Day 5: AI Website Build Transcript

0:00:00 Jason Drohn: *Hey, what's up? This is Jason Drone. Welcome to today's lesson. Now, in this part of the challenge, we're actually going to set up your website using AI. And we're going to start building the e commerce pieces of it. So. And we actually have an interesting little test case that we're going to use to build it. So we're two ways we're going to do it by copying an existing page, an existing website that's out there. And we're going to also build one from scratch. And I'm going to show you how easy it is to do both.*

0:00:38 Jason Drohn: *So the first thing, just to kind of set up the project here we have a client, Jerry Green.*

0:00:45 B: *So if you look at the website.*

0:00:47 Jason Drohn: *This is a website that he. It's a placeholder website. So he is a coach author, he does videos, he has events like that kind of stuff. But you can see that the website is a little weird. Like the header graphic isn't stretching all the way across. I guess it does when you go.*

0:01:05 B: *Down a little bit. So.*

0:01:08 Jason Drohn: *Got some weird buttons. All in all, Jerry's an awesome guy. He's got some great content, great training, but the website doesn't give that impression. Right. So what we need to do is we are going to be rebuilding the website using AI. It's like step one. And then what we're going to do is we are going to create a blank slate using some prompts for a website. And I want to show you both ways. So that if you have a website that you want to rebuild with AI.*

0:01:42 B: *Cheaply and effectively, then you can do that.*

0:01:44 Jason Drohn: *Or if you want to start from scratch, you can do that too. So the pages that we need to create. So we have some social media prompts or some social prompts down here. But we have a sales page, which it's not going to build the sales page real great. We're going to have to do this one manually. Most likely there is another sales page for an old event that he put on. So this is built in clickfunnels.*

0:02:14 Jason Drohn: *Then we have a video library. So what we're going to do is we're going to use the software. The website hosting platform, Tenweb. That's Tenweb IO. You can see it up here on the screen. Basically what we're going to do, very simple, we're just going to hit generate your website. Now, I have an account. I have a ten website account. I've done this before on a couple of instances. So every additional website is $8 for me.*

0:02:43 Jason Drohn: *I think it's like $15 a month for hosting, but you have to pay for hosting anyway. So all in all, it's okay. It works. It's a lot cheaper than having a designer go and build a website for you. So what we're going to do is we are going to create a brand new website using AI. So we are going to create a brand new website here. We're going to go to create a website. It's going to be a single WP install.*

0:03:16 Jason Drohn: *We can also put a clone so we can say choose the website that you want to clone based on what is in your system. But we're going to say this is going to be Jerry Green. Choose location data center. The data center in Iowa is fine, or Oregon. It doesn't really matter. And then we're going to choose a subdomain, the Jerry Green. Then once we get the website built, then we'll link the domain to it. And then we're going to give it some WordPress credentials. Because one of the beautiful things about Tenweb is the whole thing is WordPress. So it actually builds the website on WordPress, which is, it powers 33% of all the websites on the Internet is WordPress.*

0:04:05 Jason Drohn: *So you get to use the reliability of WordPress. It also lets you hire people who are used to WordPress and they're able to mix, match, alter, add pages, add plugins, support, manage all of that stuff, which is really, really important. So I'm going to go through just add my username. So I got a password. Then we're going to hit create. So now it's setting up hosting and also installing WordPress for me here.*

0:04:42 Jason Drohn: *All right. So now our website is installed. It has to go through and provision the server, install WordPress, which is a free content management system, and then basically set up all the plugins and everything else and then it pulls you onto this screen. We're going to say, let's start. What we actually want to do though is we want to hit this little button up here that says generate with AI. And it's going to generate the content and images with AI, which is going to get us interestingly close.*

0:05:12 Jason Drohn: *So I want to create a website with an online store or I want to create an informational website. Now this is where you choose whether you want to do a blog or whether you want to have a shopping cart with products. So in the earlier modules when we were talking about drop shipping, ecom products, digital products, all of that stuff is right here where I want to create a website with an online store that'll actually let you process payments right through the website.*

