// FREE GUIDE BY @AVIGRONDIN

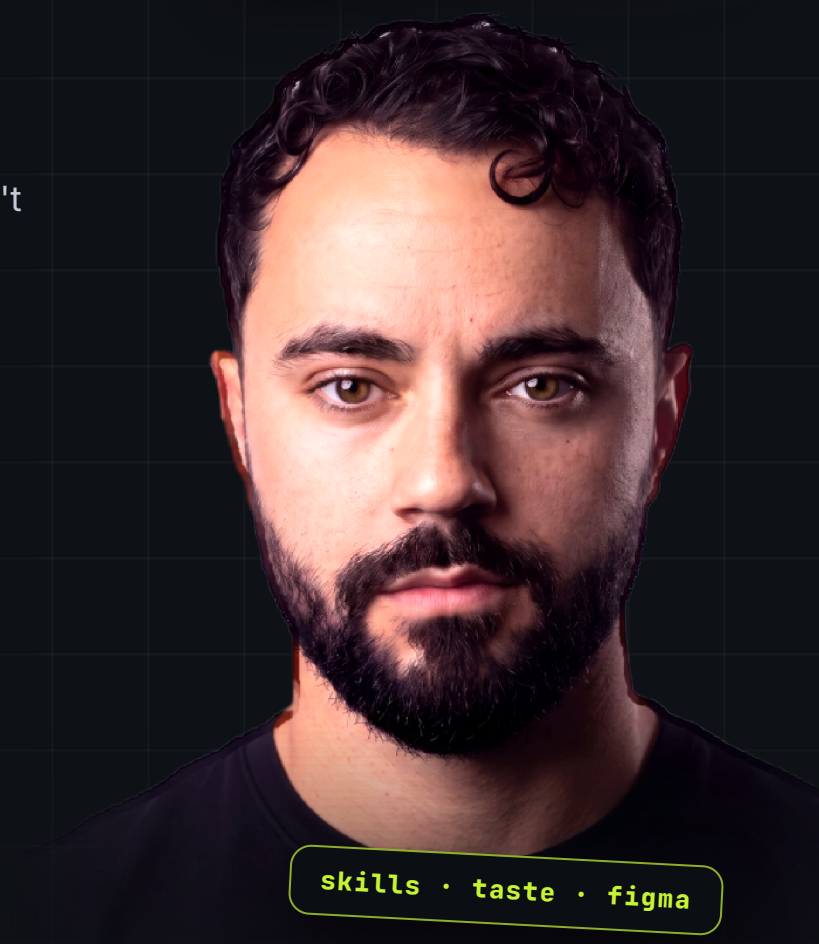
Claude Web Design

SETUP GUIDE

Get Claude to build landing pages that don't look like every other AI page.

FREE · 3 STEPS · 4 TOOLS

/impeccable critique



skills · taste · figma

You commented PAGE. Here is the full setup from the reel: the design skills, the Taste Skill, Figma, and the brief that tells Claude who the page is for. Every install step comes from each tool's own docs. I didn't build any of them, and each one is credited to the people who did.

Made by **Avi Grondin** · **@avigrondin**

// 02 · WHAT'S INSIDE

Three steps. Four free tools.

Ask Claude for a landing page with no guidance and you get the same page as everyone else. These tools give it taste, rules and a way to check its own work. Then you tell it who the page is for.

STEP	TOOL	WHAT IT DOES	WHAT IT IS	INSTALL
1A	**Emil Kowalski's skills**	Design engineering: animation curves and timing, polish, the small details agents get wrong.	**Skills**	`npx skills`
1B	**Impeccable**	Words for design moves, a scored critique, an audit and a slop detector with 62 rules.	**Skill + hook**	`npx impeccable`
2	**Taste Skill**	Hard rules for company websites, then a real-browser checker before it hands the page over.	**Skill**	`npx skills`
3	**Figma MCP server**	Lets Claude read your Figma frames and write to the canvas.	**MCP server**	`claude plugin`

WHO IT'S FOR

Business owners

You need a page that converts and don't want to wait weeks for it.

