THE TRUSTALYZE AI PROMPT PLAYBOOK

25 Extensive AI Prompts for Design, Social Media, and Websites

Copy-ready, professionally structured prompts that show how detail produces better results by Michael Allen at Trustalyze.com.

Graphic Design | Social Media Marketing | Website Building

November 2026 Edition

Trustalyze

Trustalyze AI Center
Trustalyze.com
503-610-2650 - info@trustalyze.com

How to Use This Playbook

Every prompt below is deliberately long. That is the point. AI models produce generic output from generic input, and specific, structured output from specific, structured input. Each prompt follows the same anatomy, so you can learn the pattern and write your own.

The Anatomy of an Extensive Prompt

- **Role:** Tells the AI whose expertise to apply, which shifts vocabulary, depth, and judgment.
- **Context:** Your business, audience, goal, and constraints. This is where most of the quality comes from.
- **Task:** The exact job to do, stated as a clear action.
- **Deliverables and Format:** A numbered list of what must be included and how it should be organized.
- **Rules and Quality Bar:** What to avoid, how specific to be, and what good looks like.
- **Follow-Up:** How to iterate: ask for critique, variations, or the next step.

Quick Start

1. Replace every [BRACKETED PLACEHOLDER] with your real details. The more specific you are, the better the output.
2. Paste the prompt into your AI tool. For image prompts, use an image generator; for research prompts, enable web browsing.
3. Review the first result, then use the follow-up tip or ask for revisions. Treat the AI as a collaborator, not a vending machine.
4. Save your best-performing versions as reusable templates, and always fact-check claims, statistics, and legal or compliance wording before publishing.

Prompt Index

#	Prompt	Category
1	Complete Brand Identity System	Graphic Design
2	Logo Concept Generator for Image Models	Graphic Design
3	Hyper-Real Product Photography Scene	Graphic Design
4	Scroll-Stopping Carousel Design System	Graphic Design
5	Infographic Layout Designer	Graphic Design
6	Packaging and Label Concept Brief	Graphic Design
7	Color Palette and Typography Pairing Engine	Graphic Design
8	Event Poster and Flyer Art Direction	Graphic Design
9	30-Day Strategic Content Calendar	Social Media Marketing
10	Hook-Driven Short-Form Video Script	Social Media Marketing
11	Hook Bank: 50 Scroll-Stopping Openers	Social Media Marketing

Trustalyze

#	Prompt	Category
12	LinkedIn Thought Leadership Series	Social Media Marketing
13	Instagram Carousel Copywriter	Social Media Marketing
14	One-to-Ten Content Repurposing Engine	Social Media Marketing
15	High-Converting Social Ad Copy with A/B Variants	Social Media Marketing
16	Community Engagement and Reply Playbook	Social Media Marketing
17	Social Media Audit and Competitor Gap Analysis	Social Media Marketing
18	Conversion-Focused Landing Page Copy and Structure	Website Building
19	Website Sitemap, User Flows, and Wireframe Plan	Website Building
20	Responsive Single-File Landing Page in HTML and CSS	Website Building
21	WordPress Site Build Blueprint	Website Building
22	SEO Pillar Page and Content Cluster Brief	Website Building
23	UX and Conversion Rate Website Audit	Website Building
24	Homepage Messaging Framework and Hero Section	Website Building
25	Technical SEO, Schema, and Performance Checklist Generator	Website Building

Trustalyze

Graphic Design

Visual prompts work best when they specify subject, style, composition, lighting, color, format, and constraints. Use these with image generators (Midjourney, DALL·E, Firefly, Ideogram, Flux) or with a text AI to produce design briefs, systems, and specs.

Prompt 1: Complete Brand Identity System

Best for: Any text AI. Produces a full brand foundation before any visuals are made.

> **ROLE:** Act as a senior brand strategist and creative director with 15 years of experience building identities for small and mid-size businesses.
>
> **CONTEXT:** I am building a brand for [BUSINESS NAME], a [INDUSTRY] company serving [TARGET AUDIENCE: age, location, income, pain points]. Our core promise is [VALUE PROPOSITION]. Our top three competitors are [COMP 1], [COMP 2], [COMP 3]. We want to feel [3 ADJECTIVES, e.g. bold, trustworthy, modern] and NOT feel [2 ADJECTIVES TO AVOID].
>
> **TASK:** Create a complete brand identity system.
>
> **DELIVERABLES:** 1) Brand positioning statement (one sentence). 2) Brand personality described through five archetype traits, each with a do and don't example. 3) Voice and tone guide with 5 sample headlines, 3 sample captions, and a list of 10 words we always use and 10 we never use. 4) Logo direction: three distinct concepts described in enough detail that a designer could sketch them (shape language, symbolism, wordmark vs. icon, rationale). 5) Color system: primary, secondary, accent, and neutral colors with HEX codes, usage ratios (e.g. 60/30/10), and accessibility contrast notes. 6) Typography: heading and body font pairings with fallback web-safe fonts, size scale, and line-height rules. 7) Imagery style: photography direction, illustration rules, iconography style. 8) A one-page do and don't summary.
>
> **FORMAT:** Use clear headings and tables where useful. Keep each section scannable. End with a short list of the three biggest brand risks I should watch for.
>
> **QUALITY BAR:** Be specific and opinionated. Avoid generic advice like 'use clean design.' Explain why every choice fits my audience and differentiates me from the listed competitors.

