

The Website Cloning Playbook

Clone any page with Claude + Ditto MCP, then make it yours in 4 steps

01

Get Your Free Ditto API Key

Ditto is an open-source website cloner from ion.design. It is MIT-licensed and free, and it gives you a hosted API plus an MCP server you can wire into Claude Code. Grab a key from the /api-key page on ditto.site before you do anything else, then save it in your environment as DITTO_API_KEY so Claude can read it.

QUICK TIPS

- The key is free — there is no paid tier to unlock the MCP server.
- You can also self-host the whole pipeline if you would rather not use the hosted API.

02

Wire Ditto Into Claude Code

Add Ditto to your Claude Code MCP configuration, restart Claude Code, and confirm the server shows as connected before you try a clone. This is the whole install — there is no package to build.

PASTE THIS INTO YOUR MCP CONFIG

```
{
  "mcpServers": {
    "ditto": {
      "url": "https://api.ditto.site/mcp",
      "headers": {
        "Authorization": "Bearer ${DITTO_API_KEY}"
      }
    }
  }
}
```

QUICK TIPS

- Restart Claude Code after editing the config — it does not hot-reload MCP servers.
- Same server works in Cursor or any other MCP-capable agent.

Clone the Page

Ask Claude in plain language and it calls the tool for you. Ditto captures what the browser actually rendered — design tokens, web fonts, breakpoints, hover and focus states, dropdowns, accordions, SEO metadata and JSON-LD — and returns a componentised Next.js or Vite project in TypeScript, styled with Tailwind v4 or plain CSS.

PASTE THIS

```
Use Ditto to clone https://EXAMPLE.COM as a Next.js project with Tailwind. Put it in ./cloned-site, install the dependencies, and run it locally so I can see it.
```

💡 QUICK TIPS

- Because the capture is deterministic, the same URL gives you the same result every run.
- Clone one page first. Get the rebrand flow working before you pull a whole site.

Rebrand It In The Right Order

Work copy first, then colour, then type, then assets. Changing design tokens before the copy means reviewing every section twice. Run these four prompts in sequence and the page stops being theirs.

RUN THESE IN ORDER

1. Replace all copy with the content in brand.md. Keep the section structure and word counts roughly the same.
2. Swap the design tokens to my palette: primary #DEB4B4, accent #F5C018, background #111111. Update every component that references the old values.
3. Replace the web fonts with Inter and Playfair Display. Update the token file rather than hardcoding them.
4. Strip the original logo, favicon and OG image, and wire in the assets in /public/brand.

💡 QUICK TIPS

- Write brand.md first — one page of your offer, audience and proof points does most of the work.
- Ask Claude to list every file that still references the original brand before you call it done.

Know What You Can Actually Ship

Clone structure, not identity. Layout conventions, section ordering and interaction patterns are fair to learn from. Brand name, logo, copy, photography and illustration are not — those have to be gone before anything goes live. Beyond the legal line there is a practical one: a page still wearing someone else's words will not convert for your audience anyway.

QUICK TIPS

- Best uses: rebuilding your own old site, first-draft wireframes, learning how a page was constructed.
- If you would be uncomfortable telling the original owner what you did, change more before you ship.

Ready to go deeper?

This playbook is the short version. Inside the hub you get the full build walkthroughs, the prompt library, and the systems I use to ship this in a weekend.

Join the Build →

<https://hub.digicuratoragency.com/join>