



AI Prompts for the website conversion course

Review My Key Website Pages

Look at these important pages on my website:

Homepage: [Insert URL] Products or Services page: [Insert URL] About Us page: [Insert URL] Testimonials or Reviews page: [Insert URL]

Based on these pages, tell me the three main things people are most likely looking for when choosing a business like mine. Rank them in order of importance.

Then explain whether my messaging, headlines and structure clearly address those three priorities across the pages.

Be direct and practical.

If you need more context about my target market, ask me before finalising your advice.

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2. Improve My Homepage

Here is my homepage:

[Insert URL]

First, tell me the three most important things customers look for when choosing this type of business.

Then analyse whether my headline, sub headline and opening section clearly focus on those three things.

Explain what I should improve and give example wording.

If you need more detail about my audience or goals, ask me.

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3. Strengthen My Products or Services Page

Here is my main products or services page:

[Insert URL]

Based on my business, what are the three main things customers care about when choosing this type of product or service?

Now review the page and explain whether the content is clearly aligned with those priorities.

Suggest structural improvements and specific messaging changes that would increase enquiries or sales.

Ask me for more context if needed.

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4. Improve Trust Across These Pages

Look at these pages:

Homepage: [Insert URL] About Us page: [Insert URL] Testimonials page: [Insert URL]

Do these pages build enough trust and credibility?

Are the main customer concerns clearly addressed?

Suggest practical ways I could strengthen proof, reassurance and credibility.

If you need more information about my experience, results or customer base, ask me first.

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5. Rewrite My Headline Properly

Here is the page I want to improve:

[Insert URL]

Based on my business context, what are the three key things people care about most when choosing this type of product or service?

Write five stronger headline options that clearly focus on those three priorities.

Explain which one is strongest and why.

Ask for more information if needed.

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6. Fix My Customer Journey

Look at these key pages:

Homepage: [Insert URL] Products or Services page: [Insert URL] Contact or Booking page: [Insert URL]

Based on these pages, explain whether the customer journey is clear and logical.

Where might people be getting confused or dropping off?

What practical changes would improve conversion?

If you need more information about how people currently find my website, ask me.

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7. Improve Engagement in the First Ten Seconds

Here is my homepage:

[Insert URL]

If someone lands on this page for the first time, what will they notice in the first ten seconds?

Does the page clearly communicate the three most important things customers care about?

Suggest specific improvements to the opening section so it is clearer and more compelling.

If you need more information about my positioning, ask me.

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8. Align My Messaging With What Customers Care About

Look at these pages:

Homepage: [Insert URL] Main product or service page: [Insert URL]

Based on my business, identify the three main priorities customers have.

Then explain whether my current messaging is aligned with those priorities or focused on the wrong things.

Be commercially focused and specific.

Ask me for clarification if required.

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9. Strengthen My Calls to Action

Look at these pages:

Homepage: [Insert URL] Products or Services page: [Insert URL]

Review the calls to action on these pages.

Are they clear and compelling?

Are they aligned with what customers actually care about?

Suggest improved calls to action and explain why they would likely convert better.

Ask me for more context if needed.

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10. Would You Choose My Business

Look at these pages:

Homepage: [Insert URL] Products or Services page: [Insert URL] About Us page: [Insert URL] Testimonials page: [Insert URL]

If you were a serious potential customer, would you feel confident choosing my business?

Are the three main customer priorities clearly addressed?

Where would you hesitate and why?

Be honest and practical.

If you need more information before making a judgement, ask me clear questions first.