REFERENCE GUIDE

AI Studio

Everything you need to build with AI Studio

The Home Screen and Projects

What It Is

AI Studio is a conversational builder for pages, forms, and booking pages. The home screen has a description box, four tabs, and a project sidebar that holds all your work.

How It Works For Your Business

- Search for AI Studio to open the home screen.
- Type what you want built in the description box in the middle.
- Use the tabs: Recently Viewed, My Projects, Starred, and Templates.
- Use the left sidebar as a quick list of recent work.
- Projects live and publish inside AI Studio and cannot move into your Funnels or Sites.

The Home Screen and Projects - Tips & Guidelines

Tips

- Pick the tool first: AI Studio for new pages, Sites for pages you already built.
- Agent Studio builds AI agents, so do not look there for pages.
- Rename projects early so My Projects stays easy to scan.
- Star your most-used projects to find them fast in the Starred tab.

DO

- Start new pages from a prompt
- Check My Projects if a page seems lost
- Rename and star key projects
- Use folders for clients or offers

DON'T

- Look for AI Studio pages in funnels
- Leave projects named Untitled
- Delete without being sure
- Confuse it with Agent Studio

Writing a Project Brief

What It Is

A brief is the short description you type to tell AI Studio what to build. A clear brief gives a better first draft, and you can change anything afterward by chatting.

How It Works For Your Business

- Say what it is, such as a landing page for a local business.
- Say who it is for, so the words and style fit that audience.
- Say what it should say, like a headline and three reasons to choose you.
- Say what a visitor should do, such as book a free call.
- Answer the follow-up questions on color palette, typography, layout, and conversion goal.

Writing a Project Brief – Tips & Guidelines

Tips

- A single sentence works, and a full paragraph with your own wording works better.
- Skip a question that does not matter to you, or click Skip all.
- Name your audience, because it changes the tone of the writing.
- Treat the first draft as a rough sketch to shape.

DO

- Cover what, who, words, and action
- Include wording you want on the page
- Name one clear conversion goal
- Keep your first project simple

DON'T

- Type only make me a website
- Skip naming the audience
- Ask for five actions at once
- Expect perfection on try one

Preview, Code, and Devices

What It Is

The preview shows your page as a visitor sees it. Toolbar controls let you check other screen sizes, switch pages, reload, and open the page full screen.

How It Works For Your Business

- Use the toggle at the top to switch between Preview and Code.
- Click the device icon to view desktop, tablet, and mobile modes.
- Use the page dropdown to move between pages in a bigger project.
- Click refresh to reload the preview if you do not see a change.
- Click open in new tab to see the page full screen like a visitor.

Preview, Code, and Devices - Tips & Guidelines

Tips

- Check mobile first, because most visitors are on a phone.
- Stay on Preview until you need to look under the hood.
- Open in new tab shows the page without the tools around it.
- Scroll the whole page and compare it with your brief.

DO

- Test all three device modes
- Scroll the full page
- Use open in new tab
- Compare the page to your brief

DON'T

- Share before checking mobile
- Judge it on desktop only
- Assume a change failed
- Edit Code before you need to

Templates and References

What It Is

A template is a ready-made starting point, and a reference is a web address, screenshot, or image you add for inspiration. Both are faster than starting from nothing.

How It Works For Your Business

- Open the Templates tab to see landing pages, dashboards, stores, portfolios, and blogs.
- Select a template and it opens as a project you change by chat.
- Write your brief, then add a reference web address, screenshot, or image.
- Ask for the layout and feel of the reference, with your own words.
- Look for the option in the prompt box that lets you attach a reference.

Templates and References - Tips & Guidelines

Tips

- Choose a template when you know the type of page but not every detail.
- Use a reference when you want a certain look or layout.
- Reference means inspiration, so ask for your own words and images.
- Change words, colors, and images by chatting after you start.

DO

- Match the template to your goal
- Ask for structure, not a copy
- Add your own words and images
- Mix a template with chat edits

DON'T

- Paste a page and ask for a clone
- Keep template placeholder words
- Pick a template at random
- Skip personalizing the images

Organizing Your Projects

What It Is

The three-dot menu on a project lets you keep your home screen tidy as you build more. A little tidying now saves a lot of scrolling later.

How It Works For Your Business

- Click the three-dot menu on a project on the home screen.
- Rename a project so you can tell what it is.
- Star a project so it shows in the Starred tab.
- Move a project to a folder, such as one folder per client or offer.
- Delete a project only when you are sure, because it is permanent.

Organizing Your Projects – Tips & Guidelines

Tips

- Rename the moment you create a project.
- Star only the projects you open every week.
- Use one folder per client or per offer.
- Look for the closest menu label if the wording differs a bit.

DO

- Rename right away
- Star your favorites
- Use folders by client or offer
- Tidy a little every week

DON'T

- Leave Untitled projects
- Star everything
- Delete by habit
- Mix clients in one folder

Chat Edits and Version History

What It Is

The chat next to your preview is where you ask for changes in plain words. Version History keeps snapshots of your project so you can look back, bookmark, or revert.

