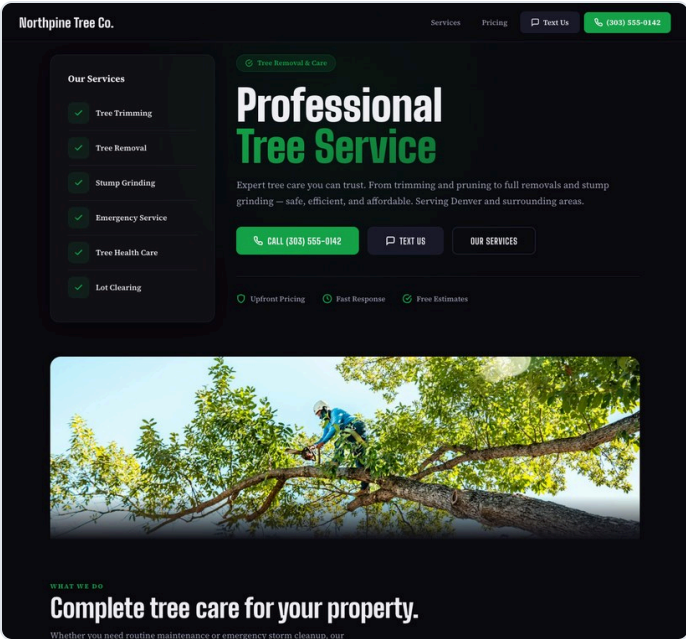


CASE STUDY · AI AUTOMATION

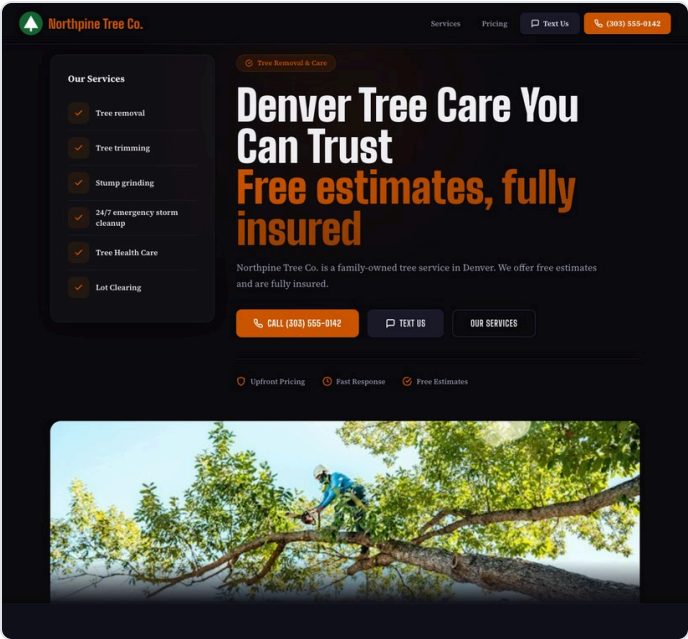
A client describes the website they want. The first draft builds itself.

A demo is built from a business's Google listing, no form needed. When a client fills in the form — photos, logo, a written description — **what they put on it wins**: one AI step turns it into a checked brief, my builder applies it, and I get a text.

BEFORE — THE DEMO, NO FORM NEEDED



AFTER — THEIR FORM APPLIED



SAMPLE Made-up business, real pipeline: the request on the next page ran through the actual system, without publishing.

THE SLOW WAY

A new client texts a few photos and describes what they want on a call. The first days go to turning that into colors, headlines and page order, and details get lost between the call and the build.

WHAT CHANGES

The client's own words become the first draft. I start from a site that already has their colors, wording, services, photos and logo, **plus a short list of what still needs a person.**

WHERE EACH DETAIL COMES FROM

1 WINS	What they put on the form Name, area they serve, opening hours, colors, headline, About text, services, photos, logo and page order. Anything they leave empty falls through to the next level.
2 DEFAULT	Their Google Business Profile No form needed: the demo is built from their listing — name, phone, address, hours, reviews and photos. Only a listing whose phone number matches theirs is used.
3 FALLBACK	Stock photos and placeholders No Google profile, or no photos: stock photos and labeled sample reviews, so the site still looks complete.

