



INDITION CONTENT MANAGEMENT

AI Site Designer

User Manual — show it a site you love, a screenshot or your own pages, and the AI Site Designer drafts your new website: its look, its layouts and its pages, built as drafts you publish when you are ready.



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Point the AI Site Designer at up to ten websites you admire, give it a screenshot, or start from the pages you already have, and in minutes you have a complete design for your business — colors and fonts, a header and footer, page layouts, and pages filled with your own widgets and written in your own voice. Refine any part of it, then build it as draft pages, without touching your live site until you choose to publish. This manual takes you through all of it: the ideas it works with, every way to start, every screen, what each message means, and a worked example from first draft to published page.

 Wherever you see this mark, AI does the work for you. You stay in control: everything AI drafts is shown to you first, you can change any of it, and nothing is kept until you save. Each AI feature can be switched on or off for your website, and every step can also be done by hand.

1. Getting started

1.1 What the AI Site Designer does

The AI Site Designer designs websites for you, inside Indition. Show it what you like — a screenshot, up to ten live websites, or your own pages — or describe what you want in a sentence, and it drafts a complete design: your colors and fonts, a header and footer, page layouts and pages filled with widgets from your own site, written for your business. You refine it step by step, and when it is right, it builds everything as draft pages ready to publish. Nothing changes for your visitors until you say so. You find it in the admin under **CMS > AI Site Designer**.

A design is not a picture of a website. Every design tool on the market produces a picture, and then someone rebuilds that picture by hand as templates, pages and widgets, one guess at a time. Colors drift, spacing changes, and the finished header is never quite the one everyone agreed on. The AI Site Designer removes that step: a design is made of the same things every Indition page is made of, so when you build it there is nothing to translate. Indition writes exactly what you designed.

1.2 The three things a design is made of

A website in Indition is made of three layers. A design holds all three, and each has a step of its own.

The layers

LAYER	WHAT IT HOLDS	THE STEP THAT EDITS IT	WHAT BUILDING WRITES
The brand	Colors, fonts, text size, line spacing, content width, spacing and corners	Brand	The brand, written into the design's own new templates
The templates	The page shell, the header and footer, and the page layouts, each divided into named areas	Structure	New page templates, marked as made by the AI Site Designer

LAYER	WHAT IT HOLDS	THE STEP THAT EDITS IT	WHAT BUILDING WRITES
The pages	Each page's title, address and layout, and the widgets placed in its areas	Compose	Draft pages with the widgets in a draft revision

The idea worth absorbing early is that the brand and the templates are **shared**. You choose colors once and every page of the design uses them. You draw a header and footer once and every page sits inside it. You draw a handful of page layouts — a landing page, a two-column page, an article — and every page uses one of them. A design that makes one template per page has missed the point.

1.3 AI built in

FROM A SCREENSHOT, A WEBSITE OR A SENTENCE TO A DRAFT DESIGN

Show it what you like. Get a design you can change.

Upload a screenshot of a site you admire, or give the addresses of up to ten pages you like, and AI drafts a whole design from them: colors and fonts, a header and footer, page layouts and first pages, written in new words for your own business. Describe a layout or a page in a sentence and it draws it. Ask for a widget's wording to be shorter or friendlier and it rewrites it in place.

Everything AI drafts arrives as an ordinary draft you can see and change, step by step. Nothing is kept until you save, and nothing reaches your website until you build and publish.

Where AI helps

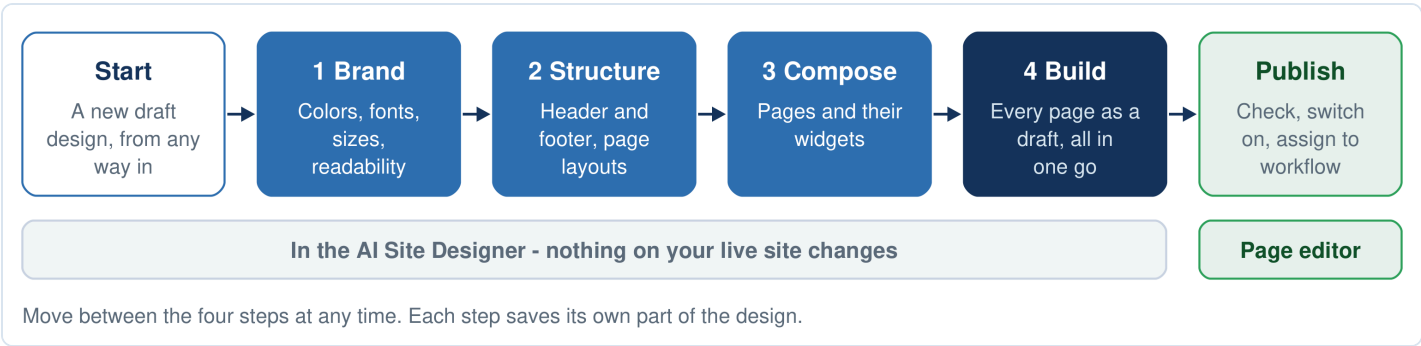
WHAT IT DOES	WHERE YOU USE IT
Drafts a whole design from a screenshot or PDF	The design list: Start from a screenshot or PDF
Visits, pictures and measures up to ten web pages, then drafts a design from them	The design list: Start from websites you like
Drafts a whole design from a page of a Canva design	The design list: Start from Canva
Draws a page layout's areas from a description	Structure: Describe a page layout
Drafts a whole page — layout, address and widgets — from a description	Compose: Add a page from a description
Suggests widgets for one area	Compose: Fill with AI
Rewrites one widget's words and settings the way you ask	Compose: Rewrite with AI

What keeps AI output yours

- **Your own catalog.** AI only places widgets that are switched on for your website, and reports anything no widget can do rather than imitating it.
- **Your own voice.** The voice and business notes set in Cms > AI Assistant are used when AI writes wording in Compose.
- **Your own words.** When AI works from another site, it takes the look and the arrangement, never the words, business name, prices or pictures.
- **Safe content.** Everything AI writes is cleaned: scripts, frames, forms and anything that runs are removed before you see it.

1.4 How you actually work

Almost every design follows the same path. You will usually work in one step at a time, but knowing the shape helps when something further along is blocked.



The path of every design. Start it any way you like, work through the four steps, then build. Nothing on your live site changes until you publish each built page in the page editor.

The path

STAGE	WHERE	WHAT HAPPENS	YOUR LIVE SITE
Start	The design list	A new draft design is made — empty, or from your site, a file, websites or Figma	Unchanged
Brand	Step 1	Colors, fonts and sizes, with a readability check	Unchanged
Structure	Step 2	Page shell, header and footer, page layouts	Unchanged
Compose	Step 3	Pages and their widgets	Unchanged
Build	Step 4	Everything is written as drafts, in one go	Unchanged — drafts only
Publish	The page editor	You check each page, switch it on and assign it to your workflow	Changes now, page by page

Saving is not building, and building is not publishing. Saving keeps your work in the design. Building turns the design into real, switched-off templates and draft pages. Only publishing a page — the same way you publish any page — puts it in front of visitors.

1.5 Access

The AI Site Designer needs the **AI Site Designer** permission. The AI features need **Use the AI Assistant** as well, and each one needs its own switch turned on in **Cms > AI Assistant**. Chapter 3 explains both, and what you see when something is not available to you.

1.6 How this manual is organized

- **Chapters 2 and 3** explain the ideas and the permissions. Read them first if the AI Site Designer is new to you.
- **Chapter 4** covers the design list, and **chapter 5** every way to start a design.
- **Chapters 6 to 9** cover the four steps: Brand, Structure, Compose and Build.
- **Chapter 10** brings the AI features together, with advice on writing good requests.
- **Chapter 11** covers what happens after building, and **chapter 12** tidying up unused templates.
- **Chapter 13** covers what every AI Site Designer screen has in common: saving, versions, conflicts and unsaved work.
- **Chapter 14** is a worked example from start to publish.
- **Chapters 15 and 16** are troubleshooting and the reference.

2. Key ideas

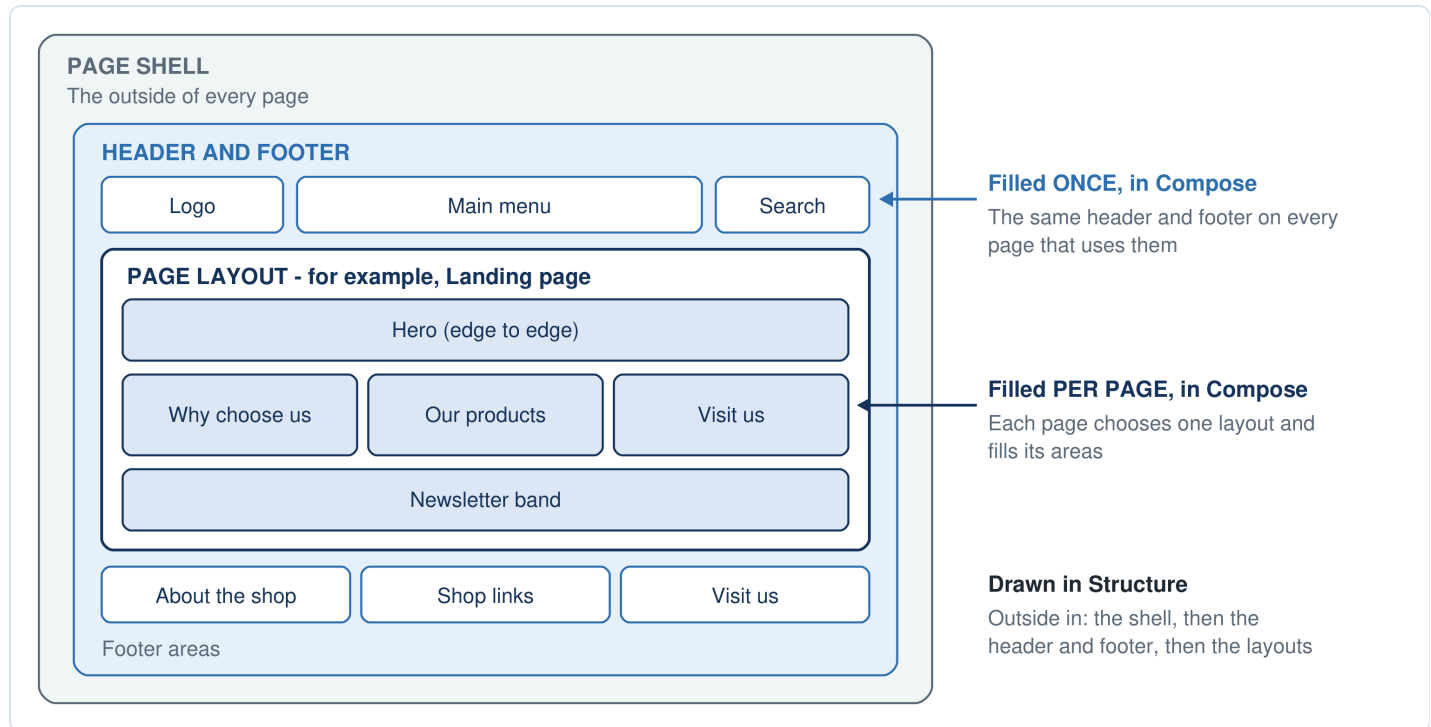
2.1 Templates sit inside each other

Every page in Indition is shown inside a chain of templates. The AI Site Designer uses three levels, from the outside in:

The three levels

LEVEL	WHAT IT IS	HOW MANY	FILLED
Page shell	The outside of every page: what the browser loads first	Usually one for the whole site	Rarely; usually nothing of its own
Header and footer	The areas above and below your page content — logo, menu, footer links	One per design	Once , for every page
Page layout	What one kind of page is made of — a hero and bands, or main content with a sidebar	A handful per design	Per page

A page layout sits inside the header and footer, which sits inside the page shell. When a visitor opens a page, all three show together. That is why the logo and menu are placed once, in the header and footer, and not on every page.



Three levels, from the outside in. You draw them in Structure; you fill the header and footer once, and each page's layout per page, in Compose.

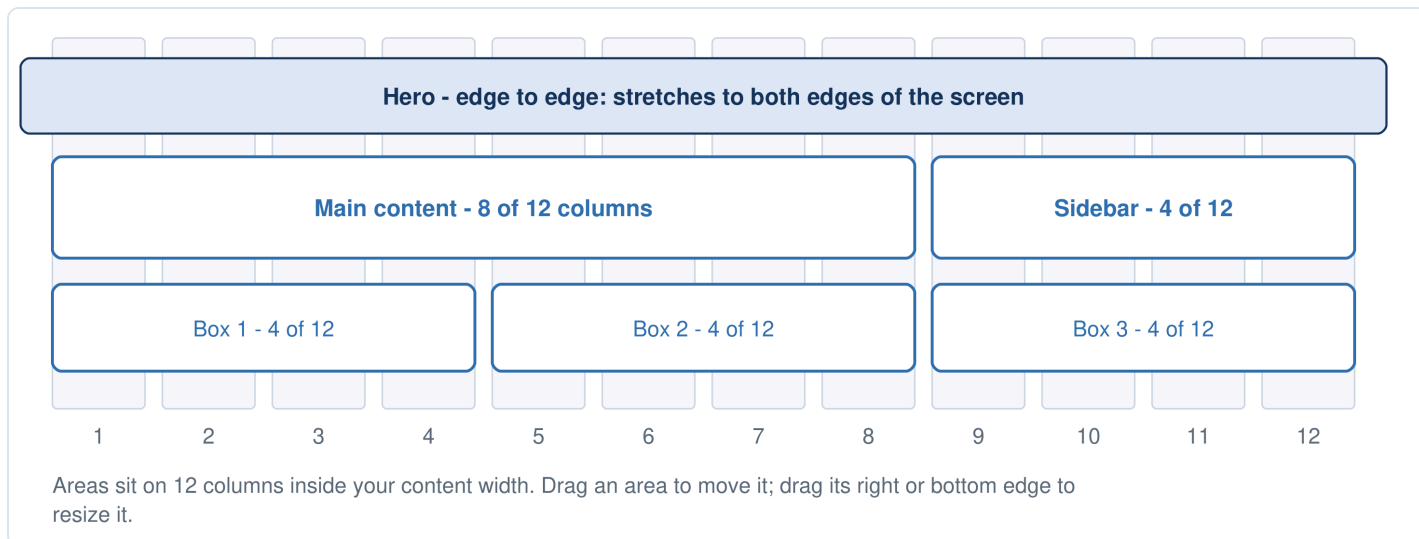
Worked picture: a home page

A home page built from a design might render as: the page shell (nothing visible of its own) around the header and footer (the announcement strip, logo, main menu and search at the top; four footer columns and the small print at the bottom) around the "Landing page" layout (a hero, a band of feature boxes, a product band, a newsletter band). The page itself holds only the widgets in the landing page's areas.

2.2 Areas

An **area** is a named place for widgets inside a template: "Hero", "Main menu", "Opening hours". In Structure you draw areas; in Compose you fill them.

