

# CloudAGI.AI Website Development Guide

## Complete Resource Package for Building Your Custom AI Agents Service Website

### Executive Summary

This comprehensive guide provides everything needed to build CloudAGI.AI - a custom AI agents service provider website. It includes:

- **Competitive Analysis** of 15+ leading AI agents consulting websites
- **Content Strategy & Copywriting Framework** based on industry best practices
- **Service Positioning** tailored to CloudAGI's unique value proposition
- **Design & UX Patterns** from top-performing AI company websites
- **Complete Website Structure** with section-by-section breakdowns
- **Implementation Checklist** aligned with your existing style guide

**Key Insight:** The best AI agents consulting websites combine clear value propositions, technical credibility, and human-centric messaging. They focus on outcomes over features and build trust through proven expertise.

### Part 1: Competitive Landscape Analysis

#### Top 15 AI Agents Consulting Websites Analyzed

##### Tier 1: Enterprise-Grade Consulting Firms

###### 1. Deviniti ([deviniti.com](https://deviniti.com))<sup>[1]</sup>

- **Positioning:** Custom AI agent development with self-hosted solutions
- **Key Strength:** Security-first approach for regulated industries
- **Services:** AI consulting, custom agent development, self-hosted chatbots, model fine-tuning
- **Unique Angle:** "We don't believe in one-size-fits-all AI" - emphasis on custom builds
- **Website Tone:** Professional, technical, enterprise-focused
- **Notable Copy:** "Real AI agents that go beyond simple chat automation"

###### 2. IBM Consulting ([ibm.com/consulting](https://ibm.com/consulting))<sup>[2]</sup>

- **Positioning:** Enterprise AI transformation with proprietary platforms
- **Key Strength:** IBM Consulting Advantage platform with role-based generative AI assistants

- **Services:** AI strategy, integration, change management, enterprise solutions
- **Unique Angle:** Long-standing innovation dominance and deep technological expertise
- **Target Audience:** Established businesses seeking comprehensive AI transformation

### 3. Deloitte AI ([deloitte.com](https://deloitte.com))<sup>[2]</sup>

- **Positioning:** AI strategy, advanced analytics, and intelligent automation
- **Key Strength:** Integration of analytics, automation, and generative AI
- **Services:** AI strategy, advanced analytics, generative AI, intelligent automation
- **Unique Angle:** Holistic business optimization through AI
- **Target Audience:** Organizations looking for operation-wide AI integration

### 4. RSM Agentic AI ([rsmus.com](https://rsmus.com))<sup>[3]</sup>

- **Positioning:** Agentic AI consulting for productivity and efficiency
- **Key Strength:** Strategic advisor approach with deep business unit understanding
- **Services:** Agentic AI lifecycle management, agent design, governance, orchestration
- **Unique Angle:** "Going beyond vendor relationship" - integrated business partner
- **Notable Feature:** Complimentary AI agent demonstrations

## Tier 2: Specialized AI Development Companies

### 5. Coherent Solutions ([coherentsolutions.com](https://coherentsolutions.com))<sup>[4]</sup>

- **Positioning:** "AI agent development services, done right"
- **Key Strength:** Custom AI agent development tailored to specific business workflows
- **Services:** Custom agent development, advisory & strategic consulting, multi-agent systems
- **Unique Angle:** "We don't start with technology; we start with your bottom line"
- **Website Sections:**
  - Custom AI Agent Development
  - Multi-agent Systems
  - Advisory & Strategic Consulting
  - Powerful Tech Stack & Partnerships
- **Notable Copy:** "Traditional AI responds to inputs — agentic AI takes initiative"

### 6. Codewave ([codewave.com](https://codewave.com))<sup>[5]</sup>

- **Positioning:** Design thinking-led agentic AI product development
- **Key Strength:** As-is to to-be process mapping with AI integration
- **Services:** AI product design, workflow automation, marketing automation, deployment
- **Unique Angle:** "Design thinking" approach to AI - starts with problem discovery

- **Metrics Showcased:** 50% faster data-driven decisions, 60% less manual effort, 3x faster adaptability
- **Target Solutions:** Refund assistants, onboarding copilots, proactive support agents

#### 7. Appinventiv ([appinventiv.com](https://appinventiv.com))<sup>[6]</sup>

- **Positioning:** Enterprise-grade AI agents for automation and optimization
- **Key Strength:** Compliance-first approach (EU AI Act, NIST AI RMF, GDPR, HIPAA, ISO 42001)
- **Services:** AI agent consulting, custom development, integration, optimization, Agent-as-a-Service
- **Process Highlights:**
  1. Consulting workshops to understand workflows
  2. Technology selection and agent structure design
  3. Full integration into existing systems
  4. Performance tracking with 2 months free post-launch maintenance
- **Notable Positioning:** "We don't treat AI agents as generic chatbots"

#### 8. App Maisters ([appmaisters.com](https://appmaisters.com))<sup>[7]</sup>

- **Positioning:** Autonomous AI agents that "think, act & deliver results"
- **Key Strength:** Goal-driven AI agents with minimal human input
- **Services:** Custom agent architecture, memory & feedback integration, tool/API integration
- **Capabilities Focus:**
  - Understanding objectives
  - Reasoning through tasks
  - Using tools and APIs
  - Learning from memory
  - Executing actions autonomously
- **Value Props:** Reduce workload, minimize errors, accelerate performance

#### 9. OrangeMantra ([orangemantra.com](https://orangemantra.com))<sup>[8]</sup>

- **Positioning:** "Agentic AI is happening right now" - present-focused, not future-focused
- **Key Strength:** Human-in-the-loop (HITL) approach for safety and trust
- **Services:** AI strategy, custom agent development, multi-agent systems, LLM integration
- **Unique Process:** Works with subject matter experts to map workflows before building
- **Notable Angle:** "We don't start with technology; we start with your bottom line"

#### 10. 10Clouds ([10clouds.com](https://10clouds.com))<sup>[9]</sup>

- **Positioning:** Custom AI agents for task automation and real-time insights
- **Key Strength:** Smooth collaboration between AI agents and existing systems
- **Services:** Initial consultation & strategy, custom agent development, integration

