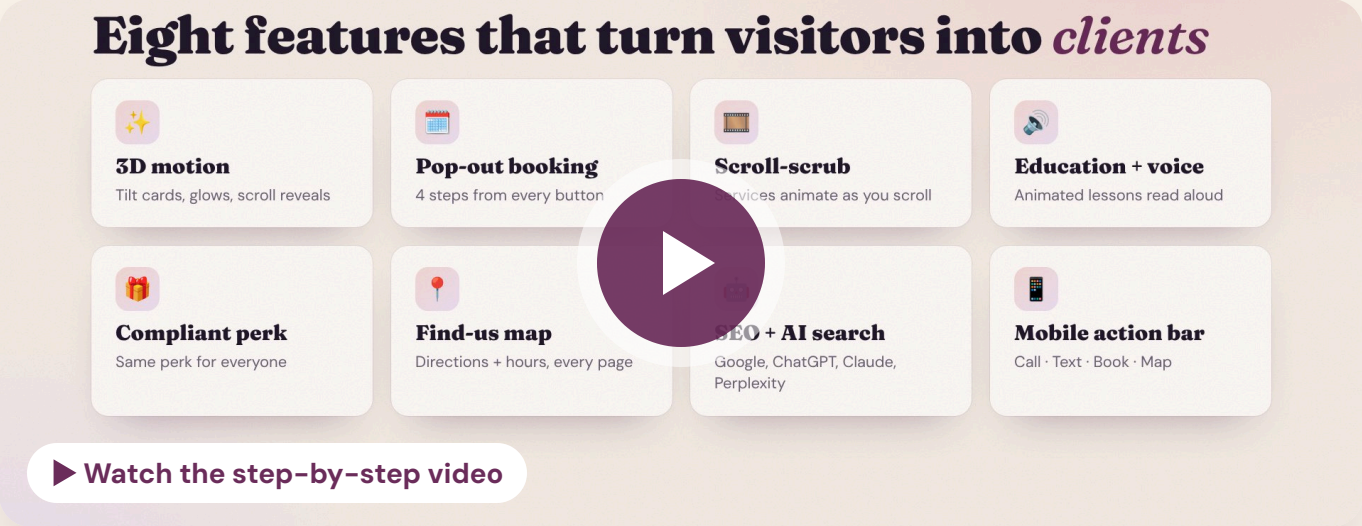
Native Tempo Academy

PROMPT PACK · LESSON 1

Build a custom, *AI-ready* website with Claude



Watch the video + copy prompts online

See the example site

This pack walks you through building a 2026-ready custom website for a local business: 3D motion, pop-out booking, a scroll-scrub showcase, an educational animation with voiceover, a Google Map band, and SEO plus AI-search setup so Google, ChatGPT, Claude and Perplexity can find and cite it. Every fact on the site comes from the real business. Nothing is invented.

Inside this pack

- How to use this pack →
- Master prompt →
- Step 1 · Research the business (facts only) →
- Step 2 · Set the look and feel →
- Step 3 · Build the main page →
- Step 4 · Pop-out booking + lead capture →
- Step 5 · Compliant 'mystery perk' (optional) →
- Step 6 · Scroll-scrub showcase →
- Step 7 · Educational animation with voiceover →
- Step 8 · Turn it into a multi-page site →
- Step 9 · Google Map 'Find us' band →
- Step 10 · SEO + AI search (Google, ChatGPT, Claude, Perplexity) →
- Step 11 · Quality check →
- Step 12 · Deploy to your subdomain (Cloudflare Pages) →
- Step 13 · Launch checklist →
- Pro tips →

START HERE

How to use this pack

- Copy one prompt at a time. Replace every [BRACKET] with the real detail before you send it.
- Run the prompts in order. Each step builds on the last, so let Claude finish before moving on.
- Use one long conversation per client so Claude remembers the facts, the colors and the files.
- Short on time? Use the Master Prompt (page 3) to do it all in one go, then use the step prompts to polish.
- Turn on web search and the browser in Claude. The research steps need them.