Pro tip: *Paste the finished output into a new chat as a 'brand bible' at the top of every future design or copy prompt so everything stays consistent.*

Prompt 2: Logo Concept Generator for Image Models

Best for: Midjourney, Ideogram, DALL·E. Generates a batch of distinct logo directions.

> **PROMPT:** Professional vector-style logo design for [BRAND NAME], a [INDUSTRY] brand. Concept: [CORE SYMBOL IDEA, e.g. a stylized fox formed from a negative-space letter T]. Style: minimalist flat design, geometric shapes, bold clean lines, balanced symmetry, scalable at 16 pixels. Color palette: [HEX 1], [HEX 2] on a pure white background. Typography: custom modern sans-serif wordmark, tight kerning, placed to the right of the icon. Composition: centered, generous padding, no mockup, no gradients, no shadows, no 3D effects, no extra text. Mood: [ADJECTIVES]. Reference feel: Swiss design meets modern tech startup.
>
> **VARIATIONS:** Generate 4 variations: (a) icon only, (b) horizontal lockup, (c) stacked lockup, (d) monochrome black on white.
>
> **NEGATIVE:** No clip art, no stock-icon look, no distorted lettering, no random extra symbols, no watermarks.

FOLLOW-UP: After results, ask the text AI: 'Critique these four logos for scalability, memorability, and industry fit. Rank them and suggest one refinement prompt for the best.'

Pro tip: *Always ask for a monochrome version. A logo that fails in one color usually fails in real-world use.*

Prompt 3: Hyper-Real Product Photography Scene

Best for: Midjourney, Firefly, Flux. Studio-grade ad imagery without a studio.

PROMPT: Commercial product photograph of [PRODUCT, with material and color details] placed on [SURFACE, e.g. a honed travertine pedestal], surrounded by [2 TO 3 SUPPORTING PROPS that tell the story, e.g. fresh citrus slices, water droplets, a linen napkin]. Camera: shot on a full-frame camera, 85mm macro lens, f/2.8, shallow depth of field, tack-sharp focus on the product label. Lighting: large soft box key light from camera left at 45 degrees, subtle rim light from behind, gentle fill bounce, soft natural shadows, no harsh reflections. Background: seamless [COLOR] gradient with subtle grain. Mood: premium, fresh, aspirational, editorial magazine quality. Color grade: warm highlights, slightly lifted blacks, rich but natural saturation. Composition: rule of thirds, product at lower-right intersection, negative space upper-left for ad copy. Aspect ratio 4:5. Ultra-detailed textures, 8K.

NEGATIVE: No text on product except the existing label, no warped packaging, no extra objects, no fingerprints, no plastic-looking surfaces.

VARIATIONS: Request three versions: clean studio, lifestyle in-context (kitchen counter, morning light), and dramatic dark-mood.

Pro tip: *Specifying negative space for ad copy up front saves you from re-cropping or re-generating later.*

Prompt 4: Scroll-Stopping Carousel Design System

Best for: Text AI plus Canva or Figma. Builds a reusable carousel template spec.

ROLE: Act as an art director specializing in high-engagement social media design for [PLATFORM: Instagram / LinkedIn].

CONTEXT: Brand: [BRAND NAME]. Brand colors: [HEX CODES]. Fonts: [FONTS]. Audience: [AUDIENCE]. Topic area: [TOPIC].

TASK: Design a 10-slide carousel template system that I can reuse for every post.

SPECIFY FOR EACH SLIDE TYPE: Cover slide (hook), problem slide, insight slide, step slide, proof or stat slide, comparison slide, quote slide, summary slide, and CTA slide. For each: canvas size in pixels, grid and margins, headline font size and weight, body font size, maximum word count, color usage, placement of icons or imagery, progress indicator or swipe cue, and an example filled in with real copy about [TOPIC].

ALSO INCLUDE: A consistent visual motif that links slides together (e.g. a continuing line, number badge, or color block), accessibility contrast checks, and a checklist for exporting at the right resolution.

FORMAT: Give me a specification table plus a text wireframe of each slide using simple ASCII boxes.

Pro tip: *Design the cover slide last. Once the carousel content is final you will know which hook promise to visually amplify.*

Prompt 5: Infographic Layout Designer

Best for: Text AI plus a design tool. Turns data and ideas into a structured infographic.