- **Approach:** Meticulous process with focus on ideal AI agent type selection
- **Target Outcomes:** Automate tasks, deliver insights, enhance customer interactions

### Tier 3: Platform & Product Companies (for reference)

#### 11. Sierra AI ([sierra.ai](https://sierra.ai))<sup>[10]</sup>

- **Positioning:** Build personalized AI agents for your business
- **Platform Approach:** Agent OS to "build once and run everywhere"
- **Key Features:** Imbue agents with company identity, policies, processes, knowledge
- **Differentiation:** Continuously-improving, trusted AI agent tailored to brand

#### 12. MindStudio ([mindstudio.ai](https://mindstudio.ai))<sup>[11]</sup>

- **Positioning:** Visual AI agent builder with no coding required
- **Key Stats:** 150,000+ AI agents deployed across SMBs, enterprise, government
- **Enterprise Features:** Self-hosting, custom domains, SSO, SCIM, role-based access
- **Value Prop:** "Create Compliant AI Agents" with full data control

#### 13. Relevance AI ([relevanceai.com](https://relevanceai.com))<sup>[12]</sup>

- **Positioning:** Build, train, and onboard AI agent teammates
- **Approach:** Templates, visual interfaces, pre-built components for non-developers
- **Differentiation:** Custom vs. pre-built agent options
- **Target:** Making agent creation accessible to non-developers

### Industry Insights from Analysis

#### Common Success Patterns:

1. **Outcome-focused messaging** - Results before technology
2. **Process transparency** - Clear methodology explanations
3. **Industry-specific solutions** - Verticals clearly defined
4. **Compliance emphasis** - Security and regulation front and center
5. **Human-centric framing** - AI as teammate/coworker, not replacement
6. **Proven expertise** - Case studies, metrics, certifications

#### Website Structure Patterns:

- Hero: Clear value prop + primary CTA
- Services: 3-5 core offerings with detailed pages
- Process: 4-6 step methodology
- Industries/Use Cases: Specific verticals or applications
- Technology/Stack: Partnerships and tools

- Social Proof: Case studies, testimonials, metrics
- Resources: Blog, guides, or knowledge center
- CTA Section: "Start Your Project" or "Free Consultation"

## **Part 2: CloudAGI Positioning Strategy**

### **Unique Value Proposition**

CloudAGI.AI: Your Partner for Custom AI Agent Solutions

#### **Core Positioning Statement:**

"We build custom AI agents that solve real business problems - from internal tools and MVPs to agent tech stack consulting. We help you find the right models, MCPs, skills, and agents for your specific needs."

### **Primary Differentiators**

#### **1. End-to-End Agent Lifecycle Partner**

- Not just builders, but consultants who help you discover the right solution
- From "what do I need?" to "fully deployed and optimized"

#### **2. Technology-Agnostic Expertise**

- We find the best agent for the task, not push a single platform
- Deep knowledge of models, MCPs, skills across the ecosystem

#### **3. Rapid POC/MVP Development**

- Specialized in getting you from idea to working prototype quickly
- Perfect for startups and innovation teams

#### **4. Agent Tech Stack Consulting**

- Help companies navigate the complex AI agent landscape
- Model selection, MCP integration, skill development guidance

### **Target Audiences**

#### **Primary Audience 1: Startups & Innovation Teams**

- Need: Fast POCs and MVPs to validate AI use cases
- Pain Point: Limited AI expertise, need guidance on what's possible
- CloudAGI Solution: Rapid prototyping + tech stack consultation

#### **Primary Audience 2: SMBs & Mid-Market Companies**

- Need: Internal automation tools and workflow optimization
- Pain Point: Can't afford enterprise consultants, need practical solutions

- CloudAGI Solution: Custom internal tools + affordable agent development

### **Primary Audience 3: Enterprise Innovation Labs**

- Need: Agent strategy and architecture consulting
- Pain Point: Overwhelmed by options, need expert guidance
- CloudAGI Solution: Tech stack consulting + POC development

## **Part 3: Complete Website Structure**

### **Homepage**

#### **Section 1: Hero**

**Headline:**

"Build Custom AI Agents That Actually Solve Your Problems"

**Subheadline:**

"From internal tools to MVPs, we help you navigate the AI agent landscape and build solutions that work - fast."

**Primary CTA:** "Start Your Project"

**Secondary CTA:** "Explore Services"

**Visual:** Clean, minimal design with subtle agent/automation visualization

#### **Section 2: The Problem We Solve**

**Headline:** "The AI Agent Landscape Is Overwhelming"

**3-Column Problem Cards:**

1. **Too Many Options:** "Hundreds of models, frameworks, MCPs - where do you start?"
2. **Limited Expertise:** "Your team knows the business, but not AI architecture"
3. **Fast-Moving Space:** "What's best practice today might be outdated tomorrow"

**Transition Copy:** "That's where CloudAGI comes in."

#### **Section 3: Our Approach**

**Headline:** "We Don't Just Build - We Guide"

**Value Props** (Icon + Title + Description):

**1. Discover the Right Solution**

- "We start by understanding your problem, not pitching technology"
- Icon: Magnifying glass/search

## **2. Find the Best Stack**

- "Model selection, MCP integration, skill recommendations - we know the ecosystem"
- Icon: Layers/stack

## **3. Build & Deploy Fast**

- "From POC to production, we move quickly without cutting corners"
- Icon: Rocket/lightning

## **4. Optimize & Iterate**

- "Agents improve with use - we help you refine based on real data"
- Icon: Refresh/cycle

# **Section 4: Services Grid**

**Headline:** "How We Help"

**Services** (Card Grid - 2x3):

### **1. Custom AI Agent Development**

- Build internal tools, customer-facing bots, workflow automation
- CTA: "Build Your Agent"

### **2. POC & MVP Development**

- Validate your AI use case with a working prototype in weeks
- CTA: "Start a POC"

