

# Website creation playbook

## About this playbook

This is a step-by-step guide to building a real website from scratch using AI tools - without writing code yourself. It walks you through the exact path we use: write the requirements, set up a GitHub repository, have an AI coding tool generate the site, and deploy it live on the internet.

It is written for non-technical readers. You do not need to install developer tools, learn a programming language, or use a terminal. Everything happens in your browser.

By the end, you will have a live, mobile-responsive marketing website at a real URL - built in roughly one afternoon, with every choice and prompt documented so you can reuse the workflow for the next site.

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## Step 1 - Create the website requirements

Before any code gets written, you need a clear, written specification of what the website should be. Skipping this step is the single biggest reason AI-generated websites end up looking off-brand, with wrong copy, or with sections in the wrong order.

You will produce this specification by giving a prompt to Claude or ChatGPT. The prompt below is the one we use. It tells the model to act as a senior product manager, references two real websites as design references (one for visual style, one for design-system rigor), and instructs the model to use only the copy you provide.

### How to use it:

1. Open Claude or ChatGPT.
2. Paste the prompt below.
3. Attach two files: (a) a copy of your website text (a spreadsheet or markdown table works - see Appendix B for an example), and (b) optionally a screenshot or PDF of a website whose look you want to emulate.

4. The model produces a Website Requirements Document. Read it carefully. If anything is wrong, ask the model to revise specific sections. Iterate until it matches your intent.
5. Save the final version. You will hand this document to the AI coding tool in Step 3.

## The prompt:

```
<instructions>
You are an expert in software product management, specifically AI-first
products. You have 15+ years building SaaS, and you excel at translating
visual references into precise, token-based requirements that an AI coding
tool can build from without guesswork. You write at SRS level -
comprehensive but lean, no filler.
</instructions>

<task>
Create a single Website Requirements Document (SRS-level, version-tagged,
dated) for a desktop- and mobile-responsive single-page consulting website.
The document will be consumed by an AI coding tool (Codex) as the complete
brief to implement from scratch. It must specify: project overview,
tokenized design system (color, typography, spacing, motion), section-by-
section specifications with token references, interactions/animations,
responsiveness rules, and technical notes (React + Tailwind).
</task>

<context>
- Visual reference (look & feel - palette, mood, layout patterns, no-
photography aesthetic, accordion services): Corvant AI -
https://munichaipartners.lovable.app/.
- Design-system reference (tokenization discipline - typography tokens,
spacing tokens, motion tokens, semantic naming): Elsewhen -
https://www.elsewhen.com/. Apply its rigor to the Munich-style visuals.
- Copy: only the English text in the attached copy file. Do not invent
copy. Use neutral square-bracket placeholders for any UI element the file
does not cover.
- Audience: SME founders, startup founders, incubators, C-level executives,
department heads.
- Primary goal: free consultation bookings. Secondary: credibility and
differentiation from slide-deck consultancies.
- Tone: confident, direct, operator-focused.
</context>

<constraints>
- SRS level only. No code, no component scaffolds, no implementation
snippets.
- Define explicit tokens - color, typography (font, weight, size, line-
height), spacing, motion (duration, trigger, easing) - and reference tokens
by name throughout the section specs. Do not repeat raw hex/px values once
a token exists.
- Mobile-responsive: mobile <768px, tablet 768-1024px, desktop >1024px.
- Use only text from the attached copy file.
- Comprehensive but lean. No marketing fluff. The document must read end-
to-end without filler.
```

```
- Tech stack: React + Tailwind-ready (or Tailwind-like utility CSS). SPA or static page.
</constraints>

<reasoning>
1. Read the attached copy file and map every English line to the section it belongs to.
2. Define the design system as tokens first (palette, typography, spacing, motion).
3. For each section (top to bottom): position, purpose, background, layout, typography (by token), copy (from file), motion, mobile behavior.
4. Add interactions, responsiveness rules, technical notes, and a section-flow summary table.
5. List placeholders to be replaced before launch.
</reasoning>

<output>
A single Website Requirements Document with these sections:
1. Project Overview
2. Design System (color tokens, typography tokens, layout & grid, spacing tokens, motion tokens)
3. Page Sections - top-to-bottom specifications
4. Interactions & Behavior
5. Technical Notes
6. Section Flow Summary table
7. Placeholders to Replace Before Launch
</output>
```

## About the copy/text file:

Keep your website copy in a separate file (a spreadsheet or markdown table) and attach it to the prompt rather than pasting it inline. Two reasons: (1) the prompt template stays reusable for future projects, and (2) the same copy file works as input to the AI coding tool in Step 3. A real example of such a file is in Appendix B.

## What good output looks like:

A document with a design system section (colors, typography, spacing, motion tokens), a section-by-section breakdown of every part of the page (hero, testimonials, services, footer, etc.) with the exact copy in place, and a summary table. See Appendix A for a worked example.

## Step 2 - Create a GitHub account and a repository

GitHub is where your website's code will live. Think of it as a folder in the cloud that the AI coding tool writes into, and that the hosting service (Vercel) reads from. You need an account and one empty repository.

Time: about 10 minutes. You need an email you can access and your phone.

## Part A - Create the account

1. Go to [github.com/signup](https://github.com/signup).
2. Enter your email (one you actually check - they send a verification code) and password.
3. Pick a username. This is public and hard to change later. Use your real name, brand, or initials plus a word. Lowercase, no special characters. Examples: yourwebsitename.
4. Verify your email - enter the code GitHub mails you.
5. Choose the Free plan when asked.

