

How I Built My Own Link-in-Bio Page with Claude — in 1 Hour

The exact process for building a link-in-bio page that's actually yours.

It's simple

No plugins, no new platform to learn – just a page you already control.

About 1 hour

Start to finish, including tweaks – most of it is just describing what you want.

Your traffic stays yours

People land on your own site, not a third-party app with its own branding.

No subscription

Free forever once it's built – unlike Linktree or Stan Store's paid tiers.

PREREQUISITES

- A website you own (with the ability to add a Custom HTML block or page)
- A Claude subscription

The Steps

1 Create your page

Set up a new, empty page on your site – e.g. [yoursite.com/start-here](#). This is where your finished link page will live.

2 Send Claude the starter prompt

Copy the prompt below, fill in your own details, and send it to Claude.

3 Review and request tweaks

Ask for specific changes one at a time – reorder sections, adjust colours, swap in your own icons, tighten up wording.

4 Paste the code into your site

Add a Custom HTML block to the page you created in step 1, and paste in the finished code Claude gives you.

5 Point your bio link at it

Update your Instagram (or any social) bio link to point to your new page. TADA! A free and easy, non-subscription based alternative to Linktree.

THE STARTER PROMPT

"I want to build a custom link-in-bio page to replace Linktree/Stan Store – one page I can link from my Instagram bio that lists all my other links, but matching my own branding. I'll be embedding it as custom HTML on my own website, so please make it mobile-first and scope the CSS so it doesn't clash with my site's existing styles.

Here's what I want on the page:

- A short bio/intro
- Links to: [list yours – e.g. YouTube, shop, 1:1 offer, blog]
- My socials: [list them]

My brand colours: [hex codes]

My fonts: [heading font / body font]

Please give me the finished HTML/CSS code I can paste directly into a Custom HTML block."

