

THE WEBSITE WORKSHOP

Build a Better Website With AI

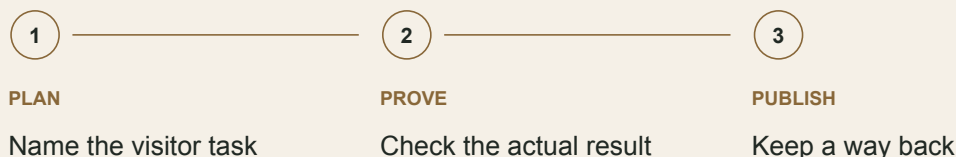
A practical first guide to planning, building and improving your website.

For beginners. No coding experience required.



BEFORE YOU BEGIN

A useful website starts with a clear purpose.



You do not need to become a programmer to make thoughtful decisions about a website. You do need to know who it is for, what it should do and how you will check the result. AI can help turn those decisions into a draft. It cannot decide whether an invented price is true or whether an unseen email arrived.

This guide takes you from a short brief to a small website you can assess with confidence. You will practise with Northbank Plant Care, a fictional business, and collect a brief, content plan, tested draft and launch checklist. If you already have a website, use the same process to improve one page at a time.

Start with an informational site and a clear contact route. Shops, customer accounts, bookings and sensitive records need additional planning and expertise. A polished demonstration of those features is not evidence that they are ready for real people.

TRY

Keep a notebook or document called “Website decisions”. Record your facts, questions and checks there. Save useful AI instructions alongside the result they produced.

Read at your own pace. Stop at each exercise long enough to make a decision. You are not racing towards a Publish button.

CONTENTS

Find your route.

Starting from scratch? Read in order and complete the short exercises as you go. Improving an existing site? Start with the brief on page 6, preserve a working copy on page 10, then focus on the chapter that addresses your observed problem.

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READING THIS GUIDE

Try it gives you a small task. Check explains what to look for. Prompt gives you reusable wording. The contents and underlined references are clickable; PDF bookmarks provide another way to navigate. The PDF has fixed pages, so zoom in when reading on a phone.

OUR FICTIONAL TEACHING BUSINESS

Meet Northbank.

INDOOR PLANT-CARE VISITS

A little help for your *indoor plants.*

Find out about plant-care visits and how to
make an enquiry.

[Ask about a visit](#)

An enquiry starts a conversation.
It does not confirm an appointment.



Illustrative artwork · not actual business premises

ACTUAL LOCAL CAPTURE / Desktop Chrome · fictional business.

Northbank Plant Care offers indoor plant-care visits in our teaching example. Its first website has one job: help someone understand the service and make an enquiry. It does not promise an available appointment or take payment.

The screenshot is from a real local HTML/CSS/JavaScript demonstration made for this guide. The business is fictional. The warm studio image is original AI-generated illustration, not a photograph of real Northbank premises. There are no customer quotes, claimed results or invented qualifications.

KNOWN / NOT YET KNOWN

Known: the example service is indoor plant-care visits. Not supplied: service area, prices, availability and business contact details. A real owner must confirm these before publication. The demonstration says so openly rather than hiding missing information behind plausible copy.

The form checks sample entries in the browser only. It never sends an enquiry. Later pages show actual menu, error and confirmation states, with that boundary kept visible.

01 / PURPOSE

Start with a visitor, not a template.



ORIGINAL ILLUSTRATION / A place to think before a place to build.

Before you ask AI to build anything, finish this sentence: “Someone comes to my website because they want to...”

The answer gives your website a job. For a photographer, it might be to see relevant work and ask about availability. For a community group, it might be to find the next meeting. A beautiful page can still fail if that simple task is difficult.

It is tempting to begin with colours, animation or a favourite website. Keep those references, but first decide what people need to understand and what they should be able to do next. You will make better design choices when you have something specific to judge them against.

For Northbank: “Someone comes here because they want help looking after their indoor plants and need to know how to enquire.” That is useful direction for an AI tool. “Make a stunning website” leaves the important decisions unanswered.

TRY

Write one visitor question and one successful outcome. “Find out how to enquire” is observable. “Be impressed by my website” is too vague to test.

01 / PURPOSE

Write a brief before you build.

1

WHO?

People with indoor plants

2

WHAT?

Understand the service

3

NEXT?

Make an enquiry

A brief is a short description of what you are making. It does not need technical language. Keep it beside your AI conversation so you can judge whether each proposed change helps.

For Northbank, the first brief is simple: explain indoor plant-care visits to people looking for help with their plants; make the next step an enquiry; use a calm, clear, welcoming tone. The first version needs no payment system, booking calendar or customer account.

The service area, prices and contact details are deliberately missing. The AI must ask for them, not make them up. Keep unanswered questions in private planning notes. Do not publish unfinished placeholders or invented details.

TRY

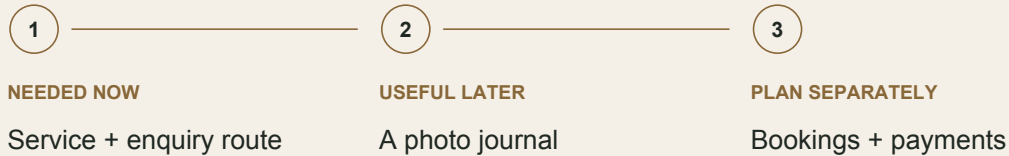
Write four lines: “My visitor is...”; “They need to understand...”; “Their next useful action is...”; “This first version will not...”. Add any approved wording, existing page addresses or working contact method that must be preserved.

CHECK

Ask someone to explain the purpose back to you without extra context. If your sentence contains several unrelated jobs joined by “and”, choose the one that matters most on the first page.

01 / PURPOSE

Choose what can wait.



Divide your ideas into needed now, useful later and needs separate planning. For Northbank, a clear service explanation and an enquiry route are needed now. A photo journal can wait. A booking system that manages availability and takes payment needs its own plan; a convincing button is not a working service.

A one-page website may be enough to start. Separate pages are useful when they make information easier to find, not because a template includes them. Expand when there is a clear reason.

Already have a website? Save a recoverable copy. Choose one visitor task and one page to improve. Record what works and ask the AI to preserve it. You do not need to replace the whole website to make it more useful.

