Building Your Website with Extendify

A Complete Guide
Web60 WordPress Hosting

Web60 · A SmartHost Service · web60.ie

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Welcome to Your Website Builder

Extendify is the AI-powered website builder built into every Web60 WordPress site. It guides you through creating a complete, professional website for your business in minutes — no design skills, no coding, no technical knowledge required.

In a single session, Extendify creates a full multi-page website tailored to your business: custom colour scheme, appropriate layout, relevant page structure, and AI-written content as a starting point. The Meath Blooms example used throughout this guide was built in under 5 minutes of user input, with 79 seconds of AI generation time.

Part 1 walks through the build wizard step by step. Part 2 tours the generated site. Part 3 covers editing and customisation. Part 4 is a reference section and FAQ.

BEFORE YOU START — Have these ready:

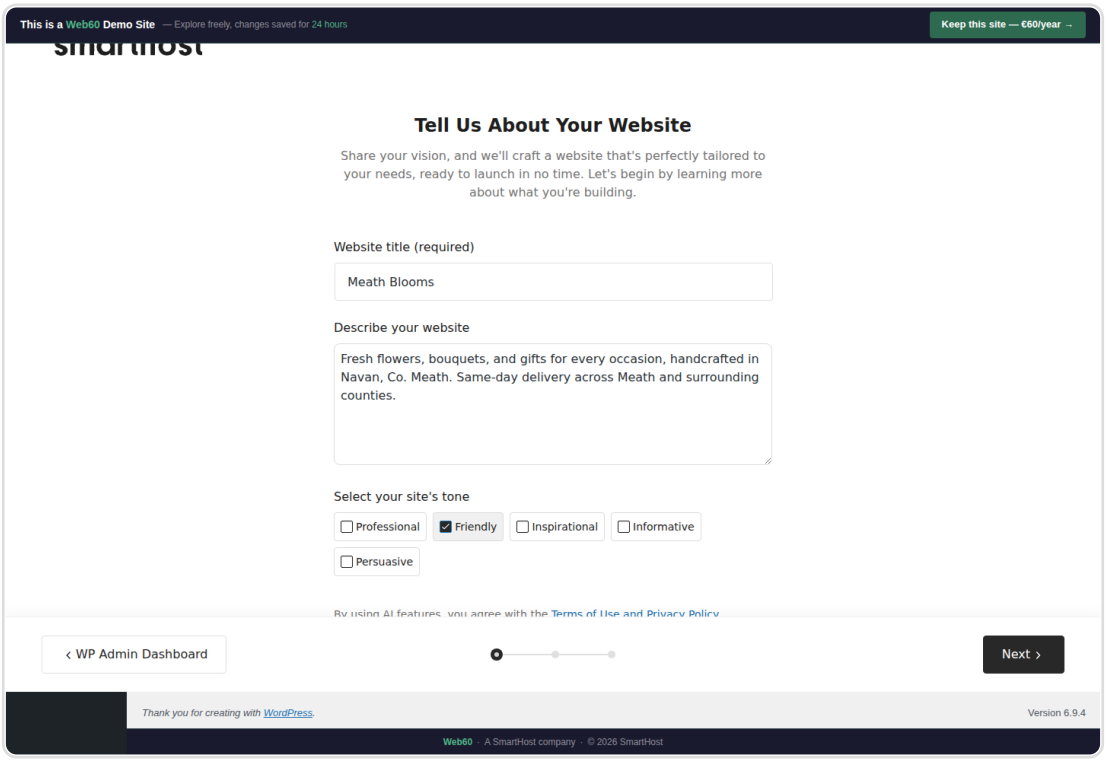
- Your business name (exactly as you want it on your site)
- One or two sentences describing what you do and where you are based
- A rough idea of which pages you need

PART ONE

Building Your Site — The Wizard

The Extendify Launch wizard is the starting point for every new Web60 site. It collects information about your business and uses AI to generate a complete website tailored to your needs. The wizard has 5 steps and takes approximately 5 minutes to complete. You can go back and change your answers at any point before the final generation step.

Step 1 — Tell Us About Your Website



Step 1 completed — Meath Blooms business details entered

Website Title

Your business name, exactly as you want it to appear on your site. Use proper capitalisation. This becomes your site title in the browser tab, your header logo text, and the title on every page.

- Good: "Meath Blooms"
- Good: "Kildare Heating & Plumbing"
- Avoid: "meath blooms flowers navan"

Describe Your Website

One or two sentences describing your business. The AI uses this to write all page content, choose imagery, and select a colour palette — so the more specific you are, the better your result. Include: what you do, where you are based, and what makes you different.

- Good: "Fresh flowers, bouquets, and gifts for every occasion, handcrafted in Navan, Co. Meath. Same-day delivery across Meath and surrounding counties."
- Avoid: "We sell flowers."

Select Your Site's Tone

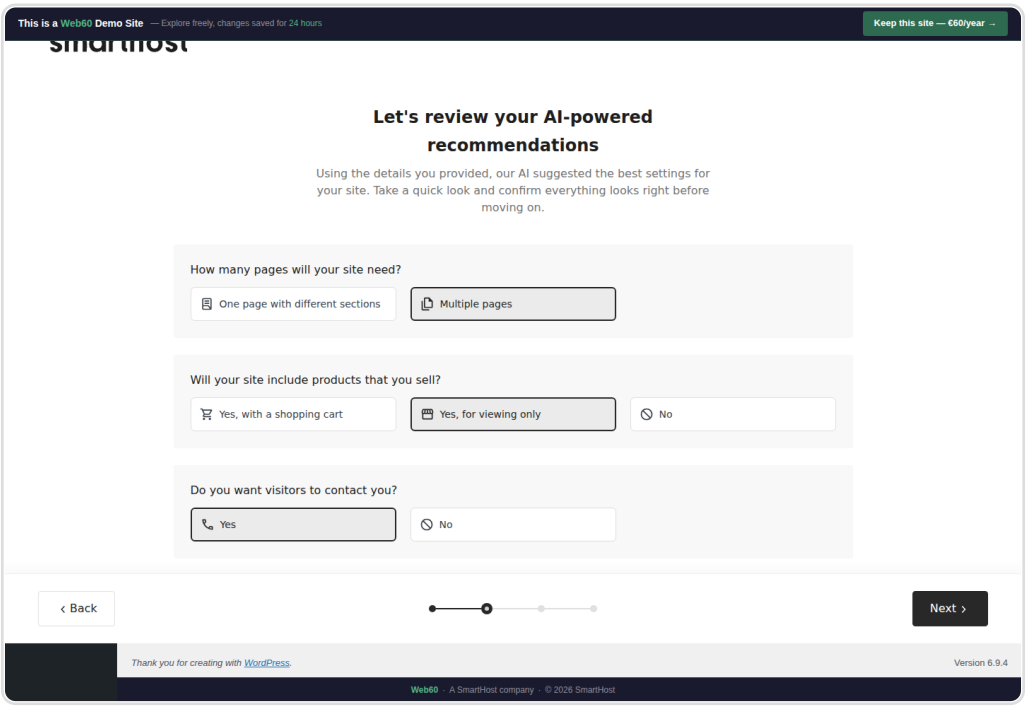
Tone	Feel	Suits
Professional	Formal, authoritative	Solicitors, accountants, B2B services
Friendly	Warm, approachable, personal	Retail, food, local trades, floristry
Inspirational	Uplifting, motivational	Wellness, coaching, fitness, creative
Informative	Clear, factual, educational	Healthcare, education, technical services
Persuasive	Direct, benefit-led, urgent	Sales, agencies, marketing, recruitment

> **TIP**
> You can always ask the AI assistant to adjust your site's tone later — your choice here is a starting point.

What Happens Next

The "Customizing Your Experience" spinner takes approximately 6 seconds as the AI processes your input before Step 2 loads.

Step 2 — AI Recommendations



Step 2 — AI-recommended settings for Meath Blooms

The AI uses your business description to suggest the best website structure. Review the three questions and adjust if needed — these decisions shape which pages and features are generated.

Question 1: "How many pages will your site need?"

Single page — everything on one scrolling page. Best for: very simple businesses, landing pages, event sites, or businesses that want the simplest possible setup.

Multiple pages — separate pages for each topic. Best for: most businesses. Allows better organisation, better SEO, and a more professional structure. Recommended for the majority of Irish SMEs.

