

How to Use Claude to Build a Website

A Complete Beginner's Guide

No coding experience required
With real-world examples and step-by-step instructions

Table of Contents

1. Introduction	3
2. What Claude Can Build for You	4
3. Getting Started	5
4. How to Write Great Prompts	6
5. Example 1 — Personal Portfolio Website	8
6. Example 2 — Business Landing Page	10
7. Example 3 — Simple Travel Blog	12
8. Example 4 — Local Restaurant Website	14
9. Refining and Improving Your Website	16
10. Tips and Best Practices	17
11. Frequently Asked Questions	18

1. Introduction

Building a website used to require months of learning code, expensive developers, or complicated drag-and-drop tools. With Claude, an AI assistant made by Anthropic, you can describe the website you want in plain English and receive complete, working code in seconds — no technical background required.

This guide will walk you through everything you need to know to use Claude to build your own website from scratch. You will learn how to describe your vision clearly, review real examples covering different types of websites, and discover how to refine and improve your results step by step.

Who Is This Guide For?

This guide is written for complete beginners. You do not need to know anything about HTML, CSS, JavaScript, or web design. If you can write an email or describe what you want to a friend, you already have everything you need to get started.

What You Will Need

- A free account at claude.ai (or access to the Claude app)
- A web browser (Chrome, Firefox, Safari, or Edge)
- A text editor to save your files (Notepad on Windows, TextEdit on Mac, or any free editor like VS Code)
- About 30 minutes for your first website

What Is Claude?

Claude is an AI assistant made by Anthropic. You can have a conversation with Claude just like texting a knowledgeable friend. Claude can write code, answer questions, explain ideas, and help you create things — including entire websites.

2. What Claude Can Build for You

Claude can build almost any type of standard website by generating the three core files that every website is made of:

HTML	CSS	JavaScript
The structure and content of your page — headings, text, buttons, images.	The visual design — colors, fonts, layout, spacing, and style.	Interactive features — dropdown menus, animations, contact forms, and more.

Types of Websites Claude Can Create

Claude can help you build a wide variety of websites, including:

Personal Portfolio	Show off your work, resume, skills, and contact information. Great for designers, photographers, writers, and job seekers.
Business Landing Page	A single-page site that describes your product or service, highlights benefits, and includes a call-to-action.
Local Business Website	A multi-section site for restaurants, salons, plumbers, and other local services — including hours, location, and contact details.
Simple Blog	A homepage with posts, an about page, and a clean reading layout for sharing articles, stories, or news.
Event Page	Announce a wedding, conference, or concert with all the relevant details, a countdown timer, and an RSVP section.
Resume / CV Page	A polished online version of your resume, formatted for web viewing and easy to share with employers.
Online Menu	A digital menu for a restaurant or cafe, complete with categories, prices, and photos.

Note on Hosting

Claude generates the code for your website, but it does not host it on the internet automatically. To make your website live you will need to get a website at Webhero.com. You can register a new domain or transfer an existing one. We will then help you through the process of uploading your website and making it visible to the world.

3. Getting Started

Building your first website with Claude takes just a few steps. Here is the complete process from start to finish.

Step-by-Step: Your First Website

1. Open Claude at claude.ai in your web browser, or open the Claude desktop app.
2. Click the "+" button or start a new conversation.
3. Type a description of the website you want (see Section 4 for tips on writing good descriptions).
4. Press Enter to send your message. Claude will respond with complete website code.
5. Find the code block in Claude's response — it will be in a grey shaded box.
6. Click the "Copy" button that appears in the top corner of the code block.
7. Open your text editor (Notepad, TextEdit, or VS Code) and paste the code.
8. Save the file with the name `index.html` — make sure to include `.html` at the end.
9. Find the file on your computer and double-click it. It will open in your browser.
10. Review what you see and go back to Claude to ask for changes or improvements.

Pro Tip: Keep Everything in One File

When you first ask Claude for a website, ask it to put everything in a single HTML file. This makes it much easier to copy, save, and open. You can say: "Please include all CSS and JavaScript in the same HTML file so I can open it directly in my browser."

What the Code Looks Like

When Claude generates a website, it produces code that looks similar to this. You do not need to understand it — just copy and save it exactly as provided.

```
<!DOCTYPE html>
<html lang="en">
  <head>
    <meta charset="UTF-8">
    <title>My Website</title>
    <style>
      /* CSS styles go here */
    </style>
  </head>
  <body>
    <h1>Welcome to My Website</h1>
    <!-- Website content goes here -->
```

```
</body>  
</html>
```

This is a standard HTML file. The `<head>` section contains settings and styles, and the `<body>` section contains the visible content of your page. Claude handles all of this for you automatically.

