Site Builder is a visual website builder within Pilot. Create, edit, and publish websites — no coding required.

Five Main Modes

- **Explorer**: Browse all pages as a card grid. Click any page to open the visual editor
- **Chart**: View your site structure as an interactive flowchart with a mini-map for navigating large sites. Status dots — green (published), gray (draft), blue (scheduled). Default view
- **Design**: Customize colors, fonts, branding, and layout
- **Modules**: Enable optional features like a blog, shop, or client portal
- **Menus**: Drag pages into your navigation locations

Page Management

1. Click **New Page** to add a page or folder
2. Right-click any page: edit, duplicate, add child page, preview, publish/unpublish, or delete
3. Drag pages in Chart mode to reorder your site structure
4. Click **Publish Site** to push all changes live at once

More Actions menu: scaffold a starter site, apply a template, generate a sitemap, import from a URL, import from HTML files, reset and re-scaffold, or browse version history.

Design Editor

Customize your entire site's visual identity from one place:

- **Templates**: Apply pre-built themes or save your current design as a reusable template
- **Site Identity**: Title, tagline, contact email, footer text, analytics ID, and social links
- **Branding**: Upload logo (regular and dark versions), favicon (32×64 PNG), and social share image (1200×630)
- **Colors**: Primary, secondary, accent, background, text, and border colors
- **Typography**: Choose from 15+ fonts; adjust size, line height, and heading weight
- **Shape & Spacing**: Border radius, section padding, and shadow presets (None, Subtle, Medium, Strong)
- **Custom CSS**: Add your own styles for advanced customization

A live preview pane with desktop, tablet, and mobile views updates in real time.

Modules Editor

- Toggle any module on/off and set its public URL path (e.g., /blog, /shop)
- Modules: **AirBlog**, **AirMail** (newsletter), **AirForms** (contact forms), **AirGallery**, **AirCatalog**, **AirBooking** (appointments), **AirShop** (e-commerce), **AirPortal** (client portal)
- **AirPortal**: Client portal with invoices, projects, contracts, documents, and messages by default; assets and catalog are optional add-ons
- **Portal Users**: Manage client accounts, send welcome emails, and reset passwords
- **URL Rules**: Generate and apply server rewrite rules for all active module paths with one click

Menus Editor

Drag pages into three navigation locations: **Top Bar**, **Sidebar**, and **Footer**. Give any item a custom display name, reorder by dragging, and click **Save Menus** when done.

AI Assistant

Click **Build with AI** in the toolbar. Enter your company name, industry, location, target audience, brand colors, and a description of your services. Upload logo files or paste asset URLs — Pilot auto-detects your logo. Browse generated design variations and pick one before building.

Use AI to generate or rewrite individual pages with a text prompt.

> AI features use credits. Design generation costs 12 credits; a full site build costs an additional 15 credits (27 total). Page-level AI edits and generation use fewer credits. Your balance is shown before you confirm any AI action.

SEO Per Page

- **Title** and **description** fields with character counters and optimal range indicators
- Live **Google search preview** showing exactly how your page appears in results
- **Auto-generate** button to let AI write SEO metadata from your page content
- **Robots** and **canonical URL** controls for advanced settings

Publishing & Version History

- **Preview** any page before it goes live (desktop, tablet, mobile)
- **Publish** individual pages or the entire site at once
- **Generate Sitemap** creates an XML sitemap for search engines
- Click the camera icon to save a manual version snapshot at any time
- Browse past versions with thumbnails and restore any snapshot to roll back a change

Tips

- Use Chart mode to see your full site structure and mini-map before editing
- Set Design tokens first — all pages inherit your brand colors and fonts automatically
- Use **Scaffold Site** to generate a starter set of pages based on your site type
- Import an existing site directly from a live URL via **More Actions → Import from URL**
- The AirPortal module lets clients log in to view invoices, projects, and documents in one place