You now have a GitHub account.

## Part B - Create the repository

1. Click the + icon at the top right of GitHub, then select "New repository".
2. Repository name: lowercase, hyphens, no spaces. Example: your-website-name-website.
3. Description (optional): one line, e.g., "Marketing landing page for [your business]."
4. Visibility - pick one:
  - a. **Private** (default recommendation). Only you can see the code. Vercel can still deploy it. Simpler if you are unsure.
  - b. **Public**. Anyone can see and copy your code. Fine for a marketing site if you do not mind. Unlocks free GitHub features like Pages.
5. You can switch later in Settings.
6. Initialize this repository with:
  - a.  Add a README file - check this. It creates the default branch (main) so Codex and Vercel have something to attach to.
  - b.  Add .gitignore - leave unchecked. Codex/Claude will add the right one for the project.
  - c.  Choose a license - leave as "None". You can add one later if you go public.
7. Click "Create repository".
8. Copy the URL from your browser bar (looks like <https://github.com/<your-username>/your-website-name-website>). You will paste this into Codex in Step 3.

Done. The repository exists with one file (README.md) and a default main branch.

## Sanity check before moving on

- You can log in to GitHub from a fresh browser window (test that 2FA works).
- You saved your 2FA recovery codes somewhere safe.
- You have your repository URL copied.
- The repository page shows one file: README.md.

## Things to know

- Your username is near-permanent. GitHub lets you rename, but old links break. Pick once, properly.
- Do not add .gitignore or license at creation time if Codex is going to scaffold the project. Codex/Claude will generate the right ones. Adding GitHub's defaults first can cause a small merge conflict on first push.
- You do not need to install Git, GitHub Desktop, or anything on your computer for this playbook. Codex/Claude pushes code directly through the web.

## Step 3 - Generate the website with Codex

Codex is an AI coding tool that connects to your GitHub repository and writes the website code directly into it. You give it a prompt and your requirements document; it produces a working Next.js application and commits it to your main branch.

### Before you start:

1. Sign in to Codex with your GitHub account (the same one from Step 2).
2. Authorize Codex to access your repository.
3. Open a new task / chat in Codex, pointing it at the repository you created.
4. Attach the final requirements document you produced in Step 1.

Then paste the prompt below.

### The prompt:

```
<role>
You are an expert Senior Front End Engineer with 15+ years building
production front-end applications. You write clean, lean, maintainable code
and follow instructions strictly.
</role>
```

```
<task>
Build the complete website from scratch in the connected GitHub repository.
The repo currently contains only README.md - preserve it.
```

Follow these steps in order:

1. Initialize a Next.js 14 project with TypeScript and Tailwind CSS 3 alongside the existing README.md (do not delete it).
2. Install runtime dependencies: lucide-react, clsx.
3. Configure tailwind.config.ts with the exact color tokens, font families, and spacing from the Design System in the requirements doc.
4. Set up app/layout.tsx (Server Component - never add 'use client') with Playfair Display + Inter via next/font/google, page metadata (title, description, OpenGraph tags), and scroll-behavior: smooth.
5. Set up app/globals.css with Tailwind directives, animation keyframes, and the prefers-reduced-motion media query.
6. Create lib/content.ts with ALL copy from the requirements doc - every string the site displays. Never hardcode copy in components.
7. Create hooks: useFadeIn.ts, useCountUp.ts, useScrollSpy.ts.
8. Create components in this order: SectionBadge → FadeInWrapper → NavbarClient → Navbar → MetricCard → Testimonials → Hero → Guarantee → MidCTA → HowWeWork → AccordionList → Services → HowWeDoIt → WhoWeAre → Urgency → FinalCTA → LeadMagnet → Footer.
9. Compose all components in app/page.tsx (Server Component - never add 'use client') in the order defined in the Section Flow Summary of the

requirements doc.

10. Run `npm run build` and fix any errors until the build is clean.

11. Commit all generated files to `main` with the message "Initial website scaffold" and push.

If any step does not make sense given the requirements doc, stop and ask before doing it.

</task>

<context>

Build a single-page marketing website. Use the attached Website Requirements Document as the single source of truth - it contains section order, copy, design system (color, typography, spacing, motion tokens), layout and behavior specs, interactions, responsiveness rules, and technical notes.

Deployment target: Vercel. Use Next.js's default Vercel-native build (server-rendered). Do NOT configure static export - Vercel handles Next.js natively, and static export would limit future capability (Image Optimization, API routes).

When something is ambiguous in the requirements doc, default to the simplest implementation and add a brief code comment noting the assumption.

</context>

<constraints>

Follow these strictly:

1. Copy is locked. Use ONLY the text from the requirements doc. Do not invent, rephrase, or add new copy. All copy is imported from `lib/content.ts` - never hardcoded in components.

2. Approved runtime dependencies (exhaustive): `next`, `react`, `react-dom`, `lucide-react`, `clsx`. DevDependencies as scaffolded by `create-next-app` (`typescript`, `tailwindcss`, `postcss`, `autoprefixer`, `eslint`, `@types/*`) are allowed. No animation libraries (no `framer-motion`, no `gsap`).