- Each area has a name in your own words, up to 60 characters.
- Areas sit on a **12-column grid**: an area spans some of the 12 columns (for example 8 of 12 beside 4 of 12), or stretches **edge to edge** across the whole screen, which suits a picture or a colored band.
- A layout can have up to 24 rows and 40 areas; an area can be up to 6 rows tall.
- **On phones** every area stacks one above the other in reading order — left to right, then top to bottom. You can choose to hide an area on phones, or move it to another place.



The 12-column grid. An area spans some of the 12 columns, or stretches edge to edge.

2.3 New templates and templates on your site

Every level in a design is either **New** (drawn in this design) or **On your site** (an existing template, reused exactly as it is). The AI Site Designer always offers your existing templates first, because every new template is one more in every template list. A reused template is never changed by a design: its areas are fixed, and building leaves it, its content and its widgets exactly as they are.

2.4 Widgets, content and data

Widgets are the building blocks placed in areas. For the AI Site Designer there are two kinds:

Kinds of widget

KIND	EXAMPLES	WHAT YOU SET IN THE DESIGN
Content widgets	Rich text, Button V5, Icon Box, Announcement Bar	Their words and settings, typed in Compose
Data widgets	Product List V5, Product Detail V5, Email Subscription, Google Reviews	Placed with their defaults; what they show is chosen in the page editor after building

Only widgets switched on for your website are offered. For the store, the AI Site Designer offers the V5 widgets; the older store widgets they replace are left out.

2.5 Styles

A **style** (styling preset) is a look saved on your site for a widget — "Dark hero", "Compact product card". When you add a widget, your saved styles for it come first and the first one is chosen for you, because a saved style is how a site stays on brand. **Its own look** uses the widget's defaults instead, following the design's brand where it can.

2.6 Ordinary pages and store pages

- An **ordinary page** has its own address, such as /spring-servicing.
- A **store page** is a page the store shows for many items — the product page shows whichever product is being viewed. It has no address of its own; the store's addresses lead to it. Widgets made for it (those that show "the product being viewed") are offered first on it and not at all elsewhere.

The AI Site Designer can build **product pages** and **gift card pages** as store pages. Other store pages — the cart, checkout and account pages — can be designed, but the build leaves them out, because parts of the store find those pages by what they do rather than by their address, and a draft of one could be handed to your customers.

2.7 Drafts, revisions and publishing

Building never publishes. Each page it makes is **switched off** and **in no workflow**, so visitors get "not found", sitemaps and site search do not list it, and no menu points at it. Its widgets are in a draft **revision**. To put a page live you open it in the page editor, check it, switch it on and assign its revision to your workflow — exactly as for any page you make yourself.

2.8 A design is one-way

A design moves from **Draft** to **Built**, and either can be **Archived**. Nothing ever goes back to Draft. A built design is the record of what was built: it cannot be changed, built again or deleted. To keep working, you **duplicate** it into a new draft. To change your live site, you edit its pages.

2.9 Versions and copies

A design can be copied two ways: **Duplicate** (from the list or the read-only banner) makes "Copy of ..." as a new draft; **Save as a version** (in a step) keeps what you have on screen in a new draft of the same name and moves you to it. Every copy says which design it was **Copied from**. There is no separate history screen: versions are simply designs in the list.

2.10 Things no widget can do yet

When a page needs something none of your widgets can show — a carousel of customer testimonials, say — the AI Site Designer does not fake it with other widgets. It goes on the list **Things no widget can do yet**, with the page and area where it was wanted. AI features add to this list too. The list is a record of what to build next, not a problem: it never stops a build.

3. Access and permissions

3.1 The permissions

Access is set in **Manage Permissions**, by role. Admins always have access to everything.

Permissions that matter to the AI Site Designer

PERMISSION (AS SHOWN IN MANAGE PERMISSIONS)	WHAT IT ALLOWS	WHO HAS IT BY DEFAULT
AI Site Designer	Every AI Site Designer screen: making, changing, building and archiving designs, starting from this site, importing from Figma once it is connected, and tidying up unused templates	Admins and the CMS admin role
AI Site Designer: designs	Shows the design list by name in the permissions screen; granted together with AI Site Designer	Admins and the CMS admin role
Use the AI Assistant	Using any AI feature — in the AI Site Designer and in the page editor. It spends the website's AI budget, so it is a permission of its own	Admins and the CMS admin role
AI Site Designer: settings	Setting up the page-picturing service that Start from websites needs (AI Site Designer > Settings)	Admins and the CMS admin role, and any role that could set it up on the AI Assistant screen before
AI Assistant Settings	Changing the AI settings, and connecting or disconnecting Figma	Admins and the CMS admin role

The AI Site Designer's permissions are listed under **Cms / AI Site Designer** in Manage Permissions; Use the AI Assistant and AI Assistant Settings are under CMS.

What each person needs

TO...	THEY NEED
Make, change and build designs	AI Site Designer
Use an AI feature in the AI Site Designer	AI Site Designer and Use the AI Assistant, with AI set up and that feature's switch on
Tidy up unused templates	AI Site Designer
Import from Figma	AI Site Designer, once Figma is connected
Start from Canva	AI Site Designer and Use the AI Assistant, once a Canva account is connected
Connect or disconnect Figma	AI Assistant Settings

TO...	THEY NEED
Set up the page-picturing service, or connect Canva	AI Site Designer: settings

Good to know. Building a design never uses AI and needs only the AI Site Designer permission — even when the design was drafted by AI.

3.2 When something is not available to you

The AI Site Designer never simply fails: it says what is missing and who can change it.

- **Without the AI Site Designer permission**, every action answers "You do not have permission to use the AI Site Designer."
- **When AI help is switched off** for the website, the three AI cards on the design list (Start from a screenshot or PDF, Start from websites you like, Start from Canva) do not appear at all, and the AI buttons inside the steps (Describe a page layout, Add a page from a description, Fill with AI, Rewrite with AI) are not shown. Everything else works, including Start from this site and Import from Figma, which use no AI.
- **When AI is on but a card cannot run**, the card stays and says why, with no button: "Not available here." followed by the reason, and "You can still start a new design and make it yourself."
- **Inside the steps**, an AI button whose feature cannot run for you is simply not shown.

Reasons you may see on a card

REASON	WHAT IT MEANS	WHO FIXES IT
"AI help is not set up on this website yet: it has no AI key. An administrator can add one in Cms > AI Assistant."	AI is switched on but not connected to an AI account	An administrator
"Starting a design from a file is switched off on this website. ..."	The feature's own switch is off	Someone who manages the AI Assistant settings
"Starting a design from websites is switched off on this website. ..."	The feature's own switch is off	Someone who manages the AI Assistant settings
"Starting from websites needs the page-picturing service, and none is set up. ..."	The page-picturing service is not connected	Someone who may change AI Site Designer > Settings
"You do not have permission to use AI help. An administrator can give it to you in Manage Permissions ("Use the AI Assistant")."	Your role lacks Use the AI Assistant	An administrator

4. The design list

What it is. The first screen of the AI Site Designer (**CMS > AI Site Designer**): every design on your website with its look, its status and when it last changed, and the ways to start a new one.

Why you need it. It is where you start designs, return to ones in progress, and keep the record of what was built.

4.1 The top of the screen

The screen opens with: "Choose your site's colors and fonts and lay out its pages, then build it as draft pages when you are ready. Nothing on your live site changes until a design is built and its pages are published."

Below it are the ways to start, as cards (chapter 5): **Start from this site**, **Start from a screenshot or PDF**, **Start from Canva**, **Start from websites you like**, a **Tidy up** card when templates have gone unused (chapter 12), and **Import from Figma**. The **New design** button is at the top right. The cards and the button are hidden while you view archived designs.

4.2 The list

Two tabs sit at the top of the list: **Current designs** (drafts and built designs) and **Archived designs**. Designs are listed most recently changed first.

Columns

COLUMN	WHAT IT SHOWS
Design	The name, as a link that opens the design. Under it, when the design is a copy: "Copied from "..." (with "(archived)" when the original is archived), or "Copied from a design that has since been deleted"
Look	Up to five color squares — main color, second color, text, page background, dark band. Point at one to see its value. "No colors chosen yet" when there are none
Status	Draft, Built or Archived
Last changed	The last save to any step, or a change of status
Actions	Open or View, Duplicate, Archive, Delete (see below)

Empty list. "No designs yet. Start one to choose your site's colors and fonts — nothing changes on your live site while you work on it." with a **New design** button. The archived tab, when empty, says "No archived designs. When you archive a design it moves here, where you can still open and duplicate it."

4.3 Operations

BUTTON	SHOWN FOR	WHAT IT DOES
Open	Drafts	Opens the design on its Brand step, to work on
View	Built and archived designs	Opens the design read-only
Duplicate	Every design	Makes a new draft called "Copy of ..." and opens it. No confirmation
Archive	Drafts and built designs	Moves the design to Archived designs, after you confirm
Delete	Designs that have never been built	Deletes the draft for good, after you confirm

Duplicate

1. Choose **Duplicate** on the design's row.
2. A new draft called "Copy of <name>" opens on its Brand step.

It copies the design as it was saved: its brand, structure, pages and shared widgets. It does not copy the record of a build, nor the note about how the design was started. It copies the design, not your live site: to start from what is live now, use Start from this site.

Archive

1. Choose **Archive**.
2. Read the confirmation — "It moves to Archived designs, where you can still open and duplicate it. It can no longer be edited." — and choose **Archive design**.

Archiving is one-way: there is no un-archive. To work on an archived design again, duplicate it.

Delete

1. Choose **Delete** (only shown for a design that has never been built).
2. Read the confirmation — "This draft is deleted for good. It has never been built, so nothing on your site changes." — and choose **Delete draft**.

A built design can never be deleted: its record is the list of what the build created. Archive it to hide it. Copies of a deleted design are kept, and say "Copied from a design that has since been deleted".

4.4 A new, empty design

1. Choose **New design**.
2. Type a **Name** (up to 255 characters) — for example "Spring relaunch".
3. Choose **Create design**, or press Enter.

The design opens on its Brand step. A new design is not blank: it starts with a neutral set of colors (a blue main color, an amber second color, dark text on white) so the preview has something to show. Change them in Brand.

Good to know.

- There is no rename in the AI Site Designer: choose a name you will recognize. Names do not have to be unique; the "Copied from" line and the time of the last change tell same-named designs apart.
- The message "Give the design a name." appears if the name is empty.

4.5 The editor frame

Every step of a design shares the same frame:

- **The header:** the design's name, its status (Draft, Built or Archived) and "Last saved ..." with the date and time.
- **The step bar:** 1 Brand, 2 Structure, 3 Compose, 4 Build. The current step is highlighted; the others are links. You can move between steps at any time.
- **The read-only banner,** on a built design: "This design has been built, so it is now a record of what was built and cannot be changed. To keep working on it, duplicate it as a new design. To change your live site, edit its pages." On an archived design: "This design is archived, so it cannot be changed. To keep working on it, duplicate it as a new design." Both carry **Duplicate as a new design**, which does exactly what Duplicate does on the list.

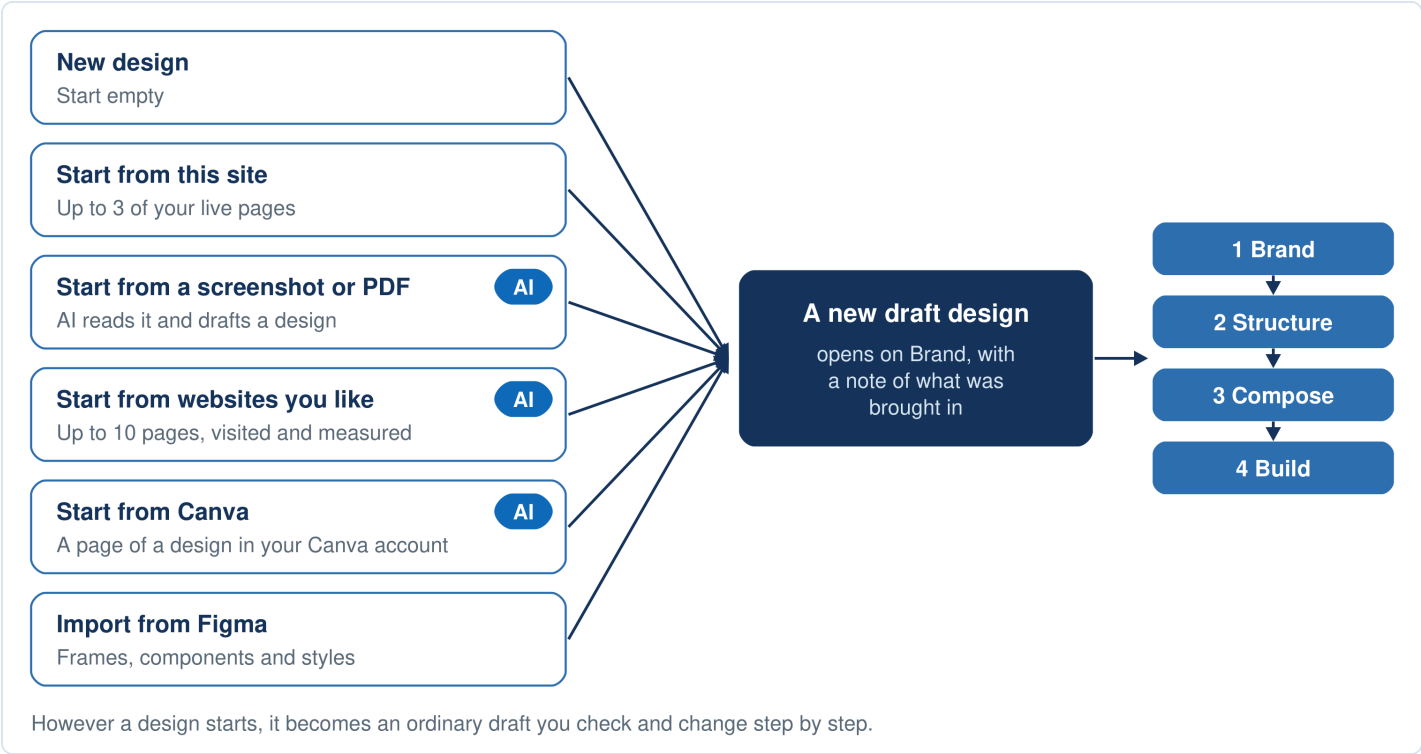
4.6 Messages any action can show

MESSAGE	WHAT TO DO
"Your session expired or the page is out of date. Reload the page and try again - nothing was saved."	Reload the page
"You do not have permission to change designs."	Ask for the AI Site Designer permission
"The server did not answer properly (...). Nothing was saved."	Try again; if it repeats, contact support
"Could not reach the server. Check the connection and try again - nothing was saved."	Check your connection
"There is no design ... It may have been deleted."	The design was deleted; return to the list

5. Ways to start a design

5.1 Choosing a way to start

Every way to start makes one new **draft** design and opens it on its Brand step. Nothing on your website changes.



Six ways in, one way through. Every way to start ends in an ordinary draft that opens on Brand.