### **3. Agent Tech Stack Consulting**

- Get expert guidance on models, frameworks, MCPs, and tools
- CTA: "Get Consultation"

### **4. Prompt Engineering & Optimization**

- Craft and refine prompts for maximum agent performance
- CTA: "Optimize Performance"

### **5. Model & MCP Selection**

- Navigate the landscape to find the perfect fit for your needs
- CTA: "Find Your Stack"

### **6. Ongoing Support & Iteration**

- Keep your agents running smoothly and improving over time
- CTA: "Learn More"

## Section 5: Why CloudAGI

**Headline:** "Built by AI Engineers, For Real Businesses"

**Differentiators** (3 columns):

**1. Pragmatic, Not Hype-Driven**

- "We recommend what works, not what's trendy"

**2. Transparent Process**

- "You'll understand exactly how your agent works"

**3. Fast Turnaround**

- "POCs in 2-3 weeks, MVPs in 4-8 weeks"

## Section 6: Use Cases

**Headline:** "What Can You Build?"

**Examples** (6-8 cards with brief descriptions):

- Internal Knowledge Assistant
- Customer Support Agent
- Data Analysis & Reporting Bot
- Research & Synthesis Agent
- Workflow Automation Tools
- Onboarding Assistants
- Sales Qualification Bots
- Content Generation Agents

## Section 7: Our Process

**Headline:** "How We Work Together"

**Steps** (4-6 step timeline):

**1. Discovery Call** (30-60 min)

- Understand your problem and goals
- Assess if AI agents are the right solution

**2. Strategy Session** (1-2 hours)

- Map your workflows and requirements
- Recommend tech stack and approach

**3. Prototype Development** (2-3 weeks)

- Build working POC with core functionality

- Iterate based on your feedback

#### 4. **Refinement & Deployment** (2-4 weeks)

- Optimize performance and UX
- Integrate with your systems
- Deploy to production

#### 5. **Support & Iteration** (Ongoing)

- Monitor performance metrics
- Continuous improvement based on usage

## **Section 8: Tech Stack & Expertise**

**Headline:** "Technology We Work With"

**Categories:**

- **LLM Providers:** OpenAI, Anthropic, Google, xAI, Open-source models
- **Agent Frameworks:** LangChain, LlamaIndex, AutoGen, CrewAI
- **MCPs & Integrations:** Custom MCPs, API integrations, tool calling
- **Platforms:** Vercel, Supabase, GCP, Cloudflare

**Note:** "We're technology-agnostic - we choose what's best for your use case"

## **Section 9: CTA Section**

**Headline:** "Ready to Build Your AI Agent?"

**Description:** "Start with a free 30-minute consultation to explore what's possible"

**Form Fields:**

- Name
- Email
- Company
- Brief description of what you want to build

**CTA Button:** "Schedule Consultation"

**Trust Elements:**

- "Free consultation • No obligation • Quick response"

## Service Pages (Individual)

### Template Structure for Each Service

#### 1. Service Overview

- What it is
- Who it's for
- Key benefits

#### 2. How It Works

- Step-by-step process
- Timeline expectations
- Deliverables

#### 3. What You Get

- Detailed deliverables list
- Success metrics
- Ongoing support details

#### 4. Pricing & Packages

- Starting from / typical range
- What's included
- Custom quotes available

#### 5. Case Study / Example

- Real or hypothetical scenario
- Problem → Solution → Results

#### 6. FAQ

- 5-7 common questions specific to this service

#### 7. CTA

- "Get Started with [Service Name]"

### Service Page 1: Custom AI Agent Development

#### Hero Section:

- **Headline:** "Custom AI Agents Built for Your Exact Needs"
- **Subheadline:** "Whether it's an internal tool, customer-facing bot, or workflow automation - we build agents that integrate seamlessly with your systems."

#### What We Build (Examples):

- Internal knowledge assistants
- Customer support automation
- Data processing agents
- Research and synthesis bots
- Sales qualification tools
- Content generation assistants

#### **Our Development Process:**

1. Requirements gathering & workflow mapping
2. Architecture design & tech stack selection
3. Iterative development with weekly check-ins
4. Testing & refinement
5. Deployment & training
6. Post-launch optimization

#### **What's Included:**

- Custom agent architecture
- Prompt engineering & optimization
- API integrations and tool calling
- Memory & context management
- User interface (if applicable)
- Documentation & training
- 30 days post-launch support

**Timeline:** 4-8 weeks typical

**Starting Investment:** \$8,000-\$15,000 (depending on complexity)

### **Service Page 2: POC & MVP Development**

#### **Hero Section:**

- **Headline:** "Validate Your AI Use Case in 2-3 Weeks"
- **Subheadline:** "Get a working prototype to test assumptions, gather feedback, and secure buy-in before committing to full development."

#### **Perfect For:**

- Startups validating product ideas
- Innovation teams exploring AI opportunities
- Companies testing new workflows
- Teams seeking stakeholder buy-in

### **What You Get:**

- Working prototype with core functionality
- Technical feasibility assessment
- Performance benchmarks
- Recommendations for production deployment
- Documentation and demo video
- Cost estimates for full build

### **Process:**

1. **Week 1:** Scope definition & rapid prototyping
2. **Week 2:** Core feature development & testing
3. **Week 3:** Refinement & presentation

**Investment:** \$3,000-\$6,000

**Timeline:** 2-3 weeks

## **Service Page 3: Agent Tech Stack Consulting**

### **Hero Section:**

- **Headline:** "Navigate the AI Agent Ecosystem with Confidence"
- **Subheadline:** "Get expert guidance on models, frameworks, MCPs, and tools - without the sales pitch."