> **ROLE:** Act as an information designer who has created award-winning infographics for marketing and education.
>
> **INPUT:** Here is my raw content: [PASTE STATISTICS, STEPS, OR KEY POINTS]. Audience: [AUDIENCE]. Goal: [e.g. explain, persuade, drive sign-ups]. Destination: [blog / LinkedIn / print].
>
> **TASK:** Turn this into an infographic blueprint.
>
> **INCLUDE:** 1) A headline and subhead that promise a clear takeaway. 2) The narrative flow from top to bottom, with 5 to 7 sections and the single message of each. 3) For every statistic, the best chart type and why (bar, donut, icon array, timeline, comparison), plus how to label it honestly. 4) Visual hierarchy: what the eye sees first, second, third. 5) Layout dimensions, grid, and spacing. 6) Color and icon suggestions with HEX codes. 7) Short, punchy on-graphic copy for every block under 15 words. 8) A source and attribution footer. 9) An alt-text description for accessibility.
>
> **CONSTRAINTS:** Do not clutter. Remove any data point that does not support the main message, and tell me what you removed and why.

Pro tip: *Ask the AI to also write a 100-word caption and three pull-quote graphics from the same content to multiply the asset's value.*

Prompt 6: Packaging and Label Concept Brief

Best for: Text AI to create the brief, then an image model to visualize.

> **ROLE:** Act as a packaging designer with experience in retail shelf impact and sustainable materials.
>
> **CONTEXT:** Product: [PRODUCT]. Retail environment: [e.g. grocery shelf, online marketplace, boutique]. Price tier: [budget / mid / premium]. Competitors on shelf: [LIST]. Brand personality: [ADJECTIVES]. Regulatory needs: [e.g. nutrition panel, barcode, warnings].
>
> **TASK:** Create three distinct packaging design concepts.
>
> **FOR EACH CONCEPT:** Structure and material, front panel layout, color strategy, typography, imagery or illustration approach, how it stands out in a 3-second shelf glance, how it photographs for e-commerce, unboxing moment, and where required regulatory elements fit without hurting the design.
>
> **THEN:** Write one image-generation prompt for each concept that I can paste into Midjourney to visualize a realistic 3D mockup on a neutral background, including lighting, angle, and material finish (matte, soft-touch, foil, kraft).
>
> **FINISH:** Recommend one concept and explain the trade-offs on cost, shelf impact, and sustainability.

Pro tip: *Ask for a 'squint test' evaluation: which concept still communicates its brand when blurred?*

Prompt 7: Color Palette and Typography Pairing Engine

Best for: Any text AI. Fast, defensible visual foundations for any project.

> **ROLE:** Act as a color theorist and typographer.
>
> **CONTEXT:** Project: [PROJECT TYPE]. Emotion to evoke: [EMOTIONS]. Audience: [AUDIENCE]. Medium: [web, print, packaging, app]. Existing brand constraints: [ANY LOCKED COLORS OR FONTS].
>
> **TASK:** Produce three complete palette and type systems, each with a distinct personality.

> **FOR EACH SYSTEM:** Name and one-line concept. Five core colors with HEX, RGB, and CMYK values and the role of each. Contrast ratios for the main text-on-background pairs, flagged against WCAG AA and AAA. Color psychology rationale tied to my audience. A heading and body font pairing (prefer Google Fonts) with weights, sizes in a modular scale, and line-height. Example headline and paragraph written in my industry to show the system in use. Three situations where this system would fail.
>
> **FINISH:** Create a comparison table of all three systems and recommend one.

Pro tip: *Request a dark-mode variation of the winning palette in a follow-up so it is ready for apps and websites.*

Prompt 8: Event Poster and Flyer Art Direction

Best for: Text AI to direct, image model or Canva to execute.

> **ROLE:** Act as a poster designer known for bold, memorable event graphics.
>
> **EVENT DETAILS:** Name: [EVENT]. Date/time: [DATE]. Location: [VENUE]. Audience: [AUDIENCE]. Key action: [e.g. buy tickets at URL]. Vibe: [e.g. neon retro-futuristic, warm community festival, minimalist luxury].
>
> **TASK:** Create a poster design direction and a final image prompt.
>
> **INCLUDE:** 1) The single visual idea (one hero concept, explained). 2) Typographic hierarchy with exact copy for headline, date, venue, and call to action, ordered by importance. 3) Layout grid for 18x24 inch print and a 1080x1350 social version. 4) Color palette with HEX codes and print-safe notes. 5) Texture, grain, or illustration style. 6) A ready-to-paste image-generation prompt for the background art that leaves clear space for text. 7) A QR code placement rule and minimum size. 8) A print-readiness checklist: bleed, safe zone, resolution, color mode.

