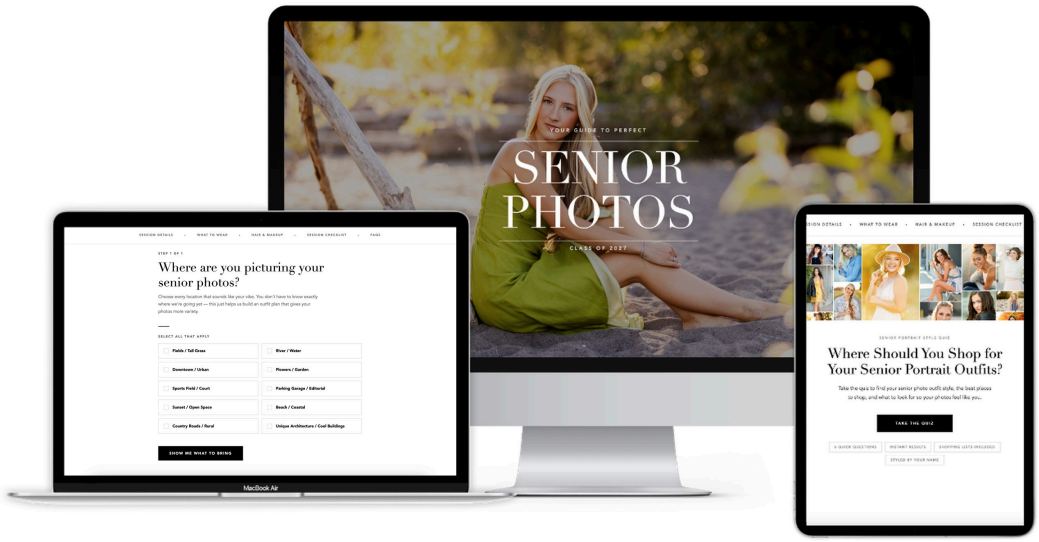
VIP GIFT · DAY 1 · BOOK MORE

Client Portal HQ

How to customize your client portal in Claude and publish it to Static.app, step by step



Sean Brown · Senior Photography Education · VIP Resource

START HERE

Your Client Portal, Ready to Make Yours

Client Portal HQ is the same kind of client resource I showed you live: a branded hub where your seniors plan every detail of their session. It's already built; you just make it yours.

Download Your Files

Client Portal HTML

The portal itself. This is the file you'll customize and publish.

DOWNLOAD THE PORTAL

Customization Guide (MD File)

Instructions written for Claude. Upload it with the portal so Claude knows exactly how to customize it.

DOWNLOAD THE GUIDE

PREFER VIDEO?

Watch me publish a Claude-built portal to Static.app from start to finish.

▶ WATCH THE STATIC.APP WALKTHROUGH

THE TUTORIAL

Your Step-by-Step Roadmap

Work through these ten steps in order. Most photographers finish in an afternoon.

STEP	WHAT YOU'LL DO	TIME
01	**Gather your details** before you start	20 min
02	**Download both files** and preview the portal	5 min
03	**Upload them to Claude** with the starter prompt	5 min
04	**Customize it** section by section	30–60 min
05	**Add your photos**	15 min
06	**Test it** on your phone and computer	10 min
07	**Package it** for Static.app	5 min
08	**Publish it** on Static.app	10 min
09	**Connect your own domain** (optional)	15 min
10	**Share and update it**	Ongoing

STEP 01 · GATHER YOUR DETAILS

Have Everything Ready Before You Start

Customizing goes fastest when you can answer Claude's questions right away. Put all of this in one document first.