Marketers

You test offers and need a new page per campaign.

Freelancers

You build sites for clients and want to ship faster.

Claude Code users

Your pages work but look generic.

HONEST NOTE

These tools raise the floor a lot. They don't replace your judgment: you still decide what the page says, who it's for, and whether it's good. Treat what Claude builds as a strong first draft you review, not a finished site.

// 03 · WHAT YOU NEED

Claude Code first. Then Node and Chrome.

Everything here runs in Claude Code, Anthropic's coding agent, in your terminal or the desktop app. The regular chat on claude.ai can't install skills from a terminal or run the checkers.

1 · INSTALL CLAUDE CODE

Mac or Linux, in your terminal:

```
curl -fsSL https://claude.ai/install.sh | bash
```

Windows, in PowerShell:

```
irm https://claude.ai/install.ps1 | iex
```

Then open a project folder and type `claude`. Full steps: code.claude.com/docs/en/setup

2 · ALSO ON YOUR COMPUTER

- **Node.js 22 or newer** for Taste Skill's scripts. The npx installs need Node too.
- **Chrome, Edge or Chromium** Taste Skill and Impeccable check pages in a real browser.
- **A Figma account** only for step 3. See the seat note below.

Get Node at nodejs.org

3 · TWO WAYS TO INSTALL A SKILL

`npx skills add owner/repo`	Vercel's skills CLI. Installs a skill from its GitHub repo. Run it in your terminal.
`/plugin marketplace add owner/repo`	Inside Claude Code: adds a project's plugin marketplace, then /plugin installs from it.
`/skill-name`	Once installed, you can call a skill by name in Claude Code, or just describe the job.

FIGMA SEATS

Figma's own guide says users on the Starter plan, or with View or Collab seats on paid plans, get up to 6 MCP tool calls per month. Dev or Full seats on Professional, Organization or Enterprise get per-minute limits instead. No Figma? Skip step 3's link and go straight to the brief.

// 04 · STEP 1A · EMIL KOWALSKI'S SKILLS

Real motion. Real polish.

Emil Kowalski is a design engineer who has worked at Vercel and Linear. His skills list the small mistakes agents make, like an ease-in curve on an enter animation, and how to fix them.

TYPE	BY	NEEDS	LICENCE	REPO
Agent skills	Emil Kowalski	Node.js	MIT	emilkowalski/skills →

IN YOUR TERMINAL · INSTALL

```
npx skills@latest add emilkowalski/skills
```

That's the command in his README. The repo holds 18 skills; these are the ones that matter most for a landing page:

`emil-design-eng`	The main skill. Mostly animation, plus design advice.
`animate`	Builds an animation from scratch with the right curve, duration and properties.
`review-animations`	Strict review of your animations against his rules.
`find-animation-opportunities`	Where motion would help, and what not to animate.
`remove-animations`	Cuts the motion your page doesn't need.
`mobile-native`	Makes a web page feel right on a phone: tap states, 100vh, zooming inputs.
`break-ui`	Stress-tests your UI with long names, huge counts and empty lists.

SAY THIS IN CLAUDE CODE

```
Use emil-design-eng to review the animations on this page
```

```
/break-ui on the pricing section
```

```
Find animation opportunities on the hero
```

MY TIPS

- **Use it after the page exists.** It shines on review and polish, not the first draft.
- **Ask for one thing at a time.** One section reviewed well beats a whole page skimmed.
- **Reviews come as a table:** before and after, so you can see every change.

// 05 · STEP 1B · IMPECCABLE

Words for design. A slop detector.

"Make it pop" leaves Claude guessing. Impeccable gives it a playbook per design move, a scored critique, and a detector that flags AI tells like purple gradients and cards inside cards.

TYPE	BY	NEEDS	LICENCE	REPO
Skill + design hook	Paul Bakaus	Node for npx	Apache-2.0	pbakaus/impeccable →

OPTION A · IN YOUR TERMINAL

```
npx impeccable install
```

It asks project or global and offers the design hook. The README says accept it, then reload Claude Code.

