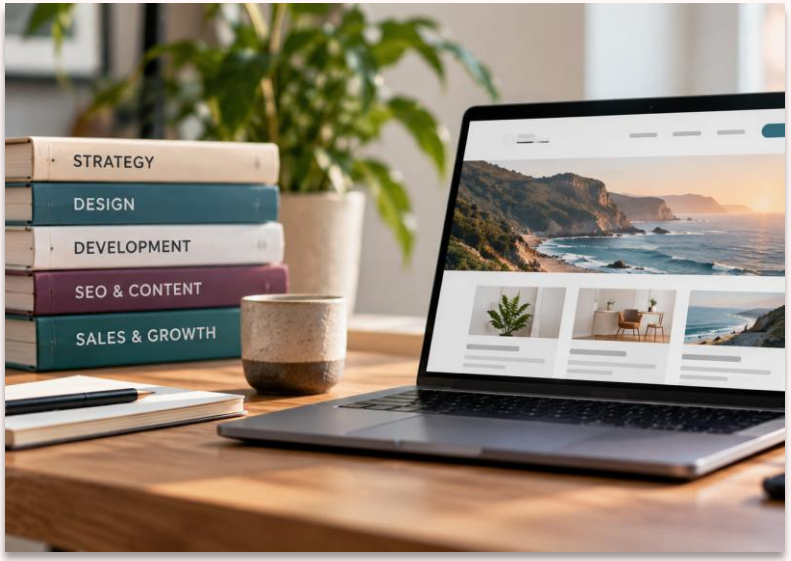
PART 4 OF 4 — THE AGENTIC WEB SERIES

Making and selling websites in 2027

What a website now is, who builds it, and what it’s actually worth.



Hi, I'm Lisa



I've been making websites for over 20 years and run an award winning web development agency based just outside Bristol in the UK. You can find our website here.

I'm a speaker at events, a writer of all things web, and have taught SEO for longer than I care to remember. I work with clients all over the world, from small one-person-bands to household names and websites that can get millions of visitors a day. My clients include…

Aardman, BBC Two, FCB, Sainsbury's, Hilton, Home Office, JUST EAT, nectar, NHS, orange, Unilever, LOUNGERS

I also founded a not-for-profit to help people find the best web developer for their project, rather than fall foul of a smooth talking cowboy. From that role, I was asked to represent the industry in discussions with the EU about online privacy reform.

Please do make sure you're signed up to my mailing list to keep in touch, and following me on your choice of social networks…

LinkedIn Instagram TikTok YouTube

18a

THE AGENTIC WEB SERIES

Four sessions, one theme...

May	Why AI keeps choosing the same brands - replay available
June	The new technical SEO: what actually matters now - replay available
July	The agentic web: is your website usable by AI? - replay available
September	**Making and selling websites in 2027 - today**

THE QUESTION UNDERNEATH TODAY

If AI can code a website in an afternoon, why aren't websites getting cheaper?

Marketers are asking it. Clients are about to. Agencies are quietly dreading it. By the end of the hour, everyone in this room should be able to answer it - from either side of the table.

SECTION ONE

What a website has to be now

None of this was in a 2020 brief. All of it should be in a 2027 one.