4. How to Write Great Prompts

The quality of your website depends largely on how clearly you describe it. A detailed, specific description gives Claude much more to work with and results in a website that is much closer to what you actually want.

The Six Elements of a Great Website Prompt

1. Purpose — What is the website for?

Tell Claude who you are and what the website should accomplish. Are you a freelance photographer looking for clients? A chef who wants people to book a table? A student building a resume?

2. Audience — Who will visit it?

Knowing your audience shapes the tone, language, and design. A website for children looks very different from one for corporate executives.

3. Sections — What pages or sections do you need?

List the specific sections you want: a hero banner, an about section, a services list, a photo gallery, a testimonials area, a contact form, and so on.

4. Style — What should it look and feel like?

Describe the visual style: modern and minimal, warm and friendly, bold and colorful, elegant and professional. You can also mention colors ("I want a navy blue and gold color scheme") or reference websites you like.

5. Content — What specific text or information goes on the page?

Include the actual words you want to appear: your name, tagline, services, prices, address, phone number, or any other specific content. The more real content you provide, the less placeholder text Claude will need to use.

6. Technical requirements — Any specific features?

Mention features you need: a mobile-friendly layout, a smooth scrolling effect, a working contact form, a sticky navigation bar, a lightbox for photos, and so on.

Good vs. Less Effective Prompts

See how the level of detail affects the quality of the request:

<p>Less Effective</p> <p><i>Make me a website.</i></p>	<p>More Effective</p> <p><i>Create a single-page portfolio website for me, Sarah Chen, a freelance UX designer. Include: a hero section with my name and tagline ("Designing experiences people love"), an about section with 2-3 paragraphs, a projects section showing 3 case studies as cards, a skills section listing Figma, Sketch, user research, and prototyping, and a contact section with my email sarah@example.com. Use a clean, modern style with a teal and white color scheme. Make it mobile-friendly and put everything in one HTML file.</i></p>
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Pro Tip: Ask for What You Cannot See

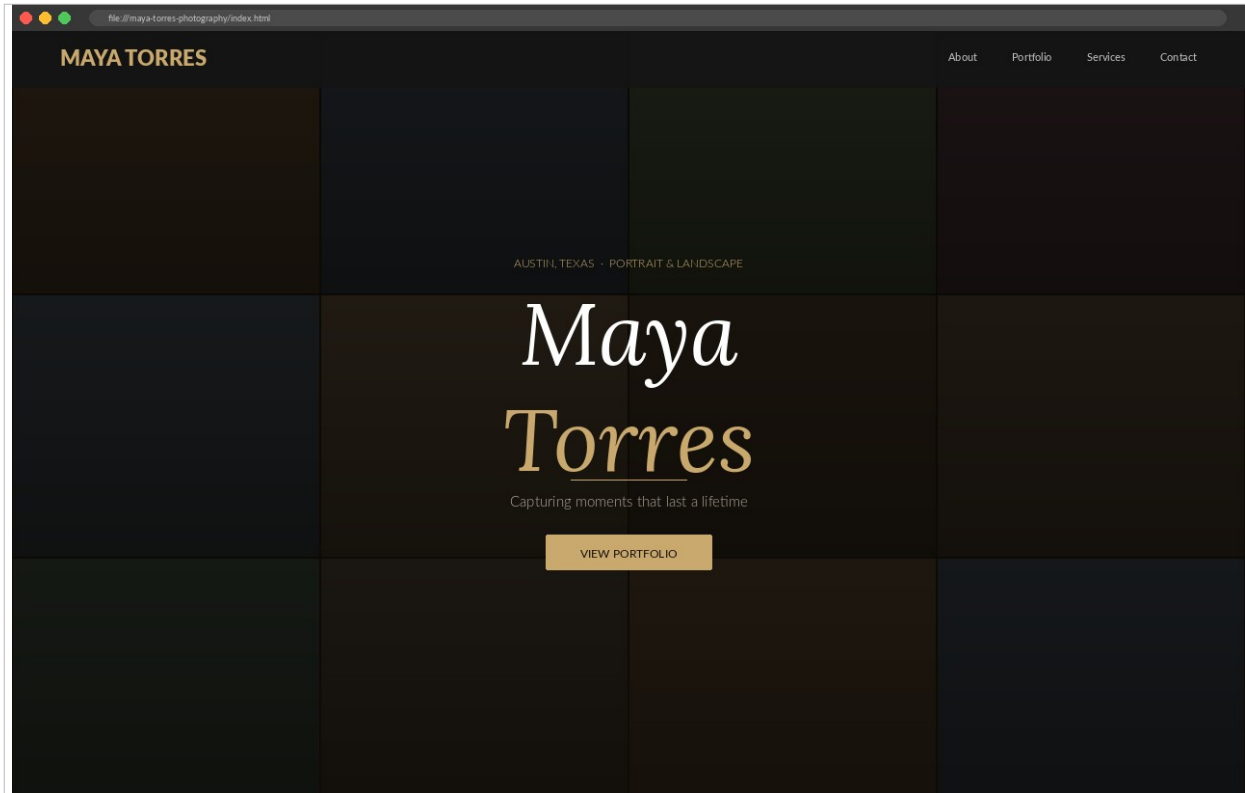
Do not just describe the visual design — also describe the behavior. For example: "When a user hovers over a project card, show a brief description." or "The navigation bar should stay at the top of the screen when the user scrolls down." These small details make the website feel much more polished.