OPTION B · INSIDE CLAUDE CODE

```
/plugin marketplace add
pbakaus/impeccable
```

Then open `/plugin` and install Impeccable.

THEN, ONCE PER PROJECT

```
/impeccable init
```

It reads your code, asks only what it can't work out (who it's for, what it needs to do), and writes `PRODUCT.md`. Every later command reads it.

THE COMMANDS (TYPE /impeccable + COMMAND + TARGET)

STEER	bolder · quieter · distill · colorize · typeset · layout · animate · delight · overdrive
REVIEW	critique (scored UX review) · audit (accessibility, performance, responsive)
FINISH	polish · harden · clarify · adapt · optimize · onboard
SET UP	init writes PRODUCT.md · document writes DESIGN.md · shape plans before code

TRY THESE

```
/impeccable critique the hero
```

```
/impeccable polish the quote form
```

```
npx impeccable detect
http://localhost:5173
```

GOOD TO KNOW

- **Hooks run outside approval.** In Claude Code they run even when you deny a command.
- **Telemetry off:** `npx impeccable telemetry off`
- **Something broken?** `/impeccable doctor`

// 06 · STEP 2 · TASTE SKILL

The one that stops AI slop.

Inter everywhere, purple-to-blue gradients, an icon tile above every heading. Taste Skill gives Claude hard rules against those defaults, then a checker and a finish gate that hold the page until it passes.

TYPE	VERSION	NEEDS	LICENCE	REPO
Agent skill	2.5.1	Node 22 + Chrome	MIT	Leonxlnx/taste-skill →

OPTION A · IN YOUR TERMINAL

```
npx skills add https://github.com/Leonxlnx/taste-skill --skill "design-taste-frontend"
```

OPTION B · INSIDE CLAUDE CODE

```
/plugin marketplace add Leonxlnx/taste-skill
/plugin install taste-skill@taste-skill
```

WHAT IT ENFORCES

Plain copy, one system
One design system, one section per screen, equal left and right edges.

Real photos and icons
Licensed stand-ins when you have none, credited in the footer.

Effects only where they fit
Shaders and scroll scenes for tech, gaming and software only.

Checks in a real browser
At 1440, 1024, 768 and 390 wide, before it hands the page over.

ABOUT THE DIALS

In the reel I mention dials for layout, density and motion. In the current version (2.5) they're gone: the skill picks a palette, fonts and one of eleven hero layouts for your type of business. The dial versions now live in taste-skill-classics as `design-taste-frontend-v2-experimental`, with three 1 to 10 settings at the top of the file: DESIGN_VARIANCE, MOTION_INTENSITY and VISUAL_DENSITY.

```
npx skills add https://github.com/Leonxlnx/taste-skill-classics --skill "design-taste-frontend-v2-experimental"
```

How to use the current version: just ask Claude to build or redesign a company site. It loads the skill and runs the checker before it hands the page over.

// 07 · STEP 3A · CONNECT FIGMA

Give Claude your designs.

Figma's MCP server lets Claude pull frames, variables and components from your Figma files, and write new frames back to the canvas. Use it when your brand or a mockup already lives in Figma.

TYPE	BY	URL	TERMS	REPO
Remote MCP server	Figma	mcp.figma.com/mcp	Figma Dev Terms	figma/mcp-server-guide →

RECOMMENDED · THE FIGMA PLUGIN (FROM FIGMA'S DOCS)

01 Install

```
claude plugin install figma@claude-plugins-official
```

In your terminal. Restart Claude Code if it's open. Includes Figma's skills.

02 Open it

```
/plugin
```

In Claude Code. Right arrow to the Installed tab, select figma, press Enter.

03 Sign in

Press Enter again. A browser page opens. Click Allow access.

04 Check it

```
/plugin
```

figma shows as connected on the Installed tab.