ASSEMBLED FROM THE WHOLE SERIES

The 2027 build spec

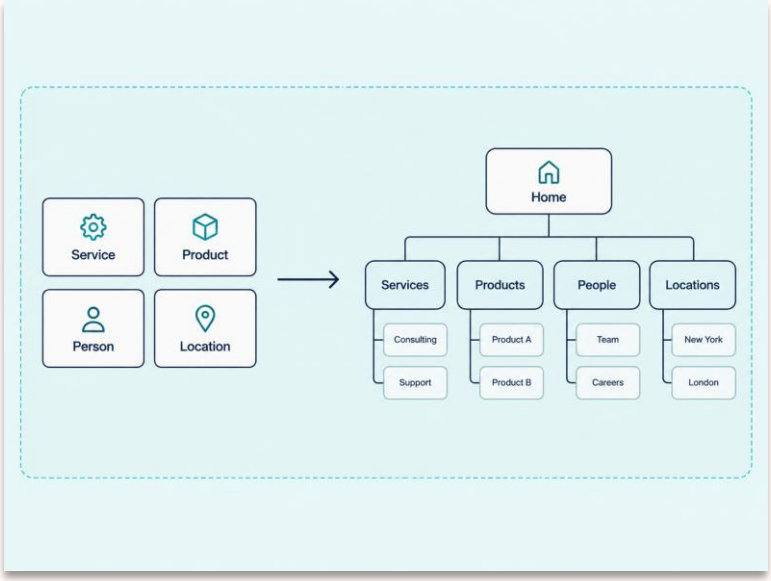
Verifiable identity	Entity data, sameAs, consistent everywhere
Machine-readable structure	Semantic HTML, clean headings, entity-driven sitemap
Actionable surface	Real buttons, labelled forms, link text that says what happens
Machine-efficient access	Fast, lean, llms.txt - cheap for an expensive machine to read
Visual clarity	Stable layout, obvious actions - legible in a screenshot
Ongoing verification	Monitored - because every layer above can drift

THE DEEPEST IDEA FROM JUNE

Entity data shapes the sitemap - not the other way round

Deciding what your entities ARE - services, products, people, locations - is really deciding what your pages and URLs should be.

So in 2027 the sitemap conversation starts with “what are the entities?” - not “what pages do you want?”



WHY IT’S A BRIEF-STAGE DECISION

Get it right before the build and it’s free. Retrofit it later and you’re 301-ing URLs and reshuffling a structure that’s already indexed.

ONE-SENTENCE RECAP

Actionable HTML: from nicety to specification

Buttons that are really buttons, forms an agent can fill, link text that says what happens. (See the July replay.)

This is now a SPECIFICATION item, not a quality nicety. It goes in the brief. It gets checked before launch. It’s part of what “done” means - the same way “works on mobile” became non-negotiable a decade ago.

If it isn’t in the brief, it won’t be in the build (yet) - and nobody will notice until an agent can’t check out.

EMERGING — NOT YET PROVEN

The cost of being read

llms.txt is a lean summary file for AI bots - a cheap way to hand over your core information.

AI is expensive to run. So the cheap-to-read site is the CONVENIENT source - and convenient sources get used. In the spec: sensible page weight, content that exists without a pile of JavaScript running first, and an llms.txt.

```
# 18a Productions
> Web agency, Bristol UK.

## Services
- Web design & build
- Technical SEO

## Key pages
- /services
- /case-studies
```

Honest caveat as ever: still emerging, not yet standard. But it’s cheap to do and the logic is sound - a low-cost bet, not a guarantee.

