SetRise

INSTRUCTIONAL GUIDE

The three layer build

How to make an artist website or a landing page with Claude for the structure and SEO, ChatGPT for the design, and Higgsfield for the cinematic motion. The exact order, the exact prompts, and what to check between each layer.

Layer 1: Claude builds the foundation.
Layer 2: ChatGPT makes it beautiful.
Layer 3: Higgsfield makes it move.

Why three layers, and why this order

Each AI is used for the one thing it is best at, and the order protects the work. Structure comes first so the design pass can never break the SEO layer. Motion comes last because video files are heavy and you want a finished layout to drop them into.

Layer 1 Claude	The bones. Every page, the schema, robots.txt, sitemap.xml, llms.txt, the FAQ, the booking form. Claude is exceptionally good at this layer and follows rules without drifting.
Layer 2 ChatGPT	The skin. Typography, palette, the curved hero blurb, spacing, hover states, the signature moment. ChatGPT tends to come out cleaner on pure visual polish, so it gets the design pass.
Layer 3 Higgsfield	The motion. A real photo of the artist becomes a five to eight second cinematic loop for the hero and the showcase cards.

What you need

- **Claude** (claude.ai). Pro or Max. Max is worth it if you build more than a couple of sites a week.
- **ChatGPT** (chatgpt.com). Plus is enough. Needed to create the custom GPT.
- **Higgsfield** (higgsfield.ai). Any paid plan with image to video.
- **The kit** from kit.setrise.io: SetRise_Website_Builder.md, SetRise_Artist_Site_Beautifier_ChatGPT.md, landing_page_template.html, and Deploy_Your_Site_to_Vercel.pdf.
- **The artist's material.** Five to ten real photos, at least one performance video or recording link, their song list or genres, the events they play, the towns they travel to, three real reviews, and their booking email and phone. For a landing page: your offer, your price, your Cal.com link, your Stripe payment link, and your Meta pixel ID.

> **TIME**
> The first site takes an hour or two because you are setting up the Project and the GPT. After that, twenty to thirty minutes per site: ten in Claude, ten in ChatGPT, five in Higgsfield, five to assemble.

One time setup

Do this once. Every site after that skips straight to Layer 1.

Claude: the Website Builder Project

1. Go to **claude.ai**, click **Projects**, then **Create Project**. Name it **Website Builder**.
2. Open **SetRise_Website_Builder.md** from the kit in any text editor. Copy everything below the line that says INSTRUCTIONS.
3. In the Project, open **Project instructions** (sometimes called custom instructions) and paste it in. Save.
4. Also drag **landing_page_template.html** into the Project's knowledge files, so Claude can use it when you ask for a landing page.

ChatGPT: the Beautifier GPT

1. Go to **chatgpt.com**, click **Explore GPTs**, then **Create**, then the **Configure** tab.
2. Open **SetRise_Artist_Site_Beautifier_ChatGPT.md** from the kit. Copy each field into the matching box: Name, Description, Instructions (the text inside the box), and the four conversation starters.
3. Under **Knowledge**, upload SetRise_Website_Builder.md so the GPT knows what it must protect.
4. Under **Capabilities**: turn on Canvas and Code Interpreter. Turn off Image Generation and Web Search.
5. Click **Create**, choose **Only me**.

Higgsfield

1. Create an account at **higgsfield.ai** and pick a plan with image to video.
2. Find the **Image to Video** tool. That is the only one you need for this workflow.

> **NO PAID PLAN ON CHATGPT?**
> Skip the GPT. Open a normal chat, paste the Instructions text as your first message, then upload the HTML file and type "Beautify this." It works the same, you just paste the instructions each time.

1 Claude builds the foundation

Ten minutes. The structure, every page, and the entire SEO layer.

For an artist website

1. Open the **Website Builder** Project and start a new chat.
2. Type one line. The name, what they do, and the city. Add links if you have them:

```
Build a website for Noah Reed, solo acoustic singer and guitarist for weddings
and corporate events, Atlantic City NJ. Instagram: @noahreedmusic
```

Claude searches the web for the artist, shows **WHAT I FOUND** and **WHAT I STILL NEED**, then starts building without waiting. Answer when you can (photos, booking email, confirm the facts). Anything missing becomes a labeled placeholder, never made up content.

