



MDP: From Prompts to Profits: Using AI to increase sales

Week 2: Gemini & Website Sales

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This document summarises Week 1 of the five-week Management Development Programme on AI for digital marketing, organised by Local Enterprise Office Longford and delivered by Evan. The session focused on ChatGPT — what it is, how it works, and how to move from basic to advanced usage. This summary covers everything discussed during the session and includes practical action points to help you get started straight away.

Introduction

This is Week 2 of the five-week Prompts to Profits programme delivered by The Marketing Crowd in partnership with Local Enterprise Office Longford. This session had two main parts: a thorough walk-through of Google Gemini — covering its key features and how it compares to ChatGPT — followed by a practical deep-dive into how AI tools can be used to generate more enquiries and sales from a website. This document is designed to help you revisit what was covered and put it into practice in your own business.

Getting to Know Gemini

Gemini is Google's AI, and it is at least as capable as ChatGPT — and on many benchmarks, it now surpasses it in reasoning, coding, and accuracy. The session opened by establishing where Gemini sits in the landscape of AI tools. Participants were already familiar with ChatGPT from Week 1; the goal this week was to show that Gemini covers the same ground, adds some genuinely useful free features, and is worth adding to your toolkit.

To access Gemini, you go to Google and search for "Gemini" — the first result brings you straight there. The interface is similar to ChatGPT, with a sidebar for previous chats and a central chat box. There are two models available for free: the **Fast model** (quick, everyday responses) and the **Thinking model** (slower but more considered — better for complex business questions). There is also a tools section that includes Deep Research, Create Image, Canvas, and Guided Learning.

Everything covered in Week 1 about ChatGPT applies to Gemini. Prompting principles are the same: give context, ask it to act like an expert, be clear about what you want.

Gemini's Personalisation and Memory

Just as ChatGPT has memory and custom instructions, Gemini has an equivalent called **Instructions for Gemini**, found under Settings. This is where you can:

- Paste in the context about your business (the same information you set up in ChatGPT last week)
- Ask Gemini to write in your style
- Store any other preferences you want it to remember

To add your writing style, the process is the same as in Week 1: share samples of your writing, ask it to analyse and describe your style, then say *"This is [your name]'s writing style — remember that."* The phrase "remember that" is the trigger. Gemini will save it to the Instructions for Gemini page automatically.

One practical tip: if you ever find Gemini is applying your business context when you don't want it to (for example, when asking about something personal or unrelated), you can simply go to Settings and switch the instructions off temporarily, then switch them back on when needed.

Level 5 in Gemini is using Gems — Gemini's name for Projects. They work identically to ChatGPT Projects: you create a Gem, give it a name, write custom instructions, and attach files (including Deep Research reports). When you ask questions inside a Gem, Gemini reads the instructions, the attached files, and the previous conversation history before responding. This gives you consistently expert, context-aware answers for anything to do with your business.

Privacy: The Key Difference Between Gemini and ChatGPT

This is an important distinction. In ChatGPT, switching off *Improve the model for everyone* in Settings > Data Controls is straightforward, and it secures your privacy. Your conversations and attachments will not be used to train the model.

In Gemini (free version), the equivalent setting is called **Activity**, and switching it off has a significant trade-off: Gemini will still hold your chats for 72 hours, but after that they are deleted. This means Gems lose their conversation history, and the AI's usefulness drops considerably.

Evan's practical advice: use ChatGPT for anything sensitive or confidential — internal documents, business data, anything you wouldn't want feeding into a broader AI system. Come to Gemini for questions that are not sensitive, and for the free features that would otherwise require a paid ChatGPT subscription (covered below). Note: if you have a Google Workspace business account with Gemini, privacy protections are stronger — this guidance applies to the standard free version.

What You Get Free in Gemini (That You'd Pay For in ChatGPT)

This was one of the most practical sections of the session. Gemini's free tier includes several capabilities that are restricted or paywalled in the free version of ChatGPT.

