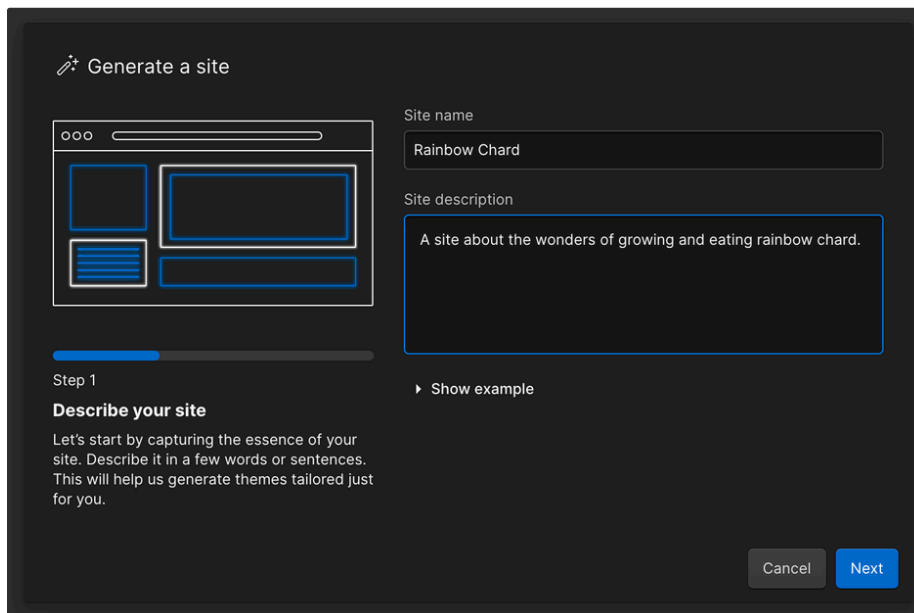


AI Site Generator



Generate a site

Site name
Rainbow Chard

Site description
A site about the wonders of growing and eating rainbow chard.

Step 1
Describe your site
Let's start by capturing the essence of your site. Describe it in a few words or sentences. This will help us generate themes tailored just for you.

► Show example

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A snapshot of the Site Generator, taken Nov 28, 2023

tl;dr: In roughly 20 seconds, AI Site Generator creates full websites from a short, plain-English description. These sites have customized sitemaps, page structures, placeholder text, images, and themes—so they really feel like they were built *specifically* for the user.

Why we built it

Although half of new users begin by using a template, most of them get discouraged by the large gap between the template and their desired site.

Using generative AI allows us to customize templates in a way that saves users loads of time and reduces hurdles to adopting Webflow. AI Site Generator can customize:

- Placeholder text
- Image assets
- Site structure
- Page structure
- Theme (fonts & colors)

With the result that in ~20 seconds

How it works

- Step 1: Generate a theme. We ask the LLM to generate several themes (colors + fonts) based on the user's site description. The user then picks one of the suggested themes.
- Step 2: Create variables using these theme. Server-side, we create a new site and add variables that correspond to the theme elements.
- Step 3: Create a sitemap. We ask the LLM to generate a complete sitemap based on the user's site description. This sitemap includes all pages as well as each section included on those pages.
- Step 4: Hydrate sitemap. Using the sitemap as a guide, we create a full Webflow site (server-side!). Specifically, we:
 - Use library sections (these are currently third-party libraries, but we could also use in-house libraries)
 - Replace copy (no more placeholder text!)
 - Generate images (using DALL-E 3)
 - Bind styles to variables (since libraries don't support variables yet)

Further reading

- * [How to use the AI Site Generator](#)
- * [Service layer](#)