The ways to start

WAY	STARTS FROM	USES AI	TYPICAL TIME	BEST WHEN
New design	Nothing	No	Instant	You know what you want and will build it up yourself
Start from this site	Up to 3 of your live pages	No	Seconds	You are redesigning pages you already have
Start from a screenshot or PDF	One picture or PDF of a site you like	Yes	1 to 3 minutes	You have a picture of a look you want
Start from websites you like	Up to 10 web pages	Yes	3 to 6 minutes	You can point at live sites you like
Start from Canva	One page of a design in your Canva account	Yes	2 to 4 minutes	The look is already drawn in Canva

WAY	STARTS FROM	USES AI	TYPICAL TIME	BEST WHEN
Import from Figma	Frames in a Figma design file	No	Under a minute	A designer has drawn the site in Figma

5.2 Start from this site

What it is. A redesign that begins with what is live now: up to three of your pages, with your site's saved colors and fonts, the templates those pages sit in, and their widgets. No AI is used and nothing is sent anywhere.

Why you need it. A redesign rarely starts from nothing. This gives you your current pages as a starting point you then change step by step, and it builds them as new drafts beside the live pages so you can compare before you swap.

How to use it.

1. On the design list, choose **Start from this site**.
2. Under **Pages to start from**, type part of a page's title or alias — for example "home", "about" or "product". Matching pages appear as you type.
3. Choose a page from the results. It moves to the chosen list above the search, and the search clears.
4. Repeat for up to three pages. Press Enter to take the first page found for what you typed.
5. Type a **Name for the new design** — for example "Homepage refresh".
6. Choose **Start my redesign**.

Each result shows the page's title, whether it is a page or a store page, its address, and the template it sits in. **Remove** takes a chosen page off the list.

Which pages are listed

LISTED	NOT LISTED
Live CMS pages	Pages that are switched off
Live product pages and gift card pages (store pages)	System, email and account pages, and other store pages such as the cart
Up to 25 results at a time — type more to narrow them	Pages with no version published to your workflow

What is brought in

FROM YOUR SITE	IN THE DESIGN
Your site's saved brand colors and fonts	The Brand step's choices; any value a design cannot hold is left for you to choose
Every template each page sits in	Reused exactly as they are, shell first
Each page's widgets, from the version visitors see now	Placed in the same areas of the template's current version
Each widget's words	Carried over, made safe
Each widget's settings	The settings a design can hold; for data widgets, their defaults
Each widget's saved style	Kept, when that style still exists
Each page's address, such as /about	A new address beside it: /about-redesign

Good to know.

- **Nothing live changes.** When the design is built, each ordinary page becomes a new draft at a new address — /about-redesign, then -redesign-2 and so on if that is taken — so the live page stays exactly where it is until you swap them.
- **It looks like your live site.** Because the templates are reused as they are, built pages look like the live pages. To bring in a new look, draw a new header and footer, or a new layout, in Structure: a design's colors and fonts go into the templates it draws.
- **Store pages** — a product page or a gift card page — are brought in as that store page, titled "<title> (redesign)".
- **A site with no saved brand** is told: "Your site has no brand colors or fonts of its own saved yet (its templates set their own look), so choose a main, a text and a second color in Brand."

What may be left out or changed, and why

THE NOTE SAYS	WHAT IT MEANS
"Page #... is not a live page of this site."	The page is switched off or no longer exists
"..." is a ... page, which a design cannot build."	A system or module page was chosen
"..." sits directly on the template "...", which other templates sit in, so it has no page layout of its own to reuse."	The page sits on a header and footer or shell, not a layout
"..." uses the template "...", which is switched off."	The page's layout is switched off

THE NOTE SAYS	WHAT IT MEANS
"From "...", left out: ... (in the site's own header or footer area, which stays as it is)"	Widgets in your site's header or footer areas are part of the reused header and footer
"... (its area ..." is not in the template's current version)"	The template has changed since the page was last saved
"... (not a widget a design can place)"	A widget the AI Site Designer does not place, such as a script or code widget
"..." is shown on an older version of the template "..."; the design uses its current version, so check its areas in Compose."	Check the page's areas in Compose
"The HTML of ... widget(s) on ..." was made safe ..."	Scripts, frames or anything that runs were removed from a widget's words
"... widget(s) on ..." shared settings with other pages; in the design ... its own copy."	Shared widgets become independent copies in the design

Messages

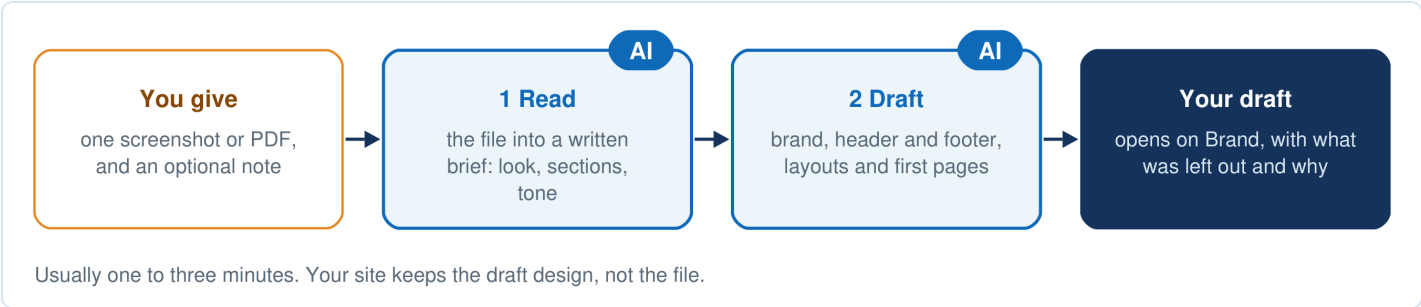
MESSAGE	WHAT TO DO
"Choose at least one page of your site to start from."	Choose a page
"Choose up to 3 pages; there are ..."	Remove a page
"Give the new design a name."	Type a name
"None of those pages could be read into a design: ..."	Read the reasons and choose other pages
"The pages could not be listed. Check the connection and try again."	Check your connection

5.3 Start from a screenshot or PDF

What it is. Upload a picture or a PDF of a website whose look you like. AI reads it and drafts a new design from it — colors, fonts, a header and footer, page layouts and a first page — for you to check and change, step by step.

Why you need it. Everyone has a screenshot of a site they admire. This turns it into a real, editable design in a few minutes, instead of describing it to a designer.

How it works. Two AI steps run one after the other. First the file is **read** into a written brief — what the page is, its colors, fonts, sections and tone. Then a **design** is drafted from the brief, in the AI Site Designer's own terms: the brand, a header and footer, page layouts on the grid, pages and widgets from your site's catalog.



From a file to a draft. AI reads the file into a brief, then drafts the design from the brief.

How to use it.

1. On the design list, choose **Start from a file**.
2. Drag your file onto the box, or click to browse. Choose **Choose another** to change it.
3. Type a **Name for the new design** — for example "Bike shop relaunch".
4. Optionally, fill in **Anything the AI should know** (up to 300 characters) — for example "it's a bike shop; keep our logo colors", or "keep our own header".
5. Choose **Draft my design**.
6. Wait while it reads and drafts: "Reading your file, then drafting a design. This usually takes one to three minutes." A timer shows how long it has been.
7. The new draft opens on its Brand step with a note of what was drafted.

You can close the window while it works: the draft is still made as long as the page stays open, and a message above the list says when it is ready, with **Open it**.

The file

ITEM	RULE
Kinds	One PNG, JPG, WEBP or GIF screenshot, or one PDF
Screenshot size	Up to 10 MB (less if your server allows less)
PDF	Up to 15 MB and 20 pages; not password-protected
Picture size	At least 400 by 200 pixels; at most 40 megapixels and 30,000 pixels on a side
Tall screenshots	Cut into up to 8 labelled parts, top to bottom, so the text stays readable

What the draft holds

PART	WHAT YOU GET
Brand	Colors, heading and body fonts from the font list, and size choices

PART	WHAT YOU GET
Page shell	Your site's most-used page shell, reused
Header and footer	Drawn new — unless your note asks to keep your site's own
Layouts	Up to 3 page layouts
Pages	Up to 3 pages, which may include a store page such as the product page
Shared widgets	The header and footer's widgets
Things no widget can do yet	What the reference shows that no widget can do

Good to know.

- **What is sent where.** Your file is sent to Anthropic, the company that makes the Claude AI, using your website's AI account, so the AI can read it. Your website does not keep a copy: only the draft design is saved.
- **Your own words.** The AI writes new words for your site in the reference's structure and tone. It never reuses the reference's words, business name, prices or near-copies of its headlines.
- **No pictures are copied.** Picture widgets are placed for you to fill with your own pictures. Links point only to pages of your own site.
- **Text aimed at an AI is not followed.** If the file contains text addressed to an AI, it is treated as page text, recorded, and shown to you in the note.
- **Colors that are hard to read are repaired.** A mixed shade such as the link color that comes out hard to read is given the nearest shade that reads well, and the note says so.
- **Cost.** Each run is charged to your website's AI account and counts against its daily limits. A run at the standard settings typically costs well under a dollar.

Messages about the file

MESSAGE	WHAT TO DO
"Choose a screenshot or a PDF to start from."	Choose a file
""..." is not a picture or a PDF. ..."	Choose a PNG, JPG, WEBP or GIF, or a PDF
""..." is ... A screenshot can be up to 10 MB and a PDF up to 15 MB."	Use a smaller file
""..." is protected with a password, so it cannot be read. ..."	Save the PDF again without a password
""..." has ... pages. A PDF can have up to 20: ..."	Save just the pages that show the design

MESSAGE	WHAT TO DO
"..." is an iPhone photo (HEIC), which cannot be read here - export it as JPG"	Export as JPG
"..." is ... pixels, too small to read. ..."	Use a screenshot at least 400 by 200 pixels
"..." is ... pixels, too large to read here. ..."	Screenshot the part of the page you like, or save it as a PDF
"..." does not look like a website or a page design, so nothing was drafted. ..."	Choose a screenshot or PDF of a site

Messages while drafting

MESSAGE	WHAT TO DO
"Reading your file took longer than the AI connection allows, so nothing was drafted. ..."	Try again, or use a smaller file
"Drafting the design took longer than the AI connection allows, so nothing was drafted. ..."	Try again; an administrator can lower the effort for "Designing layouts and the overall look"
"The AI declined to read this file, so nothing was drafted. Try a different screenshot or PDF."	Use another file
"The server stopped answering while the draft was being made. It may still finish on its own: ..."	Check your list of designs in a minute or two before trying again, or you could pay for the same draft twice
"This website has reached its daily limit for AI help (...)."	Wait until tomorrow, or ask an administrator to raise the limit

5.4 Start from websites you like

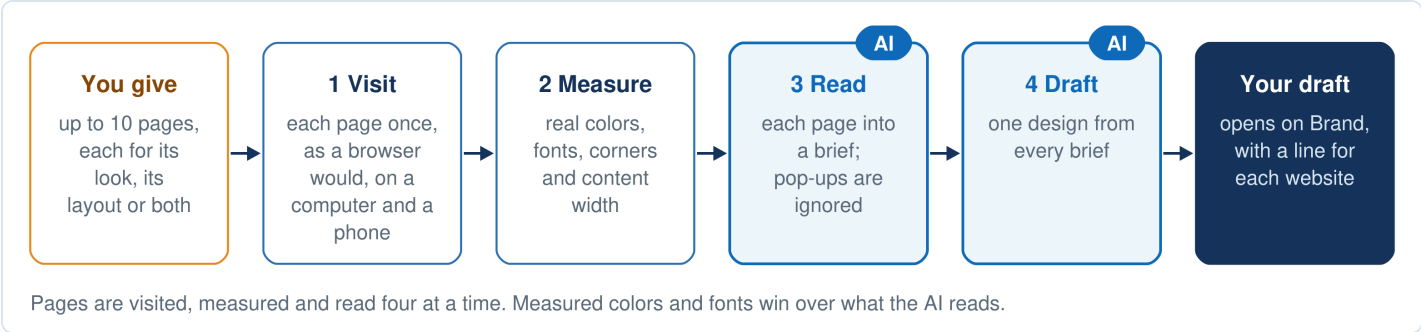
What it is. Give the addresses of up to ten pages you like, and say what you like about each: its look, its layout, or both. Your website visits each page once, as a browser would, pictures it at computer and phone width, and measures its real colors and fonts. AI then reads each page and drafts one design from all of them.

Why you need it. "I like that site" is how most people describe what they want. A live page carries things a screenshot loses: the exact color values and font names, and what the page looks like on a phone.

How it works.

1. **Visit.** Each address is checked (public websites only), visited once, and pictured at computer width (1440 pixels) and phone width (390 pixels). Up to four pages are visited at the same time.
2. **Measure.** While each page is open, the colors of its background, text, headings, links, buttons and cards, its fonts, its corner rounding and its content width are measured from what the browser actually shows.

3. **Read.** AI reads each page's pictures and measured values into a brief. Pop-ups such as cookie banners and chat bubbles are ignored.
4. **Draft.** One AI step drafts the design from every brief, each labelled with what to take from it, and your note.



From websites to a draft. Your website visits and measures each page; AI reads each one and drafts one design from them all.

How to use it.

- On the design list, choose **Start from websites**.
- Under **Pages you like**, type the address of a page in the first row — for example "www.example.com/a-page-you-like". A page, not a whole site: a home page, a product page.
- Under **Take from it**, choose **Its look and its layout** (the default), **Its look** or **Its layout**.
- Optionally, fill in **What you like about it** (up to 200 characters) — for example "the way the products are shown".
- To add a page, choose **Add another website**. Up to ten. **Remove** takes a row away.
- Type a **Name for the new design** and, optionally, **Anything the AI should know**.
- Read the privacy note and the most the run can cost, shown under it.
- Choose **Draft my design**. "Visiting the pages, reading them, then drafting a design. This usually takes three to six minutes."

What "Take from it" means

CHOICE	THE LOOK (COLORS, FONTS, CORNERS, WIDTH)	THE LAYOUT (HEADER, SECTIONS, FOOTER)
Its look and its layout	Used, if it is the first site giving its look	Offered to the draft
Its look	Used, if it is the first site giving its look	Not offered
Its layout	Not used	Offered to the draft

Rules worth knowing

- **The look comes from one website** — the first one, in the order of the rows, that gives its look and could be read. As soon as two rows would give a look, the dialog says: "The colors and fonts come from one website - the first one that gives its look (website 1). The others' looks are measured too, and the new design shows them so you can swap one in."
- **Layouts can come from every site** that gives its layout, but a draft holds at most three layouts and three pages; the AI chooses the ones that fit best and says, per site, whether its layout was used and why not.
- **Measured values win.** When the AI's reading of a picture and a measured color are close, the measured one is used. A measured font that is in the font list, and the measured corners and content width, replace the AI's choice.
- **A page that fails does not stop the run.** As long as one page can be used, the design is drafted, and the note lists what became of every page. If none can be used, nothing is drafted and each row shows why.
- **The same page given twice** is visited once.
- **Addresses** without "https://" get it added. A one-word name such as "shop" is refused: copy the address from the browser's address bar.

