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AI-POWERED NO-CODE

Content Essentials

- A hands-on training designed to help entrepreneurs, creatives, and business owners build visibility systems using AI and no-code tools, without technical overwhelm.





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Training Overview

In this training, participants will learn:

- How to use AI and no-code tools effectively
- Why certain tools are needed at different business stages
- What to build for their specific business goals





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Entrepreneurs & MSME owners

Creatives (designers, writers, content creators)

Service providers & consultants

Professionals building personal brands

Non-technical founders

Who This Training Is For

This training is designed for

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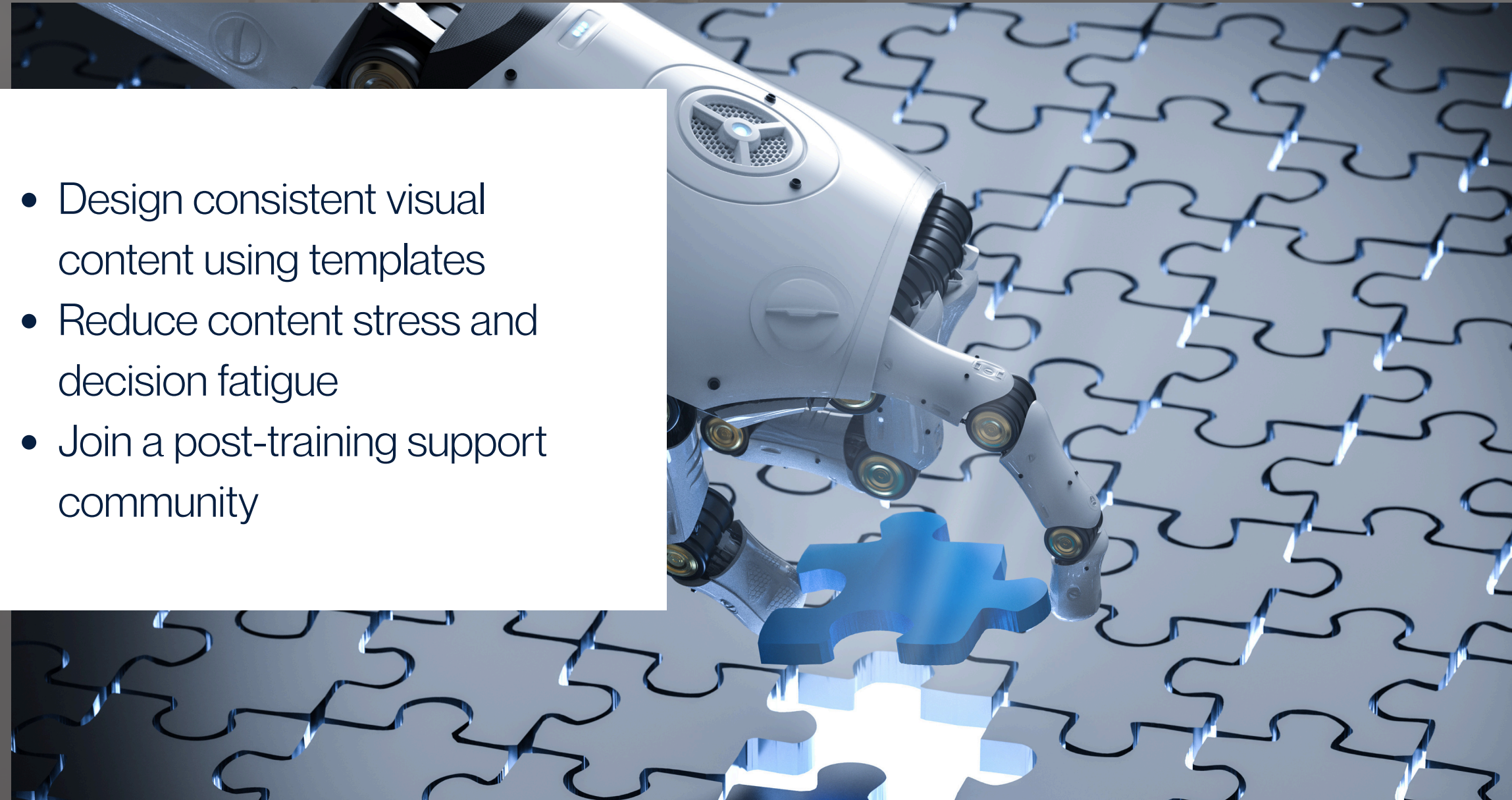


