

FREE PRACTICAL GUIDE

10 AI PROMPTS TO IMPROVE YOUR WEBSITE COPY

Practical prompts for clearer, more accurate website content

25 MINUTES

CHARLES NEWBURY

charlesnewbury.com

10 AI Prompts to Improve Your Website Copy

A focused quick win before you move to a complete workbook.

Use ten structured prompts to review and improve website copy while keeping facts, customer needs and your business voice in control.

Who this is for

Small-business and local-business owners who want a practical starting point without unnecessary technical language.

What you will complete

- ☐ A reusable business-information brief
- ☐ Ten copy-review and writing prompts
- ☐ Placeholders for your own information
- ☐ An accuracy and quality review

How to use it

Work through the pages in order. Use your live website or business profile, answer honestly and record no more than three immediate actions. A short list that gets completed is more useful than a long list that is ignored.

Keep the scope small. This guide addresses one specific problem. The related paid workbook provides the complete system, deeper explanations and a longer action plan.

1. Prompts 1 to 4

Replace every bracketed placeholder before using a prompt.

Prompt 1: Business-information brief

Using only the facts below, create a reusable business brief for future website work. Do not invent information. Mark any missing details as [NEEDS INPUT]. Business: [NAME]. Customers: [CUSTOMERS]. Services: [SERVICES]. Locations: [LOCATIONS]. Evidence: [PROOF]. Tone: [TONE].

Prompt 2: Homepage review

Review the homepage copy below. Explain what a first-time visitor is likely to think the business provides, who it helps and what action to take. Identify unclear wording. Do not rewrite yet. Copy: [PASTE HOMEPAGE COPY].

Prompt 3: Page communication

Read this page as a cautious prospective customer. Summarise the main promise, supporting information, unanswered questions and next step. Use only the supplied text. Page copy: [PASTE COPY].

Prompt 4: Homepage headline

Draft five clear homepage headlines using this business brief: [PASTE BRIEF]. Each must state the service or outcome plainly. Avoid slogans, hype and claims not supported by the brief.

2. Prompts 5 to 8

Replace every bracketed placeholder before using a prompt.

Prompt 5: Vague language

Rewrite the passage below in plain Australian English. Replace vague phrases with specific language supported by the text. Preserve facts and mark missing evidence as [CHECK]. Passage: [PASTE TEXT].

Prompt 6: Service description

Improve this service description for a customer comparing providers. Cover what the service is, who it is for, what is included and the next step. Do not invent inclusions. Brief: [PASTE BRIEF]. Copy: [PASTE COPY].

Prompt 7: Call to action

Write six concise calls to action for this page. Match the real next step: [CALL / ENQUIRY / BOOKING / PURCHASE]. Avoid pressure and fake urgency. Page purpose: [PURPOSE].

Prompt 8: Customer questions

Generate ten genuine questions a cautious customer may ask before choosing this service. Base them only on the service information supplied. Information: [PASTE DETAILS].

3. Prompts 9 to 10

Replace every bracketed placeholder before using a prompt.

Prompt 9: Trust review

Review the copy for genuine trust information, including identity, process, experience, policies and proof. Separate what is supported, unclear and missing. Do not invent testimonials or credentials. Copy: [PASTE COPY].

Prompt 10: Accuracy check

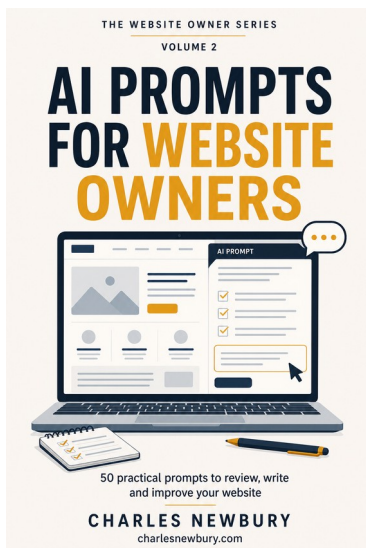
Compare the draft against the approved business brief. List every statement that is unsupported, exaggerated, generic or inconsistent. Suggest a safer correction for each issue. Brief: [PASTE BRIEF]. Draft: [PASTE DRAFT].

Before publishing Check names, prices, locations, inclusions, legal or policy statements and every claim against an approved source. Remove generic wording that could describe any business.

YOUR NEXT STEP

Continue with the complete workbook

Use the free guide to identify the first action, then use the complete workbook to build a repeatable system.



VOLUME 2

AI Prompts for Website Owners

The complete workbook provides:

- 50 structured AI prompts
- Accuracy and quality controls
- A 30-day improvement plan

Price: A\$29

Product-specific URL required before publication

[View The Website Owner Series](#)

My first three actions:

Important This guide provides general educational information. Results depend on your business, customers, website and implementation. No rankings, traffic, enquiries, sales or other outcomes are guaranteed.