3. No inline hex values. All colors reference Tailwind tokens defined in `tailwind.config.ts`. Never use raw Tailwind defaults (`bg-gray-950`, `text-gray-300`, etc.) when custom tokens exist.

4. Use `clsx()` for ALL conditional or composed class names. No template literals, no string concatenation, no ternaries inside `className`. Static strings or `clsx()` only.

5. Server Components by default. Only add `'use client'` to components that genuinely need `useState`, `useEffect`, `useRef`, or event handlers:

`NavbarClient`, `MetricCard`, `AccordionList`, `FadeInWrapper`. Never add `'use client'` to `layout.tsx` or `page.tsx`.

6. Named Props interfaces. Every component declares `interface ComponentNameProps { ... }` above the component. Destructure props in the function signature. Never use `any`.

7. Mobile-first responsive. Default styles target mobile (<768px). Use `md:`

and lg: prefixes for larger breakpoints. Verify no horizontal scroll at 375px width.

8. Single h1. Only the Hero uses h1. All other section headings are h2.

9. Scroll-margin-top on anchored sections. Every section with an id has scroll-margin-top equal to navbar height (~72px) so content does not hide behind the sticky nav.

10. Accessibility is not optional. Accordion uses aria-expanded and aria-controls. Keyboard navigation works. prefers-reduced-motion disables all animations. Skip-to-content link required. Use <button> for interactive elements, never <div onClick>.

11. Placeholder links use semantic anchors. All "Book a free consultation" CTAs link to #book. The Download the playbook link uses href="#download". External placeholders (e.g., case study, LinkedIn profiles) use href="https://example.com".

12. Accordion state uses string IDs. useState<string | null>(null) - not number. Service items use IDs like "01", "02", etc.

13. Lean, clean code. No dead code, no over-abstraction. If a component is under 30 lines and has no state, keep it as a single function - no premature splitting.

</constraints>

<reasoning>

Before writing each component:

1. Find the matching section in the requirements doc - for copy, layout, background, motion.
2. Apply the constraints above for technical implementation (Server vs Client, clsx, props, accessibility).
3. Write the component, then verify it against the verification list below before moving to the next.

When something is not explicitly covered by the requirements doc:

1. Visual/layout decisions: follow patterns from other sections in the doc (colors, spacing, typography tokens).
2. Code quality decisions: follow the constraints above.
3. When genuinely ambiguous: simplest choice + a one-line code comment noting the assumption.

</reasoning>

<output>

After implementation, verify the output against these:

- Hero content visible without scrolling at 768px viewport height
- No horizontal scrollbar at 375px viewport width
- Navbar hamburger menu works: opens overlay, closes on link click, prevents background scroll
- Accordion opens only one item at a time, chevron rotates, aria attributes update
- All "Book a free consultation" buttons scroll to #book section
- Dark sections (Hero, HowWeDoIt, FinalCTA, Footer) use light text and

```
light SectionBadge variant
- Count-up animation triggers once on scroll into view, not on page load
- prefers-reduced-motion: reduce disables all animations
- npm run build completes with zero errors
- Page metadata is set (title, description, OG tags)
- Lighthouse mobile performance score ≥ 90
- No 'use client' on layout.tsx, page.tsx, or any purely presentational
component
- No template literals or string concatenation in any className - only
static strings or clsx()
- No raw Tailwind defaults (bg-gray-, text-gray-) - only project tokens
from tailwind.config.ts
- Every component has a named Props interface with destructured params
- Accordion state is useState<string | null>, not useState<number | null>
- All files committed to main and pushed
</output>
```

## Before you run this - verify the technical choices fit your project

The prompt above bakes in opinionated technical decisions: Next.js 14, Tailwind CSS 3, no animation libraries, server components by default, clsx for class names, mobile-first, accessibility rules, Vercel-native deploy. These are a defensible default for a marketing landing page - but they are not the only valid choices.

If your requirements differ - for example you need a CMS, e-commerce checkout, multi-language routing, gated content behind login, or a different framework entirely - some of these defaults may be wrong for you.

You do not need to be technical to spot this. You can let an AI cross-check it for you.

## How to verify in two minutes:

1. Open Claude or ChatGPT in another tab.
2. Paste the prompt above and your finalized requirements doc into the chat.
3. Send this message:
  - a. "I plan to give the prompt above to Codex to build the website described in the attached requirements. Before I run it, stress-test the technical choices in the prompt against the requirements. List anything that (a) conflicts with the requirements, (b) is outdated in 2026, (c) is over-engineered, or (d) is under-specified. Be specific and challenge the assumptions - I want bulletproof thinking, not validation."
4. Read what comes back. If the model flags real conflicts, fix the prompt before you give it to Codex. Fixing a prompt costs nothing. Fixing generated code costs hours.

If you change the prompt, run the same verification one more time on the updated version. Two rounds is usually enough.

## Step 4 - Deploy to Vercel

Vercel is the hosting service. It reads code from your GitHub repository, builds it, and serves the resulting website at a real URL. Every time you push a change to GitHub, Vercel re-deploys automatically.

Time: about 5 minutes for a live URL. Add 10–30 minutes if you connect a custom domain.