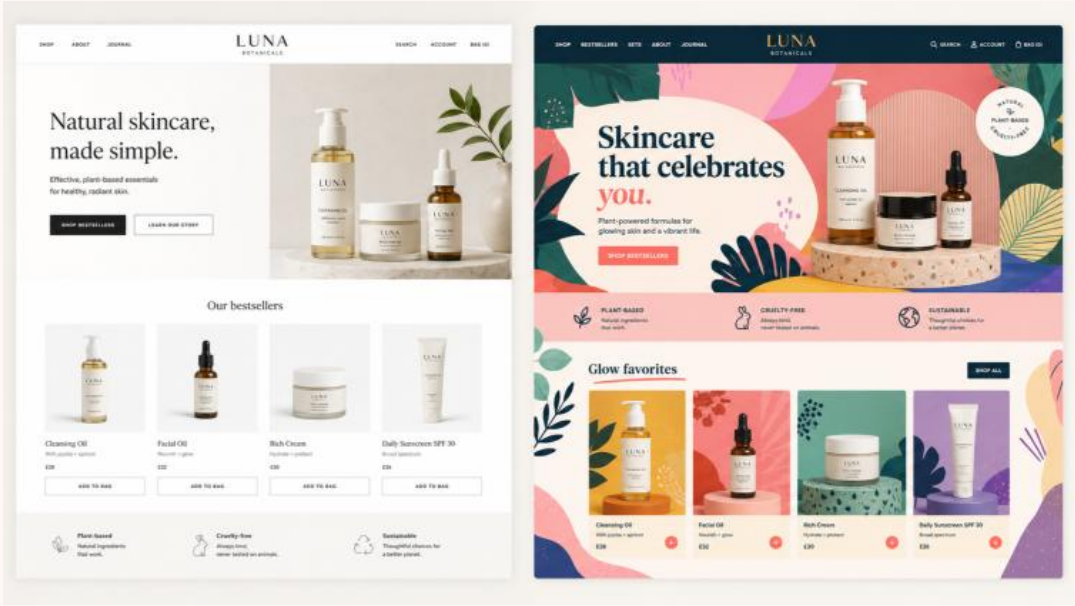
THE DESIGN ARGUMENT HAPPENING RIGHT NOW

“Human design will stand out - AI design is all samey”

And there’s something in that. But two honest complications…

First: pushed properly, AI design is already producing work that isn’t generic or samey. I’ve done it myself lately. “AI = bland” is a comfort blanket with a shelf life.

Second, and bigger: the whole debate misses WHO ELSE is looking. Your site is increasingly used by agents - and agents need clarity.



THE REAL DESIGN QUESTION FOR 2027

Not “human texture vs AI blandness.” It’s: expressive to humans AND unambiguous to machines - and that’s a genuine design skill. (Arguably a new one.)

The clarity rules

01 Buttons LOOK like buttons - and are coded as them. The look and the code agree.

02 Labels worded for zero ambiguity - “Book your free call”, not “Go”.

03 Stable layouts - nothing jumping about as the page loads.

04 Auto-advancing carousels: if an agent screenshots mid-transition, your hero is a BLUR.

Not “never animate.” Just: never let the important stuff be mid-movement. Motion a human reads as polish, a machine can read as noise.

SOMETHING TO TAKE AWAY

The best website of 2027 is legible twice - once to the person, once to the machine acting for them.

Design that only works for one of those readers is half a design.

SECTION TWO

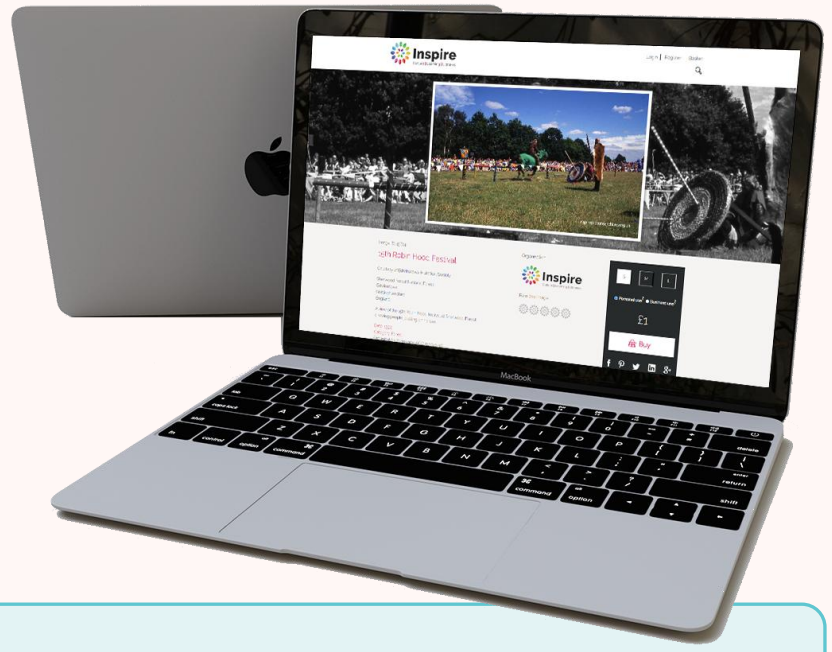
Who builds it now

LET'S START WITH WHAT'S TRUE

AI coding tools are genuinely brilliant

It's not just all hype – they are brilliant.