Useful Phrases to Include in Prompts

- "Put all CSS and JavaScript in the same HTML file"
- "Make it fully responsive and mobile-friendly"
- "Use a sticky navigation bar at the top"
- "Include smooth scrolling when clicking navigation links"
- "Use Google Fonts for typography — I like Lato or Poppins"
- "Add hover effects to buttons and links"
- "Include placeholder images using a service like picsum.photos"
- "Keep the design clean and minimal with plenty of white space"

5. Example 1 — Personal Portfolio Website

In this example, Maya is a freelance photographer who wants a website to showcase her work and attract new clients. She has never built a website before.



Front page preview: Maya Torres Photography Portfolio

Maya's Goal

- Showcase a gallery of her best photos
- Tell her story in an about section
- Make it easy for potential clients to contact her
- Look elegant and professional

Maya's Prompt

Example Prompt

Please create a personal portfolio website for me. My name is Maya Torres and I am a professional freelance photographer based in Austin, Texas. I specialize in portrait and landscape photography.

Please include these sections:

- A full-width hero image at the top with my name and tagline:
"Capturing moments
that last a lifetime"
- An About section with a short paragraph about my passion for photography
- A Portfolio section with a grid of 6 photos (use placeholder images from
picsum.photos)
- A Services section listing: Portrait Sessions (\$200), Family Shoots (\$300),
Landscape Prints (\$75+)
- A Contact section with my email: maya@mayatorrosphoto.com and
Instagram: @mayatorrosphoto

Style: elegant, minimal, black and white with warm gold accents. Clean serif font
for headings. Make it fully mobile-friendly. Put everything in one HTML
file.

What Claude Generates

Based on this prompt, Claude will produce a complete HTML file containing all sections. Here is what you can expect:

- A full-screen hero section with an atmospheric background photo, Maya's name in an elegant serif font, and her tagline centered on the page
- A sticky top navigation bar that links to each section and stays visible as you scroll
- An About section with a clean two-column layout featuring text and a profile photo placeholder
- A responsive 3-column photo grid in the Portfolio section that automatically adjusts to 2 columns on tablets and 1 column on phones
- A Services section with three cards showing pricing
- A Contact section with clickable email and Instagram links, styled with gold hover effects

Refining the Result

After reviewing the website, Maya wants to make a few changes. Here are examples of follow-up prompts she might use:

Example Prompt

Can you change the hero section background to have a dark overlay so the white text is easier to read?

Example Prompt

Please add a lightbox effect so that when a visitor clicks on a portfolio photo, it opens larger in the center of the screen.

