

Build a Company Website with AI

Execution Path

A structured route from idea to working output - the steps, outcomes, workflows, resources, and tools, in order.

Category: Websites Steps: 5 Phases: 4
Exported: 2026-07-21 (UTC)
Source: <https://newprompt.net/blueprints/build-company-website-with-ai/execution-map>

PATH SUMMARY

5 steps across 4 phases.

Use this document as a portable execution guide. Each step lists the expected outcome and the workflow, resource, and tool used in NewPrompt.

PHASE 1 · Define & Scope

Clarify what you're building and for whom.

Step 1 · Plan what the site says and why

Before any page, decide the content: who the site is for, what it needs to say to them, and which pages serve a real business goal. A website without this becomes a sitemap of guesses.

OUTCOME

A content plan tied to the business goals and audience.

USED IN THIS STEP

- Workflow** AI Content Strategy Workflow
- Resource** Content Strategy Prompt Workflow
- Tool** Multi-Step Prompt Builder

PHASE 2 · Design

Design the right solution before building.

Step 2 · Structure the site

Turn the content plan into an information architecture - the pages, how they group and nest, and the navigation that lets a visitor reach any of them without guessing.

OUTCOME

A sitemap and navigation people and crawlers can follow.

USED IN THIS STEP

- Workflow** AI Website Structure Workflow
- Resource** Sitemap & Site IA Spec Prompt - Pages, Navigation, and Structure
- Tool** Markdown Output Builder

Step 3 · Design the UI components

Break the screens into a reusable component system - the buttons, cards, sections, and layouts every page shares - so the site stays consistent as it grows instead of fragmenting into one-off pages.

OUTCOME

A reusable component system and consistency rules.

USED IN THIS STEP

Workflow AI UI & Component Design Workflow

Resource Design System Spec Prompt - Components, States, and Accessibility

Tool Role Prompt Generator

PHASE 3 · Build & Refine

Build, test, secure, and make it production-ready.

Step 4 · Write the page copy

Write the copy that carries the high-stakes pages - the value proposition, the hero, the calls to action - so the homepage and landing pages sell the outcome instead of just describing the company.

OUTCOME

Conversion copy on the pages that have to perform.

USED IN THIS STEP

Workflow AI Landing Page Copywriting Workflow

Resource Landing Page Hero Copy Prompt - Headline, Subhead, and CTA

Tool Prompt Rewriter

PHASE 4 · Ship & Validate

Ship with confidence and validate results.

Step 5 · Ship the site

Cross from built to live - check release readiness, plan the deploy and a rollback, and decide what to watch - so launch day is deliberate instead of a scramble.

OUTCOME

The website shipped with a rollback path and launch checks.

USED IN THIS STEP

Workflow AI Deployment & Release Workflow

Resource Production Readiness Review Prompt

Tool Markdown Output Builder

This PDF is a static export of the NewPrompt execution path. It does not include workspace progress, personal notes, saved outputs, or project state.