How to Use ChatGPT as Your Web Designer

Members' Live Monthly Zoom

Course Summary

28th October, 2026

Course Overview

This session explored how you can use ChatGPT to create a website, turn business information into an interactive customer proposal and carry out work on your existing website.

The main benefit is that you can explain what you want in normal language. You can request design options, supply your content, ask for changes and get help with tasks that would otherwise involve working through a website's editing system.

However, a useful website needs more than an attractive design. It needs accurate information, the right pages, clear next steps for visitors and working features. The quality of the brief you give ChatGPT makes a considerable difference.

Features, prices and usage limits mentioned below reflect what was discussed during the session.

Get ChatGPT to create a new website for you

Brochure site, not e-commerce

A brochure website explains your business, presents your products or services and encourages people to enquire. The demonstration showed how ChatGPT could help with the design, build the pages and make subsequent changes through a conversation.

The ongoing maintenance was a significant part of the benefit. Instead of finding a page in your website's editing system, locating an image and replacing it manually, you could attach the new image and ask ChatGPT to make the change.

You could also ask it to update a price wherever it appears, create a page for a new service or add links from existing pages. This makes maintaining the website more accessible to someone who is uncomfortable working with a conventional website editor.

How to get a brand new brochure website

Start with a proper brief

You could attach your logo, provide a few business details and ask ChatGPT to create a website. That is a basic starting point, but the course demonstrated a more thorough approach.

Before requesting the design, prepare a brand kit, suitable photographs and a document containing your business information. Then research what helps websites

in your industry generate enquiries and plan the pages around the searches you want to be found for.

Think about what you would give a human web designer. ChatGPT needs that information too.

Create your brand kit

A brand kit brings together the colours, fonts and overall look and feel ChatGPT should follow.

In the demonstration, Evan used a fictional dog-grooming business. He supplied its logo and a website he liked as a reference for the visual direction.

An established business could also supply Instagram posts, a brochure, a flyer or its existing website. Choose examples you are happy with and ask ChatGPT to develop a consistent set of brand guidelines.

For example:

Act like a graphic designer. Using my logo and these examples of our marketing materials, create a brand kit covering our colours, fonts and overall look and feel.

Review the proposed guidelines and download the agreed version. You can then use the same brand kit when requesting other marketing materials, helping your website, presentations and social posts look consistent.

Gather your photographs and business details

Supply photographs you want to use on the website. If you already have suitable images, there is no need to alter them.

The demonstration also showed an optional enhancement. Small details in the dog-grooming photographs, including an apron, a brush and a dog's neckerchief, were adjusted to fit the brand's colour scheme.

Next, prepare a document containing your business name, address, contact details and information about your products or services. Be clear about what you offer.

ChatGPT's suggestions still need your judgement. If it recommends a page for a service you do not provide, remove that page from the plan. Accurate source material reduces the amount of correcting you need to do later.

Research what will help generate enquiries

An attractive website does not automatically generate business. To address this, Evan asked ChatGPT to conduct deep research into what helps dog-grooming websites generate enquiries and bookings.

This is sometimes called conversion rate optimisation, or CRO. In practical terms, it means helping more visitors take the action you want them to take.

A suitable request would be:

Conduct deep research into the website features and approaches that help businesses in my industry generate enquiries and sales.

Supply the resulting report as part of the website brief. You can also ask ChatGPT to explain which findings it intends to apply.

In the demonstration, the research highlighted five questions potential customers wanted answered: Are you nearby? Can I trust you with my dog? What will it cost? When can you fit me in? How do I book?

Those questions helped guide the content and layout. The design was being shaped around what customers needed to know.

Plan the pages around relevant searches

Before deciding how many pages your website should have, consider what you want people to find your business for.

The course used examples such as engagement gifts and dog-friendly hotels in Killarney. If a particular search is relevant to your business, the website needs content that properly addresses it.

Evan first asked ChatGPT to suggest relevant search terms. He then asked it to recommend the pages needed to address those searches.