TIME: 20 MINUTES

Your Brand

- Studio name, exactly as you use it
- Logo (PNG, ideally with a transparent background)
- Brand colors as hex codes (for example, #463010)
- Your fonts, or "match my website"
- A screenshot of your website homepage

Your Session

- What's included and how long it lasts
- Your timeline from booking to reveal
- Number of outfits and locations
- Your hair and makeup details and artist
- Your policies (weather, rescheduling)

Your Guidance

- Your favorite locations and their vibe
- Your outfit do's and don'ts
- Stores and boutiques you recommend
- Your prep checklist for session day

Your Answers & Photos

- Your top 10–15 FAQs, with answers
- Contact info and your inquiry or booking link
- A hero image and portraits for each section
- Written permission for any client photos you use

STEP 02 · DOWNLOAD & PREVIEW

Download Both Files

TIME: 5 MINUTES

1

Open each Dropbox link

Use the buttons on page 2. On the Dropbox page, click **Download**. You don't need a Dropbox account.

2

Put both files in one folder

Create a folder on your computer called **client-portal** and move both files into it: **client-prep-toolkit_v1.html** and **client-hq-customization-guide.md**.

3

Preview the portal

Double-click the HTML file. It opens in your web browser so you can click through every section and see what you're working with. Nothing is online yet.

4

Keep an untouched copy

Make a copy of the original HTML file and leave it alone. If anything ever goes sideways, you can always start fresh.

STEP 03 · UPLOAD TO CLAUDE

Give Claude Both Files and One Prompt

The customization guide tells Claude how the portal is built and how to change it safely. Always upload it together with the HTML file.

TIME: 5 MINUTES

1

Create a Claude Project (recommended)

In Claude, create a new Project called **Client Portal** and add both files to the Project's files. Every chat in that Project can see them, which makes future updates easy. Or simply start a new chat and attach both files.

2

Attach your brand material

Add your logo and a screenshot of your website so Claude can match your look.

3

Paste the starter prompt

Claude will read the guide, then walk you through customizing one section at a time.

STARTER PROMPT

I've attached two files: client-prep-toolkit_v1.html (my client portal) and client-hq-customization-guide.md (the instructions for customizing it).

Read the customization guide first and follow it for every change. Then help me customize this portal for my senior portrait business, **[Studio Name]**, in **[City, State]**.

Here's how I'd like to work:

- Go one section at a time, in this order: brand and welcome screen, Session Details, What to Wear (including the location picker and style quiz), Hair & Makeup, Session Checklist, FAQs
- Before each section, ask me for the details you need
- After each section, show me a preview before moving on
- Keep the layout, features and mobile design working exactly as they do now
- Use only the information I give you. If something is missing, ask me.

I've also attached my logo and a screenshot of my website. Match my brand: colors **[hex codes]**, fonts **[fonts or "match my website"]**.

STEP 04 · CUSTOMIZE IT

Make It Yours, Section by Section

Claude will ask you for details as you go. Here's what to focus on in each section, plus follow-up prompts if you want to go further.

TIME: 30–60 MINUTES

1

Brand & welcome screen

Your studio name, logo, colors, fonts, hero image and class year. Make sure the navigation menu matches the sections you keep.

2

Session Details

What's included, how long it lasts, your timeline from booking to reveal, and your policies. Be specific; this is where parents look for answers.

3

What to Wear, location picker & style quiz

Replace the location list with the kinds of places you actually shoot. Update the outfit advice for each location type, and the stores in the quiz's shopping lists, with the brands and boutiques you recommend.

4

Hair & Makeup

Your artist (or recommendations), what to book, how to prep, and what to bring.

5

Session Checklist

Your real session-day checklist: the night before, the morning of, and what to bring.

6

FAQs

Paste your real questions and answers. These should match the FAQs on your website.

FOLLOW-UP PROMPTS

"Change the class year on the welcome screen to **[year]**, and update it anywhere else it appears."

"Replace the location options with these: **[list]**. Update the outfit advice for each one based on my notes: **[notes]**."

"Update the style quiz shopping lists to recommend these stores and boutiques: **[list]**."

"Add a 'Book Your Consult' button in the menu that links to **[URL]**."

"Remove the **[section]** section and take it out of the menu."

"Add a new section called **[name]** after Session Details with this content: **[content]**. Match the existing design."

"That last change broke **[feature]**. Please fix it without changing anything else."

WORK IN SMALL STEPS

Ask for one change at a time and check the preview after each. When a version looks great, download it and save it with a version number (**portal-v2.html**, **portal-v3.html**). If a later change goes wrong, you can go back.