Question 2: "Will your site include products that you sell?"

Yes, with a shopping cart — full e-commerce via WooCommerce. Customers can browse, add to cart, and pay online. Note: this requires additional payment setup after the wizard.

Yes, for viewing only — a product/service catalogue. Customers can browse what you offer but cannot purchase directly on the site. Ideal for florists, tradespeople, restaurants, or anyone who takes orders by phone or in person.

No — no product section. Best for pure service businesses (solicitors, accountants, consultants) or anyone who doesn't want to showcase products.

Question 3: "Do you want visitors to contact you?"

Yes — adds a Contact page and embeds a contact form on the homepage. Recommended for all businesses.

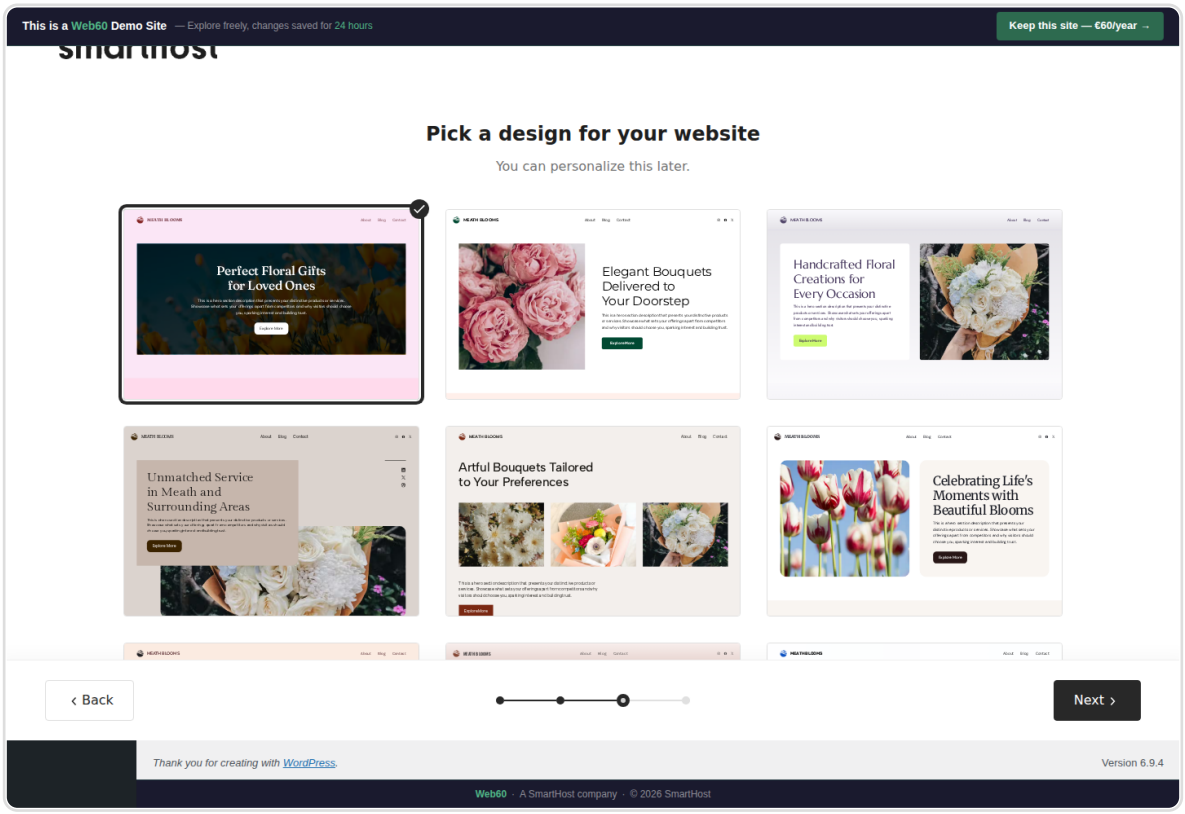
No — no contact form generated. You can add one manually later.

> **TIP**
> For most Irish SMEs — choose Multiple pages, For viewing only, and Yes to contact. This gives the best result for a professional service or retail business.

What Happens Next

The "Designing Your Options" spinner runs for approximately 22 seconds while the AI generates 6 unique design options for your business.

Step 3 — Pick a Design [9]



Six AI-generated design options — each showing real Meath Blooms content, not placeholder text

After the design spinner completes, you'll see six unique website designs, each already populated with your business name and content. This is one of Extendify's most impressive features — every design card shows exactly what your site will look like, not a generic demo.

How to Read a Design Card

Each card shows a miniature preview of your homepage. Look at:

- How your business name appears in the header
- The hero section headline and imagery
- The overall colour scheme and layout
- How content-heavy or image-heavy the layout is

Use the Preview button on each card to see a larger view.

What Varies Between Designs

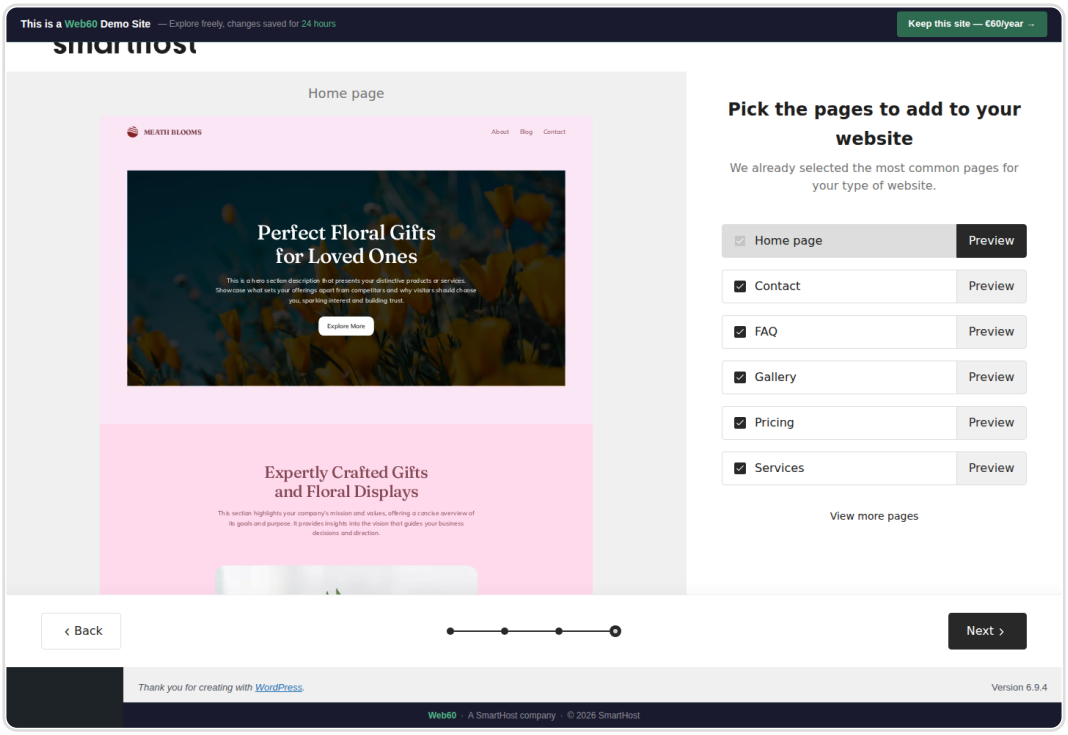
Layout — some designs lead with large imagery; others with text. Colour emphasis — shades and accent colours vary within your inferred palette. Content blocks — number and arrangement of sections differs. Typography feel — heading weights and sizes vary subtly.

Choosing Your Design

There is no wrong choice — all six designs use your actual content and colour palette. You can customise any design after generation. If you're unsure, choose the design that best matches how you want customers to feel when they visit.

> **NOTE**
> "You can personalise this later" — as Extendify states. Your design choice is the starting structure, not a permanent commitment.

Step 4 — Pick Your Pages



Step 4 — all six pages selected for Meath Blooms. A live preview of the home page is shown on the left.

Choose which pages to include in your site. The AI has already selected the most appropriate pages for your business type — you can add or remove as needed. Every page will be fully generated with relevant content.

