

FREE HANDBOOK

BUILD YOUR OWN WEBSITE.

A musician's zero-to-live guide to building a professional website on a budget.

HELLO!!

I AM SUPER GLAD THAT YOU
FOUND US IN THIS VAST INTERNET!

WE @Chektorstudios SOLEMNLY BELIEVE
IN THE PROCESS OF COLLABORATING,
TWEAKING, CAREFULLY CRAFTING &
POURING OUR HEART AND SOUL INTO
EVERY PROJECT WE HAVE THE PRIVILEGE
OF BEING A PART OF.

PLEASE PASS THIS ON TO SOMEONE
THAT NEEDS IT & I HOPE WE CAN
BUILD A COMMUNITY OF MUSIC LOVERS
HERE.

CHEERS!!

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You've Got This.

HEY FRIEND.

My name is Nahush Kumar. I run Hektar Studios — a music production studio in Bengaluru. I am not a web developer. I am not a designer. I am a musician who needed a website and didn't want to spend lakhs getting one built.

In a world where musicians have to constantly be their own marketing manager, content manager, social media manager, event manager, even perform live and land gigs, I thought to myself that having a website gives me a single link that I can share to anyone and they will know about my work. Therefore, with this thought in mind, I decided to build one from scratch using AI.

Many people might be irked by this but my stand on using AI is this — we use tools in everyday life. We use tools in the form of plugins that do most of the heavy lifting during mixing and production. The tools of today are just way more advanced than they ever were.

Now do I use AI to make music? I ABSOLUTELY DON'T.

Why? The reason is, music is what I love to do. It's something that I want to work hard at — patiently creating something that might someday move someone to tears or make someone sad dance with joy. I certainly don't want to outsource that to AI. This is exactly the philosophy of Hektar Studios. We are not in competition with anyone. We just want to do what we love with 100% sincerity and be true to ourselves. We believe that patience, love and detailing makes art that moves people.

Coming back to the point, I built a website myself — using Claude (an AI assistant) as my co-pilot, GitHub to store my files, and Vercel to host it for free. The whole thing cost me ₹0 beyond the domain name I already had.

This handbook is the exact process I followed, step by step, click by click — every prompt, every decision, every mistake I fixed. If I could do it, you can too.

Website creation isn't something I am moved by so I outsourced it to AI. If you are someone that relates, this is for you. Use the tools at your disposal to make your mark on the internet. I hereby share with you whatever little I've learnt from this endeavour of mine.

I sincerely hope it helps! Cheers!

NOTE

This handbook is completely free. Share it with every musician, filmmaker, artist or creator you know who needs a website but doesn't know where to start.

PLANNING YOUR WEBSITE

Before you write a single line of code — think.

What does your website need to do?

Your website has one job: convince a stranger to trust you with their music. Before you start building, answer these questions on paper:

- Who is my audience? (Artists, directors, labels?)
- What is the ONE thing I want a visitor to do? (Book a session? Send a message?)
- What sections do I need? (Hero, About, Services, Portfolio, Reviews, Contact)
- What makes me different from every other studio in my city?
- What is my brand personality? (Warm? Bold? Minimal? Playful?)

The sections I chose for Hektar Studios

Section	Purpose
Hero	First impression — tagline, brand vibe, scroll invite
The Studio	Who we are — values, what makes us different
What We Do	Services — Production, Mix, Master, Film BGM
The Work	Before/after audio crossfade player
Portfolio	Credits, film work, process videos
The Artists	Real Google reviews from real clients
Let's Talk	Contact form that emails me directly

RULE

Less sections done well is always better than more sections done quickly. Every section should earn its place.

BRAND IDENTITY

Colours, fonts, and finding your visual voice.

Your colour palette

Your colours are the first thing people feel about your brand. Pick 3-4 colours maximum. Here's how I chose mine:

Role	What it does	Hektar's choice
Background	The canvas everything sits on	#0a0908 (near-black)
Primary Accent	Your brand colour — CTAs, highlights	#E8F542 (electric yellow)
Main Text	What people actually read	#E8DCC8 (warm cream)
Muted Text	Supporting text, subtle elements	#6b6560 (warm grey)

Best free tools for building a palette:

- colors.co — hit spacebar for instant harmonious combinations
- realtim.colors.com — preview colours on a real website layout
- webaim.org/resources/contrastchecker — check text is readable

Your fonts

Use maximum 3 fonts: display (big headings), secondary (sub-headings), body (readable text). All free on fonts.google.com.