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Training Objectives

By the end of this training, participants will be able to:

- Build a functional business website without coding
- Use AI to create clear, brand-aligned website content
- Develop a 12-month social media content plan
- Design consistent visual content using templates
- Reduce content stress and decision fatigue
- Join a post-training support community



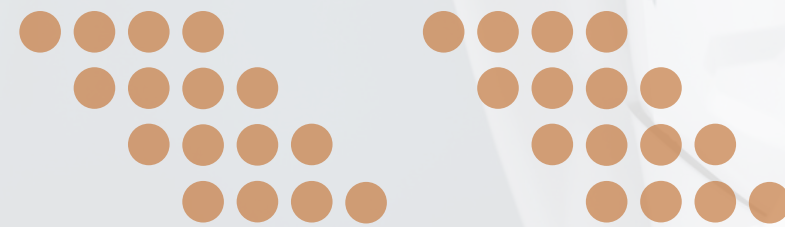


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DAY 1: SMARTSITE LAB

Build Your AI-Powered Business Website Without Code

Participants understand website structure, purpose, and clarity — and begin building their own website using AI and no-code tools.



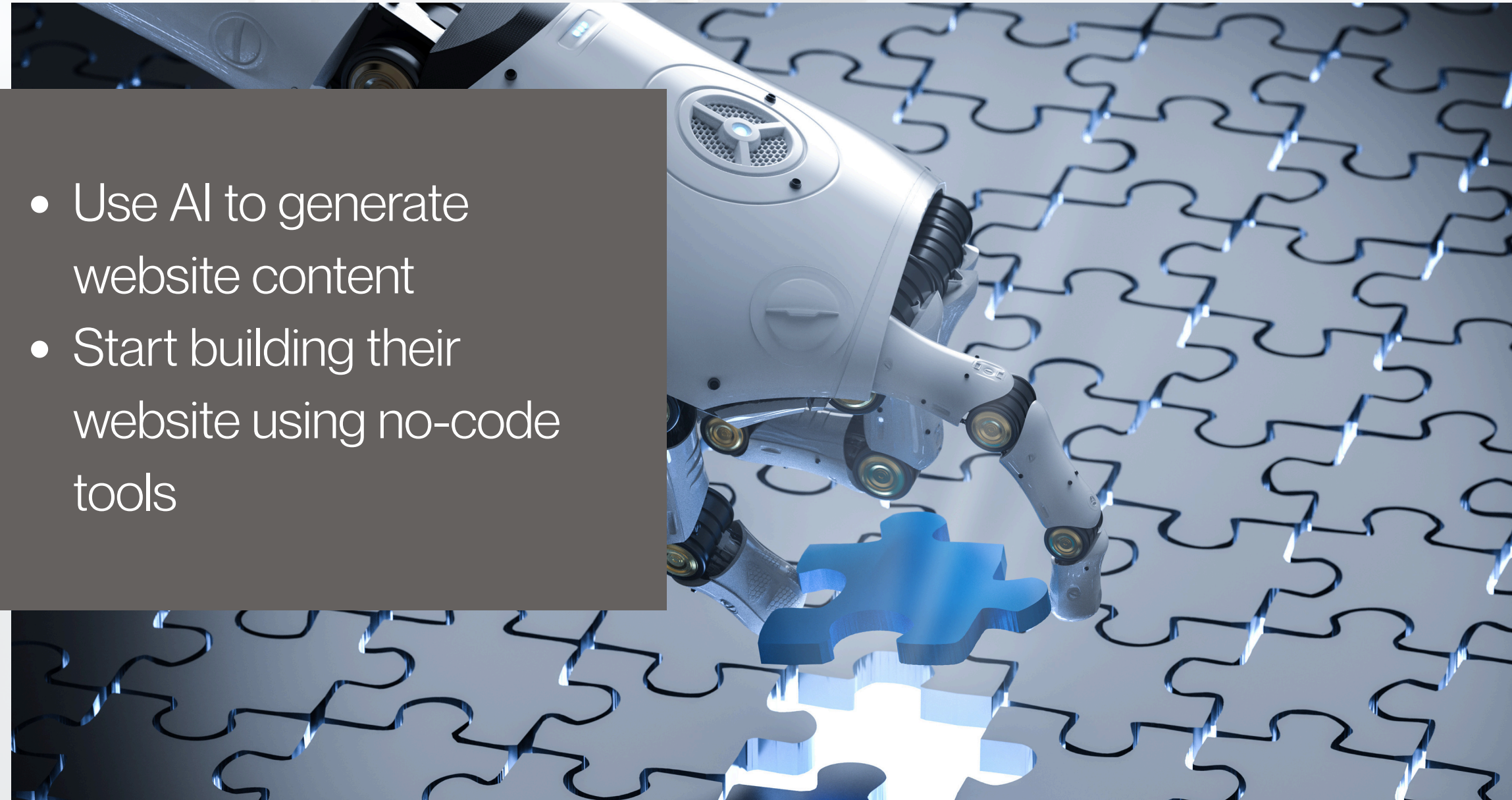


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Training Objectives

By the end of this training, participants will be able to:

- Understand what a business website is
- Know what type of website they need
- Use AI to generate website content
- Start building their website using no-code tools





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What a Business Website Really Is

A business website is:

- A digital home for your brand
- A tool for visibility, trust, and sales
- A place where people understand who you are and what you offer

A business website is NOT:

- A social media page
- A flyer with too much text
- A design without purpose





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Don't explain their services clearly

Have no clear call-to-action

Have no clear call-to-action

Design before thinking of purpose

Common Website Mistakes to Avoid

Many small businesses struggle online because they:

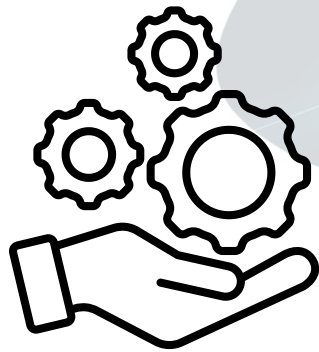
COMMON WEBSITE MISTAKES!



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Types of Business Websites