### **What We Help With:**

- LLM selection for your use case
- Framework evaluation (LangChain, LlamaIndex, etc.)
- MCP integration strategy
- Tool calling architecture
- Agent skill development
- Cost optimization
- Performance benchmarking

### **Consulting Packages:**

#### **Quick Assessment** (2-3 hours)

- Use case evaluation
- High-level tech stack recommendations
- Resource and timeline estimates
- Investment: \$500-\$800

#### **Deep Dive Strategy** (1-2 weeks)

- Comprehensive requirements analysis
- Detailed architecture design
- Tech stack selection with justification
- Implementation roadmap
- Cost-benefit analysis
- Investment: \$2,500-\$5,000

#### **Ongoing Advisory** (Monthly retainer)

- Regular strategy sessions
- Tech landscape monitoring
- Architecture reviews
- Performance optimization
- Investment: \$1,500-\$3,000/month

### **Service Page 4: Prompt Engineering & Optimization**

#### **Hero Section:**

- **Headline:** "Turn Good Prompts Into Great Agents"
- **Subheadline:** "Systematic prompt engineering to maximize accuracy, reduce costs, and improve user experience."

#### **What We Optimize:**

- Response quality and accuracy
- Consistency and reliability
- Cost per interaction
- Response time
- Context handling
- Error handling and fallbacks

#### **Our Approach:**

1. Baseline performance assessment
2. Prompt variation testing
3. Systematic optimization
4. A/B testing and benchmarking
5. Documentation and guidelines

#### **Deliverables:**

- Optimized prompt templates
- Performance comparison reports

- Best practice guidelines
- Regression testing suite
- Ongoing monitoring recommendations

**Timeline:** 1-2 weeks

**Investment:** \$1,500-\$3,500

## **Service Page 5: Model & MCP Selection**

### **Hero Section:**

- **Headline:** "Find the Perfect Models and MCPs for Your Agents"
- **Subheadline:** "Expert guidance to navigate hundreds of options and choose what actually fits your needs and budget."

### **What We Evaluate:**

#### **For LLM Selection:**

- Task requirements and complexity
- Budget and cost per interaction
- Latency requirements
- Privacy and compliance needs
- Integration capabilities

#### **For MCP Selection:**

- Tool and API requirements
- Data access patterns
- Security and permissions
- Maintenance and updates
- Community and support

### **Deliverables:**

- Comparison matrix with recommendations
- Cost-benefit analysis
- Integration complexity assessment
- Risk evaluation
- Implementation guide

**Timeline:** 3-5 days

**Investment:** \$800-\$1,500

## Service Page 6: Ongoing Support & Iteration

### Hero Section:

- **Headline:** "Keep Your AI Agents Running at Peak Performance"
- **Subheadline:** "Continuous monitoring, optimization, and improvements based on real usage data."

### Support Tiers:

#### Essential (\$500-\$800/month)

- Performance monitoring
- Bug fixes and patches
- Monthly performance reports
- Email support (48-hour response)

#### Professional (\$1,200-\$2,000/month)

- Everything in Essential
- Bi-weekly optimization reviews
- Prompt refinements
- Priority support (24-hour response)
- Quarterly strategy sessions

#### Enterprise (Custom pricing)

- Everything in Professional
- Dedicated agent engineer
- Real-time monitoring and alerts
- Custom integrations and features
- Monthly strategy sessions
- SLA guarantees

## About Page

### Hero Section:

- **Headline:** "Built by AI Engineers Who Understand Real Business"
- **Subheadline:** "We're not a traditional agency - we're builders who became consultants to help companies navigate the AI agent revolution."

### Our Story:

Brief narrative about:

- Your background in AI/engineering

- Why you started CloudAGI
- What makes your approach different
- Your commitment to clients

#### **Our Philosophy:**

##### **1. Pragmatic Over Hype**

- "We recommend what works, not what gets headlines"

##### **2. Transparent & Educational**

- "You should understand how your agents work"

##### **3. Fast But Thoughtful**

- "Speed without sacrificing quality or security"

##### **4. Technology-Agnostic**

- "The best tool is the one that solves your problem"

#### **Team Section:**

- Founder profiles
- Key team members (if applicable)
- Expertise areas

#### **Working With Us:**

- What to expect
- Communication style
- Typical engagement structure

### **Contact Page**

#### **Hero Section:**

- **Headline:** "Let's Build Something Great Together"
- **Subheadline:** "Start with a free 30-minute consultation to explore what's possible."

#### **Contact Form:**

- Name\*
- Email\*
- Company
- What are you looking to build?\* (textarea)
- Preferred timeline (dropdown)
- How did you hear about us?

**CTA Button:** "Submit Inquiry"

## Alternative Contact Methods:

- Email: [hello@cloudagi.ai](mailto:hello@cloudagi.ai)
- LinkedIn: [your profile]
- GitHub: [your repos]

## What Happens Next:

1. We'll review your inquiry within 24 hours
2. Schedule a 30-minute discovery call
3. Provide initial recommendations
4. If it's a good fit, create a proposal

## Office Locations (if applicable):

- Hyderabad, India
- Pittsburgh, PA

## Part 4: Copywriting Framework

### Voice & Tone Guidelines

#### CloudAGI Brand Voice:

- **Professional but approachable** - Expert without being intimidating
- **Direct and clear** - No jargon unless necessary, explain when used
- **Confident without arrogance** - We know our stuff, but we're here to help
- **Educational** - Teach, don't just sell
- **Pragmatic** - Focused on results, not hype

#### Tone Variations by Page:

- **Homepage:** Inspiring yet grounded, solution-focused
- **Service Pages:** Informative, detail-oriented, process-driven
- **About:** Personal, authentic, story-driven
- **Blog/Resources:** Educational, thought-leadership, helpful

### Headline Formulas

#### Value Proposition Headlines:

- "[Benefit] Without [Pain Point]"
  - Example: "Custom AI Agents Without the Guesswork"
- "The [Adjective] Way to [Desired Outcome]"

- Example: "The Fastest Way to Validate Your AI Use Case"
- "[Do Something] That Actually [Results]"
  - Example: "Build AI Agents That Actually Solve Problems"

#### **Problem-Solution Headlines:**

- "Struggling with [Problem]? We [Solution]"
  - Example: "Overwhelmed by AI Options? We Find What Works"
- "Stop [Negative Action], Start [Positive Action]"
  - Example: "Stop Wasting Time on Research, Start Building"

