CHATGPT PROMPTS FOR YOUR WEBSITE COPY

One page at a time. In your own voice.

Six page-by-page prompts for Home, Services, About, Portfolio, Contact and Blog, plus a starting prompt to give ChatGPT the real business context.

FOR DESIGNERS + BUSINESS OWNERS

Useful drafts start with real details.

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START HERE

How to use these prompts

Start with the business-context prompt. Answer its questions, then keep the same chat open as you work through the pages you need. Replace every bracket with a real detail or write “not provided.”

The prompts are separate on purpose. You can draft one page, edit it in the actual layout and come back for the next. For client projects, get permission before sharing material with an AI tool and have the client approve every fact and claim.

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GET BETTER RESULTS

+ Give ChatGPT the actual questionnaire, offer details and a sample of the owner’s voice.
+ Let it ask for missing facts before it writes a headline or a process.
+ Review the draft in the real design, including the mobile version.

PROMPT 01

Start here: give ChatGPT the business context

Paste this once at the start of a new chat. Add the actual business details before using the page prompts.

COPY + PASTE PROMPT

```
Help me draft website copy one page at a time. Use only the business facts and
examples I give you. Do not invent results, credentials, testimonials, prices,
locations, process steps or personal stories. If something important is missing,
ask me before writing it.

Business and offers: [What the business sells, what is included, who it serves
and where it works, if relevant]
Audience: [What customers need, ask about or worry about]
What makes this business different: [Only confirmed specifics]
Proof: [Real reviews, case studies, portfolio examples and credentials, or "none
supplied"]
Voice: [Paste one or two paragraphs the owner wrote or approved]
Words and claims to avoid: [List]
Main website action: [Inquire, book, shop, etc.]

Summarize what you know in six bullets. Separate confirmed facts from missing
information. Ask me up to five useful questions that would make the website copy
more specific. Do not write the pages yet. After I answer, keep these facts in
mind as we work through each page in this same chat.
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PROMPT 02

Home page

Add your template section list or rearrange the sections below to fit the real site.

COPY + PASTE PROMPT

```
Using the confirmed business context in this chat, draft the home page. The
visitor should understand what this business offers, who it is for and what to do
next without reading every section.

Template sections and rough space available: [Paste the section list or say
"flexible"]
Primary action: [Specific next step]
Featured offer: [Which offer should lead]

Write the copy section by section:
1. Hero: give me three specific headline directions, one supporting sentence and
a button that says what happens next.
2. Short introduction: explain the offer and who it is for in plain language.
3. Offer or services preview: give each actual offer a distinct benefit and clear
next step.
4. About preview: introduce the person or business in a way that connects back to
the customer.
5. Proof or portfolio preview: use only real supplied examples or leave a labeled
placeholder.
6. Final call to action: address the most relevant question or hesitation before
the button.

Use the client's voice, not generic phrases like "elevate your brand." Do not
force every section into the page if it repeats another. Keep paragraphs easy to
read on a phone. Flag any claim that needs approval.
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PROMPT 03

Services page

Run this separately for each offer if the services differ substantially.

COPY + PASTE PROMPT

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Draft a services page using the confirmed facts in this chat. Do not turn a vague
service name into an invented package.

Services and what each includes: [Paste exact details]
Best-fit customer for each: [Paste]
Process, timing and price if public: [Paste or write "not provided"]
Common questions or objections: [Paste]
Primary action: [Inquire, book, buy, etc.]
Template sections and space: [Paste or say "flexible"]

Write a clear opening that explains the offer. For each service, give me a
heading, a short description of what the client receives, the practical benefit,
and the right button label. Add a process section only from steps I supplied.
Suggest two or three FAQ questions based on the information provided, but leave
answers marked [NEEDS CLIENT INPUT] where facts are missing. Finish with a call
to action that describes the real next step.

Keep the services distinct. Do not promise results, availability or turnaround
times I did not confirm. Point out any missing detail that would stop a visitor
from deciding whether to inquire.
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PROMPT 04

About page

Give ChatGPT actual notes or an existing bio. The page needs a real story, not a generic founder narrative.