A real example from inside our own agency: Tom rebuilt an entire React app in an afternoon with Claude Code. Not a demo. Not a toy. A real rebuild of a commercial platform, in one afternoon.



So the honest starting point is: yes, the building got dramatically faster. Now - what does that actually change?

THE PRICING INSIGHT OF THIS WHOLE TALK

The plasterer problem

> *“I’m like a plasterer”*
>
> — Tom, my co-founder, this month

A good plasterer makes it look easy and does it fast - that’s the EVIDENCE of skill, not the absence of it. Charge them hourly and a brilliant half-day job earns £48. The speed is the product of twenty years.

WHAT IT MEANS

Hourly pricing punishes mastery - and the faster AI makes a good developer, the more broken hourly billing becomes. Agencies: change the model. Marketers: the invoice might not be measuring hours anymore.

THE HONEST COUNTERWEIGHT

Garbage in, garbage out

AI code is only as good as the person steering. If you're vibe coding - building without knowing what you're doing - you don't know when to push back, when AI has confidently done something daft, or what's wrong in what you've set live.

That's not AI's fault. Or yours. That's the wrong person at the steering wheel.



MY PREDICTIOD

Within a year or so, a lot of people are going to start finding the caveats and bugs in what's being launched right now.

THE BIT NOBODY'S THINKING ABOUT

Compliance

Especially if you're a marketer building your own tools.

There are GDPR and data-handling nightmares waiting in DIY builds - forms collecting data with no lawful basis thought through, no retention plan, third-party scripts nobody vetted.

AI will cheerfully build you a beautifully NON-COMPLIANT thing - because you didn't know to ask it not to.

This is a "you can't prompt your way out of a problem you don't know you have" scenario.

STRAIGHT FROM OUR OWN STUDIO

And the boring bit that didn’t get faster

Testing takes AGES. And it’s the boring bit.

AI compressed the build. It did NOT compress the checking: every device, every browser, JavaScript off, keyboard-only, screen reader, an agent driving it, weird data in the form, under load…

The afternoon rebuild is realistic. So is the week of making sure it actually works.