#### **Process/How Headlines:**

- "How to [Achieve Goal] in [Timeframe]"
  - Example: "How to Launch Your AI Agent in 3 Weeks"
- "[Number] Ways to [Benefit]"
  - Example: "5 Ways AI Agents Can Transform Your Workflow"

### **Key Messaging Pillars**

#### **Pillar 1: Expertise**

- "We live and breathe AI agents"
- "Deep technical knowledge across the entire ecosystem"
- "We've evaluated dozens of models, frameworks, and tools"

#### **Pillar 2: Pragmatism**

- "We recommend what works, not what's trendy"
- "Every project starts with 'is AI the right solution?'"
- "Transparent about costs, timelines, and limitations"

#### **Pillar 3: Speed**

- "From conversation to POC in 2-3 weeks"
- "Fast doesn't mean sloppy - we just know the shortcuts"
- "Iterative approach means you see progress weekly"

#### **Pillar 4: Partnership**

- "We're not just developers - we're your AI team"
- "We succeed when you succeed"
- "Education is built into every engagement"

#### **Pillar 5: Transparency**

- "You'll understand how every piece works"

- "No black boxes, no vendor lock-in"
- "Full documentation and knowledge transfer"

## Common Objection Handling

**Objection:** "Can't we just use ChatGPT?"

**Response:** "ChatGPT is amazing for general tasks, but custom agents can access your data, integrate with your systems, and be optimized for your specific workflows. We help you understand when off-the-shelf is enough and when custom makes sense."

**Objection:** "This sounds expensive"

**Response:** "Our POC packages start at \$3,000 - far less than hiring a full-time AI engineer. We help you validate the ROI before making a bigger investment."

**Objection:** "We don't have the technical expertise"

**Response:** "That's exactly why we exist. We translate between business needs and technical implementation. You bring the domain expertise, we bring the AI knowledge."

**Objection:** "The AI landscape changes too fast"

**Response:** "That's true, but the fundamentals don't. We build on stable principles while staying current with the latest tools. Plus, our ongoing support means your agents evolve with the technology."

**Objection:** "We're not sure what we need"

**Response:** "Perfect. That's what our discovery process is for. Start with a free 30-minute call where we explore possibilities without any pressure to commit."

## Part 5: Design & UX Recommendations

### Visual Design Principles

Based on your style guide and top AI company websites:

#### 1. Clean, Minimalist Aesthetic

- Lots of whitespace
- Monochromatic color palette (black, white, grays)
- Subtle accents only when needed
- High contrast for readability

#### 2. Typography Hierarchy

- Large, bold headings (Geist Sans)
- Clear subheadings
- Readable body text (16px minimum)
- Proper line height (1.5-1.7)

#### 3. Consistent Spacing

- Follow your style guide spacing system
- Generous padding between sections
- Consistent grid alignment

#### **4. Purposeful Animation**

- Subtle fade-ins on scroll
- Smooth transitions
- No distracting effects
- Performance-first approach

### **Homepage Layout Inspiration**

#### **Best Patterns from Analyzed Sites:**

##### Cohere.com **Pattern:**

- Colorful but subtle backgrounds
- Clean typography
- Consistent shapes across elements
- Minimal but impactful

##### Clay.com **Pattern:**

- Large product UIs showcased
- Vibrant illustrations
- Free signup CTAs everywhere
- Product-led approach

##### Deepgram.com **Pattern** (Webstacks creation):

- Modern, industry-leading design
- Clear brand identity
- Developer-focused community elements
- Trust-building through design

##### Otter.ai **Pattern:**

- Not flashy, but highly effective
- Insightful imagery
- Thoughtful copywriting
- Clear value proposition

## Component Library to Build

Based on your style guide:

### Navigation:

- Sticky header with backdrop blur
- Desktop: horizontal nav
- Mobile: hamburger menu
- CTA button in header

### Hero Sections:

- Large headline (text-4xl → text-7xl responsive)
- Subheadline with muted color
- Two-button CTA pattern (primary + secondary)
- Optional background illustration/gradient

### Service Cards:

- Icon container (h-12 w-12, rounded-lg, bg-primary/10)
- Title (text-xl or text-2xl)
- Description (text-muted-foreground)
- CTA link or button
- Hover effect (shadow-lg)

### Process Timeline:

- Vertical or horizontal step layout
- Numbered or icon-based steps
- Brief description for each
- Optional illustration per step

### Stats/Metrics:

- Large number display
- Descriptive label below
- Grid layout (1-3 columns)
- Animation on scroll

### Testimonial Cards:

- Quote text
- Author name and title
- Company logo (if applicable)
- Photo (optional)

## CTA Sections:

- Centered layout
- Headline + description
- Form or button CTA
- Trust elements below

## Footer:

- Multi-column layout
- Logo and description
- Link groups (Services, Company, Legal)
- Social media icons
- Copyright and location info

## Page Templates

### Standard Page Structure:

```
<Header />

<section> { /* Hero */}
  <Container>
    <Centered Content>
  </Container>
</section>

<section> { /* Content Section 1 */}
  <Container>
    <Grid or Flex Layout>
  </Container>
</section>

<section> { /* Content Section 2 - Alternating BG */}
  <Container>
    <Content>
  </Container>
</section>

{ /* Repeat sections as needed */}

<section> { /* CTA */}
  <Container>
    <Centered CTA>
  </Container>
</section>

<Footer />
```

### Section Backgrounds:

- Alternate: white (bg-background) and light gray (bg-muted/30)
- All sections have border-b for separation
- Hero sections often use bg-muted/30

## **Part 6: SEO & Content Strategy**

### **Target Keywords**

#### **Primary Keywords:**

- Custom AI agents development
- AI agent consulting
- AI agent development services
- Agentic AI consulting
- AI automation consulting
- AI POC development
- AI MVP development

#### **Secondary Keywords:**

- LLM integration services
- MCP integration consulting
- Prompt engineering services
- AI tech stack consulting
- AI workflow automation
- Internal AI tools development

