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2026 EDITION

EXECUTION MANUAL

Your first website with AI

The 7-step system to go from an idea to a professional website that is published and ready to sell.

WRITTEN BY

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Your First Website with AI

The 7-step system to go from an idea to a professional website that is published and ready to sell.

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The tools, prices and plans mentioned reflect the time of publication and may change. Always check the current terms on each tool's official website before signing up. Appendix D lists the official links.

This material is educational: it teaches work processes and the judgment to apply them. It does not guarantee sales, clients or financial results: those depend on execution, the market and each person's effort. It is not a substitute for professional legal, accounting or tax advice.

Questions, corrections or suggestions: write to contactofranmurad@gmail.com or on Instagram, @frann.murad.

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INTRODUCTION

Before you start

What you will be able to do when you finish this book, how it is organized, and the one commitment I ask of you.

This book won't teach you to code. It will teach you something more profitable: how to use artificial intelligence to produce websites that solve a specific problem for a specific business, and how to deliver them like a professional.

The difference between the two matters, so it's worth clearing up now. Coding is a technical skill that takes years to mature. Producing a website that works is a **process**, and processes can be learned in weeks. AI doesn't replace the developer: it replaces the part of the work that was mechanical, repetitive and slow. What stays in your hands is judgment. That's where the value is, and that's what you'll get paid for.

What you will have when you finish

I don't want you to close this book with the vague feeling that you "learned a lot." I want you to close it with things done. Specifically, by the end you will have:

- [ ] A 7-step system you can repeat on every project, without improvising from scratch.
- [ ] A real website, published, on its own domain, that works on phones and loads fast.
- [ ] A library of ready-to-use prompts for briefing, structure, copy, code and review.

- [ ] A quality-control checklist so you never deliver a site with obvious mistakes.
- [ ] A proposal template and a pricing structure so you can charge without second-guessing the number.

How it is organized

The book has three parts and follows the real order in which the work is done.

Part I is short, and it's the part most people skip. It's two chapters of judgment: what makes a website work and which tool to use for each job. Skip it and you'll build fast in the wrong direction, which is the most expensive way to waste time.

Part II is the core: seven steps, one per chapter, from the briefing to going live. Each chapter ends with a concrete action. Do all seven and you have a website.

Part III is the part almost nobody teaches: how this turns into money. What to charge, how to present it, how to deliver, and how not to stay tied to a client forever because of changes you never priced.

At the end there are reference appendices: the prompt library, the delivery checklist, the proposal template and the sources.

> **ABOUT THE TOOLS**
>
> AI tools change their names, prices and plans every few months. That's why the book is written so that the **process** survives the changes: each step first explains what you need to achieve and only then what you can achieve it with today. If a tool I mention disappears tomorrow, the step is still valid and you'll know what to replace it with.

The one commitment

I ask one thing of you, and it's what separates people who finish with a website from people who finish with notes: **choose your project before you keep reading.**

Not a hypothetical project. A specific one. It can be the website of a local business, a relative's, a venture of your own, or an invented one for your portfolio. It doesn't matter which. What matters is that you apply every exercise in the book to that project and not to an abstract example, because learning happens in the friction of real decisions.

> **BEFORE YOU TURN THE PAGE**
>
> Write on a piece of paper or in a note on your phone: the name of the business, what it does and what it would like to achieve with a website. Three lines. That's your project for the whole book.

An honest warning

You'll be able to build very good websites with this. You won't be able to build any website. A store with fifteen thousand products, a platform with user accounts, an app with complex business logic: that's a different craft, with different tools.

What you will master is the largest and most in-demand segment of the market: brochure sites, lead-generation landing pages, professional-services websites, catalogs, single-product sales pages. Most small businesses need exactly that and don't have it, or have it done badly. That's your market.

And to avoid misunderstandings: this book teaches you to **produce, price and deliver** a website. That's what you control. It doesn't guarantee that you'll land clients or income, because that depends on your execution, your market and how much you go out and offer it. Finding clients has its own method and its own book.

Let's begin.

01

A website is not a design. It's a decision machine.

Why “pretty” websites don't sell, and the one question that tells you whether a page is well built.

Almost everyone starts in the wrong place: they open a tool, pick a template and ask themselves “which colors should I use?” It's like building a house starting with the color of the walls.