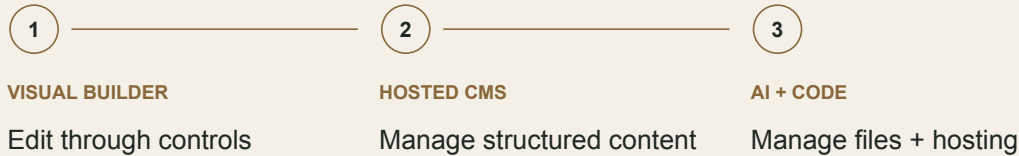
PROMPT 01 / CLARIFY THE BRIEF

“Here is my brief: [four lines and confirmed facts]. Identify anything a visitor needs before taking the main action. Separate missing facts from optional features. Ask me to confirm missing details. Do not invent claims, prices, reviews or contact information. Do not build or publish anything yet.”

Keep the resulting questions with your brief. Next, choose a building route you can maintain.

02 / YOUR BUILDING ROUTE

Choose the work you want to own.



There are three common starting routes. A visual builder lets you arrange content using editing controls. A hosted content management system, or CMS, provides a structured way to manage pages and often supports themes or extensions. An AI-assisted code project produces files that need a suitable preview, hosting and maintenance workflow. These categories overlap: many builders and CMS tools also offer AI features.

None removes responsibility for content, account access, costs or checking the result. A builder may suit someone who wants to edit text visually. A CMS may suit regular publishing. Code can offer flexibility, but you need a practical way to make updates and recover from mistakes.

HTML describes content and structure. CSS controls presentation. JavaScript adds behaviour. Our Northbank example uses all three without a framework; this keeps its teaching files small, not universally superior.

TRY

Write down who will change the site next month. Choose a route that person can understand and maintain. Ask whether you can export content, keep your domain and move away if necessary.

Do not choose solely from a polished AI demonstration. Open the actual editor and find the controls you will need.

02 / YOUR BUILDING ROUTE

Count the costs that continue.

ITEM	FIRST £	RENEWAL £	LIMIT	OWNER
Domain				
Hosting / builder				
AI / other services				

A free first draft is not the same as a free website for its entire life. Before committing, check the current provider terms and make a simple annual budget. Write amounts in pounds and note whether taxes are included. Do not assume a promotional first-year price is the renewal price.

Record domain registration and renewal, hosting or a builder subscription, AI usage, business email, paid themes or extensions and any support you need. Some services charge separately for forms, storage, traffic or additional users. Others include them up to a limit. Verify your actual plan rather than relying on an AI's remembered pricing.

Check cancellation, export and ownership too. Can you download your content? What happens to forms or images if you downgrade? Who controls the domain account? A lower headline cost may mean more manual work.

TRY

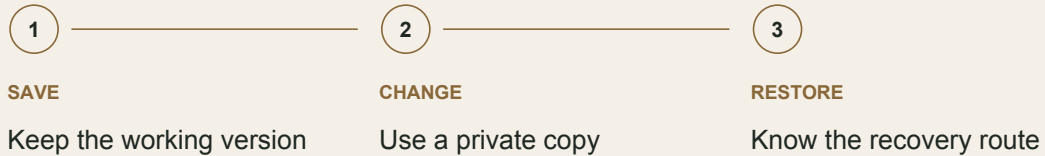
Make five columns: item; first payment; renewal; usage limit; owner. Put “not confirmed” where you do not know. Resolve anything that affects your chosen visitor task before paying.

ASK BEFORE BUYING

“For my planned site, list the cost and ownership questions I should verify with this provider. Do not invent prices or purchase anything.”

02 / YOUR BUILDING ROUTE

Keep a way back.



Before changing an existing site, identify its current working version and how to restore it. In a builder, this may be a version-history or duplicate-site feature. In a code project, it may be a saved folder or version-control commit. The name matters less than knowing what it contains and how to recover it.

Keep the editable source, images and required configuration together. A screenshot is useful evidence but not a recoverable website. A site export may omit form data or settings. Ask what is included and test restoration on a separate copy when practical.

Our local demonstration lives in its own folder. It does not alter the Vantage website. You can ask an AI tool for the same separation: “Work on a private copy. Show me how to preview it before changing anything public.”

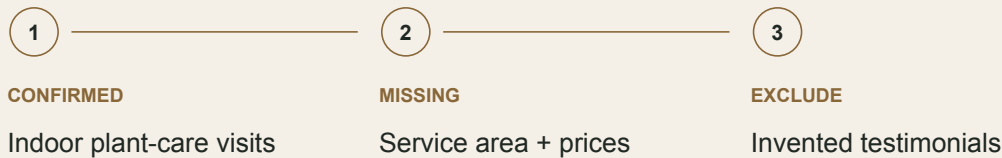
CHECK

Know which version you would restore, where it is stored and who can access it. Keep a separate backup rather than depending on one computer. Protect important accounts with a strong unique password and multi-factor authentication where available.

Do not paste passwords, secret keys, customer records or private account screenshots into a prompt. Share only the information needed for the task. Your chosen tool's privacy settings and terms still matter.

03 / CONTENT & STRUCTURE

Gather facts before asking for copy.



AI can organise the material you provide. It should not fill gaps in your business facts with confident guesses. Create a content list before generating a homepage.

For each item, record the actual wording or asset, where it came from and whether it is approved. Northbank's service is confirmed within the fictional example. Its service area and prices are not. A real business would obtain these from the owner before publishing. Do the same with opening times, qualifications, accessibility arrangements and contact details.

Use genuine testimonials only with permission and accurate attribution. If you have none, leave them out. A service explanation does not need invented reviews.

PROMPT 02 / CONTENT CHECKLIST

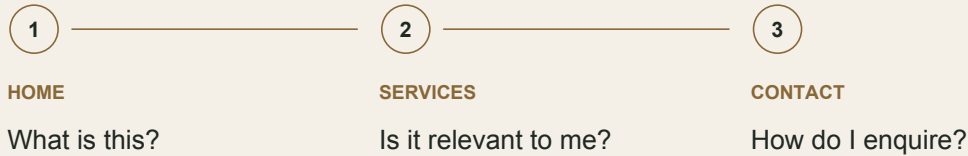
"My website's main task is [task]. Here are my confirmed facts: [facts]. Create a page-content checklist. Separate supplied information from questions I must answer. Identify where an image or example would genuinely help. Do not invent prices, qualifications, testimonials or outcomes."

TRY

Mark every item as ready, needs confirmation or do not use. Gather original images at their available resolution and record permission to use them. Keep private material outside the folder intended for publication.

03 / CONTENT & STRUCTURE

Give every page a reason to exist.



Start with the questions visitors need answered. Northbank might need “What help is available?”, “Who is providing it?” and “How do I ask about a visit?”. These suggest Services, About and Contact. A homepage can introduce the service and point towards the next useful action.

For a small first version, those can be sections on one page. The local Northbank demo uses links such as `#services` to move to a section with that identifier. A larger site could use separate page addresses. Neither arrangement is automatically better; choose the structure that makes the information easier to find.

