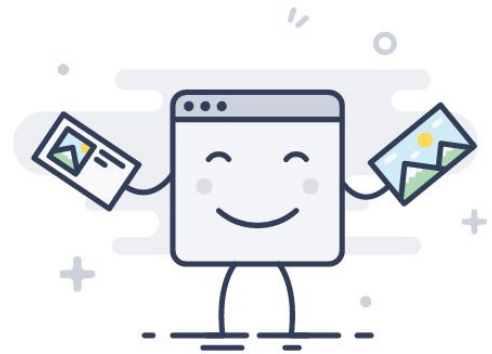
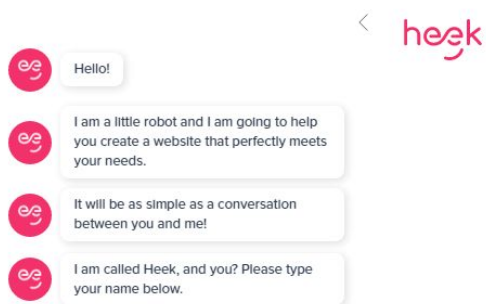


Hi Emma: A conversational Heek helps you create your website

October 5 2016, by Nancy Owano



(Tech Xplore)—You make things, you fix things, you help people get to where they want to go. No matter what type of business you plan on starting, the first to-do tasks on your mind include getting a website going. A newly launched conversational website builder by the name of Heek aims to help you do just that.

The team is based in France (their English is first-class). They blogged, "After a private and a [public beta](#), we are very excited to [launch](#) Heek, a straightforward way to create a website through conversation. We've had a phenomenal response to the product since we started to show it."

The service is aiming to bring businesses online and connect with their audience, a no-brainer advantage for any startup in 2016.

Hello, Emma, what do you do? I run a fashion boutique. Cool. What clothes do you sell? T-shirts. Where are you located?

The conversational interplay with Heek's well-placed questions could potentially result in your building a site in minutes. [Artificial](#) intelligence and machine learning go to work.

In a sense, Heek is a personal designer/developer/marketer, according to the team's blog.

(For example, *TechCrunch* said "it might recommend that you add your business's address or a contact form, or a navigation menu for moving between pages. To accept a suggestion, you just click 'OK.' To skip it, you'll click 'No thanks' and Heek will move onto the next element to be designed.")

The platform can be used to update the website, animate it, and publish it on a brand-new domain name. They said the site that is created is optimized for search engines.

The people behind Heek are inviting people to try it for free. It is a 14-day trial. After that they charge monthly fees.

Their mission statement is quite straightforward. "We would like to simplify the daily life of millions of small and medium businesses by

offering them the easiest means in the world to create their online presence and connect with their audience."

In the bigger scheme of things, Hadlee Simons of *Memeburn* sees this as a rather novel application of that interesting kid in the digital neighborhood, the chat bot.

"We've seen chat bots become the new 'cloud' this year, as everyone from Google and Microsoft to Facebook gets in on the action. However, we've also seen some novel uses for these AI-powered [bots](#), with the most recent example being a bot that builds a website for you."

Sarah Perez in *TechCrunch* talked about the site creation process. She said it's a conversational interface, where the bot asks you questions about yourself, your business and your site. You click to see design options and you customize them to what you need.

Perez thinks the team could see success in offering a setup where website creation handled [conversationally](#) "could appeal to the small business owner who doesn't have the funds for a professional designer."

More information: www.heek.com/

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