Betograpy

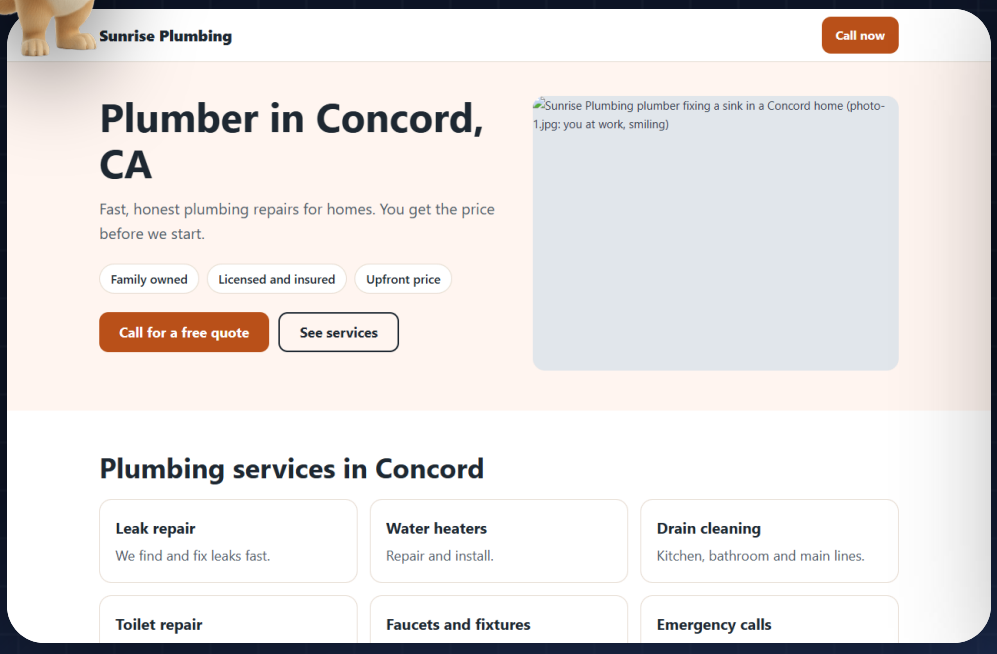
FREE GUIDE

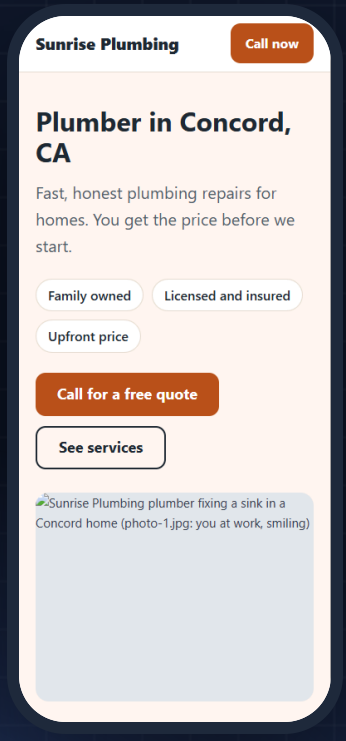
Build your business website FREE with Claude

4 copy-and-paste prompts. No coding. No monthly fee.

- Works on phones
- Google basics built in
- Online for $0







Real result of these prompts for a made-up example business. Gray boxes = where your photos go.

What it really costs

$0

Straight answer first, so there are no surprises.

FREE

- Claude free plan at claude.ai writes the site
- Cloudflare Pages free plan puts it online
- A free address like **yourname.pages.dev**
- Notepad (Windows) or TextEdit (Mac)

OPTIONAL

- \+ Your own .com address. Prices vary by seller and name, usually a yearly fee.
- – Nothing else is needed.

Have these ready

1. Business name, phone, email, address (or the areas you serve)
2. Your services and opening hours
3. 2 or 3 real customer reviews (copy them from Google or texts)
4. 2 to 5 photos: you at work, your team, your shop or van



SUNNY SAYS

The golden rule: only real facts. The prompts tell Claude never to make up reviews, prices or awards. If something is missing, Claude writes **[ADD: ...]** so you can fill it in.

Betography

STEP 1 OF 5 · 10 MIN

Let Claude interview you.

Open claude.ai, start a new chat, paste this, answer each question.

NEW CHAT **Prompt 1**

Copy all of this

```
I want to build a simple website for my small business. Interview me.
Ask me ONE question at a time and wait for my answer before the next one:
1. Business name
2. What you do, in one sentence
3. City and the nearby areas you serve
4. Your main services (up to 6), with one line about each
5. Phone, email, street address (or "no storefront")
6. Opening hours
7. What makes you different (be specific: years, license, family owned, etc.)
8. Up to 3 real customer reviews, with first name
9. Colors you like (or say "pick for me")
10. The one thing you want visitors to do (call, book, visit, get a quote)
When we are done, write everything in one list called MY BUSINESS FACTS.
Do not add anything I did not say.
```



SUNNY SAYS

Be specific. "Family owned since 2015, licensed #123456" builds more trust than "great service".