STEP 05 · ADD YOUR PHOTOS

Swap In Your Own Portraits

Your images are what make the portal feel like you. Keep them light so the portal loads quickly on a phone.

TIME: 15 MINUTES

1

Choose your images

A strong hero image for the welcome screen, plus portraits for the style quiz and each section. Only use client images you have written permission to use.

2

Resize them

Export each image at about 1600–2000 pixels wide as a JPG. Full-size camera files will make your portal slow.

3

Choose how to add them

Option A: Use image links. Upload your images to Static.app's **Media** tab after you publish (or use images already on your website), copy each image's link, and ask Claude to use those links.
Option B: Include them in your ZIP. Put the image files in your portal folder and ask Claude to reference them by file name (for example, **images/hero.jpg**).

PHOTO PROMPT

Replace the placeholder images in the portal with mine:

- Welcome screen hero: **[image link or file name]**
- Style quiz collage: **[image links or file names]**
- **[Section]**: **[image link or file name]**

Keep the same sizes, cropping and layout. Add short, descriptive alt text to every image. If I'm using file names, tell me exactly what my folder structure needs to look like.

STEP 06 · TEST IT

Click Everything, Like a Senior Would

TIME: 10 MINUTES

- [ ] Every menu link jumps to the right section
- [ ] The location picker and style quiz work from start to finish and show the right results
- [ ] Every button and link goes where it should
- [ ] It looks right on your phone, not just your computer
- [ ] Every fact is correct: dates, prices, policies, stores, spelling
- [ ] No placeholder text or images are left
- [ ] No private client information appears anywhere

SELF-CHECK PROMPT

Review the portal as if you were a high school senior using it on an iPhone. List anything that's broken, confusing, hard to tap or inconsistent with my brand, plus any leftover placeholders. Don't make changes yet. Just give me the list.

STEP 07 · PACKAGE IT

Get It Ready for Static.app

*Static.app needs your portal as a ZIP file with the main page named **index.html**. Claude can prepare it for you.*

TIME: 5 MINUTES

PACKAGING PROMPT

I'm ready to publish this portal on Static.app. Package it for me:

1. Give me the final version as one file named index.html
2. Make sure all CSS and JavaScript are inside the file
3. Check that every image either uses a full web address (https://...) or a file name that I'll include in the same folder. List any image files I need to include.
4. Add a page title and a short meta description for "**[Studio Name]** Client Portal"
5. Double-check that everything works on mobile and there are no leftover placeholders

Then tell me exactly what my folder should contain before I zip it.

1

Download index.html

Download the final file from Claude. Make sure it's named exactly **index.html** (lowercase).

2

Build your folder

Create a new folder, such as **client-hq-static-app**. Put index.html inside it, at the top level, plus any image files Claude listed.

3

Zip it

Mac: right-click the folder and choose **Compress**. **Windows:** right-click and choose **Compress to ZIP file** (or **Send to → Compressed (zipped) folder**). You'll get a file like **client-hq-static-app.zip**.

STEP 08 · PUBLISH ON STATIC.APP

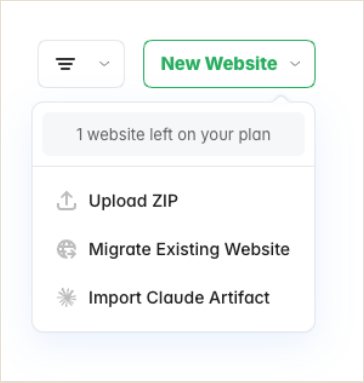
Put Your Portal Online

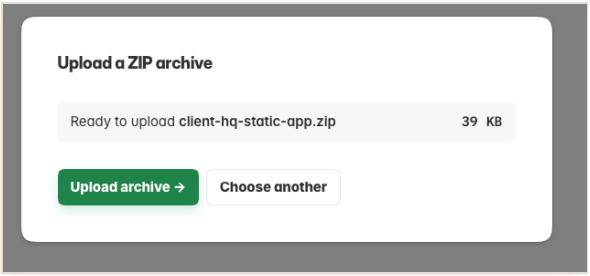
Follow along with the screenshots below, or watch the video walkthrough.