Use labels people understand. “Contact” tells someone more than “Connect with the journey”. Keep navigation consistent and give each destination a clear heading. Avoid adding pages merely to make the menu look fuller.

TRY

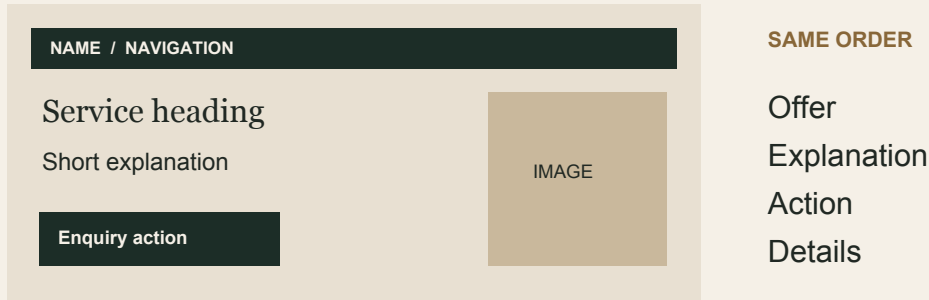
Draw a box for each page or section. Write its visitor question inside. Draw the route from arrival to the main action. If two boxes answer the same question, consider combining them.

EXISTING SITE

List the current page addresses before restructuring. If an address must change, plan an appropriate redirect and check links that point to it. Do not casually break addresses already shared with customers or indexed by search engines.

03 / CONTENT & STRUCTURE

Sketch the order before the style.



A wireframe is a simple sketch of the page's content order. It helps you decide what belongs together without spending time on colour or animation. Paper and a pencil are enough.

For Northbank, begin with the name and navigation, then a clear service heading, a short explanation and an enquiry action. Follow with useful service information and the contact section. The image can support the atmosphere, but it must not push the main explanation out of reach.

Read the sketch from top to bottom as a visitor. Can you identify what the business offers before being asked to act? Can you find the information needed to decide whether to enquire? The sketch should contain actual phrases or short content notes, not a large collection of empty rectangles.

TRY

Draw five blocks. Label each with the question it answers. Put a star beside the main action. Then draw the same order in a narrow column for a phone. If the order stops making sense, revise it now.

Keep the sketch with your brief. When an AI produces a draft, compare its reading order with your plan before deciding whether the design is attractive. You can improve style after the structure works.

03 / CONTENT & STRUCTURE

Say something specific and true.

VAGUE

Transform your space with unparalleled botanical excellence.

SPECIFIC

Indoor
plant-care visits.

Compare two drafts. “Transform your space with unparalleled botanical excellence” sounds impressive but explains little. “Indoor plant-care visits” names a service. The second gives a visitor something useful to recognise.

A clear opening normally tells people what you offer, who it is for and what to do next. Use the details you actually know. If you do not have evidence for “award-winning”, “the best” or “trusted by thousands”, do not ask the AI to decorate the page with those claims.

Read your draft aloud. Remove words you would not use with a customer. Replace vague “Click here” links with a destination, such as “Read about plant-care visits”. Keep important information as text. Review the revision: clearer wording must not change the service.

TRY

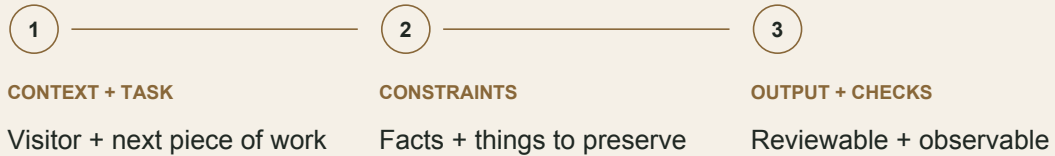
Write a service heading, a two-sentence introduction and one button label. Check each claim against the content list on page 11. Ask someone what they think the button will do before they click it.

REVISION REQUEST

“Rewrite this paragraph in clear UK English for [audience]. Keep these facts exactly: [facts]. Remove unsupported claims. Give me one version, then identify any information still missing.”

04 / WORKING WITH AI

A good prompt is a useful brief.



Think of an AI request as instructions for a collaborator who cannot read your mind. Include the context, task, constraints, requested output and checks. You do not need a theatrical job title or a page of superlatives.

Context explains the visitor and purpose. The task identifies the next piece of work. Constraints protect approved facts and existing features. Output says what you want to review. Checks describe observable behaviour rather than asking the tool to “make everything perfect”.

Keep each request small enough to judge. “Draft the service introduction using these facts” is easier to review than “build my entire business”. For code work, say which folder or page is in scope and whether publishing is allowed. For a visual builder, identify the section to edit and the controls you expect to retain.

TRY

Take the four-line brief from page 6. Add one task, one thing that must stay unchanged and one result you can check. Ask the AI to list missing information before starting.

If the tool cannot inspect your files or use a browser, it cannot honestly confirm what is in them or how the page behaves. Ask it to separate observations from suggestions. A confident answer is not a test result.

04 / WORKING WITH AI

Ask for a private first draft.

A first draft should be complete enough to inspect and limited enough to change safely. Start with one page and supplied content. Save the result before requesting a second version.

PROMPT 03 / FIRST PAGE

“Using this brief and approved content [paste], prepare a private first version of [page] in [chosen tool]. Prioritise [visitor task]. Include clear headings, meaningful links, labelled controls and a layout that works on narrow screens. Use only supplied facts and permitted images. Explain how to preview it and what remains unconnected or untested. Do not publish, buy services or send messages. Stop when I can review the page.”

In a builder, ask for editable sections rather than a flat picture. In an AI coding tool, ask for the actual files, their purpose and exact preview instructions for your computer. Tell it to avoid unnecessary dependencies for a simple page. Do not run unexplained commands just because they appear below generated code.

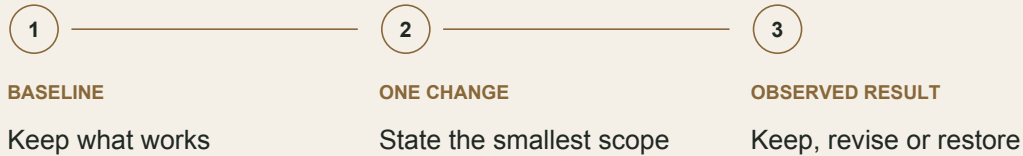
Our Northbank demo is a small static site: an HTML file, a stylesheet, a script and an image. Its form is explicitly a local example. This is the implementation used for this guide, not a promise that every tool will produce the same output.

CHECK

Open the draft. Read the words, follow the links and resize it. List what is observed, what is only illustrated and what is missing.

