

ORACOM GROUP

Free AI Website Builder

— One-Day Training Course —

Build Your Business Website — Today. Free. No Coding Required.

Powered by site.pro AI Technology | Kenyan-Optimized Templates | MPESA-Ready

Course Detail	Information
Format	Instructor-led, hands-on workshop
Duration	1 Day (approx. 7 hours of learning)
Level	Absolute Beginner — No coding needed
Platform	Oracom AI Builder (powered by site.pro)
Includes	Free .KE domain + secure hosting
Outcome	A live, published website by end of day

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Course Overview

Welcome to the Oramcom Free AI Builder Training

This one-day course is designed for anyone who wants a professional website but has never built one before. You do not need to know how to code. You do not need design experience. All you need is your business idea and a device with internet access.

By the end of this training, you will have a real, live website published on the internet — one that looks professional, works on mobile phones, and is ready to receive customers.

Who Is This Course For?

- Business owners who want an online presence
- Entrepreneurs launching a new product or service
- Freelancers and professionals building a portfolio
- NGOs, churches, schools, and community organisations
- Job seekers who want a personal or CV website
- Anyone curious about how websites are built

What You Will Need

- A laptop, tablet, or smartphone with internet access
- An email address (to register your account)
- Basic information about yourself or your business (name, description, contacts)
- A few photos or a logo (optional — AI can generate images for you)

What You Will Achieve

1. Understand what makes a good website
2. Create a free account on the Oramcom AI Builder
3. Generate a full website using AI in minutes
4. Customise the design, text, images, and pages
5. Connect a free .KE domain name
6. Publish your website to the internet
7. Add MPESA and basic contact/enquiry features
8. Optimise your site for Google search (SEO basics)

TIP

Save this handbook! It contains step-by-step instructions you can refer back to whenever you need to update or manage your website after today.

Daily Schedule at a Glance

The course runs from morning to afternoon with short breaks in between. Every session combines short explanations with hands-on practice, so you learn by doing.

Time	Activity
8:30 – 9:00 AM	Registration & Setup (30 min)
9:00 – 10:30 AM	Session 1 — Introduction: Websites & the AI Builder (90 min)
10:30 – 10:45 AM	☕ Short Break (15 min)
10:45 AM – 12:30 PM	Session 2 — Building Your Website with AI (105 min)
12:30 – 1:15 PM	Lunch Break (45 min)
1:15 – 2:45 PM	Session 3 — Customising & Personalising Your Site (90 min)
2:45 – 3:00 PM	☕ Short Break (15 min)
3:00 – 4:30 PM	Session 4 — Publishing, Domain & Going Live (90 min)
4:30 – 5:00 PM	Session 5 — Wrap-Up, Q&A & Next Steps (30 min)

1.1 Why Every Business Needs a Website

In today's world, if someone hears about your business, the first thing they will do is search for you online. If you are not there, you lose that customer. A website is your 24-hour salesperson — it works while you sleep.

Here is what a website does for you:

- Builds trust — customers see you as professional and credible
- Generates leads — people can contact you, make enquiries, or order online
- Reaches a wider audience — beyond your neighbourhood or town
- Saves time — answers common questions automatically (hours, location, prices)
- Works on mobile — over 80% of Kenyans browse on their phones

1.2 What is the Oracom Free AI Builder?

The Oracom Free AI Builder is a tool that uses Artificial Intelligence (AI) to create your website for you. Instead of you designing every page from scratch, you simply describe your business and the AI generates a complete, professional website in seconds.

It is powered by site.pro, a globally trusted website builder used by thousands of businesses worldwide. Oracom Group has partnered with site.pro to offer this to Kenyan businesses with:

- Kenyan-optimised templates and designs built for local businesses
- Free .KE domain name — your own address on the internet (e.g. yourbusiness.co.ke)
- Secure hosting — your site is stored safely on fast servers
- MPESA and local payment integrations
- Option to upgrade to professional design, apps, or marketing services

KENYA FOCUS

The builder is optimised for Kenyan businesses. It understands local needs like MPESA payments, Swahili content, .co.ke domains, and mobile-first design.