MANUAL ROUTE (NO FIGMA SKILLS)

```
claude mcp add --transport http figma
https://mcp.figma.com/mcp
```

Add `--scope user` for all projects. New session, type `/mcp`, select figma, Authenticate, Allow access. You should see "Authentication successful. Connected to figma."

HOW TO USE IT

- **Copy the link** to a frame or layer in Figma.
- **Paste it in Claude Code** and ask it to build that design. It reads the node from the link.
- **Writing to the canvas** is free while it's in beta. Figma says it will become paid.

// 08 · STEP 3B · TELL CLAUDE WHO IT'S FOR

The brief does the heavy lifting.

The skills decide how the page looks. The brief decides what it says. One clear sentence about who it's for changes the copy, the layout and the form.

WHO	Exactly who lands on the page. "First-time homebuyers", not "people".
WHAT THEY WANT	The one thing they came for. "A rate quote."
THE ONE ACTION	One form or one button. List the fields you need.
PROOF	Real reviews, years in business, licences. Never invented.
TONE	How it should sound. "Calm, plain English, no jargon."
THE BUSINESS	Name, place, what you offer. Logo and brand colours if you have them.

THE EXAMPLE FROM THE REEL, AS A FULL PROMPT

```
Build a landing page for first-time homebuyers looking
for a rate quote.

Business: [Name], a mortgage broker in [City].
The one action: request a rate quote. Form fields: name,
email, phone, purchase price, down payment, timeline.
Tone: calm, plain English, no jargon.
Proof: [your real reviews, years, licence number].

Use the design-taste-frontend skill. Don't invent rates,
reviews or licence numbers: leave clear placeholders.
When it's built, run /impeccable critique on the hero
and the form, and fix what it ranks first.
```

DON'T LET IT MAKE THINGS UP

Claude will fill gaps with believable fake numbers, quotes and names if you let it. Rates, reviews and licence numbers on a real page have to be real, and mortgage ads have their own rules where you live. Give it the facts or ask for placeholders.

// 09 · THE AFTERNOON

Brief to live page, in one sitting.

This is the order I'd run it in. It's my suggestion, not any one project's, and an afternoon is a rough guide, not a timed result.

01	**Brief**	Write the six lines from page 8. Add the Figma frame link if you have one.
02	**Build**	Claude builds with Taste Skill. It runs its own checker before it hands the page over.
03	**Critique**	`/impeccable critique` on the hero and the form. Fix the top items first.
04	**Polish**	Emil's skills on the motion: `review-animations`, then `remove-animations`.
05	**Detect**	`npx impeccable detect` on the running page for AI tells and contrast.
06	**Read it yourself**	On your phone. Every number, every claim, every form field.

ONE BUILDER AT A TIME

TASTE SKILL BUILDS

Use it for the first draft of a new company site or landing page. It has its own layouts, palettes and finish gate.

IMPECCABLE AND EMIL REVIEW

Point them at a page that already exists. Impeccable says it's strongest on interfaces that already exist.

WHY

Taste Skill and Impeccable both have opinions about how a page should be built. Asking both to build the same page at once gives Claude two sets of rules. Build with one, review with the others.

// 10 · TROUBLESHOOTING

When it breaks, check these first.

These come from each project's own docs. Not listed here? Tell Claude what you see and paste the error.

Skill doesn't seem to load	Restart Claude Code, or call it by name: `/design-taste-frontend`.
Taste Skill's checks fail to run	Check `node --version` is 22+ and Chrome, Edge or Chromium is installed (or set `CHROME_PATH`).
Impeccable hook not running	Run `/impeccable doctor`. Reinstall with `npx impeccable install` and accept the hook.
Figma tools stop after a few calls	Starter, View and Collab seats are capped at 6 calls a month. A Dev or Full seat on a paid plan lifts it.
Figma says not connected	Type `/mcp`, select figma, Authenticate again.
Page still looks generic	The brief is too vague. Name the audience, the one action and the tone.
Old Taste Skill name not found	The older skills moved to `Leonxlnx/taste-skill-classics`. Same install names.

