

Website Generation Pipeline — Walkthrough

Date: February 8, 2026

What Was Built

Site Brief Template

[site_brief_template.md](#) — 9-section form covering brand identity, pages, content, services, contact, design, SEO, and hosting.

Industry Playbooks

Playbook	File
Nonprofit & Community	nonprofit_community_playbook.md
Service Business	service_business_playbook.md

Each includes: page structure, copy frameworks, SEO seeds, design direction, CTA strategy, common mistakes.

Vite Starter Template

Complete static site scaffold with premium design system:

File	Purpose
index.html	Homepage with nav, hero, stats, services, testimonial, CTA, footer
css/variables.css	Design tokens (swap from brand kit) + dark mode
css/reset.css	Browser normalization
css/styles.css	Full component styles with hover effects, glassmorphism
css/responsive.css	Mobile-first breakpoints
js/main.js	Nav toggle, scroll animations, active link tracking
package.json	Vite dev server

Next.js Starter Template

[README.md](#) with init commands, project structure, client config pattern, and deployment guide.

/build-site

Workflow

[build-site.md](#) — 11-step workflow: read brief → read brand kit → read playbook → copy template → replace placeholders → generate pages → copy assets → preview → verify → iterate → deliver.

Final Structure

Web Development/

- | — Templates/
 - | | — Vite Starter/ (7 files – ready to clone)
 - | | — NextJS Starter/ (README with setup guide)
 - | | — Hybrid Starter/ (planned Phase 2)
- | — Brand Kits/ (drop client kits here)
- | — Industry Playbooks/ (2 playbooks built)
- | — Builds/ (generated sites go here)
- | — Resources/
- | — Action Items/