0:05:44 Jason Drohn: *If we do here, I want to create an informational website. This is like a coaching website, a consulting website, a blog, something that doesn't necessarily sell, something directly on the website. So we are going to choose this. I want to create a website with an online store because Jerry has products. So we're going to say next. Now we're going to choose our store type. So this is going to be a digital course.*

0:06:12 Jason Drohn: *Digital products shop. So we're going to hit digital products shop. We're going to hit next. Actually, you know what we're going to say digital courses. I bet you that will. Digital course, yeah. So we're going to go business type digital course. Here we go. Digital products is what we got. So we're going to hit that next. The store name is going to be the Jerry Green little bit of here. So I'm going to write who Jerry Green is and what he sells, but we can enhance this with to, so it's going to generate it here and it's doing so. Jerry Green. Oh, look at this. Jerry Green is a coach and speaker who's passionate about helping people achieve their goals.*

0:07:20 Jason Drohn: *At our digital product shop, you can find his e books, audio programs to support your personal growth and development. It's actually not bad. So Jerry Green is a real estate coach and speaker who is passionate about helping people invest successfully in real estate. At our digital product shop, inside our digital products and courses, you can find, you can discover the secrets to finding funding and flipping real estate deals.*

0:08:16 Jason Drohn: *All right. Okay. That's actually not bad. So if you just saw me click that little thing, I have Grammarly installed because I'm actually a terrible speller when I'm typing. So that was that. And that's Grammarly AI. So we are going to hit next. So what are our products? So he has the SOS, the systems and operations event. He has the real estate summit. He has the Risa Rei sales Academy. This is a event, event, digital program.*

0:09:18 Jason Drohn: *We're going to finalize, we're going to see what comes up. So right now it's creating a blank website, brand new, creating a home page. I'm not going to narrate these, but creating product pages, creating a layout, generating the content. Boom, boom, boom. So I'm going to hit pause and I'll be back with you in a minute. All right. Now the moment of truth. Are you ready for this? So we're going to preview and edit now. Notice I just reloaded.*

0:09:47 Jason Drohn: *So notice we have a home page, a cart page, products pages and a lot more. So it's actually reloading us into the website itself. This is the elementor graphic for WordPress. So whoa, whoa. Right? Check this out. So you can click through this editor here, the ten web builder editor tour. For all intents and purposes, this is a plugin called Elementor so we can click through. You can see there's a text editor over on the right. You can do some quick edits and drag widgets and all of that kind of stuff.*

0:10:28 Jason Drohn: *So I encourage you to take your time and go through this. But here, even here we have a color palette so we can actually switch the colors to. This is a global style change so we can switch it to ocean if we like, or forest or energetic. So we're going to say done. I'm just going to go through, click through and just kind of check this out. AI built this. Why choose Jerry Green expert coaching flexible learning community support comprehensive courses I didn't give it any of this information.*

0:11:04 Jason Drohn: *Learn from the best in real estate investing about us this is not Jerry Green, but obviously we need to swap out a photo of Jerry Green. He lives in right outside of Columbus in Dayton. So this is a nice Columbus skyline. Or we use a picture of know we use a picture of one of his events over on the right hand side or something. So it's just incredible to think that AI built this. So I'm going to go ahead and hit preview so we can actually see what the experience of the web page is.*

0:11:36 Jason Drohn: *Now we have some spacing issues up here on the top that's to be expected. We got to swap out the logos, the as seen in logos. We have to change this content around. Every piece of this website needs to be looked at. It doesn't necessarily mean that it needs to be changed, but it needs to be looked at. Now each of, so if we look at the we're just going to click over to the sale. So we have a couple of little boxes for limited time, offer 30% off early bird discount for an online event.*

0:12:13 Jason Drohn: *So each of these are linked. They just kind of got open buttons. We got a couple bestseller courses here. It filled in some pricing for us, REI sales academy, real estate, summit systems and ops. But if we click into this, we see that it goes to a sales page for systems and operations. So this is an add to cart page. If we can add it to a cart, we have to program, intend web where to send the money.*

