WEBSITE BUILD PROMPT LIBRARY

ALL 99 COPY-READY AI PROMPTS

Every prompt from WB-01 to WB-99, in 11 categories, ready to copy, fill in, and review

WB

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FIND YOUR PROMPT

Nine prompts in each of 11 categories. Each tile jumps to its first page.

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HOW TO USE A CARD

01 **Find.** Pick the category that matches what just happened, then the prompt that matches the decision in front of you.

02 **Copy.** Select the prompt text on the card and copy it. Every prompt is complete on its own.

03 **Fill.** Replace each bracketed field with a fact you can verify. Leave optional fields out if you cannot.

04 **Review.** Read the builder review on the card, check the draft against your records, and publish it yourself.

CATEGORY 01 OF 11 | PART 1 OF 3

BRIEFS AND PLANNING

WB-01 to WB-09
On this page: WB-01, WB-02, WB-03

WB-01 One-page site brief

Use when: You are about to start a site and want the plan on paper.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the business and what it sells]; [who the site is for]; [the one action a visitor should take]; [the pages I think I need]
Optional: [sites I like, and what I like about each]
Write a one-page brief: purpose, audience, the one action, a page list with the job of each page, and what content I must supply. Write no code. If I left out the one action, reply only with a Needs input list. Return one brief. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Confirm the one action with the person who owns the site before any code.

WB-02 Page plan

Use when: You know the page and need its structure.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the page and its one job]; [the content I have for it]; [the content I do not have]
Write a section-by-section plan for the page: what each section is for, what content it uses, and what is missing. Give a rough text wireframe of the top two sections. Write no code yet. If I left out the page and its one job, reply only with a Needs input list. Return one plan. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Check the page and its one job yourself. It is the one fact this prompt refuses to guess.

WB-03 Content inventory

Use when: You want to know what you have before building.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [every piece of content I have: text, photos, prices, proof]; [the pages planned]
Sort the content by page, and list for each page what is missing and who has to supply it. If I left out every piece of content I have, reply only with a Needs input list. Return one table. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Last look before you publish: every piece of content you have. Match that to your records.

CATEGORY 01 OF 11 | PART 2 OF 3

BRIEFS AND PLANNING

WB-01 to WB-09
On this page: WB-04, WB-05, WB-06

WB-04 Pick the stack

Use when: You are unsure what to build with.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [what the site must do]; [who will update it and how comfortable they are]; [my budget for hosting]
Recommend the simplest setup that does the job, with one alternative, and say what each costs to host and what it would take to update. Prefer free static hosting. Ask before adding a backend. If I left out what the site must do, reply only with a Needs input list. Return one recommendation with one alternative. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Confirm what the site must do with the person who owns the site before any code.

WB-05 Rebuild or repair

Use when: You are deciding whether to fix a site or start over.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the current site address or files]; [what is wrong with it]; [what must not be lost]
Read the site and list what is worth keeping, what is broken, and what a repair would cost in effort against a rebuild. Give me the facts for the decision. Change nothing. If I left out what is wrong with it, reply only with a Needs input list. Return one assessment. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Check what is wrong with it yourself. It is the one fact this prompt refuses to guess.

WB-06 Site map

Use when: The site has grown and needs order.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the current pages]; [what visitors come to do]; [pages I want to add]
Propose a site map with at most two levels, the label for each page as a visitor would word it, and which current pages merge or go. If I left out what visitors come to do, reply only with a Needs input list. Return one site map. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Last look before you publish: what visitors come to do. Match that to your records.

CATEGORY 01 OF 11 | PART 3 OF 3

BRIEFS AND PLANNING

WB-01 to WB-09
On this page: WB-07, WB-08, WB-09

WB-07 Acceptance checklist

Use when: You want to define done before work starts.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the page or feature]; [what it must do]; [the devices and browsers that matter]
Write a checklist of pass or fail items I can test by hand, covering function, content, four screen widths and accessibility basics. If I left out what it must do, reply only with a Needs input list. Return one checklist. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Confirm what it must do with the person who owns the site before any code.

WB-08 Break a build into tasks

Use when: A build is too big for one request.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the brief]; [the order I would like, if any]
Split the build into tasks an agent can finish one at a time, each with what it changes and how to check it. Order them so the site works after every task. If I left out the brief, reply only with a Needs input list. Return one task list. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Check the brief yourself. It is the one fact this prompt refuses to guess.

WB-09 Second opinion on a plan

Use when: You have a plan and want it challenged.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the plan, pasted]
List the three weakest points in the plan, what would go wrong for each, and a fix. Say what you would cut. Be direct. If I left out the plan, reply only with a Needs input list. Return three points, each with a fix. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Last look before you publish: the plan. Match that to your records.