Attaching files, images, and videos. In the free version of ChatGPT you can only attach 3 files per day. In Gemini there is no such limit. You can attach images (Gemini can read and describe what is in them), PDFs and spreadsheets (it can summarise, analyse, or answer questions about the contents), and videos up to 5 minutes long and 2GB in size. Gemini actually watches the video — it processes the visuals, audio, and movement, not just a transcript.

A practical demonstration showed how attaching a product photo and asking Gemini to act like an Instagram marketing expert or a web copywriter produces relevant captions and copy, even when you haven't described the product yourself. Similarly, attaching a Google Analytics export and asking it to act as a data analyst can give you a plain-English interpretation of your website data.

Creating and editing images. In ChatGPT's free tier you get 3 image generations per day. In Gemini, image creation and editing is unlimited. You can describe an image from scratch and Gemini generates it, and you can ask it to change specific elements — colour, angle, accessories

— while keeping everything else the same. This is very useful for product photography: if you have a dress in one colour, Gemini can show you the same model, same room, same dress in a different colour.

Enhanced Voice with Camera and Screen Share. In the Gemini mobile app, the Enhanced Voice feature allows you to have a live back-and-forth spoken conversation with Gemini — no typing required. Within Enhanced Voice there are two additional options: you can open your camera and show Gemini anything in your environment (a piece of equipment, a window display, a maths problem written on paper), and you can screen-share so that Gemini can see and comment on whatever is on your phone screen in real time. This is useful for getting advice on Canva, interpreting Instagram Insights, or troubleshooting anything on your phone.

Canvas (Vibe Coding). Under Tools > Canvas, you can ask Gemini to program or build things for you in plain language — no technical knowledge required. In the session, Gemini built a web page listing the latest Man United news articles in team colours, and then built a playable ping-pong game, both from a simple text description. For businesses, this could mean an interactive map of local attractions for a guesthouse, a calculator, or a simple web-based tool — all with the code ready to paste into a website.

Guided Learning. Also under Tools, Guided Learning changes how Gemini responds: instead of giving you the answer straight away, it guides you through a Socratic process, asking questions and helping you think through the problem yourself. This is useful if you want to genuinely understand something rather than just receive an output.

Using AI to Generate More Enquiries and Sales from Your Website

The second half of the session focused on a specific and high-value application of AI: improving how your website converts visitors into customers. The framework has three stages — driving traffic to the site, engaging visitors when they arrive, and converting them into enquiries or sales.

Understanding the funnel. The typical website conversion rate is 1–3%, meaning for every 100 visitors, you might get 1–3 enquiries or sales. The online environment is more competitive than a physical shop because visitors can instantly compare you to competitors, and 80% of traffic is still in the research stage rather than ready to buy. Search traffic (people who actively searched for what you offer) converts at a much higher rate than social media traffic, because those visitors already have intent.

Page speed. Before a visitor even sees your website, slow loading can cause up to 40% of people to leave. The recommended tool is [GTmetrix.com](https://gtmetrix.com) (free, create an account to choose a London server for more accurate results for Irish sites). The key metric to watch is LCP — Largest Contentful Paint — which should ideally be under 1.2 seconds. If your score is poor, take screenshots of the GTmetrix report, attach them to ChatGPT, ask it to act like a website optimisation expert, and ask what the likely causes are and what needs to be fixed. This gives you an informed brief to bring to your web designer.

Getting the headline right. When someone lands on a page, they decide within 1–2 seconds whether it's relevant. The headline is the first thing they read. To write a headline that resonates, ask ChatGPT or Gemini: *"Tell me the three main things people look for when buying [your*

product or service]." The AI draws on reviews, market research, and consumer psychology embedded in its training data. Once you have those three things, ask it to write headline options that incorporate them. You can then ask for full page copy — specify that it should be easily scannable with bullet points, which also reduces the chance of it reading as AI-generated.