0:12:40 Jason Drohn: *But we have an additional information. We have descriptions. I mean this is really cool stuff. I don't know where the hell that image came. It's kind of a creepy image, right? So we would definitely not use that. But all in all, this gives us a really good basis to start working from for a website. All the products we have digital programs, systems and ops event. We have the event Rei sales Academy.*

0:13:12 Jason Drohn: *This gives you a working site that with very minimal tweaks you can start running some traffic to and start working on working on getting sales from. This is honestly first website I built 17 years ago. This replaced three months worth of work for me. Now, knowing what I do, this replaces two days worth of work for me. Laying the website out, building the pages, like putting the pages where they need to go, writing content.*

0:13:48 Jason Drohn: *And often the content is kind of dummy. It's always easier to start with content and edit content than it is to start with a blank screen. So this is just mind blowing how easy this is. And also it's in WordPress. So everything you can install your own plugins. The payment section is right here. Woocommerce is already installed. You can set up your payments, you can set up your products. So how to manage the websites, I think is something that we probably will have in a different video. We'll put inside done with you inside the accelerator program.*

0:14:26 Jason Drohn: *But all in all, it's amazing what this is able to do unprompted. Now let's go back to Tenweb. So we got a website here. Now we're going to go back into Tenweb*

here. And what I want to do is I want to add a page that is based on this page. So we're going to pull in the Jerry green content into the AI builder. Now just to click back out, we generated the full website by going to generate with AI, we're going to add a page here. So as you can see, it created a home contact sale, my account checkout cart shop refund and returns.

0:15:10 Jason Drohn: *It created all those pages and published everything except the refunded returns policy. What we're going to do is we're going to go to add a page, we're going to recreate that home page. So home to. And then I'm just going to give it that. I just want to see what it does. So I want to see if it gives us the elements. It pulls that YouTube video in. It saves us some time in recreating this page so that we can then use some of these same blocks over in the rest of the website. So we're going to hit recreate and we're going to see what it comes up with. I'm going to hit pause so we don't waste any time here.*

0:15:55 Jason Drohn: *All right, so we are back. Your website page was successfully generated with AI. Let's just see what it looks like. I've done this before and it looked like complete garbage.*

0:16:06 B: *So this will be in an interesting test here.*

0:16:10 Jason Drohn: *All right. Not bad, right? It added the same header. This isn't bad. I mean, yeah, we need this. It pulled the video in. We need this to not be janky. It pulled these in, but it just didn't apply the right style. So text even. Okay, so our typography, if we just switch the typography, so the poppins is probably fine, weight, line, height. Okay, so we need to check out the global fonts. So text. All right, custom fonts. Okay, we'll play with this, but basically it's not terrible. So the text is there, it just didn't move over from where it needed to be.*

0:17:19 Jason Drohn: *Text is there, it's there. We just got to change to the design front. We got some buttons, we got some stuff. It pulled a good bit of stuff over, so it still gave us a stupid photo. It's really not that bad, though. So just going. It's a lot easier than creating this thing from scratch. Right, so this is not a bad try here. So we're going to go back over into our ten web exit to the ten web dashboard.*

0:17:59 Jason Drohn: *I'm just going to clear up some of my tabs. I'm terrible about keeping my tabs open. All right, now this is pulled over successfully. We're going to see what it does with this one. So this would be. I think that's the URL I'm just going to try. Okay, well, it's pulling up for this. So let's see if we're going to add this page. This is going to be acquisitions, mastery. Let's see if it. Oh, good, it recreated. Okay, cool.*

0:18:43 Jason Drohn: *Now we're going to recreate that one. I'm going to go ahead and hit pause, see what comes up with that. It gave me an error for that page, so I'm actually going to just create a different one. So this is going to be systems and ops. I think it was the URL. The URL for the other page got wonky. Here, I'll just show you. So normally when the URL like that*

ampersand, then another URL starts and then there's like checkout, opt in. It's just weird compared to like this. So this is what a URL should look like.

