

INTERACTIVE COMPANION WORKBOOK

# The No-Developer Website Workbook

A guided, fillable study workbook to use alongside  
The No-Developer Website Playbook.

## YOUR OUTCOME

Build, customise, publish and maintain a  
professional website without hiring a developer.



Companion to The No-Developer Website Playbook

**Anteambulo Consulting**

*Walking ahead. Clearing the path.*

# How to use this workbook

This is not a summary of the Playbook. It is the implementation layer. Read the relevant chapter, complete the exercise, test your work and record the evidence before moving on.

01

**READ**

Use the Playbook for the explanation and step-by-step instructions.

02

**BUILD**

Complete the activity on your actual website project.

03

**CHECK**

Use the checkpoint to confirm the outcome, not just the effort.

04

**ASK AI**

Use the guarded prompts to improve one specific area at a time.

05

**RECORD**

Save screenshots, URLs and decisions so the process remains repeatable.

**WORKING RULE**

*Do not keep polishing the plan after the build should have started. A credible version one beats an elegant project that never goes live.*

# Success criteria

By the end of this workbook, you will have evidence for every stage below.

- ☐ A defined audience, offer and primary call to action
- ☐ A four-page content plan
- ☐ A working local project folder
- ☐ A customised brand and website
- ☐ A GitHub repository and version history
- ☐ A live Cloudflare Pages deployment
- ☐ A connected custom domain with HTTPS
- ☐ A launch-quality review
- ☐ A repeatable maintenance routine

## Progress tracker

- |                                                        |                      |    |
|--------------------------------------------------------|----------------------|----|
| <input type="checkbox"/> 1 Plan before you build       | <input type="text"/> | E: |
| <input type="checkbox"/> 2 Brand your website          | <input type="text"/> | E: |
| <input type="checkbox"/> 3 Create your website content | <input type="text"/> | E: |
| <input type="checkbox"/> 4 Build the website           | <input type="text"/> | E: |
| <input type="checkbox"/> 5 Make it yours               | <input type="text"/> | E: |
| <input type="checkbox"/> 6 Publish                     | <input type="text"/> | E: |
| <input type="checkbox"/> 7 Connect your domain         | <input type="text"/> | E: |
| <input type="checkbox"/> 8 Final review                | <input type="text"/> | E: |

## MODULE 01

# Plan before you build

Define the job of the website before making design or technology decisions.

**READ IN THE PLAYBOOK**

Chapters 1-3, especially the planning worksheet on page 14.

**EXERCISE 1**

## Website foundation

**Website name**

**Business or personal brand name**

**Preferred website URL, if known**

**What does your business do?**

Write one sentence, not a mission statement.

**Who is your ideal visitor?**

Be specific enough to exclude the wrong audience.

## EXERCISE 2

## The problem and the action

What problem do you solve?

Describe the problem in the visitor's language.

What is the ONE action you want visitors to take?

- |                                             |                                          |
|---------------------------------------------|------------------------------------------|
| <input type="checkbox"/> Book a call        | <input type="checkbox"/> Send an email   |
| <input type="checkbox"/> Request a proposal | <input type="checkbox"/> Buy a product   |
| <input type="checkbox"/> Download a guide   | <input type="checkbox"/> Complete a form |
| <input type="checkbox"/> Other              |                                          |

If someone visited for only 15 seconds, what should they remember?

### AI COACH PROMPT

I have completed my website planning worksheet.

Review my audience, offer and primary action.  
Tell me whether the messaging is clear.  
Challenge vague or conflicting areas.  
Suggest improvements, but do not rewrite everything.

### CHECKPOINT

- ☐ I have chosen one primary purpose.
- ☐ I have defined one clear audience.
- ☐ I have selected one primary call to action.

## MODULE 02

# Brand your website

Create a restrained visual identity that supports credibility rather than distracting from it.

**READ IN THE PLAYBOOK**

Chapter 6 for structure and Chapter 7 for fonts, colours and imagery.