REMEMBER THIS PHRASE

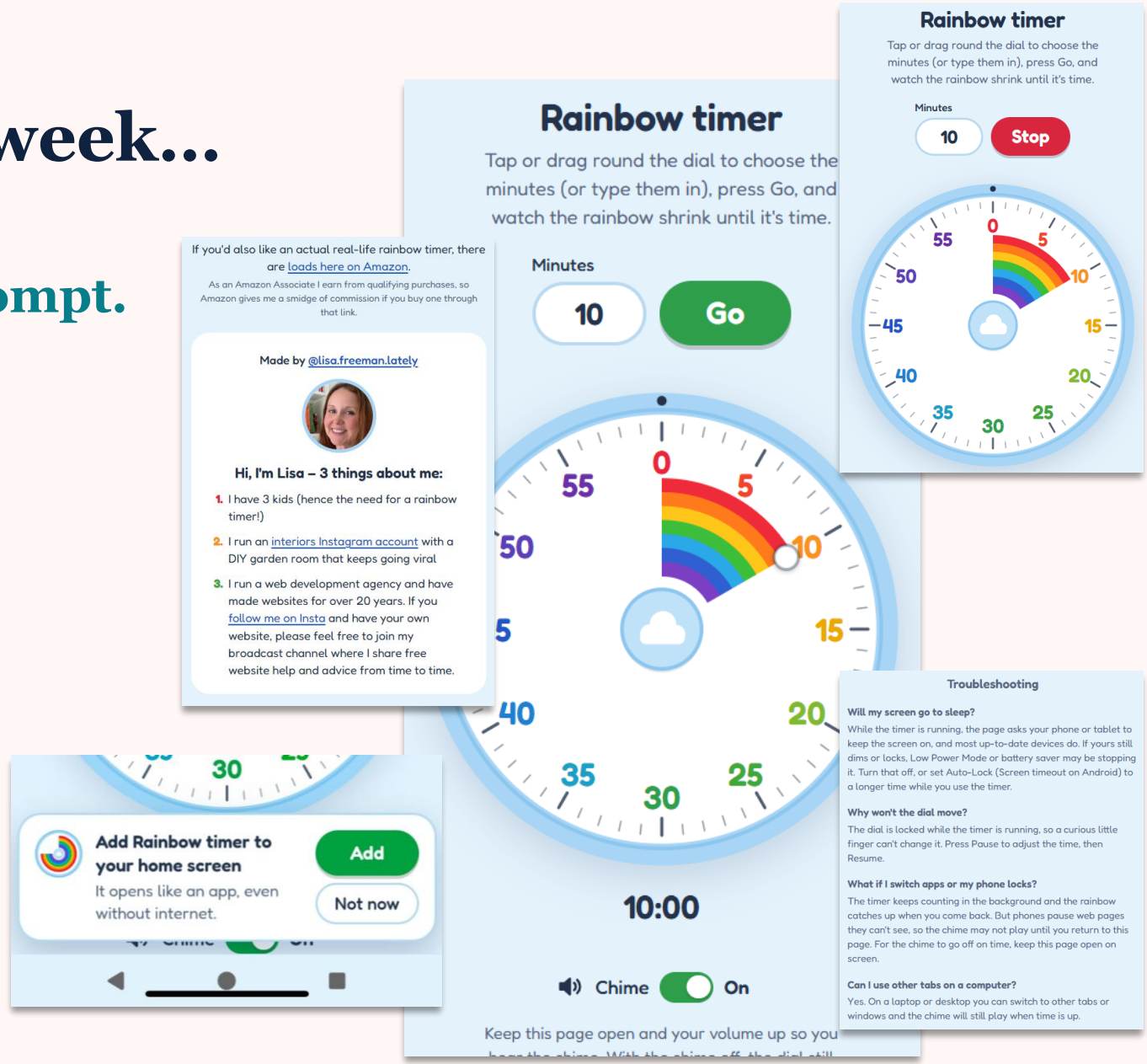
The build got cheap. The ASSURANCE and INSIGHT didn’t. That’s where the money moved.

STRAIGHT FROM OUR OWN STUDIO

A case study from this week...

Claude built my website in 1 prompt.

But we pushed back a few more times to improve the UX, tracking, legality, stickability and commercials.



Everybody thinks AI will take YOUR job.
Except for me!

Skilled developer at the wheel.
AI in the engine.

You still want a good developer - one who now goes faster (and therefore costs less per job), but who knows when the AI is wrong, what to test, and what the law, the entity data and the agents all need. That’s the plasterer with a better trowel.

Where AI struggles…
Existing code bases.

It still helps. It still makes a good developer faster. But you can’t just click “go” and have a problem solved in 10 minutes.