CATEGORY 02 OF 11 | PART 1 OF 3

LANDING PAGES

WB-10 to WB-18
On this page: WB-10, WB-11, WB-12

WB-10 Service landing page

Use when: You need a page for one service.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the service]; [who needs it]; [what is included and the price or how pricing works]; [the one action]; [proof I may cite]
Build a single page with an opening that says what the service is and who it is for, what is included, pricing, proof if supplied, and the action. Use only my content. Show a short art direction note before the code. If I left out the one action, reply only with a Needs input list. Return the art direction note, then the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Confirm the one action and that every fact on the page came from you.

WB-11 Lead capture page

Use when: You want visitors to leave their details.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [what I am offering in return]; [the fields I need]; [what happens after they submit]; [where submissions go]
Build a page with the offer, a form with only the listed fields, and a clear line on what happens next. Mark the form handler as needing my choice. Ask before adding a backend. If I left out what happens after they submit, reply only with a Needs input list. Return the code and a note on the form handler. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Check what happens after they submit yourself. It is the one fact this prompt refuses to guess.

WB-12 Event page

Use when: You are promoting an event.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the event]; [date, time and place]; [who it is for]; [price]; [how to reserve]
Build an event page with the date, time and place above the fold, who it is for, and one reserve action. If I left out date, time and place, reply only with a Needs input list. Return the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Last look before you publish: date, time and place. Match that to your records.

CATEGORY 02 OF 11 | PART 2 OF 3

LANDING PAGES

WB-10 to WB-18
On this page: WB-13, WB-14, WB-15

WB-13 Product page

Use when: You are selling one product.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the product]; [what it does]; [price]; [what is in the box]; [shipping and returns in one line each]
Optional: [photos I have, described]
Build a product page with the product, price and buy action visible without scrolling on a phone, then details. Use labeled placeholders only where a listed photo will go. If I left out price, reply only with a Needs input list. Return the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Confirm price and that every fact on the page came from you.

WB-14 Coming soon page

Use when: The site is not ready and you want a holding page.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [what is coming]; [when, if known]; [how people can be told]
Build a one-screen page that says what is coming and offers one way to be told. No countdown unless a date is given. If I left out what is coming, reply only with a Needs input list. Return the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Check what is coming yourself. It is the one fact this prompt refuses to guess.

WB-15 Local business home page

Use when: You need a home page for a local business.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [what I do]; [where]; [hours]; [phone]; [the three services people ask for most]; [proof I may cite]
Build a home page with what we do and where in the first screen, the phone number tappable, the three services, hours and proof if supplied. If I left out the three services, reply only with a Needs input list. Return the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Last look before you publish: the three services. Match that to your records.

CATEGORY 02 OF 11 | PART 3 OF 3

LANDING PAGES

WB-10 to WB-18
On this page: WB-16, WB-17, WB-18

WB-16 Comparison page

Use when: Visitors are choosing between your options.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the options]; [what differs]; [who each suits]
Build a comparison section that stacks cleanly on a phone, with who each option suits stated in words, not just check marks. If I left out what differs, reply only with a Needs input list. Return the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Confirm what differs and that every fact on the page came from you.

WB-17 Page from a document

Use when: You have a flyer, brochure or doc to turn into a page.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the document, attached or pasted]; [the one action for the page]
Build a page from the document's content, reordered for the web: the most important thing first, one action. List anything in the document you left out and why. If I left out the document, reply only with a Needs input list. Return the code and a list of what was left out. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Check the document yourself. It is the one fact this prompt refuses to guess.

WB-18 Thank-you and next-step page

Use when: A form or purchase needs a confirmation page.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [what the visitor just did]; [what happens next and when]; [one thing they can do now]
Build a confirmation page that states what happened, what comes next with a time, and the one thing. If I left out what happens next and when, reply only with a Needs input list. Return the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Last look before you publish: what happens next and when. Match that to your records.

CATEGORY 03 OF 11 | PART 1 OF 3

PAGE SECTIONS

WB-19 to WB-27
On this page: WB-19, WB-20, WB-21

WB-19 Opening section

Use when: A page needs a stronger top.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the page and its one job]; [the headline facts]; [the action]
Optional: [an image I have, described]
Build the opening section so a stranger knows what this is, who it is for and what to do within five seconds. One headline, one supporting line, one action. If I left out the page and its one job, reply only with a Needs input list. Return the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Confirm the page and its one job, then check that nothing outside the section changed.

WB-20 Services list

Use when: You need a section listing what you offer.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [each service with one line on it]; [where each links]
Build a services section sized to the real number of items, with no filler items to even out the grid. If I left out each service with one line, reply only with a Needs input list. Return the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Check each service with one line yourself. It is the one fact this prompt refuses to guess.