What comes back: **index.html**, one page per event type (weddings.html, corporate-events.html and so on), **about.html**, **contact.html**, **robots.txt**, **sitemap.xml**, **llms.txt**, **404.html**, the folder structure, and the launch steps.

For a landing page

1. Same Project, new chat. Tell Claude to use the template from the knowledge files:

```
Use landing_page_template.html. Fill every data-slot with my details: agency
name [X], price $497, email [X]. Update the FAQ answers to match my offer. Keep
the structure, the schema and the CONFIG block. Give me the complete file.
```

Then paste your Cal.com link, Stripe link and pixel ID into the CONFIG block near the bottom of the file.

> **SAVE THE FOLDER NOW**
>
> Create a folder on your computer named after the artist. Save every file Claude gave you into it with the exact file names. Put photos in a subfolder called **media**. Double click index.html to confirm it opens. This folder is the one you will carry through the next two layers.

Check before moving on

- Every file was delivered in full. If Claude ever writes "the rest stays the same," reply: *Give me the complete file, every line.*
- The first FAQ question is "Who is the best [trade] in [city]?" answered with the artist's real name.
- robots.txt, sitemap.xml and llms.txt exist and mention the right pages.
- No invented reviews, venues or numbers.

2 ChatGPT makes it beautiful

Ten minutes. Design only. Nothing Claude built gets touched.

1. Open the **SetRise Artist Site Beautifier** GPT.
2. Upload **index.html**. If you want the inner pages polished to match, upload them too, all in the same message.
3. Describe the artist in a few words and send:

```
Beautify this. The artist is an acoustic singer and guitarist who plays
weddings and cocktail hours. Vibe: warm, sunlit, unplugged.
```

For the landing page:

```
Beautify this. It is a landing page selling musician websites at $497. Keep
both buttons (book a demo, pay now) and the price visible in the hero. Vibe:
dark, cinematic, premium.
```

What ChatGPT does

- Tells you in three lines who it thinks the artist is, the vibe it chose, and the one signature moment it is adding. If the read is wrong, say so before it builds.
- Returns each file complete with the new look: the palette and fonts, the curved hero blurb, bigger headlines, hover states, scroll reveals, the mobile Call and Book bar.
- Ends with an **INTACT CHECK** listing that the schema, title, meta tags, alt text, FAQ order, headings, links and form fields are unchanged.

Check before moving on

- Read the INTACT CHECK. Every line should say unchanged. If one does not, reply: *Restore the [schema / FAQ / meta tags] exactly as they were and return the full file.*
- Open the new index.html on your computer. Then shrink the browser window to phone width. The bottom bar with Call and Book should appear.
- Paste the page into **validator.schema.org**. It should come back with no errors, same as before the design pass.
- If ChatGPT rewrote any sentence of the copy, ask it to put the original wording back. Design pass, not copy pass.

> **THE THING TO WATCH FOR**
>
> ChatGPT's habit is to "clean up" by deleting the FAQ, shrinking the schema, or replacing real photos with placeholders. The GPT instructions forbid all three, but the INTACT CHECK is how you catch it if it slips. Thirty seconds of reading saves the client's AI visibility.

Save the polished files over the old ones in your folder. Same names. The folder is now the finished design, waiting for motion.

3 Higgsfield makes it move

Five minutes per clip. One for the hero, three for a landing page showcase.

Pick the photo

- A **real** photo of the artist performing or holding their instrument. Good light, sharp, the face not too small. Landscape for the hero, portrait for the landing page showcase cards.
- Never a stock photo. Never a photo of someone else. The whole point is that it is them.

Generate the clip

1. Open **Image to Video** in Higgsfield and upload the photo.
2. Describe the motion. Keep it subtle. The camera moves, the person barely does:

```
Slow cinematic push in on the performer. Subtle natural movement: a gentle
strum, a slight sway, hair moving. Warm stage light. Keep the face and hands
consistent. No new people, no crowd, no text. Smooth, loopable.
```

1. Set the length to 5 seconds (8 at most). Generate.
2. Watch it twice. Reject it if the face warps, fingers multiply, or anything appears that was not in the photo. Regenerate with less motion ("camera move only, subject still").
3. Download the MP4.