What will not be visited

THE PAGE	WHY
Behind a login or a paywall, or showing its content only after a click	The visit sees only what loads by itself
On a private network, or a name such as "localhost" or "intranet"	Only public websites can be visited
An address with a user name or password in it, or an unusual port	Only ordinary web addresses can be visited
Given as a number instead of a name	Give the site's name, such as www.example.com

Good to know.

- **What is sent where.** Each page is visited once by your website's own page-picturing service. A picture of each page and what was measured on it are sent to Anthropic, using your website's AI account. Nothing else is kept but the draft design, written in new words for your site — never the other sites'.
- **Cookie banners** are pictured as the page loads; the AI is told to ignore them. Nothing on another site is ever clicked.
- **Cost.** The dialog shows the most the run can cost before you start; it usually costs much less.
- **The page-picturing service** must be set up for your website. When it is not, the card says so.

Messages for a page

THE NOTE SAYS	WHAT IT MEANS
"The site answered with an error (...)."	The page did not load — check the address
"The page took too long to load."	The page is slow, or never finishes loading
"The page, or where it redirects, points somewhere that cannot be visited."	It leads to a private or refused address
"No site answers to this name."	The name does not exist — check the spelling
"This name points inside a private network, so it cannot be visited."	Not a public website
"This page does not look like a website design (an error page, a login wall or a blank page), so it was left out."	Choose a page that shows the design
"The same page is given earlier, so it was visited once."	A repeat
"Its look was measured but not used: the look comes from one site, ..."	Another site gave the look; you can swap this one in
"The page-picturing service is busy. Try again in a minute."	Wait and start again
"The page-picturing service could not be reached."	Ask whoever manages AI Site Designer > Settings

5.5 Start from Canva

What it is. Choose a design from the Canva account connected to your website, and the page to start from. Canva makes a picture of that page, and AI drafts a new design from it — colors, fonts, a header and footer, page layouts and a first page — for you to check and change, step by step. Nothing in Canva changes.

Why you need it. Many businesses already have their look in Canva: a flyer, a menu, a mock-up of a website. This turns it into a real, editable website design without exporting files or describing it to a designer.

How it works. Canva exports the page you choose as a picture. From there it is exactly **Start from a screenshot or PDF**: the picture is **read** into a written brief, then a **design** is drafted from the brief, from your site's own widgets. It uses the same AI switch, **Starting a new site design from a screenshot or PDF**.

Before you start. A Canva account must be connected to your website, in **AI Site Designer > Settings** (see the Setup Guide). Until then the card says "No Canva account is connected to this website" and, for someone who may change those settings, links to them.

How to use it.

1. On the design list, choose **Start from Canva**.
2. Your newest Canva designs are shown. Type in the search box and choose **Search** to find one by name, or **Show more designs**.
3. Choose the design. Choose **Choose another** to go back.
4. For a design with more than one page, choose the **Page to start from** — usually the page that shows the website's home page.
5. Check the **Name for the new design** (it starts as the Canva design's name).
6. Optionally, fill in **Anything the AI should know** (up to 300 characters).
7. Choose **Draft my design**. "Getting the page from Canva, then reading it and drafting a design. This usually takes two to four minutes."
8. The new draft opens on its Brand step. Its note says "Drafted from the Canva design "...", page ...".

You can close the window while it works: the draft is still made as long as the page stays open, and a message above the list says when it is ready.

Good to know.

- **One account for the website.** Everyone who may use the AI Site Designer sees the designs the connected Canva account can open.
- **What is sent where.** Canva makes the picture of the page; it is sent to Anthropic, using your website's AI account, so the AI can read it. Your website does not keep the picture: only the draft design is saved.
- **Premium elements.** Canva will not export a page with premium elements the connected account has not paid for. Choose another page, or remove them in Canva.
- **Everything else is as Start from a screenshot or PDF:** your own words, no pictures copied, text aimed at an AI not followed, the same cost and daily limits.

Messages

MESSAGE	WHAT TO DO
"No Canva account is connected to this website."	Connect one in AI Site Designer > Settings
"The Canva connection has ended - Canva no longer accepts it. ..."	Connect Canva again in AI Site Designer > Settings
"That page uses premium Canva elements the connected account has not paid for, ..."	Choose another page, or remove them in Canva
"Canva took more than 2 minutes to export the page, ..."	Try again, or choose a simpler page
"That page is too large to read here: ..."	Choose a smaller page, or split it into several pages in Canva

MESSAGE	WHAT TO DO
"Page ... of ..." does not look like a website or a page design, ..."	Choose a page that shows a website
"That design is not in the connected Canva account any more. ..."	Choose another design
"Canva is limiting how often it can be asked. ..."	Wait a minute, then try again

5.6 Import from Figma

What it is. Bring in a design made in Figma — its colors and fonts, a header and footer, page layouts, and pages with widgets. No AI is used: the import follows fixed rules, and you check every part before anything is created.

Why you need it. When a designer draws the site in Figma, this turns their frames, components and styles into an AI Site Designer draft without anyone copying anything by hand.

Before you start. Your website must be connected to Figma once, by someone who manages the AI Assistant settings (chapter 3 and the Setup Guide). Until then the dialog says: "This site is not connected to Figma yet. Someone who manages the AI Assistant settings can connect it here with a token from a Figma account; once it is connected, you can import."

How to use it.

1. On the design list, choose **Import from Figma**.
2. **Your Figma file.** Paste the **Link to your Figma file** (in Figma: Share, then Copy link). A link to one frame works too: that frame is chosen for you. Choose **Next**.
3. **What to import.** Choose the **Figma page**, then switch on the frames to import. Each frame becomes a page; a section gives a page for each frame in it. Up to 12 frames. Choose **Next**.
4. **Check and import.** Check the design's name, each page's title and address (or make it a store page), what each Figma component becomes, and the colors, fonts and sizes found. Choose **Import**.
5. **Imported.** Read the summary — what was imported, what was not and why — then choose **Open the design**.

How Figma becomes a design

IN FIGMA	IN THE DESIGN
A chosen top-level frame	A page
A section	A page for each frame in it
A phone-sized frame named like a page ("Home - Mobile" beside "Home")	That page's phone version: what it hides or moves on phones
What repeats at the top and bottom of every frame, or anything named header or footer	A drawn header and footer, filled once — or your site's own, when it has the same parts

IN FIGMA	IN THE DESIGN
The rest of each frame	A page layout on the 12-column grid; frames laid out alike share one layout
A component	The widget chosen for it — matched by name, chosen by you, or noted as missing
Text	A Rich Text widget
A button	A Button V5 with its words; where it links to is chosen in Compose
An image	An Image V5 widget with no picture yet — pictures are not copied
Color variables and styles, fonts, sizes	The brand

What each Figma component becomes

For each component, a dropdown shows what it will become, with the reason: the same name as a widget, a name that reads like one ("Product Grid" becomes Product List V5), a choice made on your site before, or your own choice. You can change any of them:

- a widget from your site's catalog;
- **No widget - note it as missing** — it goes on the list of things no widget can do yet;
- **Not a widget - import what is inside it** — for a part of a page such as "Hero Section";
- **Leave it out - it is decoration** — for icons, shapes and backgrounds.

Choices you change are remembered for the whole site, for the next import.

Good to know.

- **File reads are limited by Figma.** A View or Collab seat gets only a few file reads a month. The import reads a file once per step and keeps what it read for half an hour.
- **Links** to Figma design files are accepted; FigJam boards, Slides decks, Make and Sites files are not.
- **The token** belongs to one Figma account: anyone who can use the AI Site Designer can import any file that account can open.
- **Pictures are not copied.** Each image becomes an Image V5 widget with the note "choose this image in the page editor after building".

Messages

MESSAGE	WHAT TO DO
"That is not a link to Figma. ..."	Copy the link from Figma with Share, then Copy link
"The Figma account this site is connected with cannot open this file. ..."	Ask the file's owner to share it with that account
"Figma is limiting how often this account can read files right now. Try again in ..."	Wait, or use an account with a Dev or Full seat
"Figma says the saved token has expired. ..."	Ask someone who manages the AI Assistant settings to connect again
"At most 12 frames at a time. Import the rest into a second design."	Import in two designs
"This Figma file is too big to read in one go (more than 20 MB). ..."	Split the file in Figma

5.7 The note on a new draft

Every design started from a file, from websites, from your site or from Figma opens on its Brand step with a note at the top. Read it first: it is the fastest way to know what to check.

What the note tells you

PART	WHAT IT SAYS
Heading	Where the design came from — "Drafted from "file.png".", "Drafted from the Canva design "Spring menu", page 2.", "Drafted from 3 websites.", "Started from your live site." or "Imported from Figma: ..."
Summary	What was drafted, in a sentence or two
Counts	The colors and fonts, the header and footer, how many layouts, pages and widgets
Things to fix	How many things must be fixed before it can be built, with links to Structure and Compose — or "Nothing stands in the way of building it yet - look through each step first."
Things no widget can do	How many are listed in Compose
The websites	One line per website: what it gave (its look and its layout, its look, its layout, or nothing) and why
The pages	For Start from this site: where each page will be built, beside the live one

PART	WHAT IT SAYS
What was left out, What was changed	Every item, with its reason
Text written to an AI	Any text in the reference addressed to an AI, which was not followed

Trying another website's look

For Start from websites, each site whose look was measured but not used shows its colors as swatches and its fonts, with **Use this site's look instead**. Choosing it puts that site's colors and fonts into the Brand step, **unsaved**: the button changes to "Swapped in - Save keeps it, Undo goes back". Choose **Save** to keep it, or **Undo my changes** to go back.

Good to know. The note for a Figma import shows when the draft first opens; the note for the other ways of starting is kept with the design.

6. Step 1: Brand



Step 1 of 4. Brand sets the look every page of the design shares.

What it is. The step where you choose the design's colors, fonts and sizes, with a live preview beside them and a check that every text color is easy to read.

Why you need it. The brand is shared by every page of the design. Setting it once keeps every page consistent, and the readability check stops a hard-to-read color before it reaches a visitor.

6.1 The screen

The screen has two parts: the **preview** in the centre and the **brand panel** on the right. The panel's sections, top to bottom, are **Colors**, **Message colors**, **Fonts**, **Size**, **spacing and corners** and **Easy to read?**, with **Use my styling presets** at the top and **Undo my changes**, **Save as a version** and **Save** at the bottom.

The line at the top of the panel says where you are: "All changes saved", "You have unsaved changes", "Saving..." — or, on a built or archived design, "This design cannot be changed."

6.2 The preview

The preview shows the building blocks a site built from this design is made of, drawn in the design's brand:

- a header bar with your site's name, menu links and a cart button;
- a hero with a heading, a lead paragraph, two buttons and small print with a link;
- a band of three product cards with prices, badges and "Add to cart" buttons — the middle button shown as it looks when pointed at;
- a contact form, with one box shown with the keyboard outline;
- the four message colors, and an order number in the fixed-width font;
- a dark band with a button, and the footer;
- your site's own contact form, shown by its real widget, whose button follows your main color.

Preview controls

CONTROL	WHAT IT DOES
Computer, Tablet, Phone	Shows the preview at full width, 820 pixels or 390 pixels. At phone width the menu folds into a "Menu" button
Show it inside	Puts the preview inside one of your site's page templates, to see the brand with that template's header and footer. Just the preview (no site header or footer) returns to the plain preview

Good to know.

- A template marked **(sets its own colors)** sets colors and fonts itself, so the design's brand cannot show on pages that use it. The preview says so: "This template sets its own colors and fonts, so your brand cannot show on pages that use it. Inside it, the preview shows those pages as they look today."
- The preview's note explains an important limit: most of your current live pages set their colors widget by widget, so they will not change with this brand yet. Pages built from this design will.

6.3 How a color row works

Every color has a row with a **swatch**, its **name** and a help line, a **state** line, and a **code box** on the right.

1. Click the swatch to open your browser's color picker, or
2. Type a color code in the box — for example #1f5f8b — and press Enter or leave the box.

What the state line tells you

STATE	MEANING	LINK OFFERED
Your choice	You chose this color	"Use the standard color", or "Follow your main color" for a color that can follow
Follows your main color (or second color, or text)	The color is worked out from another one, and changes when that one changes	"Choose its own" fixes it at the color it shows now

STATE	MEANING	LINK OFFERED
Standard color	The built-in color is used	—
Not chosen yet - a design needs one.	A required color with no value	—

A color that fails the readability check has a red outline and a "!" on its swatch, and a red line under it saying which background it is hard to read on.

6.4 Colors

The first six colors are always shown; the rest are under **More colors**.

The main colors

COLOR	USED FOR	STANDARD
Main color	Buttons, links and highlights	None — required
Words on the main color	The text on buttons and highlights	White
Second color	Small highlights that set off the main color	None — required
Text	Headings and paragraphs	None — required
Page background	Behind everything on the page	White
Dark band	The footer and bold feature bands	Near-black

More colors

COLOR	USED FOR	STANDARD
Links	Links and highlighted words on a light background	Follows the main color, a little darker
Main color when pointed at	Buttons while someone points at or taps them	Follows the main color, darker
Pale main color	The light tint behind badges and chosen items	Follows the main color, very light
Pale second color	The light tint behind second-color highlights	Follows the second color, very light
Secondary text	Introductions and supporting sentences	Follows the text, lighter

COLOR	USED FOR	STANDARD
Small print	Dates, captions and hints	Follows the text, lighter still
Alternate background	Bands that separate one section from the next	Light grey
Card background	Boxes that hold a product, an offer or a note	White
Borders and dividers	Lines around boxes and between rows	Light grey
Text on the dark band	Headings and paragraphs inside the dark band	Near-white
Soft text on the dark band	Supporting words inside the dark band	Grey
Keyboard outline	The ring that shows which button or box is chosen from the keyboard	Follows the main color, lighter

Required colors. The main color, the second color and the text color have no standard: a design needs all three before it can be built, and they cannot be cleared. Clearing one shows "Choose a main color - a design needs one." and keeps the old value.

Colors that follow. Links, the pointed-at and pale shades, secondary text, small print and the keyboard outline follow another color until you choose their own. Change the main color and they change with it. Once you choose one's own value, it stops following; **Follow your main color** (or second color, or text) links it again.

6.5 Message colors

COLOR	USED FOR	STANDARD
Success messages	Confirmations such as "Added to your cart"	Green
Warnings	Things to check, such as "Only 2 left"	Amber
Problems	Errors, such as "That card was declined"	Red
Information	Notes, such as delivery dates	Blue

Message colors show as a thick left border and a pale tint; the words stay in the text color.

6.6 Fonts

FONT	USED FOR	STANDARD
Headings font	Page titles and section headings	Same as the body font

FONT	USED FOR	STANDARD
Body font	Paragraphs, menus, buttons and forms	Your visitor's system font (sans-serif)
Fixed-width font	Order numbers, codes and figures that line up in columns	Your visitor's system fixed-width font

The font list

GROUP	FONTS
Sans-serif	Your visitor's system font, Inter, Archivo, DM Sans, Work Sans, Source Sans 3, Lato, Montserrat, Nunito Sans
Serif	Classic serif (Georgia), Fraunces, Playfair Display, Merriweather, Lora, DM Serif Display, Libre Baskerville
Fixed-width	Your visitor's system fixed-width font, Spline Sans Mono, JetBrains Mono, IBM Plex Mono

Good to know.