Before you start, gather:

The business's current website URL	Claude reads it for real services, bios, hours and photos.
Their Google Business Profile link	Source for the address, phone, hours, rating and owner photos.
A Cloudflare account and your domain	Free hosting plus a subdomain like client.yourdomain.com.
Logo, team photos or videos (optional)	Claude leaves clearly labeled placeholders until you have them.
The client's industry rules	Healthcare, legal and finance have advertising rules. Claude checks them in Step 1.

What you'll build

3D motion and gradients
Tilt cards, floating elements, soft glows, scroll reveals.

Pop-out booking
4-step wizard from every button, with proper SMS consent.

Scroll-scrub showcase
Pinned panel that animates through each service as you scroll.

Education + voiceover
Animated timeline the browser reads aloud.

Compliant perk box
Same perk for everyone, no chance-based prizes.

Find-us map band
Live Google Map with directions and hours on every page.

SEO + AI search
Structured data, quick facts, crawler access for ChatGPT, Claude, Perplexity.

Mobile action bar
Call, Text, Book, Map, always one thumb away.

Example: https://newimage-website.nativetempo.com/

THE ALL-IN-ONE

Master prompt

Paste this into a new Claude chat to run the whole build. Then use the step prompts to polish each part.

COPY THIS PROMPT

Copy on the web ↗

You are a senior web designer, front-end developer and local-SEO strategist. Build a custom, modern (2026) website for this business:

Business: [BUSINESS NAME]
Type: [e.g. orthodontist / med spa / roofer]
City: [CITY, STATE]
Current website: [URL]
Google Business Profile: [GBP LINK]
Brand colors: [e.g. white, blue, turquoise + one accent]
My agency subdomain for the preview: [client.yourdomain.com]

RULES
- Keep everything true. Use only facts you find on the current site, the Google profile or that I give you. Never invent reviews, results, statistics, awards, credentials or prices.
- Where a real photo or video is missing, add a clearly labeled placeholder (e.g. "Photo needed: team at front desk").
- Check the advertising rules for this industry and state (testimonials, "free" offers, giveaways, SMS consent, privacy) and follow them. Flag anything I need to confirm.

STEP 1 - Research: read every page of the current site and the Google profile. List services, team bios, hours, address, phone, insurance or payment options, FAQs and photos, with the source for each.
STEP 2 - Design: white background, soft gradient glow, bold rounded headings, 3D tilt cards, floating elements, smooth scroll reveals. Real people in photos, not empty rooms.
STEP 3 - Build these sections: sticky nav with dropdown menus; hero with a photo or video slot and two buttons (Book / Call); trust strip; "find your treatment" quiz; service cards that open pop-out detail panels; a scroll-scrub showcase that animates through each main service with diagrams; an educational animation with a voiceover button; before/after slider gallery; real reviews (link to Google); insurance/payment; FAQ accordion; Google Map "Find us" band; mobile bottom bar (Call / Text / Book / Map).
STEP 4 - Booking: a pop-out, 4-step booking wizard (service, who it's for, best time, contact) with an unchecked SMS consent box and links to Privacy and SMS Terms. Leave the form endpoint as an empty constant I can connect to my CRM later.
STEP 5 - Split into pages: Home, Services, New Clients, [TOPIC PAGE], About, Contact, sharing one CSS and one JS file. Build them from one script so a change in one place updates every page.
STEP 6 - SEO and AI search: unique titles and descriptions, canonical tags, Open Graph tags, JSON-LD structured data (LocalBusiness subtype, people, services, FAQPage matching the visible FAQ, breadcrumbs), an "At a glance" facts box, robots.txt that allows Googlebot, Bingbot, OAI-SearchBot, ChatGPT-User, Claude-SearchBot, Claude-User and PerplexityBot, sitemap.xml and llms.txt. Keep the preview set to noindex until launch.
STEP 7 - Test every page on desktop and mobile, fix any errors, then zip the site for Cloudflare Pages and walk me through deploying it to my subdomain.

When you finish, give me: the zip, a list of every placeholder, and a list of facts I need the client to confirm.

STEP 1

Research the business (facts only)

Every great site starts with true, sourced facts. This is also where you catch industry ad rules early.