## Part A - Sign up and deploy (free, Vercel subdomain)

1. Go to [vercel.com](https://vercel.com) and click "Sign Up".
2. Sign up with GitHub. Pick the same GitHub account you used in Step 2. Vercel uses GitHub for login and to read your repositories - both at once, no separate connection.
3. Authorize Vercel. GitHub will ask you to grant Vercel permission to see your repositories. Choose either:
  - a. "All repositories" - easier (no friction when you add more projects later), or
  - b. "Only select repositories" - pick just your website repo. More restrictive, more clicks later.
4. Pick the Hobby plan when prompted. Free forever for personal/non-commercial use, includes 100 GB of bandwidth per month, automatic HTTPS, global CDN. Plenty for a launch.
5. Verify your email.
6. Set an Account Name (this becomes your Vercel subdomain prefix). Pick something clean - for example, `yourwebsitename`.
7. In the Vercel dashboard, click "Add New... → Project".
8. Find your repository in the "Import Git Repository" list and click "Import".
9. Configure the project:
  - a. **Framework Preset:** should auto-detect as Next.js. If not, pick it manually.
  - b. **Root Directory:** leave as `./`.
  - c. **Build & Output Settings:** leave defaults. Do not override.
  - d. **Environment Variables:** leave empty (this site does not need any).
10. Click "Deploy". Vercel runs the build (~1–2 minutes) and gives you a live URL like `https://your-website-name.vercel.app`.
11. Open the URL. The site should load. Click around, test on mobile (use browser dev tools or your phone).

You are live.

From this point on, every push to `main` on GitHub auto-deploys. Push a typo fix and 90 seconds later it is on the live URL. No manual deploy step ever again.

## Part B - Connect a custom domain (optional)

If you own a domain (e.g., `yourdomain.com`), wire it up:

1. In Vercel, open the project, then go to **Settings → Domains → Add**.
2. Type your domain (e.g., `yourdomain.com`) and click **Add**.
3. Vercel shows you the DNS records to add. There are two cases:
  - a. **Apex domain** (e.g., `yourdomain.com`): add an A record pointing to the number displayed in Vercel. Some hosts call the name field "@" or leave it blank.
4. Vercel will tell you exactly which one you need. Add both apex and `www` for a complete setup.
5. Go to your domain registrar (where you bought the domain - GoDaddy, Namecheap, Cloudflare, etc.), open DNS settings, and add the records Vercel showed you.
6. Wait for DNS to propagate. Usually 5–30 minutes, can take up to 24 hours. Vercel checks automatically and shows green when ready.

7. HTTPS is automatic - Vercel provisions a free SSL certificate once DNS verifies. You do nothing.

Once green, your site is live at your real domain.

## Sanity check before considering it done

- Site loads on the Vercel URL.
- Hero, accordion, mobile menu, all CTAs work.
- No console errors when you open browser dev tools (F12 → Console).
- Site loads on mobile (test on your actual phone, not just a resized browser).
- Custom domain (if applicable) loads with `https://` and a padlock icon.
- Pushing a small change to `main` in GitHub triggers a new deploy on Vercel.

## Things to know

- Hobby plan has a “non-commercial” clause. A marketing site for your consulting business may technically violate it depending on how Vercel interprets it. In practice, small business sites on Hobby get tolerated. If you start running paid ads to it or get over ten thousand visitors per month, upgrade to Pro to stay clean.
- DNS propagation can lie. Your laptop might still see the old DNS after Vercel says “ready.” Test from your phone on cellular (different DNS cache) before declaring victory.
- Build failures on deploy are usually local Codex bugs. If Vercel’s build fails, the same `npm run build` would have failed locally. Push the fix; do not fight Vercel.
- Preview deployments leak. Every branch you push gets its own public URL with no authentication. Fine for sharing with a colleague - bad if you are testing sensitive copy or pricing experiments. To gate them: Settings → Deployment Protection → enable password or SSO (Pro plan only).
- You do not need a Vercel CLI, GitHub Actions, or any local tools. Everything in this step happens in the browser.
- Analytics is one click. Settings → Analytics → enable. Vercel’s built-in analytics is free for Hobby (with limits) and good enough for early traffic.

## Appendix

The two artifacts below are the real, finished outputs from one project (Corvant AI). They show what “good” looks like at each stage, so you can compare your own outputs against a working example.

### A. Final website requirements (worked example)

This is the version of the requirements document that was handed to Codex in Step 3. It is the single source of truth for the build.

#### Website Requirements Document

AI-First Consulting & Implementation Landing Page

Version 2.2 - May 2026

**Purpose:** Provide a detailed specification for AI coding tools (Codex, Claude Code, Lovable, etc.) or developers to implement a single-page consulting website with Elsewhen-style UI, while using the copy provided by the client.

#### 1. Project Overview

**Site Type:** Single-page marketing / lead-generation landing page

**Target Audience:** SME founders, startup founders, incubators, C-level executives, department heads

**Primary Goal:** Generate consultation bookings (free exploratory call)

**Secondary Goal:** Establish credibility and differentiation from slide-deck consultancies

**Tone:** Confident, direct, no-nonsense, operator-focused

#### 2. Design System

##### 2.1 Color Palette

Inspired by the Corvant AI reference site. Earthy, premium, muted. Avoids corporate blue.