How It Works For Your Business

- Type a small change in the chat, such as change the colors to light green.
- Send it and watch the preview update.
- Click the clock icon at the top of the workspace to open Version History.
- Open or preview an earlier version to see how the page looked then.
- Bookmark a version to find it fast, or revert to put the project back.

Chat Edits and Version History - Tips & Guidelines

Tips

- Make one change at a time so you can see what happened.
- Be specific, such as make the headline shorter and bolder.
- Bookmark your current version before a big experiment.
- Say what still bothers you, because the chat remembers the conversation.

DO

- Ask for one change at a time
- Bookmark before big changes
- Preview a version before reverting
- Use plain, specific words

DON'T

- Type make it better
- Stack ten changes in one ask
- Fear experimenting
- Forget to check the preview

Using Visual Edits

What It Is

Visual Edits lets you click an element on the page and change it directly, without writing a chat request. It is great for small fixes like words, colors, and images.

How It Works For Your Business

- Click the Visual Edits button in the prompt area, at the bottom left.
- Click an element to open the Visual Edits panel for colors, margin, padding, and theme options.
- Double-click text to edit it right on the page.
- Swap an icon from the icon library, or change an image's URL, alt text, and layout.
- Prompt a selected element, then choose Save or Discard.

Using Visual Edits - Tips & Guidelines

Tips

- Use Visual Edits for quick tweaks and chat for bigger jobs.
- Fill in alt text for images so they have a plain description.
- Choose Discard if a tweak goes wrong.
- Look for the Visual Edits button if its location differs in your account.

DO

- Double-click text to edit it
- Add alt text to images
- Save when you are happy
- Prompt a single element

DON'T

- Use it for whole-page redesigns
- Skip Save or Discard
- Leave images without alt text
- Click around without a plan

Connecting Forms and Calendars

What It Is

AI Studio can connect the forms and booking pages it builds to your account, so submissions and bookings land where you work. You connect them from the chat.

How It Works For Your Business

- Prompt for a form, then click Connect in the chat or ask it to connect forms to your CRM.
- Pick the form you want to connect and confirm.
- Test with a sample submission and look for it in Contacts.
- Also search for Forms, open Submissions, then External Forms.
- Prompt for a booking page, select an existing calendar when asked, and click Connect.

Connecting Forms and Calendars - Tips & Guidelines

Tips

- Always send a test submission before you share the page.
- Build your calendar first so you can select it when prompted.
- Test a booking in the preview and confirm it lands in the right calendar.
- Reconnect if you rebuild a form or booking page.

DO

- Test every form once
- Pick the right calendar
- Confirm the test lands in Contacts
- Test a booking before publishing

DON'T

- Publish untested forms
- Connect the wrong calendar
- Assume it connected itself
- Skip the confirm step

Publishing, Domains, and Code

What It Is

Publishing happens inside AI Studio. You can add a custom domain, and advanced students can use the Code Editor, SEO tools, form workflow trigger, cloning, and downloads.

How It Works For Your Business

- Click Publish and set up the preview domain, then update the icon, name, description, and social image.
- Click Apply Changes, then Publish.
- Add Custom Domain using DNS records or an existing managed domain, and set the Primary Published URL.
- Click Code to see the file tree, edit a file, and Save; each save creates a version.
- Use SEO tools, the AI Studio Form Submitted workflow trigger, Clone, and Download codebase as ZIP.

Publishing, Domains, and Code – Tips & Guidelines

Tips

- Other published URLs redirect to your Primary Published URL.
- If you see Build unsuccessful, open Details and try Try to fix.
- Clone with or without chat and version history.
- Usage is measured in 5-hour windows, and a message appears at the limit.

DO

- Set one Primary Published URL
- Fill in the social image and description
- Use find and replace carefully
- Filter workflow triggers by project

DON'T

- Publish before checking mobile
- Edit code without a version bookmark
- Ignore the limit message
- Forget to Apply Changes

Key Terms Glossary

AI Studio

A builder that makes pages, forms, and booking pages from plain words.

Brief

The short description you type to tell AI Studio what to build.

Preview

The live view of your page as a visitor sees it.

Template

A ready-made starting point with a built-in shape.

Reference

A web address or image you add so AI Studio sees the look you like.

Typography

The style of the letters on your page.

Conversion goal

The one action you want a visitor to take.

Version History

Saved snapshots of your project you can open, bookmark, or revert to.

Revert

Put your project back to how an earlier version looked.

Visual Edits

A click-and-change tool for editing page elements directly.

Primary Published URL

The main web address; other published URLs redirect to it.

Clone

A copy of a project, with or without its chat and version history.

Getting Help

Your software changes over time, so a button, tab, or menu name may look a little different from what you see here. If something does not match, check the in-app help for AI Studio or look for the option with the closest name.