BUILD NOTES · SITE60 · 60SECOND.LIVE

A business website in minutes, built entirely inside WhatsApp.

site60 is a WhatsApp bot that turns a short chat into a live, mobile-first website. It connects several AI and cloud services behind one conversation, so a shop owner never has to touch hosting, databases, servers or stock photos.

WhatsApp Cloud API · GitHub · Node.js on Render · Claude Opus 5.5 · Cloudflare + Workers AI · Supabase Storage · MongoDB Atlas · Gemini (backup) · UptimeRobot

THE PROBLEM

Experts in their work, not in tech

Property dealers, bakers, tutors and shop owners need to be found online. Today that means hiring a freelancer: calls, explaining, weeks of waiting and thousands of rupees for a simple site.

THE IDEA

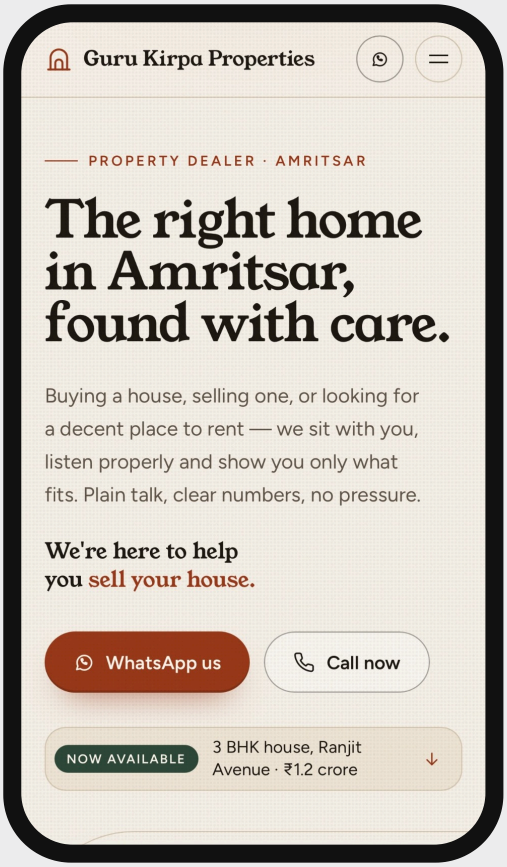
Replace the chit-chat with AI

The owner explains the business on WhatsApp, the way they would to a person. AI plans the brand, writes the copy, makes the pictures and builds the page. Changes are just more messages.

THE RESULT

A real site, made from one chat

A property dealer in Amritsar sent one message with the property, price and area. The bot designed a warm, editorial site with its own fonts, colours and copy, a live listing badge, and one-tap WhatsApp and Call buttons, live on its own **.60second.live** address.



Generated by site60, as seen on an iPhone

HOW IT WORKS

Architecture at a glance

WhatsApp
Owner chats with the bot. No app, no signup.

→

Meta Cloud API
Signed webhook delivers every message.

→

Render · Node.js
State machine, queue, AI pipeline, page rendering.

→

AI services
Claude designs. Cloudflare Workers AI paints.

→

Live site
name.60second.live through Cloudflare.

Storage sits beside the server: Supabase for images, MongoDB for sites, chats, versions and limits.

What happens when an owner says “Hi”

