



ASCENDEA

AI / BUSINESS GROWTH / PROMPT PACK

Landing Page Improvement Prompts — Evidence-Led AI Workbook

A practical 42-prompt workbook for UK small-business owners and managers. It helps readers use AI to draft, review and test clearer, more credible landing-page messages, offers, forms and measurement plans while keeping human review, evidence and privacy checks in the workflow.



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Chapter links and PDF bookmarks support navigation. Writing areas are for handwritten or separate notes, not interactive PDF forms.

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A practical 42-prompt workbook for UK small businesses

Author: Rob Arnold · Ascendea · <https://ascendea.ai/>

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A landing page is a focused web page that asks a visitor to take one next step, such as requesting a quote, booking a call, adding a product to a basket or downloading a guide. This workbook helps you use an AI assistant to draft and review parts of that page. It does **not** promise a conversion increase. Its purpose is to help you make the offer, evidence, journey and next step easier to assess, then learn from real visitor behaviour.

Fictional example: Throughout this workbook, “Northfield Heating” is a fictional UK heating firm using one page to invite homeowners to request a boiler-service quotation. It is not an Ascendea client, testimonial or result.

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Start here: five rules for useful and responsible AI drafts

1. **Prepare facts before prompts.** Give the AI only information that is accurate, current and approved for this use. Do not ask it to invent statistics, customer outcomes, accreditations, case studies, availability or a guarantee.

2. **Treat every output as a draft.** AI can present an incorrect statement persuasively. Check every factual statement, number, quote, price, legal statement and claim against your own records before it reaches the page.¹
3. **Use real evidence, not stronger wording.** Before publishing an objective marketing claim, hold documentary evidence that supports the claim as a visitor is likely to understand it. Testimonials do not, by themselves, substantiate objective claims.²
4. **Use customer words with care.** Keep quotations accurate, obtain the necessary permission, and do not alter a quote so that its meaning changes. Use anonymous, minimal excerpts in an AI prompt where possible. If the material contains personal data or confidential information, use only an approved tool and process it lawfully; ICO AI guidance is under review, so recheck it before implementation.⁴
5. **Plan measurement and tracking before publishing.** Analytics, heatmaps, recordings and A/B tests can use cookies or similar technologies. For UK use, consider cookie and similar-technology requirements under PECR and any personal-data processing under the UK GDPR. The ICO says people must be told what these do and why, and that consent is generally required unless a narrow essential-service exception applies. Audit your actual tools and obtain appropriate advice; this workbook is not a compliance guarantee.⁴

Your landing-page brief

Complete this first. Put only the information an AI assistant needs into the prompts. Replace square brackets with your own notes.

Item	Your working note
One visitor group	
One problem they are trying to solve	
One next step the page asks for	
Offer: what is included	
Offer: what is excluded or requires a separate quote	
Evidence you can use (with source/owner/date)	
Evidence you cannot yet support	
Real objections or questions you have heard	
Existing page URL or page copy	

Item	Your working note
Brand voice in three words	
Facts, data or customer material that must not go into an AI tool	
Human reviewer and final publishing owner	

A simple working method

1. Choose one prompt that matches the part of the page you are working on.
2. Paste the prompt into your approved AI tool and replace every bracketed field.
3. Ask for options, not a final answer. Keep the source information beside the output.
4. Remove any invented fact, vague superlative or outcome claim you cannot evidence.
5. Have the named reviewer check the result against the brief, then make one controlled page change.
6. Test the page on a phone and desktop, complete the form yourself and record what you changed.
7. Review feedback and meaningful measurement before deciding what to keep, revise or undo.

1. Make the opening promise clear

A visitor should be able to recognise who the page is for, what it offers and what happens next. Do not try to answer every question in the first line. Be specific only where your evidence supports it.

1. Hero promise options

Act as a plain-English landing-page editor for a UK small business. Draft five hero headlines for [audience] who want [goal]. The offer is [offer] and our evidenced distinction is [approved difference].

For each headline:

- aim for plain language and no more than about 12 words;
- make clear who it is for or the outcome it supports;
- avoid superlatives, unsupported numbers and promises of a result;
- add a one-sentence note explaining what the reader should understand.

