

HOW TO BUILD A WEBSITE PROMPTS

Introduction

This prompt pack provides strategic AI prompts designed to help entrepreneurs and business owners create and optimize their websites. These prompts are crafted to work with AI assistants, enabling you to efficiently develop a professional online presence that drives business growth.

Categories of actionable prompts:

- Website Planning & Strategy
- Design & Visual Elements
- Content Creation & Management
- Technical Implementation
- E-commerce Implementation
- Analytics & Optimization
- Security & Maintenance

This document serves as a structured framework for integrating AI assistance into your website development process. Use these prompts to refine your approach, implement best practices, and create a website that aligns with your business goals and audience needs.

CATEGORIES OF PROMPTS

Website Planning & Strategy

Brand Identity Development

1. "Act as a brand strategist. Help me develop a cohesive brand identity for my website. Consider my business type: [describe business], target audience: [describe audience], and key differentiators: [list unique selling points]. Provide recommendations for colors, typography, and visual elements that will resonate with my audience."
2. "You are a digital branding expert. Review my current brand elements: [list current brand elements] and suggest improvements to create a more cohesive online presence. Include specific recommendations for website implementation."
3. "Function as a brand voice consultant. Based on my business description: [describe business] and target audience: [describe audience], create a brand voice guide that includes tone, vocabulary, and communication style for my website content."

Website Structure Planning

4. "Act as a website architect. Create a detailed sitemap for my [type of business] website. Here are my main services/products: [list offerings]. Include recommendations for primary and secondary navigation."

5. "You're a UX specialist. Design a user flow diagram for my website's main conversion goal: [describe goal]. Consider different user entry points and potential paths to conversion."
6. "Function as a content strategist. Create a content plan for my website's main pages. My business focuses on: [describe focus]. Include recommended content types, lengths, and key messages for each page."



Design & Visual Elements

Homepage Design

7. "Act as a UI designer. Provide a detailed layout recommendation for my homepage. My business type is: [describe business], and my main goal is: [state goal]. Include sections for above the fold and key content blocks."
8. "You're a conversion optimization expert. Review my current homepage layout: [describe current layout] and suggest improvements to increase conversions. Focus on call-to-action placement and user flow."
9. "Function as a visual design consultant. Create a moodboard description for my website's visual direction. My brand values are: [list values], and my target audience is: [describe audience]."

Mobile Optimization

10. "Act as a mobile UX expert. Review my website's current mobile experience: [describe current setup] and provide specific recommendations for improving mobile usability."
11. "You're a responsive design specialist. Create a checklist of mobile optimization requirements for my [type of business] website, including specific breakpoints and content adaptation strategies."

Content Creation & Management

Website Copy

12. "Act as a website copywriter. Write a compelling copy for my [specific page] that highlights my unique value proposition. Here are my key selling points: [list points]."
13. "You're an SEO content strategist. Create an optimized page structure for my [specific service/product] page. Include recommended headings, meta description, and key messaging points."
14. "Function as a conversion copywriter. Write three variations of call-to-action copy for my main service offering: [describe service]. Include button text and supporting microcopy."

Blog & Content Strategy

15. "Act as a content calendar strategist. Create a 3-month content plan for my website's blog. My business focuses on: [describe focus]. Include topic ideas, keywords, and content types."
16. "You're a blog optimization specialist. Analyze my current blog structure: [describe structure] and recommend improvements for better engagement and SEO performance."

Technical Implementation

SEO Optimization

17. "Act as an SEO specialist. Create a comprehensive SEO checklist for my new website. My business type is: [describe business], and my target keywords are: [list keywords]."
18. "You're a technical SEO expert. Review my current website structure: [describe structure] and provide recommendations for improving search engine visibility."
19. "Function as an SEO content optimizer. Create a keyword implementation strategy for my [specific page]. Include primary and secondary keywords, and suggest natural placement opportunities."

Performance Optimization

20. "Act as a website performance expert. Create a checklist for optimizing my website's loading speed. Include specific recommendations for image optimization, caching, and code minification."
21. "You're a technical optimization specialist. Review my current website performance metrics: [share metrics] and suggest specific improvements for better page load times."

E-commerce Implementation

Product Page Optimization

- 22. "Act as an e-commerce specialist. Design an optimal product page layout for my [type of product]. Include recommendations for product images, description structure, and trust indicators."
- 23. "You're a conversion rate optimizer. Review my current product page: [describe current layout] and suggest improvements to increase add-to-cart rates."

Checkout Process

- 24. "Act as an e-commerce UX expert. Design a streamlined checkout process for my online store. Consider cart abandonment prevention and trust building elements."
- 25. "You're a checkout optimization specialist. Create a checklist of essential elements for a high-converting checkout page, including form fields, payment options, and security indicators."

Analytics & Optimization

Tracking Setup

- 26. "Act as an analytics expert. Create a comprehensive tracking plan for my website. Include key metrics, goal setup, and event tracking recommendations."
- 27. "You're a conversion tracking specialist. Design a framework for measuring my website's main conversion goals: [list goals]. Include specific event tracking and attribution recommendations."

Performance Analysis

- 28. "Act as a data analyst. Create a monthly website performance review template. Include key metrics to track and suggest optimization opportunities to look for."
- 29. "You're a website optimization expert. Review my current analytics data: [share data] and provide specific recommendations for improving key performance indicators."

Security & Maintenance

Security Implementation

- 30. "Act as a website security expert. Create a comprehensive security checklist for my website. Include specific recommendations for protecting customer data and preventing common security threats."
- 31. "You're a security implementation specialist. Design a regular security audit process for my website, including specific checks and maintenance tasks."

Maintenance Planning

- 32. "Act as a website maintenance strategist. Create a monthly maintenance checklist for my website, including content updates, security checks, and performance optimization tasks."
- 33. "You're a website operations expert. Design a crisis response plan for common website issues, including server downtime, security breaches, and performance problems."

Implementation Strategy

To effectively use these prompts with an AI assistant:

1. Start with planning prompts before moving to implementation
2. Provide detailed context when using each prompt
3. Use follow-up prompts to drill down into specific details
4. Save successful responses for future reference
5. Regularly review and update your implementation based on performance data

Remember to:

- Customize each prompt with your specific business details
- Include relevant metrics and current setup information
- Be specific about your goals and target audience
- Request practical, actionable recommendations
- Follow up on technical recommendations with appropriate expertise

This prompt pack provides a structured framework for creating and maintaining an effective business website. Use these prompts systematically to build and optimize your online presence while keeping your specific business goals and audience needs in focus.