

## Build your own small-business website in an evening.

A short, free playbook for replacing your \$20–\$45/mo Squarespace, Wix, or GoDaddy subscription with a real, professional site you own outright. Plan on about 90 minutes the first time. Total cost: \$0 (or ~\$12/year for your own domain).

### What you actually get

#### BUILD YOUR OWN

- Real Google Analytics on every page
- Unlimited pages, no per-page fees
- Any layout, any features, no template lock-in
- Lives on your own domain (real SEO compounds)
- \$0–\$5/mo to host
- Edit any sentence in 60 seconds via Cursor

#### SQUARESPACE / WIX / GODADDY

- Their analytics dashboard, missing key data
- Templates only — same look as everyone else
- "Premium" features locked behind higher tiers
- \$240–\$540/year, every year
- Stop paying = site disappears; migration is hard
- Every change goes through their slow builder UI

### What you'll need

- ✓ A laptop (Mac, Windows, or Linux)
- ✓ Your business name, address, phone, hours, and a one-sentence pitch
- ✓ 2–5 photos of your business, work, or yourself
- ✓ A short list of services you offer
- ✓ About 90 minutes

# The 7 steps

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1

## Install Cursor (free)

~3 minutes

Cursor is a free code editor with AI built in. Download it from [cursor.com](https://cursor.com), install it like any other app, and sign in with email or Google. The free tier is plenty for this guide.

2

## Make a free GitHub account

~3 minutes

GitHub is where your site's source code will live. Sign up at [github.com/signup](https://github.com/signup). Pick any username. Free tier is fine.

3

## Make a free Netlify account

~2 minutes

Netlify is what makes your site actually live on the internet. Sign up at [app.netlify.com/signup](https://app.netlify.com/signup) — click *Sign up with GitHub* so the two are linked. Free tier hosts your site forever, no credit card needed.

4

## Open Cursor and create a project folder

~2 minutes

In Cursor, go to *File* → *Open Folder*, create a new folder on your Desktop named after your business (e.g. `parker-welding`), and open it. Open the chat panel ( `⌘ L` on Mac, `Ctrl L` on Windows).

## Paste this prompt into Cursor's chat

~10 minutes (Cursor builds while you watch)

Copy the prompt below into Cursor's chat, fill in your business info where indicated, and hit enter. Click *Accept* on each change Cursor proposes.

```
Please build me a small-business website in this folder.
```

```
Business details:
```

- Name: [YOUR BUSINESS NAME]
- Type: [WHAT YOU DO – e.g. "welding & fabrication", "neighborhood cafe", "auto repair"]
- City: [YOUR CITY]
- Tagline (one sentence): [YOUR TAGLINE]
- Phone: [YOUR PHONE]
- Address: [YOUR ADDRESS]
- Hours: [YOUR HOURS]

```
Use plain HTML, CSS, and a tiny bit of JavaScript – no frameworks, no build step. Use Tailwind CSS via the CDN for styling.
```

```
Build 5 pages, all linked from a shared sticky top nav and shared footer:
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1. index.html (Home) – hero with the business name, tagline, and a Contact CTA. Three highlight tiles for the top services. A short "About in 60 seconds" block.
2. about.html – the story of the business, who runs it, why it exists. Use placeholder copy I can edit.
3. services.html – a list of 3 services with a sentence each. Use placeholder copy I can edit.
4. contact.html – a contact form using Formspree. Use `action="https://formspree.io/f/PASTE_FORMSPREE_ID_HERE"` so I can swap in my real endpoint. Show the phone, address, and hours next to the form.
5. reviews.html – a 3-card placeholder grid I can fill in later with real Google reviews.

```
Each page should have:
```

- A consistent footer with hours, address, phone, and a copyright line
- A favicon.ico
- Real meta titles and meta descriptions for SEO
- Mobile-first responsive layout
- A warm, professional palette (warm neutrals + a single accent color)

```
Save with sensible filenames (index.html, about.html, services.html, contact.html, reviews.html). Add a README.md that explains how to deploy on Netlify and how to swap the Formspree placeholder.
```

6

## Push to GitHub and deploy on Netlify

~5 minutes

Ask Cursor: *"Please initialize a git repo, create a new GitHub repository for this site, and push the code."* It'll walk you through every step. Then on Netlify, click *Add new site* → *Import an existing project* → *Deploy with GitHub*, pick your repo, click *Deploy*. Your site is live in about 60 seconds at `your-business.netlify.app`.

7

## (Optional) Hook up your own domain

~10 minutes — only if you want one

Buy a domain at Namecheap or Cloudflare for ~\$12/year. In Netlify, go to *Domain management* → *Add a domain you already own* and follow the prompts. Netlify handles SSL automatically. Your site is now at `yourbusiness.com`.

## Editing it later

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Open Cursor, open your business folder, and ask in chat:

- *"Update the hours on the contact page to add Saturday 10–2"*
- *"Add a fourth service tile on the home page for emergency callouts"*
- *"Swap the hero photo for img/new-photo.jpg"*
- *"Add a new page for testimonials and link it from the nav"*

Accept the changes, then ask Cursor: *"Please commit and push these changes to GitHub."* Netlify will redeploy automatically in about 30 seconds. That's the entire workflow — forever.

**WANT HELP INSTEAD OF DOING IT YOURSELF?**

### Start with a free 30-min conversation.

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A website is one piece of a bigger picture. Book a free 30-minute call — no obligation — and we'll figure out what your online presence should actually look like. From there, the two paid options are a **\$150 Custom Business Game Plan** (90-minute working session, written plan you own, \$150 credits toward a build), or a **\$3,500 7-Day Online Liftoff** (full small-business site, live in 14 days or you don't pay).

Book a free call: [cal.com/cohoonconsulting/cohoon-consulting-call](https://cal.com/cohoonconsulting/cohoon-consulting-call)

Or email [tyler@cohoonconsulting.com](mailto:tyler@cohoonconsulting.com).

