AI WEBSITE PROMPT PLAYBOOK

All Prompt Types for Different Website Use Cases

How to use this list:
Choose a **prompt type**, then customize:

- Niche

- Audience

- Goal

- Design style

1. STRUCTURAL PROMPTS

Used to define **what kind of website** you want

1.1 Landing Page Prompt

Use case: Sales, lead generation, signups

```
Create a high-converting landing page for [product/service] targeting
[audience].
The goal is to [conversion action].
Include hero section, benefits, social proof, CTA, and contact/signup
form.
Use a clean, conversion-focused design.
```

1.2 Multi-Page Website Prompt

Use case: Business websites, startups

```
Create a multi-page website for [business type].
Include Home, About, Services, Testimonials, and Contact pages.
Design should be professional and easy to navigate.
```

1.3 One-Page Website Prompt

Use case: Personal brands, small businesses

```
Create a one-page website for [use case].
Include sections for overview, features/services, testimonials, and
CTA.
Use a smooth scrolling layout.
```

2. BUSINESS & COMMERCIAL PROMPTS

2.1 Business Website Prompt

```
Create a professional website for a [business type] targeting
[audience].
The goal is to generate leads.
Include services, about, testimonials, and contact form.
Use a trust-building design.
```

2.2 Startup Website Prompt

```
Create a modern startup website for a [industry] startup.
The goal is to explain the product and attract early users.
Include value proposition, features, use cases, and CTA.
```

2.3 Corporate Website Prompt

```
Create a corporate website for a [company type].
Focus on professionalism, credibility, and clear information
hierarchy.
Include company overview, services, leadership, and contact details.
```

3. E-COMMERCE & SALES PROMPTS

3.1 E-Commerce Store Prompt

```
Create an e-commerce website for selling [product category].
Target [audience].
Include product listings, pricing, reviews, cart CTAs, and trust
badges.
Use a clean, modern shopping experience.
```

3.2 Product Landing Page Prompt

```
Create a product landing page for [product name].
The goal is to drive purchases.
Highlight product benefits, features, pricing, reviews, and CTA.
```

3.3 Digital Product Website Prompt

```
Create a website for selling a digital product like [course/ebook].
Include product overview, benefits, testimonials, pricing, and
purchase CTA.
```

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4. SAAS & SOFTWARE PROMPTS

4.1 SaaS Homepage Prompt

```
Create a SaaS homepage for a [software type] targeting [audience].
The goal is to increase free trial signups.
Include value proposition, features, integrations, testimonials, and
CTA.
```

4.2 SaaS Pricing Page Prompt

```
Create a pricing page for a SaaS product.
Clearly compare plans, highlight popular plan, and include CTAs.
Use simple, clear layout.
```

4.3 App Landing Page Prompt

```
Create an app landing page for a mobile app.
Highlight app features, screenshots, benefits, and download CTA.
```

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5. SERVICE-BASED BUSINESS PROMPTS

5.1 Consulting Website Prompt

```
Create a consulting website targeting [client type].
The goal is to book discovery calls.
Include services, process, testimonials, and contact form.
```

5.2 Agency Website Prompt

```
Create an agency website for a [service] agency.
Highlight expertise, case studies, client results, and contact CTA.
```

5.3 Freelancer Website Prompt

```
Create a freelancer website showcasing services and past work.
Include portfolio, skills, testimonials, and contact details.
```

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6. PERSONAL BRAND & PORTFOLIO PROMPTS

6.1 Personal Portfolio Prompt

```
Create a personal portfolio website for a [profession].
Highlight projects, skills, experience, and contact information.
Use a minimal, professional design.
```

6.2 Personal Brand Website Prompt

```
Create a personal brand website for a [creator/coach].
```

```
Focus on authority, content, and lead capture.
Include bio, offerings, content highlights, and CTA.
```

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7. CONTENT & COMMUNITY PROMPTS

7.1 Blog Website Prompt

```
Create a blog website focused on [topic].
Design should prioritize readability and content hierarchy.
Include categories, featured posts, and newsletter signup.
```

7.2 Newsletter Landing Page Prompt

```
Create a newsletter signup landing page for [topic].
The goal is email subscriptions.
Include benefits, sample content, and CTA.
```

7.3 Community Website Prompt

```
Create a community website for [group type].
Include mission, benefits, member testimonials, and join CTA.
```

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8. LOCAL BUSINESS PROMPTS

8.1 Restaurant Website Prompt

```
Create a restaurant website targeting local customers.
Include menu, images, location, timings, and reservation CTA.
```

8.2 Salon / Clinic Website Prompt

```
Create a website for a [salon/clinic].
```

Include services, pricing, staff, testimonials, and appointment booking.

8.3 Gym / Fitness Website Prompt

Create a fitness website for a gym or trainer.
Highlight programs, schedules, success stories, and signup CTA.

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9. NON-PROFIT & EDUCATION PROMPTS

9.1 Non-Profit Website Prompt

Create a non-profit website focused on [cause].
Encourage donations and volunteer signups.
Include mission, impact stories, and CTA.

9.2 Educational Website Prompt

Create an educational website for [course/academy].
Include course details, benefits, testimonials, and enrollment CTA.

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10. EVENT & CAMPAIGN PROMPTS

10.1 Event Landing Page Prompt

Create an event landing page for [event name].
Include event details, speakers, agenda, and registration CTA.

10.2 Marketing Campaign Prompt

Create a campaign landing page for a marketing promotion.
Highlight offer, urgency, and CTA.

11. UX & DESIGN REFINEMENT PROMPTS

Used **after generation**

```
Improve visual hierarchy and spacing.
Make the CTA more prominent.
Optimize layout for mobile users.
Simplify content and improve readability.
Add stronger trust signals.
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12. TECHNICAL & PERFORMANCE PROMPTS

```
Optimize website for SEO.
Improve loading performance.
Ensure mobile responsiveness.
Refine navigation for better UX.
```

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13. ITERATION & FEEDBACK PROMPTS

```
Refine the hero section messaging.
Rewrite the headline to be more benefit-driven.
Improve conversion flow.
Reduce clutter and increase focus.
```