Role	Font I used	Used for
Display	Arial Black	Hero headings, section titles, nav
Secondary	Instrument Serif Italic	Pullquotes, emotional statements
Body	Plus Jakarta Sans Light	All readable text and descriptions
Special	Sono Light	Review card text (typewriter warmth)

FREE TIP

Google Fonts is completely free. One line of HTML loads them from Google's servers — no downloading or installing needed.

WORKING WITH CLAUDE (AI)

How to use AI as your web development co-pilot.

What is Claude?

Claude is an AI assistant by Anthropic (claude.ai — free account). Think of it as a patient, knowledgeable developer who writes code in seconds, never gets frustrated, and works for free.

The golden rule of prompting

The more specific you are, the better the output. A vague prompt gives a vague result.

```
# VAGUE (don't do this):  
"Make me a website"  
  
# SPECIFIC (do this):  
"Build a landing page for [STUDIO NAME], a music production studio in [CITY].  
Brand: warm, patient, artist-first.  
Colours: black bg, yellow accent #E8F542, cream text #E8DCC8.  
Sections: Hero, About, Services, Portfolio, Reviews, Contact form.  
Fully responsive for mobile and desktop.  
HTML, CSS and vanilla JavaScript only — no frameworks."
```

How to refine and iterate

You don't have to get it perfect in one prompt. Build, look, ask for changes. Treat it like a conversation with a developer:

- "Make the hero section taller with more breathing room"
- "The font feels too heavy — make it lighter"
- "Change the hover colour to white instead of yellow"
- "The contact form on mobile is too cramped — more padding"
- "This looks broken — [paste screenshot] — what went wrong?"

PRO TIP

You can paste screenshots directly into Claude. If something looks wrong, screenshot it, paste it in, describe the problem. It will fix it.

Upload your brand assets first

- Logo file (PNG with transparent background — export from Canva)
- Brand voice document (a few sentences about your personality)
- Colour palette (hex codes like #E8F542)
- Font preferences (names from Google Fonts)
- Reference websites (links to designs you like)

BUILDING YOUR SITE

Section by section, prompt by prompt.

The tools you need — all free

Tool	What it does	Where
Claude	Writes all your code	claude.ai
VS Code	Edit code on your computer	code.visualstudio.com
Live Server	Preview site locally in browser	VS Code extension
GitHub	Stores your files in the cloud	github.com
Vercel	Hosts your site live — free	vercel.com
Canva	Logo, OG image, brand graphics	canva.com
Unsplash / Pexels	Free high-quality photos	unsplash.com / pexels.com
TinyPNG	Compress images for speed	tinypng.com

Build one section at a time

Ask Claude to build section by section — not the whole site at once. This gives cleaner code and easier fixes. Build in this order:

Order	Section	Why first?
1	Hero + Navigation	Sets the visual tone for everything else
2	About / The Story	Establishes your voice and values
3	Services	Core info for potential clients
4	Portfolio / Work	Proof you can do the job
5	Reviews	Social proof
6	Contact Form	The call to action
7	Footer	Wraps everything up

The workflow

1. Ask Claude to write the code for one section
2. Copy Claude's response code — select all, Ctrl+C
3. Open VS Code, paste into your index.html
4. Open with Live Server extension to preview in browser
5. If something looks wrong, screenshot it and paste back into Claude
6. Describe what's wrong — Claude fixes it
7. Repeat until the section looks exactly right
8. Move to the next section

REMEMBER

Always add to every prompt: 'Make it fully responsive for mobile and desktop.' This single phrase saves hours of fixing later.

AUDIO, VIDEO & MEDIA

How to handle images, audio and video on your site.

Images

- Always compress before uploading — use tinypng.com
- Target under 300KB per image for fast loading
- Use JPG for photos, PNG for logos with transparent backgrounds
- Free photos: unsplash.com and pexels.com — no attribution needed
- File names: lowercase with hyphens only — `studio-bg.jpg` not `Studio Background.JPG`

Audio files

Format	Quality	File Size	Recommended?
MP3 (320kbps)	Excellent	Small	YES — best choice for web
MP3 (192kbps)	Very good	Very small	Yes — good for demos
WAV	Perfect	Very large	NO — too slow to load

AUDIO TIP

Always use MP3 for web audio. WAV files are 10x larger and will make your page slow. The quality difference is imperceptible through phone speakers.

