



BLOCK / LINUX FOUNDATION · OPEN SOURCE

Goose

AI Agent

An autonomous AI agent that runs **on your machine** — it writes code, fixes bugs, manages files, calls APIs and orchestrates full workflows. No subscription. Works with any LLM. Scroll to **AI-Web** for the step-by-step playbook to build a website with AI.

FREE · APACHE 2.0

BUILT IN RUST

ANY LLM

↓ Download PDF

↓ Download HTML

27K+

GITHUB STARS IN 12 MONTHS

3,000+

MCP EXTENSION SERVERS

15+

LLM PROVIDERS SUPPORTED

5,000

BLOCK STAFF USE IT WEEKLY

01 — THE IDEA

What is *Goose*?

Think of Goose as a **digital employee on your laptop**. You tell it what you want in plain language — and it figures out the steps, runs commands, fixes errors, and delivers results.

Built by **Block** (formerly Square, founded by Jack Dorsey) and released in January 2025. In December 2025 it was contributed to the **Linux Foundation's Agentic AI Foundation** — alongside Anthropic's MCP and OpenAI's AGENTS.md — making it global infrastructure, not a proprietary product.

It runs in three ways: a **desktop app**, a **command-line tool (CLI)**, or via an **API** you can embed in your own products.

CAPABILITY	CHATGPT	GOOSE
Suggests code fixes	✓	✓
Actually runs the code	✗	✓
Reads your files	✗	✓
Installs dependencies	✗	✓
Connects Slack / Drive / GitHub	✗	✓
Works with any AI model	✗	✓
Runs on your machine (private)	✗	✓
Free to use	✗	✓

02 — MECHANICS

How it works — *step by step*

1

You type a task in plain English

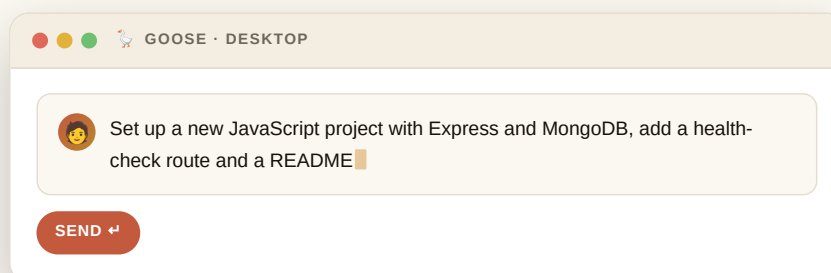
Open the Goose desktop app, CLI, or connect via API and type what you want — no code required. Goose understands natural language just like a human assistant would.

"Set up a new JavaScript project with Express and MongoDB"

"Find all bugs in my code and fix them"

NATURAL LANGUAGE

NO CODING NEEDED



2

Goose sends your request to an AI brain (LLM)

Your instruction goes to a Large Language Model — the engine that understands and thinks. You choose the brain: Claude, GPT, Gemini, or a free local model on your own computer.

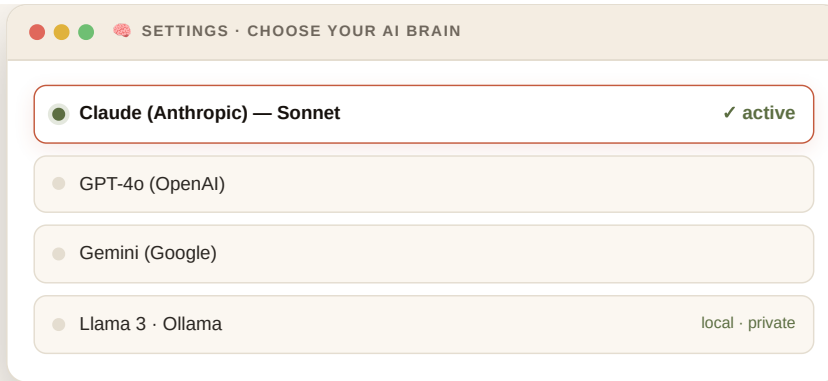
CLAUDE

GPT

GEMINI

OLLAMA (LOCAL)

💡 With a local model, no data leaves your computer — 100% private.

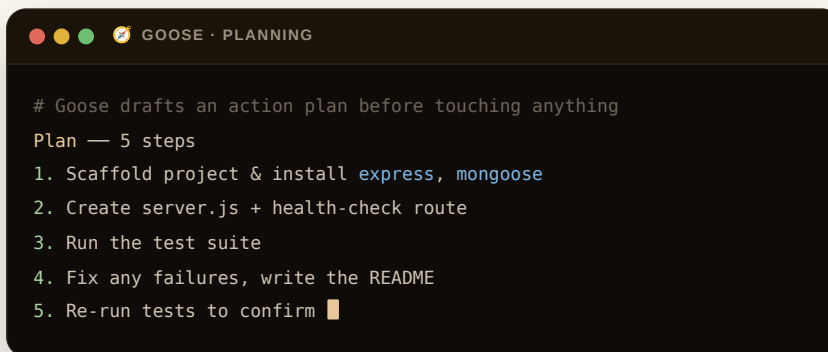


3

The AI plans the steps

The LLM doesn't just answer — it builds an **action plan**, deciding which tools to use and in what order.