**EXERCISE 1**

## Brand control panel

Primary colour - HEX code

*Example: #123F43*

Secondary colour - HEX code

Accent colour - HEX code

Primary font

Logo or brand text

Describe the hero image you need

Subject, mood, setting and what it should communicate.

## EXERCISE 2

## Brand personality

Choose no more than five. A brand that tries to feel like everything feels like nothing.

- |                                  |                                       |                                   |
|----------------------------------|---------------------------------------|-----------------------------------|
| <input type="checkbox"/> Modern  | <input type="checkbox"/> Professional | <input type="checkbox"/> Friendly |
| <input type="checkbox"/> Premium | <input type="checkbox"/> Technical    | <input type="checkbox"/> Creative |
| <input type="checkbox"/> Minimal | <input type="checkbox"/> Corporate    | <input type="checkbox"/> Personal |
| <input type="checkbox"/> Luxury  | <input type="checkbox"/> Calm         | <input type="checkbox"/> Direct   |

**Write three visual rules for your website**

Example: one accent colour; consistent spacing; no decorative animation.

### AI COACH PROMPT

These are my brand colours, font choices and target audience.

Review them for credibility, accessibility and consistency.  
Do not recommend colours merely because they are trendy.  
Flag any weak contrast or conflicting brand signals.  
Return the three most important improvements.

### CHECKPOINT

- ☐ Colours selected
- ☐ Font selected
- ☐ Logo or wordmark decided
- ☐ Hero image direction defined

## MODULE 03

# Create your website content

Write the message before you edit the template. Clear copy is the design system most websites are missing.

**READ IN THE PLAYBOOK**

Chapter 3 for purpose and Chapter 6 for the homepage sections.

**EXERCISE 1**

## Homepage message

**Eyebrow or audience line**

**Homepage headline**

Specific outcome or value proposition.

**Supporting paragraph**

One or two sentences. Explain how you help.

**Primary button label**

**Secondary button label, if needed**

## EXERCISE 2

## About and trust

Who are you?

Professional, human and relevant. Not your full biography.

Who do you help?

How do you work?

Trust signals available now

☐ Qualifications

☐ Years of experience

☐ Case studies

☐ Industries served

☐ Testimonials

☐ Awards

☐ Certifications

☐ Professional memberships

## EXERCISE 3

## Services and contact

## SERVICE 1

Problem solved / deliverable / likely outcome

## SERVICE 2

Problem solved / deliverable / likely outcome

## SERVICE 3

Problem solved / deliverable / likely outcome

## Preferred contact method

## Expected response time

## AI COACH PROMPT

Review my homepage, About and Services copy.

Improve clarity, trust and conversion without changing my tone.

Identify generic claims and missing evidence.

Return only the five highest-priority edits.

## MODULE 04

# Build the website

Create the starter project, preview it locally and understand the role of each file.

**READ IN THE PLAYBOOK**

Chapters 4-6, including the root folder, starter code and code walkthrough.

**EXERCISE 1**

## Project setup

- |                                        |                                        |
|----------------------------------------|----------------------------------------|
| <input type="checkbox"/> index.html    | <input type="checkbox"/> about.html    |
| <input type="checkbox"/> services.html | <input type="checkbox"/> contact.html  |
| <input type="checkbox"/> style.css     | <input type="checkbox"/> script.js     |
| <input type="checkbox"/> README.md     | <input type="checkbox"/> assets/images |
| <input type="checkbox"/> assets/icons  | <input type="checkbox"/> prompts       |

**TARGET FOLDER STRUCTURE**

```
my-website/  
  ■■■ index.html  
  ■■■ about.html  
  ■■■ services.html  
  ■■■ contact.html  
  ■■■ style.css  
  ■■■ script.js  
  ■■■ README.md  
  ■■■ assets/  
    ■ ■■■ images/  
    ■ ■■■ icons/  
  ■■■ prompts/
```

**Local preview method or command used**

**Local preview address**

## EXERCISE 2

## Understand the files

**index.html**

I can explain its role

☐ Yes☐ Not yet**about.html**

I can explain its role

☐ Yes☐ Not yet**services.html**

I can explain its role

☐ Yes☐ Not yet**contact.html**

I can explain its role

☐ Yes☐ Not yet**style.css**

I can explain its role

☐ Yes☐ Not yet**script.js**

I can explain its role

☐ Yes☐ Not yet

What did you learn from seeing the website run locally?