1.3 How AI Website Building Works

Traditional website building could take days or weeks and required hiring a developer. With AI, the process is:

Step	What Happens
Step 1	You describe your business in plain language
Step 2	AI reads your description and generates a

	full website
Step 3	Pages, text, images, and layout are all created automatically
Step 4	You review and customise anything you want to change
Step 5	You publish — your site goes live on the internet

You do not need to know anything about HTML, CSS, coding, or graphic design. The AI handles all of that.

1.4 Activity: Research & Inspiration (15 minutes)

Before we start building, let us do a quick exercise. This helps you think about what you want your website to look like.

9. Open your phone or laptop and search for 2 or 3 websites of businesses similar to yours
10. Notice: What pages do they have? (Home, About, Services, Contact?)
11. Notice: What colours and fonts do they use?
12. Notice: What information is shown on the homepage?
13. Write down 3 things you like and would want on your own website

EXERCISE

In your notebook, write: Business Name | What I Sell or Offer | My Target Customers | 3 Pages I Want on My Website. You will use this information when generating your site with AI.

2.1 Creating Your Oracom AI Builder Account

The first step is to create a free account. Follow these steps carefully:

14. Open your browser (Chrome, Firefox, Safari, or Edge)
15. Go to: oracomgroup.com/free-ai-builder-3
16. Click the button that says 'WEBSITE' or 'GET STARTED'
17. You will be taken to the registration page
18. Fill in your Full Name, Email Address, and a Password
19. Click 'Register'
20. Check your email inbox for a confirmation message and click the link

IMPORTANT

Use an email address you check regularly. Your account login, domain notifications, and billing (if you upgrade) will be sent there. If you do not see the confirmation email, check your Spam/Junk folder.

2.2 Understanding the Dashboard

Once you log in, you will see the main dashboard. Here is what the key areas mean:

Dashboard Section	What It Does
My Websites	A list of all the websites you have created or are working on
Create New	Button to start a brand new website
AI Generate	The button that launches the AI website generator
Templates	Pre-built designs you can choose from (200+ options)
Domains	Where you manage your .KE domain or other domain names
Settings	Account preferences, password, billing information

2.3 Generating Your Website with AI — Step by Step

This is the most exciting part! Let's build your website.

Step 1: Click 'Create New Website'

From your dashboard, click the large 'Create New Website' or 'Generate with AI' button. You will be taken to the AI setup screen.

Step 2: Enter Your Business Information

The AI will ask you a series of simple questions. Answer them as fully as you can — the more detail you give, the better your website will be:

- Business Name — the official name of your business
- Business Type / Industry — e.g. Restaurant, Salon, Hardware Store, School, Freelancer
- Short Description — what you do and who you serve (2–3 sentences)
- Location — your town or city in Kenya
- Contact Details — phone number, email, WhatsApp (optional at this stage)

EXAMPLE PROMPT

"Mama Njeri's Kitchen is a Nairobi-based home catering service specialising in traditional Kenyan meals. We offer event catering, meal delivery, and cooking classes. Based in Westlands, Nairobi. Contact: 0722 000 000."

Step 3: Choose a Style or Template

After entering your details, the AI may show you design style options. You can:

- Let AI pick the best style automatically (recommended for beginners)
- Browse and choose from the template gallery (200+ professional templates)
- Filter templates by industry to find one suited to your business type

Step 4: AI Generates Your Website

Click 'Generate' and watch the magic happen! In a matter of seconds, the AI will:

- Create a homepage with your business name and a professional headline
- Write text (copy) for all your main pages based on your description
- Select matching images or illustrations for your business type
- Build a navigation menu with the most relevant pages
- Apply a colour scheme that matches your industry

Step 5: Preview Your Website

Before doing anything else, click 'Preview' to see what your website looks like. Look at it on:

- Desktop view — how it appears on a computer screen
- Mobile view — how it appears on a smartphone (very important!)