- **"Your visitor's system font"** downloads nothing: each visitor sees their own device's interface font — San Francisco on Apple devices, Segoe UI on Windows, Roboto on Android. Classic serif (Georgia) also downloads nothing.
- **Every other font** is loaded from Google Fonts, in the preview and on the built pages. Each font carries a similar fallback, so a visitor whose browser cannot reach Google sees a close system font.
- A font brought in from a file, a website or Figma that is not in the list shows as **Custom font:** It is never downloaded, so it only shows for visitors who have it installed.

6.7 Size, spacing and corners

CHOICE	HELP	OPTIONS
Text size	How big paragraphs, menus and buttons are	Smaller (15px), Standard (16px), Larger (18px)
Line spacing	How much room there is between lines of a paragraph	Tight (1.35 lines), Standard (1.5), Airy (1.7)
Content width	How wide the page content can grow on a large screen	Narrow (960px), Standard (1140px), Wide (1320px), Extra wide (1440px)
Spacing	The room between items, and between one section and the next	Compact (32px between sections), Standard (48px), Roomy (80px)

CHOICE	HELP	OPTIONS
Corners	How rounded buttons, boxes and pictures are	Square (0px), Subtle (4px), Standard (8px), Rounded (14px)

Each choice sets a whole group of values at once. A design brought in with values that match no option shows **Custom (...)** until you choose an option.

6.8 Easy to read?

What it is. A live check, as colors change, that every kind of text is readable on the background it sits on. It uses the accessibility standard for readable text (WCAG AA): a contrast of at least 4.5 to 1.

The nine pairs

PAIR	TEXT COLOR	ON
Text on the page background	Text	Page background
Text on cards	Text	Card background
Text on the alternate background	Text	Alternate background
Secondary text	Secondary text	Page background
Small print	Small print	Page background
Words on buttons	Words on the main color	Main color
Links	Links	Page background
Text on the dark band	Text on the dark band	Dark band
Soft text on the dark band	Soft text on the dark band	Dark band

Each pair shows "Easy to read 7.2 : 1" (green), "Hard to read 3.1 : 1" (red) or "Not chosen yet". The summary above the list says "All the text on this design is easy to read.", or how many pairs are hard to read.

How to fix a hard-to-read pair.

1. Find the text color marked with "!" in the panel. Its red line names the background — for example "Hard to read on the page background (3.1 : 1). Text needs 4.5 : 1."
2. Make the text color darker (on a light background) or lighter (on a dark one), or change the background.
3. Watch the pair turn green.

Good to know. The check advises; it never stops you saving. But a design with a hard-to-read pair cannot be built until it is fixed. Message colors, the second color, the pale shades, borders and the keyboard outline are not

checked.

6.9 Use my styling presets

What it is. A way to start the brand from the styles already saved on your site: the AI Site Designer reads every saved styling preset and proposes colors, fonts and corners that match them.

How to use it.

- 1. Choose **Use my styling presets**.
- 2. Read the proposals. Each shows the setting and value — for example "Main color: #1f5f8b" — and where it was found: "From Button color in the "Dark hero" preset for Image V5."
- 3. Choose **Leave out** on anything that does not fit (**Include** puts it back).
- 4. Choose **Use these** (or **Use this one**).
- 5. Check the preview, then **Save**.

What it can propose

SETTING	FOUND FROM
Main color	Button colors
Words on the main color	Button text colors
Second color	A setting named "accent"
Text	Dark title and text colors
Secondary text	Subtitle and intro text colors
Borders and dividers	Light border colors
Card background	Light card and panel backgrounds
Corners	Corner rounding, matched to the nearest option
Headings and body fonts	Font settings

When presets disagree, the value used most often wins. Nothing is saved until you save; **Undo my changes** takes the proposals away again.

Messages

MESSAGE	MEANING
"Your site has no styling presets yet. Presets are saved from a widget's "Save as preset" button in the page editor."	There is nothing to read
"Your ... styling presets do not set any colors, fonts or corners this can use."	The presets set only other things

6.10 Saving the brand

BUTTON	WHAT IT DOES
Save	Saves the brand. The other steps are left exactly as they are
Save as a version	Makes a new draft design with the same name, holding the brand as it is on your screen and the other steps as they were last saved, and moves you to it: "Saved as a new version. The earlier version is unchanged - you can open it from the AI Site Designer at any time."
Undo my changes	After you confirm — "The brand goes back to how it was when this design was last saved. Your unsaved changes are lost." — every unsaved change is undone at once

Good to know.

- **Save is refused as a whole** if any value cannot be used: each problem is shown beside its color or choice, and "Some of the brand could not be saved - the problems are marked beside each choice. Nothing was saved."
- **If someone else saved the design** after you opened this step: "Someone else saved this design at 3:04 pm, after you opened it. Your changes are still on your screen: save them as a new version to keep both, or reload to see theirs." Choose **Save my changes as a new version** to keep both. A save in another step — even your own, in another browser tab — counts.
- **Unsaved brand changes are not kept** if you leave the page: your browser warns first. Save before moving to another step.
- **Saving never changes your live site.** The brand stays in the design until it is built, and even then reaches only the design's own pages.

Messages about a color value

MESSAGE	WHAT TO DO
"That is not a color this can use. Type a code such as #1f5f8b, or pick from the swatch."	Use a color code or the picker
"A color cannot load anything. Type a code such as #1f5f8b."	Remove url(...) from the value

MESSAGE	WHAT TO DO
"That has a quote that is not closed." / "That has a bracket that is not closed."	Correct the value
"Choose a main color - a design needs one, because nothing else fills it in."	Choose a main color (or text, or second color)

7. Step 2: Structure



Step 2 of 4. *Structure decides where things can go, on every kind of page.*

What it is. A canvas of the templates your pages sit in: the page shell around everything, the header and footer inside it, and the page layouts inside that. You arrange each level's areas on a 12-column grid.

Why you need it. Laying out the header, footer and a handful of page layouts once means every page built from them is consistent — and you are not creating a new template for every page.

The screen opens with: "Every page sits inside your page shell and your header and footer. Choose the page layouts your pages use, or draw new ones; you fill their areas with content in the next step."

7.1 Getting started on an empty structure

A new, empty design shows **Lay out your pages**: "Every page on your site sits inside a page shell and a header and footer. Most designs keep the ones the site already has, and add the page layouts they need." Choose one:

BUTTON	WHAT IT DOES
Start from my site's header and footer	Keeps the header and footer most of your pages use, and its page shell. The note says how many pages sit inside it
Draw a new header and footer	Keeps your site's page shell and starts a new header and footer: a logo, a menu, your pages, and a footer

Either way, **Add a page layout** opens next, so you can add the layouts your pages use.

7.2 The screen

- **The canvas**, in the centre, draws the selected layout inside its header and footer, inside the page shell — each level a box with its areas where they render.
- **The page-layouts bar** above it lists every layout in the design, each marked **New** or **On your site**. Click a layout to show it. **Add a page layout** and **Describe a page layout** sit at the end.
- **Computer** and **Phone** above the canvas switch between the full grid and what a phone shows.
- **The panel** on the right has, top to bottom: **This page is made of**, the selected level, **Selected area**, **Before this design can be built**, **On phones**, and **Save structure**.

This page is made of

A numbered list of the levels of the layout you are looking at, outside in — "1 Page shell, 2 Header and footer, 3 Landing page" — each with its template name, New or On your site, and its areas: "Areas: Hero, Why choose us, Newsletter band". Click a level to select it. "A page can hold content in any of these areas. You fill them in the next step."

7.3 Page layouts

The five kinds of page

KIND OF PAGE	DESCRIPTION	STARTING AREAS
Landing page	A wide picture or message across the top, then bands of content. For a home page or a campaign	Hero (edge to edge), Highlights, Main content
Two column	Your main content with a narrower column beside it, for menus, offers or contact details	Main content (8 columns) beside Sidebar (4)
Article	A heading, then one comfortable column for reading. For news, guides and blog posts	Page heading, then Article (columns 3 to 10)
Product listing	Filters down one side and your products beside them. For categories and collections	Category heading, then Filters (3) beside Products (9)
Simple page	One area across the page. For pages such as contact, terms or "about us"	Main content

Adding a page layout

1. Choose **Add a page layout**.
2. Choose the **Kind of page**. The dialog looks for layouts like it on your site.
3. Under **Already on your site**, up to four similar layouts are shown with their areas and why they match; the first is selected. Or choose any of yours from **Or choose any of your page layouts**.

4. To use one of them, choose **Use "..."**. To draw a new one instead, type a **Name, if you draw a new one** ("Shown in your list of page templates, so choose a name you will recognize") and choose **Draw a new one** (or **Draw a new one instead** when a suggestion is selected).

A new layout starts from its kind's starting areas. Its default name is the design's name and the kind — for example "Spring relaunch - Landing page".

Good to know. A layout from your site that sits in a different header and footer keeps that header and footer: "It comes with its own header and footer, "...", so pages built on it keep that header and footer."

7.4 Drawing areas

Only the selected level can be changed, and only in the Computer view. Its head says "Drag the areas to arrange them".

With the mouse

TO...	DO THIS
Select a level	Click its head, or its row in "This page is made of"
Select an area	Click it
Move an area	Drag it. Moving up takes the target row and pushes what was there down; moving down puts it below what is in that row. Rows never stay empty
Make it wider or narrower	Drag the handle on its right edge ("Drag to make it wider or narrower")
Make it taller	Drag the handle on its bottom edge ("Drag to make it taller"), up to 6 rows

With the keyboard

KEYS	WHAT THEY DO
Tab	Moves between the areas of the selected level
Arrow keys	Move the area left, right, up or down
Shift + Left / Right	Makes it narrower or wider
Shift + Up / Down	Makes it shorter or taller
Enter	Jumps to its Name, to rename it
Delete or Backspace	Removes it, after you confirm

Each area shows its size — "8 of 12 columns" or "Edge to edge" — and the panel shows its position: "Columns 1–8 of 12, row 1."

The selected area

CONTROL	WHAT IT DOES
Name	What goes here, in your words — for example "Opening hours". Up to 60 characters
Width	Page width keeps it inside your content width; Edge to edge stretches it to both edges of the screen, which suits a picture or a colored band
On phones	Stack, Hide or Move (7.7)
Remove this area	Takes it out of the level, after you confirm

The selected level

CONTROL	SHOWN FOR	WHAT IT DOES
Name	New levels	Shown in your list of page templates. Up to 100 characters; must not match any template already on your site
Kind of page	New layouts	Records which of the five kinds it is. Changing it does not rearrange the areas
Add an area	New levels	Adds "New area" across 12 columns at the bottom, and puts you in its Name
Add to the header / Add to the footer	A new header and footer	Adds an area above or below where your pages go
Use one you already have instead	New levels	Swaps your drawing for an existing template
See how it looks	Levels on your site	Opens the template's preview in a new tab
Choose a different one	Levels on your site	Swaps it for another existing template
Draw a new one instead	Levels on your site	Starts a new level from the usual areas; the template stays on your site
Remove this layout from the design	Layouts	Takes the layout out of the design, after you confirm

Good to know.

- A level **on your site** is used exactly as it is: "Its areas are fixed; this design uses it exactly as it is." To vary it, draw a new one.
- A layout cannot be removed while pages in the design use it: "Pages in this design use "...". Move them to another layout in the Compose step before removing it."
- The header and footer and the page shell can be replaced but never removed.
- A layout can have at most 40 areas: "A layout can have at most 40 areas. Split it into two page layouts instead."

7.5 You already have one like this

Under every new level, the AI Site Designer shows up to two templates on your site that look like it, under **You already have one like this**, each with its reasons:

- "Has areas like yours: Hero, Story band, Why choose us, Newsletter."
- "Already sits inside your header and footer."
- "Comes with a different header and footer: "...".
- "Used by 4 pages."

Matching looks at what the areas are called, in plain words — "banner", "slider" and "carousel" all count as a hero; "main" and "body" as content; "nav" and "links" as a menu — at the kind of page, and at how many areas there are.

How to use one instead.

1. Choose **Use it instead**.
2. Confirm: "Your drawing of ..." is removed from this design and "..." is used as it is."
3. Pages that used your drawing now use that template.

7.6 Levels drawn elsewhere

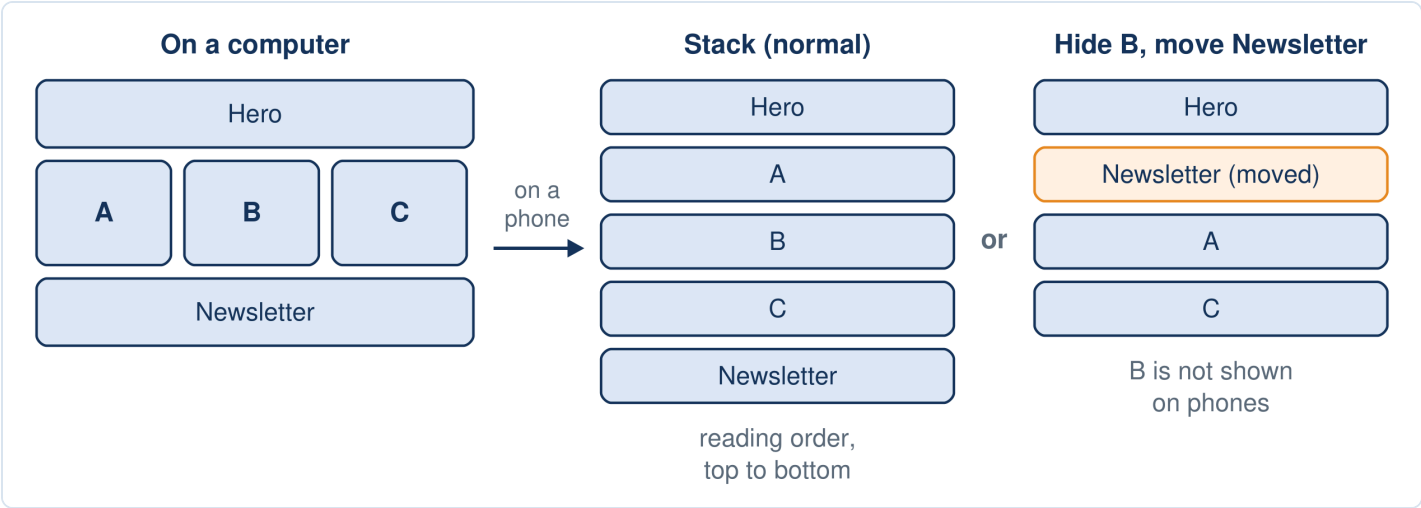
A level brought in by an import without a grid shows "This one was made outside the Structure step, so its areas cannot be moved here." Choose **Draw it again on the grid** to replace it with the kind's starting areas, which you can then arrange.