Return a table with: headline, intended meaning, evidence needed, and risk or ambiguity to check. Do not present a headline as proven to perform better.

2. Fast-reader opening review

Review this current headline and subheadline: [paste copy]. Assess whether a new visitor can quickly answer: “Is this for me?”, “What is offered?”, “Why might I trust it?”, “What effort or commitment is involved?”, and “What makes the next step clear?”

Identify unclear wording without assuming the visitor thinks or feels any particular way. Then draft three concise revised headline/subheadline pairs. Keep every factual claim within this evidence: [list evidence]. Mark any statement that needs human confirmation.

3. Headline comparison plan

Create three controlled headline comparison ideas for this page.

Offer: [offer]

Audience: [audience]

Supported benefit: [benefit and evidence]

Current headline: [copy]

Traffic and measurement limits: [notes]

Make one pair about specificity, one about audience relevance and one about outcome versus process. Use precise numbers only if I provide evidence for them. For each pair, write a test question, a neutral hypothesis, the single change, the success measure, the guardrail measure, and a reason not to run it if traffic or consent is insufficient. Do not claim a winner in advance.

4. Customer-language headline bank

Use the approved customer-language extracts below to create a phrase bank and three headline options.

Approved extracts, with source and permission status: [paste anonymised extracts]

Offer: [offer]

Audience: [audience]

Keep direct quotes exact. Clearly separate verbatim wording from your own summary. Do not turn an opinion into a factual outcome claim. For each headline, show the source phrase it draws on, the claim that still needs evidence, and a plainer alternative.

5. Subheadline builder

Create five subheadlines to sit beneath this headline: [headline].

Audience: [audience]

Offer: [offer]

Main question or objection: [objection]

What happens next: [next step]

Approved evidence: [evidence]

Write one short sentence for each option. Each should clarify the offer, add a useful detail or boundary, and make the next section easier to understand. Avoid legal, price or delivery promises unless supplied above. Explain the role of each option, not why it will “convert”.

6. Clarity and familiarity check

Act as a careful copy editor. Review this headline: [headline] for clarity, consistency with the traffic source [source], familiar words, and avoidable jargon.

Audience: [audience]

Page context: [where visitor comes from and what they have already seen]

Evidence limits: [evidence]

First list the assumptions a reader may make. Then write three alternatives with a short explanation of the trade-off in each. Do not use behavioural-science labels as proof, and do not imply that a wording choice will cause a purchase.

7. Hero visual alignment brief

Develop three practical hero-visual concepts that support this approved message: [hero message].

Brand personality: [three words]

Offer: [offer]

Audience: [audience]

Available assets and permissions: [assets]

Accessibility needs: [needs]

For each concept, state: what the visitor sees, how it supports the message, required assets, suitable format (photograph, illustration, product image or simple diagram), mobile considerations, and a descriptive alt-text draft. Do not recommend stock imagery that implies a customer, result, certification or team member that is not real.

2. Build trust with verifiable evidence

Trust elements should help a person check a claim or understand how you work. A badge, testimonial or logo does not give permission to make a broader claim. Keep an evidence record for every item.

If you use a guarantee or warranty, make its meaning and material limitations clear; do not make an absolute performance claim you cannot support.⁷

8. Evidence sequence map

Organise these available trust elements into a landing-page evidence sequence: [logos, reviews, accreditations, process details, case studies, policies, data, awards].

For each item, identify the exact claim it supports, proof source, permission status, recommended place on the page, and whether it should appear early or later. Flag any item that is decorative rather than evidential. Do not invent missing proof or say an item builds trust universally.

9. Testimonial presentation review

Review these approved testimonials: [paste exact text, permission status and product/service].

For each testimonial, produce:

1. a verbatim excerpt option, with omissions shown by ellipses only where meaning is unchanged;
2. a factual context line based only on supplied information;
3. the objective claims it contains that need separate evidence;
4. a recommended page position.

Do not rewrite a customer's words as a quotation, invent a name/photo/company, or use a testimonial as proof of a broader claim. State when legal or marketing review is needed.

10. Genuine trust-signal shortlist

Suggest up to ten trust signals suitable for [offer] aimed at [audience]. My real available evidence is [evidence].