For example:

Act like an SEO expert and suggest 30 search terms that potential customers would use to find a business like mine. Then recommend the pages I should have on my website.

Review the recommendations. You do not have to accept every suggested page, and the number of search terms does not automatically determine the number of pages.

The aim is to build the website around your actual services and the customers you want to attract.

Choose a design before building the website

Once the supporting material is ready, request several homepage concepts.

Evan supplied the brand kit, photographs, business information and research, then asked for three homepage designs. These were visual concepts for review. He selected a direction before asking ChatGPT to turn it into a working webpage.

This gives you an opportunity to compare the layouts, colours, image choices and presentation of information before the rest of the site is built.

The course also compared models. Evan initially used Sol at high effort, then tried Astra for another concept. He preferred elements of the Astra design.

His approach was to use the more demanding model for the initial creative direction, recognising that it consumed more usage, then use a less demanding model for routine work once the design was agreed.

Build and review the website in stages

After approving the homepage concept, ask ChatGPT to create the working page. Review it and request specific changes, just as you would when reviewing a draft from a web designer.

You might ask it to replace an image, move a section, change a heading or adjust the spacing.

Then develop the inside pages in groups. In the demonstration, Evan requested service pages before moving on to other parts of the site.

Check that the pages you expect are actually included. The initial website had a contact button but did not have the dedicated Contact Us page Evan wanted. He had to request it separately.

Do not assume everything is included simply because the website looks complete.

Make the enquiry form work

A form can look finished without being connected to a working enquiry process.

Evan explicitly requested a functioning enquiry form, storage of submissions in a database, privacy of the stored enquiries and testing of the process.

He then submitted a clearly identifiable test message and asked ChatGPT to retrieve the latest enquiries. The test appeared in the results.

The session demonstrated two ways to check submissions. You could ask for the latest enquiries when needed or set up scheduled checks and notifications.

A privacy policy page also needed to be requested explicitly. Include it in the brief rather than assuming it will be created automatically.

The practical lesson is to test the complete journey, from submitting the form to retrieving the enquiry.

Review the SEO before applying it

Once the pages are created, ask ChatGPT to recommend the main on-page SEO elements.

These include meta titles, which are page titles used in search results, and meta descriptions, which are summaries that may appear beneath them. They also include the main page headings, individual page addresses and image alt text.

Evan asked ChatGPT to show its recommendations in the chat before applying them. This review mattered because the initial suggestions included Killorglin, but he also wanted to target relevant searches containing Kerry.

The course also stressed the importance of improving AI-written content with your own knowledge and experience. A generic description may resemble information on many other websites.

Use ChatGPT to help produce the draft, then add the details that make it specific to your business and useful to your customers.

Publish the website and connect your domain

The demonstration website initially remained private. Publishing involved changing its access settings so other people could view it.

You could use the supplied public website address or connect your own domain name.

Your domain name is your web address. Hosting is where the website runs. Connecting a domain bought from GoDaddy or Blacknight does not, by itself, move the website's hosting to that company.

To connect the demonstration domain, Evan added it in the website settings, copied the DNS values provided and entered them through the domain provider's account. He then made the website public and checked the connection.

The demonstration involved A records and TXT records. Copy the exact values supplied for your own website. An existing email-related TXT record was left in place, so this was not a process of removing every record already attached to the domain.

The connection could take time to become visible. During the session it was still pending, and Evan explained that it could take up to 24 hours.

Check the public result and keep a backup

Review the website in an incognito or private browser window. This helps you see what an ordinary visitor sees without relying on your logged-in session.

If a domain connection is not working, screenshots of the settings can help ChatGPT identify possible mistakes. Evan described an earlier example where an extra full stop in a value caused a problem.

Account security also matters because control of the website is connected to your ChatGPT account. The course recommended enabling two-factor authentication through the security settings.

Finally, download a copy of the website. Evan requested a ZIP file containing the site files and suggested keeping an up-to-date copy, with a weekly backup as a possible routine.

An exported website would require more technical knowledge to host and maintain elsewhere.