EXAMPLE PROMPT & CODE

"This is the HTML that Aila Collins's custom link tree uses as an example. I'd like it like this... but with **[what you want changed – your links, colours, fonts, sections]**."

```
<!DOCTYPE html>
<html lang="en">
<head>
<meta charset="UTF-8">
<meta name="viewport" content="width=device-width, initial-scale=1.0">
<title>Aila Collins – Start Here</title>
<style>
.aila-start-wrap{
--green: #15602e;
--green-dark: #0e4321;
--sage: #9AC7A3;
--cream: #FFBFA6;
--ink: #1c2419;
--paper-shadow: rgba(21,96,46,0.12);

box-sizing:border-box;
background:var(--cream);
color:var(--ink);
font-family: 'Iowan Old Style', 'Georgia', serif;
display:flex;
justify-content:center;
-webkit-font-smoothing:antialiased;
padding: 40px 0 60px;
}
.aila-start-wrap *{ box-sizing:border-box; }

.aila-start-wrap .page{
width:100%;
max-width:460px;
padding: 0 22px;
}

/* --- Site nav --- */
.aila-start-wrap .site-nav{
display:flex;
flex-wrap:wrap;
justify-content:center;
align-items:center;
gap:6px 4px;
margin-bottom:26px;
}
.aila-start-wrap .site-nav a{
font-family:'Helvetica Neue', Arial, sans-serif;
font-size:12.5px;
font-weight:600;
letter-spacing:.01em;
color:var(--green-dark);
text-decoration:none;
padding:6px 10px;
border-radius:20px;
white-space:nowrap;
}
.aila-start-wrap .site-nav a:hover{ background:var(--sage); color:var(--green-dark); }
.aila-start-wrap .site-nav .dot{
color:var(--sage);
font-size:10px;
}

/* --- Header / dictionary-entry hero, echoes the media kit --- */
.aila-start-wrap .eyebrow{
font-family: 'Helvetica Neue', Arial, sans-serif;
font-size:11px;
letter-spacing:.16em;
text-transform:uppercase;
color:var(--green);
text-align:center;
margin-bottom:14px;
opacity:.75;
}

.aila-start-wrap .torn-card{
position:relative;
background:#fff;
padding:26px 22px 22px;
border-radius:2px;
box-shadow: 0 14px 30px -18px var(--paper-shadow), 0 2px 0 var(--sage);
margin-bottom:34px;
}
.aila-start-wrap .torn-card:before{
content:"";
position:absolute;
top:-1px; left:0; right:0;
height:10px;
background:
linear-gradient(135deg, var(--cream) 50%, transparent 50%) 0 0/12px 12px repeat-x,
linear-gradient(-135deg, var(--cream) 50%, transparent 50%) 0 0/12px 12px repeat-x;
background-position: 0 0, 6px 0;
}

.aila-start-wrap .name-line{
font-size:26px;
font-weight:600;
letter-spacing:-.01em;
}
```

```

        color:var(--green-dark);
    }
    .aila-start-wrap .phonetic{
        font-family: 'Helvetica Neue', Arial, sans-serif;
        font-size:13px;
        color:#5a6b5c;
        font-style:italic;
        margin:2px 0 10px;
    }
    .aila-start-wrap .definition{
        font-size:15.5px;
        line-height:1.55;
    }
}

/* --- Email capture --- */
.aila-start-wrap .capture{
    text-align:center;
    margin-top:34px;
    margin-bottom:38px;
}
.aila-start-wrap .capture h2{
    font-size:16px;
    margin:0 0 6px;
    color:var(--green-dark);
}
.aila-start-wrap .capture p{
    font-family: 'Helvetica Neue', Arial, sans-serif;
    font-size:13px;
    color:#5a6b5c;
    margin:0 0 14px;
    line-height:1.5;
}
.aila-start-wrap .capture-form{
    display:flex;
    gap:8px;
}
.aila-start-wrap .capture-form input[type="email"]{
    flex:1;
    padding:13px 14px;
    border:1.5px solid #d8e3da;
    border-radius:8px;
    font-family: 'Helvetica Neue', Arial, sans-serif;
    font-size:14px;
    background:#fff;
    color:var(--ink);
}
.aila-start-wrap .capture-form input[type="email"]:focus{
    outline:2px solid var(--sage);
    outline-offset:1px;
    border-color:var(--green);
}
.aila-start-wrap .capture-form button{
    font-family: 'Helvetica Neue', Arial, sans-serif;
    font-weight:600;
    font-size:14px;
    background:var(--green);
    color:#fff;
    border:none;
    border-radius:8px;
    padding:0 18px;
    cursor:pointer;
    transition: background .15s ease;
}
.aila-start-wrap .capture-form button:hover{ background:var(--green-dark); }
.aila-start-wrap .capture-note{
    font-family: 'Helvetica Neue', Arial, sans-serif;
    font-size:11px;
    color:#8b988c;
    margin-top:8px;
}
}

/* --- Link stack --- */
.aila-start-wrap .stack{
    display:flex;
    flex-direction:column;
    gap:12px;
}

.aila-start-wrap .link-block{
    display:flex;
    align-items:center;
    gap:14px;
    background:#fff;
    border:1.5px solid #e7ede8;
    border-radius:12px;
    padding:14px;
    text-decoration:none;
    color:var(--ink);
    transition: transform .12s ease, border-color .12s ease, box-shadow .12s ease;
}
.aila-start-wrap .link-block:active{ transform: scale(0.98); }
.aila-start-wrap .link-block:hover{
    border-color: var(--sage);
    box-shadow: 0 8px 20px -14px var(--paper-shadow);
}
}

.aila-start-wrap .link-block.featured{
    background: linear-gradient(135deg, var(--green) 0%, var(--green-dark) 100%);
}