For each suggestion, include: visitor question answered, exact evidence needed, page location, accessible presentation idea, and a "do not use if" condition. Include a mix of practical signals such as clear process steps, named contact routes, policy links, authorised memberships, real case-study evidence and transparent limitations. Exclude fake countdowns, invented badges, borrowed logos and unverifiable claims.

11. Authority evidence inventory

Help me turn this company background into an honest authority inventory:
[background]. Industry: [industry]. Offer: [offer].

Return five possible authority signals only if the facts supplied support them. For each, write the fact, source record to retain, careful page wording, placement, and visual treatment. If the background does not support five, say so and suggest what evidence could be collected rather than inventing it.

12. Guarantee and policy clarity review

Review this existing refund, service-level, repair or satisfaction policy: [paste approved policy]. Customer concerns: [concerns]. Product or service: [offer].

Draft three plain-English ways to explain the policy on the landing page. Preserve every condition, exclusion, time limit and approval requirement. Do not create a new guarantee, promise a result, or use “risk-free” unless the supplied policy truly supports it. Add a list of questions for the policy owner or a qualified adviser before publication.

13. Credibility-gap audit

Audit this landing-page copy for credibility gaps: [paste copy].

Audience: [audience]

Offer: [offer]

Evidence currently available: [evidence]

Identify the five most important gaps between claims and evidence. For each, say what a visitor might reasonably need to know, the smallest honest improvement, evidence required, and where it belongs. Prioritise clarity and proof over adding more persuasion language.

14. Current-process cost worksheet

Create a transparent “current process” worksheet for [audience] considering [problem]. Use only the inputs I provide: [time, frequency, costs, error rates or consequences].

Give me 3–5 questions, a simple formula with variables, a range or “unknown” field for uncertain inputs, and neutral result wording. Distinguish time/capacity from cash savings, and state that figures are illustrative unless supported by the

visitor's own records. Do not use fear, invented benchmarks or an implied guaranteed return.

3. Describe the customer's situation without manipulation

Good copy recognises a visitor's real context and shows a relevant route forward. It should not exaggerate distress, manufacture urgency or claim to know how a person feels.

15. Current-situation snapshots

Using only these approved customer-language extracts [paste extracts], draft three short descriptions of a prospective customer's current situation.

Audience: [audience]

Offer: [offer]

Each description must distinguish a direct quote from a careful summary, avoid universal statements such as "you are always", and name an evidence source. Add one question we should ask customers to test whether the description is accurate.

16. Specific problem descriptions

Turn these generic problem statements into clear, specific but respectful landing-page copy: [list statements].

Use only these verified details: [details]. Audience: [audience].

For each, provide a concise version, the practical consequence, the evidence or customer language needed, and a softer alternative. Do not amplify fear, assert a financial loss without support, or claim that the reader has the problem.

17. Future-state illustrations

Draft three short, clearly illustrative descriptions of what a better process could look like after using [offer].

Supported outcomes: [evidence]

Uncertain outcomes: [uncertainties]

Audience: [audience]

Do not include a number, date or promised result unless it is supplied and

supportable. Use conditional language where appropriate. For each paragraph, list the assumption being made and an evidence question to test it with real users.

18. Problem-to-offer bridge

Write three bridge paragraphs connecting [observed problem] to [offer].

Audience: [audience]

Desired practical outcome: [outcome]

How the offer works: [mechanism]

Boundaries/exclusions: [boundaries]

Evidence: [evidence]

Use this logic: recognise the situation, state the desired practical outcome, explain the relevant part of the offer, then point to the next step. Do not imply that the offer is the only solution or that it guarantees the outcome.

19. Helpful low-commitment next steps

Suggest three optional, low-commitment ways a visitor can learn whether [offer] is relevant before the main CTA [CTA].

Audience: [audience]

Available resources: [guide, price range, checklist, video, calculator, sample]

Data/consent limits: [limits]

For each idea, state the immediate value, information requested, main CTA link, implementation effort, and privacy or cookie questions to resolve. Do not create a dark pattern, forced email gate or tracking requirement merely to increase commitment.