Claude builds it.

Same chat. Paste this, then your MY BUSINESS FACTS list at the bottom.

Prompt 2

Copy all of this

```
Build my business website as ONE file called index.html.
Rules:
- Use ONLY the facts below. Never make up reviews, prices, awards, years or numbers.
  If something is missing, write [ADD: what is missing] so I can fill it in.
- All CSS inside the file. No frameworks, no outside scripts.
- Mobile first: it must look great on a phone, then on a computer.
- Sections in this order: top bar with name and a Call button, hero, services,
  about, reviews, areas we serve, hours and location, contact, footer.
- Hero: a heading that says my main service and my city, one short line under it,
  a big button for my main action, and a second button to call (tel: link).
- Images: put a light grey box where each photo goes, labeled with the file name
  (photo-1.jpg, photo-2.jpg ...) and what photo to take. Use <img> tags with
  good alt text so I can just drop my photos in the same folder.
- Location: a "Get directions" link to Google Maps with my address (no map embed).
- Google basics: a title under 60 characters with my main service and city,
  a meta description of 140 to 160 characters, only ONE h1, an h2 for each section,
  LocalBusiness schema (JSON-LD) with my real name, phone, address and hours,
  Open Graph tags, and <html lang="en">.
- Easy to read: big text, strong contrast, buttons at least 48px tall.
  Button text never wraps onto two lines on a phone (keep the top bar button
  short, like "Call now").
Give me the full file in one code block.

MY BUSINESS FACTS:
(paste your list from prompt 1 here)
```

Save it, then check it.

1. Make a new folder on your computer called **my-website**.
2. Copy Claude's code with the **Copy** button (or **Download** if it opens in a side panel).
3. Open Notepad, paste, then **File › Save As**: name it **index.html**, "Save as type" **All files**, Encoding **UTF-8**, into my-website. (Mac: TextEdit › Format › Make Plain Text first.)
4. Double-click index.html. Your site opens in your browser.

Prompt 3 · same chat

Copy all of this

```
Check this website like Google and a customer on a phone would. Make a short list:
title length, meta description length, exactly one h1, h2 headings, alt text on every image,
schema matches my facts, phone number is a tel: link, nothing wider than a 375px phone screen,
text contrast, any [ADD: ...] still missing, anything you made up that is not in my facts.
Then give me the fixed full file in one code block.
```



SUNNY SAYS

Then: save the fixed file over your old index.html, and fill in every **[ADD: ...]** yourself.

Put it online.

Free, on Cloudflare Pages.

Your photos first

Rename your photos to match the gray boxes (**photo-1.jpg**, **photo-2.jpg** ...) and put them in the my-website folder next to index.html. Real photos of you and your work beat stock photos every time.

Cloudflare Pages, free

1. Make a free account at **dash.cloudflare.com**.
2. Open **Workers & Pages** and start a new application.
3. Choose the option to **drag and drop your files** (Pages).
4. Type a project name. It becomes your address: **name.pages.dev**.
5. Drag your whole **my-website** folder in, then click **Deploy**.
6. Open your new address on your phone. **You are live.**



YOU ARE LIVE!

Changing it later: fix index.html, then in your Cloudflare project choose **Create a new deployment** and drag the folder in again. Cloudflare's screens change sometimes; if a button name is different, look for "Upload" or "Direct Upload".

Get found.

Your own .com, and telling Google you exist.

Use your own address

Buy a .com from any seller (Cloudflare sells them too). In your Pages project, open **Custom domains**, add it, and follow the steps shown. Keep the account in your own name, so the address always belongs to you.

Tell Google you exist

1. **Google Business Profile:** add your website address to your profile (the listing with your map pin, stars and call button).
2. **Google Search Console** (free, search.google.com/search-console): add your site so Google knows it, and see which searches find you.
3. **Free check:** run your site through our free SEO checker at **betography.com/seo-analyzer**: 15 checks, phone speed, and your Google Business Profile.

Prompt 4 · change anything, any time Copy

```
Change my website: (say what you want, for example "make the buttons green",
"add a section for weekend specials", "shorter hero text").
Keep everything else the same and give me the full file.
```

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THAT'S IT

You have a website. Now make it bring customers.

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GROWTH SCORE

Your to-do list EXAMPLE

- [x] Website live, works on phones
- [ ] Finish your Google Business Profile: fresh posts and photos
- [ ] Ask every happy customer for a review
- [ ] Find the searches that go to your competitors

Want Betography to do it for you?

We build your website and set up your growth plan in one consultation, then keep improving it every month with a live Growth Score and to-do list you can see.

See plans at betography.com

FREE EVERY MORNING

Real Talk: our short daily email of business tips. Sign up at **betography.com/real-talk**.

See you inside,
Beto.

