

# Three web pages your business needs.

## *Built in ten minutes.*

A quote calculator, a client intake form, and a service sheet: the front desk of a service business. Build each one as a Claude Artifact, then download it as HTML for your site or publish it as a link you can text. Swap the grooming studio for your own trade and put your real prices in.

### The three prompts, in the order I built them

#### 1 The quote calculator

A real price the customer works out alone, without waiting on your text back.

##### PASTE INTO CLAUDE

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Build me a price calculator for a dog grooming studio. The customer picks their dog's breed from a dropdown first, then size (small, medium, large), then a toggle for whether the coat is matted, then one-time or monthly. Group the breeds by size and include the common ones, plus a 'mixed or not listed' option. When they pick a breed, set the size for them automatically, but leave the size buttons clickable so they can override it. If the breed is one that mats easily or sheds heavily, show a short friendly note about it. Pricing: small 55 dollars, medium 75, large 95, matted coat adds 20, monthly takes 10 percent off each visit. Show the total big and update it live as I click, with a small itemized breakdown underneath so the customer can see exactly how the number was built. Warm and clean, readable on a phone, clean enough to sit on my website.
```

**The move:** *put your real prices in. The page is only useful if the number at the end is the number you would have charged.*

#### 2 The client intake form

One link that tells you everything you need before the job starts.

##### PASTE INTO CLAUDE

```
Build me a client intake form for a dog grooming studio, for people who have never been to me before. Fields in this order: owner name, dog's name, breed and age side by side, anything I should know about health or behavior, what they want their dog to look and feel like in their own words, which days usually work as checkboxes, and how they found me. Put the health and behavior question before the grooming question, and write the hint underneath it so people feel safe telling me their dog is nervous or bites. For the grooming question, make it clear I want their words, not a style name. Only the two names are required, everything else optional. One column, friendly labels, clean enough to send to a stranger. End with a button that gathers their answers into one tidy summary they can copy and email back to me, laid out the way a groomer would want to read it before a first appointment. Tell people up front that nothing sends automatically.
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**Yes, you could use a Google Form.** *The difference is that this is a file you own, that you can edit any time and wire automation into.*

### 3 The one-page service sheet

The visual storefront you text to anyone who asks what you charge.

#### PASTE INTO CLAUDE

Build me a one-page services sheet for a dog grooming studio, the page I text to someone who asks what I charge. Three packages: a bath-only tidy-up between grooms, a standard full groom with a haircut, and a longer spa version for heavy shedders and senior dogs. Price every package by dog size, small, medium and large, in that order, because that's how I actually charge. The full groom is 55, 75 and 95, and it's the one most people book, so mark it. List what's included in each, and put one human detail in the middle package that isn't just a task. One short line about who I am, no bio, just enough to sound like a person. A note that matted coats add 20 dollars, written as a policy rather than a fee. My phone number at the bottom, big, tappable, with a line saying text is fastest. Clean, warm, readable on a phone. Someone should be able to scroll it in fifteen seconds standing in a parking lot.

**Nothing is locked down.** *Say what bothers you in plain language and look at the new version.*

### Changing what you do not like

The first version of mine looked flat, so I asked for two changes in one line.

#### PASTE INTO CLAUDE

Change the phone number and add some dog pictures.

## Two ways to put it in front of a customer

### Download it as an HTML file

Use this if you already have a website and want the page to live on it.

- Click the arrow in the top corner of the Artifact.
- Choose Download as HTML file.
- Upload that file to your site, or hand it to whoever runs it.

### Or publish it as an Artifact

Use this if you just want a link to send today, with no website involved.

- Click Publish on the Artifact.
- Claude gives you a link anyone can open.
- Paste it in a text, an email, or your Instagram bio.

## Which page do you build first?

### Start with one, not three

- Pick the page that costs you the most texts in a week.
- Swap in your trade and your real prices.

- Click through it the way a customer would.
- Say what you do not like, in one line.
- Ship it, then send it to one real customer this week.

## Not sure which page you are missing?

The free AI Audit is nine questions about how your business runs, and it tells you the first thing you should build. Two minutes, no call, no pitch. <https://diagnostic.giovannielabs.ai/>