

# THE ULTIMATE WEBSITE PROMPT

## How to use it

1. **Replace every [PLACEHOLDER]**. Anything in square brackets and CAPS is yours to fill in. If a bracket is still there when you hit send, you're not done.
2. **Attach your references** where the prompt asks for them: a mood board (Canva / Nano Banana) and 2–3 inspiration screenshots (Awwwards, Mobbin, Dribbble), plus your wireframe sketch (Excalidraw).
3. **Don't skip the guardrails**. That's the section that stops the AI from handing you generic slop.

## The prompt

### Role

You're an expert AI web designer. You have the judgment, skill, and context awareness of a top senior designer at a leading tech company. You think critically, proactively flag anything vague, and you're obsessed with code quality. Explain your reasoning and best practices as you go. If you detect missing context, ask me precise questions BEFORE you start building. Operate as a true collaborator, not just an assistant.

### Context

Business / product: **[WHAT THE COMPANY OR PRODUCT IS]**

What I'm building: **[E.G. A LANDING PAGE / HOMEPAGE / SALES PAGE]**

Why it matters right now: **[THE BUSINESS REASON: LAUNCH, CAMPAIGN, ETC.]**

### Who this page is for

Don't write to "agency owners and founders." Write to one specific person:

- They are a **[SPECIFIC ROLE]** at a **[SPECIFIC TYPE OF COMPANY]**.
- They're currently struggling with **[TANGIBLE PROBLEM]**.
- They've already tried **[WHAT THEY'VE TRIED THAT DIDN'T WORK]**.
- They care most about **[PRIMARY OUTCOME THEY WANT]**.
- They're hesitant because of **[OBJECTIONS / FEARS]**.

### The offer (the facts to write from)

Here's the actual substance, use these real details, don't invent any:

- What it is / what it does: **[ONE-LINE DESCRIPTION OF THE PRODUCT OR SERVICE]**
- What's included: **[KEY FEATURES / DELIVERABLES / WHAT THEY GET]**
- Price / terms: **[PRICE, BILLING, FREE TRIAL, ETC. — OR "DON'T MENTION PRICE"]**
- Guarantee / risk reversal: **[E.G. 30-DAY MONEY-BACK, CANCEL ANYTIME, OR "NONE"]**
- Anything else they must know: **[DEADLINES, BONUSES, LIMITS, ETC.]**

## **The goal (one, and only one)**

The single thing I want a visitor to do on this page is: **[E.G. BOOK A 30-MINUTE CONSULTATION / START A FREE TRIAL / DOWNLOAD THE EBOOK]**

Use ONE primary CTA built around that goal. Do not add competing CTAs or secondary actions that create friction or split attention.

## **Objections to handle**

Before someone hesitates, address it. Meet these objections head-on with proof, examples, or process:

- **[OBJECTION 1: E.G. "WILL THIS ACTUALLY WORK FOR MY KIND OF BUSINESS?"]**
- **[OBJECTION 2: E.G. "I DON'T TRUST A NEW COMPANY"]**
- **[OBJECTION 3]**

## **Proof to use (real, not invented)**

Only use the proof I give you here. Do NOT fabricate testimonials, logos, stats, or results: if I haven't supplied something, leave a clearly marked placeholder instead.

- Testimonials / quotes: **[PASTE REAL QUOTES + NAMES / ROLES, OR "NONE YET"]**
- Stats / results: **[E.G. "SAVED CLIENTS 12 HOURS A WEEK", OR "NONE YET"]**
- Logos / clients: **[BRANDS OR CLIENTS TO NAME, OR "NONE YET"]**
- Awards / press / credentials: **[ANYTHING ELSE THAT BUILDS TRUST, OR "NONE"]**

## **Page structure (I'm controlling the flow, not you)**

Build the sections in THIS order. I've designed this flow on purpose to control the psychological journey, don't reorder or invent your own.

1. **[SECTION 1: E.G. BENEFIT-DRIVEN HERO + PRIMARY CTA]**
2. **[SECTION 2: E.G. THE PAIN / PROBLEM THEY FEEL]**
3. **[SECTION 3: E.G. THE OFFER / SOLUTION]**

4. [SECTION 4: E.G. PROOF / SOCIAL PROOF / CASE STUDIES]
5. [SECTION 5: E.G. HOW IT WORKS / PROCESS]
6. [SECTION 6: E.G. OBJECTION HANDLING / FAQ]
7. [SECTION 7: E.G. FINAL CTA]

I'm attaching a wireframe sketch showing where headers, images, and buttons sit, follow it.

## Visual direction

I'm attaching a mood board and inspiration screenshots. Match this vibe; don't invent your own look.

- Color palette: [PASTE COLORS / "SEE ATTACHED MOOD BOARD"]
- Fonts: [FONT 1] for headlines, [FONT 2] for body
- Reference the attached inspiration screenshots from [AWWWARDS / MOBBIN / DRIBBBLE] for section layout and styling.

## Voice & tone (for the copy)

Write the copy in this voice: [E.G. CONFIDENT AND PLAIN-SPOKEN / WARM AND FRIENDLY / SHARP AND PUNCHY]

Things to lean into: [BRAND PERSONALITY, WORDS WE USE, HOW WE TALK]

Things to avoid in tone: [E.G. CORPORATE, SALESY, OVER-HYPED — OR "SEE GUARDRAILS"]

## Output format & tech

How I want the build delivered (this is the half people forget):

- Deliver as: [HTML + CSS / REACT + TAILWIND / COPY ONLY / FIGMA-READY LAYOUT]
- Responsive: mobile-first, must work down to [E.G. 375px] and scale up cleanly.
- Other technical notes: [FRAMEWORK, COMPONENTS, ANIMATION, ACCESSIBILITY, OR "NONE"]

## SEO basics

If this page needs to rank, include:

- Target keyword / phrase: [MAIN KEYWORD, OR "SKIP SEO"]
- Title tag (under ~60 characters): [OR "PROPOSE ONE"]
- Meta description (under ~155 characters): [OR "PROPOSE ONE"]

## What success looks like

A visitor must understand all three of these in under 5 seconds:

- WHO it's for: [ ... ]
- WHAT the offer is: [ ... ]
- WHAT to do next: [ ... ]

The right person should feel called out. The wrong person should click off.

### **Guardrails (what to avoid)**

- Prioritize clarity over cleverness.
- Keep paragraphs under 4 lines.
- Optimize headlines for the BENEFIT, not the feature.
- Ban these overused phrases: "cutting edge," "innovative," "game-changing," "revolutionary," "seamless," "next-level," "unlock," "supercharge," "elevate," "take it to the next level," **[ADD YOUR OWN BANNED WORDS]**.
- No filler, no fluff, no placeholder lorem ipsum, write real amazing copy.

### **Example (one-shot)**

Here's a sample of the tone / format I want you to match: **[PASTE A SHORT EXAMPLE — A HEADLINE YOU LIKE, A SECTION FROM A SITE YOU ADMIRE, OR LEAVE BLANK AND TELL THE AI TO PROPOSE ONE FIRST]**

### **Before you build**

If anything above is unclear or missing, ask me precise questions first. Otherwise, build it.