## AI COACH PROMPT

Here is my folder structure.

Check whether it matches a simple four-page static website.

Identify missing, duplicated or incorrectly named files.

Do not generate code unless it is necessary to correct the structure.

## CHECKPOINT

- ☐ File extensions are visible.
- ☐ The homepage is named exactly index.html.
- ☐ All four navigation links work locally.

## MODULE 05

# Make it yours

Replace every placeholder and customise the design without losing the stable structure of the starter site.

**READ IN THE PLAYBOOK**

Chapters 7-8 for customisation and safe AI prompting.

**EXERCISE 1**

## Customisation checklist

- |                                          |                                            |
|------------------------------------------|--------------------------------------------|
| <input type="checkbox"/> Site name       | <input type="checkbox"/> Colours           |
| <input type="checkbox"/> Fonts           | <input type="checkbox"/> Hero text         |
| <input type="checkbox"/> Hero image      | <input type="checkbox"/> Logo text         |
| <input type="checkbox"/> About content   | <input type="checkbox"/> Services          |
| <input type="checkbox"/> Contact details | <input type="checkbox"/> Button labels     |
| <input type="checkbox"/> Footer          | <input type="checkbox"/> Favicon           |
| <input type="checkbox"/> Page titles     | <input type="checkbox"/> Meta descriptions |
| <input type="checkbox"/> Alt text        |                                            |

**What three changes made the biggest improvement?**

## EVIDENCE

## Before and after

**BEFORE SCREENSHOT**

Paste or annotate after printing

**AFTER SCREENSHOT**

Paste or annotate after printing

What improved - and what still looks generic?

**AI COACH PROMPT**

I am editing a simple static website.

Task: [DESCRIBE ONE CHANGE]

Files involved: [LIST FILES]

Preserve the current structure. Do not rename files or add frameworks.  
Explain exactly what changed and return only the replacement blocks needed.

## MODULE 06

# Publish

Use GitHub as the source of truth and Cloudflare Pages as the publishing layer.

**READ IN THE PLAYBOOK**

Chapters 9-10 for repository setup and Cloudflare Pages deployment.

**EXERCISE 1**

## GitHub record

GitHub username

Repository name

Repository URL

- ☐ Account created
- ☐ Repository created
- ☐ Project files uploaded
- ☐ Initial commit completed
- ☐ No confidential information included

## Cloudflare Pages record

Project name

Temporary Pages URL

- ☐ Cloudflare account created
- ☐ GitHub repository connected
- ☐ Deployment successful
- ☐ All four pages load
- ☐ Images and CSS load

## EXERCISE 2

## Publish and test

- |                                              |                                                             |
|----------------------------------------------|-------------------------------------------------------------|
| <input type="checkbox"/> Homepage loads      | <input type="checkbox"/> About page loads                   |
| <input type="checkbox"/> Services page loads | <input type="checkbox"/> Contact page loads                 |
| <input type="checkbox"/> Navigation works    | <input type="checkbox"/> Mobile layout works                |
| <input type="checkbox"/> HTTPS works         | <input type="checkbox"/> A new commit triggers a deployment |

Live temporary website URL

What failed during deployment and how did you fix it?

### AI COACH PROMPT

My website is live. Review it like a first-time visitor.

Identify anything that reduces clarity or trust.  
Separate technical defects from content and design issues.  
Rank the improvements by impact and effort.

### CHECKPOINT

- ☐ The live site matches the local preview.
- ☐ I know how to publish the next change.
- ☐ I know where to inspect a failed deployment.

## MODULE 07

# Connect your domain

Point the custom domain to the live site, confirm HTTPS and record the ownership details.