Page	Purpose	Include if...
Home	Your front door — always include	Always
Services	What you offer, with descriptions	You provide multiple services
Gallery	Visual showcase of your work/products	You have visual work to show
Pricing	Your rates or price guide	Transparency helps customers decide
FAQ	Common questions, pre-answered by AI	You get the same questions repeatedly
Contact	Dedicated contact form + info	Always (if you want enquiries)
Blog	Articles and news (via "View more")	You plan to publish content regularly
About	Your story and team (via "View more")	Customers want to know who you are

"View More Pages" — clicking this link reveals additional page templates including Blog, Testimonials, About, Team, and others. You can always add pages to your site after the wizard completes.

> **TIP**
> It is easier to generate more pages now and delete the ones you don't need than to add them later. When in doubt, include it.

What Happens Next

Clicking Next begins the final generation step. This is the point of no return for the wizard settings.

Step 5 — Generating Your Website

The final step is fully automated. The AI builds your complete website — no further input is needed from you. The process takes between 60 and 120 seconds depending on the number of pages you selected.

What the AI Is Doing

A progress screen shows status messages throughout. Here is what each phase means:

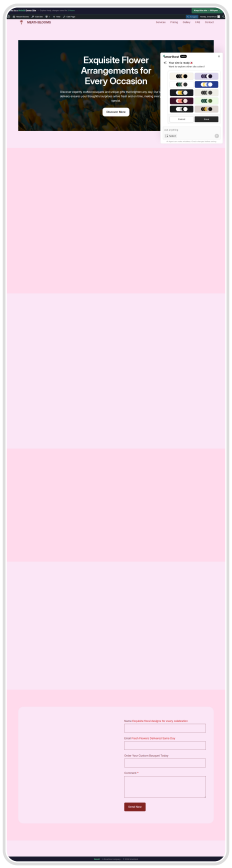
Status Message	What's Happening
Customizing your experience	Processing your business brief
Designing your options	Generating your 6 design previews
Creating pages	Building each page's structure and blocks
Adding content	Writing copy for every page and section
Setting styles	Applying your colour palette and typography
Applying your website	Final assembly and WordPress configuration

> **WARNING**
> Important — Do Not Close the Browser
> Do not navigate away or close the browser tab during generation. If the process is interrupted, you can restart the wizard by clicking "Start Over" when you next log in.

Generation in progress at 76 seconds — "Applying your website styles"

When Generation Completes

When the AI finishes building your site, the browser automatically redirects you to your live website. You will see your homepage for the first time — with your business name, your colour scheme, and AI-generated content ready to review.



Generation complete — Meath Blooms live site with the Extendify Assist colour palette panel

The Colour Palette Panel

After generation, a panel appears offering alternative colour schemes for your site. This is the Extendify Assist panel — your on-site AI assistant. It shows 8 colour palette options you can apply with a single click. You can:

- Click any palette to preview it on your site
- Click Save to apply it permanently
- Click Cancel to keep the current colours
- Access this panel again at any time from your WordPress admin

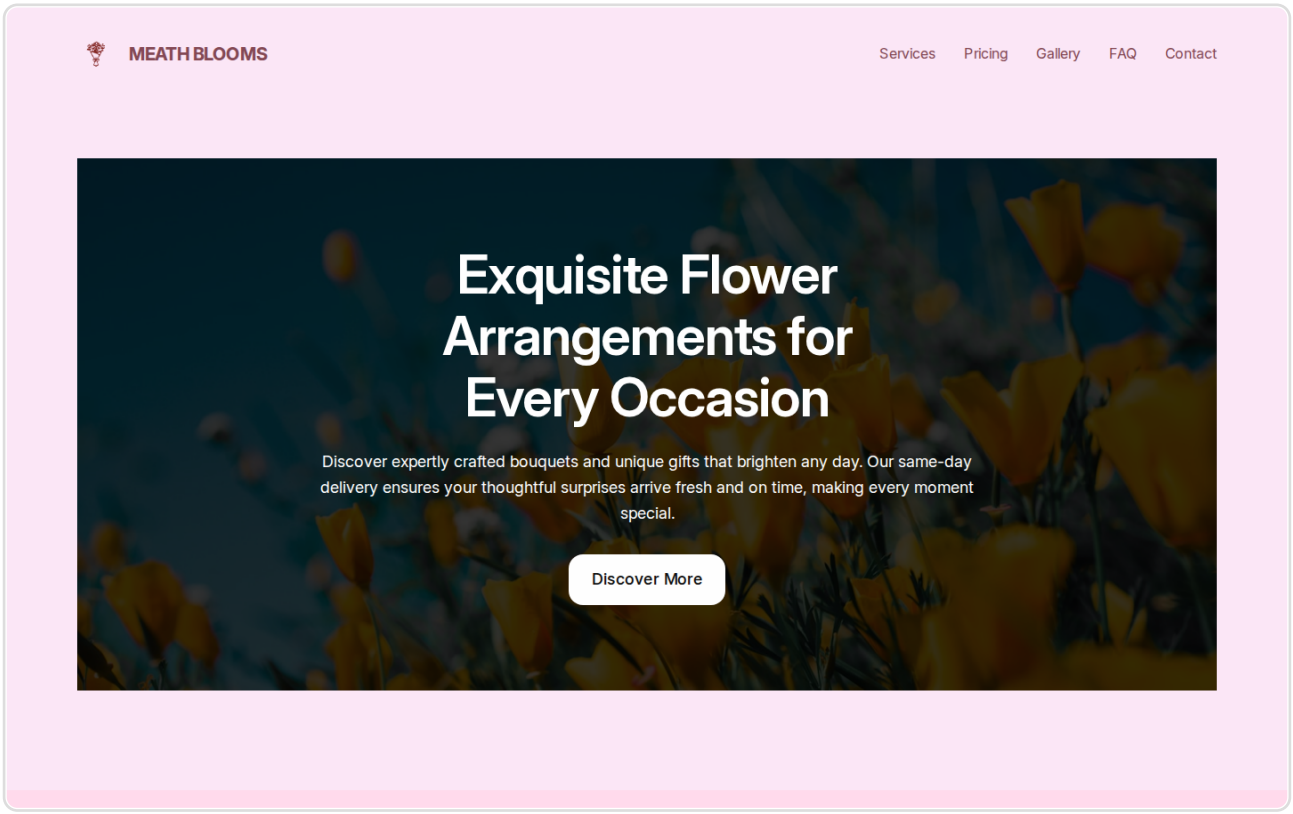
> **TIP**
> The AI selected your initial colour scheme based on your business description. The palette panel lets you refine this. Meath Blooms received a pink/floral palette — exactly right for a florist.

PART TWO

Your Generated Website — A Complete Tour

Once the wizard completes, you have a fully built, live website. This section tours every page of the Meath Blooms example site — showing exactly what Extendify produced and explaining each element. Your site will follow the same structure with content tailored to your own business.

Your Homepage



Meath Blooms homepage — header and hero section

The Header

Your header contains:

- Your business name/logo (left)
- Navigation links to all your selected pages (right)

The navigation is automatically built from the pages you selected in Step 4. It updates automatically when you add or remove pages.