Pro tip: *Generate the artwork without text, then add all type in a design tool. AI image models still misspell words.*

Trustalyze

Social Media Marketing

Strong social prompts define the platform, audience psychology, goal, voice, and the exact output structure. Prompts built around hooks, retention, and a clear call to action consistently outperform generic 'write me a post' requests.

Prompt 9: 30-Day Strategic Content Calendar

Best for: Any text AI. Builds a full month of planned, on-strategy content.

> **ROLE:** Act as a senior social media strategist who has grown brands from zero to 100K followers.
>
> **CONTEXT:** Brand: [BRAND]. Offer: [PRODUCTS/SERVICES]. Audience: [DEMOGRAPHICS, PAIN POINTS, DESIRES]. Platforms: [e.g. Instagram, TikTok, LinkedIn]. Posting capacity: [e.g. 5 posts per week plus daily stories]. Business goal this month: [e.g. 50 qualified leads]. Upcoming events or launches: [LIST].
>
> **TASK:** Create a 30-day content calendar.
>
> **STRUCTURE:** Use a table with these columns: Date, Platform, Content pillar, Format (Reel, carousel, static, story, live), Hook (first line or first 3 seconds), Core message, Call to action, Visual direction, Hashtags (5 max), Success metric. Use 4 content pillars with ratios: Educate 40%, Entertain 25%, Prove (testimonials, case studies) 20%, Sell 15%.
>
> **RULES:** No two consecutive posts in the same format. Each week has one theme. Include 4 engagement posts (polls, questions, challenges) and 2 trend-jacking slots left flexible. Add a posting-time recommendation with reasoning.
>
> **FINISH:** End with a weekly review checklist and the five metrics I should track, with benchmarks for a brand at my stage.

Pro tip: *Follow up with: 'Now write the full caption and visual brief for Week 1, Day 1 through Day 5.'*

Prompt 10: Hook-Driven Short-Form Video Script

Best for: Reels, TikTok, YouTube Shorts. Writes retention-engineered scripts.

> **ROLE:** Act as a short-form video scriptwriter who specializes in retention and conversion.
>
> **CONTEXT:** Topic: [TOPIC]. Audience: [AUDIENCE AND THEIR BIGGEST FRUSTRATION]. Goal: [engagement / leads / sales]. Length: 30 seconds. Presenter style: [e.g. talking head, voiceover with b-roll, screen recording]. Tone: [TONE].
>
> **TASK:** Write 3 complete scripts, each using a different hook formula: (1) a bold contrarian claim, (2) a specific result with a number, (3) a curiosity gap that withholds the payoff.
>
> **FORMAT FOR EACH SCRIPT:** A two-column table. Left column: timestamp. Right column: spoken words, on-screen text, and shot or b-roll direction. Include: the hook (0 to 3 seconds), the open loop, 3 value beats at roughly 5-second intervals with a pattern interrupt (cut, zoom, text pop) between beats, the payoff, and a single clear call to action with a keyword comment trigger such as 'Comment GUIDE'.
>
> **ALSO PROVIDE:** A caption under 125 characters, a pinned-comment idea, 5 hashtags, 3 alternative hook variations to A/B test, and a suggested thumbnail or cover frame.
>
> **CONSTRAINTS:** Spoken script maximum 80 words. No filler phrases like 'In today's video.' Every sentence must earn its place.

Pro tip: *Test the same body with all three hooks. Hook performance data teaches you more about your audience than any other metric.*

Prompt 11: Hook Bank: 50 Scroll-Stopping Openers

Best for: Any text AI. Creates a reusable swipe file.

> **ROLE:** Act as a direct-response copywriter trained in attention psychology.
>
> **CONTEXT:** My niche is [NICHE]. My audience wants [DESIRED OUTCOME] but is stuck because [OBSTACLE]. My unique angle is [DIFFERENTIATOR].
>
> **TASK:** Write 50 hooks in 10 categories with 5 hooks each: contrarian statement, specific number result, mistake warning, secret or insider reveal, before-and-after, direct question, bold prediction, story opener, myth-busting, and 'stop doing X, do Y instead.'
>
> **RULES:** Each hook must be under 14 words, specific rather than vague, free of clichés ('game-changer,' 'unlock'), and written in the voice of [VOICE]. Mark the 10 strongest with a star and explain in one line why each works.
>
> **FINISH:** Turn the top 5 into full opening paragraphs for LinkedIn and into 3-second spoken versions for video.

Pro tip: *Re-run this monthly with fresh customer language pasted in: reviews, DMs, and sales-call quotes make hooks sound human.*

Prompt 12: LinkedIn Thought Leadership Series

Best for: LinkedIn. Builds authority through a connected series of posts.

