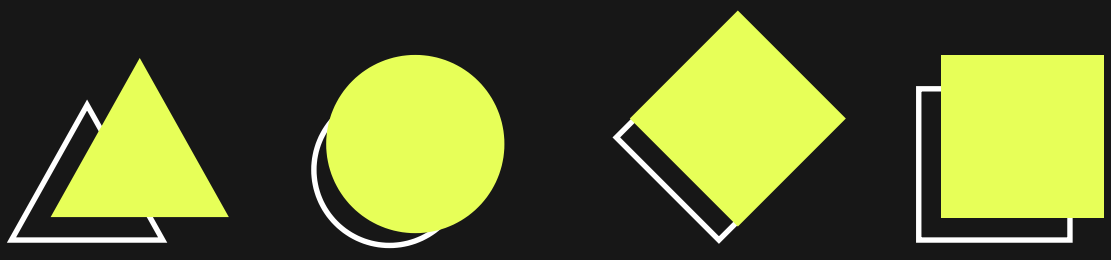
FREE GUIDE · 2026

WEBSITE PLAYBOOK

Build your business website with Claude – **in 3 days.**

The master prompt, thirteen phase prompts, lessons learned and a go-live checklist – from building vn-digitaldesign.de.



Valesca Neumayer
Product Designer (UX/UI), Berlin
vn-digitaldesign.de

01 How to use this playbook

Start one chat with the master prompt, then work through the phase prompts in order, one phase per message. This is what built vn-digitaldesign.de in 3 days: a hand-coded, fast, cookie-free site hosted in Germany for a few euros a month.

Before the first prompt, collect these in one folder

- **Your offer:** 3–5 services, each in one sentence (what it is, who it helps, what changes for them).
- **Proof:** 3–5 testimonials with name, role, company and a small photo; client logos if you have permission.
- **Stories:** 2–4 examples of your work. For a coach: client situations (anonymised), workshop formats or programmes, each with the problem, what you did, and what changed.
- **About you:** a good portrait (landscape or square, at least 1600 px wide), your background in 5–6 bullet points.
- **Practical:** domain name and where it is registered, the email address enquiries should go to, a booking link (e.g. Calendly) if you offer intro calls.
- **Legal (Germany):** your Impressum details. Generate the privacy policy and Impressum with e-recht24 or a lawyer – Claude can adapt them, not replace legal advice.
- **Taste:** 2–3 websites you like, and what exactly you like about each.

> THREE RULES THAT SAVE THE MOST TIME
>
> 1. Send feedback in one batch per round.
> 2. Attach screenshots for anything visual.
> 3. Say clearly when something should be reverted.

02 Who this is for

This playbook works for any small business site run by one person or a small team that offers a service and wants enquiries. The structure (promise, services, proof, about, contact) stays the same; only the content changes.

FITS WELL	SWAP IN
Designers, developers, freelancers	Case studies with images
Coaches, trainers, therapists	Programmes, client stories, FAQ, booking link
Consultants, agencies (small)	Services with outcomes, client logos
Photographers, artists, makers	Gallery pages instead of case studies
Local services (studio, practice, salon)	Opening hours, address, map link, prices

It is not the right approach for an online shop, a blog you post to every week, a membership site, or a site several people edit without help. Changes here go through Claude and an FTP upload, so a tool like Shopify, Squarespace or WordPress fits better if you need to edit content often yourself.

For other sites, adapt the PAGES and MUST-HAVES blocks of the master prompt; the HOW WE WORK block stays the same.

03 The master prompt

Copy this into a new chat, fill the brackets, and attach your materials. It sets the goal, the constraints and the way of working, so you don't have to repeat them later.

MASTER PROMPT COPY & PASTE

You are my web designer and developer. Build my business website as a fast, hand-coded static site (HTML, CSS, a little JavaScript) that I can host on a normal German web host (e.g. All-Inkl) and update by uploading a zip via FTP. I am not a developer, so explain every step I have to do myself in plain words, one step at a time, and wait for my screenshot when something can go wrong.