#### **Long-tail Keywords:**

- "How to build custom AI agents"
- "Best AI agent framework for [use case]"
- "AI agent development company"
- "Custom ChatGPT for business"
- "AI automation consultant near me"

### **Content Marketing Ideas**

#### **Blog Topics:**

1. "5 Signs Your Business Needs a Custom AI Agent (Not Just ChatGPT)"
2. "How to Choose the Right LLM for Your AI Agent"
3. "POC vs MVP vs Production: The AI Agent Development Journey"

4. "MCP Integration Guide: Connecting Your AI Agents to Real Tools"
5. "Prompt Engineering Best Practices for Production AI Agents"
6. "The True Cost of Building vs Buying AI Agents"
7. "Case Study: How We Built [X] Agent in 3 Weeks"
8. "AI Agent Security: What You Need to Know Before Deployment"
9. "The Complete Guide to AI Agent Workflows"
10. "OpenAI vs Anthropic vs Google: Which LLM Is Right for You?"

#### **Resource Pages:**

- AI Agent Tech Stack Guide
- LLM Comparison Matrix
- MCP Directory
- Agent Framework Comparison
- Glossary of AI Agent Terms

#### **Lead Magnets:**

- "AI Agent Readiness Checklist" (PDF)
- "LLM Selection Decision Tree" (Interactive)
- "POC Planning Template" (Notion/Docs)
- "AI Agent Cost Calculator" (Interactive tool)

### **Conversion Optimization**

#### **Primary Conversion Goals:**

1. Consultation form submissions
2. Email newsletter signups
3. Resource downloads
4. Service inquiry forms

#### **CTA Placement Strategy:**

- Header: "Schedule Consultation"
- Hero: Primary CTA (consultation) + Secondary CTA (services)
- End of each service page: Service-specific CTA
- End of blog posts: Relevant service or consultation CTA
- Footer: Newsletter signup

#### **Trust Signals to Include:**

- Client logos (if permitted)
- Testimonials/reviews

- Case study metrics
- Technology partner badges
- GitHub activity/open-source contributions
- LinkedIn recommendations
- Response time guarantees ("24-hour response")
- Free consultation offer

## Part 7: Technical Implementation Guide

### Tech Stack Recommendations

Based on your existing work and the style guide:

#### Frontend:

- **Framework:** Next.js 14+ (App Router)
- **Styling:** Tailwind CSS (as per your style guide)
- **UI Components:** shadcn/ui (referenced in style guide)
- **Animations:** Framer Motion (referenced in style guide)
- **Icons:** Lucide React (referenced in style guide)
- **Fonts:** Geist & Geist Mono (referenced in style guide)

#### Backend/Infrastructure:

- **Hosting:** Vercel (optimal for Next.js)
- **Database:** Supabase (for contact forms, newsletter)
- **Email:** Resend or SendGrid
- **Analytics:** Vercel Analytics + Plausible (privacy-focused)
- **Forms:** React Hook Form + Zod validation

#### Optional Enhancements:

- **CMS:** Sanity or Contentful (for blog)
- **Search:** Algolia (if blog grows)
- **Chatbot:** Custom MCP-powered agent (eat your own dog food!)

### File Structure

```
cloudagi-website/
├── app/
│   ├── (marketing)/
│   │   ├── page.tsx           # Homepage
│   │   └── about/page.tsx    # About page
```

```

├── contact/page.tsx      # Contact page
├── layout.tsx           # Marketing layout
├── services/
│   ├── custom-development/page.tsx
│   ├── poc-mvp/page.tsx
│   ├── consulting/page.tsx
│   ├── prompt-engineering/page.tsx
│   ├── model-selection/page.tsx
│   ├── support/page.tsx
│   └── layout.tsx
├── blog/
│   ├── page.tsx         # Blog index
│   └── [slug]/page.tsx  # Blog post
├── resources/
│   ├── page.tsx         # Resources/guides
│   └── layout.tsx       # Root layout
├── globals.css          # Global styles
├── components/
│   ├── ui/              # shadcn/ui components
│   ├── layout/
│   │   ├── Header.tsx
│   │   ├── Footer.tsx
│   │   └── MobileNav.tsx
│   ├── home/
│   │   ├── HeroSection.tsx
│   │   ├── ServicesGrid.tsx
│   │   ├── ProcessTimeline.tsx
│   │   └── CTASection.tsx
│   ├── forms/
│   │   ├── ContactForm.tsx
│   │   └── NewsletterForm.tsx
│   └── shared/
│       ├── ServiceCard.tsx
│       ├── TestimonialCard.tsx
│       └── StatsGrid.tsx
├── lib/
│   ├── utils.ts
│   └── schemas.ts       # Zod schemas
├── constants/
│   ├── services.ts
│   └── navigation.ts
├── public/
│   ├── images/
│   └── icons/

```

## Priority Pages for MVP

### Phase 1 (Week 1): Core Pages

1. Homepage ✓
2. Services page (overview) or individual service pages
3. Contact page ✓
4. About page ✓

## **Phase 2 (Week 2): Service Detail Pages**

1. Custom AI Agent Development
2. POC & MVP Development
3. Agent Tech Stack Consulting

## **Phase 3 (Week 3): Enhancement**

1. Remaining service pages
2. Blog structure
3. Resources page
4. Newsletter integration

## **Phase 4 (Ongoing): Content**

1. Blog posts
2. Case studies
3. Resource downloads
4. Portfolio/work examples

## **Component Development Checklist**

For each page component:

- ☐ Follows style guide spacing patterns
- ☐ Responsive design (mobile-first)
- ☐ Proper semantic HTML
- ☐ Accessibility (ARIA labels, focus states)
- ☐ Framer Motion animations
- ☐ TypeScript types defined
- ☐ shadcn/ui components used where applicable
- ☐ Border-bottom on sections
- ☐ Alternating backgrounds (bg-background / bg-muted/30)
- ☐ Proper heading hierarchy
- ☐ CTA placement

## **Part 8: Content Examples**

## Homepage Hero Copy (3 Variations)

### Variation 1: Problem-Solution

Headline: "Build Custom AI Agents That Actually Solve Your Problems"