04 / WORKING WITH AI

Improve one thing at a time.



Once a draft works, protect it. A broad request such as “make it more premium” can change copy, navigation and layout together. You may like the new image while missing a broken contact link.

Describe the problem in terms of what someone can see or do. “The service heading is difficult to read on my phone” is more useful than “the mobile version feels wrong”. State which parts must remain unchanged and ask for the smallest correction that addresses the problem.

PROMPT 04 / CONTROLLED CHANGE

“Change only [element] so that [observable outcome]. Preserve the approved content, destinations and other sections. Save a recoverable working version first. Explain the proposed change in plain English. Afterwards, report what you actually checked and any limitation. Do not publish.”

Compare the same page at the same size before and after. Test the behaviour affected by the change. Keep the new version only if it solves the problem without breaking something important; otherwise restore the previous working version and make a more precise request.

TRY

Record a change in three lines: problem, requested correction, observed result. Add the file or version you could restore. This small habit turns a long AI conversation into decisions you can understand later.

04 / WORKING WITH AI

Report the behaviour, not a guess.

Email address (required)

wrong

Use a sample address such as reader@example.com.

Enter an email address such as
reader@example.com.

What would you like help with? (required)

I would like help with my indoor plants.

Check sample enquiry

OBSERVED, NOT ASSUMED

Invalid email identified.

Entered message retained.

No outgoing submission.

ACTUAL LOCAL CAPTURE / Use fictional entries only.

A useful bug report says where you were, what you did, what you expected and what happened. “The form is broken” leaves too much uncertainty. Describe the steps and the observed result instead.

The screenshot shows an actual Northbank test. We entered “wrong” as the email and a sample message. The demo identified the email problem and kept the message. That is an observed local result, not proof of server-side validation or delivery.

PROMPT 05 / INVESTIGATE FIRST

“At [preview or URL], using [browser and screen width], I do [steps]. I expect [result], but see [actual result]. Investigate before editing. If you cannot reproduce it, say so and ask for the smallest useful evidence. Fix only the cause, then repeat these steps. Do not redesign the page.”

TRY

Write a report for one problem you can reproduce. Include a screenshot only if it adds useful evidence, and remove private details first. If there is no fault, do not invent one to make a test look productive.

05 / VISUAL HIERARCHY

Make the important thing obvious.

COMPETING

Offer
Explanation
Action

ORDERED

Offer
A useful explanation.
Next action

A page needs an order of attention. The visitor should notice what the service is, understand the supporting explanation and recognise a useful action. If everything is equally loud, the reader has to do the organising.

In Northbank's opening section, the large heading identifies the service. A short paragraph explains the next step. A dark button offers an enquiry. The illustration gives atmosphere but does not contain essential instructions. Each element has a different job.

Create hierarchy using scale, spacing, weight and position. Do not rely on colour alone. Group related content and leave space between different ideas. A second button can be useful, but give the main task a clear priority rather than presenting five competing actions.

TRY

Look at your page for five seconds, then look away. What do you remember? Ask another person the same question. If neither of you can name the offer or next step, simplify the opening before adding visual effects.

The diagram compares emphasis, not business performance. It does not claim that a particular layout increases sales. Use actual visitor feedback to decide whether your version communicates more clearly.

05 / VISUAL HIERARCHY

Choose type and colour with purpose.

PAPER

#F5F0E7

CHARCOAL

#202823

BRASS

#886739

FOREST

#1C2D27

Begin with a small set of repeatable choices: a body font, a heading style, text colour, page background and action colour. Northbank uses a serif heading with a plain sans-serif body. The warm background and dark text carry most of the reading; brass is a restrained accent.

Keep paragraphs comfortable to scan. Use sufficient line spacing and avoid very long lines. Do not solve a crowded page by making every word smaller. Edit the content or change the arrangement. A font size that looks fine on a wide monitor may feel cramped on a phone.

Name the role of each colour. “Main text” and “button background” are more useful instructions than “use a luxurious palette”. Check the actual colour pairs with a contrast tool. Light gold on cream may look elegant and still be difficult to read.

TRY

Record your choices in one small style note. Apply them consistently to headings, links, buttons and labels. Check focus and error states too; their appearance is part of the design, not an afterthought.

Use fonts whose licence covers your intended use. Keep important words as selectable text. A screenshot of a heading cannot respond to a reader's text preferences in the same way as real text.

05 / VISUAL HIERARCHY

Give every image a reason to be there.



ORIGINAL ILLUSTRATION / A place to think before a place to build.

Choose an image because it explains something, demonstrates real work or supports the page's tone. A beautiful photograph of an unrelated subject can make the service harder to understand.

Keep a record of where each image came from and your permission to use it. Finding an image in search results does not establish a licence. Do not present generated imagery as a real job, employee, customer or business premises. Our plant-workbench scene is explicitly an illustration for the fictional example.

Check the crop at different sizes. A face, product detail or useful context can disappear when a landscape image fills a tall space. Ask for a crop that preserves the subject, not a stretched picture. Use suitable compressed files while keeping the important detail clear.

TRY

Write why the image belongs on the page. Then view it at the narrowest and widest layouts you support. If removing it loses no information, it may be decorative; its text alternative should reflect that role. If it explains something important, describe the relevant meaning.

05 / VISUAL HIERARCHY

Read the page as a visitor.

INDOOR PLANT-CARE VISITS

A little help for your *indoor plants.*

Find out about plant-care visits and how to
make an enquiry.

Ask about a visit ↗

An enquiry starts a conversation.
It does not confirm an appointment.

1

2

3



Illustrative artwork · not actual business premises

ACTUAL LOCAL CAPTURE / Desktop Chrome · fictional business.

This is the real Northbank opening section in desktop Chrome. The numbered notes connect each choice with its purpose.

1. Name the service. The heading and small label make indoor plant care the subject. There is no claim about results or qualifications that the example cannot support.
2. Explain the action. The short introduction tells the visitor what they can find out. It does not require them to interpret a decorative slogan.
3. Offer a next step. “Ask about a visit” moves to the enquiry section. It does not secretly open a checkout or promise a confirmed booking.