Name	Hex
Dark Olive (Primary)	#3D3D2E
Cream (Background)	#F5F0E8
Off-White (Cards)	#FAF8F4
Olive (Accent)	#6B6B4E
CTA Green (Buttons)	#4A5A3A
Charcoal (Body text)	#2D2D2D
Medium Gray (Secondary)	#666666
Light Border	#E0DCD4
White	#FFFFFF

## 2.1.1 Color Palette Tokens

Token	Hex	Usage
color-primary	#3D3D2E	Dark Olive, headings, dark backgrounds
color-background	#F5F0E8	Section background
color-card	#FAF8F4	Cards / light panels
color-accent	#6B6B4E	Section badges, numbering, accents
color-cta	#4A5A3A	CTA buttons
color-text	#2D2D2D	Body text
color-text-secondary	#666666	Subtext, captions
color-border-light	#E0DCD4	Card borders, subtle separators
color-white	#FFFFFF	Button text, highlights

## 2.2 Typography Tokens

Token	Font Family	Weight	Size	Line Height	Usage
heading-hero	Playfair Display, serif	700	60px	1.2	Hero H1
heading-section	Playfair Display, serif	700	40px	1.3	Section headings
subheading	Inter, sans-serif	500	20px	1.4	Section tags / badges
body	Inter, sans-serif	400	16px	1.5	Paragraphs
small-text	Inter, sans-serif	400	14px	1.4	Captions, fine print
button-cta	Inter, sans-serif	600	16px	1.3	Primary CTA

## 2.3 Layout & Grid

- **Max Content Width:** 1200px, centered
- **Vertical Spacing:** 80–120px between sections
- **Responsive:** Mobile-first, stack horizontal elements vertically on <768px
- **Grid:** Tailwind-like utility grid; 3-column on desktop, 1-column on mobile
- **Sticky Navbar:** Logo left, links center-right, CTA far right
- **Scroll:** Smooth scroll-to-section on nav link click
- **Whitespace:** Generous padding, no stock photography

### 2.3.1 Spacing tokens

Token	Value	Usage
section-padding-vertical	100px	Space above & below main sections

section-padding-horizontal	24px	Mobile horizontal padding
container-max-width	1200px	Centered content width
card-padding	24px	Cards in testimonial, services, etc.
card-border-radius	8px	Rounded corners
button-radius	8px	CTA and buttons
gap-small	16px	Small vertical/horizontal gaps
gap-medium	32px	Moderate spacing
gap-large	80px	Large spacing between sections

## 2.4 Motion / Animation

- Fade-in sections on scroll
- Metrics count-up on first view
- Accordion expansion for services
- CTA button hover: subtle scale or shadow
- Nav background slightly opaque on scroll

### 2.4.1 Animation Tokens

Token	Type	Duration	Trigger	Easing
fade-in-section	opacity / translateY	0.6s	on scroll into viewport	ease-out
count-up-metric	number animation	1s	first view	linear
accordion-expand	height transition	0.4s	click	ease-in-out
button-hover	scale + shadow	0.2s	hover	ease-in
nav-shadow-on-scroll	box-shadow	0.3s	scroll past hero	ease-in-out

## 3. Page Sections - Detailed Specifications

Each section below specifies: position in page flow, copy, purpose, layout, and color treatment. Sections are listed top-to-bottom in scroll order.

### 3.1 Navigation Bar

Sticky, z-index above content.

**Background:** color-background (#F5F0E8), bottom border color-border-light (#E0DCD4)

**Layout:** - Max-width: container-max-width - Flex row: logo left, nav links center-right, CTA far right - Gap between nav links: gap-medium

**Typography:** - Nav links: body token - CTA button: button-cta token, background color-primary

**Content:** - Logo/brand left: **Corvant AI** - Nav links center-right: **Impact, Services, About, Team** - CTA button far right: **Book a Call**

**Motion:** Sticky. Shadow appears on scroll: nav-shadow-on-scroll.

**Mobile:** Hamburger menu, CTA button remains visible.

## 3.2 Hero Section

**Height:** 65vh

**Background:** color-primary (#3D3D2E) with subtle noise gradient

**Padding horizontal:** section-padding-horizontal

**Elements:** - H1 (two lines): heading-hero, color: color-white - Subheading: subheading, color: color-white, margin-top: gap-small - CTA Button: button-cta with background color-cta

**Copy:** - Headline (H1) line 1: "Better business results," - Headline (H1) line 2: "from strategy to execution." - Subheadline: "We help leaders identify the highest-value problems and solve them, leveraging decades of operating experience, using AI where it creates real business value." - CTA Button: Book a free consultation →

**Layout:** Flex column, centered, gap gap-medium

**Motion:** fade-in-section

## 3.3 Delivered Results / Testimonials

**Background:** color-background (#F5F0E8)

**Layout:** Section heading, 3 cards row (desktop), stacked mobile

**Copy:** - Heading: Value delivered to our clients

**Container:** container-max-width, grid: 3 columns desktop, 1 column mobile, gap gap-large

**Cards:** - Background: color-card (#FAF8F4) - Border: color-border-light - Border radius: card-border-radius - Padding: card-padding

**Card Content:** - Company name: subheading, color color-accent - Metric: heading-section size, color color-primary - Title: body (bold), color color-text - Description: body, color color-text-secondary

**Card 1 - Urban Point:** - Metric: 4X - Title: Faster software development - Description: "Established a standardized AI-first engineering workflow - 4x faster delivery, quality preserved."

**Card 2 - FastReview:** - Metric: €1M+ - Title: Funding raised - Description: "Rebuilt FastReview's investor story and AI-first product vision."

**Card 3 - Starise AI:** - Metric: 100X - Title: Outreach capacity - Description: "Built a Google Maps lead engine that scaled cold outreach 100x - same team, same cost."