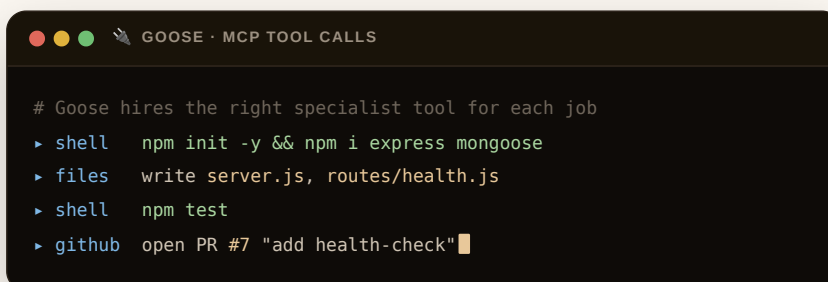
A. Read the project files · B. Run the test suite · C. Identify failures · D. Write code to fix them · E. Re-run tests to confirm



4

Goose calls the right tools (extensions)

Goose uses the **Model Context Protocol (MCP)** — an open standard — to connect to 3,000+ tools. Each tool is a specialist worker Goose can hire for a specific job.



5

Tools execute — results come back

Each tool does its job and reports back. If something fails, Goose retries automatically — like a smart employee who troubleshoots without bothering you.

Example: Goose asks GitHub to list open issues → gets 12 → reads them → fixes issue #7 → submits a pull request. All automatically.

```
GOOSE · EXECUTION LOG

✓ packages installed (1.8s)
✓ server.js created · health route mounted
⚠ test failed — port 3000 already in use
  ↳ Goose retries automatically → switch to PORT env
✓ npm test — 4 passing, 0 failing
✓ PR #7 opened on GitHub
```

6

Goose reports back to you

When done, Goose summarises what it did, what it changed, and what needs your attention. You stay in control and can redirect at any point.

✓ TASK COMPLETE

📄 ACTION SUMMARY

🔄 CONTINUOUS LOOP

GOOSE · SUMMARY

✓ TASK COMPLETE · 58S

 Created **Express + MongoDB** project — 9 files, dependencies installed.

 Tests: **4 passing**, 0 failing (1 issue auto-fixed).

 Opened **PR #7** "add health-check route" on GitHub.

 Needs you: review & merge the PR, then set your **MONGO_URI**.

03 — THE MAP

Goose *ecosystem* — mind tree



AI Brains

Choose your LLM



Claude (Anthropic)



GPT (OpenAI)



Gemini (Google)



Llama (local)



Ollama (free local)



Azure / Bedrock

Extensions

MCP connections



GitHub



Slack



Google Drive



Databases (SQL)



Docker



Notion



Web browser



Email / Gmail



Built-in Tools

Always available



Read / write files



Run shell commands



Execute tests



Install packages



Search code



Call web APIs



Recipes

Saved workflows



Weekly status report



Auto bug fix



Deploy pipeline



Data dashboard



Scheduled (cron)



Share with team



Interfaces

How you use it



Desktop app



CLI (terminal)



API (embed anywhere)



Claude Desktop (MCP client)

04 — IN PRACTICE

What can you do *with Goose*?



Coding & development

Set up entire project environments, write, test and debug code, run test suites and auto-fix failures, commit and push to GitHub — in one prompt.



Auto bug fixing

Paste an error. Goose reads your code, finds the root cause, writes the fix, re-runs tests and confirms it's resolved — without you typing a line.



Data analysis

Point Goose at a CSV or database and ask "build me an interactive dashboard." It reads the data, writes the chart code and serves it live in your browser.



File & system tasks

Rename 500 files by pattern, reorganise folders, extract data from PDFs, merge spreadsheets — any repetitive file task that would take you hours.



Workflow automation

Connect GitHub + Slack + Jira. When a bug is filed, Goose reads it, tries to fix it, then posts in Slack with a PR link. Zero human steps.



Private / air-gapped

Run with a local model (Ollama). Zero data leaves your machine — perfect for sensitive business data, healthcare records or classified environments.

— 05 — REUSABLE

Recipes — *reusable workflows*

A **Recipe** is a saved shortcut — a pre-written set of instructions Goose follows every time.