20. Problem-to-possibility page sequence

Create a five-part page sequence for [offer] and [audience]:

1. recognise a relevant situation;
2. explain limits of current approaches;
3. introduce a credible alternative;
4. describe supported possibilities and boundaries;
5. invite an appropriate next step.

For each part, write a heading, 40–70 words of draft copy, approved evidence used, and a question the reader may still have. Do not claim an emotional journey, predict behaviour or conceal trade-offs.

21. Objection response matrix

Create an objection-response matrix for [offer]. Known questions and concerns: [list].

For each concern, provide: the question in plain English, what we can answer factually, what we cannot promise, proof or policy needed, a short page response, and when a human conversation is more appropriate. Do not dismiss a reasonable concern or use pressure to overcome it.

4. Explain the offer, price and terms plainly

An offer should say what is included, what is not included, who it suits and how a person proceeds. Do not use made-up “was” prices, value figures, urgency or guarantees to make it sound larger.

22. Feature-to-practical-benefit map

Translate these features into customer-relevant explanations: [list features]. Audience values: [what matters]. Evidence: [evidence].

For each feature, provide a plain-English benefit heading, a one-sentence explanation of how it may help, a factual example, and a claim-check note. Do not turn a feature into a guaranteed outcome or use a fictional customer story.

23. Offer-component sequence

Organise these genuine offer components: [core service/product, included support, optional extras, policy, onboarding].

For each component, explain what it is, who it is for, what is included, what is excluded, any dependency, and the evidence or policy behind it. Recommend a page order that helps a reader understand the offer before price. Do not assign invented monetary values to components or call ordinary inclusions “free bonuses”.

24. Package comparison builder

Create up to three honest package options for this core offer: [offer].

Known inclusions, limits and costs: [details]

Audience segments or needs: [segments]

Price inputs, if approved: [prices or “not final”]

For each option, suggest a clear name, best fit, inclusions, exclusions, service

boundary, and price-display wording. If prices are not approved, use “request a tailored quote” rather than inventing a price. Do not use a package solely as an artificial decoy or imply that every buyer should choose the highest tier.

25. Useful add-on review

Review this core offer [offer] and these possible add-ons [list]. Main implementation questions: [questions].

Recommend only add-ons that genuinely help a defined buyer, are deliverable and have approved pricing or a transparent quote basis. For each, write: name, practical purpose, buyer fit, what is included, what it costs or how it is priced, and a reason not to choose it. Do not make up value amounts, scarcity or “quick-win” results.

26. Honest availability wording

Create three plain-English availability messages for [offer] based only on these real constraints: [staff capacity, seasonal dates, stock, cut-off date, appointment window].

For each, state the factual constraint, the customer action, the exact date or trigger to update/remove the message, and wording that does not exaggerate urgency. Reject any countdown, limited-place or “last chance” idea that is not true and maintained.

27. Price explanation sequence

Draft a transparent three-part price explanation for [offer].

Price or quote basis: [details]

What is included: [details]

What changes the price: [details]

VAT/tax treatment as approved by the business: [details]

Payment/refund terms approved for publication: [details]

Write: (1) what the customer receives; (2) the price or how a quote is calculated; and (3) what happens next. Flag missing information for the business owner, finance lead or qualified adviser. Do not use a made-up comparison price, savings claim, return-on-investment promise or misleading “investment” framing.

28. Guarantee decision check

Assess whether a guarantee should appear on this landing page.

Existing approved guarantee/warranty/refund terms: [terms or “none”]

Offer: [offer]

Known limitations: [limitations]

Evidence that performance is consistently deliverable: [evidence]

Return: use as written / clarify before use / do not use. If it may be used, draft only a plain-language summary that points to the full approved terms and makes limitations clear. Do not create a performance guarantee, legal terms or “no-quibble” promise. List issues needing legal or policy-owner review.

5. Reduce avoidable friction in the page and form

Friction is not always bad: a quote for a complex B2B service may need more information than a newsletter sign-up. Ask only for what is necessary at that point and be clear about why.

29. Visual-flow review

Review this page order: [sections in current order]. Main CTA: [CTA]. Audience: [audience].

Recommend a clear reading order using headings, grouping, whitespace, contrast, images and one consistent primary CTA. For each suggestion, state the visitor question it answers and the implementation trade-off. Include mobile considerations and do not use colour alone, tiny text, movement or misleading visual cues to force attention.