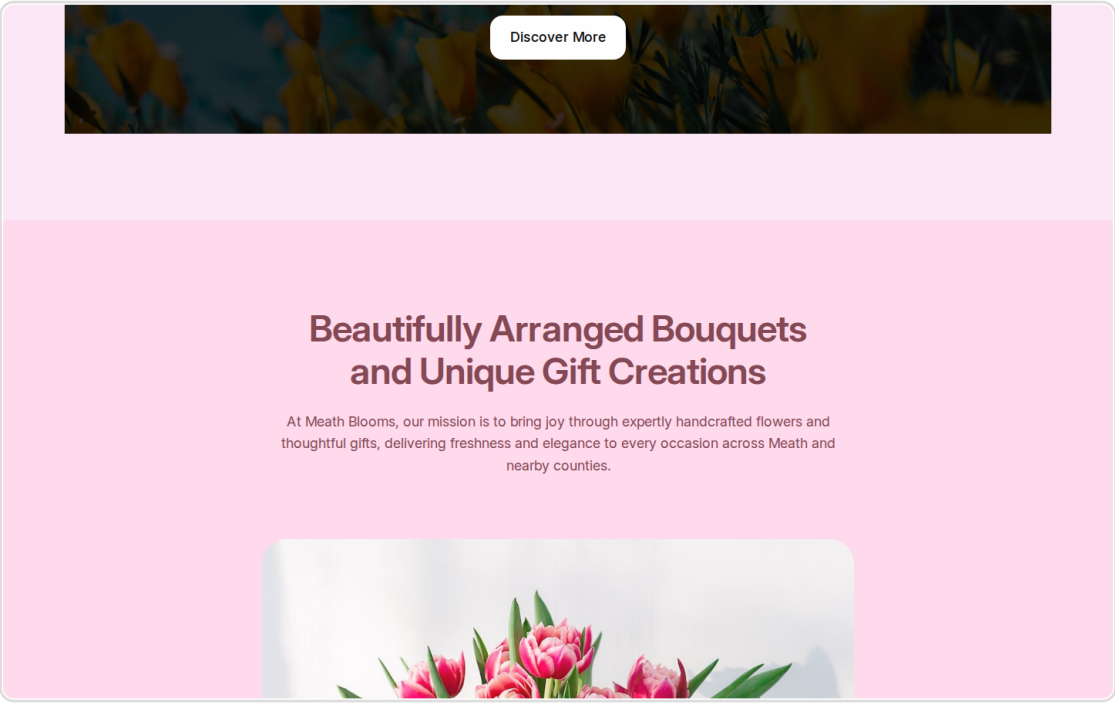
The Hero Section

The hero is the large banner at the top of your homepage — the first thing every visitor sees. It contains:

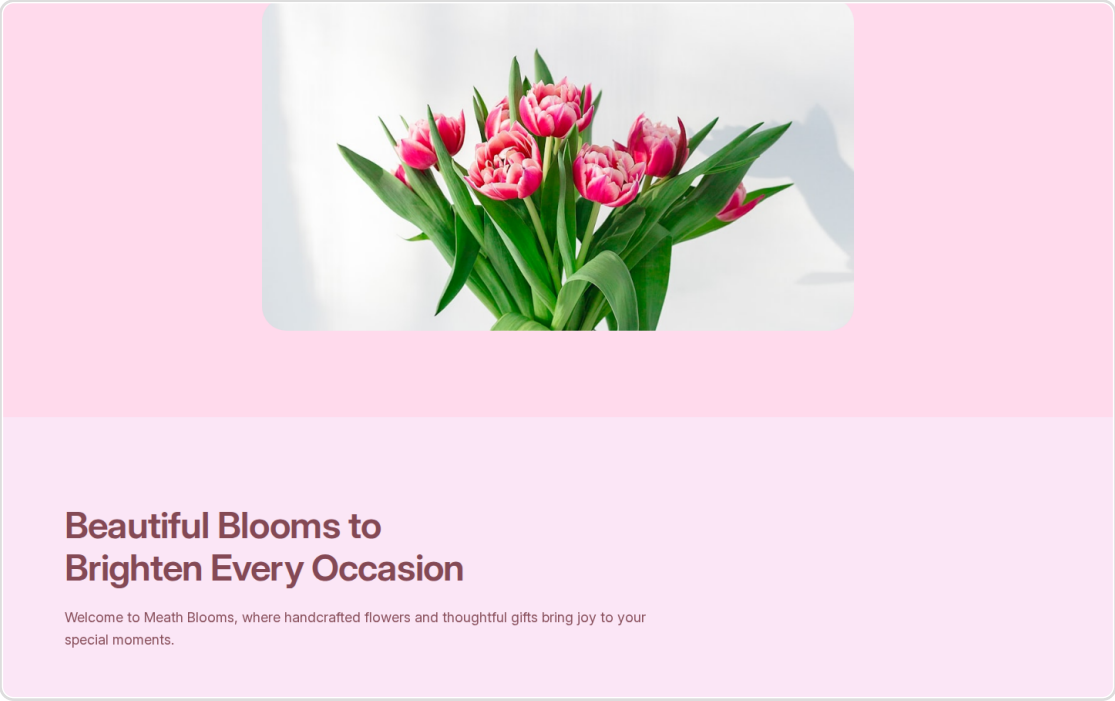
- A full-width background image (AI-selected, relevant to your business category)
- A headline — AI-generated from your business description
- A supporting subheading with more detail
- A call-to-action button ("Discover More" for Meath Blooms)

All of these elements can be edited directly in the block editor.

Content Sections



Homepage — content section 2



Homepage — content section 3

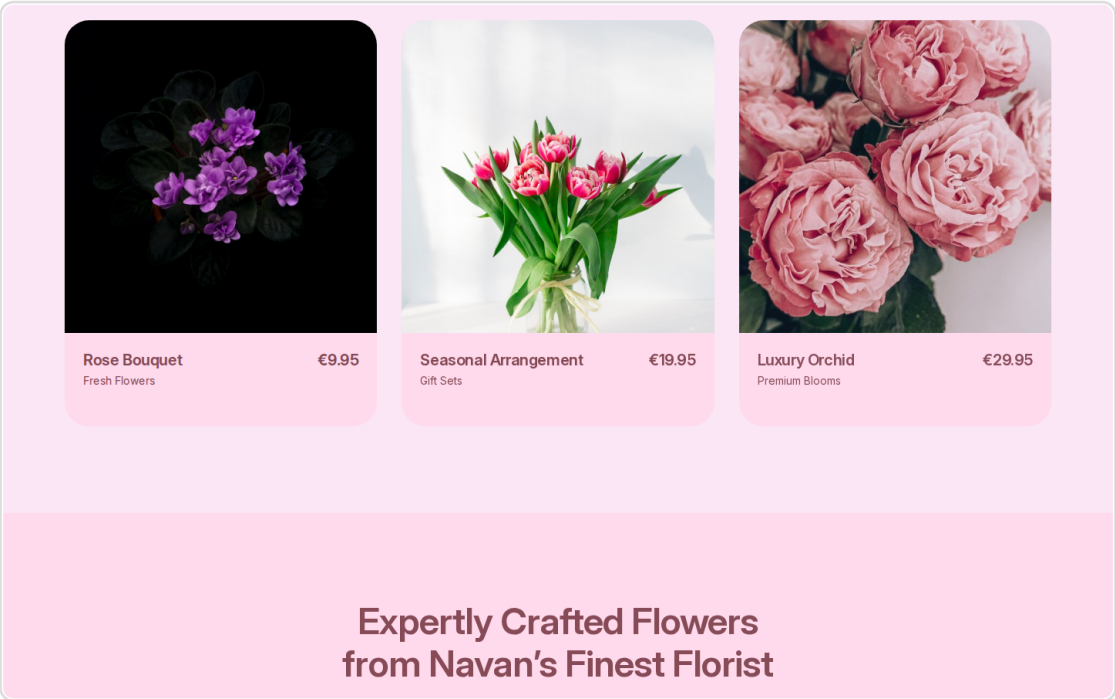
Between the hero and the contact form, your homepage contains multiple content sections — alternating colour bands that highlight different aspects of your business. These may include:

- A services overview with icons or images
- A featured products or gallery preview
- A testimonials or trust section
- A call-to-action banner

NOTE

Some sections may appear as solid colour blocks without visible content at first. These are image placeholder blocks — the structure is in place, but the section needs your own photos to be added. See Part 3 — Editing Your Site for instructions on replacing placeholder images.

The Contact Form



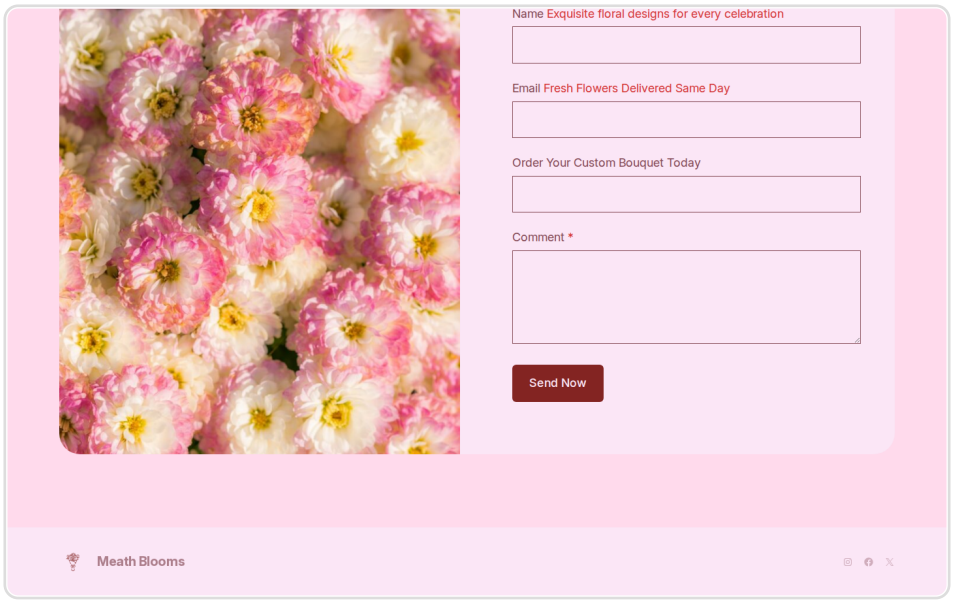
Homepage — contact form

A contact form is embedded directly on your homepage (if you selected Yes to contact in Step 2). The form includes:

- Name field
- Email field
- Order/Inquiry field (labelled contextually for your business)
- Comment/Message field
- Send button

Form submissions are sent to the admin email address associated with your WordPress site.