7.7 On phones

On a phone every area stacks one above the other, full width, in reading order: left to right, then top to bottom. Edge-to-edge areas stay edge to edge. For any area you can choose otherwise.

The three choices

CHOICE	WHAT PHONES SHOW
Stack	The area in its place in reading order — the normal behavior
Hide	Nothing: phones do not show it. Computers and tablets still do
Move	The area at the place you choose, top to bottom



The same layout on a phone. By default areas stack in reading order; you can hide an area on phones or move it.

How to move an area on phones.

1. Select the area and choose **Move** under **On phones**.
2. A numbered list shows what a phone shows on that level, top to bottom, with the area highlighted. Your page content appears in the list as "Your page content".
3. Choose **Move up** or **Move down** until it is where it should be: "... is now 2nd of 4 on phones."
4. Choose **Phone** above the canvas to see the result.

The Computer view labels every area that does not simply stack — "Hidden on phones" or "Moved on phones: 2nd of 4" — and the **On phones** section lists them. In the Phone view, hidden areas are left out and named under their level.

Warnings

These never stop you saving or building, but read them:

WARNING	WHAT IT MEANS
"Phone visitors would have no menu: "... is hidden on phones, and it is the only menu on these pages. Choose Stack or Move for it."	Phone visitors could not find their way around

WARNING	WHAT IT MEANS
"Nothing you drew in ... shows on phones: all its areas are hidden."	A whole level is invisible on phones
"Nothing in one row of ... shows on phones: ... are all hidden."	A whole row is invisible on phones

Good to know. Moving an area changes what a phone shows, not the order a screen reader reads the page in. A hidden area's widgets are still loaded on phones.

7.8 Describe a page layout

What it is. Draft a page layout's areas from a description. The AI draws the layout; you see it before anything is added, change it on the canvas afterwards, and nothing is saved until you save the design.

How to use it.

1. Choose **Describe a page layout** in the page-layouts bar.
2. Under **What should the page layout hold?**, describe it in your own words, top to bottom (up to 2,000 characters). Say what kind of page it is for; the header and footer stay as they are.
3. Optionally, give it a **Name** (up to 60 characters). Leave it empty and the AI names it.
4. Choose **Draw the layout**. "Drawing the layout. This usually takes under a minute."
5. Read the preview: a sentence about the layout, its name and kind, and each row of areas top to bottom — for example "Hero (full width)", then "Services (4 of 12) | Opening hours (4 of 12) | Map (4 of 12)".
6. Choose **Add this layout**, then check its areas on the canvas, rename any that need it, and save.

A good description

"A services page - a wide picture with our promise across the top, three boxes for the main services, then our opening hours beside a map, and a strip asking people to book."

Good to know.

- The AI draws one layout, with at most 8 rows and 4 areas per row, inside the design's header and footer. It never draws a header, menu or footer.
- The design needs a header and footer first. The button is not shown until it has one, or when AI is not available to you.
- **Cancel** throws the preview away; running it again is a new request, and each request counts against your website's AI limits.
- The layout's name starts with the design's name, like every new template.

7.9 Before this design can be built

The **Before this design can be built** section lists everything in the structure that must be fixed, as of your last save. Click a problem to select the level or area it is about. "Nothing to fix. Your structure is ready for the next step." when there is none. After changes it says "From your last save. Save to check your latest changes."

Problems you are likely to meet

PROBLEM	HOW TO FIX IT
"A new layout in this design has no name. ..."	Give it a Name
"There is already a template called ..." on this site (template ...). Choose a different name, or reuse that template."	Rename it, or use that template
"Two layouts in this design are called "...". ..."	Give each its own name
"The layout ..." has no areas, so a page built on it would have nowhere to put anything. ..."	Add an area
"An area of ... has no name. Give every area a name."	Name the area
"The header and footer ..." has nothing inside it, so building it would add a template no page uses. ..."	Add a page layout, or remove the header and footer
"The ..." and ..." areas of ... are drawn on top of each other. Move one of them."	Move one area
"The ..." area of ... is drawn across the row where your pages go. Move it above or below that row."	Move the area
"The ..." area of ... has the same internal name ("...") as part of "...", which it sits inside. Rename the area: ..."	Rename the area
"This design has ... layouts; a design can have at most 20. ..."	Reuse layouts pages can share
"There is no page template ... on this site any more. Choose another one in the Structure step."	Choose another template

Problems from imported or drafted designs — a drawing that cannot be read, a layout written with scripts or words in it — ask you to draw the level again on the grid.

7.10 Saving the structure

Choose **Save structure**. The line beside it says "You have changes that are not saved yet.", "Saving...", "Saved at 3:04 pm." or what went wrong: "Not saved: ... Your changes are still here."

Good to know.

- **Your unsaved structure is kept in this browser.** If you leave without saving, the next visit offers it back: "You have changes to this structure from ... that were never saved." Choose **Put them back** or **Throw them away**. It is kept only in that browser, on that computer.
- **Someone else's changes to another step** — the brand or the pages — are kept automatically when you save.
- **Someone else's changes to the structure** open **Someone else changed this structure**: "Your version is still on your screen and nothing has been lost." Choose **Save mine as a new version** (keeps both: theirs stays in this design, yours goes into a new version you continue in) or **Replace theirs with mine** (this design gets your structure; theirs is gone).
- **If the design is built or archived while you work**, choose **Keep mine in a copy** to keep your structure in "Copy of ...".

8. Step 3: Compose



Step 3 of 4. *Compose fills each page with widgets, and the header and footer once for all of them.*

What it is. The step where you add the design's pages and place widgets in each area — the words, pictures, products and forms visitors will see.

Why you need it. This is where the design gets its content. Every page is checked as you save, so what stands between it and a build is listed before you build.

A design with no page layouts yet shows "This design has no page layouts yet. Lay out its header, footer and page layouts in Structure first, then come back to put widgets in them." with **Go to Structure**.

8.1 The screen

- **The save bar** at the top: a status line, **Undo changes**, **Save as a new version** and **Save**.
- **The centre**: the selected page — its header, then each of its areas with their widgets.
- **The right tray**, top to bottom: **Pages**, **On every page**, **Before this can be built** and **Things no widget can do yet**.

On a phone, the page comes first and the lists below it.

8.2 Pages

The **Pages** list shows every page of the design: its title, its address (or "Store page: ..." or "No address yet"), and a badge when it has problems. Click a page to open it.

Adding a page

1. Choose **Add a page**.
2. Type a **Title** (up to 200 characters) — for example "Spring servicing".
3. Choose the **Kind of page**: **An ordinary page** ("A page with its own address, such as a landing page or About us") or **A store page** ("A page the store shows for many items, such as the product page, which shows whichever product is being viewed").
4. For an ordinary page, check the **Address**. It fills in from the title as you type — /spring-servicing — until you change it yourself. It starts with / and uses letters, numbers, - and _.
5. For a store page, choose **Which store page** — for example the product page. "The store shows this page for every item it is made for - every product, for the product page. Its addresses are the store's own."
6. Choose its **Layout**: a layout drawn in Structure, or a site template the design reuses. When the design has only one layout, it is chosen for you.
7. Choose **Add page**.

Page settings opens the same form to change a page later. **Remove page** takes it out of the design after you confirm; its widgets go with it. Until you save, **Undo changes** brings it back.

Messages in the page form

MESSAGE	WHAT TO DO
"Give the page a title."	Type a title
"The address must start with / and use only letters, numbers, - and _, such as /spring-sale."	Correct the address
"Another page of this design already has the address ..."	Choose another address
"Choose which store page this is."	Choose the store page
"Choose a layout for the page."	Choose a layout; draw one in Structure first if there is none

8.3 A page's areas

The page opens with its header — title, address and layout, **Page settings** and **Remove page** — then one card per area of its layout, in the layout's order. Each area card shows its name, how many widgets it holds, and "Hidden on phones" or "Moved on phones" when Structure says so.

- **Add a widget** and **Fill with AI** sit on every area.
- An empty area says "Nothing here yet."
- Areas of a site template the design reuses appear under that template's name: "What you add shows on this page only, beside anything the template already shows there."

- Under the areas: "This page also shows ..., which every page shares." Click the name to open it.

Widget cards

Each widget in an area is a card, in order, showing:

PART	WHAT IT SHOWS
Name and icon	The widget
Style	"Style: Dark hero" when a saved style is chosen, or "Its own look"
Summary	The start of its words, up to three of its settings ("Words on the button: Book a service · Where it goes: /servicing"), or "With its own defaults."
For data widgets	"Shows your store's own data. What it shows is chosen in the page editor after the design is built." — or, on a store page, "Shows the item this store page is showing - the product being viewed."
Note	Why it is there — the AI's reason, or what an import left for you to do
Needs	"Needs ... on the same page." when a widget it reads from is missing

Widget operations

BUTTON	WHAT IT DOES
Edit	Opens the widget's form (8.4)
Up and down arrows	Move the widget up or down within its area
Bin	Removes the widget at once. Undo changes brings it back until you save

Good to know. Widgets move within their area only. To put a widget in another area, remove it and add it there.

An area that is no longer in the layout

When a layout loses an area that still holds widgets — because it changed in Structure, or the page's layout changed — the area stays, with a dashed border: "This area is no longer in the layout. Move its widgets to another area, or remove them." Each of its widgets has **Move to...** to put it in one of the page's current areas.

8.4 Adding a widget

Add a widget opens a dialog in up to three steps: **Choose a widget**, **Choose its style** and **What it shows**.

Step 1: Choose a widget

1. Search, or browse by category. Each widget shows its name, what it is for, and how many saved styles it has.

2. Click the widget. The dialog moves on.

Only widgets that work where you are placing them can be chosen:

WHERE	WHAT IS OFFERED
A store page	Widgets made for it first, under Made for this page — for the product page, Product Detail V5 and its gallery and tabs
An ordinary page	Every content and data widget that works anywhere
On every page (the header and footer)	The same, except widgets that show "the item being viewed"

Widgets that only work on other pages are listed at the end, greyed out, with the reason — for example "Works on the View product details store page, where it shows the item being viewed."

If nothing matches: "No widget matches "...". If none of them can do what you need, note it on the list of things no widget can do."

Step 2: Choose its style

Shown when the widget has saved styles on your site. "Your site's saved styles come first: choosing one keeps this widget looking like the others." The first saved style is chosen for you; choose **Its own look** to use the widget's defaults in the design's brand instead.

Step 3: What it shows

What you fill in depends on the widget.

WIDGET	WHAT YOU FILL IN
A text widget	Content: the words, as visitors should read them — headings, paragraphs, lists, bold words and links. Colors, fonts and the page layout come from the design
A content widget with settings	Its required settings, then More settings — for example a Button V5's words and where it goes
A data widget	Nothing: it is placed with its defaults and wired to the page for you. Which items it shows, how many and in what order are chosen in the page editor after building
A widget with lists	Its lists (slides, panels, questions) are filled in the page editor after building, or by Fill with AI

Settings appear as switches (On/Off), choice lists ("Its default" first), text boxes and number boxes. Technical settings — HTML ids, scripts, code and credentials — are never shown: the AI Site Designer fills them in.

Choose **Add to <area>**. Nothing is saved until you save the design.

Good to know.

- **Only what you change is stored.** A setting left at its default follows the widget's default; setting one back to its default forgets it.
- **Data widgets that need a partner** say so: "It needs Product Detail V5 on this page too - add that as well, or it shows nothing."
- **Messages:** "Write what Rich Text says." (empty content), "Fill in "...". (a required setting), "... must be a whole number."

Editing a widget

Edit opens the same dialog, titled "Edit <widget>", at its style (when it has saved styles) or at what it shows. Choose **Save changes**, or **Cancel** to leave it as it was.

8.5 On every page

What it is. The areas of the design's own header and footer (and page shell) are the same on every page, so they are filled **once**, here, and shown on every page inside them. When the design is built, these widgets become the template's own widgets.

How to use it.

1. Under **On every page**, choose the header and footer. It shows how many widgets it holds, and on how many pages.
2. Put in what belongs on every page — your logo, the menu, contact details, the links at the foot of the page — exactly as for a page's areas.

Good to know. A header and footer reused from your site is not filled here: a design never changes a live template. Its areas are offered on each page instead.

8.6 Fill with AI

What it is. AI suggests widgets for one area from what you say it should contain. You see the suggestion before anything is added, and nothing is saved until you save the design.

How to use it.

1. Choose **Fill with AI** on an area.
2. Under **What should <area> contain?**, say what it is for and what visitors should do next (up to 2,000 characters) — for example "a welcome for spring servicing, with our opening hours and a button to book".
3. Optionally, choose **How hard it thinks**. More thorough is slower and costs more.
4. Choose **Suggest widgets**. "Asking the AI for widgets for ... This usually takes a minute or two."
5. Read the preview: each widget with its style, what it says and why it was chosen; anything it left out and why; and anything no widget can do.
6. Choose **Add ... widgets** to add them at the end of the area, or close the dialog to throw the suggestion away.

Good to know.

- Fill adds to what the area already holds; it never replaces it. The AI is told what is already there.
- On a store page the AI knows which store page it is; in the header and footer it fills with brand, navigation, contact details and links, never one page's content.
- The AI checks its own answer against your widgets' rules and corrects itself once. If it still breaks a rule, nothing is offered: "The AI's suggestion could not be used, even after it corrected it once."
- Anything it cannot do goes on **Things no widget can do yet** when you keep the suggestion.
- The voice set in Cms > AI Assistant shapes the wording.

8.7 Rewrite with AI

What it is. In a widget's form, **Rewrite with AI** rewrites the widget's words and settings the way you ask, straight into the form.

How to use it.

1. Choose **Edit** on a widget with words — a text widget or a Button V5 — or add one and reach **What it shows**.
2. Under **Rewrite with AI**, say how it should change: "How should it change? For example: shorter, friendlier, about our repairs".
3. Choose **Rewrite** (or press Enter). "Rewriting..."
4. Read the result under the box — for example "Shorter and warmer. Changed: its words. Read it, then Save changes - or Cancel to keep what was there." The new words and settings are already in the form.
5. Choose **Save changes**, then save the design. Or **Cancel** to keep what was there.

Good requests

ASK FOR	EXAMPLE
Length	"shorter", "one sentence", "add a line about delivery"
Tone	"friendlier", "more formal", "less salesy"
Focus	"about our repairs", "for beginners", "mention the spring offer"
Action	"ask people to book a service"

Good to know.

- It works from what is in the form now, including changes you have not saved.
- Only settings the form shows can change. Lists (slides, panels) and hidden settings are left alone.
- If nothing needs changing: "The AI found nothing to change."
- A text widget with no words yet: "There is nothing written yet to rewrite. Write a first version, or use Fill with AI on the area."

- Data widgets have no words to rewrite, and Rewrite is not offered on a built design.

8.8 Add a page from a description

What it is. AI drafts a whole page — a title, an address, a layout from the design, and widgets from your catalog in its areas. You see all of it before the page is added.

How to use it.