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```
Research [BUSINESS NAME] in [CITY, STATE] for a new website.
1. Open their current site ([URL]) and read every page. If normal fetching is blocked, use the browser.
2. Open their Google Business Profile ([GBP LINK]).
3. Give me a fact sheet with sources: services (with any brand names they use), team members and credentials, hours, address, phone, payment/insurance, FAQs, social links, rating and review count, and every usable photo URL.
4. List the top 3 local competitors and what their websites do better.
5. Check the advertising rules for [INDUSTRY] in [STATE]: testimonials, "free" offers, giveaways/inducements, SMS/texting consent, privacy. Summarize what the site must and must not do.
Do not invent anything. Mark anything you could not verify.
```

Tip: If the old site redirects or is broken, note it. That's a selling point for your pitch.
Tip: Save the fact sheet. You'll paste parts of it into later prompts.

STEP 2

Set the look and feel

Locking the design system first keeps every section consistent.

COPY THIS PROMPT

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```
Create the design system for [BUSINESS NAME]'s website before building anything.
- Colors: [COLOR 1], [COLOR 2], white, plus one accent color for buttons and highlights. Use soft gradient glows, not flat blocks.
- Type: a bold, rounded display font for headings and a clean sans-serif for body text. Big, confident headlines.
- Motion: 3D tilt on cards, floating elements, smooth fade-up reveals on scroll, a floating logo. Respect "reduced motion" settings.
- Photos: real people (team, patients/customers), not empty rooms. Where I don't have a photo yet, use a labeled placeholder card.
- Make it feel premium and modern for 2026, and easy to use with one thumb on a phone.
Show me a single-page preview of the hero and two sections so I can approve the style.
```

Tip: Ask for a preview before the full build. It's much faster to change colors now.
Tip: Say 'keep everything true' again if Claude starts writing marketing claims.

STEP 3

Build the main page

This is the single source file every other page is generated from.

COPY THIS PROMPT

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Build the full home page for [BUSINESS NAME] as one HTML file, using the approved style and only facts from the fact sheet.
Sections, in order:
1. Sticky top nav with dropdown menus for each group of pages, plus Call and Book buttons.
2. Hero: big headline, short line about who they help, a photo or "video slot" placeholder, Book and Call buttons, and small floating cards (rating, hours, top service).
3. Trust strip: years in business, rating, payment/insurance, open days.
4. "Find your [service]" quiz: 3 quick questions that recommend a service and open booking.
5. Service cards that open a pop-out panel with the full details and a Book button.
6. Before/after slider gallery (placeholder until the client gives written permission to use photos).
7. Reviews: show the real rating and link to Google. No made-up quotes.
8. Payment/insurance logos, FAQ accordion, and a final call-to-action band.
9. Mobile bottom bar: Call, Text, Book, Map.
Use one CSS and one JS block, lazy-load images, and add alt text to every image.

> **Tip:** If a section looks off, describe what you see ('the cards overlap on mobile') rather than rewriting the prompt.
> **Tip:** Ask Claude to take screenshots at phone and desktop sizes to check its own work.

STEP 4

Pop-out booking + lead capture

The site's job is revenue, so booking must be one tap from anywhere.

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Add a pop-out booking wizard that opens from every "Book" button, card and the mobile bar.
- Step 1: which service (pre-selected if they clicked from a service card).
- Step 2: who it's for (me / my child / someone else) and new or returning.
- Step 3: best day and time, based on the real hours: [HOURS].
- Step 4: name, mobile, email, with an UNCHECKED box: "I agree to receive texts from [BUSINESS NAME] about my appointment. Msg & data rates may apply. Reply STOP to opt out." Link to Privacy Policy and SMS Terms pages.
- Confirmation screen with the phone number as a backup.
- Put the form destination in a constant, BOOKING_ENDPOINT = "", so I can connect my CRM (e.g. HighLevel) later.
- No tracking pixels on the form. Keep personal details out of URLs.

> **Tip:** For healthcare clients, the CRM must sign a BAA before it receives patient details.
> **Tip:** Test it yourself: open, click through every step, and close it with the Escape key.

STEP 5

Compliant 'mystery perk' (optional)

Gamified offers lift sign-ups, but chance-based prizes are banned in many industries.