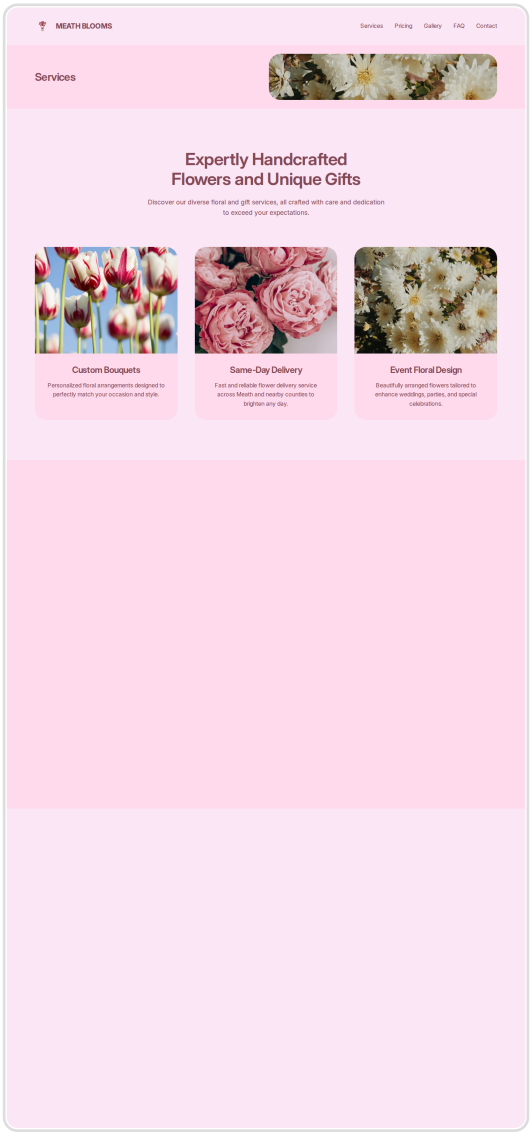
The Footer



Homepage — footer

Your footer appears on every page and contains your site attribution and any footer navigation you configure. The "Web60 · A SmartHost company" attribution is standard on all Web60 sites.

Services Page

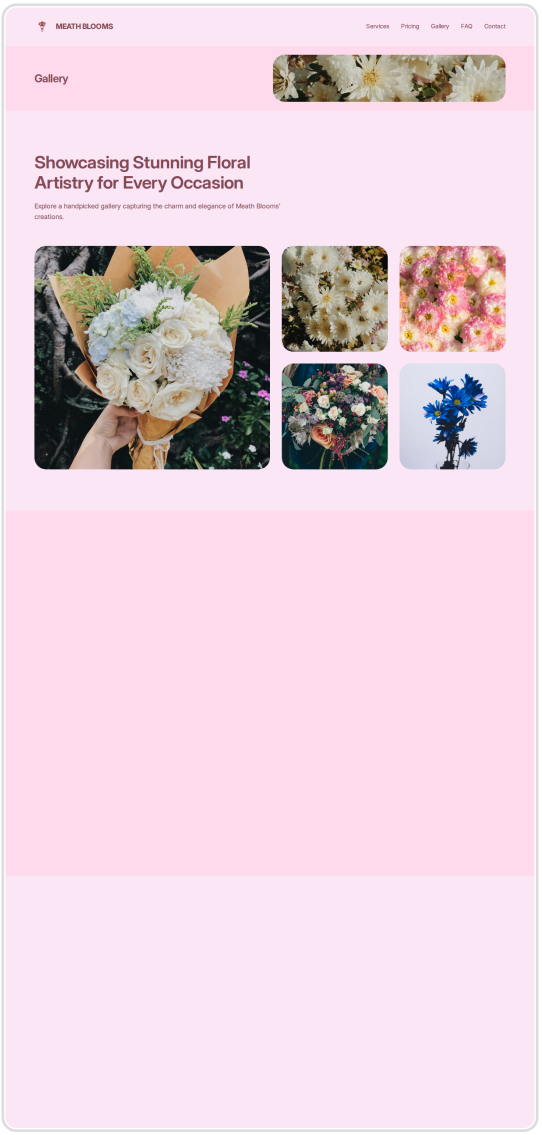


Services page — Meath Blooms

The Services page was generated with a hero banner, an introductory heading ("Expertly Handcrafted Flowers and Unique Gifts"), and three service cards with images — Custom Bouquets, Same-Day Delivery, and Event Floral Design. Each card includes a title, description, and relevant stock image.

Customise by replacing the stock images with your own photos and updating the service descriptions to match your exact offerings and pricing.

Gallery Page



Gallery page — Meath Blooms

The Gallery page features a heading ("Showcasing Stunning Floral Artistry for Every Occasion"), an introductory paragraph, and a grid of six floral photography images. The AI selected contextually appropriate stock images for a florist.

Replace these with your own product photos to give customers an authentic view of your work — this is one of the most impactful customisations you can make.

FAQ Page

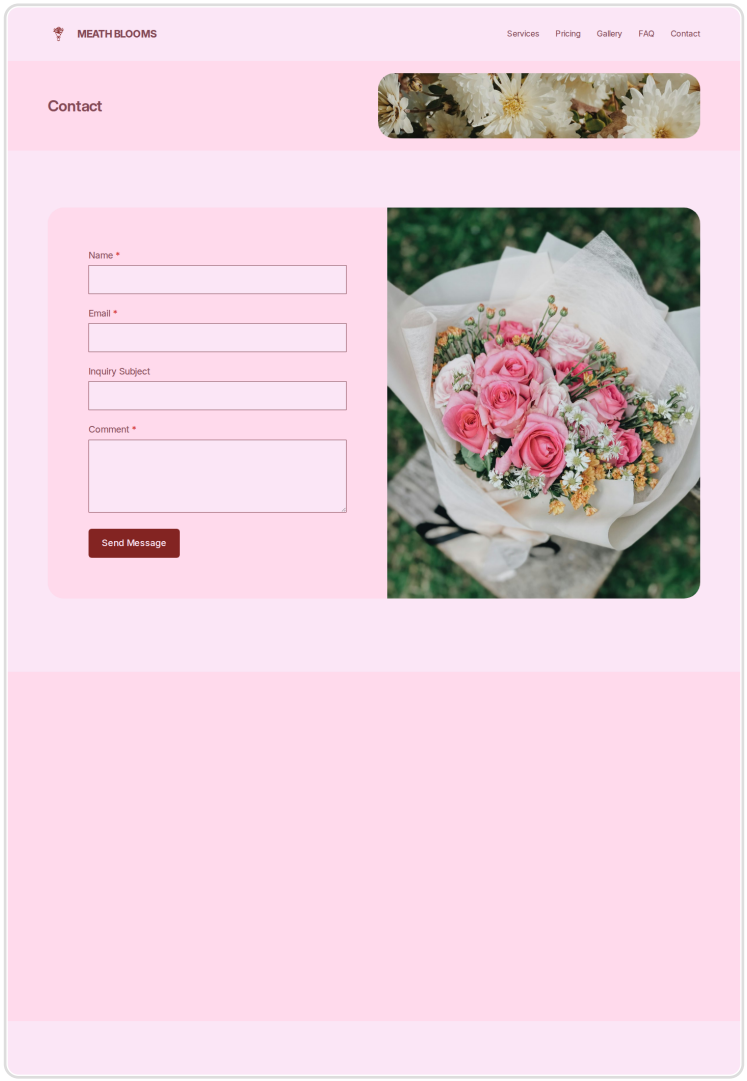
FAQ page — Meath Blooms

The FAQ page was generated with a heading ("Beautiful Blooms Delivered Fresh to Your Home"), an introduction, and four pre-populated question-and-answer cards:

- What areas do you deliver to?
- Can I customise my bouquet?
- How do I place an order?
- What occasions do you cater to?