> **ROLE:** Act as a ghostwriter for B2B founders, known for authentic, non-corporate LinkedIn writing.
>
> **ABOUT ME:** I am [NAME], [TITLE] of [COMPANY]. Background: [KEY EXPERIENCE AND YEARS]. Hard-won lessons or strong opinions: [LIST 3 TO 5]. Audience: [WHO I WANT TO ATTRACT]. Goal: [inbound leads / hiring / partnerships].
>
> **TASK:** Write a 5-post series titled [SERIES NAME] that builds on a single theme across one week.
>
> **FOR EACH POST:** A first line that stops the scroll and fits before the 'see more' cutoff, short paragraphs (1 to 2 lines), one personal story or concrete example, one actionable takeaway, a closing question that invites real comments, and no more than 3 hashtags. Length 150 to 220 words.
>
> **VOICE RULES:** Conversational and confident. No corporate jargon, no emojis as bullet points, no 'I'm humbled to announce.' Use specific numbers, names, and sensory details. Show vulnerability where it is true.
>
> **ALSO:** Provide the best posting time for each, a first-comment idea to boost reach, and 3 DM follow-up templates for people who engage.

Pro tip: *Feed the AI two or three of your best past posts and say 'match this voice exactly.' It is the fastest way to remove the AI sound.*

Prompt 13: Instagram Carousel Copywriter

Best for: Instagram and LinkedIn. Writes complete slide-by-slide carousel copy.

> **ROLE:** Act as a content strategist who writes carousels that get saved and shared.
>
> **CONTEXT:** Topic: [TOPIC]. Audience level: [beginner / intermediate / expert]. Primary desired action: [save / share / follow / DM keyword]. Brand voice: [VOICE].
>
> **TASK:** Write a 9-slide carousel.
>
> **STRUCTURE:** Slide 1: hook headline with a promise (max 8 words). Slide 2: the problem, stated emotionally. Slides 3 to 7: one idea per slide, each with a bold headline and one to two supporting

sentences, an example, or a mini-framework. Slide 8: summary checklist. Slide 9: call to action referencing the save or follow benefit.

ALSO WRITE: A caption with a hook in line one, a short story, and a CTA; 8 hashtags mixing large, medium, and niche; alt text for slide 1; and a 'comment trigger' phrase.

RULES: Maximum 25 words per slide. Use plain language. Each slide must make the reader want to swipe, so end slides with open loops.

Pro tip: *Ask for a 'swipe-bait' rewrite of slides 2 and 3 only. Those two slides decide whether people keep swiping.*

Prompt 14: One-to-Ten Content Repurposing Engine

Best for: Any text AI. Multiplies a single asset across channels.

ROLE: Act as a content repurposing specialist.

SOURCE CONTENT: [PASTE A BLOG POST, TRANSCRIPT, PODCAST NOTES, OR WEBINAR OUTLINE]

TASK: Extract the five strongest ideas, then transform this single source into 10 platform-native assets.

ASSETS: 1) LinkedIn text post. 2) Twitter/X thread of 8 posts. 3) Instagram carousel copy of 8 slides. 4) 30-second Reel script. 5) A YouTube Shorts script on a different angle. 6) Email newsletter section of 150 words. 7) Pinterest pin titles and descriptions (3). 8) Five quote graphics with attribution. 9) A short FAQ block for the website. 10) A Facebook group discussion starter.

RULES: Do not simply shorten the text. Rewrite each asset natively for the platform's culture, length, and format. Vary the hooks. Preserve the key facts but present them from a fresh angle each time. Label each asset clearly.

Pro tip: *Run this prompt on every long-form piece you publish. One hour of creation can feed two weeks of posting.*

Prompt 15: High-Converting Social Ad Copy with A/B Variants

Best for: Meta, TikTok, LinkedIn ads. Delivers testable ad sets.

ROLE: Act as a performance marketer who manages six-figure monthly ad budgets.

CONTEXT: Offer: [PRODUCT/SERVICE AND PRICE]. Audience: [TARGETING DETAILS]. Awareness stage: [cold / warm / retargeting]. Main objection: [OBJECTION]. Proof available: [TESTIMONIALS, RESULTS, GUARANTEES]. Objective: [leads / purchases / bookings].

TASK: Create 3 ad concepts, each built on a different persuasion angle: pain-point agitation, aspirational outcome, and social proof.

FOR EACH CONCEPT: Primary text in short (under 125 characters) and long (150 to 250 words) versions, 3 headline options under 40 characters, a description line, a call-to-action button recommendation, and a creative brief for a static image and a 15-second video.

ALSO: Recommend a testing plan: which variable to test first, budget split, how many impressions or conversions I need before judging, and the kill-or-scale rule.

COMPLIANCE: Avoid prohibited claims, exaggerated guarantees, and personal-attribute callouts that violate ad-platform policies.