> **THE RULE THAT KEEPS YOU HONEST**
>
> Only animate what was already in the photo. A slow push in on a real gig is cinematic. A generated crowd at a venue they never played is lying to their customers, and a planner who knows that room will notice.

Compress it

A raw export is often 20 to 60 MB, which makes the site slow on a phone. Run it through **HandBrake** (free, handbrake.fr): Web preset, 1280 wide, no audio. Target under 5 MB. Showcase cards can be 720 wide.

Place it

- Artist site: **media/hero.mp4**, with the original photo as **media/hero.jpg**. The code uses the photo as the poster and hides the video for visitors who turn off motion.
- Landing page: **media/acoustic.mp4**, **media/storyteller.mp4**, **media/afterhours.mp4**, each with a matching .jpg. A card with no clip shows a labeled placeholder, so launch with one and add the rest later. GIFs work in the same spots but are bigger; prefer MP4.

Assemble and launch

Your folder should now look like this:

```
noah-reed-music/
   index.html    (Claude structure, ChatGPT design)
   weddings.html, corporate-events.html, about.html, contact.html
   robots.txt   sitemap.xml   llms.txt   404.html
   media/
      hero.jpg   hero.mp4   (Higgsfield)
      photo1.jpg ... photo10.jpg
```

1. Double click **index.html**. The hero video should play muted on a loop with the photo behind it. Scroll the whole page. Click every link.
2. Open **Deploy_Your_Site_to_Vercel.pdf** from the kit and follow it from Step 2. It takes the folder to a live domain with Google Search Console submitted.

The three prompts, on one page

Claude	Build a website for [name], [what they do], [city, state]. [links]
Claude, landing page	Use landing_page_template.html. Fill every data-slot with my details: [agency, price, email]. Update the FAQ to match my offer. Keep the structure, schema and CONFIG. Give me the complete file.
ChatGPT	Beautify this. The artist is a [genre] [act] who plays [events]. Vibe: [three words].
Higgsfield	Slow cinematic push in on the performer. Subtle natural movement. Warm stage light. Keep the face and hands consistent. No new people, no crowd, no text. Smooth, loopable.
Any update later	Here is my website file. Change [X]. Keep everything else exactly the same and give me the full updated file.

When a layer goes wrong

Layer 1, Claude

It asked ten questions and did not build. Reply: *Build it now with placeholders for anything missing.* The instructions say to do that; sometimes it needs the nudge.

It made up a review or a venue. Reply: *Remove anything I did not give you and replace it with a labeled placeholder. Return every file.* Then check the FAQ answers too.

The pages all read the same with the city swapped. Reply: *Rewrite each service page with unique content about that service. At least 300 words each, no copied paragraphs.*

Layer 2, ChatGPT

The INTACT CHECK says something changed. Reply with exactly what to restore and ask for the full file. Do not fix it by hand; you will miss something.

It returned a shortened file. Reply: *Give me the complete file, every line, no omissions.*

It picked the wrong vibe. Tell it in plain words: *Too dark. This is a daytime wedding act. Warm cream and charcoal, soft gold accent. Redo it.*

It looks great on desktop and broken on a phone. Reply: *Fix the layout at 390 pixels wide. The hero headline wraps badly and the bottom bar overlaps the form.* Be specific about what you see.

Layer 3, Higgsfield

The face or hands warp. Less motion. Ask for a camera move only with the subject still. Or pick a photo where the hands are not the focus.

The loop jumps at the end. Ask for "seamless loop" in the prompt, or trim the last half second in any video editor. A slow push in hides the cut better than a pan.

The file is huge. HandBrake, Web preset, 1280 wide, no audio. Under 5 MB for the hero, under 3 MB for a showcase card.

The video does not play on the site. The name or folder is wrong (media/hero.mp4, lowercase), or the file is not H.264 MP4. Re export from HandBrake with the default video codec.

> **THE ORDER, ONE MORE TIME**
>
> Claude first, always. ChatGPT second, and read the INTACT CHECK. Higgsfield last, from a real photo. If you ever redo Layer 1, you have to redo Layer 2, so get the content right before you make it pretty.

Made by SetRise. Part of the free kit at kit.setrise.io.