Write it once, share it with your team, and run it with one command. Think of it as a menu item: the same steps, perfectly, every time.

Recipe · Weekly Status Report

1

TRIGGER

Run every Monday at 9am automatically via cron schedule.

2

ACTION · READ GIT HISTORY

Goose reads all code commits from the past 7 days.

3

ACTION · CHECK OPEN ISSUES

Pulls all open bugs and tasks from GitHub.

4

OUTPUT · POST TO SLACK

Formats a clean report and posts to #engineering.

```
# recipe.yaml
title: Weekly Status Report
schedule: "0 9 * * MON"
extensions: [developer, github, slack]
instructions: |
  Analyze git history last 7 days.
  Summarize commits + open issues.
  Post report to #engineering.
```

Real example: a developer typed one prompt — *"Read my blog CSV files in /data, analyze them and create an interactive dashboard"* — and Goose read the files, wrote the code and served a live dashboard. No coding needed.

Real Goose session

YOU

"Set up a new JS project with Express, Mongoose, Nodemon"

GOOSE

Creates folder structure, installs all packages, generates a README with latest versions, initializes Git — **in 60 seconds**

YOU

"Now fix any bugs you find"

GOOSE

Runs tests, finds 2 issues, writes fixes, re-runs tests, confirms  — reports back with a summary

Why this matters for non-coders

Goose isn't just for programmers. Any business person can use it to automate repetitive file tasks, pull data from multiple sources into one report, connect business tools (CRM, email, spreadsheets) and schedule recurring reports automatically.

You describe the outcome. Goose figures out the how.



FREE · OPEN SOURCE

Cost	\$0 (free)
LLM choice	Any (15+ providers)
Data privacy	100% local option
Extensions	3,000+ MCP servers
Runs code?	Yes ✓
Vendor lock-in	None



PAID SUBSCRIPTION

Cost	\$20–\$200/mo
LLM choice	Claude only
Data privacy	Cloud
Extensions	MCP (growing)
Runs code?	Yes ✓
Strength	Top-tier accuracy



PAID SUBSCRIPTION

Cost	\$20/mo
LLM choice	GPT only
Data privacy	Cloud
Extensions	Limited
Runs code?	Sandboxed
Access your files?	No ✗

The bottom line

Goose is the **only free, open-source AI agent** that runs on your own machine, works with any AI model, connects to 3,000+ tools, and has been adopted by the Linux Foundation as global infrastructure. For businesses that need

power without vendor lock-in, it's the professional choice.

Free

Apache 2.0 license

Private

Runs 100% locally

Open

Any LLM, any tool

Powerful

3,000+ integrations

07 — AI-WEB

Build a website *with AI* — the toolkit & the steps

You don't need an agency or a CS degree to ship a professional website. With an AI agent like Goose (or Claude Code) you describe the outcome and the agent does the building. Here is the exact **toolkit** and the **step-by-step** method used to build pages like this one — on the EatCookJoy / Aziz Saif house theme.

Tools to use



AI BUILDER

Goose

Autonomous agent that scaffolds, writes and edits the whole site from plain-English prompts.

FREE



AI PAIR BUILDER

Claude / Claude Code

Generates clean HTML/CSS, refactors, reviews and explains — your design & code co-pilot.

FREE + PAID



EDITOR

VS Code / Cursor

Where you and the agent see and edit the files. Cursor has AI baked in.

FREE



DESIGN / MOCKUP

Figma / v0

Sketch layout and mood, or generate a first UI to hand to the agent.

FREE TIER



VERSION + HOST

GitHub + Pages

Stores your code and hosts the live site for free at username.github.io or a custom domain.



DOMAIN + CDN

Cloudflare / Namecheap

Buy your domain, point DNS, get free SSL and a global CDN in front of the site.

FREE

~\$10/YR



TYPOGRAPHY

Google Fonts

Playfair Display, Inter and Space Grotesk — the house theme fonts, loaded free via CDN.

FREE



ANALYTICS + SEO

Plausible / Search Console

See traffic privately and confirm Google indexes your pages.

FREE + PAID

Minimum viable stack to ship for free: **Goose + VS Code + GitHub Pages + a domain**. Everything else is an upgrade.



Deep-dive guides

DIY-WEB · AI VIDEO



Claude Code + Higgsfield — 100+ AI videos in minutes

The full step-by-step setup — Node.js, Claude Code, Playwright MCP & Higgsfield — to generate UGC ad videos at scale. Gulf-ready, halal-appropriate.



Step-by-step instructions

1

Write a one-page brief

Before any tool, decide three things: **who** it's for, **what** the one job of the page is, and the **single call-to-action**. Two sentences is enough — the agent builds far better with a clear target.