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Add a playful "tap to reveal your welcome perk" box that collects name, email and mobile.
Rules: everyone gets the SAME perk (no random prizes, no "chance to win"). Show the full fine print before they submit. Separate, unchecked consent boxes for email and texts.
Perk: [PERK, e.g. free whitening kit with treatment start - CLIENT MUST APPROVE].
Check the [INDUSTRY]/[STATE] rules on gifts and inducements and tell me any value limits.
Use a gift-box opening animation, then show the perk and a Book button. Send to PERK_ENDPOINT = "".

Tip: Get the client's written OK on the perk and fine print before launch.
Tip: Keep a copy of every ad and offer. Many boards require you to keep records.

STEP 6

Scroll-scrub showcase

The 'wow' section: as you scroll, a pinned panel animates through each service.

COPY THIS PROMPT

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Add a scroll-scrub section right after the hero. The section pins to the screen while the user scrolls, and scroll position drives the animation (scrolling back plays it in reverse).
Chapters: [SERVICE 1], [SERVICE 2], [SERVICE 3], [SERVICE 4], [SERVICE 5].
For each chapter: a simple animated SVG diagram (e.g. braces on teeth, aligner sliding on), a tag, a title, two lines of true copy, a Book button for that service, a progress bar and dots.
Smooth, 60fps, no libraries. On phones, stack the copy above the diagram. Respect reduced motion.

Tip: If one diagram looks wrong, name it: 'in chapter 6, the tongue overlaps the teeth'.
Tip: Keep chapters to 4-6 so the scroll doesn't feel endless.

STEP 7

Educational animation with voiceover

Teaching builds trust and keeps people on the page longer.

COPY THIS PROMPT

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Add an educational section: "[TOPIC, e.g. How teeth grow]".
Build an animated SVG timeline with a slider and a play button. Each stage shows the age or step, a short caption and a highlighted diagram.
Add a "Play voiceover" button using the browser's built-in speech so each caption is read aloud.
Use only facts from a trusted source ([e.g. American Dental Association]) and add a small "Source:" line.
End with a call to action: "[e.g. Book a check-up by age 7]".

Tip: Short-form creators with huge followings teach with simple visuals. Copy the format, not their content.
Tip: Later, swap the browser voice for a real recorded voiceover.

STEP 8

Turn it into a multi-page site

Separate pages rank for separate searches and make the menu easier.

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Split the site into pages: Home, [Services], [New Clients], [Topic page], About, Contact.
Write a small build script (Python) that generates every page from the main file, so shared parts (nav, footer, map, booking pop-out) stay in sync.
- One shared assets/site.css and assets/site.js.
- Menu links go to the right page and section; highlight the current page.
- Each page gets its own hero with a real photo.
- The full service details are written into the HTML (not only added by JavaScript), so search engines and AI tools can read them.
Then test every page at phone and desktop sizes and fix any console errors.

Tip: From now on, ask Claude to 'edit the build script and rebuild' so nothing drifts.
Tip: Keep the original single page as a backup.

STEP 9

Google Map 'Find us' band

Directions in one tap, and it reinforces the address for local search.

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Add a full-width Google Map near the bottom of every page except Contact (which has its own).
Use a simple embed: https://www.google.com/maps?q=[BUSINESS NAME + FULL ADDRESS]&z=15&output=embed
Overlay a "Find us" card with: address, rating and review count from Google, today's hours, a Get Directions button (Google Maps link) and a Call button.
Lazy-load the map so it doesn't slow the page.

Tip: Use the business's own Google Maps share link for the directions button.
Tip: Don't use Street View screenshots. That imagery belongs to Google.

STEP 10

SEO + AI search (Google, ChatGPT, Claude, Perplexity)

Makes the site easy to find on Google and easy for AI assistants to understand and cite.