▶ WATCH: PUBLISH CLAUDE CODE TO STATIC.APP

1 Create a new website

Log in to static.app (or create a free account). Click **New Website** and choose **Upload ZIP**.





Choose your ZIP, then click Upload archive.

2 Upload your ZIP

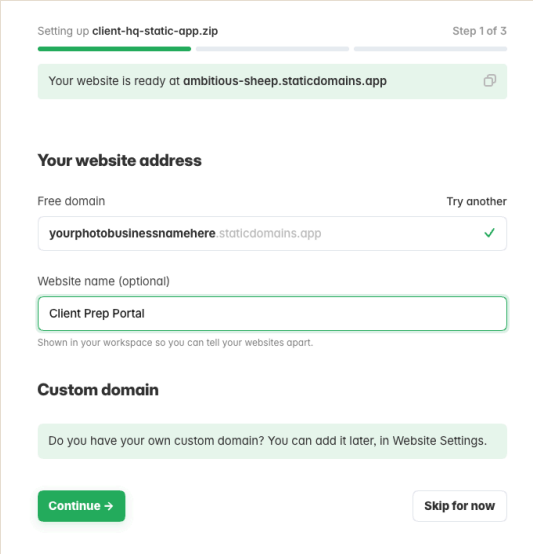
Select **client-hq-static-app.zip** (or whatever you named it) and click **Upload archive**.

ANOTHER OPTION: IMPORT CLAUDE ARTIFACT

The New Website menu also offers **Import Claude Artifact**. If you published your portal from Claude, you can bring it in that way instead. The ZIP method gives you the most control over your files and images.

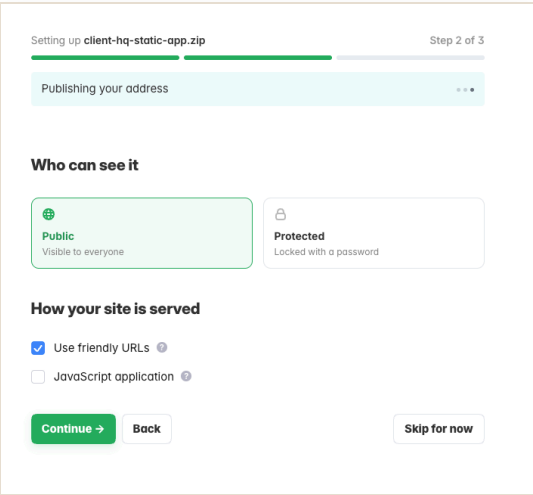
3 Choose your web address (Step 1 of 3)

Static.app gives you a random free address. Click **Try another** or type your own, like **yourstudioname**.staticdomains.app. Add a **Website name** (for example, “Client Prep Portal”) so you can tell your sites apart. Skip the custom domain for now; you’ll add it in Step 9. Click **Continue**.



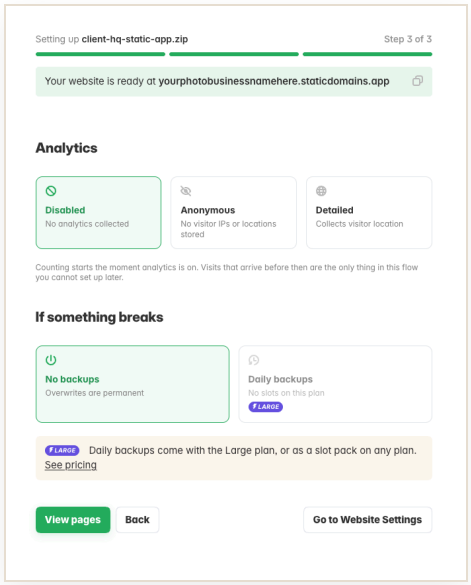
4 Choose who can see it (Step 2 of 3)

Public means anyone with the link can view it. **Protected** adds a password, which is handy if you only want booked clients to see it. Leave **Use friendly URLs** checked. Leave **JavaScript application** unchecked; the portal is a single page. Click **Continue**.