Subheadline: "We help you navigate the overwhelming AI landscape and build agents that work for you"

Primary CTA: "Start Your Project"

Secondary CTA: "Explore Services"

### Variation 2: Speed-Focused

Headline: "From Idea to Working AI Agent in 3 Weeks"

Subheadline: "Custom agent development, tech stack consulting, and rapid POC creation - with no upfront costs"

Primary CTA: "Schedule Free Consultation"

Secondary CTA: "See Our Services"

### Variation 3: Expertise-Focused

Headline: "Your Partner for Custom AI Agent Solutions"

Subheadline: "We build internal tools, MVPs, and production agents - plus help you find the right AI talent"

Primary CTA: "Let's Build Together"

Secondary CTA: "How It Works"

**Recommended:** Variation 1 (clearest value prop, addresses key pain point)

## Service Description Examples

### Custom AI Agent Development:

Transform your workflows with intelligent agents built specifically for your business. We handle everything from strategy to deployment.

What makes us different:

- Technology-agnostic approach - we choose what's best for you
- Iterative development with weekly progress updates
- Full transparency - you'll understand how everything works
- 30 days of post-launch support included

Timeline: 4-8 weeks | Investment: From \$8,000

### POC & MVP Development:

Don't commit to a full build until you've validated your assumptions. Our rapid POC service helps you test your ideas quickly and cheaply.

Perfect for:

- Startups validating product ideas
- Innovation teams exploring AI opportunities
- Companies securing stakeholder buy-in

What you get: Working prototype, technical feasibility assessment, cost estimates for full build

Timeline: 2-3 weeks | Investment: From \$3,000

## Agent Tech Stack Consulting:

Overwhelmed by hundreds of models, frameworks, and tools? Get expert guidance without the

We help you choose:

- The right LLM for your use case and budget
- Agent frameworks (LangChain, LlamaIndex, CrewAI, etc.)
- MCP integrations and tool calling architecture
- Deployment strategies and cost optimization

Packages start at \$500 for a quick assessment, up to monthly retainers for ongoing advice

## About Page Story Example

## Built by AI Engineers Who Understand Real Business

CloudAGI started because we saw a gap.

On one side: enterprises spending millions on consultants who talk more about AI's potent

On the other side: small businesses and startups locked out of AI innovation because they

We're [Your Name] and [Partner Name if applicable], AI engineers who've spent [X years] k

But we got tired of watching great ideas die because businesses couldn't navigate the AI

So we started CloudAGI with a simple mission: make custom AI agents accessible to busines

We're not here to sell you on AI hype. If AI isn't the right solution for your problem, v

### Our Principles

**\*\*Pragmatic Over Hype\*\*** - We recommend what works, not what gets headlines. If a simple a

**\*\*Fast But Thoughtful\*\*** - Speed doesn't mean sloppy. We've just learned the shortcuts th

**\*\*Transparent & Educational\*\*** - You should understand how your agents work. We docume

**\*\*Technology-Agnostic\*\*** - We don't push specific platforms or vendors. The best tool is t

Ready to build something great together?

[CTA: Schedule Free Consultation]

## Process Section Copy

## How We Work Together

### 1. Discovery Call (30-60 minutes)

Free consultation where we explore your challenge and goals. We'll discuss whether AI agents are the right solution for you.

### 2. Strategy Session (1-2 hours)

If we move forward, we dive deep into your workflows and requirements. We'll map out user journeys and define the scope of the project.

### 3. Rapid Prototyping (2-3 weeks)

We build a working POC with core functionality. You'll see tangible progress weekly through demos and updates.

### 4. Refinement & Deployment (2-4 weeks)

Based on POC learnings, we optimize performance, polish the UX, and integrate with your existing systems.

### 5. Support & Iteration (Ongoing)

Agents improve with use. We monitor performance, gather user feedback, and continuously optimize the system.

## Part 9: Launch Checklist

### Pre-Launch Tasks

#### Content:

- ☐ Homepage copy finalized
- ☐ All service pages written
- ☐ About page complete
- ☐ Contact page with working form
- ☐ Legal pages (Privacy Policy, Terms of Service)
- ☐ 404 page

#### Design & Development:

- ☐ Style guide implemented in Tailwind config
- ☐ All shadcn/ui components installed
- ☐ Responsive design tested (mobile, tablet, desktop)
- ☐ Framer Motion animations working
- ☐ Images optimized (WebP, proper sizing)
- ☐ Fonts loading correctly (Geist Sans, Geist Mono)
- ☐ All links working (no broken links)
- ☐ Forms submitting correctly
- ☐ Loading states on forms
- ☐ Error handling on forms

## SEO & Performance:

- ☐ Metadata on all pages (title, description)
- ☐ Open Graph tags
- ☐ Sitemap.xml generated
- ☐ Robots.txt configured
- ☐ Google Analytics or Plausible installed
- ☐ Page speed optimized (Lighthouse score 90+)
- ☐ Accessibility audit passed
- ☐ Core Web Vitals acceptable

## Technical:

- ☐ Domain connected ([cloudagi.ai](https://cloudagi.ai))
- ☐ SSL certificate active
- ☐ Environment variables configured
- ☐ Database setup (if needed)
- ☐ Email service configured
- ☐ Error monitoring (Sentry or similar)
- ☐ Backup strategy in place

## Testing:

- ☐ Cross-browser testing (Chrome, Firefox, Safari)
- ☐ Mobile device testing (iOS, Android)
- ☐ Form submission testing
- ☐ Email notifications working
- ☐ Contact form spam protection
- ☐ Link testing (internal and external)

## Post-Launch Tasks

### Week 1:

- ☐ Monitor analytics and user behavior
- ☐ Fix any reported issues
- ☐ Set up Google Search Console
- ☐ Submit sitemap to search engines
- ☐ Social media announcement
- ☐ LinkedIn announcement
- ☐ Email to existing network