Checking for AI-generated content. The tool [ZeroGPT.com](https://www.zero-gpt.com) can be used to check how human-written your AI-generated copy appears. Requesting bullet-point format (rather than paragraphs) significantly reduces the AI signature. Having your writing style saved in the custom instructions further humanises the output. Always treat AI-generated copy as a first draft — check for factual accuracy and rewrite in your own voice before publishing.

Video on your website. Google data shows that having a video on a product or service page increases engagement by 400–700%. The AI can help you decide what kind of video to make: give it a link to your service page, ask it to act like a video marketing expert for Reels and TikTok, and ask it to recommend the type of video and explain what to avoid. For a furniture restoration business, for example, the recommendation was a before/after story video with voiceover; for a product like a dog sofa, a short problem-solution video showing the product in use.

Building credibility and trust. Trust is the underlying reason people choose one business over another. Three practical ways to build it quickly on your website: media coverage (a "Featured in" banner is highly effective — use AI to help you identify PR angles, draft a press release, and generate a list of relevant journalists), compelling statistics (ask the AI to help you identify a credible stat that conveys experience or scale — "25,000 hours of driving lessons delivered", "over 20,000 Irish businesses trained"), and testimonials.

Pulling in testimonials. The recommended tool is [Trustindex.io](https://www.trustindex.io) (approximately €60/year). It connects to your Google Business Profile, Facebook, TripAdvisor, [Booking.com](https://www.booking.com), and other platforms, pulls in your reviews, and generates a widget — a piece of code you drop into your website — that displays reviews in a carousel, grid, or floating badge format. You can exclude any review you don't want displayed.

Offers, scarcity, and calls to action. Offers drive conversions, but time-limited offers (ending in a day or two) are far more effective than open-ended promotions. Scarcity messaging — "only 3 places left", "offer ends Friday at 7pm" — creates urgency. If you're unsure whether offers are appropriate for your type of business, ask the AI: it will tell you whether offers make sense and what kind would work best. The AI can also help generate a range of offer ideas tailored to your product or service.

Key Takeaways

Week 2 completed the picture of both major free AI tools — ChatGPT and Gemini — and showed how to operate at the highest level (Level 5) in both. The main things to carry away are:

- Gemini is as capable as ChatGPT and is worth using alongside it, not instead of it
 - Use ChatGPT for sensitive or confidential work; use Gemini for everything else and for its free premium features
 - Your website is a sales environment — it needs to work for you, not just look good
 - AI can help at every stage of the conversion process, from headlines to video scripts to PR pitches
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Action Points

1. Log into Gemini and set up your **Instructions for Gemini** — paste in your business context from ChatGPT and add your writing style following the same process as Week 1.
2. Create a **Gem** in Gemini using the same Deep Research reports you attached in your ChatGPT Project.
3. Go to [GTmetrics.com](https://gtmetrics.com), create a free account, set the server to London, and test the speed of your homepage and two or three inner pages. If the LCP score is above 2.5 seconds, screenshot the report and raise it with your web designer.
4. Ask ChatGPT or Gemini: *"Tell me the three main things people look for when buying [your product or service]."* Use the answer to review your current web page headlines.
5. Ask the AI to write a new headline for your key product or service page, incorporating those three things. Paste it into [ZeroGPT.com](https://zerogpt.com) to check the human score before using it.
6. Give the AI a link to one of your service or product pages and ask it to recommend the type of video you should make to increase conversions.
7. Think about your strongest credibility stat — years in business, number of customers, hours delivered — and work with the AI to express it compellingly for your website.
8. Check whether you have a **testimonials page** on your website. If not, plan to add one. Consider signing up for a free trial of Trustindex.io.
9. Ask ChatGPT or Gemini whether **offers** are appropriate for your business, and if so, what kinds. Plan to test at least one time-limited offer in the next four weeks.
10. Try the **Enhanced Voice with Camera** feature on the Gemini mobile app — point it at something relevant to your business and have a conversation about it.

This was created with the help of one of our AI colleagues 😊