WB-21 Pricing table

Use when: You need prices shown clearly.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [each plan or option with price and what is included]; [which one most people pick, only if true]
Build a pricing section that reads top to bottom on a phone. Highlight an option only if I said most people pick it. If I left out each plan with price, reply only with a Needs input list. Return the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Last look before you publish: each plan with price. Match that to your records.

CATEGORY 03 OF 11 | PART 2 OF 3

PAGE SECTIONS

WB-19 to WB-27
On this page: WB-22, WB-23, WB-24

WB-22 Proof section

Use when: You have real testimonials or results.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the quotes with name and permission]; [or the results with their source]
Build a proof section from the supplied material only. If I supplied nothing, do not build one. Tell me what to collect. If I left out the quotes or the results, reply only with a Needs input list. Return the code, or a list of what to collect. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Confirm the quotes or the results, then check that nothing outside the section changed.

WB-23 FAQ section

Use when: You have real questions to answer.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the questions and answers]
Build an FAQ with expandable answers that work by keyboard and stay readable with scripts off. If I left out the questions and answers, reply only with a Needs input list. Return the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Check the questions and answers yourself. It is the one fact this prompt refuses to guess.

WB-24 Team section

Use when: You want to show who does the work.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [each person's name, role and one line]; [photos I have]
Build a team section. Where a photo is missing, use initials on a plain tile, never a stock face. If I left out each person's name and role, reply only with a Needs input list. Return the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Last look before you publish: each person's name and role. Match that to your records.

CATEGORY 03 OF 11 | PART 3 OF 3

PAGE SECTIONS

WB-19 to WB-27
On this page: WB-25, WB-26, WB-27

WB-25 Contact section

Use when: You need a contact block.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [phone]; [email]; [address]; [hours]; [how fast I reply, as a fact]
Build a contact section with a tappable phone number and email, the address as text, and hours in a real table or list. If I left out phone, reply only with a Needs input list. Return the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Confirm phone, then check that nothing outside the section changed.

WB-26 Footer

Use when: The site needs a proper footer.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [business name and legal name]; [address]; [the links to include]; [any required notice]
Build a footer with the listed items and the current year. Add no social icons or links I did not list. If I left out the links to include, reply only with a Needs input list. Return the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Check the links to include yourself. It is the one fact this prompt refuses to guess.

WB-27 Navigation

Use when: The site menu is unclear.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the pages]; [the one action that belongs in the menu]
Build a menu with plain labels, the action set apart, a visible current-page state, and a phone layout that opens by keyboard and touch. If I left out the pages, reply only with a Needs input list. Return the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Last look before you publish: the pages. Match that to your records.

CATEGORY 04 OF 11 | PART 1 OF 3

FORMS AND BOOKING

WB-28 to WB-36
On this page: WB-28, WB-29, WB-30

WB-28 Contact form

Use when: You need a simple contact form.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the fields]; [what the visitor should include]; [where submissions go]; [what they see after sending]
Build the form with visible labels, the fewest fields listed, clear errors beside each field, and a confirmation message. Mark where the form handler is set. If I left out the fields, reply only with a Needs input list. Return the code and a note on the form handler. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Confirm the fields by submitting the form yourself, twice.

WB-29 Quote request form

Use when: You want enough detail to quote without a call.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [what I need to know to quote]; [which answers are optional]
Build a form that asks only what is needed, in the order a customer thinks about it, with optional fields marked. If I left out what I need to know to quote, reply only with a Needs input list. Return the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Check what you need to know to quote yourself. It is the one fact this prompt refuses to guess.

WB-30 Booking request

Use when: You want visitors to ask for a time.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the services]; [the days and hours I take bookings]; [how I confirm]
Build a booking request form that says clearly it is a request until confirmed, and how and when we confirm. Build no calendar back end unless I ask. If I left out how I confirm, reply only with a Needs input list. Return the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Last look before you publish: how you confirm. Match that to your records.

CATEGORY 04 OF 11 | PART 2 OF 3

FORMS AND BOOKING

WB-28 to WB-36
On this page: WB-31, WB-32, WB-33

WB-31 Form review

Use when: A form is not getting completed.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the form's page or code]; [where people drop off, if I know]
Read the form as a first-time visitor. List every field that could be cut, every unclear label and every error that would lose typed input. Then make the fixes I approve. If I left out the form's page or code, reply only with a Needs input list. Return a findings list first, then the code after I approve. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Confirm the form's page or code by submitting the form yourself, twice.

WB-32 Error messages

Use when: A form's error messages are vague.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the form]; [the rules for each field]
Rewrite every error to say what is wrong and how to fix it, shown beside the field, and keep whatever the visitor already typed. If I left out the rules for each field, reply only with a Needs input list. Return the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Check the rules for each field yourself. It is the one fact this prompt refuses to guess.