ABOUT ME
- Name: [Full name] – always use my full first name, never a short form.
- What I do: [e.g. Leadership and career coaching for women in tech]
- Who I help: [ideal clients, their situation, what they struggle with]
- Where: [City] + remote. Language of the site: [English / German, "du" or "Sie"]
- Domain: [domain.de], registered at [provider]. Enquiries go to [email].
- Booking link for a free intro call: [Calendly link, length in minutes]

CONTENT I ATTACHED
- Services: [3–5, one sentence each]
- Testimonials: [name, role, company, quote, photo]

- Proof of my work: [2–4 case studies, client stories, programmes or gallery projects]
- About text and portrait
- Legal texts (Impressum, privacy policy) from [e-recht24 / lawyer]

PAGES
- Homepage: hero with one clear promise, services, about, how I work (3 principles), selected stories, testimonials, contact form + booking link.
- One page per story/programme, an overview page, Impressum, privacy policy, thank-you page, 404.

DESIGN
- Look and feel: [3 adjectives, e.g. calm, warm, confident]. Sites I like: [links + what I like].
- Max. 3 font sizes, one accent colour [hex], flat design (no shadows), consistent corner radius, generous white space.
- Consistent hover rules: buttons react, cards don't move.
- Mobile first: check every section at phone, tablet and desktop width.
- Subtle scroll-in animation for content blocks; respect reduced motion.

MUST-HAVES
- No cookies, no tracking, no cookie banner. Fonts hosted on the site itself. Booking widget loads only on click.
- Contact form that sends to my email via a small PHP script, with spam protection, validation and a success message.
- Accessible (WCAG 2.2 AA): contrast, focus states, alt texts, keyboard navigation. Run an automated check.
- SEO: page titles and descriptions with my main keyword [e.g. "Career coach Berlin"], sitemap.xml, robots.txt, structured data (Person + service), a link preview image (1200×630) per page.
- Never publish my phone number or tax number. My VAT ID is fine.
- Security headers (in .htaccess): HTTPS only (HSTS), a Content Security Policy without 'unsafe-inline' for scripts (use hashes), no embedding by other sites, Trusted Types. The booking widget must keep working.
- Meta tags on every page: robots, author, Open Graph and Twitter card, plus a sharp favicon (96 and 192 px) for Google.

HOW WE WORK
1. First propose structure and copy for the homepage as text. Wait for my OK.
2. Then build the site and show me a live preview plus screenshots at 390 px, 820 px and 1440 px.
3. I send feedback in batches. Change only what I asked for – nothing else. If you think something else should change, ask first.
4. When I say "revert", restore exactly the previous version.
5. After every change give me: the updated preview, a zip of the full site, and a zip of your source files so we can continue in a new chat.

04 Key prompts by phase

Use these after the master prompt, one per message. Replace the brackets.

1 Positioning and copy

PROMPT COPY & PASTE

Before any design: write the homepage copy. One-line promise for the hero (max. 10 words), a sub-line saying who I help and how, 3–5 services in one sentence each (same length, so they look even), 3 principles for "How I work" (title max. 5 words, text 2–3 sentences, all the same length), and an About text in my voice. Plain, warm, no buzzwords. Give me 2 options for the hero line.

2 Visual direction

PROMPT COPY & PASTE

Propose a visual direction based on my adjectives and the sites I like: colours (with hex), typeface (free, self-hostable), type scale (max. 3 sizes), spacing, corner radius, button styles (primary, secondary, tertiary with hover states). Then build only the homepage hero so I can judge the direction before you continue.

3 Story / case pages

PROMPT COPY & PASTE

Build a page per story using this structure: short intro, facts row (client type, my role, duration, format), Challenge / Approach / Outcome, one client quote if I have it, one learning in one sentence, and a "next story" link. Keep paragraphs to max. 4 lines on desktop. Images open full-screen on click, with zoom on phones.