How to convert your existing brochure site to a ChatGPT site

The course demonstrated how ChatGPT could create a private copy of an existing brochure website.

Evan asked it to reproduce selected pages from The Marketing Crowd website while preserving the existing page URLs, meta titles, descriptions, main headings and image alt text.

Preserving page addresses was a central point. An established page may already appear in Google and have links pointing to it. Changing its address can disrupt the connection between that page and the URL people and search engines already know.

The first copy needed corrections. Some headers and background colours were missing, and part of the menu layout needed adjustment. Evan described the problems and asked ChatGPT to check across the pages.

The process still required review. A first version that looks broadly correct is not the same as a fully checked replacement.

Separate experimenting from moving the live website

Evan did not recommend that everyone move an established website.

Creating a private test copy gives you something to examine. Replacing a live website introduces a different level of risk, particularly if the existing site already generates substantial enquiries, sales or Google traffic.

The session highlighted uncertainty about traffic limits, hosting reliability and the longer-term experience of using the newer platform.

A business with a small website and little existing traffic might view the opportunity differently from a business with a well-established site that performs strongly.

The advice was to experiment and assess the result carefully before considering a move.

Use the copy to explore a redesign

After creating the replica, Evan also asked for alternative homepage designs using research into what helps training websites generate enquiries.

He described keeping the replica intact while creating a separate version with a new design. This would let him compare the existing presentation with a different approach using the same content.

That is a useful way to explore possibilities while the live website continues operating. You can examine the proposed design, identify missing content and request improvements before deciding whether to take it further.

What are the options for e-commerce websites?

An e-commerce website needs more than product pages. It needs systems for stock, customers, purchases and order information.

The course distinguished the demonstrated ChatGPT-hosted brochure website from the infrastructure required to run an online shop.

You could create a product catalogue with enquiry buttons using the brochure approach. A full shop needed a suitable e-commerce platform.

Shopify was discussed as a separate route. With a compatible Shopify plugin connected, ChatGPT could help with work inside the Shopify account while Shopify supplied the shop infrastructure.

This could include helping with website content, design planning, product information and SEO, depending on the connection's capabilities.

The recommended starting point was to ask:

I have a Shopify website. Explain what you can do through this plugin to help me develop and manage it, and what I would still need to do directly in Shopify.

The session referred to a separate Shopify subscription cost. This differed from the brochure-site demonstration, where website creation and hosting were described as part of the paid ChatGPT plan.

Check the plugin's capabilities for your particular task. Do not assume it can carry out every action available inside Shopify.

How to turn your business information, PDF or presentation into an easy-to-browse site that you can send to a customer

A website can also be a format for presenting information you would previously have supplied as a PDF or PowerPoint.

The demonstration used a fictional proposal for AI staff training for a boutique retailer.

Evan first asked ChatGPT to suggest three relevant courses, drawing on the retailer's business and the training services described on The Marketing Crowd website.

Once the proposal content was developed, he asked for website design options. The brief emphasised that it should feel tailored to the customer rather than like a generic proposal.

He requested relevant information from his website, suitable supporting content and real imagery of the customer's business.

After choosing a design, he asked ChatGPT to build the proposal website. It included course options, retailer-specific examples, written testimonials, video and frequently asked questions.

The customer could browse the proposal interactively on their phone and explore the course options.

Develop the content before choosing the format

The first step was deciding what the proposal should contain. Turning it into a website came afterwards.

You still need to review the recommendations and make sure they reflect what you are offering. The website presents the proposal, but you remain responsible for its substance.

Similarly, review the images and supporting material. In the demonstration, Evan requested real customer imagery to replace generic images and specified which types of testimonials to include.

The broader lesson was to consider a small website as another option when presenting substantial information to a customer.

It will not suit every situation, but it gives you a way to create a tailored, interactive presentation without commissioning a separate web design project.

How can you integrate ChatGPT with your existing website, for example Shopify, Wix or WordPress?

What can it realistically do for you, and what can it currently not do?

You may be happy with your current website and simply want help maintaining it.