WB-33 Spam protection

Use when: A form is getting spam.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the form]; [where it is hosted]
Add a hidden honeypot field and server-side checks available on my host. Add a visible challenge only if I ask. Explain what each measure blocks and what it does not. If I left out where it is hosted, reply only with a Needs input list. Return the code and a short explanation. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Last look before you publish: where it is hosted. Match that to your records.

CATEGORY 04 OF 11 | PART 3 OF 3

FORMS AND BOOKING

WB-28 to WB-36
On this page: WB-34, WB-35, WB-36

WB-34 Email sign-up

Use when: You want a newsletter sign-up.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [what people get and how often]; [where the address is stored]
Build a one-field sign-up with a line that says what they get and how often, and a confirmation state. Mark the storage as needing my choice. If I left out what people get and how often, reply only with a Needs input list. Return the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Confirm what people get and how often by submitting the form yourself, twice.

WB-35 Multi-step form

Use when: A long form needs to be less daunting.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the questions, grouped]; [which are required]
Split the form into steps with a progress indicator, a back button that keeps answers, and a review step before sending. If I left out the questions, grouped, reply only with a Needs input list. Return the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Check the questions, grouped yourself. It is the one fact this prompt refuses to guess.

WB-36 Confirmation email text

Use when: A form sends an automatic reply.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [what the form was for]; [what happens next and when]; [how to reach me]
Write the confirmation email as plain text: what we received, what happens next with a time, and a contact. If I left out what happens next and when, reply only with a Needs input list. Return one email under 80 words. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Last look before you publish: what happens next and when. Match that to your records.

CATEGORY 05 OF 11 | PART 1 OF 3

WORDS ON THE PAGE

WB-37 to WB-45
On this page: WB-37, WB-38, WB-39

WB-37 Headline options

Use when: A page needs a better headline.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the page's one job]; [who it is for]; [the facts I can state]
Write eight headlines under ten words. Each must say what this is or what the visitor gets, using only the facts given. Mark your pick and why. If I left out the facts I can state, reply only with a Needs input list. Return eight headlines, one marked. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Confirm the facts you can state and strike any claim you cannot back.

WB-38 Button labels

Use when: Buttons say Submit or Learn more.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [each button and what happens when it is pressed]
Rename each button to say what happens, in two to four words, and keep one name for one action across the site. If I left out what happens when it is pressed, reply only with a Needs input list. Return a table of old and new labels. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Check what happens when it is pressed yourself. It is the one fact this prompt refuses to guess.

WB-39 Cut the page in half

Use when: A page is too long.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the page text]; [the facts that must stay]
Cut the text to half its length. Keep every listed fact. Remove any sentence a competitor could use unchanged. Show what was removed. If I left out the page text, reply only with a Needs input list. Return the shorter text and a list of cuts. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Last look before you publish: the page text. Match that to your records.

CATEGORY 05 OF 11 | PART 2 OF 3

WORDS ON THE PAGE

WB-37 to WB-45
On this page: WB-40, WB-41, WB-42

WB-40 Rewrite in plain words

Use when: A page reads like a brochure.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]

Target: [the page, section or file to work on]

Scenario: [the page text]; [who reads it]

Rewrite it the way you would explain it to that reader across a counter. Short sentences, their words, no filler phrases. Keep every fact. If I left out the page text, reply only with a Needs input list. Return the rewritten text. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW

Confirm the page text and strike any claim you cannot back.

WB-41 Find the filler

Use when: You suspect the copy is padded.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]

Target: [the page, section or file to work on]

Scenario: [the page text]

Mark every phrase that says nothing specific, every claim with no fact behind it, and every sentence that repeats another. Suggest a replacement or a cut for each. If I left out the page text, reply only with a Needs input list. Return a marked list. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW

Check the page text yourself. It is the one fact this prompt refuses to guess.

WB-42 Alt text

Use when: Images need descriptions.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]

Target: [the page, section or file to work on]

Scenario: [each image and what it shows]; [where it sits on the page]

Write alt text for each image that says what it shows in under 15 words. Use empty alt for decoration and say which ones those are. If I left out each image and what it shows, reply only with a Needs input list. Return one line per image. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW

Last look before you publish: each image and what it shows. Match that to your records.

CATEGORY 05 OF 11 | PART 3 OF 3

WORDS ON THE PAGE

WB-37 to WB-45
On this page: WB-43, WB-44, WB-45

WB-43 Page title and description

Use when: A page needs a title and a search description.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the page's subject]; [the business and area]
Write three titles under 60 characters and three descriptions under 155 characters that describe the page truthfully. Show the count for each. If I left out the page's subject, reply only with a Needs input list. Return three titles and three descriptions, with counts. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Confirm the page's subject and strike any claim you cannot back.