CHECKPOINT

You should now have a generated website with at least 3 pages: Home, About Us, and Contact. If yours looks different or you are not happy with the result, don't worry — we will customise everything in the next session.

3.1 Understanding the Website Editor

The AI has built a starting point. Now we make it truly yours. The site.pro editor is a visual editor — what you see on screen is exactly what your visitors will see. You click on any element to edit it.

Editor Area	What It Does
Left Panel	Page list, sections, blocks you can add or rearrange
Centre Canvas	Your website as it will look live — click anything to edit
Right Panel	Style settings for the selected element (colour, font, size)
Top Bar	Save, Preview, and Publish buttons
+ Add Section	Add new rows/blocks to any page (text, images, contact form, etc.)

3.2 Editing Text — Making Your Words Your Own

The AI writes placeholder text based on your description. You should read through all pages and rewrite anything that does not sound like you.

How to Edit Text

21. Click on any text on the canvas
22. A text editor toolbar will appear (Bold, Italic, Font Size, Colour)
23. Delete the AI text and type your own
24. Press outside the text box when you are done
25. Click 'Save' regularly — don't lose your work!

What to customise in your text:

- Homepage headline — make it punchy and describe your main value
- About Us page — your real story, founding year, mission
- Services or Products page — accurate names, descriptions, and prices if applicable
- Contact page — your real phone number, email, and physical address

TIP

Use AI text generation to help you write better content! Click the AI text button inside the editor, type what you want (e.g. 'Write a friendly about us section for a family restaurant in Kisumu'), and the AI will generate it for you.

3.3 Adding and Changing Images

Images make your website look professional and trustworthy. Good images help visitors understand what you offer at a glance.

Option A: Upload Your Own Photos

26. Click on any existing image in the editor
27. Click 'Replace' or the image icon in the toolbar
28. Click 'Upload' and select a photo from your phone or computer
29. Crop or resize if needed using the image tools

Option B: Use AI-Generated Images

30. Click on an image block
31. Click 'Generate with AI' or the AI image button
32. Type a description of what you want (e.g. 'A friendly barber cutting hair in a modern salon')
33. The AI will generate a matching image — choose the one you like best

Option C: Use Free Stock Photos

34. Click on an image block and select 'Search Photos'
35. Type keywords related to your business
36. Browse and select from thousands of free, professional images

IMAGE TIPS

Always use high-quality, clear images. Blurry or dark photos make your site look unprofessional. For product photos, good lighting is everything. Use natural daylight near a window for quick phone photos.

3.4 Adding New Pages

Most businesses need more than 3 pages. Here is how to add more:

37. Look for the 'Pages' section in the left panel of the editor
38. Click '+ Add Page'
39. Give your page a name (e.g. 'Our Menu', 'Gallery', 'Testimonials', 'FAQ')
40. Choose a layout template for the new page or start blank
41. Add your content using the blocks and editor tools

Recommended pages for common Kenyan businesses:

Business Type	Suggested Pages
Restaurant / Café	Home, Menu, Gallery, Location & Hours, Contact

Salon / Barbershop	Home, Services & Prices, Gallery, Book Appointment, Contact
Hardware / Retail Shop	Home, Products, Special Offers, Location, Contact
School / College	Home, About, Programmes, Admissions, News, Contact
Freelancer / Consultant	Home, About Me, Services, Portfolio, Testimonials, Contact
NGO / Church	Home, About, Programmes, Events, Donate, Contact

3.5 Customising Colours and Fonts

Your brand colours and fonts should match your business identity. Here is how to change them:

42. Click on 'Design' or 'Theme Settings' in the editor panel
43. You will see Colour Palette and Font options
44. Click any colour swatch to change it using the colour picker
45. Use your brand's exact colour code (e.g. #C0392B for Oracom's red) if you know it
46. Change fonts by clicking the font name and selecting from the list
47. Preview changes live on your canvas before saving

DESIGN RULE

Stick to 2–3 main colours and 1–2 fonts for a clean, professional look. Too many colours and fonts make a site look cluttered and hard to read.