4 Feedback rounds

PROMPT COPY & PASTE

Here is my feedback, numbered. Change only these points, nothing else. After that, show me screenshots of exactly the changed parts at phone, tablet and desktop width.
1. [section] – [what is wrong] – [what I want instead] (screenshot attached)
2. ...

5 Consistency pass

PROMPT COPY & PASTE

Check the whole site for consistency and list problems before fixing: spacing between sections, alignment of text with boxes, same number of lines in parallel cards (services, principles, testimonials), equal card heights, icon sizes, hover states, and how it all behaves at 390, 768, 1024 and 1440 px. Fix only what I approve.

6 Accessibility and quality check

PROMPT COPY & PASTE

Run an accessibility check (WCAG 2.2 AA) on every page and fix all issues. Also check: no broken links, every image has alt text or is marked decorative, forms have labels and error messages, phone numbers or dates are not turned into links by iPhone Safari, and the site works without JavaScript for basic reading. Check that headings follow a logical order (no skipped levels) and that repeated links like "Read case study" have a unique label for screen readers.

7 SEO and link previews

PROMPT COPY & PASTE

Set up SEO for "[main keyword + city]": titles, descriptions, headings, canonical URLs, sitemap.xml, robots.txt, structured data (Person, ProfessionalService, WebSite and WebPage), and a 1200×630 preview image per page so links look good on WhatsApp and LinkedIn. Give the preview image a new file name whenever it changes, so apps don't show an old cached one. Also add robots, author and Twitter card meta tags, and a favicon in multiples of 48 px (96 and 192 px) so the icon next to my site in Google looks sharp.

8 Legal (Germany)

PROMPT COPY & PASTE

Here are my Impressum and privacy policy from [e-recht24]. Adapt them to what the site actually does: hosting at [All-Inkl, Germany], contact form via PHP to my inbox at [Google Workspace], booking via [Calendly, loaded only on click], no cookies, no analytics, self-hosted fonts. List anything that still needs a lawyer's or my own check. Never include my phone or tax number.

9 Hosting and go-live

PROMPT COPY & PASTE

I host on [All-Inkl] and the domain is there too. Walk me through going live step by step, one step per message, and wait for my screenshot: upload via WebFTP, domain target folder, DNS changes (never touch MX or TXT records for my email), SSL certificate (Let's Encrypt), redirects (www and other domains to the main one), and testing the contact form.

10 Google and LinkedIn

PROMPT COPY & PASTE

Help me get found: Search Console (submit sitemap, request indexing), Google Business Profile (description max. 750 characters, services with descriptions, booking link, photos in 3:4 format), LinkedIn (banner 1584×396 that leaves room for my photo, headline, About text, services page, Featured items linking to my stories), and a short message to ask past clients for a Google review.

11 Security headers

PROMPT COPY & PASTE

Add security headers in the .htaccess file: Strict-Transport-Security (1 year, includeSubDomains), a Content Security Policy that allows only my own files and the booking tool – no 'unsafe-inline' for scripts, use sha256 hashes for inline scripts and update them automatically on every build, plus 'strict-dynamic' so the booking tool can load its own scripts – frame-ancestors 'none' and X-Frame-Options DENY, Cross-Origin-Opener-Policy same-origin, Permissions-Policy, and Trusted Types. Skip anything that would break the booking widget and tell me why. Make sure the booking popup still opens and can be closed (X, backdrop, Esc). Test every page with the rules switched on and list what a scanner (e.g. securityheaders.com) will still flag.

12 Downloads and changes after launch

PROMPT COPY & PASTE

Add a Downloads page with [my portfolio PDF / a guide] that opens in a new browser tab, in full quality, plus a link in the footer. Every file must be hosted on my own domain so visitors don't need an account. From now on, for every change: tell me exactly which files to upload, and remind me to resubmit the sitemap in Search Console whenever a page is added or removed.

13 Performance

PROMPT COPY & PASTE

Optimise loading speed without changing the design: create a minified copy of the stylesheet automatically on every build, cache CSS and fonts for 1 year (versioned file names) and images for 30 days, compress images as WebP, and avoid scripts that measure the page while it loads (batch DOM reads and writes). Compare screenshots before and after to prove nothing looks different, then tell me the PageSpeed Insights score.