WB-44 Empty and error states

Use when: Screens are blank or cryptic when something is missing.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [each state: nothing found, nothing yet, something failed]; [what the visitor can do in each]
Write the message for each state: what happened in plain words and what to do next. No blame and no jokes on errors. If I left out what the visitor can do in each, reply only with a Needs input list. Return one message per state. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Check what the visitor can do in each yourself. It is the one fact this prompt refuses to guess.

WB-45 Legal page draft

Use when: You need a privacy or terms page.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [what data the site actually collects]; [what I do with it]; [who to contact]
Draft a plain-language page that describes only what I listed. Use no borrowed legal clauses. This is not legal advice. Mark the whole page for review by an attorney before it is published. If I left out what data the site collects, reply only with a Needs input list. Return one draft, marked for review. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Last look before you publish: what data the site collects. Match that to your records.

CATEGORY 06 OF 11 | PART 1 OF 3

DESIGN DIRECTION

WB-46 to WB-54
On this page: WB-46, WB-47, WB-48

WB-46 Art direction first

Use when: You want a look chosen on purpose.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the subject]; [the audience]; [the mood in three words]; [what it must not look like]
Before any code, write an art direction note: tone, layout stance, four to six named colors with a job each, one or two typefaces with roles, and the one thing the page will be remembered for. Then wait for my go-ahead. If I left out what it must not look like, reply only with a Needs input list. Return one art direction note. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Confirm what it must not look like before the agent builds a single section.

WB-47 Palette from the brand

Use when: You have a logo and need a full palette.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the logo colors, as hex values]; [where the palette will be used]
Build a palette around the logo colors: surfaces, text, one accent, one supporting color, each named with its job. Check text contrast against WCAG AA and show the ratios. If I left out the logo colors, reply only with a Needs input list. Return one palette with contrast ratios. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Check the logo colors yourself. It is the one fact this prompt refuses to guess.

WB-48 Type pairing

Use when: The site's type is generic.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the subject and mood]; [what I use now]
Suggest two pairings of freely licensed typefaces, with the role of each face and a sample scale. Say why each fits this subject. If I left out the subject and mood, reply only with a Needs input list. Return two pairings. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Last look before you publish: the subject and mood. Match that to your records.

CATEGORY 06 OF 11 | PART 2 OF 3

DESIGN DIRECTION

WB-46 to WB-54
On this page: WB-49, WB-50, WB-51

WB-49 Make it less generic

Use when: A page looks like every other generated page.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the page]; [what the subject's world looks like: its materials, tools, documents and places]
Name the specific things that make the page look generated. Propose three changes drawn from the subject's world. Make the ones I approve. If I left out what the subject's world looks like, reply only with a Needs input list. Return a findings list and three proposals, then the code after I approve. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Confirm what the subject's world looks like before the agent builds a single section.

WB-50 One memorable element

Use when: A page needs a single standout.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the page]; [the subject]
Propose three ideas for one element only this subject could own, with how each would be built. Build the one I pick. If I left out the subject, reply only with a Needs input list. Return three ideas, then the code for one. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Check the subject yourself. It is the one fact this prompt refuses to guess.

WB-51 Consistency pass

Use when: Pages drifted apart in style.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the pages to compare]
Compare type, color, spacing and components across the pages. List every mismatch with where it appears, and fix them toward the most common treatment. If I left out the pages to compare, reply only with a Needs input list. Return a mismatch list, then the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Last look before you publish: the pages to compare. Match that to your records.

CATEGORY 06 OF 11 | PART 3 OF 3

DESIGN DIRECTION

WB-46 to WB-54
On this page: WB-52, WB-53, WB-54

WB-52 Spacing system

Use when: Spacing is uneven.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the page or stylesheet]
Replace the ad hoc values with one named scale of six to eight steps, applied through variables. Show before and after for three sections. If I left out the page or stylesheet, reply only with a Needs input list. Return the code and three before-and-after notes. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Confirm the page or stylesheet before the agent builds a single section.

WB-53 Fill the empty space

Use when: A page has large blank areas on wide screens.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the page]; [the widths where it looks empty]
Find each empty area at the widths given and fix it by using the width: more columns, a wider container or content side by side. Add no decorative filler. If I left out the widths where it looks empty, reply only with a Needs input list. Return the code and a list of what changed at each width. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Check the widths where it looks empty yourself. It is the one fact this prompt refuses to guess.

WB-54 Dark and light versions

Use when: You want both color modes.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the page]; [the palette]
Add a second mode through color variables, with contrast checked in both, and respect the visitor's system setting. If I left out the palette, reply only with a Needs input list. Return the code and contrast ratios for both modes. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Last look before you publish: the palette. Match that to your records.