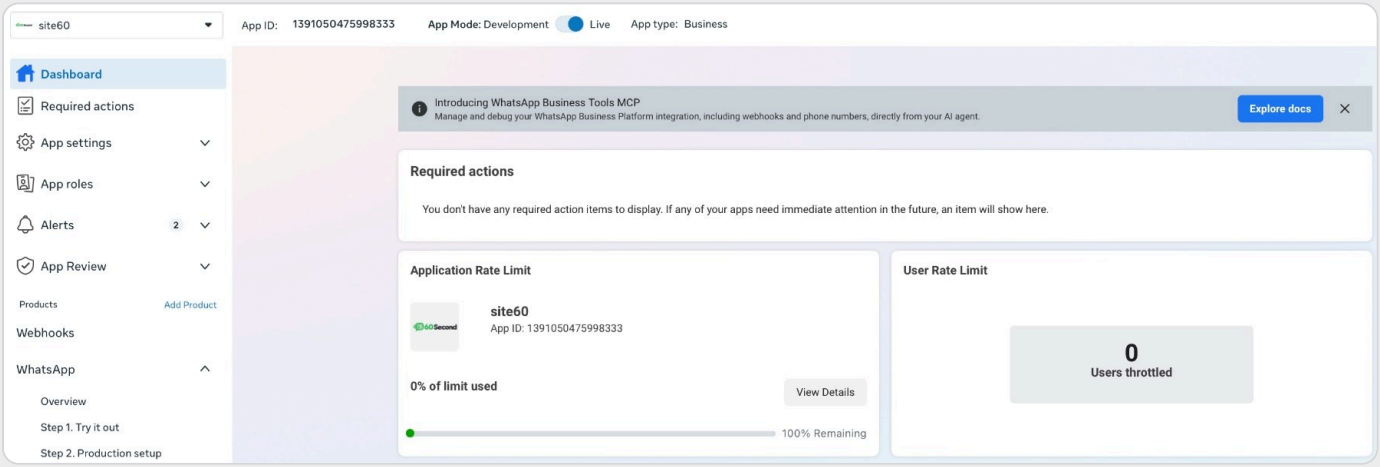
1. **Message in.** Meta posts it to the webhook. The server checks the HMAC-SHA256 signature and drops duplicates.
2. **Conversation.** A per-number queue feeds a state machine: details, Basic or Advanced, photos, web address.
3. **Understand.** Claude turns one casual message into structured data: name, services, city, tagline.
4. **Art direction.** Claude plans a brand for this business: palette, fonts, layout, voice and four picture briefs.
5. **Build in parallel.** Claude writes the full page while Cloudflare Workers AI generates the pictures.
6. **Store.** Photos are compressed to WebP and uploaded to Supabase. The site becomes one MongoDB record.
7. **Live.** The bot sends the link. Visitors hit Cloudflare; the server renders the record and caches it for 60 s.
8. **Edit by chat.** “Make it dark with gold” goes back to Claude. Every change is versioned for `undo`.

FRONT DOOR

Meta · WhatsApp Cloud API

Why: the customer already lives on WhatsApp. The official API gives reliable delivery, buttons and media.

- Messages reach the server through a **webhook**, each verified with an **HMAC-SHA256** signature.
- Replies use interactive buttons (Basic / Advanced, Done, Use this name).
- Photos are pulled through the Media API and processed on the server.



The site60 app in Meta for Developers, with the WhatsApp product and webhooks.

THE STACK

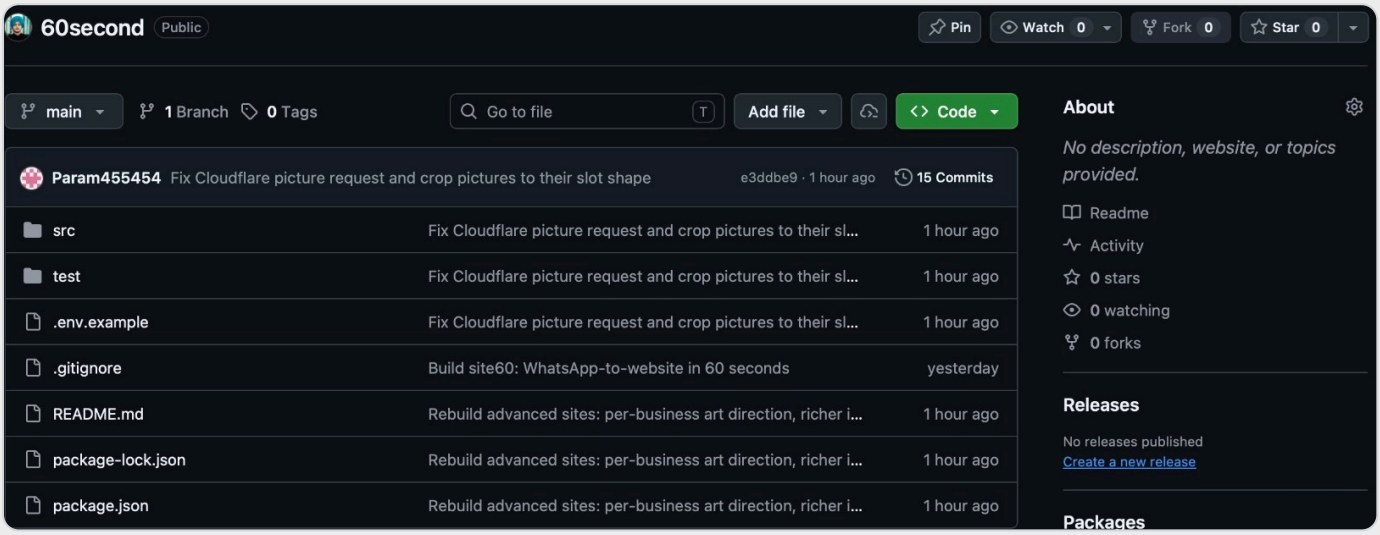
Code and server

SOURCE OF TRUTH

GitHub · the codebase

Why: version history for every change and the trigger for automatic deploys.