COPY + PASTE PROMPT

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Write an About page using only the owner's real story and the confirmed business
context in this chat.

Owner's background and turning points: [Paste notes or current bio]
Why the work matters to the owner: [Paste the owner's words]
Relevant experience and proof: [Paste only confirmed details]
Personal details the owner wants included: [Paste or write "none"]
Who the business serves and how: [Paste]
Primary action: [Specific next step]

First identify the most relevant story thread for a prospective customer. Then
draft an introduction, two or three short story sections and a closing
invitation. Explain what the background means for the customer without making
every paragraph a sales pitch. Preserve useful phrases from the owner's own
voice. Do not invent a dramatic turning point, childhood story, credentials or
client results.

At the end, mark sentences that need the owner's confirmation. If the notes do
not support a section, ask for the missing story detail rather than filling it
with generic copy.
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PROMPT 05

Portfolio or case study page

Use one real project at a time. This prompt can also create short portfolio cards from verified details.

COPY + PASTE PROMPT

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Help me write a portfolio entry for one real project. Use only the information
below and the confirmed business context in this chat.

Project or client name and permission to share: [Paste]
Client's starting situation: [Paste verified details]
Work delivered: [Paste]
Constraints or decisions: [Paste]
Result or client feedback: [Paste exact evidence, or "not available"]
Images available: [Describe]
Next action for a visitor: [Paste]

Write a short portfolio card (headline plus two sentences) and a longer case
study with these sections: the brief, the approach, what was delivered and the
outcome if verified. Connect each design choice to the problem it addressed. If
no measurable outcome is supplied, describe the finished work without claiming a
business result. Suggest image captions that explain what the visitor is looking
at.

Flag anything that needs client permission or proof. Do not invent a testimonial,
metric or before-and-after story.
```

PROMPT 06

Contact page

Make the next step feel clear and accurate.

COPY + PASTE PROMPT

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Draft a contact page from the confirmed business context in this chat.

Who should inquire: [Paste]
What the visitor can ask about: [Paste]
How the inquiry works: [Form, email, booking link, etc.]
Response time, if confirmed: [Paste or "not provided"]
What to prepare before reaching out: [Paste or "nothing required"]

Write a short headline, two or three sentences that explain who the page is for,
a clear form introduction and a button label. Add a brief "what happens next"
section only from steps I supplied. Suggest useful form questions that help
qualify an inquiry without making the form unnecessarily long. If a response time
or availability is unknown, do not guess.
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PROMPT 07

Blog ideas and one post at a time

Use the ideas as a starting point, then supply expertise and sources before asking for a draft.

COPY + PASTE PROMPT

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Plan three helpful blog posts for this business using the confirmed offers,
audience questions and expertise in this chat.

Questions customers ask: [Paste]
Topics the owner can credibly teach: [Paste]
Relevant products or services: [Paste]
Examples, experience or sources available: [Paste]
Search phrases already researched, if any: [Paste or "none"]

For each idea, suggest a clear search-style title, the question it answers, a
short outline, what evidence or examples are needed and a natural next step. Do
not claim a keyword has high search volume unless I provide that research.

Stop so I can choose a topic. When I choose one, ask for any missing facts or
sources, then write an outline for approval. Only after I approve it, draft one
useful post at a time with a specific introduction, descriptive subheadings,
practical detail and a conclusion. Attribute factual claims to the sources I
supply, leave [SOURCE NEEDED] where appropriate, and avoid padding to hit a word
count.
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Keep the prompts.
Keep your judgment.

These free prompts help you draft each page separately. Review every result with the client and test the copy in the real website. A good prompt cannot decide which claim matters most or whether a sentence feels true to the business.

WANT THE CONNECTED WORKFLOW?

The Content Shortcut gives you the client questionnaire, one master prompt and walkthrough training to move from the brief through full website copy and a cohesive image library. It also shows you how to use three casual photos to make 20 brand images and 10 faceless images.

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