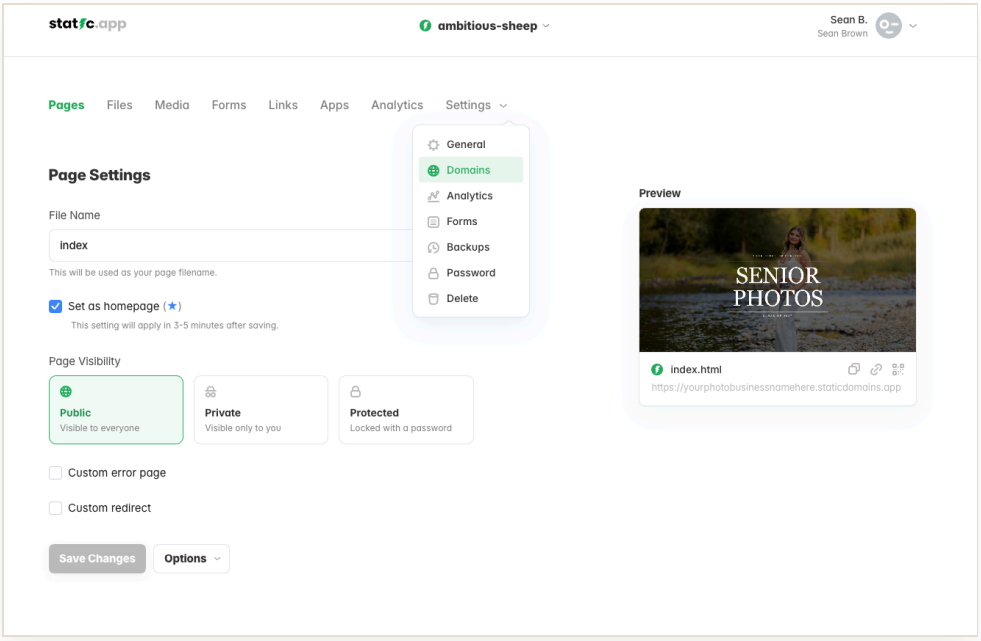
5 Analytics and backups (Step 3 of 3)

Choose whether to track visits. **Anonymous** counts visits without storing visitors' IP addresses or locations. Note the backup warning: without a backup plan, **overwrites are permanent**, so always keep your own copy of every version. Click **View pages**.



6 Check your page settings

Your index file should show **Set as homepage** checked and a preview of your portal. Click the link icon under the preview to open your live portal. Test it on your phone.



The Settings menu is where you'll find Domains, Password, Backups and more.

STEP 09 · YOUR OWN DOMAIN (OPTIONAL)

Use Your Own Web Address

*A web address like **prep.yourstudio.com** looks more professional than a free Static.app address. Custom domains require a paid Static.app plan.*