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Optimize the site for Google and for AI search tools. Then explain each change in plain words I can repeat to clients.
1. Unique title and meta description on every page with the service + city.
2. Canonical tag on every page pointing to the final domain: [FINAL DOMAIN].
3. Open Graph and Twitter tags so shared links show a photo and title.
4. JSON-LD structured data: the right LocalBusiness subtype with address, phone, hours, area served, services, social profiles; a Person entry for each key team member with real credentials; FAQPage that exactly matches the visible FAQ; BreadcrumbList; WebSite.
5. An "At a glance" box with one plain paragraph and 8 quick facts (who, what, where, hours, phone, areas served).
6. robots.txt that allows Googlebot, Bingbot, Applebot, OAI-SearchBot, ChatGPT-User, Claude-SearchBot, Claude-User and PerplexityBot, plus a sitemap.xml.
7. A simple llms.txt (low priority; tell me honestly what it does and doesn't do).
8. While this is a preview, keep noindex on and robots.txt blocking everything. Give me one switch to flip at launch.
Do not add a self-written star rating to the structured data. Cite your sources for any claim about how these tools work.

Tip: Off-site work matters just as much: Google profile, Apple Maps, Bing, Yelp, the same name/address/phone everywhere, and real reviews.
Tip: Never promise a ranking. Sell it as 'eligible and easy to cite'.

STEP 11

Quality check

Catch problems before the client does.

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Run a full QA pass on the site:
- Load every page at 390px (phone) and 1366px (desktop) wide, take screenshots and show me any layout problems.
- Report and fix every JavaScript error.
- Click every button: booking wizard, pop-outs, menus, quiz, gallery slider, voiceover, map links, phone links.
- Re-check every fact against the fact sheet and list anything unsourced.
- List every placeholder that still needs a real photo, video or approval.
- Validate the structured data JSON and confirm the FAQ markup matches the visible FAQ word for word.

Tip: Ask for a short 'what changed' list after each fix.
Tip: Open the live link on your own phone before sending it to the client.

STEP 12

Deploy to your subdomain (Cloudflare Pages)

Gives you a live, shareable link to present to the client.

COPY THIS PROMPT

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Zip the finished site folder (index.html at the top level of the zip) and save it to my Downloads.
Then guide me through Cloudflare, one click at a time:
1. Workers & Pages -> Create -> Pages -> Upload assets. Name the project [client-name-preview].
2. I'll drag in the zip; you click Deploy when it finishes uploading.
3. Custom domains -> add [client.yourdomain.com] and let Cloudflare create the DNS record.
4. Open the live link and check that every page, image and the map load.
For updates later: Create deployment -> drag in the new zip -> Deploy.

Tip: Claude can click buttons in the browser, but you drag the zip in yourself.
Tip: A new custom domain can take a few minutes to go from 'Initializing' to 'Active'.

STEP 13

Launch checklist

Turning a preview into the client's real website.

COPY THIS PROMPT

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Prepare [BUSINESS NAME]'s site for launch on [FINAL DOMAIN]:
- Flip the preview switch: remove noindex and open robots.txt to search and AI crawlers.
- Move every image and video to our own hosting (no hotlinking from the old site).
- Add the Privacy Policy and SMS Terms pages, linked from the footer and the booking form.
- Connect BOOKING_ENDPOINT and PERK_ENDPOINT to the CRM and send a test lead.
- Confirm with the client: every placeholder, the perk and its fine print, photo permissions, and any "free" offer.
- Submit the sitemap in Google Search Console and Bing Webmaster Tools, and update the website link on the Google profile, Apple Maps, Yelp and Facebook.
Give me a checklist with an owner and a due date for each item.

Tip: Healthcare: written permission before using any patient photo or story.
Tip: Book a 30-day check: indexed pages, calls, bookings, and whether AI tools mention the business.

PRO TIPS

Get better results, faster

Keep it true
Say 'Don't make anything up' in every big prompt. Real facts are what get a business cited by AI.

One change at a time
Small, specific requests ('make the hero headline bigger on phones') beat rewriting the whole prompt.

Describe what you see
Claude can't always see your screen. Tell it what looks wrong and where.

Ask for screenshots
Have Claude screenshot phone and desktop views to check its own work.

Placeholders are fine
A labeled 'Photo needed' card is better than a stock photo that pretends to be the team.

Use the build script
Once it's multi-page, always say 'edit the build script and rebuild'.

Preview first, index later
Keep previews hidden from Google so they never compete with the client's real site.

Know the rules
Healthcare, legal and finance have strict advertising rules. Check them in Step 1, not at launch.

YOUR TURN

Build your first site today.

Watch the video, copy the master prompt and start with Step 1.

Watch the video | Jump to the master prompt