0:19:23 Jason Drohn: *And these are clickfunnels pages. So the name conventions is usually a little bit weird. So we're going to see if this one works, though. This one will actually use. All right, so our systems and ops page was successfully generated. We're going to take a look at that. Now. This is the starter, right? Systems and ops dates are bad and all that, but we're going to see what AI did for us. Same thing, same text thing. Right. So we got an issue there.*

0:20:02 Jason Drohn: *There was a video right in the middle that didn't port itself over again. Not a huge thing. This one didn't do so well, did it? Didn't do so well. So it looks like it pulled it all in from a vertical view, almost like a mobile view. So like it pulled it in like a mobile view almost. So that's definitely not good. This one's going to take some work in order to get situated. So I would probably just rebuild this page manually over in the editor there.*

0:20:46 Jason Drohn: *But all in all, it took us three minutes for it to pull it all over. So it was a good test. The other one's a good test. And the last one that I want to try to copy is this video library. This one shouldn't be so terrible. So again, if it saves us two or 3 hours worth of building, then that's all that I can expect for it. We already know that we can create a whole website in minutes, so really we can just start taking a lot of some of these videos and stuff and then populating it into the actual website that the AI builder built for us. So this is the last test we're going to give it.*

0:21:37 Jason Drohn: *Again, we're just kind of pushing AI, pushing the website builder tech to its breaking point at the minute. And I guarantee in two or three months it's going to be a lot better because this is bleeding edge, cutting edge technology. You built the website in minutes, so that part's crazy with the contact page and services pages and sales pages and a home page and everything else. So it didn't cost $20,000 to build that.*

0:22:03 Jason Drohn: *It took $15 and some time. So truly it's remarkable what you're able to do for next to zero time and next to zero money. All right, and this is the last page. Let's go check out the video library, see what it brought us. We know the fonts are probably going to be weird because of the font structure, the font style, so it is. But look at that. It pulled all these videos in, saved us all that copy, and paste work which is awesome.*

0:22:31 Jason Drohn: *Gave us the same global header which is perfect.*

0:22:35 B: *A free video library.*

0:22:37 Jason Drohn: *The fonts are weird, they have been on all the pages. But all in all this is awesome. Saves us a bunch of time and work here and it's all one cohesive site. This has been a tremendously awesome test. It gives you a lot that you can do to build out your website quickly and easily. Hey, so this is video two and.*

0:23:04 B: *I wasn't really planning on doing another one behind the AI website builder but.*

0:23:10 Jason Drohn: *This is pretty cool.*

0:23:12 B: *So what you're seeing on the screen is what I was able to turn that AI wipe set into relatively quickly. For the most part just pointing and clicking around so you can see. I changed the logo. I'm not super happy with the header yet. And once we fill in some of the other pages it'll be good, but changed some button colors, added some video, changed some pictures. You'll notice that this is the same.*

0:23:38 B: *We got to get some logos and stuff up. But this text is the same. This text is the same. This text is the same. But I changed the backgrounds because they were AI generated. So I changed the backgrounds of what some of the stuff actually was and then added some custom photos. Another custom photo. Remember that big stupid image down here below? And it all in all wasn't that bad.*

0:24:07 Jason Drohn: *So it took me about an hour.*

0:24:08 B: *And I've built hundreds of websites before, but I don't know elementor very well which is what this builder is in. But if I go in here and I just open up the home page, you'll notice. Let me go in and I'm going to edit this. So we're just going to hit the little edit button. So if I go in here, what you will see is that we're editing the individual page and I have some images for this image. All I have to do is click that little double icon thing that edit and then all of a sudden it pops up that background image.*

0:24:51 B: *So I can choose the image that I want. I can choose this one if I like, drop it in in the background and it's going to go ahead and see. It's going to change it here in a minute. We got to pause that video too. But all in all, and really changing the content is just double clicking it. And then all of a sudden you see it over here on the left hand side, you can post paste URLs and the little button right here, there's a little. Just click it. Then you can paste the URL, you can change the text.*

0:25:32 B: *These images these images get a little granular but you just change the images through again text here, you just kind of double click and you can edit the text over here. AI will even write additional text for you if you like it already wrote it. Or just click and edit. Click and edit. The biggest learning thing that I saw going through it, aside from just double clicking and editing text and buttons and images, which is all relatively simple, was the header. So the way the headers work and the header and the footer, the way the headers work and we saw this.*

