**Prompt 1 – Purpose of the Site.**

*I'm planning to create a site for [my business/personal project/brand]. I'd like help structuring my ideas and coming up with a clear plan. Here are some details and questions I have in mind.*

*Purpose of the Site: [Explain the main purpose of the site - to sell products, showcase services, build a personal brand, etc.].*

*How can I align the design and content of my site to clearly reflect this purpose?*

**Prompt 2 – Target Audience**

*I'm planning to create a site for [my business/personal project/brand].*

*I do: [describe your industry, what you do].*

*I'd like help structuring my ideas and coming up with a clear plan.*

*Help me find potential audiences.*

*What design elements and type of content would be most appealing to this audience?*

**Prompt 3 – Brand Identity**

*I'm planning to create a site for [my business/personal project/brand]. I'd like help structuring my ideas and coming up with a clear plan. Here are some details and questions I have in mind.*

*Brand Identity: [Information on brand identity and image - logo, colors, tone of voice etc.].*

*How can I ensure that my site consistently reflects my brand identity?*

**Prompt 4 – Key Features**

*I'm planning to create a showcase site for [my business/personal project/brand].*

*I do: [describe your industry, what you do].*

*I need to determine the key features my site should include to meet my users' needs.*

*Help me find the best key features for my business. For example: List the essential features the site should have - contact form, gallery, blog, extensions, tools to be combined for better management, etc.].*

*What are the best practices for integrating these features effectively?*

**Prompt 5 – Site Content**

*I'm planning to create a site for [my business/personal project/brand].*

*I do: [describe your industry, what you do].*

*Content will be a central element of my site, and I want to make sure it's engaging and relevant.*

*Site content: [Insert the Essential features for your website that the previous Prompt 4 created for you here].*

*Can you suggest a site structure that would organize this content in a logical and engaging way?*

**Prompt 6 – SEO and Online Visibility**

*I'm planning to create a site for [my business/personal project/brand].*

*I do: [describe your industry, what you do].*

*My target audience is: [describe your target audience].*

*I'd like help structuring my ideas and coming up with a clear plan.*

*Help me find the best Strategies to improve SEO and visibility.*

**Prompt 7 – Competitive analysis**

*I'm planning to create a site for [my business/personal project/brand].*

*I do: [describe your industry, what you do].*

*My target audience is: [describe your target audience].*

*Understanding what my competitors are doing and how I can stand out is important to me.*

*Do a Competitor Analysis: list competitors or similar sites in my field in order of priority.*

*How can I draw inspiration from the best practices of competing sites and still stand out from the crowd?*