FREE PROMPT PACK / WEBSITE DESIGN / PART 2

Cinematic *Website Polish*

ADVANCED COMPANION



Direct the next pass: tell a clearer story, add depth, and keep the site fast.

03 COPY-READY PROMPTS

Storyboard / Depth / Verification

BEFORE YOU START

What to bring

A working page or repo, target visitor, primary CTA, rights-cleared brand assets, mobile baseline, and any Part 1 changes. Set a page-weight and performance budget before adding media.

TRY IT WITH THIS

Practice example

A ceramics studio already has a working shop. Reuse one studio photo for a quiet Spotlight and show a three-beat product story: clay, detail, finished piece. Keep the shop button fixed in the normal layout and visible without motion.

HOW TO USE IT

Copy a prompt from page 2, replace the bracketed inputs, and review the output before you use it.

WEBSITE DESIGN / PART 2 / WORKBOOK

The prompts

Run in order, or start with the step you need.

01 Storyboard the visitor journey

Audit [page or repo] for [visitor] and [primary action]. Map arrival, proof, and action. Return a table with section, visitor question, existing asset, proposed cue, static fallback, and what to measure. Pick one featured moment and up to two supporting cues. Keep headings, navigation, links, and forms in normal page flow. Separate deeper creator or moderator workflow ideas into a backlog; don't add features to a visual pass.

02 Prototype depth before adding a film

Use [approved brand assets] and the existing stack. In [feature section], prototype foreground subject, midground detail, and quiet background. Use stills, shallow transitions, and a static mobile fallback first. If a short scroll sequence improves product understanding, propose a preview-only test with a still poster, bounded asset budget, offscreen loading, and a kill switch. No paid generation, plugin installs, or hundreds of frames by default. Keep essential copy and the CTA usable without motion.

03 Compare before and after

Compare [baseline] and [preview] at a narrow phone size and on desktop. Check the main CTA, anchors, keyboard focus, reduced motion, slow load, layout shift, scroll-back, and media weight. Record each as PASS, FAIL, or NOT TESTED, with evidence. If the story isn't clearer or the budget is exceeded, keep the still version. Deliver a short diff, preview or PR, and rollback steps. Do not publish without approval.

WHAT GOOD OUTPUT LOOKS LIKE

One clearer product moment with an unchanged checkout path, a verified static fallback, and a short evidence table. If a still does the job, ship the still.

Inspiration: scroll-craft / Scroll-Site Generator