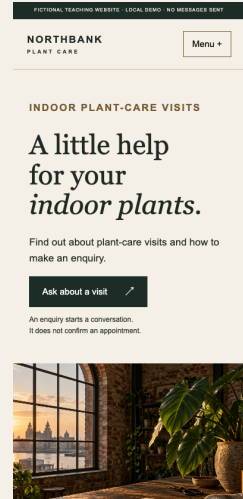
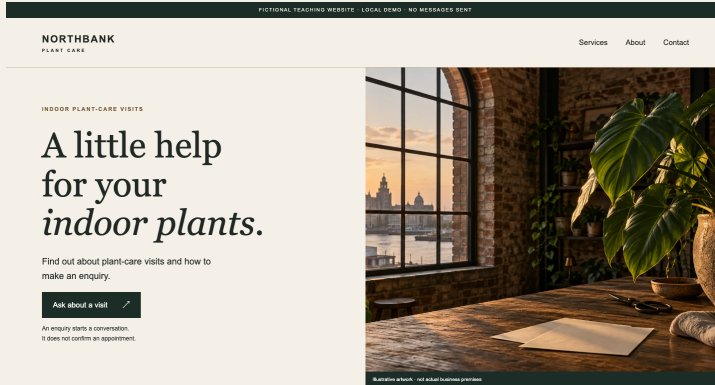
TRY

Follow the same sequence on your page: offer, explanation, action. Read the button label, predict the destination and click it. If the result surprises you, change the label or the behaviour.

Try removing one decoration. Does the page become clearer or lose meaning? Editing can be more useful than adding effects.

06 / SMALL SCREENS

Mobile is a content decision.



ACTUAL BROWSER CAPTURES / 1440px and 390px widths.

A responsive website adapts to available space. Text must wrap, controls must remain usable and the reading order must make sense.

In the Northbank demo, the desktop opening uses two columns. On a phone, the explanation and enquiry action come before the image. The service remains clear even when the illustration sits further down the page. The content is not removed to make the screenshot tidier.

Watch for sideways scrolling. Long headings, tables and embeds can reveal problems hidden by short sample text. Resize between presets too.

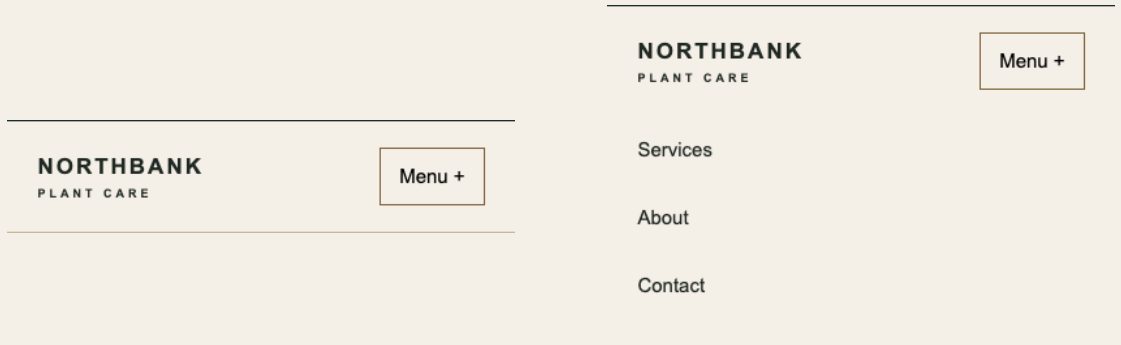
TRY

Open your page on a narrow screen. Without zooming out, can you read the service description and reach the main action? Try a longer heading or message in the private draft and see whether the layout still works.

Actual captures: 1440 and 390 CSS pixels. This is evidence for these sizes, not every device.

06 / SMALL SCREENS

A menu must work without hover.



ACTUAL BROWSER CAPTURES / 390px · menu closed and open.

On a phone, a menu often hides links until a button is activated. Make that button easy to identify and operate. A visitor should not need to guess an unlabeled symbol or hover a mouse over it.

Northbank's Menu button opens the links in the normal page flow. The button communicates whether the menu is open. Choosing Contact closes it and moves to the contact section. Pressing Escape closes it and returns keyboard focus to the button. These behaviours were checked in the local demonstration.

Keep visible labels and comfortable spacing. Test both opening and closing, then try a link. Resize back to desktop while the menu is open and check that nothing is stranded or hidden. An open state is not just a screenshot to approve; it is part of an interaction.

TRY

Complete the visitor task without hovering. Use Tab and Enter on a keyboard, then try a touch device if available. Check that you always know which control is active.

The screenshots show the real closed and open states. Touch was checked using browser emulation for this guide. Physical iPhone or Android touch testing is a separate check, not a result claimed here.

06 / SMALL SCREENS

Keep the page steady.

SAME ARTWORK / MEASURED FILE SIZES

PNG		2,312,749 bytes
WebP		205,092 bytes

Smaller file. Not a promised speed score.

Images and animation can make a page feel polished, but they can also make it slow or difficult to use. Keep the content useful when decorative movement is removed. Respect a visitor's reduced-motion preference, and avoid using animation as the only way to explain a step.

Reserve space for images so the page does not jump as they arrive. An image's width and height help the browser understand its proportions. Choose suitable file dimensions and formats; a small display does not automatically need a huge original.

Our scene started as a 2,312,749-byte PNG. A WebP version made from the same artwork is 205,092 bytes. That is about 91% fewer image bytes. It is a measured file-size comparison, not a claim of a 91% faster website. The compressed image was visually checked before use.

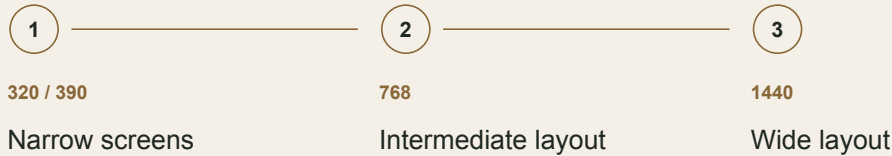
TRY

Compare one large image with a compressed version at the size visitors will see. Look at fine detail and edges. Record the byte sizes and keep the original separately.

Northbank uses no decorative animation. Its smooth scrolling switches to immediate scrolling when reduced motion is requested. Keep such checks specific: “scrolling preference respected” tells you more than “all accessibility passed”.

06 / SMALL SCREENS

Test the spaces between presets.



Device presets are a useful start, not a complete test plan. Open the page at narrow and wide widths, then drag the browser slowly between them. Watch the point where the menu changes and where columns stack.

The local Northbank demo had no horizontal overflow at 320, 390, 768 and 1440 CSS pixels in the Chrome checks used for this guide. That result does not establish support for every browser, phone orientation or text setting. Record what you actually checked.

PROMPT 06 / MOBILE REVIEW

“Review this page at 320, 390, 768 and 1440 CSS pixels and between those widths. Check navigation, wrapping, main actions, image crops and overflow. Where your tools allow, check touch, zoom and reduced motion. Report observed problems with reproduction steps. Separate unavailable checks. Propose the smallest correction first.”

