing facts as NEEDS MY INPUT instead of guessing.
5. Choose two or three real images you are allowed to publish.

CHUCK'S NOTE

If you do not have a testimonial, leave it out. The page can survive without applause.

The website planning and build master prompt

Replace every [bracketed field] you can answer. Then paste this into ChatGPT. Add the verified public facts from Step 2 underneath it and call them your source of truth.

You are helping me plan and build a clear, credible website in Lovable. I am new to this, so guide me one decision at a time and explain unfamiliar terms in plain English.

Here is what I know:

- Business or project: [what I do]
- Person the site is for: [who I most want to help]
- Main problem I solve: [the problem]
- Most important action a visitor should take: [book / buy / call / join / download]
- Proof I can provide: [results, examples, experience, testimonials, or none yet]
- Pages I think I need: [list them, or write help me decide]
- Public contact details, service area, prices, and policies: [paste verified facts or write none]
- Visual feel: [three words]
- Websites I like and why: [links or none yet]

First, ask me up to seven questions that would materially improve the website. Ask one question at a time. Challenge vague answers.

After I answer, create:

1. A one-sentence website promise.
2. The sections needed on one focused home page and what each section should do.
3. A short list of possible later pages, clearly marked NOT FOR VERSION ONE.
4. Draft copy for the home page in clear, natural language.
5. A Lovable build brief that specifies sections, content, the one main action, how it should look and work on a phone, and anything that must not be invented.
6. A pre-publish checklist covering links, the one main action, mobile layout, factual accuracy, privacy, and the main visitor action.

Do not invent testimonials, customer numbers, credentials, prices, or product capabilities. Mark missing facts as [NEEDS MY INPUT]. Keep the website focused on one audience and one primary action.

Turn your answers into one working page

STEP 3

20 minutes

Let ChatGPT interview you

A website brief is simply a short set of instructions for the builder. You create it by answering useful questions about the business.

1. Open ChatGPT and start a new conversation.
2. Paste the Master Prompt below after replacing every [bracketed field] you can answer.
3. Paste the public business facts from Step 2 beneath the prompt—contact details, service area, services, prices, and policies—and call them the source of truth.
4. Answer one question at a time in plain language.
5. When an answer feels vague, ask ChatGPT to help you make it specific without adding facts.

CHUCK'S NOTE

If your answer is 'quality service for everyone,' keep going. That phrase gives a visitor nothing specific to choose you for.

STEP 4

25 minutes

Build only the home page

One useful page teaches you more than ten unfinished pages.

1. Open Lovable and start a new project.
2. Paste the website brief ChatGPT created. Ask for the home page only: opening promise, problem, approach, proof, offer, and one next step.
3. For our fictional tap-repair example, request: 'Build a one-page site for a local tap-repair service in [actual service area]. The main action is calling [public phone number]. Put a clear Call now button near the top and again near the bottom.'
4. Mobile behavior simply means how the page looks and works on a phone. Ask Lovable to keep the Call now button easy to see and tap on a small screen.
5. Read the first version from top to bottom before changing colors.

CHUCK'S NOTE

The logo can survive another twenty minutes without your supervision.

Direct the work without learning code

STEP 5

20 minutes

Fix what a visitor can see

You can direct the work without speaking code. Describe the problem, the person affected, and the result you want.

1. Rewrite the opening until a stranger can tell who the site is for and what you do.
2. Remove extra buttons that compete with the main action.
3. Give the main button its real destination. For a call button, supply your public phone number and ask Lovable to make it open the phone dialer.
4. If you use a form, decide where each submission should be delivered or stored and who can see it. Remove any field you do not truly need.
5. Replace generic claims with real examples or delete them.
6. Tell Lovable exactly what feels wrong: too formal, too crowded, unclear, or hard to use on a phone.

CHUCK'S NOTE

'Make it pop' gives the AI room to make choices you will later blame on the AI.

WORKED EXAMPLE: LOCAL TAP REPAIR

Visitor: a homeowner in [actual service area] with a leaking tap.

Opening: "Tap repairs in [actual service area], without the week-long wait."

Proof: use a real review, years of experience, or a specific service promise you can honor. If you have none yet, leave the applause out.

Main action: a Call now button linked to the real public phone number.

Test: tap the live button on a phone and confirm the dialer opens with the correct number.

Make sure the finished-looking thing actually works

STEP 6

20 minutes

Test the whole path

A beautiful page with a broken form is digital wallpaper.

1. Use Lovable's preview and switch to a phone-sized view. Read the first screen: can you tell who it is for and what to do?
2. Tap the main button. For the tap-repair example, confirm the phone dialer opens with the correct number.
3. Tap every other link and button.
4. If you use a form, submit a test and confirm it reaches the destination you chose. Never collect private information you do not need.
5. Check names, prices, claims, contact details, and spelling. AI-written privacy wording is not proof that your site meets the laws that apply to you; get qualified advice when you collect sensitive information.
6. Ask one person who has not seen the project what the site offers and what they would click. Do not explain it first.

CHUCK'S NOTE

Do not explain the page to your tester. Your future visitors will not receive the guided tour either.

STEP 7

10 minutes now,
then weekly

Publish, watch, and improve

Publishing is the start of learning, not the graduation ceremony.

1. Use Lovable's current Publish control and follow the on-screen steps. Usage and publishing options can change, so read the current limits shown in your account.
2. Copy the public address Lovable gives you.
3. Open that address in a private or signed-out browser window. This confirms visitors can see it without your account.
4. Test the main action one more time on your phone.
5. Send the page to five people who resemble your intended visitor. Ask where they hesitated and what they expected next.
6. Make one meaningful improvement at a time so you know what changed.

CHUCK'S NOTE

A live useful page beats a private masterpiece. Your drafts are not accepting appointments.

FILL THIS IN

Your one-page website plan

Fill this out before opening the builder. Eight clear answers now can save you forty creative detours later.

My main visitor is...

They arrive because...

I help them...

The one action I want is...

The proof I can honestly show is...

The facts still missing are...

The opening should make them feel...

The page must never claim...

Traps I would skip

Starting with colors and animation

Write the visitor, promise, and action first.

Building every page at once

Get the home page working, then add only what a visitor needs.

Letting AI invent proof

Use real evidence or plainly say what is not available yet.

Publishing without testing forms

Submit each form yourself and confirm the message arrives.

Taking vague feedback

Ask where the person hesitated and what they expected next.

Collecting information because a form can

Ask only for what you truly need, and know where every response goes.

YOUR 7-DAY LAUNCH PLAN

- ☐ Day 1: Choose the visitor, problem, and next action.
- ☐ Day 2: Gather real facts, proof, and images.
- ☐ Day 3: Run the Master Prompt and finish the brief.
- ☐ Day 4: Build the home page in Lovable.
- ☐ Day 5: Tighten the message and remove distractions.
- ☐ Day 6: Test every link, form, fact, and phone screen.
- ☐ Day 7: Publish, share with five people, and note what to improve.

CHUCK'S NOTE

Start with one honest page. Make the promise clear, make the next step easy, and let real visitors tell you what deserves to be built next. — Chuck