3.6 Adding a Contact Form

A contact form lets visitors send you messages directly from your website — no email address needed on their end.

48. Go to your Contact page in the editor
49. If there is no form yet, click '+ Add Section' and choose 'Contact Form'
50. Set the form fields: Name, Phone Number, Email, Message (standard)
51. In form settings, enter the email address where you want to receive enquiries
52. Optionally add a WhatsApp button that links directly to your WhatsApp number
53. Save and preview — send yourself a test message

4.1 Connecting Your Free .KE Domain

A domain name is your website's address on the internet (e.g. www.yourbusiness.co.ke). Oracom bundles a free .KE domain with your AI Builder. Here is how to activate it:

54. From your dashboard, click 'Domains' or look for a domain option in settings
55. Click 'Get Free .KE Domain' or 'Connect Domain'
56. Type your preferred domain name (e.g. mamanjeri catering)
57. Check if it is available — if it is taken, try a variation
58. Click 'Claim' or 'Register' — the domain is yours for free
59. The system will automatically link your domain to your website
60. Wait 5–15 minutes for the connection to be confirmed

DOMAIN TIPS

Choose a domain name that is short, easy to spell, and directly related to your business name. Avoid hyphens and numbers if possible. www.mamanjeri.co.ke is better than www.mama-njeri-catering-nairobi-2025.co.ke

4.2 Publishing Your Website

When you are happy with your website, it is time to make it live for the whole world to see. This is one of the most exciting moments!

61. Click the 'Publish' button at the top right of the editor
62. Review the publishing summary — check your domain name is correct
63. Click 'Confirm & Publish'
64. Wait a few seconds — your site is now live!
65. Open a new browser tab and type your domain name to see it live
66. Share the link with a friend or family member to test it

CONGRATULATIONS!

Your website is now live on the internet! Share it on your WhatsApp status, Facebook, and business cards. Every person who visits it is a potential customer.

4.3 SEO Basics — Helping Google Find You

SEO stands for Search Engine Optimisation. It means making your website easy for Google to understand so it shows your site when people search for businesses like yours.

The AI Builder has built-in SEO tools. Here is what to set up:

Meta Title and Description

These are the words that appear in Google search results. They are not visible on your website itself, but they are critical for search rankings.

67. In the editor, go to 'SEO Settings' or 'Page Settings' for each page
68. Meta Title: Write the page title + your business name (e.g. 'Home Catering Services in Nairobi | Mama Njeri's Kitchen')
69. Meta Description: Write 1–2 sentences describing the page (e.g. 'We offer home catering, meal delivery, and cooking classes in Nairobi and surrounding areas.')
70. The AI can generate these for you — click the AI button next to each field

AI SEO Generation

71. Go to SEO Settings in the editor panel
72. Click 'Generate with AI' for the Meta Title
73. Click 'Generate with AI' for the Meta Description
74. Review what the AI writes and adjust if needed
75. Repeat for every page on your website

SEO Element	Best Practice
Meta Title	55–60 characters Include main keyword + Business Name
Meta Description	150–160 characters Describe the page Include location
Page Content	Use real words your customers would type in Google
Images	Name your images descriptively (e.g. nairobi-catering-service.jpg)
Mobile Speed	AI Builder sites are mobile-optimised by default — no action needed

4.4 Adding MPESA & Payment Options

One of the biggest advantages of the Oracom AI Builder is easy MPESA integration, allowing you to accept payments directly through your website.