Video — use YouTube, never upload directly

Never upload video files to your website. They are enormous and will crash your page speed. Instead:

1. Upload your video to YouTube (can be set to Unlisted if needed)
2. Copy the video ID from the URL — the part after `?v=`
3. Tell Claude: 'Add a clickable YouTube thumbnail for video ID: xxxxxxxx'
4. Claude builds a thumbnail with a play button that opens YouTube on click

NOTE

Some YouTube videos have embedding disabled by the owner (Error 153). If this happens, use the clickable thumbnail approach instead — Claude can build this and it looks great.

UPLOADING TO GITHUB

Your website files need a home in the cloud.

What is GitHub?

GitHub is free file storage built for code. Vercel (your host) connects to GitHub and automatically publishes your site whenever you update a file. Think of it as Google Drive for your website.

Your folder structure

Your project folder must look exactly like this before uploading:

```
your-website/  
index.html – your main website file  
logo-cropped.png – your logo (transparent background)  
og-image.jpg – 1200x630px image for social sharing  
sitemap.xml – helps Google find your pages  
robots.txt – tells search engines how to crawl  
audio/ – folder for all audio files  
track1-demo.mp3  
track1-final.mp3
```

IMPORTANT

File names are case-sensitive on GitHub. 'Audio/' and 'audio/' are different folders. Always use lowercase names to avoid broken links.

Uploading to GitHub — step by step

1. Go to github.com → create a free account
2. Click + (top right) → New repository → name it after your site → set to Public → Create
3. Click 'uploading an existing file'
4. Drag all your FILES into the upload area (not the folder — the files inside it)
5. Scroll down → click Commit changes — done!

Updating your site later

1. Get updated code from Claude
2. Go to your GitHub repository → click the file (e.g. index.html)
3. Click the pencil / edit icon
4. Select all → delete → paste new code → Commit changes
5. Vercel redeploys in 30 seconds — your live site updates automatically

SHORTCUT

Press the full stop key (.) on your keyboard while viewing your GitHub repo. This opens a VS Code editor right in your browser — much easier for editing files.

GOING LIVE WITH VERCEL

Deploy your site to the internet in 60 seconds.

What is Vercel?

Vercel is free web hosting that connects directly to GitHub. Every time you update a file on GitHub, Vercel redeploys your site in 30 seconds. No manual uploads, no server management, no cost.

Deploy your site

1. Go to vercel.com → click Sign Up → sign up with GitHub (not email)
2. Click Add New → Project
3. Find your repository → click Import
4. Leave ALL settings as default — don't change anything
5. Click Deploy → wait 30-60 seconds
6. You get a live URL: `yourproject.vercel.app` — your site is live!

Test your live site — checklist

Logo appears correctly in the navigation bar

All fonts load correctly

Hero section looks right on desktop

All sections scroll smoothly

Portfolio modals open when clicked

Contact form shows success message when submitted

Site looks good on your phone

FREE TIP

The free Vercel plan includes unlimited deployments, global CDN and automatic HTTPS. You won't need a paid plan for a personal or small business website.

CONNECTING YOUR DOMAIN

Point your domain name to your Vercel site.

Getting a domain name

A domain (like yourstudio.com) costs approximately ₹800–1500 per year:

Registrar	Approx Price	Notes
Cloudflare	~₹900/yr	Cheapest, at-cost, no markup
Namecheap	~₹1000/yr	Easy to use, good support
Porkbun	~₹950/yr	User-friendly, good prices
GoDaddy	~₹1500/yr	Well known but more expensive

Connecting your domain to Vercel

1. Vercel: project → Settings → Domains → type your domain → Add
2. Note the DNS records Vercel shows you (an A record and a CNAME record)
3. Log into your domain registrar (Namecheap, Wix, GoDaddy etc.)
4. Find DNS Settings → DNS Records
5. Add A record: Name = @ (or blank), Value = 76.76.21.21
6. Add CNAME: Name = www, Value = cname.vercel-dns.com
7. Save. Wait 24-48 hours for DNS propagation
8. Your domain now loads your Vercel site

NOTE

DNS propagation takes 24-48 hours. If your domain doesn't load immediately, just wait. Don't keep changing DNS settings — you'll reset the timer.