1. Choose **Add a page from a description** under Pages.
2. Under **What should the page be?**, say what it is for, what it should say and what visitors should do next (up to 2,000 characters).
3. Optionally, choose its **Layout** (or **Let the AI choose**) and **How hard it thinks**.
4. Choose **Draft the page**. "Asking the AI for the page. A whole page usually takes one to three minutes."
5. Read the preview: title, address, layout, the widgets in each area, anything no widget can do, and anything **Worth knowing**.
6. Choose **Add this page**. It is added to the list and opened. Save the design to keep it.

A good description

"A page about our spring servicing offer - what is included, why it matters before the busy season, the price from, and a button to book."

Good to know.

- It always makes an ordinary page, never a store page.
- It never sets a picture (it says what the picture should show), and links only to your own pages.
- An address already in use gets a new ending — /spring-servicing-new — and a note under **Worth knowing**.
- It needs at least one layout with areas in the design.

8.9 Things no widget can do yet

What it is. The list of things the design needs that none of your widgets can show. It is not a problem and never stops a build: it is a record of what to build next.

Each entry shows what is missing, the page and area, and where it came from: "found by the AI", "from the Figma file", or nothing when a person noted it.

How to note one.

1. Open the page (or the header and footer) where you wanted it.
2. Choose **Note one**.
3. Under **What is missing**, say what you wanted (up to 200 characters) — for example "a carousel of customer testimonials".
4. Choose **Where you wanted it**: an area, or anywhere on the page.

5. Choose **Add to the list**.

The × beside an entry removes it.

8.10 Before this can be built

What it is. Everything on the pages that would stop a build, as of the last save. Click a problem to open its page and flash its area. After a save the status line says "Saved at 3:04 pm. 2 things need fixing before it can be built." When there are unsaved changes: "Found at the last save. Save to check again."

A design with problems is always saved — only the build refuses.

Page problems

PROBLEM	HOW TO FIX IT
"Give page 2 a title."	Page settings: Title
"Choose a layout for "...".	Page settings: Layout
"Give ..." an address, such as /spring-sale."	Page settings: Address
"... is already the address of a page on your site. Give ..." a different one."	Choose an address no page uses
"..." has the address of your home page. ..."	Give it its own address; make it the home page after building
"..."s address ... starts with /..., which the web server keeps for the site's own files and screens, ..."	Choose an address that does not start with a site folder such as /admin
"..."s address ends in ..., which the site keeps for files, sitemaps and robot rules, ..."	Remove the file ending, such as .html or .pdf
"..."s address ... would clash with the page "... at ...: a visitor asking for one could be shown the other. ..."	Choose a clearly different address
"..."s address ... already shows the product "...", through the address ... of the page "...". ..."	Choose an address the store does not use
"A product page of your site is already called "...". ..."	Give the page a different title: product imports find product pages by their title
"..." was made for a store page this site no longer has. ..."	Page settings: choose another store page



Widget and area problems

PROBLEM	HOW TO FIX IT
"... in ... needs its text. Open it to write it."	Edit the widget and write its words
"... in ... needs "...". Open it to fill that in."	Edit the widget and fill in the setting
"the style chosen for ... in ... no longer exists. Open it to choose another."	Edit the widget and choose a style
"... in ... is not one of the widgets the AI Site Designer places (for Shop, the V5 widgets replace it). Remove it."	Remove it, and add its V5 replacement
"a widget in ... is not on this site any more. Remove it."	Remove it
"the area ..." is no longer in its layout, and it still holds ... widget(s). Move or remove them."	Use Move to..., or remove them
"... shows the item being viewed on a store page, so it does not work on "..., ..."	Move it to its store page
"... needs ... on the same page, and ..." has none. Add ... to it."	Add the partner widget
"(...)": This layout uses the site template "...", which is switched off, ..."	Switch the template on, or choose another layout in Structure

8.11 Saving the pages

BUTTON	WHAT IT DOES
Save	Saves every page and the header and footer's widgets together, then refreshes the problems
Save as a new version	Puts what is on screen into a new draft design with the current brand and structure, and moves you to it. This design stays as it was
Undo changes	After you confirm — "The pages go back to how they were last saved. Changes you made since then are dropped." — returns to the last save

Good to know.

- **Everything in Compose waits for Save** — pages, widgets, AI suggestions, gaps. Leaving with unsaved changes brings your browser's warning.
- **Unsaved work is kept in this browser.** Next visit: "You have changes to these pages that were not saved when you last left." Choose **Bring them back** or **Discard them**. If the design has been saved since, bringing yours back replaces what was saved when you then save — check first.
- **Someone else's changes to another step** are kept automatically when you save.

- Someone else's changes to the pages open Someone else changed these pages: Save mine as a new version keeps both; Load theirs (drop mine) shows theirs and drops yours.

9. Step 4: Build



Step 4 of 4. Build turns the design into draft templates and pages you can publish.

What it is. The last step. It shows everything the build will create and everything that stands in its way, then creates it all as drafts in one go — or nothing at all.

Why you need it. Building turns the design into real templates and pages you can edit and publish, without touching your live site.

9.1 Before you build

The Build step has three parts.

What stands in the way

When anything must be fixed first, a box at the top says "One thing stands in the way of building" or "3 things stand in the way of building": "Nothing can be built until each of these is fixed. Each step lists its own problems too." Problems are grouped by the step that fixes them, each group with a button: **Fix in Brand**, **Fix in Structure**, **Fix in Compose**.

What the build will create

"Everything is created as a draft. Nothing is published and nothing on your live site changes: you review the drafts, then put each page live yourself."

SECTION	EACH LINE SHOWS
Templates	Each new template with its role (page shell, header and footer, page layout) and what will happen to it — for example "New, landing page. Switched on, so the pages in it can be previewed." or "New. Stays switched off: it is never chosen for a page itself, and the pages inside it show either way. Carries your brand." Reused site templates: "Used as it is. The build does not change it, its content or its widgets."

SECTION	EACH LINE SHOWS
Pages	Each draft page: "At /home, on "... - Home page", with 13 widgets." A store page: "It gets new addresses of its own - one only for previews, where it shows with one of your products - and no product shows on it until you choose which products use it."
What every page shares	The header and footer: "9 widgets, placed once as the template's own widgets - every page inside it shows them."
Left out	Each store page the build leaves out, with the reason

The look

Where the brand goes: "Your brand is written into "... - Header and footer", so it reaches only this design's pages. Your site's own brand setting is not changed, so every live page keeps its look." It also names pages that keep your site's current look (because they sit in a site template used as it is), site templates that set colors of their own, and the web fonts the built pages will load from Google Fonts, with what visitors see if Google cannot be reached.

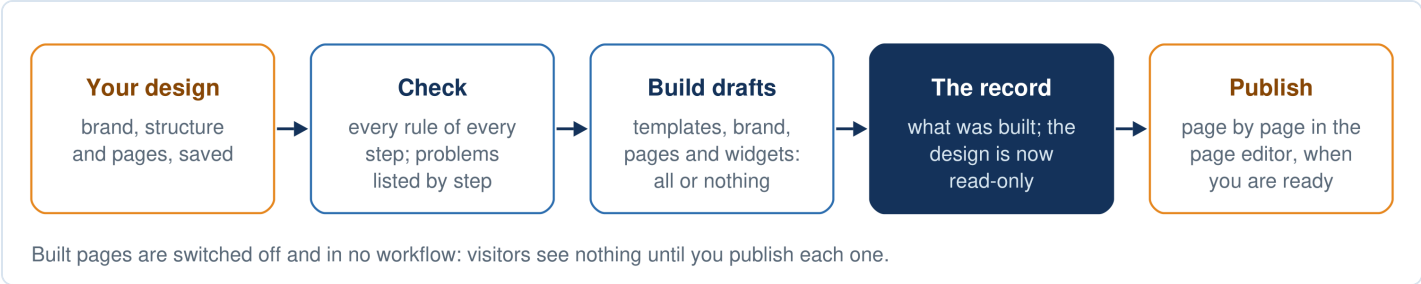
The Build box

On the right: the counts — new templates, draft pages, draft store pages, widgets, and anything left out — and **Build drafts**. The button is only available when nothing stands in the way. "Everything is built as a draft, in one go: either all of it is built or none of it is. Afterwards this design becomes a record of what was built."

9.2 How to build

1. Fix everything listed under what stands in the way.
2. Read what the build will create and the look.
3. Choose **Build drafts**.
4. Read the confirmation, which lists exactly what will happen — the new templates, the site templates used as they are, each draft page and its address, the widgets, where the brand goes, anything left out — and ends "**Nothing goes live**. Every page is switched off and in no workflow until you publish it, so your live site does not change."
5. Choose **Build drafts** again.
6. Wait: "Building the drafts... this can take a minute. Nothing is kept unless all of it is built."
7. The screen reloads as the record of what was built: "Built. Everything below is a draft: nothing on your live site changed. Review the pages, then put them live when you are ready."

9.3 What building does



What Build does. It checks everything, then builds every part as drafts, all or nothing, and keeps a record of what it built.

In order

PART	WHAT IS WRITTEN
Templates	Each new template, outside in, marked as made by the AI Site Designer with its kind and the design. Page layouts that built pages use are switched on , so their pages can be previewed — switching a template on shows nothing to visitors, because only the design's draft pages use it. Page shells, headers and footers, and layouts no page uses stay switched off
The brand	Written into the design's own top new template — so it reaches only the design's pages. It states every color and size, so built pages look as the Brand preview did. Your site's own brand setting is never changed
Web fonts	Loaded from Google Fonts, next to the brand
Pages	Each page is created, then immediately switched off and taken out of every workflow. Its first revision is left empty; the design's widgets are in the next one, labelled "Built by the AI Site Designer"
Widgets	Placed with their chosen styles; words are made safe
Store pages	Given a new visitor address and a second, preview-only address where the preview shows one of your products
Shared widgets	Placed once, as the header and footer template's own widgets
The record	Everything created, where the brand went, the fonts, and who built it and when, saved on the design as it moves to Built

Before anything is kept, the build checks again that every page it made is switched off, in no workflow and shown by no product. Any failure anywhere — at any point — undoes all of it. There are only two outcomes: built, or nothing happened.

9.4 Store pages

STORE PAGE	BUILT?
Product page	Yes — as a draft store page. No product shows on it until you choose which products use it
Gift card page	Yes — the same way
Cart, checkout, account pages and others	No — left out, and the Build step says why: "parts of the store find that page by what it does rather than by its address, and a draft of it could be handed to your customers. Only product pages and gift card pages can be built as drafts today."

9.5 Problems the build checks

The build checks the whole design again — every rule of every step — and some things only it can check against your live site:

PROBLEM	FIX IN
"Choose a text color in Brand - a design needs one, because nothing else fills it in." (and main color, second color)	Brand
"Text on the page background is hard to read: 3.1 : 1, and text needs at least 4.5 : 1. Change Text or Page background in Brand."	Brand
"The site template "..." this design uses is switched off, so the pages in it could not show. ..."	Structure — or switch it on in the template list
"There is nothing in this design to build yet: no new layouts, no pages and no shared widgets. ..."	Structure and Compose
Every address rule in 8.10, checked again against what is live now	Compose
"A product page of your site is already called "...". ..."	Compose

Good to know. An address that was free when you composed can be taken by the time you build — the build checks against what is live now.

9.6 If the build stops

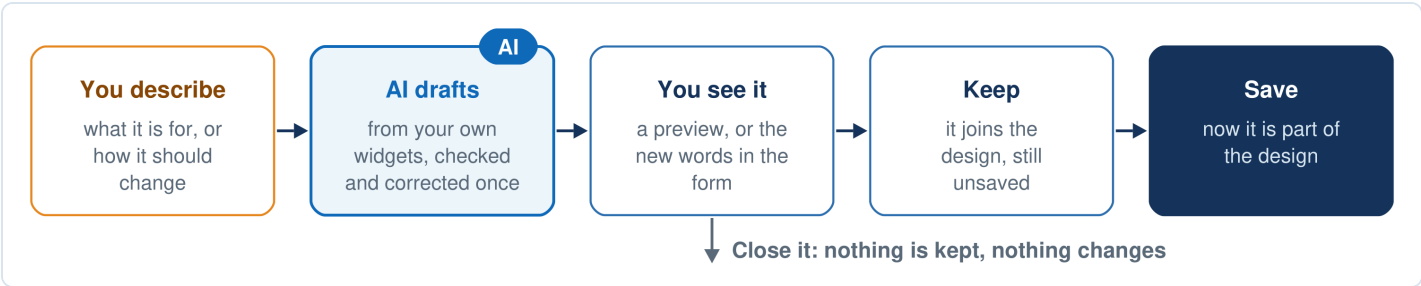
When something goes wrong after you choose Build drafts, the dialog stays open: "Nothing was built." with the reasons and a link to the step for each. Every message ends by saying your site is exactly as it was.

MESSAGE	WHAT TO DO
"This design was saved again at ..., after you opened the Build step, so nothing was built. Reload the page to see what would be built now."	Reload, review, and build again

MESSAGE	WHAT TO DO
"The widget catalog could not be read, so nothing was built. Try again in a moment."	Try again
"The build stopped at "...": the style chosen for ... no longer exists"	Choose another style in Compose
"The build stopped: no free address could be found for the store page "..."	Give the store page a more distinctive title
"Could not reach the server. ..."	Reload the Build step before trying again: the build may have finished

10. AI while designing

This chapter brings the AI features together: what each needs, what they cost, and how to get good results.



How AI helps while you design. You say what you want; AI drafts it from your own widgets; you see it before anything changes; nothing is saved until you save.

10.1 What each feature needs

Every AI feature needs three things: AI help switched on (**AI Assistant Enabled**) and set up for the website, the feature's own switch on in **Cms > AI Assistant**, and the **Use the AI Assistant** permission. Every switch starts off.

The switches

FEATURE	ITS SWITCH IN CMS > AI ASSISTANT
Start from a screenshot or PDF	Starting a new site design from a screenshot or PDF (AI Site Designer)
Start from Canva	The same switch — and a Canva account connected in AI Site Designer > Settings
Start from websites you like	Starting a new site design from websites you like (AI Site Designer) — and the page-picturing service
Describe a page layout	Drafting a page layout from a description (AI Site Designer)

FEATURE	ITS SWITCH IN CMS > AI ASSISTANT
Add a page from a description	Adding a page to a site design from a description (AI Site Designer)
Fill with AI	Building a section of a page from a description
Rewrite with AI	Filling in one building block

The last two switches also control the matching features in the page editor.

10.2 The jobs and how hard they think

Each kind of AI work is a **job**, and each job can use its own version of Claude and its own effort. The jobs the AI Site Designer uses:

JOB	USED BY	STANDARD EFFORT
Reading designs you upload	Reading a screenshot, a PDF, or a visited page	Balanced
Designing layouts and the overall look	Drafting a design; Describe a page layout	Balanced
Filling in a whole page	Add a page from a description	Thorough
Building one section of a page	Fill with AI	Balanced
Writing and rewriting wording	Rewrite with AI	Quickest and cheapest

Fill with AI and Add a page from a description let you choose **How hard it thinks** for one request: Quickest and cheapest, Balanced, Thorough, Very thorough, or Most thorough, and the most expensive. More thorough is slower and costs more, and usually gives the same structure: start at the standard and raise it only when you are fussy about the result.