30. Button-copy review

Assess these button labels: [list labels]. Offer: [offer]. Next step: [what happens]. Main concern: [concern].

For each label, score only for clarity, accuracy, effort signalled and consistency with the next screen. Then suggest three alternatives of no more than five words. Do not hide a purchase, subscription, data collection or booking commitment behind vague copy.

31. Form-field necessity check

Review this form: [fields in current order]. Page goal: [goal]. What happens after submission: [process].

For every field, say whether it is necessary now, why it is collected, a clear label, an optional helpful hint, and an alternative if it can be collected later. Recommend a simple order. Include a privacy-notice reminder and flag special-category or sensitive information that should not be requested without appropriate review. Do not suggest pre-ticked marketing consent or misleading reassurance.

32. Helpful error messages

Rewrite these error messages: [messages]. Brand voice: [voice].

For each, write a short message that says what needs attention, how to fix it and where to get help. Avoid blame, technical jargon and false claims such as “your information is secure” unless approved evidence and policy support it. Preserve accurate security warnings where they are needed.

33. Confirmation-message builder

Draft three confirmation messages for after a visitor [form action/purchase].

What we have received: [details]

Real next step and owner: [details]

Expected response window only if approved: [details]

Useful immediate resource: [resource]

Each message should confirm the action, set only accurate expectations, give a safe next action, and provide a contact route. Do not promise a response time, booking, result or personalised advice unless the business can deliver it.

34. Microcopy opportunities

Review this page copy [paste copy] and identify up to ten places where short explanatory microcopy could reduce uncertainty.

For each, give: exact location, visitor question, draft copy of 15 words or fewer, evidence/policy needed, and whether the text is essential rather than decorative. Focus on practical clarity around price, delivery, form use, consent, eligibility, next steps and support. Do not use microcopy to conceal material terms.

35. Mobile copy adaptation

Adapt these desktop sections for a small-screen reader: [paste sections].

For each section, identify the essential message, rewrite it more concisely without a fixed reduction target, use short headings and scannable sentences, and preserve material terms. State what must remain visible (such as price basis, eligibility or conditions). Do not remove information merely because it is inconvenient on mobile; redesign the layout if needed.

6. Learn through careful testing and feedback

Testing is a way to reduce uncertainty, not a shortcut to certainty. Make one meaningful change at a time where possible. Record what changed, who saw it, which measure you used and what else may have affected the result.

36. Test-hypothesis builder

Using these current observations [metrics, feedback, recordings or support questions], generate five testable landing-page hypotheses.

Use this format: "If we change [one element], we expect [measure] to move in [direction], because [evidence or assumption]."

For each, include the single change, primary measure, guardrail measure, data-quality check, risk of harm, and an impact/confidence/ease score from 1–5. Explain that the score is a planning judgement, not a prediction. If evidence is weak, recommend research rather than a test.

37. Test priority board

Prioritise these proposed tests: [list]. Monthly relevant traffic: [volume]. Technical capacity: [capacity]. Known consent/tracking limits: [limits].

For each test, score impact, confidence and ease from 1–5; show the multiplication; identify the evidence behind each score; state the likely traffic or time limitation; and recommend an order. Offer a non-A/B alternative, such as five user conversations or a copy review, if the volume is too low for a meaningful comparison. Do not estimate a percentage lift.

38. Qualitative research plan

Create a proportionate qualitative research plan for this page.

Offer: [offer]

Audience: [audience]

Decision questions: [questions]

Research access: [customers, prospects, staff]

Consent/privacy constraints: [constraints]

Include three optional on-page feedback questions, five user-testing tasks, ten customer-interview questions and a simple insight log. Keep questions neutral; do not lead people to praise the page. Include permission, anonymity and recording questions for the research owner.

39. Measurement plan and event dictionary

Create a beginner-friendly measurement plan for this conversion path: [steps from arrival to outcome].