HTTPS (the padlock) — automatic

Vercel automatically issues a free SSL certificate once your domain connects. The padlock appears within 30 minutes. You don't need to do anything.

CONTACT FORM BACKEND

Make sure messages actually reach you.

The problem

A contact form on a static HTML website doesn't send emails by itself. It needs a backend service. The easiest free solution is Formspree.

Setting up Formspree

1. Go to formspree.io → create a free account with your email
2. Click + New Form → name it → Create Form
3. Copy your unique URL: `https://formspree.io/f/xxxxxxx`
4. Tell Claude: 'Connect my contact form to Formspree: [your URL]'
5. Claude updates your HTML — upload to GitHub
6. Test the form yourself — you get an email within seconds

What Formspree sends you

- Sender's name
- Email address
- Service they're interested in
- Their message

Feature	Free Plan
Monthly submissions	50 / month
Email notifications	Yes
Spam filtering	Yes
Submission dashboard	Yes

GOOD PROBLEM

50 submissions/month is plenty for most independent artists. If you're getting more than 50 enquiries a month from your website, you've outgrown this handbook!

SEO — GETTING FOUND ON GOOGLE

Appear in search results without paying for ads.

On-page SEO — do before going live

Ask Claude to add all of these to your HTML. They tell Google what your site is about:

Element	What to write
Title tag	Business + services + city — e.g. "Hektar Studios — Music Production in Bengaluru"
Meta description	155 chars max — include keywords naturally, mention your city
OG image	1200x630px image for WhatsApp/social previews — create in Canva
Schema.org	Structured data for local business — Claude generates this for you
sitemap.xml	List of all your pages — Claude generates this for you
robots.txt	Instructions for search crawlers — Claude generates this

Google Search Console — after going live

1. Go to search.google.com/search-console
2. Add Property → enter your domain
3. Verify ownership via DNS TXT record (add to your registrar's DNS settings)
4. Once verified → Sitemaps in left sidebar
5. Enter: <https://yourdomain.com/sitemap.xml> → Submit

Google Business Profile — most important

1. Go to business.google.com → set up or claim your profile
2. Add your website URL
3. Add photos of your studio, gear and work
4. Ask every client to leave a Google review
5. Respond to every review — signals to Google you're active

NOTE

Google Business Profile is the single most powerful free SEO tool for a local business. 10+ genuine 5-star reviews will rank you above any website that spent money on SEO.

MAINTAINING YOUR SITE

Keep it fresh, fast and working.

How to update your site

1. Open claude.ai and describe the change you want
2. Claude gives you updated code
3. GitHub → click the file → pencil icon → paste new code → Commit
4. Vercel redeploys in 30 seconds

Adding audio files

1. Export tracks as MP3 at 192-320kbps
2. Name them exactly as specified in your HTML (e.g. prod1-demo.mp3)
3. GitHub → click into your audio/ folder → Add file → Upload files
4. Drag your MP3s in → Commit changes
5. Audio player on your site works automatically — no code changes needed

Monthly to-do

- Add new work to your portfolio section
- Ask recent clients for a Google review
- Update your song lists in production/mixing cards
- Check Google Search Console for errors
- Share your website on your social media

The total cost

Item	Cost
Claude (free tier)	₹0

GitHub	₹0
Vercel hosting	₹0
Google Fonts	₹0
Formspree (free tier)	₹0
Unsplash / Pexels photos	₹0
Domain name	₹800–1500 / year
TOTAL	₹800–1500 / year

BOTTOM LINE

The only cost is your domain — less than ₹85 per month for a professional website you fully own and control.

YOU'VE GOT THIS.

I built hektarstudios.com from zero — no prior web development experience — one section at a time.

Every prompt, every mistake, every fix is in this handbook.

There's nothing magical about having a website. It's patience, iteration, and asking the right questions.

The tools are free. The knowledge is yours now.

Go build something.

Nahush Kumar

Founder, Hektar Studios

hektarstudios.com

FREE TO SHARE

Send this to every musician who needs a website. No cost. No permission needed.

HEKTAR STUDIOS



Crafting Sound. Creating Soul.

hektarstudios.com