These were AI-generated based on your business description. Edit them to reflect your actual policies, and add additional questions as needed.

Contact Page

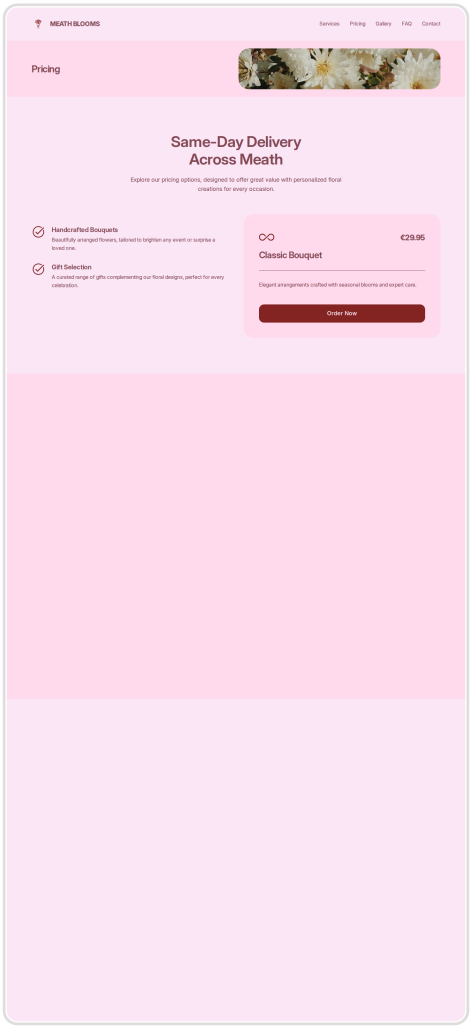


Contact page — Meath Blooms

The dedicated Contact page features a contact form (Name, Email, Inquiry Subject, Comment) alongside a large floral image. The layout places the form and image side by side on desktop.

Add your phone number, physical address, and opening hours to this page to give customers everything they need to reach you.

Pricing Page



Pricing page — Meath Blooms

The Pricing page was generated with a structure appropriate for a service business with multiple offering tiers. Update this page with your actual prices, service packages, or rate guide.

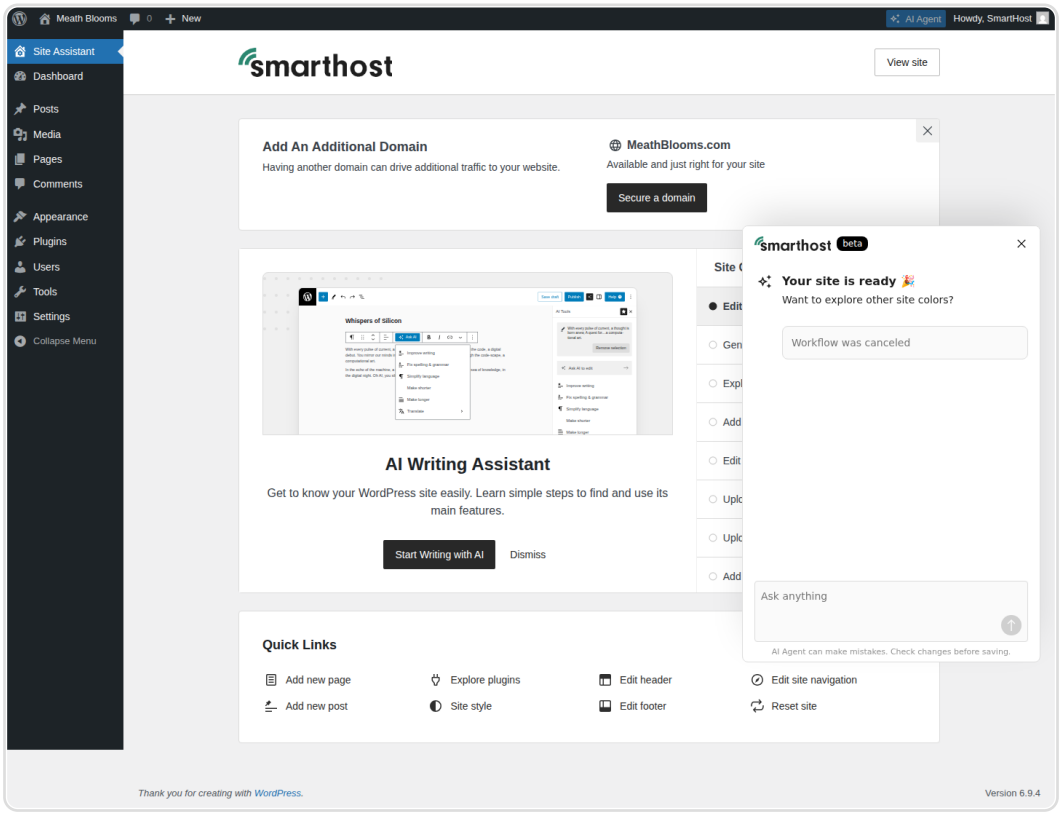
If you prefer not to display prices publicly, this page can be deleted or converted into a "Request a Quote" page.

PART THREE

Editing and Managing Your Site

Your generated site is a starting point, not a finished product. This section covers everything you need to know to customise your content, update your images, manage your pages, and use the Extendify AI assistant for ongoing changes.

The Extendify Assist Dashboard



The Extendify Assist dashboard in WordPress admin

Extendify Assist is your on-site AI assistant. It lives in your WordPress admin and is accessible at any time. It is separate from the initial Launch wizard — think of the wizard as the builder and Assist as the ongoing manager.

Accessing Extendify Assist

From your WordPress admin, navigate to:
Extendify !' Assist (in the left sidebar)
Or use the direct link from your Web60 portal.

The AI Agent — Ask Anything

The Assist dashboard includes an AI chat panel where you can make changes to your site in plain English.
Examples of what you can ask:

- "Change the hero headline to 'Navan's Favourite Florist'"
- "Make the colour scheme more green"
- "Add a testimonials section to the homepage"
- "Change the contact form email to hello@meathblooms.ie"

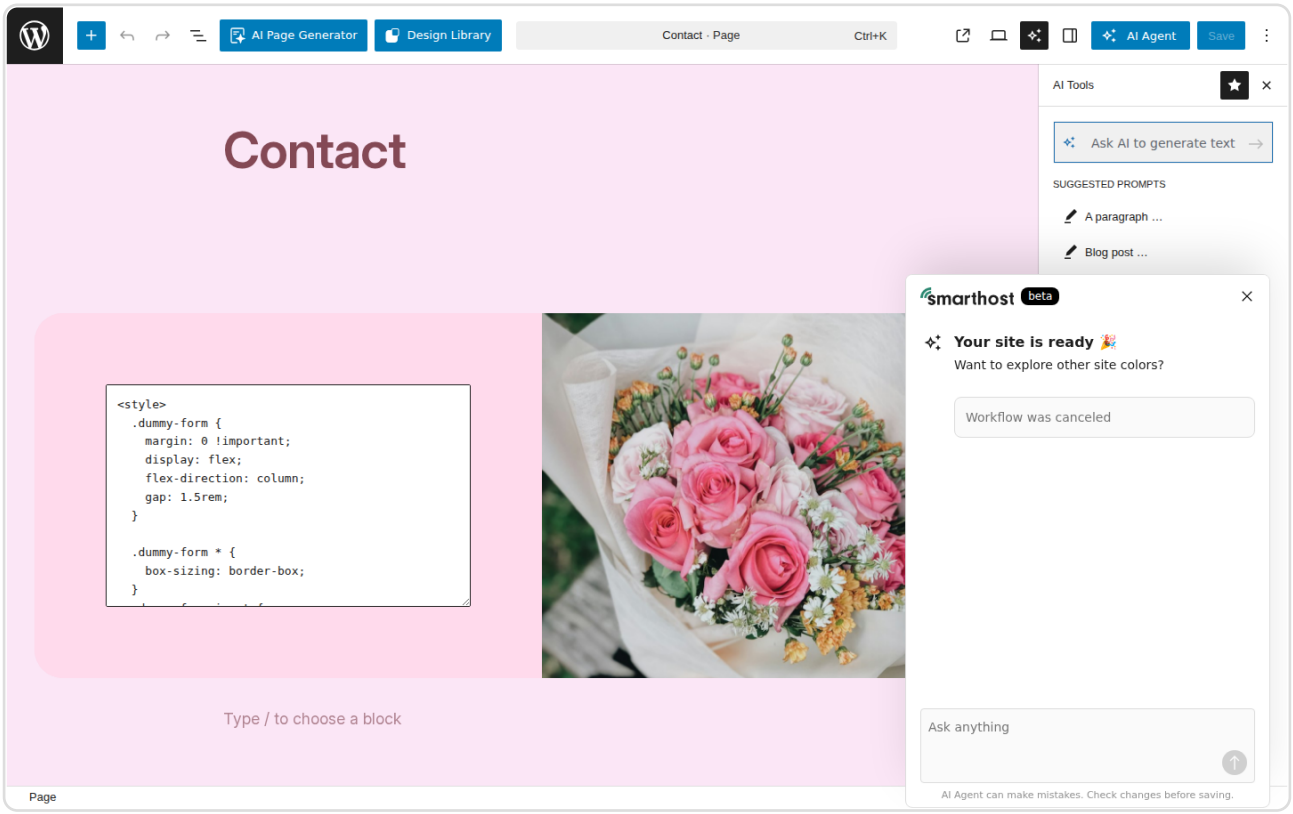
The AI understands plain English requests and applies changes directly to your site.