**Motion:** Cards fade-in-section, metric numbers count-up-metric

### 3.4 Commitment / Risk Removal

**Background:** Off-White highlight (#FAF8F4)

**Text:** Centered, max-width 700px, heading in heading-section, color color-primary; body in body, color color-text

**Motion:** fade-in-section

**Layout:** Centered, max-width 700px

**Copy:** - Heading: Our Commitment - Body 1: "Every engagement starts with clear success metrics - agreed upfront." - Body 2: "We only take on projects where we're confident we can deliver measurable results."

### 3.5 Mid-Page CTA

Button only.

**Background:** color-background

**Button:** Centered, button-cta token, background color-cta

**Copy:** Book a free consultation →

### 3.6 Our Approach

**Background:** color-card (#FAF8F4)

**Text:** Centered paragraph, body token

**Motion:** fade-in-section

**Copy:** - Heading: Our approach - Body: "We start with your business, not with AI. We identify the highest-value opportunity, execute quickly, and measure the result."

**Layout:** Centered, visually linked to Services section.

### 3.7 Where We Can Add Value (Services)

**Background:** color-card (#FAF8F4)

**Heading:** heading-section

**Layout:** Accordion, numbered items (01-05), expand one at a time.

**Item Styling:** - Card: white, border color-border-light, rounded card-border-radius - Number: subheading, color color-accent - Title: subheading, color color-primary - Description: body, color color-text-secondary - Expand chevron: right-aligned, rotates on expand

**Copy:** - Heading: Where we can add value - **01 AI Implementation:** "Identify where AI can create real value, put it into practice, and measure the business result." - **02 Strategy:**

"Helping you decide where to focus, what to change, and how to move the business forward." - **03 Product:** "From early concept through design, build, pricing, and launch - we help shape products customers understand and want." - **04 Marketing & Sales:** "Helping you improve how you attract demand, move deals forward, and turn commercial effort into real growth." - **05 Operations:** "Make your operations faster, higher quality, and ready for more volume - without a linear increase in cost."

**Motion:** Accordion: accordion-expand

## 3.8 How We Do It, Differently

**Background:** color-primary (#3D3D2E)

**Text Block:** Centered, max-width 800px

**Heading:** heading-section, color color-white

**Body:** body, color color-white

**Optional:** Two-Column Contrast Card

**Motion:** fade-in-section

**Copy:** - Heading: Others deliver slides. We deliver outcomes. - Body: "Most firms hand over a deck and disappear when execution gets hard. We don't. We bring hands-on operating experience, use AI to move faster and produce better work, and stay focused on what matters: measurable results in the business."

**Link:** Below body text. Copy: "See how we did it for Urban Point →" - styled as an inline text link, Cream color with underline on hover.

## 3.9 Who We Are (Team)

**Background:** color-background

**Content:** Paragraph

**Text:** body token for paragraphs, role labels subheading token

**Heading:** heading-section, color color-primary

**Copy:** - Heading: We're operators, not theorists - Intro: "Together, we bring 40+ years of hands-on experience building, scaling, and fixing companies from the inside - leading product, sales, and operations. We now bring that experience directly to our clients."

**Partners (inline, below the paragraph, no cards):** - Ivan Skoko, Partner - Connect on LinkedIn - Tracy Chang, Partner - Connect on LinkedIn - Michael Malderle, Partner - Connect on LinkedIn

**Layout:** Centered heading + single paragraph + partner line. Clean, no cards. Max-width 800px.

## 3.10 Urgency

**Background:** color-background

**Text:** Centered, max-width 700px, heading-section for pull-quote, color color-primary

**Motion:** fade-in-section

**Copy:** "AI is changing how companies build, sell, and operate. The leaders who figure out where to apply it - and where not to - are pulling ahead. The gap compounds quietly, then suddenly. Evolve or get left behind."

### 3.11 Final CTA Section

**Background:** color-primary (#3D3D2E)

**Heading:** heading-section, color color-white

**Body:** body, color color-white

**CTA Button:** Centered, button-cta token, background color-cta

**Copy:** - Heading: Ready to talk? - Body: "30 minutes, no pitch deck, no obligation. Tell us about your business, your bottlenecks, and your priorities. Let's explore where we can help." - CTA Button: Book a free consultation

### 3.12 Lead Magnet

**Background:** color-background / color-card

**Text:** Heading + paragraph, max-width 700px, centered

**CTA Button:** Olive outlined style, button-cta token

**Motion:** fade-in-section

**Copy:** - Heading: An example of how we use AI - Body: "This is the full playbook we used to build the site you're on." - CTA: Download the playbook

**Layout:** Card or subtle highlighted block. Heading + short paragraph + download/email-capture button. Max-width 700px, centered.

### 3.13 Footer

**Background:** color-primary (#3D3D2E)

**Layout:** Single row desktop, stacked mobile. Brand name + tagline (left). Email + location (center). Copyright (right).

**Text:** small-text, color color-white

**Content:** - Brand line: Corvant AI | AI-First Consulting - Contact: hello@[domain].com | Munich, Germany - Copyright: © 2026 Corvant AI. All rights reserved.

