FREE PROMPT PACK / WEBSITE STRATEGY

Lead-to-Website *Blueprint*



Go from a real customer problem to a one-page site brief before you build.

03 COPY-READY PROMPTS

Discovery / Direction / Review

BEFORE YOU START

What to bring

Anonymized discovery notes, verified public facts, approved offer, primary action, design constraints, and current page copy if available.

TRY IT WITH THIS

Practice example

A fictional pet grooming studio wants more first-time bookings. Clients ask about nervous dogs, first-visit price ranges, and weekend availability. Only the studio address and service menu are verified.

HOW TO USE IT

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

WEBSITE STRATEGY / WORKBOOK

The prompts

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

01 Turn discovery into a decision

Review [anonymized discovery notes] and [verified public facts] for [business type]. Separate observed facts, customer quotes paraphrased without identifiers, and assumptions. Rank the top three problems by likely impact and available evidence. Recommend one target buyer, one primary conversion action, and one offer for the landing page. Show what would change your recommendation and ask no more than three follow-up questions. Don’t browse or send outreach unless I explicitly ask.

02 Draft the concept before you build

Using [approved problem, customer, offer, and CTA], write a one-page website concept ready to paste into a PDF. For each section include its purpose, draft copy, suggested visual, and evidence needed. Include hero, proof, how it works, FAQ, and a final CTA only where useful. Show the mobile order first. Mark unverified prices, reviews, hours, and service areas as placeholders. End with a short client approval checklist. Do not produce code yet.

03 Review the page like a buyer

Compare [preview copy or screen descriptions] with [approved concept]. Walk through the main mobile conversion once as a first-time visitor. Mark each item PASS, FAIL, or NOT TESTED: offer visible, one clear next action, readable text, form inputs and success/error states, real support contact, and proof traceable to supplied facts. For each fail, give a specific revision and a way to verify it. Do not claim a form works unless a real test result is supplied.

WHAT GOOD OUTPUT LOOKS LIKE

Example recommendation: feature “Request a first grooming visit,” answer nervous-dog questions just below the hero, and mark weekend hours unverified. Approve that concept before building the booking form.