A web page exists so that a person makes a decision. That's it. It could be the decision to send a message, ask for a quote, book an appointment, buy, subscribe, or simply trust you enough to come back tomorrow. If the page doesn't move anyone toward any decision, it's an expensive brochure.

This has a very concrete practical consequence: **before you touch a tool, you need to know what the decision is.** And “having an online presence” is not a decision. “Getting people to message me on WhatsApp to ask for a kitchen remodeling quote” is.

The three jobs of every page

Any page that works does three jobs, in this order. The order isn't negotiable, because each one depends on the previous one.

1. **Orient.** In the first three seconds the person has to understand what this is, who it's for and why they should keep reading. If that doesn't happen, they leave, and nothing you put further down matters.

2. **Convince.** Reduce uncertainty. What problem you solve, how you solve it, what happens if they hire you, why they should believe you and not someone else. This is where the proof lives: case studies, real photos, numbers, testimonials, guarantees.
3. **Make it easy.** Make the action the easiest thing on the page. A visible button, a short form, a phone number that can be tapped. Every extra field in a form is people who give up.

When a website fails, it almost always fails at step 1, and the client thinks the problem is at step 3. They'll ask you for a bigger button or a brighter color when the real problem is that nobody understands what they sell.

> THE MOST COMMON MISTAKE ON SMALL-BUSINESS WEBSITES
>
> The header says something like “Welcome to our company. We are leaders in integrated solutions with over 20 years of experience.” It orients no one: it doesn't say what they do, for whom, or how they're different. Replacing it with “We remodel kitchens in Denver in 3 weeks, with a fixed quote” improves conversion more than redesigning the whole page.

The one control question

Every time you add a section, a photo, a piece of copy or an animation, ask yourself this:

> *Does this help the person make the decision, or does it just fill space?*
>
> THE QUESTION THAT SAVES YOU HALF THE WORK

If the answer is “it fills space,” cut it. A website with five well-built sections converts better than one with fifteen. And, this matters when you work with AI, **fewer sections means less surface for the tool to get wrong** and fewer things to check before you deliver.

The structure that works almost every time

There's no universal template, but there is a skeleton that solves most service-business cases. Use it as a starting point and adapt it, not as a rigid mold.

SECTION	JOB IT DOES	WHAT IT HAS TO CONTAIN
Header	Orient	What you do, for whom, where. One action button.
Quick proof	Convince	Client logos, number of projects, years, a short review.
Problem	Convince	The situation the client lives before hiring you, described in their words.
Solution / services	Convince	What you offer, in short, scannable blocks.
How it works	Convince	Three or four steps. It removes the fear of the unknown.
Case studies or gallery	Convince	Before and after, real photos, concrete results.
Testimonials	Convince	With name and photo if possible. Without a name they lose half their strength.
Prices or ranges	Convince	Even if it's “starting at.” It filters out inquiries that won't close.
FAQ	Convince	The real objections. Each one answered is a sale that doesn't fall through.
Closing	Make it easy	Repeat the main action. Nothing new here.
Footer	Make it easy	Contact, address, hours, social media, legal.

From the call to the document

Now you turn what you heard into a short document. This is where AI saves you an hour. Paste your raw notes (or the transcript) and ask for this:

FROM RAW NOTES TO BRIEFING COPY AND PASTE

```
Act as a web project director. Below are my raw notes from a meeting
with a client who needs a website.

Turn them into a one-page briefing with these exact sections:
1. The business in one sentence
2. Ideal client (and who we do NOT want to attract)
3. Main problem it solves, in the client's own words
4. Main action we want on the website
5. Real differentiators (only the ones that can be proven)
6. Available proof (case studies, reviews, numbers, photos)
7. Frequent objections
8. Material the client provides / material that is missing
9. Approver and deadline

Rules:
- Don't invent any information. If something isn't in my notes, write
  "TO BE CONFIRMED" on that line.
- Keep the client's verbatim phrases in quotation marks when they're
  useful for the website copy.
- Maximum 400 words.

NOTES:
paste your notes here
```

The important part of this prompt is two instructions: forbid invention and flag the gaps. Whatever comes back marked as missing is exactly the list of things you need to ask the client for, in the same message in which you send them the briefing for approval.