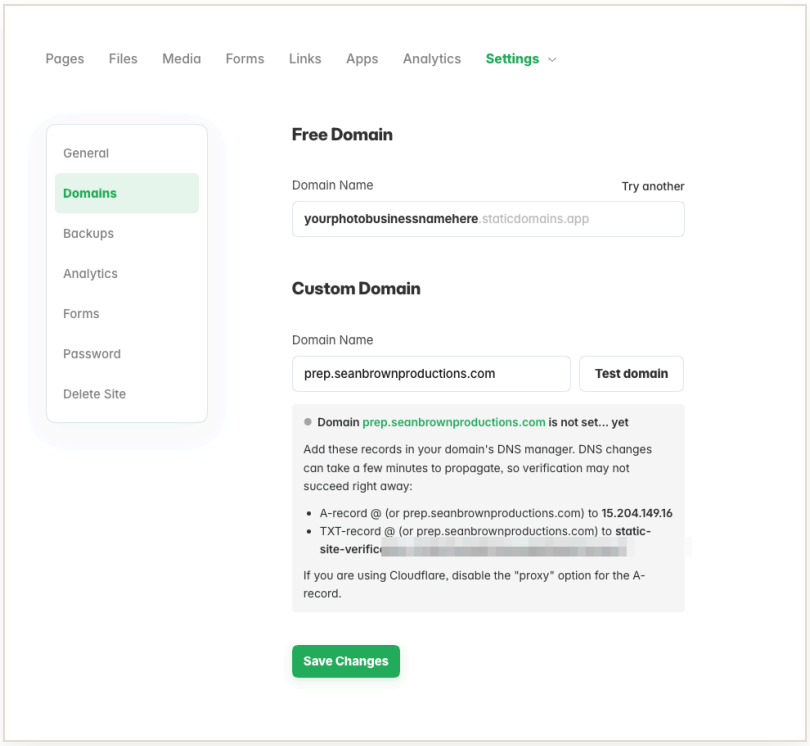
TIME: 15 MINUTES, PLUS WAITING TIME

1 Pick a subdomain

Use a subdomain of your existing website, like **prep.**, **portal.** or **hq.**yourstudio.com. That keeps your main website untouched.

2 Enter it in Static.app

Go to **Settings** → **Domains**, type your subdomain under **Custom Domain**, and click **Save Changes**. Static.app will show you the DNS records to add.



3 Ask Claude exactly what to do for your DNS provider

Every domain provider's screens are different. Copy the records Static.app shows you, and paste them into the prompt on the next page. Claude will walk you through it click by click.

4 Add the records, then wait

DNS changes can take anywhere from a few minutes to a few hours. Come back and click **Test domain** in Static.app until it says your domain is connected.

DNS PROMPT · TELL CLAUDE EXACTLY WHAT YOU HAVE

I'm connecting a custom subdomain to a website hosted on Static.app.

My domain is registered with / my DNS is managed by: **[GoDaddy / Squarespace Domains / Namecheap / Cloudflare / Bluehost / Showit / other]**
The subdomain I want to use: **[prep.yourstudio.com]**
My main website is hosted on: **[Showit / WordPress / Squarespace / Wix]**

Static.app told me to add these DNS records:
[paste the exact records from the Domains screen]

Walk me through adding these records step by step, click by click, for my DNS provider. Tell me exactly what to type in each field (type, host/name, value, TTL). Point out anything I must NOT change so my main website and email keep working. If I use Cloudflare, tell me how to turn off the proxy for this record.

PROTECT YOUR MAIN WEBSITE AND EMAIL

- **Only add new records** for your subdomain. Don't edit or delete existing records. Those keep your main website and your email working.
- **Watch the host/name field.** For a subdomain like prep.yourstudio.com, the host is usually just **prep**, not "@". An "@" record points your whole main domain, which would take your website offline. Claude will confirm the right entry for your provider.
- **Using Cloudflare?** Static.app says to turn off the "proxy" (orange cloud) for the A-record.
- **Not comfortable with DNS?** Send the records to whoever manages your website or domain. It's a two-minute job for them.

STEP 10 · SHARE IT & KEEP IT FRESH

Put It to Work

Your portal only helps when clients use it. Build it into every step of your client experience.

Booking Confirmation

Send the link in your “you’re booked!” email so families start planning right away.

Planning Consult

Walk through it together, or share it with the QR code from your Static.app page settings.

Reminder Emails

Link to What to Wear two weeks out and the Session Checklist the week of.

Inquiry Replies

Give prospective clients a peek at the experience they get when they book.

Updating Your Portal

1. ### Make changes in your Claude Project

   Upload your latest index.html (and the customization guide) and ask for the change.

2. ### Save your own backup first

   Keep every version in a backed-up folder. Without a Static.app backup plan, uploading a new version overwrites the old one permanently.

3. ### Re-package and upload

   Zip the new version and replace the files in your Static.app site. Your link stays the same.

4. ### Update once a year

   Before each new senior season: class year, prices, policies, locations, stores and FAQs.

WANT IT ON YOUR WEBSITE?

You can embed the portal on a page of your website with an iframe. Use one embed at most, keep it off your homepage, and read the embedding section and warnings in **Build & Publish Your Own Client Tools** first. For most photographers, a simple “Open Your Planning Guide” button that links to your portal is the better choice.