AUDIENCE

ONE JOB

ONE CTA

2

Pick your stack & install the tools

Install the agent and an editor, then create an empty project folder. For a static site (perfect for portfolios, explainers and landing pages) plain HTML + CSS is all you need — fast, durable and free to host.

```
brew install block-goose-cli
```

```
code my-site
```

3

Lock the design system *first*

Decide colours, fonts and spacing **before** building pages — this is what keeps every page on-brand. Reuse the house theme below (cream paper, terracotta, gold & sage, Playfair + Inter + Space Grotesk). Tip: this exact theme is saved as a reusable **Claude Code skill** so the agent applies it automatically every time.

Theme tokens: **cream** #FBF7F1 · **terracotta** #C45A3D · **gold** #D9A86C · **sage** #7A8C5C · **ink** #16110D — fonts: Playfair Display (display), Inter (body), Space Grotesk (labels).

4

Scaffold with one prompt

Hand the brief and the design tokens to the agent and let it generate the first full page. Then review it live and refine section by section in plain English.

STARTER PROMPT → GOOSE / CLAUDE CODE

```
# Paste this into the agent
Build a one-page static website at index.html.
Audience: [who]. Goal: [one job]. CTA: [button].
Use the EatCookJoy / Aziz Saif house theme:
  colours cream #FBF7F1, terracotta #C45A3D, gold #D9A86C, ink #16110D;
  fonts Playfair Display (headings), Inter (body), Space Grotesk (labels);
  editorial layout, grain overlay, pill buttons, soft cards, reveal-on-scroll.
Sections: hero, what, how it works, CTA. Make it responsive & accessible.
```

5

Write the content like an editor

Replace placeholder copy with real, specific words. Lead with the outcome, keep sentences short, use one clear heading per section. Ask the agent to tighten and proofread — but you own the message.

OUTCOME-FIRST

SHORT SENTENCES

ONE IDEA / SECTION

6

Make it responsive & accessible

Check the page on a phone width, confirm tap targets are big enough, add alt text to images, keep colour contrast high, and make sure it works without JavaScript. Ask the agent: "audit this page for mobile and accessibility and fix it."

MOBILE-FIRST

ALT TEXT

CONTRAST

KEYBOARD NAV

7

Optimise for search & AI engines (SEO · AEO · GEO)

Add a descriptive <title> and meta description, Open Graph tags, a canonical link, JSON-LD schema, a sitemap.xml and robots.txt. Clear headings and direct answers help you show up in Google *and* in AI answers (Perplexity, ChatGPT Search, Gemini).

META + OG

JSON-LD SCHEMA

SITEMAP

ANSWER-FIRST COPY

8

Connect the domain & deploy

Push to GitHub, enable Pages, and point your domain at it with a CNAME file. The agent can run every command for you. Your site is now live, on HTTPS, for free.

DEPLOY → GITHUB PAGES

```
# one-time setup
git init && git add . && git commit -m "launch site"
git branch -M main
git remote add origin git@github.com:you/your-site.git
git push -u origin main
```

```
# add a CNAME file containing your domain, then
# enable Pages in repo Settings → Pages → branch: main
```

9

Measure, iterate & keep it on-brand

Add analytics, watch what visitors do, and improve the weak sections. Because the theme lives in a reusable skill, every new page you add stays visually consistent — your site grows without drifting off-brand.

ANALYTICS

ITERATE

CONSISTENT THEME

SHIP WEEKLY

⚡ The stack at a glance

JOB	TOOL	WHY	COST
Build the site	Goose / Claude Code	Turns plain-English prompts into clean, working code	Free
Edit & preview	VS Code or Cursor	See files, preview live, accept agent edits	Free
Version control	Git + GitHub	History, backup, and the deploy pipeline	Free
Hosting	GitHub Pages	Free static hosting with HTTPS and a custom domain	Free
Domain + CDN	Cloudflare / Namecheap	Custom URL, free SSL, fast global delivery	~\$10/yr
Fonts	Google Fonts	Playfair Display · Inter · Space Grotesk	Free
SEO / AI search	Search Console + schema	Get indexed by Google and cited by AI engines	Free
Analytics	Plausible / GA4	Understand visitors and improve	Free / Paid

Want a website that builds itself — on brand, every time?

This page was generated with an AI agent on the EatCookJoy / Aziz Saif house theme. The same theme is saved as a reusable skill, so every future page stays perfectly consistent.

Explore azizsaif.com →

Aziz Saif

Goose explainer + AI-Web playbook · Block · Linux Foundation AAIF · Apache 2.0 open source

Explainer & playbook prepared by

Aziz Saif · AI Consultant · Dubai

أَلْحَمْدُ لِلَّهِ · github.com/aaif-goose/goose