Build Your Website with AI: From Idea to Launch

Training Program



Scope the project, build a professional site and prepare a maintainable release.

This course supports the creation or redesign of a professional website with an AI assistant. Participants connect objectives, content, visual identity and technical choices, then test a first version. The site is deployed when access and content are available; otherwise, a deployment-ready version and procedure are prepared. Scope is agreed beforehand to remain achievable during the workshops.

Objectives and target skills

- Turn needs into a site structure, journeys and acceptance criteria.
- Select a solution and hosting suited to the project.
- Build a responsive website with useful content and services.
- Check SEO, accessibility, performance and security before publication.
- Deploy or prepare deployment and document maintenance.

Audience	Prerequisites	Duration
✓ Entrepreneurs, freelancers, consultants and marketing, communication, product or project leads.	✓ A website project, objectives and available content or brand assets. ✓ A computer with installation rights and an active AI assistant such as Codex or Claude Code. ✓ Authorised access; a domain and hosting are needed for a live launch but optional for local workshops.	2 days, or 14 hours.

Training content

Day 1 - Define the site and content

- Identify targets, value, expected conversions, journeys and achievable scope.
- Prepare navigation, pages, calls to action, evidence and authorised media.

Choose and prepare the solution

- Compare static sites, CMSs, no-code tools and applications for autonomy, cost and scalability.
- Configure the assistant, editor, Git and project rules; protect data and secrets.

Build a first version

- Define components, navigation, content and responsive layouts.
- Evolve the site through verified increments recorded in Git.

Day 2 - Integrate services

- Add forms, confirmations and authorised email or calendar integrations.
- Prepare legal and privacy information for approval before publication.

Check quality and search visibility

- Verify headings, metadata, links, sitemap, keyboard access, contrast and alternatives.
- Test pages and forms, performance, dependencies, secrets and data handling.

Launch and maintain

- Prepare hosting, domain, DNS, HTTPS and separate environments.
- Run smoke tests and plan backups, monitoring and rollback.

Workshop and deliverables

- A deployed or deployment-ready site, Git repository, specifications and integrated content.
- A release checklist, maintenance procedure and thirty-day improvement plan.

Access conditions

Before the course starts, an initial assessment questionnaire identifies the participant's professional activity, expectations, existing skills and technical environment. An additional discussion is arranged if needed to check that the course is suitable and prepare any necessary adjustments. Enrolment is normally arranged between two months and one week before the course starts, subject to available places, prerequisites and, where applicable, the funding body's processing times. Practical arrangements are provided in the joining instructions. Terms and conditions of sale: https://www.opcoach.com/cgv. The initial assessment agrees website scope, available content, services to integrate and access required for publication.

Accessibility for people with disabilities

Participants with disability-related needs are invited to tell OPCoach before the course starts. OPCoach works with them to assess possible teaching, technical and organisational adjustments, including for the initial assessment and learning assessments. Specialist partners may be involved if needed. Disability contact: Chrystèle Lagarde. To be put in touch with her, contact OPCoach at olivier.prouvost@opcoach.ai or +33 6 28 07 65 64.

Training format

The course is trainer-led, on site or remotely, live via Zoom. Demonstrations, exercises and assessments take place during supervised training time.

Group size

Open-enrolment training: 2 to 8 participants. In-company / dedicated training: 1 to 6 participants, on site or remotely.

Fees

Open-enrolment training: **EUR 1,750 excluding VAT per participant**. A minimum of two enrolments is required. For two or more participants from the same company, the in-company rate applies.

In-company / dedicated training: **EUR 2,500 excluding VAT for two participants, +/− EUR 300 excluding VAT per participant added or removed**, for groups of 1 to 6 participants. Access to the selected AI tools must be arranged before the course. Subscriptions, hosting, domain names and third-party services are not included in the fee. The course can be paid for directly by the company or the participant. A funding application may be submitted to the company's French skills funding body (OPCO), subject to its eligibility rules and processing times. Any funding remains subject to the funding body's prior approval.

Schedule

Check the upcoming sessions and arrangements on OPCoach.ai. Availability is updated on this page. For a dedicated session, contact OPCoach.

Training location

Inter-company training takes place in our InterIndep premises at 2 impasse Michel Labrousse, 31100 Toulouse. The training room is accessible by public transport and by car, and has parking facilities. Several restaurants and a hotel are located nearby. A break area is available for cold and hot drinks during breaks. All these facilities are accessible to people with reduced mobility. In-company training is preferably delivered at the client's premises. Hosting conditions are validated before the training. Remote training is delivered with Zoom and can be organized as inter-company or in-company training.

Teaching approach

Alternating short lectures and individual hands-on exercises on a workstation. Sharing and discussion of the results obtained. Technical and teaching assistance is provided by Olivier Prouvost during the course: olivier.prouvost@opcoach.ai - +33 6 28 07 65 64.

Teaching resources

On site: training room with video projector, whiteboard, high-speed Wi-Fi and a training binder provided to the participant. Remote: high-speed internet access, webcam, free Zoom software, PDF course material sent to the participant. One workstation per participant. Digital course materials and exercise files are provided to participants. Connection details and instructions for accessing resources are included in the joining instructions. Participants keep the deliverables they produce during the workshops.

Trainer supervision

Olivier Prouvost, DEA in Computer Science, recognized open source expert and trainer for more than 20 years, developer of AI solutions to optimize SMEs, speaker at international conferences, Eclipse committer on several projects, founder of OPCoach, a Qualiopi-certified training organization since 2020, and ICPF & PSI certified expert trainer and consultant.

Learning assessment

Attendance is recorded through electronic sign-in, both on site and remotely. For remote training, the trainer also checks completion of activities and each participant's progress. Assessment criteria are presented at the start of the course. Participants present a website and justify checks before publication or its prepared deployment. Criteria cover user journeys, content consistency, responsive design, accessibility, forms, access management and maintenance procedures.

Recognition

This vocational training course is non-certifying: it does not prepare participants for a certification registered in the French National Directory of Professional Certifications (RNCP) or Specific Register (RS). A statement of skills records the learning outcomes observed during assessments. A certificate of completion records actual participation.

Satisfaction assessment

At the end of the training, the participant completes a satisfaction survey and takes part in a group feedback session. The participant benefits from unlimited email support for practical questions related to the training. After 3 months, or after applying the training in the workplace, a follow-up questionnaire is completed to assess practical use.

Technical, teaching, administrative and financial contact

Olivier Prouvost, +33 6 28 07 65 64, olivier.prouvost@opcoach.ai