Colour Palettes

The Assist dashboard provides access to alternative colour palettes for your site. Each palette is a coordinated set of colours designed to work together. You can preview any palette before applying it. The palette selected during the initial wizard can be changed at any time here.

> **NOTE**
> The AI agent note "AI Agent can make mistakes — check changes before saving" — always review what the AI has changed before publishing, and use the WordPress revision history to undo if needed.

Editing Pages — The WordPress Block Editor



The WordPress block editor (Gutenberg) — editing the Home page

Every page on your site is built from blocks — individual content units like headings, paragraphs, images, buttons, and columns. The WordPress block editor (also called Gutenberg) lets you click on any block and edit it directly.

How to Edit a Page

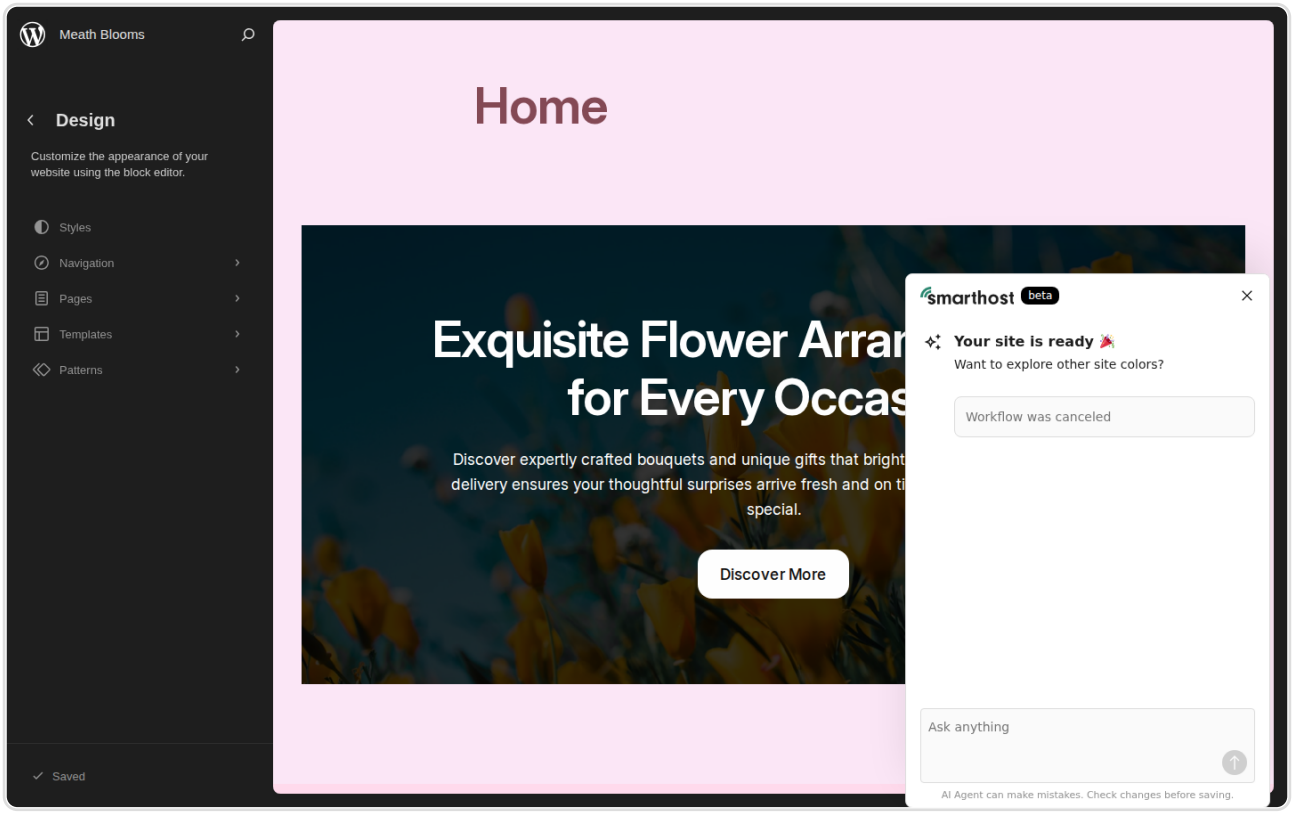
1. Log in to WordPress admin (via your Web60 portal or directly at yoursite.ie/wp-admin)
2. Go to Pages in the left sidebar
3. Click the page title you want to edit
4. The block editor opens
5. Click any text to edit it directly
6. Click any image to replace it
7. Click Update (top right) to save your changes

Common Editing Tasks

Task	How to do it
Edit headline text	Click the heading block, type your changes
Change a button label	Click the button block, edit the text
Replace an image	Click the image block, click Replace, upload your photo
Add a new paragraph	Click the + icon between blocks, choose Paragraph
Delete a section	Click the section, click the three dots menu, Delete
Change button colour	Click button, use Colour settings in the right sidebar

Task	How to do it
Move a block up/down	Use the up/down arrows in the block toolbar

The Site Editor (Advanced)