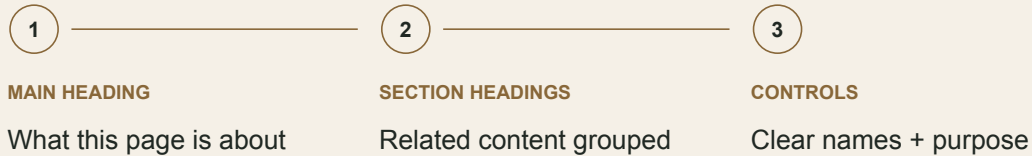
TRY

Test browser zoom as well as window width. Increase the text size if your browser supports it. On a real phone, try portrait and landscape. Check that a fixed header, notice or keyboard does not cover the field or button you need.

Use a four-column record: condition, observation, change requested, recheck result. Leave untested conditions marked “not checked”. A truthful gap is more useful than a guessed pass.

07 / ACCESSIBILITY

Give the page a readable structure.



A visual layout also needs a meaningful underlying order. Headings should identify sections, links should lead somewhere and buttons should perform actions. This helps people navigate with keyboards and assistive technology as well as by looking at the page.

The Northbank page uses one main heading for its subject, followed by section headings for services, the example and the form. Its main content is separate from navigation. The skip link lets a keyboard user move past the repeated opening controls. These choices are easier to preserve when they are requested at the start.

Do not choose a heading level just because it appears at the desired size. Styling and meaning are separate decisions. Ask an AI tool to show the heading outline in plain English, then compare it with the visible page. A jumble of headings often reveals a confused content plan.

TRY

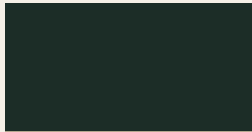
Press Tab from the top of the page. Check where focus goes and whether you can reach the main task. Use Shift+Tab to move backwards. You should not need a mouse to escape a control.

CHECK

If a visual item looks clickable, its purpose should be clear and its keyboard behaviour should make sense. Do not use an image or a generic container as a pretend button.

07 / ACCESSIBILITY

Make controls readable and reachable.

			
PAPER #F5F0E7	CHARCOAL #202823	BRASS #886739	FOREST #1C2D27

Contrast helps distinguish text and controls from their background. For WCAG 2.2 AA, ordinary text generally needs at least 4.5:1 contrast; large text has a 3:1 threshold. Check the definition of large text rather than assuming any heading qualifies. The linked W3C reference on page 41 explains the details and exceptions.

Keyboard focus must be visible and not hidden behind other content. Error and success states should not rely on red and green alone. Include a message or another clear cue. Make targets comfortable to activate, particularly when someone is holding a phone or has difficulty with precise movements.

WCAG's minimum target-size criterion uses 24 × 24 CSS pixels with specified exceptions, including spacing rules. It is not a recommendation to make every button that small. Northbank's main action is at least 48 pixels high as a practical design choice, not a universal compliance threshold.

TRY

Check body text, small labels, buttons, links, focus outlines and errors with a contrast tool. Test the actual states, not just the colours on a palette sheet.

Zoom in. If text overlaps or an essential action disappears, record the exact condition and fix the layout. Do not disable zoom to hide the problem.

07 / ACCESSIBILITY

Help people recover from mistakes.

Email address (required)

wrong

Use a sample address such as reader@example.com.

Enter an email address such as
reader@example.com.

What would you like help with? (required)

I would like help with my indoor plants.

Check sample enquiry

OBSERVED, NOT ASSUMED

Invalid email identified.

Entered message retained.

No outgoing submission.

ACTUAL LOCAL CAPTURE / Use fictional entries only.

Use visible labels, mark required fields and explain how to correct errors. A placeholder inside an empty box is not a reliable substitute for a label.

In Northbank, the error says “Enter an email address such as reader@example.com.” Focus returned to the field and the message remained intact. The screenshot shows the actual local result.

Browser checks help people correct entries, but they do not secure a real service. A production form also needs appropriate checks wherever submissions are processed. Do not ask AI to treat browser-side validation as the only protection.

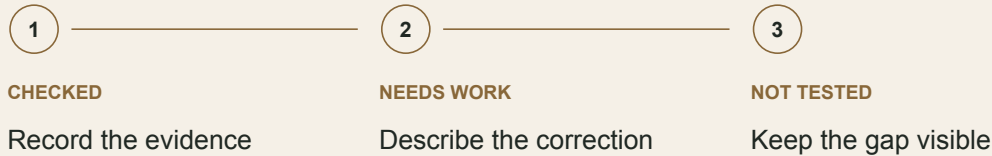
Image descriptions serve the same purpose: help people understand. Decorative images can have an empty alternative; meaningful images need relevant descriptions.

TRY

Write one helpful error message and one image description for your site. Ask someone to recover from the error using only the message. Keep the original entry unless there is a specific reason it cannot be retained.

07 / ACCESSIBILITY

Check access honestly.



Automated tools can find some accessibility problems quickly. They do not establish that a page is usable for every person or that it meets every applicable requirement. Pair automated checks with manual exploration and, where possible, feedback from people with different access needs.

Start with keyboard navigation, visible focus, zoom, text wrapping, labels, image descriptions and the main visitor task. A screen-reader check can reveal misleading control names or an unexpected reading order, but using a screen reader well takes practice. Record your experience and the limits of the test rather than claiming expertise you do not have.

PROMPT 07 / ACCESSIBILITY REVIEW

“Review this page's headings, control purpose, keyboard use, focus, labels, errors, image descriptions, contrast and reflow. Use the checks available to you. Report evidence and untested areas separately. Do not claim full accessibility or legal compliance solely from an automated score.”

TRY

Make an issue list with four states: checked, needs correction, not tested and needs expert review. Give each issue a clear reproduction step and a person responsible for the next action.

For this guide, the local demonstration's recorded checks include keyboard skip, menu focus, form errors and reduced motion. They are not a full WCAG audit or a physical-device certification.

08 / CHECK THE RESULT

Test the whole visitor journey.

Sample checked. Nothing has been sent or saved.

ACTUAL LOCAL RESULT / No email-delivery claim.

Write a short task before testing: “Find out what Northbank offers, then reach the enquiry section and understand what will happen.” Follow it from a fresh opening of the page. Try the route through the menu and the main button, not only a direct link to the final section.

Test success and failure states. What happens when a required field is empty? Does a typo erase the message? Can the person recover? If a real form sends email, observe the delivery through an authorised test before saying it works. A success message on the page is not proof that an inbox received anything.

The Northbank form is intentionally local. After a valid sample entry, its message reads: “Sample checked. Nothing has been sent or saved.” The browser checks recorded no outgoing form submission. This teaches honest feedback without inventing a mail service.