Setting Up MPESA

76. In the editor, go to 'Plugins' or 'Integrations' in the left panel
77. Search for 'MPESA' or 'Payments'
78. Click 'Add' on the MPESA plugin
79. Enter your MPESA business number (Paybill or Till number)
80. Set a confirmation message for customers after payment
81. Activate and save

Other payment options available in the builder include:

- Pesapal — popular Kenyan payment gateway
- PayPal — for international customers
- Bank Transfer — add your bank account details to a payment page
- Card Payments — Visa/Mastercard integrations

4.5 Testing Your Live Website — Checklist

Before you announce your website to the public, go through this checklist:

Test Item	What to Check
✓ Open on mobile phone	Does it look good on a small screen?
✓ Check all links	Do all menu items and buttons work?
✓ Test contact form	Send yourself a test message
✓ Check all phone numbers	Are they correct and clickable on mobile?
✓ Read all text	Any spelling errors or placeholder text still showing?
✓ Check images	Do all images load correctly?
✓ Test payment (if set up)	Make a small test transaction
✓ Ask a friend to review	Fresh eyes catch things you might miss

5.1 What You Have Achieved Today

Take a moment to appreciate what you have accomplished. In one day, you have:

- Learned what makes a great business website
- Created a free account on the Oracom AI Builder
- Generated a professional website using AI in minutes
- Customised your text, images, colours, and pages
- Connected a free .KE domain name
- Published your website live on the internet
- Set up basic SEO so Google can find you
- Added a contact form and (if applicable) MPESA payments

5.2 Upgrading Your Website — What Comes Next

The free AI Builder is a powerful starting point. As your business grows, Oracom Group offers a full ecosystem of services to take your website to the next level:

Service	Description
Professional Design	A custom, agency-quality redesign by Oracom's design team
E-commerce Store	Full online shop with product catalogue, cart, and checkout
Business Email	Professional email like you@yourbusiness.co.ke
Custom Software	CRM, booking systems, management tools built for your needs
Digital Marketing	SEO campaigns, Google Ads, social media management
Mobile App	Android/iOS app for your business

Contact Oracom Group to discuss any of these services via the 'Ask Quote' button on the website or through WhatsApp.

5.3 Maintaining Your Website — Ongoing Tips

A website is not set-and-forget. Here is how to keep yours working well:

- Update your content regularly — add new services, prices, photos, or news
- Check that all contact details remain accurate

- Monitor your website from Google Search Console (free Google tool)
- Share your website link on all your social media profiles
- Ask happy customers to leave Google Reviews — it boosts your ranking
- Run promotions directly on your homepage (change the banner seasonally)

5.4 Common Questions & Answers

Question	Answer
Is the AI Builder really free?	Yes! The basic version with .KE domain and hosting is free. Advanced features like e-commerce require an upgrade.
Can I change my website later?	Absolutely. You can log in and edit your website at any time, from any device.
What happens to my site if I don't upgrade?	Your free website stays live. Upgrades are optional and add extra features.
Can I have more than one website?	Yes. You can create multiple websites under the same account.
My website looks different on mobile — is that normal?	Slightly different layouts on mobile are normal. Use the mobile preview in the editor to check and adjust.
Who do I contact for help?	Contact Oracom Group via oracomgroup.com or WhatsApp. Site.pro also has a built-in AI chatbot support.

5.5 Resources & Further Learning

- Oracom Group Website: oracomgroup.com
- AI Builder Page: oracomgroup.com/free-ai-builder-3
- Site.pro Knowledge Base: site.pro/FAQ
- Site.pro Video Tutorials: site.pro/Videos/Welcome-to-the-Course
- Google Search Console (free): search.google.com/search-console
- Free Stock Photos: unsplash.com | pexels.com

Thank You for Joining the Oracom AI Builder Training!

Your website is live. Your business is online. The future is digital — and you are ready.

oracomgroup.com | Contact us for further support