Example Prompt

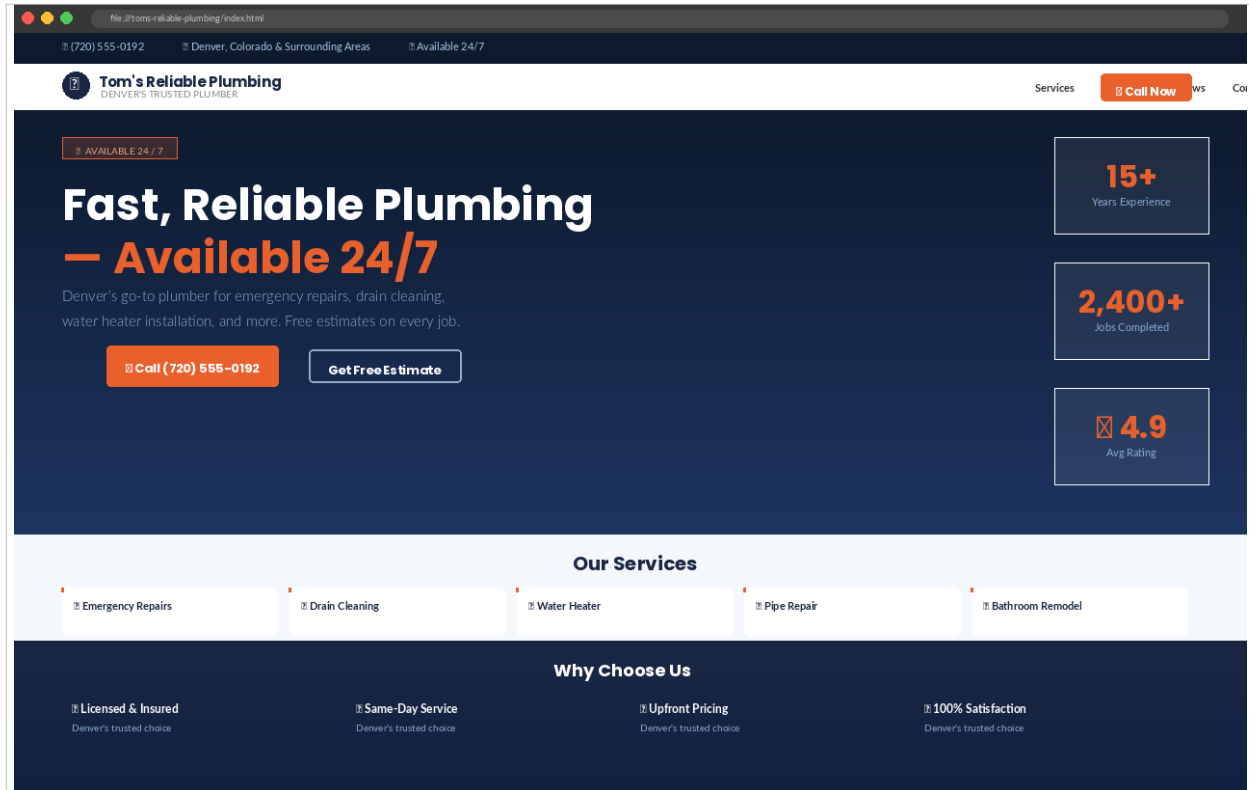
The services section feels a bit plain. Can you add a subtle border and a hover animation to each service card?

Pro Tip: Reference What You Like

If you have seen a website whose style you admire, tell Claude about it. For example: "I love the style of Apple's website — very minimal, lots of white space, and clean typography. Please make my portfolio feel similar." Claude will use this as a style reference.

6. Example 2 — Business Landing Page

Tom runs a residential plumbing business in Denver. He needs a simple, professional webpage to help people find his services online and call him quickly.



Front page preview: Tom's Reliable Plumbing Business Landing Page

Tom's Goal

- Get potential customers to call him
- List his services clearly
- Show his coverage area and availability
- Build trust with testimonials

Tom's Prompt

Example Prompt

Create a business landing page for my plumbing company: "Tom's Reliable Plumbing".

I serve Denver, Colorado and surrounding areas. My phone number is (720) 555-0192.

Please include:

- A prominent header with my company name and phone number as a clickable button
- A hero section with headline: "Fast, Reliable Plumbing – Available 24/7" and a subheadline about free estimates
- A services section listing: Emergency Repairs, Drain Cleaning, Water Heater Installation, Pipe Repair, Bathroom Remodeling
- A "Why Choose Us" section with 4 trust points: Licensed & Insured, Same-Day Service, Upfront Pricing, 100% Satisfaction Guaranteed
- A short testimonials section with 3 fake customer reviews
- A simple contact form (name, phone, message) and my service area
- Footer with business name, phone, and copyright

Style: trustworthy and professional. Use blue and white with orange call-to-action buttons. Mobile-friendly. Single HTML file.