Before building, you must know what you are building.



Service-based:

Coaches, consultants,
freelancers



Product-based:

Shops, brands, vendors



Portfolio / Personal

brand: Creatives,
professionals

Your website type determines your structure and content..

Essential Pages Every Website Needs

Every functional business website should have:

01



Home: What you do + why it matters

02



About: Who you are and your story

03



Services / Products: What you offer clearly

04



Contact: How people reach you

No need for many pages, just the right ones.



Website Strategy & User Flow

A website should guide visitors smoothly.
Key focus areas:

Website goal (visibility, credibility, conversion)

Clear content order

Simple navigation

Strong calls-to-action (CTAs)

Think: What should visitors do next?

Using AI to Create Website Content

AI helps you write faster and clearer.

You can use AI to:

- Generate homepage text
- Write service descriptions
- Create About page drafts
- Improve clarity and structure



Tip: AI assists, you still edit to sound human.

Simple AI Prompt Examples

Examples of beginner-friendly prompts:

1



Write a homepage intro for a small business that offers...

2

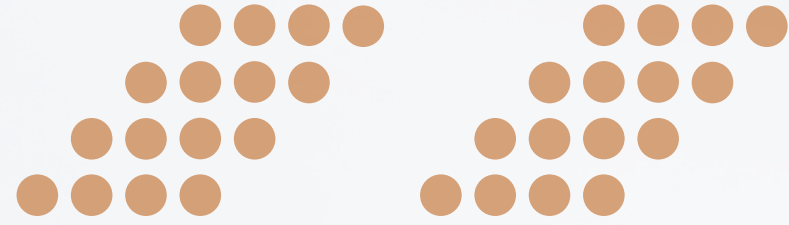


Help me explain my services in simple language

3



Rewrite this About page to sound professional and friendly



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How to Start Building (Hands-On)

Basic steps:

- Choose a website template
- Edit text using AI-generated content
- Replace images and colours
- Add buttons and sections

Assignment:

Complete your draft website and prepare it for refinement on Day 2.



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Thank You!

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