Pro tip: *Paste real customer reviews into the context. Ads using the customer's own words routinely beat polished copywriter language.*

Prompt 16: Community Engagement and Reply Playbook

Best for: Any text AI. Turns comments and DMs into relationships and sales.

> **ROLE:** Act as a community manager who turns followers into customers through genuine conversation.
>
> **CONTEXT:** Brand voice: [VOICE]. Offer: [OFFER]. Common comment and DM types I receive: [LIST, e.g. pricing questions, praise, complaints, 'link please'].
>
> **TASK:** Build a response playbook.
>
> **INCLUDE:** For each of 10 scenarios (praise, pricing question, skeptical comment, complaint, competitor mention, troll, buying signal, collab request, support issue, viral comment surge) provide: the right response goal, 3 reply variations in my voice, when to move to DM, and a DM follow-up script that is helpful rather than pushy. Add an escalation path for crises, a 15-minute daily engagement routine, and 20 proactive comments templates to leave on other creators' posts without sounding spammy.
>
> **RULES:** Replies must sound human, add value, and avoid copy-paste phrasing. Include examples with emoji use appropriate to the brand.

Pro tip: *Strategic commenting on larger accounts in your niche often outperforms posting alone for early growth.*

Prompt 17: Social Media Audit and Competitor Gap Analysis

Best for: AI with web browsing enabled. Produces a data-grounded audit.

> **ROLE:** Act as a social media analyst preparing a strategic audit for a client.
>
> **INPUT:** My accounts: [LINKS]. Three competitors: [LINKS]. Industry: [INDUSTRY]. Goals: [GOALS].
>
> **TASK:** Research the public profiles and recent posts of each account and produce an audit. Cite what you actually observed, and clearly flag anything you could not verify rather than guessing.
>
> **REPORT SECTIONS:** 1) Snapshot table: followers, posting frequency, dominant formats, average engagement signals visible. 2) Content pillar analysis for each account. 3) Top-performing posts and the pattern behind them. 4) Voice and visual identity comparison. 5) Gaps and white-space opportunities that none of the competitors cover. 6) Strengths and weaknesses of my account. 7) A prioritized 90-day action plan with quick wins in the first 14 days. 8) Five post ideas that exploit the gaps.
>
> **FORMAT:** Use tables for comparisons and keep recommendations concrete and measurable.

Pro tip: *Ask for a 'what competitors are not saying' section. Original insights fill the gaps competitors leave empty.*

Website Building

Website prompts perform best when you describe the business, visitor intent, conversion goal, technical stack, and constraints. Pair planning prompts with code-generation prompts to move from idea to a working page quickly.

Prompt 18: Conversion-Focused Landing Page Copy and Structure

Best for: Any text AI. Delivers section-by-section landing page copy.

> **ROLE:** Act as a conversion copywriter and CRO specialist.
>
> **CONTEXT:** Business: [BUSINESS]. Offer: [OFFER AND PRICE]. Ideal customer: [DETAILS]. Their top 3 desires: [LIST]. Their top 3 fears or objections: [LIST]. Proof assets: [TESTIMONIALS, LOGOS, NUMBERS, CASE STUDIES]. Single conversion goal: [e.g. book a call]. Traffic source: [e.g. Instagram ads].
>
> **TASK:** Write the full landing page.
>
> **SECTIONS:** Hero (headline, subheadline, primary CTA, supporting visual direction), problem agitation, solution overview, how it works in 3 steps, benefits (not features) with outcome-focused headlines, social proof block, objection-handling FAQ with 6 questions, risk reversal or guarantee, pricing or offer stack, final CTA with urgency that is honest, and footer microcopy.
>
> **FOR EVERY SECTION:** Provide the exact copy, the purpose of the section, and design notes (layout, imagery, spacing). Offer 3 headline alternatives using different frameworks (outcome, curiosity, specificity).
>
> **RULES:** Write at an 8th-grade reading level. Lead with the customer's world, not ours. No unverifiable claims. One page, one goal, one CTA repeated consistently.

Pro tip: *Ask the AI to then score its own page against a 10-point conversion checklist and fix the weakest three points.*

Prompt 19: Website Sitemap, User Flows, and Wireframe Plan

Best for: Any text AI. Establishes structure before design begins.

> **ROLE:** Act as a UX architect and information designer.
>
> **CONTEXT:** Business: [BUSINESS]. Primary audiences: [AUDIENCE 1, AUDIENCE 2]. Top tasks visitors need to complete: [LIST]. Business goals: [LEADS / SALES / BOOKINGS]. Existing content: [LIST]. Platform: [WordPress / Webflow / custom].
>
> **TASK:** Design the information architecture for a new website.
>
> **DELIVERABLES:** 1) A hierarchical sitemap with page names, purpose, primary audience, and target keyword. 2) Main and footer navigation labels, kept to 7 items or fewer in the primary menu. 3) Three critical user flows (e.g. first-time visitor to enquiry) shown as step-by-step paths with decision points. 4) Wireframe descriptions for the homepage, a service page, and a contact page, section by section, with the content and CTA in each. 5) A content inventory table listing what must be created. 6) A launch-phase plan splitting pages into must-have, should-have, and later.
>
> **QUALITY BAR:** Justify each structural decision with a user need or business goal, and list the three biggest usability risks in the plan.