CATEGORY 07 OF 11 | PART 1 OF 3

PHONES AND TABLETS

WB-55 to WB-63
On this page: WB-55, WB-56, WB-57

WB-55 Fix it on a phone

Use when: A page breaks on a phone.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the page]; [what breaks and at what width]
Fix the layout at 390 pixels wide and check 320. No sideways scroll, no clipped text, tap targets at least 44 by 44 pixels. If I left out what breaks and at what width, reply only with a Needs input list. Return the code and what you checked. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Confirm what breaks and at what width on a real phone, not only a resized window.

WB-56 Four-width check

Use when: You want a page checked at every size.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the page]
Check the page at 1440, 1024, 768 and 390 wide. List every problem by width, then fix them. Report document width against viewport width at each size. If I left out the page, reply only with a Needs input list. Return a problem list by width, then the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Check the page yourself. It is the one fact this prompt refuses to guess.

WB-57 Headline that overflows

Use when: A big headline runs out of its box.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the page]; [the headline text]
Make the headline size itself to its container at every width, wrapping between words, never mid-word and never clipped. Test with the longest word in the text. If I left out the headline text, reply only with a Needs input list. Return the code and the widths tested. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Last look before you publish: the headline text. Match that to your records.

CATEGORY 07 OF 11 | PART 2 OF 3

PHONES AND TABLETS

WB-55 to WB-63
On this page: WB-58, WB-59, WB-60

WB-58 Table on a phone

Use when: A table is unreadable on a small screen.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the table]; [which column matters most]
Make the table stack into labeled rows under 640 pixels, with the most important column first. If I left out which column matters most, reply only with a Needs input list. Return the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Confirm which column matters most on a real phone, not only a resized window.

WB-59 Phone menu

Use when: The menu fails on a phone.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the menu]; [the pages]
Build a phone menu that opens and closes by touch and keyboard, traps nothing, and shows the current page. If I left out the menu, reply only with a Needs input list. Return the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Check the menu yourself. It is the one fact this prompt refuses to guess.

WB-60 Tap targets

Use when: Buttons and links are too small to tap.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the page]
Find every tap target under 44 by 44 pixels, list them, and enlarge them without breaking the layout. If I left out the page, reply only with a Needs input list. Return a list, then the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Last look before you publish: the page. Match that to your records.

CATEGORY 07 OF 11 | PART 3 OF 3

PHONES AND TABLETS

WB-55 to WB-63
On this page: WB-61, WB-62, WB-63

WB-61 Images on a phone

Use when: Images are slow or cropped badly on phones.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the page]; [the images]
Serve each image at sizes that fit the screen, set width and height, and lazy-load anything below the first screen. Show the file size before and after. If I left out the images, reply only with a Needs input list. Return the code and a size table. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Confirm the images on a real phone, not only a resized window.

WB-62 Reorder for a phone

Use when: The phone layout is the desktop layout squeezed.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the page]; [what a phone visitor most needs first]
Reorder the phone layout so the most needed thing comes first. Keep the desktop layout as it is. List what moved and why. If I left out what a phone visitor most needs first, reply only with a Needs input list. Return the code and a list of what moved. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Check what a phone visitor most needs first yourself. It is the one fact this prompt refuses to guess.

WB-63 Wide-screen check

Use when: The page looks narrow on a big monitor.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the page]
At 1920 wide, make the page use the width with a sensible maximum line length for text. No single narrow column down the middle. If I left out the page, reply only with a Needs input list. Return the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Last look before you publish: the page. Match that to your records.

CATEGORY 08 OF 11 | PART 1 OF 3

ACCESSIBILITY

WB-64 to WB-72
On this page: WB-64, WB-65, WB-66

WB-64 Contrast check

Use when: You want every color pair checked.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]

Target: [the page, section or file to work on]

Scenario: [the page or the palette]

List every text and background pair with its contrast ratio. Mark the ones under WCAG AA and propose the nearest passing color for each. If I left out the page or the palette, reply only with a Needs input list. Return one table, then the code after I approve. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW

Confirm the page or the palette, then tab through the page with no mouse.

WB-65 Keyboard pass

Use when: You want the page usable without a mouse.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]

Target: [the page, section or file to work on]

Scenario: [the page]

Tab through the page in order. List anything unreachable, any focus that is invisible, and any trap. Then fix them. If I left out the page, reply only with a Needs input list. Return a findings list, then the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW

Check the page yourself. It is the one fact this prompt refuses to guess.