In that case, the approach is to connect ChatGPT to the existing platform through a suitable plugin. The website can remain on its current platform and hosting.

The course discussed Shopify, Wix and WPVibe for WordPress.

Check what the connection actually allows

Before requesting work, ask ChatGPT to explain what it can and cannot do through the relevant plugin.

For example:

I have an existing website on this platform. List the work you can carry out through the plugin and the tasks I would still need to complete directly in my website account.

This matters because different connections have different purposes and capabilities.

The Wix discussion illustrated the distinction. A plugin focused mainly on creating websites may not provide everything needed to manage an existing one.

Capabilities can also change as plugins are updated, so ask about the particular task you want completed.

Back up the website before allowing changes

Evan strongly emphasised having a current backup before allowing ChatGPT to work on a live website.

A plugin may have permission to change content, create pages and carry out other actions. If something goes wrong, you need to be able to restore the site.

Start with a small, clearly defined task. This gives you a chance to see how the connection works before requesting more substantial changes.

Use WPVibe to work on WordPress

WPVibe was used for the WordPress demonstrations.

The setup involved creating an account, following the connection instructions and approving access through WordPress. Once connected, Evan asked ChatGPT to explain what it could do on his site.

The examples then moved from a small text change to more substantial content work.

He asked ChatGPT to find references to a business statistic across pages and SEO fields, then update selected instances. This illustrated how it could help with information that appears in several places.

Instead of manually finding every reference, you could ask it to identify them first and then specify which ones to change.

Turn an Instagram post into a blog post

Evan also supplied an Instagram post link and asked ChatGPT to extract the available content, obtain the video embed, create a blog article, produce a featured image and publish through WPVibe.

When standard retrieval was blocked, ChatGPT requested permission to use its browser.

The initial featured image was unsuitable, so Evan supplied a preferred photograph and asked for a replacement.

The example showed how several separate website tasks could be brought into one workflow. It also showed why you still need to review the output, particularly the wording, imagery and finished page.

Once the process worked, Evan turned it into a skill so he would not have to repeat the full instructions each time.

Create a resources page from an existing example

Another example involved creating a course resources page.

Evan supplied an existing page as a reference, attached the new course files and asked ChatGPT to create a matching page, upload the resources and add password protection.

This demonstrated the value of supplying an approved example. ChatGPT had a clear reference for the layout and the required outcome.

Verify the result, even when ChatGPT says the task is complete

The live demonstration included an important limitation. ChatGPT reported that a text change had been made, but the old wording remained visible when Evan checked the page.

He also checked in an incognito window, where the old wording was still showing.

The practical lesson is to inspect the actual result. A completion message is not a substitute for checking the page, testing the form or reviewing the published article.

The session also distinguished the routine work Evan had tested from a complete redesign of his existing WordPress website, which he had not established as a working process.

WPVibe had its own usage credits. The figures discussed were 100 daily credits on the free option and 500 on a paid option. A single task could use several credits, so the amount of work possible depended on the task's complexity.

Action Plan

1. **Choose your starting point.** Decide whether you want a new brochure website, a customer proposal website or help maintaining your existing site.
2. **Prepare your materials.** Gather your brand kit, photographs, contact details and accurate product or service information.
3. **Research and plan before designing.** Identify what helps customers enquire and which searches your pages should address.
4. **Request design options.** Choose the visual direction before asking ChatGPT to build the full website.
5. **Build and review in stages.** Check the homepage and inside pages, then review the content, SEO and navigation.
6. **Test working features.** Submit an enquiry and confirm you can retrieve it. Check the public website in an incognito window.
7. **Protect access and keep backups.** Enable two-factor authentication and retain an up-to-date copy of the site.
8. **Keep migration experiments private.** Review a replica or redesign carefully before considering changes to an established live website.
9. **Confirm plugin capabilities.** Ask what the connection can and cannot do, back up the site and start with a small task.
10. **Verify completed work.** Inspect the actual website and turn successful, repeatable workflows into skills.

** AI was used in the creation of this summary report.*