Pro tip: *Test the navigation labels by asking the AI to role-play five different visitors and say where each would click first.*

Prompt 20: Responsive Single-File Landing Page in HTML and CSS

Best for: ChatGPT, Claude, or any code-capable AI. Generates a working page you can open in a browser.

> **ROLE:** Act as a senior front-end developer and UI designer who writes clean, accessible, production-quality code.
>
> **TASK:** Build a complete, single-file landing page (HTML, CSS, and minimal vanilla JavaScript in one file) for [BUSINESS], which offers [OFFER].
>
> **DESIGN SPEC:** Style: [e.g. modern, dark mode with vibrant accent]. Colors: [HEX CODES]. Fonts: [GOOGLE FONTS]. Layout: sticky navigation, full-viewport hero with headline, subheadline, and CTA button, three-column benefits grid, testimonial slider, pricing cards with a highlighted recommended plan, FAQ accordion, final CTA band, and footer.
>
> **TECHNICAL REQUIREMENTS:** Mobile-first and fully responsive (breakpoints at 640, 1024, and 1280 pixels). Semantic HTML5 landmarks. CSS custom properties for the color system. Smooth scroll, subtle scroll-reveal animations that respect prefers-reduced-motion. Accessible: alt text, focus states, ARIA labels on interactive elements, contrast ratio 4.5:1 or better. Performance: no external libraries besides Google Fonts, optimized for a Lighthouse score above 90.
>
> **COPY:** Write realistic, persuasive placeholder copy for [BUSINESS], not lorem ipsum.
>
> **OUTPUT:** Return only the complete code block, followed by a short list of how to customize the colors, fonts, and content.

Pro tip: *Iterate in small steps: 'Now make the hero a split layout,' 'Add a sticky mobile CTA bar.' Small prompts keep code quality high.*

Prompt 21: WordPress Site Build Blueprint

Best for: Any text AI. Creates a practical build plan for a professional WordPress site.

> **ROLE:** Act as a WordPress architect with 15 years of experience building fast, secure, maintainable business sites.
>
> **CONTEXT:** Client: [BUSINESS TYPE]. Goals: [GOALS]. Required features: [e.g. booking, portfolio, blog, memberships, WooCommerce]. Budget level: [LOW / MID / HIGH]. Editing skill of client: [BEGINNER]. Preferred builder: [Block editor / Elementor / Bricks].
>
> **TASK:** Produce a complete build blueprint.
>
> **INCLUDE:** 1) Recommended theme and a rationale. 2) A lean plugin stack, with each plugin's job, and plugins to avoid for performance or security reasons. 3) Page templates and reusable patterns to create. 4) Custom post types and fields needed. 5) Global styles: typography scale, color tokens, spacing system. 6) Performance plan: caching, image optimization, CDN, database cleanup, target Core Web Vitals. 7) Security hardening checklist. 8) SEO setup: permalinks, schema, sitemaps, redirects. 9) Backup and update workflow. 10) A staging-to-live deployment checklist. 11) A client handoff guide outline.
>
> **FORMAT:** Use numbered steps with estimated hours for each phase and a risk list at the end.

Pro tip: *Ask for the WP-CLI commands or code snippets for any step you want to automate.*

Prompt 22: SEO Pillar Page and Content Cluster Brief

Best for: AI with web access preferred. Plans content that ranks.

> **ROLE:** Act as a technical SEO and content strategist.

CONTEXT: Website: [URL]. Business: [BUSINESS]. Target customer: [CUSTOMER]. Primary topic: [TOPIC]. Geographic focus: [LOCATION IF LOCAL]. Competitors ranking now: [URLS IF KNOWN].

TASK: Build a pillar-and-cluster content plan and a complete brief for the pillar page.

DELIVERABLES: 1) Keyword map: primary keyword, 10 secondary keywords, and 15 long-tail questions, each with search intent (informational, commercial, transactional). 2) A pillar page brief: working title, meta title under 60 characters, meta description under 155, URL slug, H1, full H2 and H3 outline, word-count target, and what makes it better than currently ranking pages. 3) Eight cluster article ideas with titles, intents, and internal-link anchors back to the pillar. 4) Internal linking diagram in text. 5) FAQ section for schema markup. 6) E-E-A-T signals to add: author credentials, original data, experience stories. 7) A publishing schedule over 8 weeks.

RULES: Base recommendations on search intent and observable SERP patterns. Flag any numbers (search volume, difficulty) as estimates to verify in a keyword tool.