What Claude Generates

Claude will produce a professional trade business landing page with:

- A sticky header bar with the company name on the left and a prominent orange "Call Now" button on the right
- A full-width hero section with a blue background, bold headline, and a prominent button that dials Tom's number when clicked on a phone
- A services section using icon-like symbols and short descriptions for each service
- A four-column "Why Choose Us" grid with icons and brief trust statements
- Three testimonial cards with star ratings, customer names, and short review text
- A contact form with input validation and a service area mention

Refining the Result

Example Prompt

Can you add a "Get a Free Estimate" section near the top with a simple form

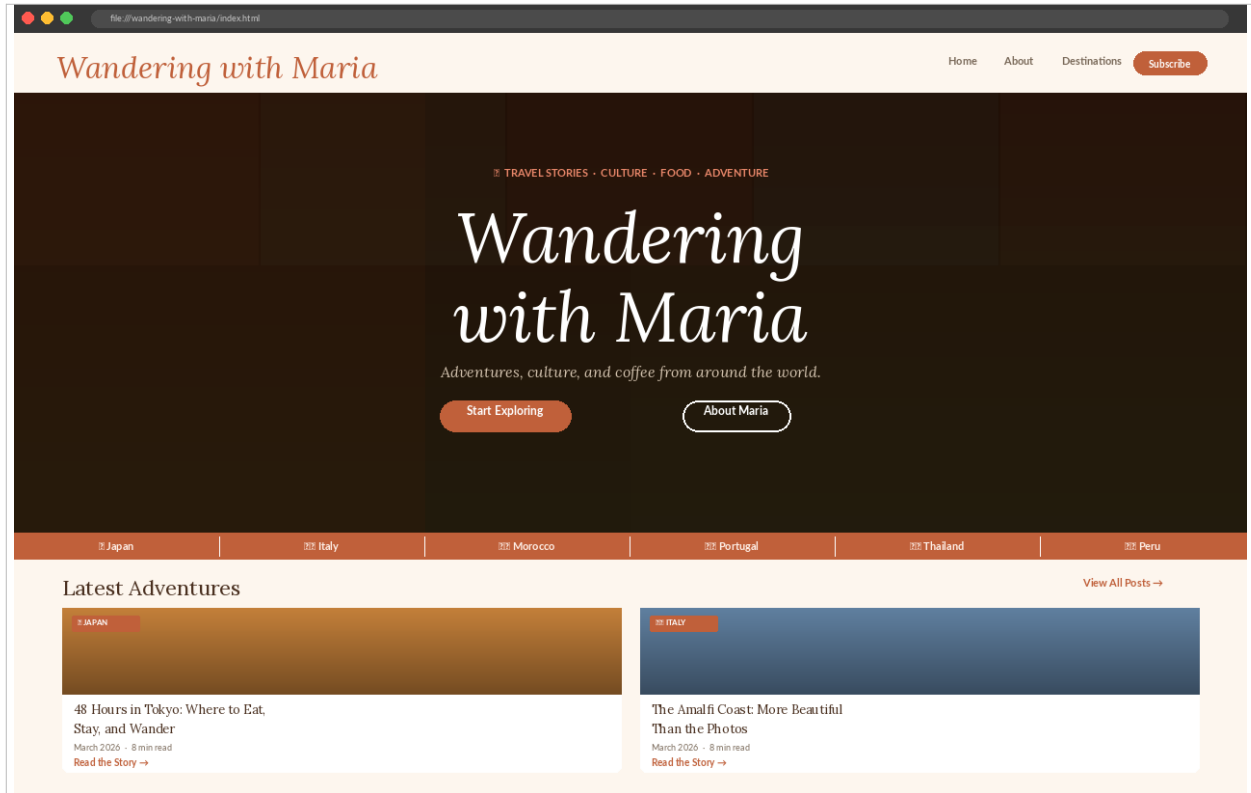
for name, phone number, and a description of the job? Make the submit button orange.

Example Prompt

Please add a Google Maps embed for Denver, Colorado in the contact section.

7. Example 3 — Simple Travel Blog

Maria loves to travel and has been keeping a journal. She wants to share her adventures online with a simple blog that feels warm, personal, and easy to read.



Front page preview: Wandering with Maria Travel Blog

Maria's Goal

- A welcoming homepage that introduces her blog
- A list of recent posts with images and brief descriptions
- An About page section
- A warm, personal feel that reflects her personality

Maria's Prompt

Example Prompt

Create a travel blog website for me. My blog is called "Wandering with Maria".

My tagline is: "Adventures, culture, and coffee from around the world."