05 Lessons learned from vn-digitaldesign.de

Most rework came from unclear scope in feedback, not from wrong design. These are the habits that would have saved the most time.

SITUATION	WHAT HAPPENED	DO THIS INSTEAD
Small visual tweak	Claude changed neighbouring elements too	Say "only change X, nothing else" and name the element
Undo a change	Partial reverts mixed old and new	Say "revert X to the previous version exactly"
Icons / shapes	Many rounds on spacing between shapes	Define the rule once ("same gap on all sides, same direction for all icons") and ask for a side-by-side screenshot
Hosting choice	Netlify free plan added a "Powered by" badge	Check what the free plan shows before going live; a German host with PHP avoids it
Browser cache	Old styles showed after an upload	Ask for a version tag on the stylesheet so updates show instantly
Link previews	WhatsApp/LinkedIn kept old images	New file name for every new preview image; refresh with LinkedIn Post Inspector
Translation	German copy felt translated	Write each language natively, or launch in one language first

SITUATION	WHAT HAPPENED	DO THIS INSTEAD
Google icon	The logo next to the site in Google looked blurry	Ask for 96 and 192 px favicons from a large source file, then request indexing
Security scan	A scanner rated security 0	Ask for security headers early (prompt 11) and re-scan after every upload
Booking popup	After the security update the popup could not be closed	Test the booking tool fully – open, book, close – after every security change

KEEP CLAUDE'S WORKING FILES

After every round ask for the full site zip and the source zip, and save both. In a new chat, upload both and Claude continues where you left off.

06 Helpful tools

Free tools that made the difference while building and checking vn-digitaldesign.de.

TOOL	WHAT FOR
Greadme greadme.com	Scans your live site for SEO, meta tag, security and performance issues and gives fix prompts you can paste into Claude
e-recht24 e-recht24.de	Generators for Impressum and privacy policy (Germany)
Google Search Console search.google.com/search-console	Submit the sitemap, request indexing, see how Google finds you
Google Business Profile google.com/business	Your entry in Google Search and Maps
PageSpeed Insights pagespeed.web.dev	Speed, accessibility and SEO score for phone and desktop
WAVE wave.webaim.org	Accessibility check, page by page
Security Headers securityheaders.com	Quick grade for your security headers after each upload
LinkedIn Post Inspector linkedin.com/post-inspector	Preview and refresh how your link looks on LinkedIn
OpenGraph.xyz opengraph.xyz	Preview link cards for WhatsApp, X, Facebook and others
Squoosh squoosh.app	Compress images (WebP) without visible quality loss
RealFaviconGenerator realfavicongenerator.net	Check that your favicon works everywhere, including Google

07 Go-live checklist

- [ ] Read every page once on phone and laptop; send one batch of feedback
- [ ] Legal texts checked (e-recht24 or lawyer); data processing agreement accepted with the host
- [ ] Site uploaded; domain points to it; SSL active for all domains incl. www
- [ ] Hidden .htaccess file uploaded too; Greadme or securityheaders.com re-run after every upload
- [ ] Email still works (MX/TXT records untouched); test message through the form arrived
- [ ] Booking link opens and the event length matches the button text – also after the security headers are live
- [ ] 404 page shows for a wrong URL; Downloads open without sign-in
- [ ] Old site switched off
- [ ] Search Console: sitemap submitted, homepage indexing requested
- [ ] Favicon sharp in Google (96/192 px); link preview checked in WhatsApp and LinkedIn Post Inspector
- [ ] Google Business Profile: website, booking link, description, services, photos
- [ ] LinkedIn: banner, headline, About, Featured links
- [ ] Ask 3 past clients for a Google review
- [ ] Full site zip and source zip saved in one folder

Questions or feedback?

I'd love to hear how it went – or what you'd add.

hi@vn-digitaldesign.de **vn-digitaldesign.de**