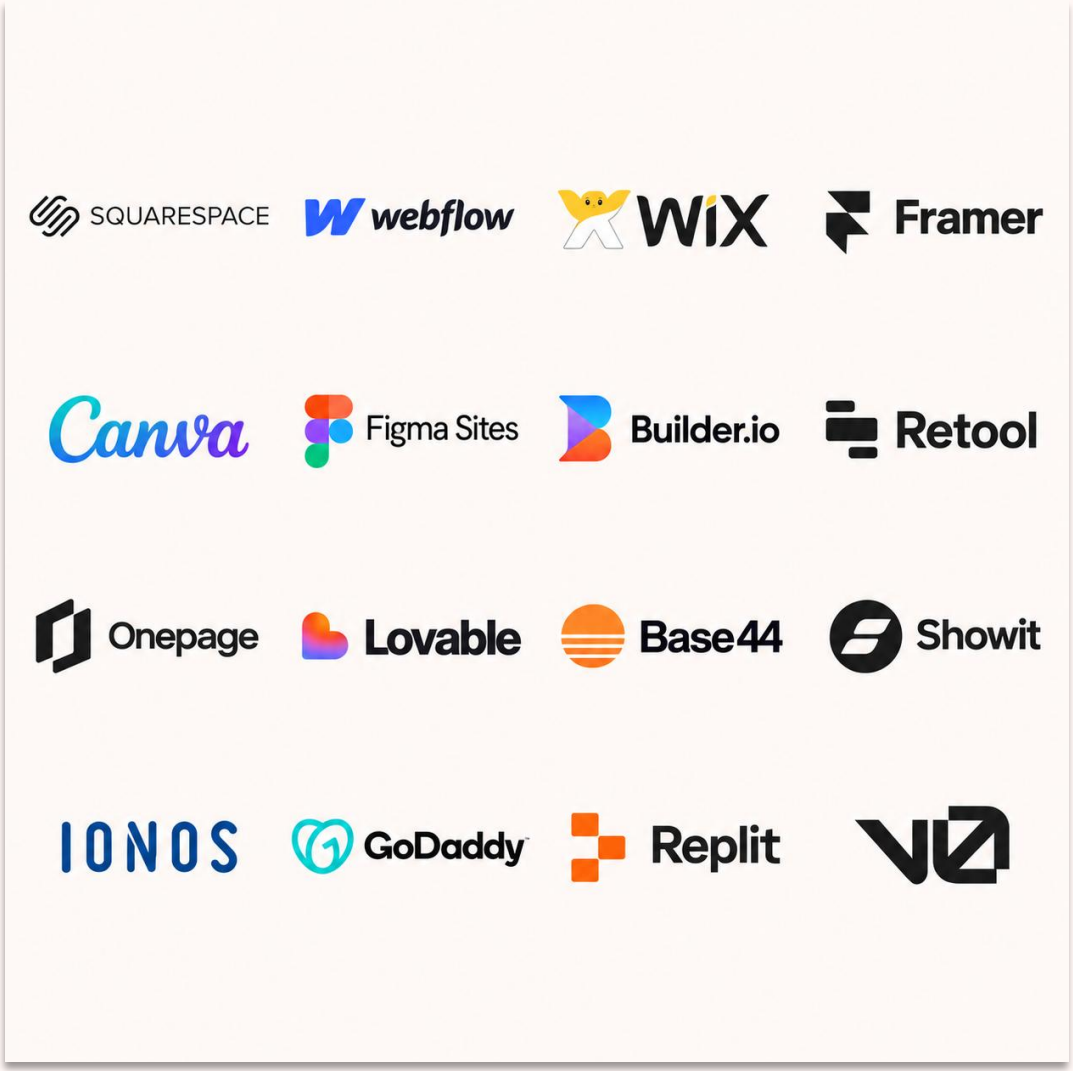
WHICH BRINGS US TO

Page builders

If AI can code, and AI can increasingly design - what about the tools that promise you don’t need either?

Are page builders finally up to the job?

We tested it.



WHAT WE DID

The experiment

Squarespace, Webflow, Wix, WordPress, Framer, Canva, Figma Sites… the list goes on.

01 A genuinely non-expert tester built a site on each - revealing in ways you don’t expect.

02 A professional developer then went through each one and gave a verdict.

03 Every site produced went through SiteVitals - an objective report card on each.

Can a person build it - AND did what came out turn out machine-readable and agent-usable? Two very different questions. We measured both.

THE REAL QUESTION

The question isn’t “can you build a website without a developer?” You always could.

The question is what you’ve built - and whether you’d know.

SECTION THREE

The money conversation

Agencies: what you sell in 2027. Marketers: what you’re actually paying for.

THE ANSWER TO THE QUESTION WE OPENED WITH

Why websites just got more expensive (again)

The LABOUR of building fell. But the SPECIFICATION exploded.

A 2020 website had to look good and rank. A 2027 website has to be verifiable, machine-readable, agent-usable, compliant, fast, monitored - and tested against all of it.

You’re buying more website than has ever existed - assembled faster. Cheaper per unit of work. More units of work in the job.