- Plain **JavaScript (Node.js ES modules)**: `src/` for the app, `test/` for unit tests.
- Every push to `main` is picked up by Render and deployed within a minute.
- Secrets never enter the repo; `.env.example` documents what is needed.



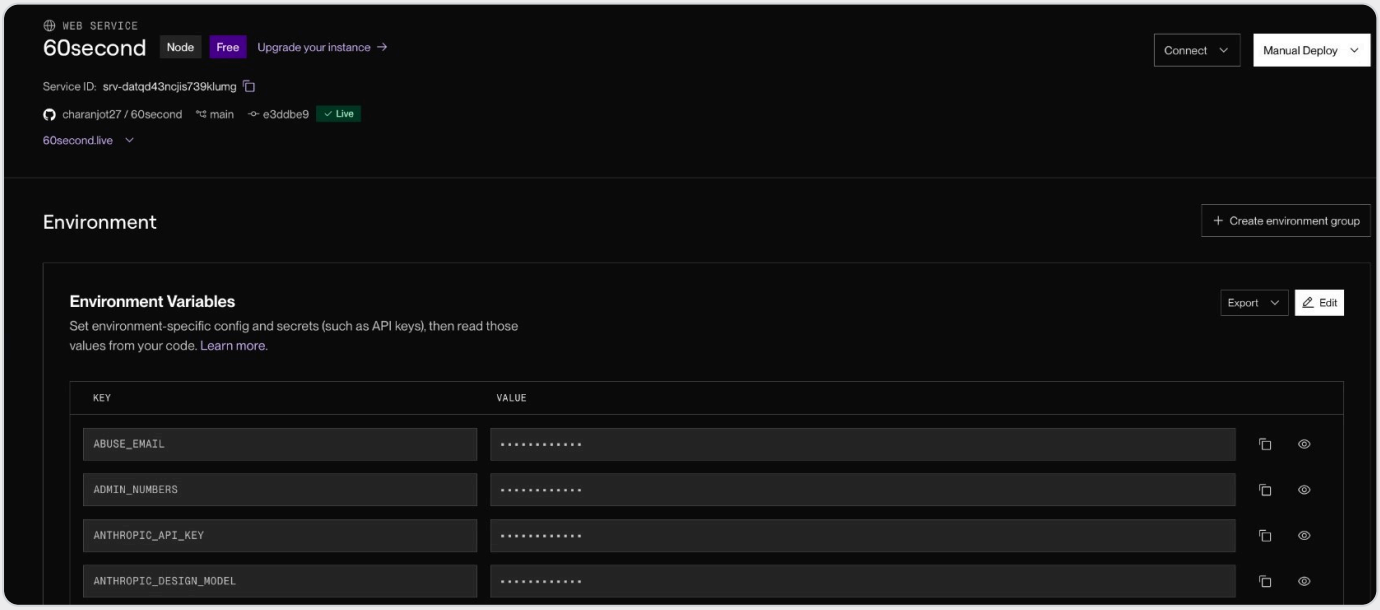
The 60second repository: source, tests and README.

BRAIN

Render · Node.js + Express

Why: zero-ops hosting with auto-deploy from GitHub.

- Runs the webhook, the conversation **state machine** and an in-order **queue per customer**.
- Serves every website from the same process; no deploy per customer.
- All keys live in hidden environment variables.



Render web service “60second” on the free plan; keys stored as hidden environment variables.

THE STACK

The AI: design and pictures

DESIGNER

Anthropic · Claude API (Claude Opus 5.5)

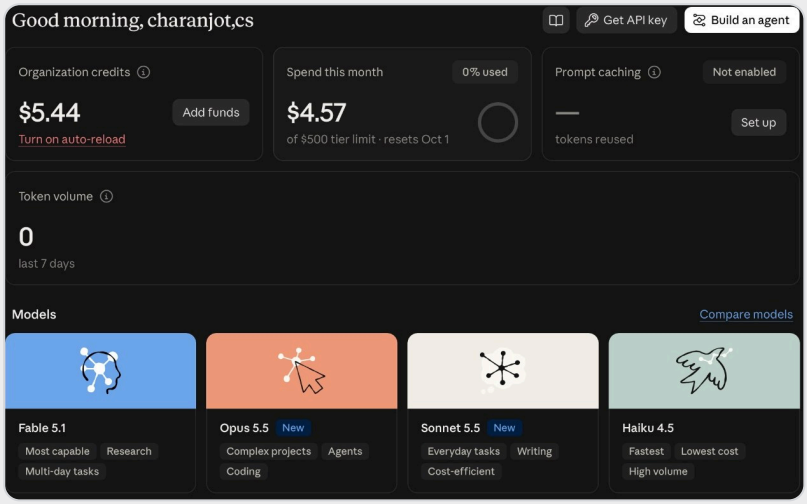
Why: the part that replaces the freelancer. It reasons about the business and writes production-quality HTML and CSS, so a property dealer and a bakery never get the same design. Called through the official Anthropic SDK with streaming and adaptive thinking.