HOW IT WORKS

STEP 3

Your photos

Real photos make the biggest difference. Add your work, your team, your truck or your shop — phone photos are fine. Up to 12.

Your logo (optional)

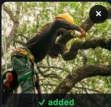
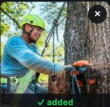
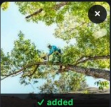
Choose File logo.png



✓ added

Your photos (optional — pick several at once)

Choose Files No file chosen



✓ added ✓ added ✓ added

3 of 3 added · 9 more allowed

STEP 4

Describe the website you want

Write it the way you'd explain it to a person. Be as detailed as you can — every detail you add gets built into your first version, so you spend less time asking for changes later.

- **What you do.** Every service you want listed, and the areas you cover.
- **The pages or sections you want.** Services, About, Photo gallery, Reviews, FAQ, Contact...
- **Colors.** Name them, or tell us to match your logo. Light background or dark?
- **The look.** Modern, bold, clean, classic, friendly, high-end...
- **The order.** What should people see first, second, third?
- **Your headline.** The first words you want a visitor to read.
- **What makes you different.** Years in business, licenses, guarantees, family-owned...
- **What you want visitors to do.** Call, text, ask for a quote, book online?
- **Websites you like** and what you like about them — and anything you do NOT want.

Your description

We're Northpine Tree Co., a family-owned tree service in Denver. I want a dark, bold site with burnt orange as our main color. Headline: Denver Tree Care You Can Trust. Second line: Free estimates, fully insured. Services: tree removal, tree trimming, stump grinding, and 24/7 emergency storm cleanup. Show photos of our work first, then our services. Please use our logo and our own photos. I'd also like an online quote request where people can upload a photo of their tree.

Good start. Colors, pages and the order you want make it even closer. 476 / 6000

1 They fill in one form

Their logo and up to 12 photos — shrunk on their phone before upload — then a description box with a checklist (services, pages, colors, order, headline) and a meter that asks for more detail.

A short description gets one "add more detail" nudge before it sends.

2 One AI step writes a checked brief

COLORS	 #cc5500 burnt orange · dark background
HEADLINE	Denver Tree Care You Can Trust / Free estimates, fully insured
SERVICES	Tree removal · Tree trimming · Stump grinding · 24/7 emergency storm cleanup
ORDER	Photos → Services
FOR ME	Quote form with photo upload · a bolder style

3 Their site is rebuilt, and I get a text

TEXT MESSAGE · SAMPLE

Website first version READY — Northpine Tree Co.

Applied: their color (#cc5500); their headline; their About text; their 4 services; their section order; their 3 photos; their logo

Needs you: Online quote request form where visitors can upload a photo of their tree; Wants a bold visual style; ...

WHAT KEEPS IT SAFE

✓ **The AI only fills in a brief**

It can't touch the site. Colors must be real color codes, text has length limits, and anything that reads like an instruction or a link is thrown out.

✓ **Invited clients, demos only**

A build starts only from a personal link tied to the client's phone. Live client sites and other agencies' demos are never changed automatically.

✓ **The rest comes to me**

Extra pages, booking forms and style requests land in my text instead of being guessed. Every safety rule is tested by breaking it on purpose.

THE SITE BUILDER UNDERNEATH

27

trades it knows — roofing, HVAC, tree care and more

400+

demo sites built and published

8 of 8

planted mistakes caught in a 13-site test

4 min

typical build time per site in that test

Status: the form is live. The automatic first draft is built and tested end to end on sample requests, and is being switched on. · Built with Python, Node.js, Netlify Functions, Claude (one tool-less, schema-locked call) and headless Chrome.

Want new clients to hand you a first draft, not a blank page?

I build intake-to-draft automations for agencies and service businesses.

linkedin.com/in/julianholien