I need:

- A header with the blog name and navigation links: Home, About, Destinations, Contact
- A hero section with the tagline and a wide travel photo (placeholder from `picsum.photos`)
- A "Latest Posts" section showing 4 blog post cards, each with a photo, a title, date, and a 2-sentence excerpt. Use these post titles:
 1. "48 Hours in Tokyo: Where to Eat, Stay, and Wander"
 2. "The Amalfi Coast: More Beautiful Than the Photos"
 3. "Solo Travel in Morocco: What Nobody Tells You"
 4. "Hidden Gems of Porto, Portugal"
- An About section with a short paragraph about Maria being a travel writer from Seattle
- A simple footer with social media links (Instagram, Pinterest, YouTube)

Style: warm, inviting, wanderlust-inspiring. Earthy tones – terracotta, cream, and olive green. Handwriting-style font for the blog name, clean sans-serif for body text. Single HTML file, mobile-friendly.

What Claude Generates

Claude will build a warm, magazine-style blog homepage with:

- A hand-lettered style logo using a Google Fonts cursive font, paired with a clean navigation bar
- A large hero section with a travel image, tagline, and a "Start Exploring" button
- A grid of four blog post cards, each with an image, category tag, title, date, excerpt, and a "Read More" link
- An About section with a circular profile photo and friendly intro text
- A footer with social media icon links and a newsletter sign-up field

Refining the Result

Example Prompt

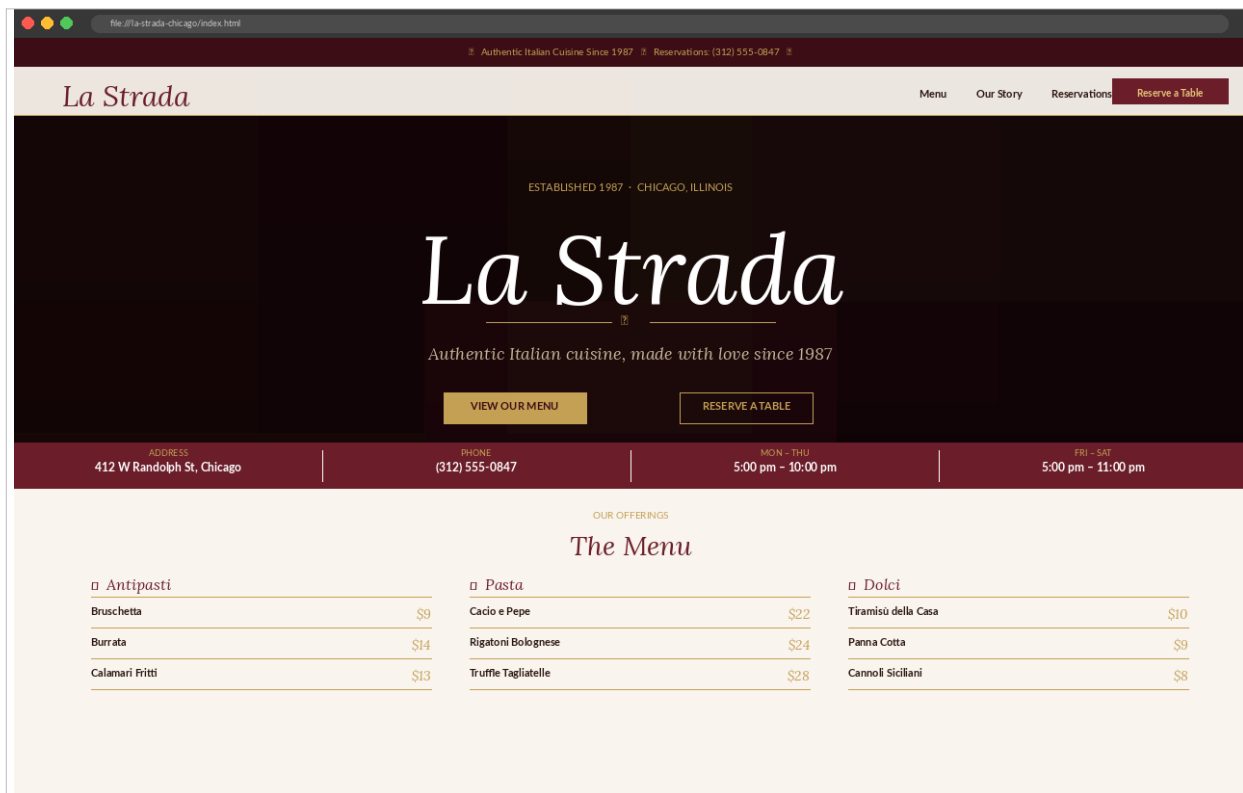
Can you make the blog post cards show a subtle shadow and slight zoom when hovered over?

Example Prompt

Please add a "Destinations" section showing a world map graphic and listing the countries I have visited: Japan, Italy, Morocco, Portugal, Thailand, Peru.