**READ IN THE PLAYBOOK**

Chapter 11 for DNS, apex domains, www and connection scenarios.

**EXERCISE 1**

## Domain record

**Domain purchased****Registrar****Renewal date****Primary domain version**

- ☐ Apex domain - example.com
- ☐ www subdomain - www.example.com

## Connection checks

- ☐ DNS connected
- ☐ Custom domain added to Cloudflare Pages
- ☐ SSL active
- ☐ HTTPS working
- ☐ No browser warning
- ☐ Primary domain loads
- ☐ Alternate version resolves or redirects

## EXERCISE 2

## Domain reflection

What was the hardest part?

Write the domain process in your own words

Registrar -> DNS -> Cloudflare Pages -> HTTPS -> live site

Where are the login details and renewal information stored safely?

### CHECKPOINT

- ☐ The custom domain works.
- ☐ HTTPS is active.
- ☐ The renewal date is recorded.
- ☐ I know where the domain is managed.

## MODULE 08

# Final review

Test the site as a visitor, remove launch defects and convert the project into a maintainable asset.

**READ IN THE PLAYBOOK**

Chapters 12-14 for launch checks, troubleshooting and maintenance.

**TECHNICAL AND CONTENT**

## Launch checklist

- |                                                        |                                                      |
|--------------------------------------------------------|------------------------------------------------------|
| <input type="checkbox"/> Every navigation link works   | <input type="checkbox"/> No placeholder text remains |
| <input type="checkbox"/> Contact links work            | <input type="checkbox"/> Images load                 |
| <input type="checkbox"/> Alt text is useful            | <input type="checkbox"/> Page titles are unique      |
| <input type="checkbox"/> Meta descriptions are present | <input type="checkbox"/> Mobile layout tested        |
| <input type="checkbox"/> Spelling checked              | <input type="checkbox"/> HTTPS works                 |
| <input type="checkbox"/> Favicon appears               | <input type="checkbox"/> Copyright year is correct   |

SELF-ASSESSMENT

# Score the result

Select one rating per line. Be honest - this is a prioritisation tool, not a certificate.

|                       |   |   |   |   |   |   |   |   |   |    |
|-----------------------|---|---|---|---|---|---|---|---|---|----|
| Design consistency    | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Professionalism       | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Mobile experience     | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Speed and usability   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Clarity of offer      | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Trust and credibility | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Would you hire or contact this business after seeing the website? Why?

What is the single highest-priority improvement?

## ACTION PLAN

## 30-day improvement plan

**WEEK 1**

One improvement, one owner, one completion test.

**WEEK 2**

One improvement, one owner, one completion test.

**WEEK 3**

One improvement, one owner, one completion test.

**WEEK 4**

One improvement, one owner, one completion test.

# Maintenance without drama

The website is not finished forever. It is now under control. Use small, deliberate updates and a repeatable publishing loop.

## MONTHLY

- ☐ Test navigation and contact links
- ☐ Check contact details
- ☐ Review outdated dates
- ☐ Confirm domain and SSL
- ☐ Confirm repository backup
- ☐ Record changes clearly

## QUARTERLY

- ☐ Review services and offer
- ☐ Refresh trust signals
- ☐ Test mobile presentation
- ☐ Remove unnecessary content
- ☐ Review site performance
- ☐ Plan the next improvement

## THE UPDATE LOOP

Define one change -> edit locally -> preview -> commit -> deploy -> check live domain

The first improvement I will make next month

WORKBOOK COMPLETE

# You built the asset.

*Now keep control of it.*

You can now plan, build, customise, publish and maintain a professional website without depending on an agency for every change.

☐ My website is planned☐ My website is built☐ My website is published☐ My custom domain works☐ I can update the website☐ I have a maintenance process

**Final website URL**

**Completion date**

**What can you now do independently that you could not do before?**

## Continue learning

Building Better Landing Pages • SEO Without the Confusion • Website Copy That Converts • Using AI to Improve Your Website

[VISIT ANTEAMBULOCONSULTING.COM/GUIDES](https://anteambuloconsulting.com/guides)