



Product Messaging

What is BaseKit Site?

BaseKit Site is a no-code AI-powered website builder that allows customers to create beautiful, effective, mobile responsive websites with no previous experience required.

Why BaseKit Site?

Building a website doesn't have to be difficult. BaseKit Site is a simple, completely mobile way to craft and manage a stunning website in minutes without the need to spend time learning.

You can build your website from scratch, start with AI, or select from thousands of trending business templates with fully customisable sections, all enhanced by AI-generated imagery.

An easy-to-use interface allows you to update your website anytime, anywhere from your phone, tablet or computer. While you can use the power of AI to create content fast and apply your own custom brand logo and colours in seconds.

If you're looking to grow your business, you can seamlessly add e-commerce or bookings functionality to your website for a comprehensive online business presence.

And that's not all, you can also publish your website with a personalised domain name in a matter of clicks, and rest assured with reliable and secure website hosting included.

Who can use BaseKit Site?

BaseKit Site has been created for anyone who wants to build a website online with no experience. Designers, photographers, artists, food specialists, florists, bakers, cake makers, carpenters, gift makers and many more business types can take advantage of the software.

Why create a website?

Creating a website is one of the best things you can do for your business – it can help it grow from an exciting idea into much more. It can establish your company as legitimate and memorable, ensuring that visitors can easily find and contact you.

- **Build credibility**
A website is vital to your professional image and a perfect way to build your business's credibility. Today's internet users expect to see a legitimate brand online with a personalised domain name.
- **Go beyond social media**
While social media offers opportunities for online sales and to build credibility, its unpredictable nature highlights the necessity for more than just a social profile. A website will compliment your social media efforts, establishing a strong online presence.
- **Grow your business anytime**
A website or online store never has to close – run your business outside 9-5 and reach a wider audience, even around the world.
- **Tell your story, your way**
Having a website gives you more control over what your customers hear about your business. Share your story and personality through your own personalised content.
- **Set yourself apart**
When looking for a product or service, most people will start their search online and visit a number of websites before making their decision – without a website you are giving your customers a reason to buy from someone else.
- **Allow customers to find you**
Almost everyone goes online to find information every day. A website will ensure your business appears in the moments when your customers need you the most.



What are the key features and benefits?

Value-led messaging:

A stunning website in minutes.

Create a stunning website design in minutes any way you want. Start with AI, start with a template, or start from scratch.

Flexible templates.

All website sections are fully customisable to suit your needs whether it's little tweaks or bigger changes.

No code. No bother.

Just effortless functionality with no previous website design experience required.

Save time with AI.

Create unique and personalised content powered by AI in seconds, customised by text length and tone of voice.

The sky's the limit.

Your website can handle as much content, imagery, videos and visitors as you wish.

Edit between devices.

Home, office, or on the go, manage your website your way, from your mobile, tablet or computer.

Publish to a domain of your choice.

Publish your website to a domain of your choice with secure and reliable website hosting.

Start selling.

Add e-commerce that works seamlessly with your website without additional purchases.

Take bookings.

Take appointments and payments that work seamlessly with your website without additional purchases.

Website feature-led messaging:

AI onboarding.

Start with AI - create a website with up to five pages in minutes. Simply add your business name and description.

AI Writer.

Create unique content, powered by AI, customised by text-length and tone of voice.



SEO setup.

Help your audience find your business with a simple SEO setup.

Drag and drop.

Effortlessly add, drag and drop content to suit your design needs.

Mobile editor.

Home, office or on the go, manage your website from your mobile, tablet or desktop.

Mobile-responsive.

Visitors can automatically view your website perfectly on a mobile or desktop.

Add e-commerce

Add e-commerce that works seamlessly with your website.

Add bookings.

Add bookings and payments functionality that works seamlessly with your website.

Domain + email included.

Put your website live to a domain of your choice with three email addresses and mailboxes included.

Unlimited bandwidth and storage

Your website can handle as much content, imagery, videos and visitors as you wish.

Cloud hosting

Get reliability and great performance with high uptime, faster speeds and robust security, all taken care of.

Convenience

There's no need to install any plugins, everything is available in one simple product.

