

Anyone can make a website now. Very few can make it right.

AI has made building a website look easy, and the Algarve is now full of people selling websites who learned an AI tool a few months ago. Most are not careless on purpose. They simply hand over whatever the computer produces, because **they do not know what to check**. We know, because businesses keep coming to us to fix those websites, and paying twice for the same job.

SIX PROBLEMS WE FIX AGAIN AND AGAIN. NONE OF THEM ARE VISIBLE ON THE SCREEN.

01 Google cannot find the website

The site was never set up to be indexed or submitted to Google. It looks finished, but when a customer searches for the business, it simply does not appear. A website nobody can find is a brochure locked in a drawer.

02 It lives on a temporary address

Many sites are launched on a free hosting address like *yourbusiness.netlify.app* instead of a proper domain the business owns. Search engines treat these as throwaway pages, customers read them as unprofessional, and the business never builds ranking it can keep.

03 It breaks Europe's privacy law

GDPR, the EU data law, applies to every business website here: it must have a privacy policy, a cookie consent banner, and no collecting of visitor data before consent. Get it wrong and any single visitor can file a complaint, and regulators can fine up to **4% of your yearly revenue or €20 million**, whichever is higher. Small businesses are not exempt. Most AI-built sites in the region have none of it.

04 Missing image descriptions

Every photo on a website carries an invisible text label that Google reads and that visually impaired visitors rely on. Leave them out and the site ranks worse and quietly excludes people. Almost every AI-built site we inspect leaves them out.

05 Branding straight off the shelf

Default fonts, standard emoji icons, the same layout every AI tool produces. The business name is typed in a generic typeface instead of using its actual logo. Nothing about it is ownable, and customers can feel it, even if they cannot name it.

06 AI fingerprints left in the code

Machine-generated websites leave telltale traces behind: leftover notes, placeholder text, boilerplate code that anyone who looks can recognise. It marks the site as a template rather than a brand, and it usually travels with all the problems above.

*The expensive problems are the ones you cannot see on the screen.
By the time they surface, you are paying for the same website twice.*

Twenty-five years before AI arrived.

The AFG digital team is led by **over 25 years of experience** building websites: more than **1,000 of them**, for some of the biggest companies in the world and for hundreds of startups.

We are branding people as much as web people, with campaign work for **Universal, Nike, Mattel, Amgen, Revlon and Disney**. When we design your site, it is built to look like your business and no one else's.

And we have sat in every seat: we have owned businesses, exited companies, raised money, and read hundreds of contracts. We know what a website has to do commercially, not just visually.

We use modern tools too, including AI. The difference is what happens next: **we know exactly what to check before anything goes live**, because we were doing this long before the tools existed.

EVERY AFG WEBSITE SHIPS WITH

- Your own domain, owned by you, not a temporary address
- Set up for Google and submitted for indexing from day one
- Full GDPR compliance: cookie consent and privacy policy included
- Every image properly tagged for search and accessibility

- A distinct brand: your real logo, considered type, no templates
- Tested on phones and tablets, where most of your customers are
- Clean professional code with no AI leftovers inside
- Checked line by line by a human before launch

*Done right the first time.
It is always cheaper than twice.*

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