## 4. Interactions & Behavior

### 4.1 Navigation

- Smooth scroll to section anchors on click
- Active state on nav link matching current scroll position
- Nav background becomes slightly more opaque on scroll

## 4.2 Animations

- Sections fade in on scroll (IntersectionObserver or equivalent)
- Metric numbers in testimonial cards: count-up animation on first view
- Service accordion: smooth expand/collapse
- CTA buttons: subtle scale or shadow on hover

## 4.3 Responsiveness

- Breakpoints: mobile (<768px), tablet (768–1024px), desktop (>1024px)
- Testimonial cards: 3-col → 1-col on mobile
- CTA button pairs: side-by-side → stacked on mobile
- Navigation: full links → hamburger menu on mobile

## 5. Technical Notes

- React + Tailwind-ready / CSS-in-JS
- SPA or static page
- Lazy-load below fold
- CTA buttons should link to Calendly (or equivalent booking tool). Use placeholder URL for now.
- Lead magnet download: placeholder PDF link or email capture form (Mailchimp/ConvertKit embed).
- SEO: proper meta tags, Open Graph, semantic HTML (h1 only once, proper heading hierarchy).
- Performance: lazy-load below-fold content. Target <3s load time.
- Accessibility: proper contrast ratios (WCAG AA minimum), keyboard navigation, alt text for any images.
- Analytics: placeholder for Google Analytics / Plausible snippet.

## 6. Section Flow Summary

#	Section	Purpose	Background	Key Element
1	Nav Bar	Navigation + CTA	Cream #F5F0E8	Sticky, "Book a Call"
2	Hero	Value prop	Dark Olive #3D3D2E	H1 + CTA
3	Delivered Results	Social proof	Cream #F5F0E8	3 metric cards (Urban Point, FastReview, Starise AI)
4	Commitment	Risk removal	Off-White #FAF8F4	Success metrics promise
5	Mid CTA	Early conversion	Cream #F5F0E8	Single button
6	Our Approach	Positioning	Off-White #FAF8F4	1 paragraph
7	Where We Can Add Value	Capability breadth	Off-White #FAF8F4	Accordion (5 items)

8	How We Do It, Differently	Differentiation	Dark Olive #3D3D2E	Contrast block + Urban Point link
9	Who We Are	Trust in people	Cream #F5F0E8	Paragraph + 3 partners
10	Urgency	Motivation	Cream #F5F0E8	Pull-quote text
11	Final CTA	Primary conversion	Dark Olive #3D3D2E	"Ready to talk?" + CTA
12	Lead Magnet	Secondary capture	Cream / Off-White	"Download the playbook"
13	Footer	Info + legal	Dark Olive #3D3D2E	Contact + copyright

## B. Website copy / text used (worked example)

This is the exact copy file that was attached to the requirements prompt in Step 1 and to the Codex prompt in Step 3. Two-column format (English + German translation). For your own project, replace these rows with your copy.

Section	Original English	German translation
Navigation / Brand	Corvant AI	Corvant AI
Navigation	Impact	Wirkung
Navigation	Services	Leistungen
Navigation	About	Über uns
Navigation	Team	Team
Navigation CTA	Book a Call	Gespräch buchen
Hero heading line 1	Better business results,	Bessere Geschäftsergebnisse,
Hero heading line 2	from strategy to execution.	von der Strategie bis zur Umsetzung.
Hero subheading	We help leaders identify the highest-value problems and solve them, leveraging decades of operating experience, using AI where it creates real business value.	Wir helfen Führungskräften, die wertvollsten Probleme zu identifizieren und zu lösen - gestützt auf jahrzehntelange operative Erfahrung und den Einsatz von KI dort, wo sie echten geschäftlichen Mehrwert schafft.

Hero CTA	Book a free consultation →	Kostenloses Erstgespräch buchen →
Value section heading	Value delivered to our clients	Für unsere Kunden geschaffener Mehrwert
Results card 1 / Company	Urban Point	Urban Point
Results card 1 / Number	4X	4x
Results card 1 / Title	Faster software development	Schnellere Softwareentwicklung
Results card 1 / Result	Established a standardized AI-first engineering workflow - 4x faster delivery, quality preserved.	Einen standardisierten KI-orientierten Engineering-Workflow etabliert - 4x schnellere Lieferung bei gleichbleibender Qualität.
Results card 2 / Company	FastReview	FastReview
Results card 2 / Number	€1M+	€1M+
Results card 2 / Title	Funding raised	Finanzierung eingeworben
Results card 2 / Result	Rebuilt FastReview's investor story and AI-first product vision.	Die Investor Story und die KI-orientierte Produktvision von FastReview neu aufgebaut.
Results card 3 / Company	Starise AI	Starise AI
Results card 3 / Number	100X	100X
Results card 3 / Title	Outreach capacity	Outreach-Kapazität
Results card 3 / Result	Built a Google Maps lead engine that scaled cold outreach 100x - same team, same cost.	Eine Google-Maps-Lead-Engine aufgebaut, die Kaltakquise um den Faktor 100 skaliert hat - mit demselben Team und denselben Kosten.
Commitment heading	Our Commitment	Unser Versprechen
Commitment body 1	Every engagement starts with clear	Jede Zusammenarbeit beginnt mit klaren Erfolgskennzahlen -

