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Typebot: building a WhatsApp conversation flow on your own server

Cloud API & Chatbots

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Typebot: building a WhatsApp conversation flow on your own server

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Typebot is an open-source program for designing conversations in blocks, connecting boxes on a screen (a question, a choice, a decision) without writing code. The same flow can run in a website chat or, according to the project's documentation, on WhatsApp through Meta's Cloud API. It is not a Interweb product: you install it on a **VPS with root**, and the upkeep is yours.

How Typebot thinks

Block type	What for	Example
Messages	What the bot says: text, images, links.	"Hello! I am the shop assistant."
Inputs	What the person answers: text, e-mail, phone, buttons.	"What is your e-mail?"
Logic	Decisions and variables: if the choice is X, go this way.	If they chose "Prices", show the table.
Integrations	Talking to the world: webhooks, spreadsheets, AI models.	Send the order to n8n or to a sheet.

Each flow is a drawing you test on the screen before publishing. That is what makes it appealing to people who do not program: you see the conversation all at once.

What you need to install it

1. **A VPS with root, Docker and HTTPS.** See **installing Docker and Docker Compose** and **Nginx as a reverse proxy**. Typebot uses two addresses, according to the project's documentation: one for the *builder* (where you design) and one for the *viewer* (where people chat), which can be one subdomain each.

2. **A PostgreSQL database.** The documentation points to PostgreSQL as Typebot's database.

3 **The project's environment variables:** the two addresses, the database connection, and an **encryption key** you generate once and keep. Without it, saved credentials (API keys, for example) can no longer be read after a restore: **environment variables and secrets**.

4 **A way to sign in.** The documentation provides for sending links by e-mail (so you need an SMTP) or signing in with accounts from outside services.

5 **Connect the channel.** For WhatsApp, Typebot needs the Cloud API details from Meta (an app, a number, a token) and a webhook: **the Cloud API: getting started with Meta**.

Rules for flows people finish

One question at a time, preferably with buttons. **Validate what you ask for**: an e-mail should look like an e-mail. **Always have a way out to a person**. And **test on the phone**, because the screen is small and text grows fast.

On an unmanaged VPS, Typebot is yours.
The installation, updates, copies and security are down to you, and Interweb support does not install or repair third-party programs (**how far our support goes**). Back up the database and keep the encryption key off the server.

Mind what the flow stores.
Each answer is personal data (name, e-mail, phone). Say in the first message what it is for and how long it is kept, and do not ask for more than you need: **consent for WhatsApp messages**.

Concept still unclear?
Read **how a WhatsApp chatbot works** first. To tie the flow to other tasks, n8n handles the behind-the-scenes part well: **n8n and WhatsApp**.

RECOMMENDED
Need a VPS with root for Typebot? Have a look at the plans.
See VPS servers →

SEE ALSO
How a WhatsApp chatbot works: rules, AI and what you need →

- **WhatsApp Cloud API: getting started with Meta**
- **n8n and WhatsApp: a message flow**
- **VPS servers**

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