8. Example 4 — Local Restaurant Website

Chef David runs a small Italian restaurant in Chicago called "La Strada." He wants a website that captures the warmth of his restaurant and lets customers find the menu, hours, and reservation information easily.



Front page preview: La Strada Italian Restaurant Website

David's Goal

- Show the menu with categories and prices
- Make the atmosphere feel warm and inviting
- Let customers see hours, location, and make reservations
- Display beautiful food photos

David's Prompt

Example Prompt

Please create a restaurant website for "La Strada" – an authentic Italian restaurant in Chicago, Illinois. Address: 412 West Randolph Street. Phone: (312) 555-0847. Email: info@lastradachicago.com

Hours: Mon-Thu 5pm-10pm, Fri-Sat 5pm-11pm, Sunday closed.

Sections needed:

- Full-width hero with restaurant name and tagline: "Authentic Italian cuisine, made with love since 1987"
- Navigation: Menu, About, Reservations, Contact
- Menu section with 3 categories:
 - * Antipasti: Bruschetta (\$9), Burrata (\$14), Calamari (\$13)
 - * Pasta: Cacio e Pepe (\$22), Rigatoni Bolognese (\$24), Truffle Tagliatelle (\$28)
 - * Dolci: Tiramisu (\$10), Panna Cotta (\$9), Cannoli (\$8)
- About section: warm story about the restaurant's Italian family history
- A reservation section with a simple booking form (name, date, time, party size, email)
- Contact section with address, phone, hours, and a Google Maps embed for the Chicago address

Style: warm, rustic Italian. Deep burgundy and cream colors, elegant script for headings, soft lighting feel. Use food photography placeholders. Single HTML file, mobile-friendly.

What Claude Generates

Claude will create an elegant restaurant website with:

- A cinematic hero section with a dark overlay on a food background photo, the restaurant name in a script font, and a "View Menu" button
- A beautifully formatted menu divided into three sections with item names and prices aligned using elegant typography
- An About section with a warm olive-toned background, family history text, and a vintage-style photo placeholder
- A reservation form with date and time pickers, a party size dropdown, and a submit button
- A contact section with the address, phone, and hours formatted in a clean grid, plus an embedded map

Refining the Result

Example Prompt

Can you add a small wine glass icon next to the Antipasti heading and a pasta icon next to the Pasta heading in the menu? Use emoji icons.

Example Prompt

Please add a photo gallery section with 6 food photos in a 3-column grid, placed between the menu and about sections.

9. Refining and Improving Your Website

Your first result from Claude is almost never the final version — and that is perfectly normal. Refining is a natural part of the process. Here is how to get the most out of each revision.

How to Give Effective Feedback

When something does not look right or you want to change something, be as specific as possible about what you want to change and what you would prefer instead.

Less Effective <i>I don't like the colors.</i>	More Effective <i>Can you change the background color of the hero section from dark gray (#333) to a deep navy blue (#1a2744)? And change the button color from green to gold (#F0C040)?</i>
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Types of Changes You Can Request

Visual Changes

- Changing colors, fonts, or spacing
- Adjusting the size or position of elements
- Adding or removing borders, shadows, or backgrounds
- Changing the layout from one column to two

Content Changes

- Replacing placeholder text with real content
- Adding new sections or removing sections you do not need
- Changing headings, descriptions, or call-to-action text
- Swapping placeholder images for descriptions of real ones

Functional Changes

- Adding a mobile hamburger menu
- Making navigation links scroll smoothly to sections
- Adding a "Back to Top" button
- Making phone numbers and emails clickable
- Adding a loading animation

Structural Changes

- Reordering sections on the page
- Splitting one long page into multiple pages
- Adding a new page (e.g., a separate Contact page)

Pro Tip: Work Iteratively

Rather than asking Claude to change everything at once, make one or two changes at a time. This makes it easier to see what changed, and easier to undo if you do not like a result. Think of it like editing a document — one revision at a time.

Keeping Track of Your Code

As you make changes, it is easy to lose track of the most recent version. Here are two strategies to stay organized:

- Save each version with a number: `index_v1.html`, `index_v2.html`, `index_v3.html` — so you can always go back to a previous version if needed.
- Keep the full code in your chat with Claude. When asking for changes, tell Claude: "Here is my current code:" and paste the code so Claude has the latest version to work from.