## **Week 2-4:**

- ☐ Publish first 2-3 blog posts
- ☐ Create resource/lead magnet
- ☐ Set up newsletter
- ☐ Start SEO optimization based on data
- ☐ Add testimonials (as you get them)
- ☐ Create case studies (as projects complete)

## **Ongoing:**

- ☐ Weekly blog posts (aim for 1-2/week)
- ☐ Monthly newsletter
- ☐ Quarterly website updates
- ☐ Continuous SEO optimization
- ☐ A/B testing CTAs
- ☐ Add new case studies
- ☐ Update services based on offerings evolution

## **Part 10: Quick Start Implementation Guide**

### **Week 1: Foundation**

#### **Day 1-2: Setup & Design System**

- Set up Next.js project with Tailwind
- Implement CloudAGI style guide CSS variables
- Install shadcn/ui components needed
- Configure Framer Motion
- Set up Geist fonts

#### **Day 3-4: Core Layout Components**

- Build Header component
- Build Footer component
- Create page layout template
- Test responsive behavior

#### **Day 5-7: Homepage**

- Hero section
- Problem section

- Services grid
- Process section
- CTA section
- Test animations and responsiveness

## **Week 2: Service Pages & About**

### **Day 1-3: Service Pages**

- Create service page template
- Build 3 priority service pages:
  - Custom AI Agent Development
  - POC & MVP Development
  - Tech Stack Consulting

### **Day 4-5: About & Contact**

- About page with team/story
- Contact page with form
- Form validation and submission

### **Day 6-7: Polish & Testing**

- Cross-browser testing
- Mobile optimization
- Fix any issues
- SEO metadata

## **Week 3: Launch Prep**

### **Day 1-2: Content Review**

- Proofread all copy
- Check all links
- Verify forms working
- Test email notifications

### **Day 3-4: Performance & SEO**

- Optimize images
- Run Lighthouse audits
- Set up analytics
- Configure search console

### **Day 5: Launch!**

- Deploy to production
- Monitor for issues
- Announce on social media
- Send to network

### Day 6-7: First Iteration

- Gather initial feedback
- Make quick fixes
- Plan blog content
- Set up tracking for conversions

## Appendix: Additional Resources

### Copywriting Templates

#### Service Card Template:

```
[Icon]
### [Service Name]

[One-sentence description of what it is]

[2-3 bullet points of key benefits or deliverables]

[CTA: "Learn More" / "Get Started"]
```

#### Testimonial Template:

```
"[Specific result or benefit they experienced, ideally with a metric]"

– [Name], [Title] at [Company]
```

#### Process Step Template:

```
### [Step Number]. [Action Name] ([Timeline])

[2-3 sentences describing what happens in this step and what the client can expect]
```

#### FAQ Template:

```
**Q: [Question that addresses common objection or confusion]**

A: [Clear, direct answer that builds confidence and addresses the concern]
```

## Design Inspiration Links

From the research:

- **Deepgram** ([deepgram.com](https://deepgram.com)) - Modern AI website with strong brand
- **Cohere** ([cohere.com](https://cohere.com)) - Clean layouts, colorful backgrounds
- **Clay** ([clay.com](https://clay.com)) - Product-led design, vibrant branding
- **Otter.ai** ([otter.ai](https://otter.ai)) - Effective simplicity, clear value prop
- **Jasper** ([jasper.com](https://jasper.com)) - Strong brand identity, content excellence

## Competitor Analysis Summary

**What the best sites do well:**

1. Clear, benefit-focused headlines
2. Specific service descriptions (not vague "AI solutions")
3. Transparent process explanations
4. Industry-specific examples
5. Multiple CTAs with low-friction entry points
6. Educational content (blogs, guides)
7. Trust signals (metrics, testimonials, case studies)
8. Clean, professional design
9. Fast-loading, optimized sites
10. Mobile-first responsive design

**What to avoid:**

1. Overly technical jargon without explanation
2. Vague promises without specifics
3. Generic stock photos
4. Cluttered layouts
5. Slow-loading animations
6. Forcing users to contact for basic info
7. Missing pricing indications entirely
8. Too many services (focus is better)
9. Outdated blog or no content
10. Difficult navigation

## Key Metrics to Track

### Acquisition:

- Organic search traffic
- Referral traffic
- Direct traffic
- Social media traffic

### Engagement:

- Pages per session
- Average session duration
- Bounce rate by page
- Scroll depth on key pages

### Conversion:

- Contact form submissions
- Consultation bookings
- Newsletter signups
- Resource downloads
- Service page visits

### Revenue:

- Consultation → project conversion rate
- Average project value
- Customer lifetime value
- Lead source ROI

## Conclusion: Your Path Forward

This guide provides everything your teammate needs to build a professional, conversion-optimized CloudAGI website. Here's the recommended execution plan:

### Immediate Actions (Today)

1. **Review this document** with your teammate
2. **Align on messaging** - which headlines and copy resonate most
3. **Prioritize pages** - confirm homepage + 3 services + about + contact for MVP
4. **Set timeline** - realistically 2-3 weeks for quality implementation
5. **Assign responsibilities** - who writes final copy, who implements design, etc.

## Success Factors

- ✓ **Follow the style guide** - It's already excellent, use it religiously
- ✓ **Start simple** - Launch with core pages, iterate based on real user feedback
- ✓ **Focus on clarity** - Every headline should pass the "5-second test"
- ✓ **Build trust** - Transparency and honesty over hype
- ✓ **Make it personal** - Your story and expertise are differentiators
- ✓ **Test everything** - Forms, links, mobile responsiveness, loading speed

## Final Thoughts

The AI agents consulting space is crowded but most websites are either:

- Too enterprise-focused and intimidating
- Too vague about what they actually do
- Too expensive-looking for SMBs

CloudAGI can win by being:

- **Accessible** - Clear pricing, fast timelines, approachable tone
- **Specific** - Exact services, deliverables, processes
- **Educational** - Help people understand the space
- **Pragmatic** - Honest about what works vs what's hype

You have a strong foundation with your style guide. Now execute with focus, clarity, and confidence.

**Ready to build? Let's go!** 🚀

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