TRY

Write the steps, expected result and actual result for one complete visitor task. Include any unavailable check. Repeat the steps after a relevant fix, not an entire unrelated test suite.

Check browser Back and Forward where your site uses separate pages. Open an important link in a new tab. Confirm that a person arriving halfway through the site can still understand where they are.

08 / CHECK THE RESULT

Make the basics discoverable.

ILLUSTRATED SEARCH SNIPPET — NOT A REAL RESULT

example.com

Northbank Plant Care

Find out about indoor plant-care visits and how to enquire.

Give each important page a useful title and a clear description. Describe its actual subject rather than stuffing it with repeated keywords. A service page title might identify the service and business; an About page should not reuse the same vague title as every other page.

Northbank's local document is titled “Northbank Plant Care | Teaching website”. That is honest for a demonstration. A real business would use its confirmed name and service. A page description should accurately summarise the page, not promise benefits unsupported by its content.

Use readable addresses, meaningful headings and links that describe their destination. Keep important information in text. If you change existing addresses, preserve useful routes with suitable redirects. A sitemap can help expose page locations, but it does not guarantee indexing or ranking.

TRY

Write a title and a short description for one page. Read them without looking at the design. Can you tell which page they belong to? Check that the browser tab actually displays the intended title.

The illustrated search snippet is a teaching sketch, not a real search result. Search services can choose a different displayed title or description. Do not promise a top position, instant discovery or increased enquiries because an AI has written metadata.

08 / CHECK THE RESULT

Improve speed without chasing a score.

SAME ARTWORK / MEASURED FILE SIZES

PNG		2,312,749 bytes
WebP		205,092 bytes

Smaller file. Not a promised speed score.

Begin with something you can observe: a large image, an unnecessary video or a third-party embed that delays useful content. Measure before changing it, keep the conditions comparable and confirm that the page still works afterwards.

Northbank's original PNG occupies 2,312,749 bytes; the WebP used in the demo occupies 205,092 bytes. That comparison is reproducible from the actual files. It tells us the image transfer can be smaller. It does not measure server latency, rendering time, a mobile network or the effect of an existing cache.

A performance report is a diagnostic tool, not a score to display as a promise. Results can change with network conditions, device capability, browser cache and third-party services. State those conditions when comparing runs. Avoid repeatedly changing unrelated features to improve one number.

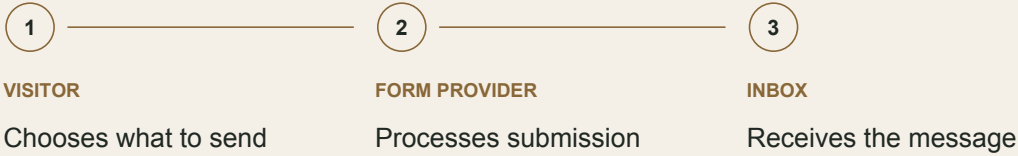
TRY

Choose one large asset. Record its original size and displayed dimensions. Make an appropriate compressed version, compare the image visually and recheck the page. Keep the original outside the public asset folder if it is no longer needed there.

Ask for fewer unnecessary resources before adding optimisation tools. A simple static page may not need a framework or several external scripts to explain a service and provide a contact route.

08 / CHECK THE RESULT

Know where information goes.



List the services your website actually uses. A contact form may pass information to a form provider and then an email inbox. An embedded map, video or analytics tool may introduce other requests or storage. The visible design does not reveal the whole arrangement.

Ask the person or tool implementing the site to explain each data flow in plain English: what is collected, why, who receives it and where it is kept. Remove unnecessary collection. Do not paste customer records into AI just to demonstrate a feature.

An AI-generated privacy notice cannot discover an unmentioned integration. Base your notice on the actual site and obtain suitable advice where needed. UK rules on cookies and similar storage/access technologies include conditions and exceptions; do not assume every site needs the same banner or that a small site is automatically exempt. Use the current ICO guidance linked on page 41.

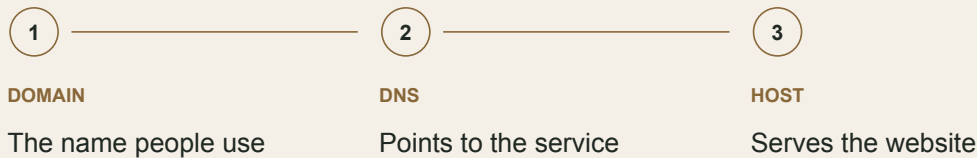
TRY

Make a list of forms, embeds, analytics and browser storage. For each, name the provider and the purpose. Mark unknowns for investigation before publication.

The Northbank example has no form delivery, analytics or account system. The diagram shows a possible real contact-form journey, not a service secretly operating in the demo. Your own site may be different.

09 / PUBLISHING

Understand the address and the home.



A domain is a name people can use to reach your site. Hosting is the service that serves the website's files or application. They may be sold together, but they are different responsibilities. Keep access to both accounts and know who owns the domain registration.

DNS is the system that connects names with relevant services. Website and email settings can exist under the same domain. Changing or deleting records without understanding them can interrupt business email as well as the site. Ask for the exact proposed change and preserve unrelated records.

HTTPS protects the connection between a browser and the site. It does not prove that a business is genuine or that every part of the application is secure. Your host normally explains how HTTPS is enabled for its service; check the public address rather than assuming a setting has taken effect.

TRY

Write down your domain registrar, host, renewal dates and account owner. Identify whether email uses the same domain. Keep the record privately; do not put account credentials in the website folder.

For a first draft, a platform's preview address may be enough. Confirm whether it is public, password-protected or restricted. "Preview" does not automatically mean private.

09 / PUBLISHING

Prepare the release and the way back.



A release is a deliberate change to what visitors can access. Before authorising it, review the content, primary task, mobile behaviour, access needs, privacy information and recovery route. Know exactly which site or environment will change.

PROMPT 08 / PREPARE, DO NOT PUBLISH

“For this site on [actual platform], prepare a launch checklist using current official instructions. Identify the files and settings that would change, account ownership, domain and email dependencies, costs, backup and rollback steps. State anything you cannot verify. Do not change DNS, buy anything or publish. Wait for approval.”

Save the source and proposed release. Identify the builder version or saved code, publication steps and restore controls. Check whether rollback affects files, connected data or both. Restoring an old page does not necessarily repair lost submissions.

TRY

Write the exact sentence you would use to authorise publication. Include the site, scope and checks. Keep the previous version's identifier or location beside it.

Stop if private files would be uploaded, an essential task fails or recovery is unclear. Resolve the specific gap before release.

09 / PUBLISHING

Publish deliberately, then verify.