```

```

border-color: transparent;
color:#fff;
}
.aila-start-wrap .link-block.featured .link-label{ color:#fff; }
.aila-start-wrap .link-block.featured .link-sub{ color: rgba(255,255,255,.78); }
.aila-start-wrap .link-block.featured .chip{ background: rgba(255,255,255,.16); color:#fff; }

.aila-start-wrap .thumb{
flex-shrink:0;
width:52px;
height:52px;
border-radius:8px;
background: var(--sage);
display:flex;
align-items:center;
justify-content:center;
font-family:'Helvetica Neue', Arial, sans-serif;
font-size:20px;
}
.aila-start-wrap .thumb img{
width:100%;
height:100%;
object-fit:cover;
border-radius:8px;
display:block;
}
.aila-start-wrap .emoji-glyph{
display:inline-block;
text-decoration:none;
}

.aila-start-wrap .link-text{ flex:1; min-width:0; }
.aila-start-wrap .link-label{
font-family:'Helvetica Neue', Arial, sans-serif;
font-weight:700;
font-size:15px;
color:var(--green-dark);
margin-bottom:2px;
}
.aila-start-wrap .link-sub{
font-family:'Helvetica Neue', Arial, sans-serif;
font-size:12.5px;
color:#697869;
line-height:1.35;
}
.aila-start-wrap .chip{
flex-shrink:0;
font-family:'Helvetica Neue', Arial, sans-serif;
font-size:10px;
font-weight:700;
letter-spacing:.04em;
text-transform:uppercase;
background: var(--sage);
color: var(--green-dark);
padding:4px 8px;
border-radius:20px;
}

/* --- Socials row --- */
.aila-start-wrap .socials{
display:flex;
justify-content:center;
gap:22px;
margin-top:30px;
}
.aila-start-wrap .socials a{
font-family:'Helvetica Neue', Arial, sans-serif;
font-size:13px;
font-weight:600;
color:var(--green);
text-decoration:none;
border-bottom:1.5px solid var(--sage);
padding-bottom:2px;
}

.aila-start-wrap .page-footer{
text-align:center;
margin-top:36px;
font-family:'Helvetica Neue', Arial, sans-serif;
font-size:11px;
color:#a4b0a5;
}

@media (prefers-reduced-motion: reduce){
.aila-start-wrap .link-block, .aila-start-wrap .capture-form button { transition:none; }
}
</style>
</head>
<body>

<div class="aila-start-wrap">
<div class="page">

<div class="eyebrow">Start Here</div>

<nav class="site-nav">
<a href="https://ailacollins.com/about/">About Me</a>
<span class="dot">&bull;</span>

```

```

    <a href="https://ailacollins.com/blog/">Blog</a>
    <span class="dot">&bull;</span>
    <a href="https://ailacollins.com/contact/">Get in Touch</a>
  </nav>

  <div class="torn-card">
    <div class="name-line">aila collins</div>
    <div class="phonetic">[ eye-luh kol-inz ] &bull;</div>
    <div class="definition">
      30-something Uni of Cambridge History postgrad who abandoned her corporate tech career to build a life she actually enjoys. Currently in the thick of it, sharing everything, mistakes and all.
    </div>
  </div>

  <div class="stack">

    <a class="link-block featured" href="https://www.youtube.com/@ailacollins">
      <div class="thumb"></div>
      <div class="link-text">
        <div class="link-label">Subscribe to my Youtube Channel</div>
        <div class="link-sub">Watch a new video every Friday</div>
      </div>
      <div class="chip">New</div>
    </a>

    <a class="link-block" href="https://ailacollins.com/work-with-me/">
      <div class="thumb"></div>
      <div class="link-text">
        <div class="link-label">Work With Me 1:1</div>
        <div class="link-sub">A quick chat, deep dive or ongoing support</div>
      </div>
    </a>

    <a class="link-block" href="https://ailacollins.com/favourites/">
      <div class="thumb"></div>
      <div class="link-text">
        <div class="link-label">My Faves</div>
        <div class="link-sub">Tech, apps, beauty & homeware I swear by</div>
      </div>
    </a>

    <a class="link-block" href="https://ailacollins.com/resources/">
      <div class="thumb"></div>
      <div class="link-text">
        <div class="link-label">Free Resources</div>
        <div class="link-sub">Templates and tools to keep you organised</div>
      </div>
    </a>

    <a class="link-block" href="https://plantish.uk/">
      <div class="thumb"></div>
      <div class="link-text">
        <div class="link-label">Plantish</div>
        <div class="link-sub">The botanical lifestyle brand I'm building in public</div>
      </div>
    </a>

  </div>

  <div class="socials">
    <a href="https://www.youtube.com/@ailacollins">YouTube</a>
    <a href="https://www.instagram.com/ailacollins_">Instagram</a>
    <a href="https://www.tiktok.com/@ailacollins">TikTok</a>
    <a href="https://www.linkedin.com/in/ailacollins/">LinkedIn</a>
  </div>

  <div class="page-footer"><a href="https://ailacollins.com" style="color:inherit;text-decoration:none;">ailacollins.com</a></div>

</div>
</div>
</body>
</html>

```