10. Tips and Best Practices

Getting the Best Results

- Write your prompt in one clear message rather than multiple short messages. Give Claude the full picture upfront.
- Include real content whenever possible. Actual text, real prices, and specific details produce far better results than saying "add placeholder text."
- Specify your color scheme explicitly. You can use color names ("navy blue") or hex codes ("#1a2744") for precision.
- Always ask for a mobile-friendly layout. Most website visitors today are on phones or tablets.
- Ask for everything in one HTML file during early drafts. This is much easier to manage than separate files.

Common Mistakes to Avoid

- Being too vague: "Make it look nice" gives Claude little to work with. Describe what "nice" means to you.
- Asking for too much at once in a revision. Focus on one or two changes per message.
- Forgetting to test on your phone. Open the saved HTML file on your phone (or use your browser's developer tools to simulate a phone) to check how it looks.
- Losing your work. Always save a copy of the full code after each revision you like.

Useful Follow-up Prompts

Keep these prompts handy for common improvements:

Goal	What to Ask Claude
Fix mobile layout	<i>Please review the code and fix any issues that would cause it to look bad on a mobile phone screen.</i>
Improve load speed	<i>Can you optimize this code so the page loads faster? Minimize inline styles and remove any unused code.</i>
Add a favicon	<i>Please add a simple emoji favicon to the browser tab — use a camera emoji for a photography site.</i>
Improve accessibility	<i>Can you improve the accessibility of this page? Add alt text to all images and ensure text has good color contrast.</i>
Add animations	<i>Please add subtle fade-in animations so each section gently appears as the user scrolls down</i>

Goal	What to Ask Claude
	<i>the page.</i>
Make text editable	<i>I want to update the text myself. Can you add comments in the HTML to show me where to change the main headings and paragraphs?</i>

11. Frequently Asked Questions

Do I need to know how to code?

No. You do not need any coding knowledge to use Claude to build a website. Claude writes all of the code for you. You only need to copy the code, save it as an HTML file, and open it in your browser. However, if you already know a little HTML or CSS, you can also ask Claude to explain what the code does, which can help you make small edits yourself over time.

Can Claude host my website on the internet?

Claude can write the code for your website, but it cannot automatically publish it to the internet for you. To make your website accessible to others, you need to upload the files to a hosting service. Free and easy options include Netlify (netlify.com), GitHub Pages, and Vercel. Ask Claude: "How do I publish my HTML file on Netlify for free?" and it will give you step-by-step instructions.

What if the website does not look right when I open it?

This can happen for a few reasons. First, make sure you saved the file with a .html extension (not .txt or .doc). Second, try a different browser — Chrome and Firefox tend to work best. Third, go back to Claude and describe exactly what looks wrong: for example, "The text in the hero section is overlapping the navigation bar" or "The layout looks fine on desktop but the columns stack incorrectly on my phone." Claude will diagnose and fix the issue.

How do I add my own photos?

Claude uses placeholder images by default because it does not have access to your personal photos. To use your own images, save your photos in the same folder as your HTML file and ask Claude to update the code. For example: "I have a photo called profile.jpg saved in the same folder as the HTML file. Please update the about section to use that image instead of the placeholder."

Can I ask Claude to build a multi-page website?

Yes. You can ask Claude to create multiple linked HTML pages. For example: "Please create a website with three separate pages: index.html (home), about.html, and contact.html. Make sure the navigation links between the pages work correctly." Claude will generate each file separately, and you save them all to the same folder.

What if I want to sell things online?

Claude can build the visual design and layout of an online store, but setting up real payments (so customers can buy products) requires connecting to a payment service like Stripe or PayPal. Claude can guide you through adding a payment button or redirecting to a checkout page, but the actual payment processing requires creating a merchant account with those services.

Can Claude update my website after it is live?

Yes. If you want to update your website — changing text, adding a new section, updating prices, or refreshing the design — just come back to Claude, share your current code, and describe the changes you want. Claude will give you an updated version of the file. Then you simply replace the old file on your hosting service with the new one.

Is there a limit to how complex my website can be?

Claude can handle surprisingly complex websites — multi-page sites, animated interfaces, filtering galleries, interactive menus, and more. The main limitation is that some advanced features (like user login systems, databases, or live product inventory) require a backend server, not just HTML files. For those features, Claude can still help you plan and build them, but they require more advanced setup beyond a simple HTML file.

Ready to Get Started?

Open claude.ai in your browser, start a new conversation, and describe the website you want. Start simple — even a basic prompt can produce impressive results. From there, refine it conversation by conversation until you have exactly what you envisioned.

Remember: the more specific and detailed your description, the better your result will be. Good luck!

— End of Guide —