The WordPress Site Editor — for editing your site's global template and styles

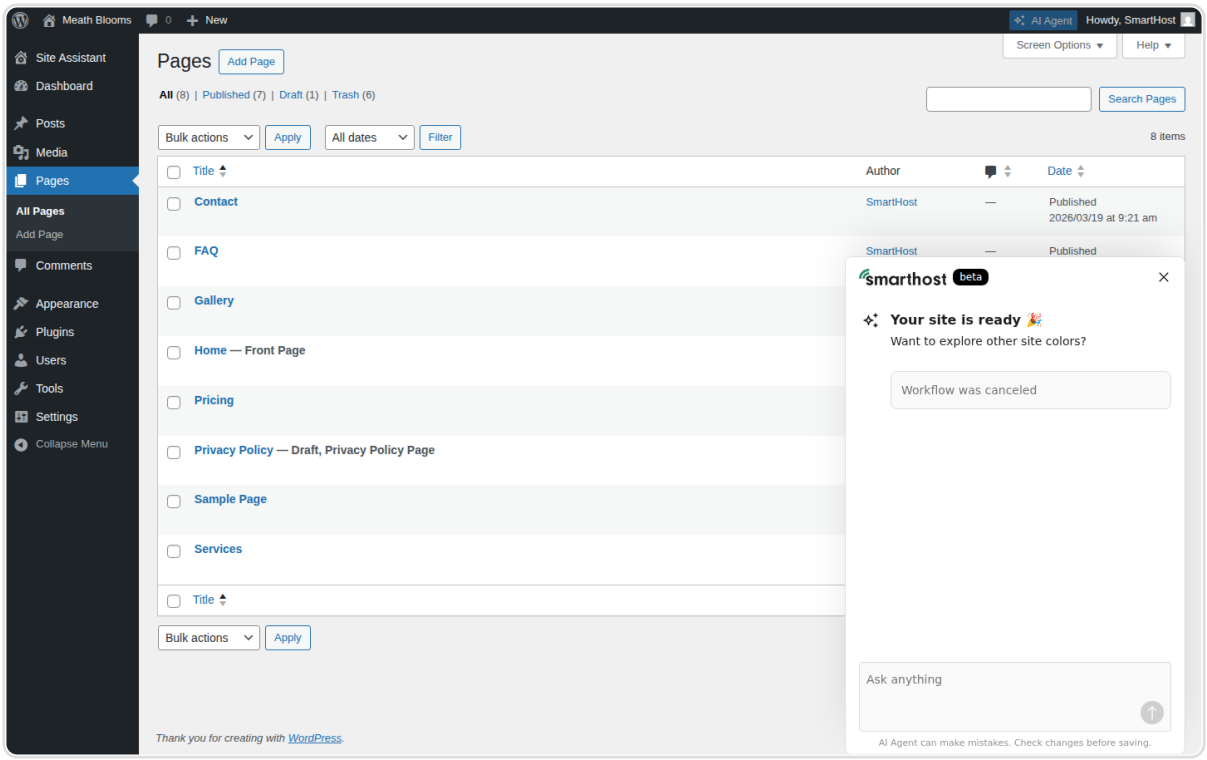
The Site Editor (Appearance !' Editor in WordPress admin) is for editing your site's global design — the header, footer, templates, and overall typography. It is more powerful than the page editor but also more complex.

Most customers will not need the Site Editor for day-to-day changes — use it when you want to:

- Change the header layout or footer content globally
- Modify your site's global colour palette
- Edit page templates that apply to multiple pages

> **WARNING**
> The Site Editor affects your entire site, not just one page. Make changes carefully and use the Undo button (Ctrl+Z) if something looks wrong.

Managing Your Pages



The WordPress Pages list — all pages generated by Extendify for Meath Blooms

Your Page Inventory

All pages generated by Extendify appear in the WordPress Pages list (Pages !' All Pages in admin). For Meath Blooms, the wizard generated: Home, Contact, FAQ, Gallery, Pricing, Services, plus the standard WordPress pages Privacy Policy and Sample Page.

Adding a New Page

1. Go to Pages !' Add New in WordPress admin
2. Give the page a title
3. Add your content using blocks
4. Click Publish when ready
5. Add the page to your navigation menu (Appearance !' Menus, or via the Site Editor header)

Deleting a Page You Don't Need

Hover over the page title in the Pages list and click Trash. Remember to also remove it from your navigation menu.

Setting Your Homepage

If you create a new page and want it to be your homepage: Go to Settings !' Reading and set "Your homepage displays" to a static page, then select your chosen page.

Replacing Placeholder and Stock Images

The AI used stock photography during generation — relevant to your business category but not your actual work. Replacing these with your own photos is the single most impactful thing you can do to personalise your site.

How to Replace an Image

1. Open the page in the block editor
2. Click the image you want to replace
3. The block toolbar appears above the image
4. Click Replace (or the image icon)
5. Choose Upload to upload from your computer, or choose Media Library if you've already uploaded the photo
6. Select your image and click Select
7. Click Update to save

Image Recommendations

Page	Recommended images
Hero	A wide (landscape) photo of your work or premises
Services	One photo per service — your actual work
Gallery	6–12 of your best product/work photos
Contact	Your shop front, team, or a welcoming image
About	Team photo or founder photo

> **TIP**
> Image size: aim for photos that are at least 1200px wide for hero images, and at least 800px wide for content images. Your phone camera is more than sufficient.

PART FOUR

Reference, FAQ & Troubleshooting

Quick Reference — Wizard Choices at a Glance

Step	Choice	Effect on your site
1	Business name	Used in header, page titles, and all AI content
1	Description	Drives all AI content generation and imagery
1	Tone	Sets the writing style across all pages
2	Single/multi-page	Determines site structure
2	Products (cart)	Activates WooCommerce e-commerce
2	Products (viewing)	Creates catalogue-style product pages
2	Contact	Adds contact form to homepage and Contact page
3	Design card	Sets layout, colour emphasis, and block structure
4	Page selection	Determines which pages are generated

Frequently Asked Questions

Q: Can I redo the wizard and start over?

Yes. When you next open the Extendify Launch wizard, you will see a "Start over?" prompt. Clicking Start Over will delete the pages generated in your previous run and let you begin fresh. Note: this permanently deletes your existing generated pages.

Q: Can I change my design after the wizard?

Yes. Your design is built from WordPress blocks which you can edit directly. For global style changes, use the Site Editor (Appearance !' Editor) or ask the Extendify AI assistant to update the colour scheme or layout.

Q: Can I add e-commerce / online payments later?

Yes. WooCommerce can be installed on any Web60 site. Contact Web60 support for assistance setting up online payments.

Q: Why does part of my homepage appear as a blank colour block?

Some homepage sections contain image placeholder blocks that render as solid colour when no image is assigned. Open the page in the block editor, click the coloured section, and either assign an image or delete the section if you don't need it.

Q: How do I change my site's email address for contact forms?

The contact form sends submissions to your WordPress admin email. To change it, go to Settings !' General in WordPress admin and update the Administration Email Address.

Q: Can I use a custom domain instead of my web60 address?

Yes. From your Web60 portal, go to the Domain section to register a new domain or connect an existing one. Your site URL will update automatically.

Q: What happens if I close the browser during generation?

The generation process runs on the server, not in your browser, so it will typically complete even if you close the tab. When you log back in, you should find your site has been generated. If not, use the Start Over option to try again.

Q: Can I run the wizard on an existing site that already has content?

The wizard is designed for new sites. Running Start Over on a site with existing content will delete the Extendify-generated pages. Your manually created content (outside of Extendify pages) will not be affected.

Q: How do I access WordPress admin?

From your Web60 portal, click "Open WordPress Admin" on your site dashboard. This logs you in automatically — no separate password needed.

Q: My site was generated but looks different to the preview.

Small differences between the Step 4 preview and the final generated site are normal — the preview is a thumbnail approximation. The final site uses the full WordPress block layout. Use the block editor to adjust anything that doesn't look right.

Glossary of Terms

Block	The basic unit of content in WordPress. Every paragraph, heading, image, and button is a block.
Block Editor	The WordPress content editor (also called Gutenberg). Lets you add, edit, and arrange blocks on a page.
Domain	Your website's address (e.g. meathblooms.ie). Can be registered through Web60 or connected from another registrar.
Extendify	The AI-powered website builder built into every Web60 site. Provides the Launch wizard and the Assist dashboard.
Extendify Assist	The ongoing AI assistant within WordPress admin. Separate from the Launch wizard.
Extendify Launch	The 5-step wizard used to build your site for the first time.
Full Site Editing (FSE)	A WordPress feature allowing you to edit every part of your site — headers, footers, and templates — in a visual editor. Accessed via Appearance !' Editor.
Gutenberg	See Block Editor.
Page	A static content page in WordPress (About, Contact, Services etc.). Different from a Post, which is a blog entry.
Plugin	A software add-on that extends WordPress functionality. Extendify is a plugin. Do not delete it.
Post	A dated content entry, typically used for blog articles.
SSL	The security certificate that enables HTTPS on your site. Automatically provided and renewed by Web60.
Theme	The design framework for your WordPress site. Extendify works with a compatible theme installed automatically.
WordPress	The content management system (CMS) that powers your Web60 website. The world's most widely used website platform.
WooCommerce	The WordPress plugin for e-commerce. Required if you want to sell products online.

Getting Help

Web60 Support

If you need help with your website, our support team is here.

- Support portal: app.web60.ie/support
- Knowledge base: web60.ie/kb
- Email: support@web60.ie

Response target: within 4 business hours.

Extendify Documentation

Extendify maintains their own documentation and support resources at extendify.com. This covers the block patterns, design system, and AI assistant in detail.

WordPress Resources

- WordPress official documentation: wordpress.org/documentation
- Video tutorials: learn.wordpress.org

WordPress has one of the largest communities of any software platform — almost any question has already been answered.

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