TO UPDATE OR REMOVE

`npx impeccable update`	Refreshes an existing Impeccable install.
`/plugin update`	Updates Taste Skill and other plugins installed from a marketplace.
`/plugin uninstall`	Removes a plugin. Or use the Installed tab in `/plugin`.
`claude mcp remove figma`	Removes the Figma server if you added it by hand.

MY TIP

Install one tool, build one small page, then add the next. If something breaks, you know which one did it.

// 11 · CREDITS

None of these are mine. Credit to the builders.

All four are free to start with and built by other people. Here's who made each one, the licence or terms it's under, and where to find it.

TOOL	WHERE	BUILT BY	LICENCE
Emil Kowalski's skills	`github.com/emilkowalski/skills`	Emil Kowalski	**MIT**
Impeccable	`github.com/pbakaus/impeccable`	Paul Bakaus	**Apache-2.0**
Taste Skill	`github.com/Leonxlnx/taste-skill`	Leonxlnx	**MIT**
Figma MCP server	`github.com/figma/mcp-server-guide`	Figma	**Figma Dev Terms**

HOW THIS GUIDE WAS MADE

Every install command, setting and number in this guide comes from each project's own README and docs, plus Figma's developer docs, read on Nov 8, 2026. I did not run these installs for this guide. These projects change fast: if a project's docs say something different from this page, follow the docs.

THE DOCS I USED

- **Impeccable:** impeccable.style/docs
- **Taste Skill dials:** taste-skill-classics
- **Figma:** remote server installation
- **Claude Code:** code.claude.com/docs/en/setup

SAY THANKS

- **Star the repo** of each one you use. It's free and it helps.
- **Report bugs** on each project's GitHub Issues page, not to me.
- **Share what you build** and tag the builders.

// 12 · THE SOFTWARE I USE

My stack, in one place.

The tools behind my businesses. Start with the ones that fit what you build.

HighLevel
CRM, funnels, calendars, email and SMS in one place. What I run my funnels on.
gohighlevel.com →

HighLevel SaaS Pro
The HighLevel upgrade that lets you resell it to clients under your own brand.
gohighlevel.com/saasupgrade →

Close
A sales CRM with calling, email and SMS built in.
close.com →

n8n
Workflow automation that connects your apps, with AI steps.
n8n.io →

Higgsfield
AI image and video generation.
higgsfield.ai →

Arcads
AI video ads with AI actors, UGC style.
arcads.ai →

Foreplay
Save and organise winning ads for creative research.
foreplay.co →

Dripify
LinkedIn outreach on autopilot.
dripify.io →

Webflow
A visual website builder with hosting.
webflow.com →

PandaDoc
Proposals, contracts and e-signatures.
pandadoc.com →

monday.com
Projects, tasks and team workflows.
monday.com →

OnlineJobs.ph
Hire full-time remote team members from the Philippines.
onlinejobs.ph →

Coach Financing
Offer your clients financing for coaching and programs.
coachfinancing.com →

Some of these are affiliate links: if you sign up through them I may earn a commission, at no extra cost to you. I only list tools I use or have used in my businesses.

// 13 · WHAT NEXT

Your page is built. Now send it traffic.

I use AI to build and run lead generation businesses: pages like this one, ads that send people to them, and buyers for the leads. If you want to do the same, there are two ways to work with me.

OPTION 1 · THE COMMUNITY

Join my Skool community

Pay Per Lead Academy

Stop chasing clients. Start building a lead generation business.

- Pick a niche
- Run Meta and Google ads
- Find lead buyers and price your leads
- Automate delivery and tracking

Join on Skool →

skool.com/pay-per-lead-academy-3593

OPTION 2 · DIRECT

Book a call with me

1 on 1 with Avi Grondin · 60 minutes

One hour. Your business. My full attention.

- A deep dive into your specific business
- Your niche, your ads, your lead buyers
- A straight read on your numbers
- Your next best moves

Book your call →

Tap the button or scan the code

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