

**PROMPT WO-054**

Write Website Copy

Purpose

Use this prompt to create clear, persuasive, and professional website content. It helps businesses create homepage copy, service pages, landing pages, about pages, and other website sections that communicate value, build trust, and encourage visitors to take action.

DIFFICULTY
🟡 Intermediate

TIME SAVED
🕒 30–60 min

BEST FOR
Web Copy



Best AI Tools

- ChatGPT
- Claude
- Microsoft Copilot
- Google Gemini



Copy & Paste Prompt

You are an experienced website copywriter and conversion specialist.

Write professional website copy using the information below.

Website Type:

[Business website, landing page, portfolio, ecommerce, membership site, etc.]

Page Required:

[Homepage, About Page, Services Page, Landing Page, Contact Page, etc.]

Business Name:

[Insert business name]

Target Audience:

[Describe your ideal visitor]

Business Purpose:



[Explain what the business does]

Products or Services:

[List products or services]

Main Problems You Solve:

[Describe customer challenges]

Key Benefits:

[List benefits]

Brand Voice:

[Professional, friendly, premium, educational, conversational]

Call to Action:

[Insert desired action]

SEO Keywords:

[List keywords if required]

Please:

- Create a compelling headline.
- Write an engaging opening section.
- Clearly explain the value offered.
- Focus on customer needs and benefits.
- Include trust-building sections where appropriate.
- Create clear calls to action.
- Structure the copy for website readability.
- Optimise naturally for search engines.
- Make the content professional and engaging.

Return only the completed website copy.



Example

INPUT

Website Type: Small business website

Page Required: Homepage

Business: AI training company

Target Audience: Small business owners who want to save time using AI.

Main Problem: They feel overwhelmed by technology and don't know where to start.



Brand Voice: Friendly and practical.

EXPECTED OUTPUT

Work Smarter With AI

Practical AI Training Designed For Everyday Businesses

Technology is changing the way we work, but knowing where to begin can feel overwhelming.

We help small businesses understand and use AI tools in simple, practical ways—without complicated jargon or technical expertise.

Save Time. Reduce Repetitive Work. Build Confidence.

AI isn't about replacing people. It's about giving you the tools to work smarter.

Our practical resources help you:

- ✓ Understand how AI works
- ✓ Create better systems
- ✓ Automate repetitive tasks
- ✓ Improve productivity
- ✓ Build confidence using new technology

Why Choose Us?

We focus on simple, real-world solutions that make a difference in everyday work.

No complicated theory.

No unnecessary complexity.

Just practical tools you can start using immediately.

Ready To Work Smarter?

Discover how AI can help you save time and create better ways of working.

Start Your AI Journey Today

 **Builder's Tip:** *Great website copy is not about talking more about yourself—it is about helping visitors quickly understand: Who you help → What problem you solve → Why they should trust you → What they should do next.*

Related Prompts

- WO-051 – Write a Professional Blog Post
- WO-052 – Rewrite and Improve Text
- WO-055 – Write a Press Release



- WO-058 – Write Product Descriptions

Tags

WEBSITE COPY

CONTENT
WRITING

MARKETING

SEO

BRANDING