	success metrics - agreed upfront.	vorab gemeinsam vereinbart.
Commitment body 2	We only take on projects where we're confident we can deliver measurable results.	Wir übernehmen nur Projekte, bei denen wir überzeugt sind, messbare Ergebnisse liefern zu können.
Mid-page CTA	Book a free consultation →	Kostenloses Erstgespräch buchen →
Approach heading	Our approach	Unser Ansatz
Approach body	We start with your business, not with AI. We identify the highest-value opportunity, execute quickly, and measure the result.	Wir beginnen mit Ihrem Geschäft, nicht mit KI. Wir identifizieren die wertvollste Chance, setzen schnell um und messen das Ergebnis.
Value-add heading	Where we can add value	Wo wir Mehrwert schaffen können
Accordion 01 / Title	AI Implementation	KI-Implementierung
Accordion 01 / Description	Identify where AI can create real value, put it into practice, and measure the business result.	Identifizieren, wo KI echten Mehrwert schaffen kann, sie in die Praxis bringen und das Geschäftsergebnis messen.
Accordion 02 / Title	Strategy	Strategie
Accordion 02 / Description	Helping you decide where to focus, what to change, and how to move the business forward.	Wir helfen Ihnen zu entscheiden, worauf Sie sich fokussieren, was Sie verändern und wie Sie Ihr Unternehmen voranbringen.
Accordion 03 / Title	Product	Produkt
Accordion 03 / Description	From early concept through design, build, pricing, and launch - we help shape products customers understand and want.	Vom ersten Konzept über Design, Entwicklung, Preisgestaltung und Markteinführung - wir helfen dabei, Produkte zu gestalten, die Kunden verstehen und wollen.
Accordion 04 / Title	Marketing & Sales	Marketing & Vertrieb

Accordion 04 / Description	Helping you improve how you attract demand, move deals forward, and turn commercial effort into real growth.	Wir helfen Ihnen, Nachfrage besser zu erzeugen, Verkaufschancen voranzubringen und kommerziellen Aufwand in echtes Wachstum zu übersetzen.
Accordion 05 / Title	Operations	Operations
Accordion 05 / Description	Make your operations faster, higher quality, and ready for more volume - without a linear increase in cost.	Machen Sie Ihre operativen Abläufe schneller, hochwertiger und bereit für mehr Volumen - ohne linearen Kostenanstieg.
Lead magnet heading	An example of how we use AI	Ein Beispiel dafür, wie wir KI einsetzen
Lead magnet body	This is the full playbook we used to build the site you're on.	Das ist der vollständige Leitfaden, mit dem wir diese Website erstellt haben.
Lead magnet CTA	Download the playbook	Leitfaden herunterladen
Differentiator heading	Others deliver slides. We deliver outcomes.	Andere liefern Folien. Wir liefern Ergebnisse.
Differentiator body	Most firms hand over a deck and disappear when execution gets hard. We don't. We bring hands-on operating experience, use AI to move faster and produce better work, and stay focused on what matters: measurable results in the business.	Die meisten Firmen übergeben eine Präsentation und verschwinden, wenn die Umsetzung schwierig wird. Wir nicht. Wir bringen praktische operative Erfahrung ein, nutzen KI, um schneller zu arbeiten und bessere Ergebnisse zu erzielen, und bleiben auf das fokussiert, worauf es ankommt: messbare Ergebnisse im Unternehmen.
Differentiator link	See how we did it for Urban Point →	Sehen Sie, wie wir es für Urban Point umgesetzt haben →

Team heading	We're operators, not theorists	Wir sind Praktiker, keine Theoretiker
Team intro	Together, we bring 40+ years of hands-on experience building, scaling, and fixing companies from the inside - leading product, sales, and operations. We now bring that experience directly to our clients.	Gemeinsam bringen wir über 40 Jahre praktische Erfahrung darin mit, Unternehmen von innen aufzubauen, zu skalieren und weiterzuentwickeln - in führenden Rollen in Produkt, Vertrieb und Operations. Diese Erfahrung bringen wir heute direkt zu unseren Kunden.
Person 1 name	Ivan Skoko	Ivan Skoko
Person 1 title	Partner	Partner
Person 1 link	Connect on LinkedIn	Auf LinkedIn vernetzen
Person 2 name	Tracy Chang	Tracy Chang
Person 2 title	Partner	Partner
Person 2 link	Connect on LinkedIn	Auf LinkedIn vernetzen
Person 3 name	Michael Malderle	Michael Malderle
Person 3 title	Partner	Partner
Person 3 link	Connect on LinkedIn	Auf LinkedIn vernetzen
Urgency statement	AI is changing how companies build, sell, and operate. The leaders who figure out where to apply it - and where not to - are pulling ahead. The gap compounds quietly, then suddenly. Evolve or get left behind.	KI verändert, wie Unternehmen bauen, verkaufen und arbeiten. Führungskräfte, die verstehen, wo sie KI einsetzen sollten - und wo nicht -, ziehen davon. Der Abstand wächst zunächst leise, dann plötzlich. Entwickeln Sie sich weiter - oder bleiben Sie zurück.
Final CTA heading	Ready to talk?	Bereit für ein Gespräch?
Final CTA body	30 minutes, no pitch deck, no obligation. Tell us about your business, your bottlenecks, and your	30 Minuten, keine Präsentation, unverbindlich. Erzählen Sie uns von Ihrem Unternehmen,

	priorities. Let's explore where we can help.	Ihren Engpässen und Ihren Prioritäten. Lassen Sie uns gemeinsam prüfen, wo wir helfen können.
Final CTA button	Book a free consultation	Kostenloses Erstgespräch buchen