WB-66 Headings and landmarks

Use when: The page structure is unclear to a screen reader.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]

Target: [the page, section or file to work on]

Scenario: [the page]

Show the heading outline as it is. Fix it to one h1 and no skipped levels, and add the main, nav, header and footer landmarks. If I left out the page, reply only with a Needs input list. Return the outline before and after, and the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW

Last look before you publish: the page. Match that to your records.

CATEGORY 08 OF 11 | PART 2 OF 3

ACCESSIBILITY

WB-64 to WB-72
On this page: WB-67, WB-68, WB-69

WB-67 Form labels

Use when: A form has placeholder-only fields.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the form]
Give every field a visible label tied to its input, group related fields, and connect each error to its field. If I left out the form, reply only with a Needs input list. Return the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Confirm the form, then tab through the page with no mouse.

WB-68 Alt text audit

Use when: Images may be missing descriptions.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the page]
List every image with its current alt text. Mark missing, redundant and decorative ones, and write the fix for each. If I left out the page, reply only with a Needs input list. Return one table, then the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Check the page yourself. It is the one fact this prompt refuses to guess.

WB-69 Reduced motion

Use when: The page has animation.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the page]
List every animation and make each one stop or simplify when the visitor's system asks for reduced motion. Everything must stay readable with motion off. If I left out the page, reply only with a Needs input list. Return the code and a list of animations. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Last look before you publish: the page. Match that to your records.

CATEGORY 08 OF 11 | PART 3 OF 3

ACCESSIBILITY

WB-64 to WB-72
On this page: WB-70, WB-71, WB-72

WB-70 Link text

Use when: Links say click here.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the page]
Rewrite every link so it makes sense read on its own, and mark links that open a file or a new window. If I left out the page, reply only with a Needs input list. Return a table of old and new link text, then the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Confirm the page, then tab through the page with no mouse.

WB-71 Readable text

Use when: Text is small or faint.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the page]
Find body text under 16 pixels, long lines over 80 characters, and gray text on color. Fix each. If I left out the page, reply only with a Needs input list. Return a findings list, then the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Check the page yourself. It is the one fact this prompt refuses to guess.

WB-72 Accessibility summary

Use when: You want a plain report of where the page stands.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the page]
Run the checks above and write a one-page summary: what passes, what fails, and the order to fix things in. Call this a first pass, not a certification. If I left out the page, reply only with a Needs input list. Return one summary. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Last look before you publish: the page. Match that to your records.

CATEGORY 09 OF 11 | PART 1 OF 3

SPEED AND TECHNICAL CHECKS

WB-73 to WB-81
On this page: WB-73, WB-74, WB-75

WB-73 Why is it slow

Use when: A page loads slowly.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the page or its files]
Measure what you can, then list the five largest costs in order: images, scripts, fonts, styles, third parties. Fix the top three and show the numbers before and after. If I left out the page or its files, reply only with a Needs input list. Return a ranked list, then the code with before-and-after numbers. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Confirm the page or its files and measure before and after the change.

WB-74 Image diet

Use when: Images are too heavy.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the image files]; [where each is used]
Resize and recompress each image for where it is used, keep transparency where it matters, and list size before and after. Never upscale. If I left out the image files, reply only with a Needs input list. Return the files and a size table. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Check the image files yourself. It is the one fact this prompt refuses to guess.

WB-75 Font loading

Use when: Fonts cause a flash or a slow start.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the fonts in use]
Cut the font files to the weights actually used, set a fallback that matches closely, and make text visible while fonts load. If I left out the fonts in use, reply only with a Needs input list. Return the code and a list of weights removed. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Last look before you publish: the fonts in use. Match that to your records.

CATEGORY 09 OF 11 | PART 2 OF 3

SPEED AND TECHNICAL CHECKS

WB-73 to WB-81
On this page: WB-76, WB-77, WB-78

WB-76 Unused code

Use when: The stylesheet and scripts have grown.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]

Target: [the page, section or file to work on]

Scenario: [the files]

Find styles and scripts no page uses. List them, then remove the ones I approve. If I left out the files, reply only with a Needs input list. Return a list, then the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Confirm the files and measure before and after the change.

WB-77 Broken links

Use when: You want every link checked.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]

Target: [the page, section or file to work on]

Scenario: [the site's pages]

Check every link and anchor. List the broken ones with the page they are on and a suggested fix. If I left out the site's pages, reply only with a Needs input list. Return one table. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Check the site's pages yourself. It is the one fact this prompt refuses to guess.

WB-78 Page details

Use when: Titles, descriptions and share previews are missing.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]

Target: [the page, section or file to work on]

Scenario: [the pages]

For each page, check the title, description, share image and language attribute. List what is missing and add it from the page's own content. If I left out the pages, reply only with a Needs input list. Return a table, then the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Last look before you publish: the pages. Match that to your records.