10.3 Cost and limits

Every AI request is charged to your website's AI account and recorded, with what it cost, in **Cms > AI Assistant > What it has cost**. The website's limits apply to all of them:

LIMIT	WHAT HAPPENS WHEN IT IS REACHED
The website's daily limit	"This website has reached its daily limit for AI help (...). It starts again tomorrow, or an administrator can raise the limit in Cms > AI Assistant."
Your own daily share	"You have used your share of today's AI help (...). It starts again tomorrow."

LIMIT	WHAT HAPPENS WHEN IT IS REACHED
Requests running now	"AI requests running right now could use the rest of this website's daily limit (...). Try again when they have finished."
How many people at once	"2 people are already waiting on AI help. Please try again in a moment."

Limits reset at midnight. Closing an AI dialog while it is working does not stop the request, and it is still charged.

10.4 How your website should sound

The **Voice** and business notes set in Cms > AI Assistant under **How your website should sound** — for example "Warm and friendly", with notes on what you sell and words you never use — shape the wording AI writes in Compose: Fill with AI, Rewrite with AI and Add a page from a description.

10.5 Writing good requests

DO	WHY
Say what the page or area is for , and what visitors should do next	The AI chooses widgets for a purpose, not for a list of words
Describe layouts top to bottom	Layouts are drawn row by row
Name the facts that must appear — prices, opening hours, what is included	The AI writes new words; it cannot know facts you do not give it
Keep one request to one page, one area or one change	Smaller requests are quicker, cheaper and more accurate
Ask for what you would ask a person	"Shorter and friendlier" works better than rules about word counts

10.6 What AI will not do

- Copy another site's words, business name, prices or pictures.
- Place code widgets, or give widgets colors, sizes or spacing — those come from the brand and styles.
- Link anywhere but your own pages.
- Imitate a widget you do not have — it reports it as a thing no widget can do yet.
- Keep anything you do not save.

11. After building

11.1 The record

A built design's Build step becomes **What the build created**: "Built Sep 25, 2026 at 3:04 pm by ... Everything it created was a draft: nothing on your live site changed when it was built. This design is now the record of what was built."

What the record shows

SECTION	EACH ITEM SHOWS
Pages	Its title and state — Draft , Live now (switched on and in a workflow) or Deleted since — its address and the revision that holds the design's widgets, with Open in the page editor and Preview (or Preview with one of your products for a store page)
Templates	Each new template, its role and state — Switched on , Switched off or Deleted since — with Open in the template editor ; "Carries this design's brand." on the one that holds the brand. Reused site templates: "Used as it is: the build did not change it."
What every page shares	The header and footer's widgets
Left out	Store pages the build left out, and why
The look	Where the brand was written, and the web fonts the pages load

11.2 Putting it live

1. Choose **Open in the page editor** for a page. It opens at the revision that holds the design's widgets.
2. Check the page: it holds exactly what the design placed. Choose the data for data widgets — which products a list shows, for example — and the pictures for picture widgets.
3. Switch the page on, and assign its draft revision (the design's, not the empty first one) to your workflow — the same as for any page you make yourself.
4. For a store page, choose which products show on it: each product's Page setting, or the bulk update on the product list.
5. Repeat for each page. The record shows each one as **Live now**.

For a redesign started from your site, the new pages sit at new addresses beside the live ones: move the address from the old page to the new one, or point your menus at the new one, when you are ready to swap.

11.3 Changing things after building

TO...	DO THIS
Change a built page	Edit it in the page editor, like any page. The record is not changed
Keep working on the design	Duplicate as a new design , from the read-only banner or the list
Start a redesign from what is live now	Start from this site
Hide a built design	Archive it

A built design can never be changed, built again or deleted: after building, its pages are ordinary pages that people edit, and a rebuild would have to overwrite that work.

12. Unused templates

What it is. A screen that lists the templates the AI Site Designer made that no page uses, so you can switch them off or delete them. Templates people made themselves are never listed, switched or deleted here.

Why you need it. the AI Site Designer makes templates easy to create. Left alone, unused ones pile up in every template list.

12.1 Getting there

When at least one template the AI Site Designer made has not been used for 90 days, a card appears on the design list: "Tidy up: 2 templates the AI Site Designer made have not been used for 90 days" — "No page uses them. Switch them off so the template lists stay short, or delete what nothing has ever used." Choose **Review** them.

12.2 What "used" means

A template is **in use** while any page shows a version that sits in it, or anywhere under it — in any workflow. A header and footer is in use while any layout under it is. "Not used for 90 days" counts from the later of when the template was made and when a page version in it or under it was last saved.

12.3 The screen

"Every template the AI Site Designer builds is marked as made by it. These are the ones no page uses now."

The two lists

LIST	WHAT IS IN IT
Not used for 90 days or more	Ready to tidy up. When empty: "Nothing to tidy up." and how many of the AI Site Designer's templates are in use

LIST	WHAT IS IN IT
Not used yet, but newer than 90 days	"Often a design that has just been built and whose pages are not published yet. You can tidy these up too."

Columns

COLUMN	WHAT IT SHOWS
Template	Its name and kind (Landing page, Two column, Header and footer, ...)
Made by the design	The design that made it, as a link — or "A design since deleted"
Last used	The date, or "Never (made ...)", and how many days it has been unused
State	On or Switched off for page layouts; "Not a page template" for a page shell or a header and footer
Actions	Switch off / Switch on for page layouts; Delete , or "Cannot be deleted" with the reason

12.4 Switching off and on

Switch off takes a page layout out of the template lists; nothing else changes. "... is switched off: it no longer shows in the template lists. Switch it on again at any time." **Switch on** puts it back.

Only page layouts can be switched. A page shell or a header and footer is never a page's own template, so it has no switch. A template a page uses now stays on: "A page uses that template now, so it stays on."

12.5 Deleting

1. Choose **Delete** on the template's row.
2. Read the confirmation — "The template and its own widgets are deleted for good. No page has ever used it, so no page changes." — and choose **Delete it**.

Delete is only offered when nothing can be harmed. Otherwise the row says **Cannot be deleted** and why:

REASON	WHAT TO DO
"It is the site's default template."	Choose another default first, or switch it off
"Pages have used it before (2 pages), and their earlier versions still point at it. Switch it off instead."	Switch it off
"Other templates sit inside it: ..."	Deal with those templates first

REASON	WHAT TO DO
"A draft design uses it: ..."	Change or delete that design first

Deleting removes the template, its own widgets and their words (unless another widget still uses them). Pages are never touched.

13. Working with any AI Site Designer screen

13.1 Saving, step by step

Each step saves only its own part of the design: Brand saves the brand, Structure the structure, Compose the pages and shared widgets. Saving one never changes another. Save before moving to another step.

How each step keeps unsaved work

STEP	UNSAVED WORK IF YOU LEAVE
Brand	Lost — your browser warns first
Structure	Kept in this browser and offered back next time
Compose	Kept in this browser and offered back next time

Work kept in the browser stays on that computer and in that browser only, and not in a private window.

13.2 Versions and copies

ACTION	WHERE	WHAT IT MAKES	WHERE YOU END UP
Duplicate	The list, the read-only banner	"Copy of <name>", from the design as last saved	The copy's Brand step
Save as a version	Brand	A new draft with the same name, holding your on-screen brand	The new version
Save as a new version	Compose	A new draft holding your on-screen pages	The new version
Save mine as a new version	Structure and Compose conflicts	A new draft holding your on-screen work	The new version

Every copy shows "Copied from ..." on the list. The original is never changed by making a copy.

13.3 When two people work on one design

The AI Site Designer notices when someone else saved the design after you opened a step.

THEY CHANGED	YOU CHANGE	WHAT HAPPENS WHEN YOU SAVE
Another step	Structure or Compose	Your save goes through; both changes are kept
The same step	Structure or Compose	A dialog lets you save yours as a new version, or take theirs (Compose) / replace theirs (Structure)
Anything	Brand	Save is refused with the time they saved; save yours as a new version, or reload to see theirs

Your work is never lost silently: it stays on your screen until you choose.

13.4 Read-only designs

A built or archived design can be opened and looked through, but every control that changes it is hidden, and the read-only banner offers **Duplicate as a new design**. The server refuses changes too, so a design cannot be changed by any route once it is built.

13.5 Problems are advice until you build

Structure and Compose list problems as of the last save, and never stop you saving: a design in progress is always saved. Only the Build step refuses while problems remain. After changing something, save to see the list refreshed.

14. A worked example

Riverside Cycles, a small bike shop, wants a fresh look for its home page and a new servicing page, without touching the live site until they are ready.

14.1 Start

1. On the design list, choose **Start from websites**.
2. Website 1: a bike shop whose look they love — **Its look and its layout**, with "the way the products are shown".
3. Website 2: a cafe with a clear menu board — **Its layout**, with "the way the menu board is laid out".
4. Name: "Riverside spring relaunch". Note: "We are Riverside Cycles, a small bike shop: we sell bikes and service them."
5. **Draft my design**. About four minutes later the draft opens on Brand.

The note says: drafted from 2 websites; a new header and footer, 2 page layouts and 2 pages with 16 widgets; 1 thing needs fixing; 1 thing no widget can do (a testimonial carousel).

14.2 Brand

1. The colors came from website 1, measured. The readability check shows one pair hard to read: small print, at 4.2 : 1.
2. They darken **Small print** a little until the pair turns green.
3. They choose **Inter** for the body and **Fraunces** for headings.
4. **Save.**

14.3 Structure

1. The home page layout has a hero, a feature band, a product band and a three-column servicing menu borrowed from the cafe.
2. **You already have one like this** offers a landing page already on the site. They keep their own, because of the servicing menu.
3. On phones, they **Hide** a decorative band, and **Move** the newsletter band up.
4. **Save structure.**

14.4 Compose

1. The problem: "/home is already the address of a page on your site." In **Page settings** they change the address to /home-spring.
2. In the servicing page's main area, **Fill with AI**: "our three service levels, what each includes and the price from, and a button to book". They keep the suggestion.
3. They open the hero text, and use **Rewrite with AI**: "shorter, and mention spring". They read it and choose **Save changes.**
4. **Save.** "Nothing, as of the last save."

14.5 Build and publish

1. **Build** shows 3 new templates and 2 draft pages, the brand written into the new header and footer, and Fraunces and Inter loaded from Google Fonts.
2. **Build drafts**, confirm, and a minute later the record appears.
3. For each page: **Open in the page editor**, check it, choose the products for the product list, switch the page on and assign its revision to the workflow.
4. When they are happy, they point the menu's Home link at /home-spring.

15. Troubleshooting

A card or button is missing

SYMPTOM	LIKELY CAUSE	WHAT TO DO
No Start from a screenshot or PDF / Start from Canva / Start from websites card	AI help is switched off for the website	An administrator switches it on in Cms > AI Assistant
The card says "Not available here."	The reason follows on the card	Follow the card's reason
No Fill with AI, Rewrite with AI, Describe a page layout or Add a page from a description	AI is not available to you, or that feature's switch is off	Check your permissions and the switches (chapter 10)
No Describe a page layout	The design has no header and footer yet	Choose or draw one in Structure
No Tidy up card	No template the AI Site Designer made has been unused for 90 days	Nothing to do
Nothing can be changed	The design is built or archived	Duplicate it

Something looks wrong after building

SYMPTOM	LIKELY CAUSE	WHAT TO DO
Visitors get "not found"	The page is still a draft: switched off and in no workflow	Switch it on and assign its revision (11.2)
The live site did not change its look	By design: the brand reaches only the design's pages	Publish the built pages
A built page does not show the brand	It sits in a site template used as it is, or one that sets its own colors	Draw a new header and footer or layout in Structure
A product page shows no product	No product uses it yet	Set each product's Page setting, or use the bulk update
The preview shows nothing	You previewed the empty first revision	Open the page at the design's revision from the record
A font looks different to some visitors	Their browser could not reach Google Fonts	They see the fallback font; nothing to fix

A draft did not turn out as expected

SYMPTOM	LIKELY CAUSE	WHAT TO DO
A website shows ": nothing." in the note	It could not be visited or read — the note says why	Choose another page of that site
The look came from the wrong website	The look comes from the first site that gives its look and could be read	Use Use this site's look instead in the note
Fewer pages or layouts than the references	A draft holds at most 3 of each	Add the rest in Structure and Compose
A widget you expected is missing	It is not switched on, or it is not one the AI Site Designer places	Check the note's "What was left out"
Something shown as a thing no widget can do	No widget on your site does it	Keep it on the list for later, or use another approach

Saving or building fails

SYMPTOM	WHAT TO DO
"Someone else saved this design ..."	Save yours as a new version, or reload to see theirs (13.3)
"This design was saved again ..., after you opened the Build step, ..."	Reload the Build step and build again
"Could not reach the server." during a draft or a build	Wait, then check the design list or reload the Build step before trying again
"... has reached its daily limit for AI help ..."	Wait until tomorrow, or ask an administrator to raise the limit

16. Reference

16.1 Limits

ITEM	LIMIT
Design name	255 characters
Pages when starting from this site	3
Websites when starting from websites	10; 200 characters for each line about a site

ITEM	LIMIT
Note for the AI when starting	300 characters
Screenshot	PNG, JPG, WEBP or GIF; 10 MB; at least 400 × 200 pixels
PDF	15 MB; 20 pages; no password
Layouts and pages in an AI draft	3 of each
Figma frames per import	12
Describe a page layout, Add a page from a description, Fill with AI, Rewrite with AI	2,000 characters
Layouts in a design	20
Areas in a layout	40; up to 24 rows; an area up to 6 rows tall
Area name	60 characters
Template name	100 characters; must not match any template on your site
Page title	200 characters
Widgets in one area	60
Things no widget can do yet	200 characters each
Unused templates listed as ready	After 90 days

16.2 Things that cannot be undone

- **Building** a design: it becomes read-only for good. Duplicate it to keep working.
- **Archiving** a design: there is no un-archive. Duplicate it to keep working.
- **Deleting** a draft design, or an unused template.

16.3 Glossary

TERM	MEANING
Area	A named place for widgets in a template, drawn in Structure
Brand	The design's colors, fonts and sizes

TERM	MEANING
Build	Writing the design as switched-off templates and draft pages
Data widget	A widget that shows the store's own data; what it shows is chosen in the page editor
Draft	A design being worked on; or a page that is switched off and in no workflow
Edge to edge	An area that stretches to both edges of the screen
Gap	A thing no widget can do yet
Header and footer	The level every page shares: logo, menu and footer
Page layout	What one kind of page is made of
Page-picturing service	The separate server that visits and pictures the pages for Start from websites
Page shell	The outside of every page
Record	What a built design shows: everything its build created
Revision	A version of a page; built pages hold the design's widgets in a draft revision
Store page	A page the store shows for many items, such as the product page
Style	A look saved on your site for a widget (a styling preset)
Switched off	A template or page that is not offered or shown

16.4 Getting help

If something does not work as this manual describes, contact Indition support with the design's name, the step you were on, and the exact message you saw.