Use the current instructions for your actual host. For a small static site, publishing usually means uploading the intended website files or connecting a project that builds them. A CMS or builder uses its own publication controls. Do not copy another platform's steps without checking the destination and effect.

MDN's publishing guide, linked on page 41, explains several routes and a GitHub Pages example. Treat it as a starting reference, not a requirement to use that provider. Check current account rules, permitted use, costs and the handling of private files before choosing any host.

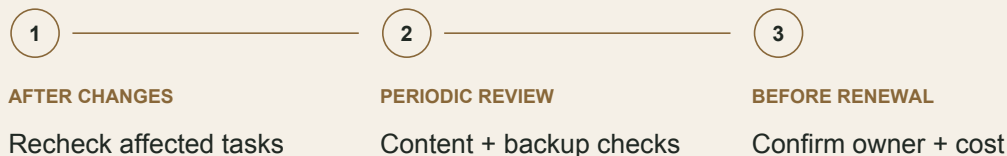
After publication, open the real HTTPS address in a fresh browser session. Follow the main route from the homepage. Check images, menu links, contact information and any genuine form delivery. Inspect an important direct page address too. A local preview is not evidence of a successful public release.

CHECK

Confirm the expected version is visible. If it is not, investigate the deployment, address or caching rather than announcing completion. If an essential feature fails, use the prepared recovery plan and keep a clear record of what happened.

No Northbank website was published for this guide. The sequence is practical guidance; it is not a fabricated deployment report or screenshot of a provider account.

Keep the website useful.



A website needs an owner after launch. That person does not have to do everything personally, but they should know who handles content, account access, updates, costs and recovery.

After a meaningful change, recheck the affected visitor task. Periodically review contact details, links, service information and domain or subscription renewals. Review available platform updates and backups in a way appropriate to your system. A static page and a site with many extensions have different maintenance needs.

Keep a small change log: date, change, reason, result and recovery version. If a customer reports a problem, collect the steps and relevant context without asking for unnecessary private information. Address the actual failure rather than rebuilding the site in response to every suggestion.

TRY

Choose a manageable review routine. Assign an owner and record what “done” means. “Check contact route monthly” is clearer than “maintain website”. A backup task should include knowing how it would be restored.

When improving an existing site, select the next change from evidence: a repeated question, an observed navigation problem or outdated information. You do not need a new animation to demonstrate progress. A small, well-checked correction can be the most useful next release.

KEEP BESIDE YOUR WORK

Your reusable prompt desk.

You do not need a new elaborate prompt for every task. Keep a small set that makes your intentions clear and leaves room for the tool to report uncertainty.

Prompt 01 · Clarify a brief and identify missing facts — page 7.

Prompt 02 · Organise supplied content without inventing claims — page 11.

Prompt 03 · Produce a private first-page draft — page 16.

Prompt 04 · Make one controlled improvement — page 17.

Prompt 05 · Investigate a reproducible problem — page 18.

Prompt 06 · Review mobile behaviour and report gaps — page 26.

Prompt 07 · Check accessibility without a false pass — page 30.

Prompt 08 · Prepare a release without publishing — page 36.

YOUR REVISION TEMPLATE

“The visitor needs to [task]. At [page/state], the problem is [observed behaviour]. Change only [scope]. Preserve [approved details]. Check [steps]. Tell me what you observed and what remains untested. Do not publish.”

A prompt cannot give a tool access it does not have. If it cannot open a browser or inspect a file, ask for a proposed check rather than a claimed result. Keep the instruction together with the working version and your observation. That is more useful than saving the wording alone.

GLOSSARY

Plain-English reference.

Domain · The name used to reach a service, such as example.com.

Hosting · The service that serves your website to visitors.

Browser · The application used to view and interact with websites.

URL · A complete address for a page or resource.

HTTPS · An encrypted connection between browser and website.

DNS · The system connecting domain names to services.

Responsive · A layout that adapts to available space and conditions.

Breakpoint · A width or condition where layout rules change.

HTML · The markup describing web content and structure.

CSS · Rules controlling the presentation of that content.

JavaScript · Code used to add behaviour to a website.

CMS · A content management system for editing and organising material.

Accessibility · Designing so people with different abilities can use the site.

Alt text · A text alternative conveying an image's relevant meaning.

Staging · A separate place to review changes before a live release.

Backup · A saved copy intended to support recovery.

Deployment · Making a version available in a chosen environment.

Rollback · Returning to an earlier working version; its scope varies.

WHEN A TERM IS UNCLEAR

Ask: “Explain that in plain English, using this website as the example. What do I need to decide or do?” You do not need to memorise every technical label to ask useful questions.

FIRST EDITION / OCTOBER 2026

Sources & edition notes.

These primary references support the explanations in this guide. Follow the links for current detail. Interfaces, pricing and terms change; verify the information that affects your own platform before acting.

[MDN: Your first website](#) · [MDN: Responsive design](#) · [MDN: Publishing your website](#)

[WAI: Page structure](#) · [WAI: Image alternatives](#) · [WAI: Form validation](#)

[WCAG 2.2 technical standard](#) · [W3C: Contrast](#) · [W3C: Reflow](#) · [W3C: Target size](#)

[GOV.UK: Testing for accessibility](#)

[NCSC: Small organisations guide](#)

[ICO: Storage and access technologies](#)

Northbank Plant Care is fictional. The original studio image was generated for this publication; it is not evidence of real premises. Diagrams are original. Website captures come from the separate local demonstration in Chrome 152, checked on 13 October 2026. Recorded results cover the named checks only; no public deployment, real enquiry delivery or physical-device test is claimed.

Published by Vantage Digital Studio. This is practical general guidance, not bespoke legal advice or a security guarantee. The PDF uses selectable text, bookmarks, links and basic structure tags. A complete assistive-technology audit and PDF/UA certification are not claimed. Retain this edition date when comparing instructions with a changing tool.

TURN THE GUIDE INTO A DECISION

Your next useful step.

You now have a way to plan, inspect and improve a website without pretending that every AI answer is correct. Keep the work small enough to understand and the evidence clear enough to trust.

Write a short closing note to yourself:

My website's main visitor task is...

My chosen building route is...

The next three useful changes are...

The most important unanswered question is...

The person responsible for the next step is...

My launch decision is: ready / not ready, because...

If you are ready, use your specific release plan and verify the public result. If you are not ready, choose the smallest action that resolves the most important gap. “Confirm the service area” or “test the enquiry delivery” is a better next step than “make the website perfect”.

TAKE THIS WITH YOU

Give the website a clear job. Supply real facts. Make one deliberate change. Check what happened. Keep a way back.

There is no need to add more simply because the tool can generate it. The useful website is the one your visitor can understand and use.