WHAT THE CLIENT IS ACTUALLY BUYING NOW

Four line items - none of them “hours of typing code”

01	**The entity brief**	The thinking before the build - entities, claims, corroboration. (June)
02	**The build to spec**	Done fast, with AI, by someone skilled - to today’s spec.
03	**The assurance**	Testing, compliance, agent-usability. (July)
04	**Ongoing verification**	AI keeps checking your site - so somebody else has to too. (May)

FOR THE AGENCIES

This is what you sell

You’re not selling **big** production.

Sell the four line items - and price (where relevant) like the plasterer: per job, per outcome, per ongoing responsibility.

The product is judgement: knowing what to look for, what to ask, and which answers to trust.

That’s what can’t be commoditised - because **your client can’t prompt their way to a problem they don’t know they have**.

FOR THE AGENCIES

Monthly retainers?

I think this is the tricky one.

There’s still a place for them. And we can go further in less time which is fantastic.

Gain clients a competitive advantage for a lower cost.

But we need to pace ourselves! *(Or is that just us?!)*

FOR THE MARKETERS

How to buy well in 2027

The questions to ask any supplier now:

01 Is entity data in the brief - or an afterthought?

02 Is agent-usability tested before launch? How, exactly?

03 What's the testing and compliance process?

04 What happens after launch - who's watching for drift?

05 How well is this agency going to be able to look after you in the future?

A cheap quote that can't answer these isn't cheap - it's deferred cost. A supplier who CAN answer them is showing you exactly where the money goes.

CONTINUOUS SITE HEALTH CHECKS

SiteVitals.co.uk

Everything in the 2027 spec drifts: entity data breaks in an update, speed creeps, layout shift sneaks back in.

Ongoing verification is something to actually discuss because it has to be somebody's JOB.

SiteVitals

Free account: uptime monitoring, events timeline, AI-visibility and accessibility reports, WordPress plugin.

Visit SiteVitals.co.uk →



SOMETHING TO TAKE AWAY

Websites didn’t get cheaper. They got BIGGER

—

bigger jobs, done faster, for more demanding readers.

The winners in 2027 are the people who understood what the job became before their competitors did.

THE AGENTIC WEB SERIES

Four sessions, complete

May	Why AI keeps choosing the same brands
June	The new technical SEO: what actually matters now
July	The agentic web: is your website usable by AI?
September	Making and selling websites in 2027 - today

All four replays available - links in the follow-up email.

COMING UP...

The free email course

Plain-English website literacy - one small lesson at a time, starting from wherever you are.

Built for marketers AND agency account managers. If you run client relationships, this is the technical fluency that makes those conversations easier.



AGENCIES

Forward it to your account team. A client-facing team that can talk about this stuff confidently is massively important.

MORE THINGS WORTH KNOWING ABOUT

What's next

To celebrate being named as one of the Nation's Favourite Businesses, we're hosting a calendar of free events and talks over the next few months:

22 OCT — Easy win e-commerce tips for Black Friday and beyond

12 NOV — How to get your business recommended by AI

19 NOV — From AI-readable to AI-usable: tweaks to make to your website

3 DEC — AMA: 12 hour website clinic
A 12 hour long "ask me anything". Lisa will be answering your questions on all things websites for free, from 8am – 8pm.

5 JAN — Free email course launching 5th January 2027
One tiny, free email a day for 45 days to help you understand all the jargon and complicated things that get thrown your way when you're managing a website.

21 JAN — How to write a website brief

THE NATION'S favourite BUSINESSES

SMALL BUSINESS SATURDAY®
5TH DECEMBER

Any questions?

If you've got any questions about anything in this guide, please leave a comment on any post on LinkedIn.