0:26:17 B: *So I'm going to go ahead and save and publish. The way the headers work is they're global. So every page on the website uses the global header and it uses the global footer. So everything in between is your page.*

0:26:34 Jason Drohn: *Is the page copy.*

0:26:35 B: *So if I'm going to edit this header, what it's going to do is it's going to lock me out of editing the page. And so I'm going to hit edit header and it locks me out of editing anything else. And this little box pops up which is kind of ugly and stupid and it doesn't necessarily mean anything, but every change that I make up here, it's going to change it on all the pages. So I ended up moving this little box over to the other side, which is fine. It's our nav bar so I think it's the right move. The logo isn't perfect, but you can see your widget is now locked so you can edit that.*

0:27:14 B: *And then when you edit this, it edits all of the pages. So I'm just going to go ahead, I'm going to hit save and publish. We didn't change anything. And then to get out of this screen I just have to go here.*

0:27:25 Jason Drohn: *And hit edit page.*

0:27:26 B: *So it's going to make me go back to the page itself for editing again. Kind of a weird little trick, if you will. Now if we go to the other footer is here. This is also a global element. So if you remember that really ugly picture was here. So I dropped a new picture in, I changed some of the text, I changed the buttons and here I discovered something interesting. So see how it bounces a little bit.*

0:27:53 B: *So it bounces. So in elementor you can configure the style. There's the image right there. You can configure it down below to have some scrolling effects. So there's a vertical scroll that I put on it and this photo goes a little bit lower. So I just kind of took the.*

0:28:14 Jason Drohn: *Viewport and moved it up a little.*

0:28:16 B: *Bit so it gives it a little motion as somebody is scrolling through. I thought it added a little bit of character to the page, so I'm going to leave that there. But I just wanted to kind of throw that in. There's so many different things that you can do, but the point in all of it is you can build a website in minutes and it's not a bad website, it's AI based, right? So it's AI images, it's AI text. But give it another hour or two of just kind of clicking some buttons and knowing you're going to screw some stuff up. But in screwing some stuff up, you're going to learn and you're going to be able to start putting together what is a pretty cool website without a whole lot of handholding.*

0:29:01 B: *You can search for elementor tutorials and there's help inside ten web, all of that stuff, but I really don't think you're going to need it.*

0:29:11 Jason Drohn: *Just.*

0:29:14 B: *Having a sense of curiosity, clicking around, figuring out what you want to do is going to go a really long way to building a website that is really super cool for you. Now if we go back to the ten web dashboard, we're going to see that. Da da da. So.*

0:29:39 Jason Drohn: *Where are we at? All right, it's taking a minute.*

0:29:42 B: *Okay, cool. So our systems and operations sales page did not work out so well.*

0:29:46 Jason Drohn: *The video library worked out really well though.*

0:29:48 B: *Really nice. And when we click over we see that that header moved right over. So I still have to fix some of the images and the text there is text there, but all the videos are playing just fine. And you see how this global header, it came right over and it also came over with that little bouncing, scrolling thing. So super awesome for just really creating an engaging, interactive website that we can use.*

0:30:19 B: *There's still some cleanup on the contact pages and stuff, but again you'll notice the header has changed. We got a nice contact form here. We got some frequently asked questions which this is AI populated and then we.*

0:30:33 Jason Drohn: *Have some text down below.*

0:30:35 B: *So again, really cool for a couple of hours worth of work, you can't beat it.*

0:30:42 Jason Drohn: *If you have any questions, let us know. And in the next video, what we're going to do is we're going to start setting up everything you need in order to start getting sales coming in, namely your first sale. Getting your first sale is the first thing. And then personally how I worked is if I could figure out how to sell one thing, I could figure out how to sell it again and again.*

0:31:03 B: *And again and again, all the way.*

0:31:05 Jason Drohn: *To selling million millions of dollars worth of stuff online. So that was very much where I started. So let me know if you have any questions at all. I look forward to seeing you in tomorrow's video, and we'll talk to you soon. All right, thanks. Bye.*