Platform in use: [analytics platform/version]

Business goal: [goal]

Consent and cookie setup: [known setup]

People who need access: [roles]

Return an event dictionary with: event name, real-world action, purpose, non-personal parameters only, owner, QA method and decision it informs. Include a tag/cookie audit, consent dependency, data-minimisation check, test in a non-production environment where practical, and a step to verify the event in the platform. Do not ask me to put email addresses, telephone numbers, full form answers or secrets into analytics events.

Google Analytics distinguishes automatically collected, enhanced, recommended and custom events; recommended or custom events may need additional setup. Check the current provider documentation for your chosen platform rather than relying on an AI-generated implementation snippet.[6](#)

Beginner measurement setup path

1. Draw the visitor path in plain English, from page view to the one meaningful outcome you need to understand.
2. Complete Prompt 39 and ask the page owner to approve the small event dictionary. Do not collect full form answers, contact details, passwords or API keys in analytics.
3. List every tag, cookie, heatmap or recording tool that will run. Confirm the purpose, supplier, retention setting and consent dependency with the person responsible for privacy and the website.

4. Give the approved event dictionary and the current provider documentation to the person who manages your website, CMS or tag manager. Ask them to implement only those named events; do not copy unreviewed AI-generated code into a live page.
5. Test the page in a safe preview or test environment where practical. Complete the journey yourself, check that the right event appears in the platform's testing view, and confirm that the page and form still work.
6. Record the page version, launch date, owner and any limits in the evidence log. Review the first data set alongside visitor feedback before changing the page again.

40. Twelve-week learning plan

Create a flexible 12-week landing-page learning plan for [page and goal].

Current baseline: [known measures or "not yet known"]

Traffic: [volume]

People and capacity: [team]

Evidence already available: [evidence]

Constraints: [constraints]

Plan four stages: baseline and page audit; opening message and evidence; offer/form clarity; review and next decision. For every week, state one activity, owner, input, output, decision rule and fallback if there is too little data or an implementation delay. Do not promise an improved conversion rate or assume a test can run in one week.

41. Optional-step journey designer

Design up to five optional steps that can help a visitor move from first question to the main action [CTA].

Offer: [offer]

Audience: [audience]

Useful resources: [resources]

Data we can reasonably request: [data]

For each step, state the visitor value, commitment required, data collected, accessibility consideration, link to the next step, and exit route. Do not make completion mandatory unless it is genuinely necessary to provide the requested service. Avoid disguised marketing consent and unnecessary gates.

42. Post-test analysis guide

Create a structured review for this comparison: [version A] versus [version B] of [page element].

Primary measure: [measure]
Guardrail measures: [measures]
Dates and traffic source: [details]
Consent/data limitations: [details]
Other changes during the period: [details]

Provide: questions to ask, data-integrity checks, secondary measures, useful segments only where lawful and meaningful, qualitative evidence to review, and a learning-record template. Explain that a numerical difference does not establish a reliable winner without a suitable method, sufficient data and context. Recommend when to keep, revise, retest or stop.

Your evidence and action log

Use this log at the end of a working session. It turns prompts into a record your team can revisit rather than a folder of untested AI drafts.

Page area	Claim or change proposed	Evidence/ source owner	Human reviewer	Decision: use, revise, reject or test	Next action and date
Hero					
Trust evidence					
Customer language					
Offer/price/ terms					
Form/ microcopy					
Measurement/ test					

Before you publish: a standalone checklist

- ☐ The page has one clear primary next step and it accurately describes what will happen.
- ☐ Every price, availability statement, statistic, comparison, award, accreditation and customer outcome has an identified evidence source.
- ☐ Every testimonial is genuine, authorised for this use and has not been misleadingly edited.

- ☐ Guarantees, refunds, delivery terms and conditions are consistent with approved business policy and have been reviewed where needed.
- ☐ No AI-generated statement has been published without a human factual and brand review.
- ☐ The form asks only for information needed at this stage, explains material data use and links to the appropriate privacy information.
- ☐ Cookies, analytics, testing, heatmaps and recording tools have been audited against current UK requirements and your organisation's policy.
- ☐ The page works with keyboard navigation, readable zoom and a small screen; a person can complete the main action without relying on colour, movement or an image alone.
- ☐ The confirmation message and manual follow-up process match what the page promises.
- ☐ You recorded the page version, date, owner, evidence and measurement plan so that future results have context.

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