Pro tip: *Ask for 'information gain' ideas, meaning unique data, examples, or opinions that no top-ranking page offers.*

Prompt 23: UX and Conversion Rate Website Audit

Best for: AI with browsing, or paste page content and screenshots description.

ROLE: Act as a UX researcher and conversion rate optimization consultant.

INPUT: Page URL or content: [URL / PASTE]. Goal of page: [GOAL]. Traffic source: [SOURCE]. Current conversion rate if known: [RATE]. Audience: [AUDIENCE].

TASK: Audit the page and deliver a prioritized fix list.

EVALUATE: First-5-second clarity (what, for whom, why now), headline strength, visual hierarchy, CTA visibility and wording, trust signals, form friction (fields, labels, errors), mobile experience, page speed implications, reading level, navigation distractions, accessibility basics, and message match with the traffic source.

OUTPUT: 1) A scorecard table rating each area from 1 to 10 with a one-line reason. 2) The top 10 issues ranked by estimated impact versus effort, each with a specific fix and example rewritten copy. 3) Three A/B tests to run first, with a hypothesis in 'If we change X, then Y will improve because Z' format. 4) A quick-wins list that can be completed in under one hour.

RULES: Be candid and specific. No generic advice. Tie each finding to evidence from the page.

Pro tip: *Run the same audit on your top competitor's page and ask the AI to compare. You will quickly see where you are weaker.*

Prompt 24: Homepage Messaging Framework and Hero Section

Best for: Any text AI. Clarifies positioning before design.

ROLE: Act as a brand messaging strategist who applies clear-story frameworks to websites.

CONTEXT: Business: [BUSINESS]. Customer: [CUSTOMER AND THEIR PROBLEM]. Our solution: [SOLUTION]. Result customers get: [RESULT]. What makes us different: [DIFFERENTIATORS]. Tone: [TONE].

TASK: Develop a messaging framework and write the homepage.

INCLUDE: 1) A one-sentence value proposition and a 10-second elevator pitch. 2) Five hero headline and subheadline pairs, each with a different angle, with notes on which audience each suits best. 3) A customer-as-hero narrative: the problem (external, internal, philosophical), the guide's empathy and

> authority, a simple 3-step plan, a clear call to action, the stakes of failing, and the success state. 4) Full homepage copy section by section, including a short about snippet, services overview, proof, and CTA. 5) A word-bank of 20 on-brand phrases and 10 phrases to avoid.
>
> **RULES:** Use the customer's language. Cut every sentence that does not help the visitor decide. Keep paragraphs under three lines.

Pro tip: *Ask the AI to write the same hero in three tones (warm, bold, premium) and test them with real people for 60 seconds each.*

Prompt 25: Technical SEO, Schema, and Performance Checklist Generator

Best for: Code-capable AI. Produces implementable markup and a fix list.

> **ROLE:** Act as a technical SEO engineer and web performance specialist.
>
> **CONTEXT:** Site type: [e.g. local service business, e-commerce, SaaS]. Platform: [PLATFORM]. Business details: name [NAME], address [ADDRESS], phone [PHONE], hours [HOURS], services [LIST], social profiles [URLS].
>
> **TASK:** Create the technical foundation for search visibility and speed.
>
> **DELIVERABLES:** 1) Valid JSON-LD schema markup for Organization or LocalBusiness, WebSite with SearchAction, BreadcrumbList, FAQPage (with 5 sample Q and A), and Service or Product, ready to paste into the page head. 2) A robots.txt and XML sitemap strategy. 3) Canonical, hreflang, and redirect rules for common problems. 4) A Core Web Vitals plan targeting LCP under 2.5 seconds, INP under 200 milliseconds, and CLS under 0.1, with specific causes and fixes for each. 5) Image optimization rules: formats, sizes, lazy loading, responsive srcset. 6) Open Graph and Twitter Card tags. 7) A prioritized checklist of 25 technical items with pass or fail criteria and tools to verify each (Search Console, PageSpeed Insights, Rich Results Test).
>
> **OUTPUT:** Provide code in separate labeled blocks, followed by the checklist as a table.

Pro tip: *Validate all generated schema in Google's Rich Results Test before publishing. Never trust markup untested.*

Trust

Build Your Own Extensive Prompts

Use this blank template for any task. Fill every line before you press enter.

> ROLE: Act as a [specific expert] with [experience].
> CONTEXT: Business, audience, goal, constraints, competitors, existing assets, tone.
> TASK: One clear action verb and the end product.
> DELIVERABLES: A numbered list of every component required.
> FORMAT: Tables, headings, word limits, code blocks, file type.
> RULES: What to avoid, what to flag as uncertain, required specificity.
> FOLLOW-UP: 'Critique your own answer, then improve the weakest part.'

Trustalyze