1 · Understand
One WhatsApp message becomes clean structured data.

2 · Art-direct
Palette, font pairing, layout, voice and picture briefs for this business.

3 · Build
The complete page in one pass, while pictures render in parallel.

4 · Edit
Plain-language changes from chat; previous versions kept for undo.



Claude Console: prepaid credits, monthly spend and the model family.

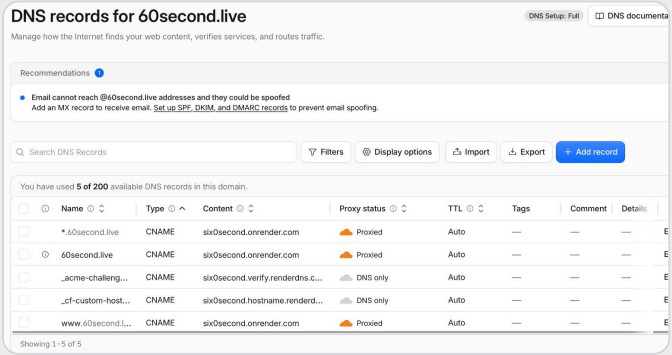
Safety: AI-written markup never runs as code. Pages pass an allowlist sanitizer, CSS is stripped of imports and URLs, and a strict Content-Security-Policy allows only one small hashed script for the animations (reveals, tilt, parallax, tabs).

ADDRESSES + PICTURES

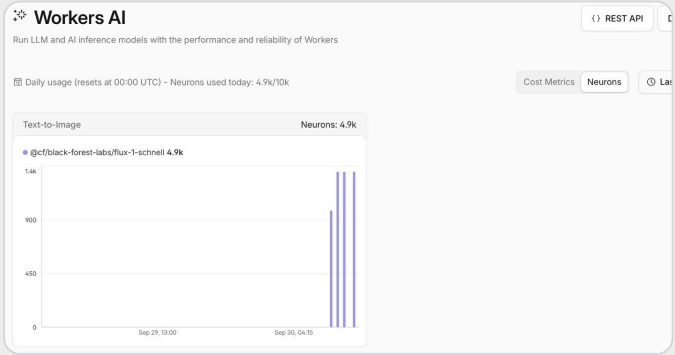
Cloudflare · DNS, HTTPS and Workers AI

Why: one account covers the domain, security and image generation, all on the free plan.

- One **wildcard record** `*.60second.live` gives every business its address instantly.
- The proxy adds **free HTTPS** and protection to every site.
- **Workers AI** runs FLUX-1 schnell: Claude writes the brief, FLUX paints it, the server crops it.



Wildcard DNS for 60second.live.



Workers AI image usage within the free daily allowance.

THE STACK

Storage and memory

PHOTO LIBRARY

Supabase · Storage (Mumbai)

Why: simple public file hosting with an S3-compatible API, close to Indian users.

- Every image is resized with **sharp**, converted to **WebP** and stripped of EXIF and GPS data before upload.
- S3-compatible, so the standard AWS SDK is used and the provider can be swapped.



