

Build a brand. Make a website.

From a food-business idea to a page people can use | 2026-09-12 | Edited replay 59:02

This was a working demonstration. We took a food-business idea, worked out the offer and look, wrote the page, built it and checked the result. The tools did not always behave. That is part of the lesson too.

What you will learn

- Get the business facts straight before choosing a name or making a logo.
- Write a page that tells people what you do and what to do next.
- Know the difference between a project folder and files you can actually publish.

Follow the exercise, step by step

1. Define the offer

Use your own food business or make one up for practice. What do you sell? Where? How does somebody order? Write down what is still undecided. Do not make up prices, ratings or customer praise.

2. Fill the gaps

Ask the AI to interview you one question at a time. Use your answers to write one page covering the offer, customer, tone, site sections and the main action. Correct anything it misunderstood.

3. Choose a direction

Explore a few names, colours and visual ideas. Check the name and domain yourself before committing. Use photos you own or are licensed to use. An AI suggestion is not a trademark check.

4. Write what customers need

Say what you sell, where you serve, and how somebody can reach or order from you. Keep it plain. If a detail is not settled, leave it out rather than dressing up a placeholder as a fact.

5. Build and look at it

Give the tool your brief and copy. Open what it produces on a phone and a computer. Do the pictures load? Do the links work? Can you read it? Some tools give you source code, not a ready-to-upload website. Build or export the static files first.

6. Publish only what works

If it is your site and you are ready, upload the static output to a suitable hosting project. It needs an index.html in the right place. Open the published URL and try every button. Keep private documents and API keys out of the upload.

Conv and adapt this starter prompt

I want to make a website for [real or fictional food business]. Here is what I know: [offer, customer, area and ordering method]. These details are undecided: [list]. These are the photos and logos I may use: [list]. Ask me five short questions, one at a time. Then write a one-page brief, three different name ideas, and the words for a simple homepage. Flag names and domains I need to check. Do not invent prices, ratings, opening hours or testimonials. Finish with a clear build brief and a short phone-and-computer checklist.

Your practice task

Write the one-page brief for your own or a fictional business. Make a homepage preview, try it on a phone and a computer, and note two things you changed after looking at it.

Before you share

- Business facts are verified or clearly placeholders.
- Name/domain and image rights are checked independently.
- The export includes deploy-ready index.html and assets.
- I have inspected the page on phone and desktop.

Replay and next step

Watch the class: <https://www.youtube.com/watch?v=nLXYTyOPxYY>

Tool screens may have changed since the recording. Follow the brief, build and checking process rather than copying each click.