

AI Onboarding Product Messaging

What is Six Charlie?

Six Charlie is the next phase in BaseKit's new AI onboarding flow. It gives your customers the option to start a multi-page website using AI.

By simply entering the name of their company and a brief description, they now have a choice of five common website page types to create their website in seconds.

Users have the flexibility to customise the colours, fonts, button and headline styles of their website, from within the onboarding flow, before saving their chosen website design to fully customise and add more pages later.

Product messaging competitor themes:

Competitor Theme	Description	Words most used
Rapid deployment:	Emphasises the ability to create websites quickly using AI tools.	"in seconds," "instantly," "quickly"
User-friendly interface:	Highlights intuitive design processes that require no coding knowledge.	"easy," "simple," "no coding," "drag-and-drop"
AI-driven features:	Showcases the integration of AI for content generation, design suggestions, and SEO optimization*.	"AI-powered," "smart," "intelligent"
Customisation and personalisation:	Offers tailored solutions to meet specific business needs and brand identities.	"custom," "personalized," "tailored"
Professional aesthetics	Ensures that the end product is attractive and aligns with modern design standards.	"professional," "beautiful," "stunning"

***AI SEO optimization is being shipped next on the BaseKit Platform on our 2025 product roadmap.**

Competitors analysed: Wix, Squarespace, GoDaddy, Shopify, Hostinger, BigCommerce, Ionos, Dreamhost.

Fast. Flexible. Yours.

Build a website in minutes powered by AI.

Build a stunning website, blog or store in minutes
Fast, easy, with no experience needed.

Create something amazing.

Build easily

Just add your business name and a short description—get a stunning, personalised website with up to five pages in seconds.

Customise fast

Add more pages, customise fonts, colours, headers and limitless images in a few clicks. Your brand, your style—your way.

Edit freely

Jump back and tweak your design at any time. Explore different styles, add pages, until it feels just right.

Preview live

See exactly how your site looks on desktop and mobile before you publish. Instant clarity, instant control.

Work fast. Move smart.

No code. No bother.

Get all the functionality you need—no coding, no design experience, no stress.

Effortless drag and drop

Build your website with pre-designed sections and widgets. Just drag, drop, and go live with a professional look.

AI-powered content

Generate captivating content in seconds. Adjust tone and length to match your style—fast, smart, and personalised.

Flexible, dynamic templates

Make your website truly yours. Every section is fully customisable, make little tweaks or big changes—your call.



Grow without limits.

Start selling

Launch your online store in five simple steps with seamless e-commerce tools.

Book clients easily

Take bookings directly on your website. Sync calendars, manage availability, accept payments—fast and simple.

Get found online

Boost your visibility with easy SEO tools. Connect your site to Instagram, Facebook, and more.

Go global

Add pages in multiple languages with built-in multilingual support.

Your Website. Your Way. In Minutes.

Start building now →

FAQs

If I start with AI and change my mind, can I go back?

Yes. Before you choose your final design, if at any time you want to go back and use a template, or start your website from scratch, simply use the back button in the bottom left hand corner.

If I choose a design and change my mind, can I change it?

Yes. All the design elements of your website are fully customisable so you can experiment with as many different styles as you wish. Just use our helpful drag and drop functionality and custom widgets to personalise your site just the way you want.

Can I add more pages to my website after I've created it?

Yes. Once you have chosen your website design, our editor allows you to add as many pages as you wish, all included within your package.

When can I add my domain name to my website?

Once you're happy with your website design and content, you can use the domains section in the main menu to choose and register a custom domain and publish your website.

How do I add a store to my website?

You can quickly set up a store on your website directly from within the website editor.

Simply use the Store section in the main menu and follow five simple steps to add products, shipping and payment details and activate your store to start selling online.



How do I add bookings to my website?

You can quickly set up bookings and take payments for services upfront directly from within the website editor.

Simply use the Appointments section in the main menu and follow six simple steps, including syncing your calendar, adding business hours, selecting payment methods, adding services and publishing them to your website.

SEO/GEO

Keywords to target:

- AI website builder
- Build website fast with AI
- Drag and drop website builder
- No code website builder
- Fast website builder for business
- Sell online with AI website builder
- Best AI website builder 2025
- SEO-friendly website builder
- Multilingual website builder
- Bookings website builder

Title tag: Build a fast, flexible AI website — No code, sell online and get found

Meta description: Create a stunning, personalised website in minutes. AI-powered builder, drag-and-drop design, SEO tools, multilingual support, and easy online selling. Build your site today.

Example URL Structure:

- /ai-website-builder
- /ai-website-builder/sell-online
- /ai-website-builder/booking-tools
- /ai-website-builder/seo-optimization
- /ai-website-builder/multilingual-support