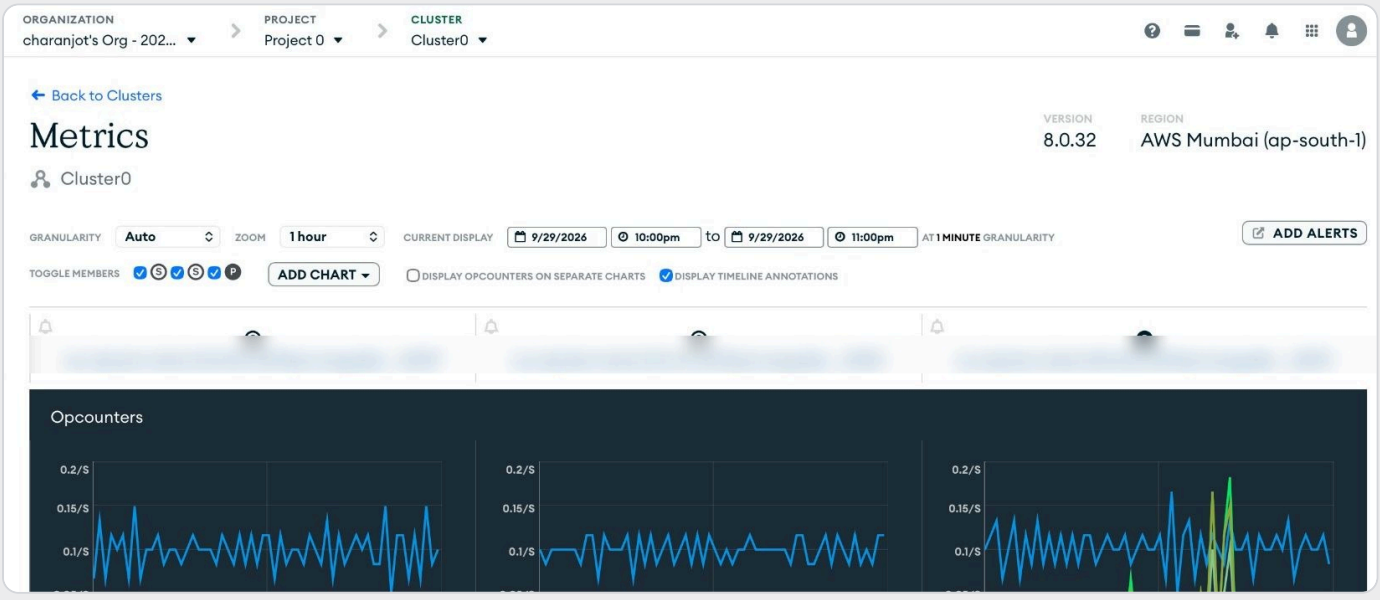
Supabase project in South Asia (Mumbai): healthy, 100% request success.

MEMORY

MongoDB Atlas · Mumbai region

Why: flexible documents fit websites and chats.

- **A website is one record, not a deployment.** Publishing is a single insert, so it is instant.
- Also stores chat sessions, version history for undo, and per-number usage limits.



Cluster0 on AWS Mumbai (ap-south-1). Host names blurred.

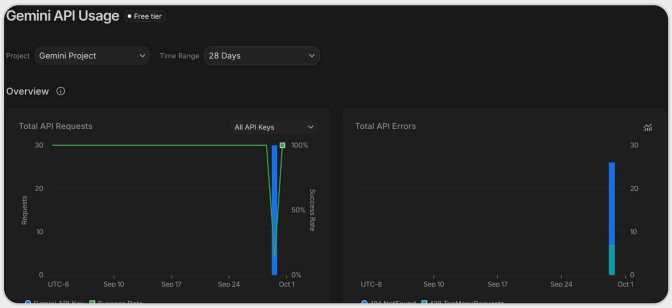
THE STACK

Backup, uptime and cost

BACKUP AI

Google Gemini API

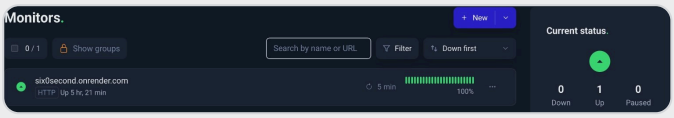
Free-tier fallback: if Claude is unavailable, Gemini writes the copy and the page so the owner still gets a site.



ALWAYS ON

UptimeRobot

Pings the server every 5 minutes, which keeps the free Render instance awake and alerts on downtime.



What it costs to run

SERVICE	USED FOR	COST
Domain `60second.live`	Every customer's web address	Free until 2027 (GitHub Student Pack)
GitHub	Code and auto-deploy trigger	Free
Render	Server and page rendering	Free plan
Cloudflare	DNS, HTTPS, AI pictures	Free (10k neurons a day for AI)
Supabase	Photo storage	Free plan
MongoDB Atlas	Sites, chats, versions, limits	Free plan
Google Gemini	Backup AI	Free tier
UptimeRobot	Keep-alive and monitoring	Free plan
Meta WhatsApp API	Chat with owners	Free when the owner messages first
Claude API	Copy, art direction, page build, edits	**Prepaid credit, about $1 per Advanced site**
Phone number	The bot's permanent WhatsApp number	**One SIM**

What's next

Owners will be able to pick **their own .com** inside the chat, pay by **UPI**, and have the domain registered and connected automatically, with HTTPS and yearly renewal reminders handled by the bot.