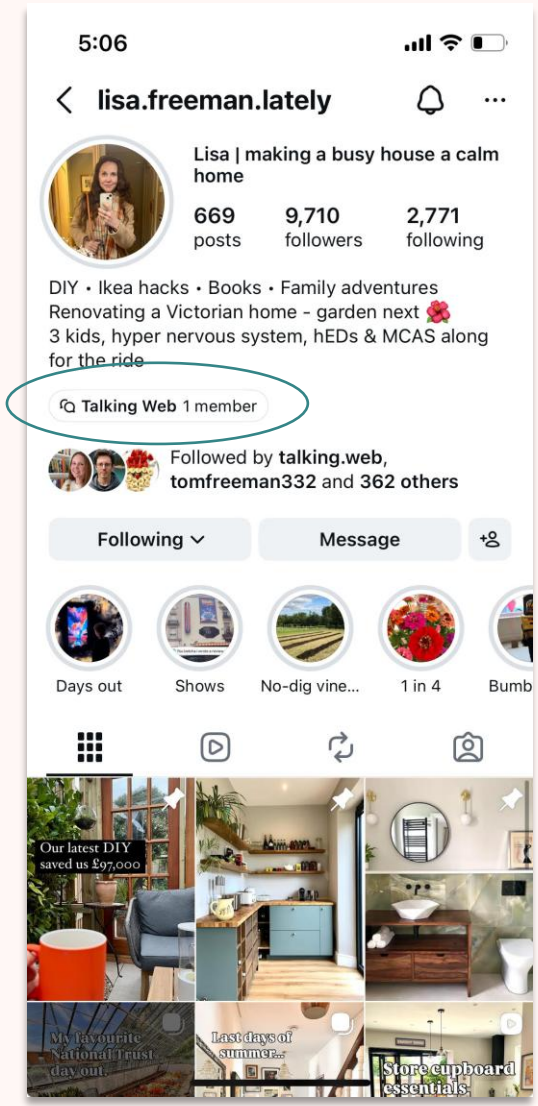
And don't forget to follow me on Insta to stay in touch for free advice and tutorials.

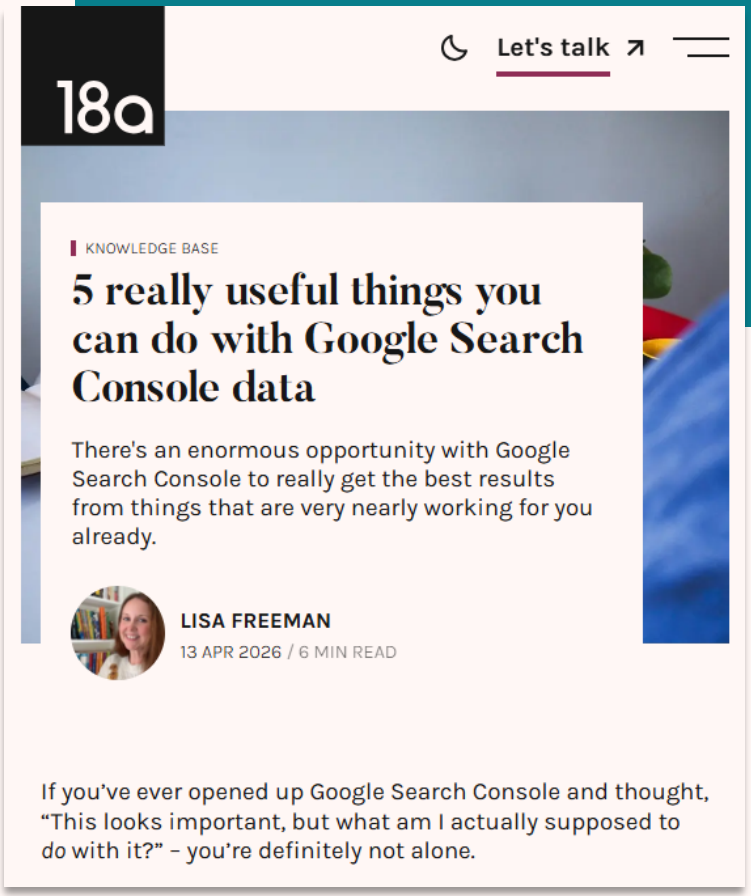
LinkedIn

Scan me

Instagram

Scan me





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Thank you!

I really hope you found this useful?

I'd love it if you could leave us a Google review…

https://g.page/r/CVm5MXjXu-lhEAI/review