CATEGORY 09 OF 11 | PART 3 OF 3

SPEED AND TECHNICAL CHECKS

WB-73 to WB-81
On this page: WB-79, WB-80, WB-81

WB-79 Console errors

Use when: The browser console shows errors.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the page]; [the errors, pasted]
Explain each error in one plain sentence, say whether a visitor would notice, and fix the ones that matter. If I left out the errors, reply only with a Needs input list. Return an explanation per error, then the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Confirm the errors and measure before and after the change.

WB-80 Security basics

Use when: You want the obvious holes checked.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the site's files and how it is hosted]
Check for secrets in the code, forms that accept anything, mixed content and missing security headers available on my host. List findings by seriousness. Fix what I approve. This is a basic check, not a security audit. If I left out how it is hosted, reply only with a Needs input list. Return a findings list, then the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Check how it is hosted yourself. It is the one fact this prompt refuses to guess.

WB-81 Pre-launch technical check

Use when: You are about to go live.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the site]
Run through links, forms, page details, images, four widths and console errors. Give a pass or fail on each, with what failed. If I left out the site, reply only with a Needs input list. Return one pass-or-fail table. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Last look before you publish: the site. Match that to your records.

CATEGORY 10 OF 11 | PART 1 OF 3

FIXING BUGS

WB-82 to WB-90
On this page: WB-82, WB-83, WB-84

WB-82 Describe and fix

Use when: Something is broken and you can describe it.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [what should happen]; [what happens instead]; [the steps that cause it]
Optional: [the browser and device]
Reproduce the problem from the steps, say what causes it in one or two sentences, fix only that, and say how you confirmed the fix. If I left out the steps that cause it, reply only with a Needs input list. Return the cause, the code, and how you confirmed it. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Confirm the steps that cause it by repeating the steps after the fix.

WB-83 Layout bug

Use when: Something overlaps, jumps or runs off the page.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the page]; [what I see and at what width]
Optional: [a screenshot, if I have one]
Find the rule causing it. Explain it in one sentence and fix it with the smallest change. Check that nothing else moved at 1440, 768 and 390 wide. If I left out what I see and at what width, reply only with a Needs input list. Return the cause, the code, and what you checked. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Check what you see and at what width yourself. It is the one fact this prompt refuses to guess.

WB-84 Works here, not there

Use when: It works on one browser or device and not another.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [where it works]; [where it fails]; [what fails]
Name the feature that behaves differently, and give a fix that works in both, with a fallback if needed. If I left out where it fails, reply only with a Needs input list. Return the cause and the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Last look before you publish: where it fails. Match that to your records.

CATEGORY 10 OF 11 | PART 2 OF 3

FIXING BUGS

WB-82 to WB-90
On this page: WB-85, WB-86, WB-87

WB-85 Form will not send

Use when: A form does nothing or fails.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the form]; [what happens when I press send]; [where it is hosted]
Trace the submission from the button to the handler. Name the step that fails, fix it, and tell me how to send one test entry. If I left out what happens when I press send, reply only with a Needs input list. Return the failing step, the code, and a test method. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Confirm what happens when you press send by repeating the steps after the fix.

WB-86 It broke after a change

Use when: Something worked yesterday.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [what changed]; [what broke]
Compare before and after the change, name the line that caused it, and fix it without undoing the rest of the change. If I left out what changed, reply only with a Needs input list. Return the cause and the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Check what changed yourself. It is the one fact this prompt refuses to guess.

WB-87 Flicker or jump on load

Use when: The page shifts as it loads.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the page]; [what shifts]
Find what loads late and moves the layout. Reserve its space or load it earlier. Report the layout shift before and after if you can measure it. If I left out what shifts, reply only with a Needs input list. Return the cause and the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Last look before you publish: what shifts. Match that to your records.

CATEGORY 10 OF 11 | PART 3 OF 3

FIXING BUGS

WB-82 to WB-90
On this page: WB-88, WB-89, WB-90

WB-88 Cannot reproduce

Use when: A visitor reported a bug you cannot see.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [what the visitor said, in their words]; [what I tried]
List the five most likely causes given the report, what would confirm each, and the questions to ask the visitor. Change no code yet. If I left out what the visitor said, reply only with a Needs input list. Return five causes with a test for each. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Confirm what the visitor said by repeating the steps after the fix.

WB-89 Explain this code

Use when: You inherited code you do not understand.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the file or section]
Explain what the code does in plain words, section by section, and point out anything risky or unused. Change nothing. If I left out the file or section, reply only with a Needs input list. Return one explanation. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Check the file or section yourself. It is the one fact this prompt refuses to guess.

WB-90 Undo safely

Use when: A change made things worse.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [what was changed]; [what I want back]
Put back only what I named. List what will be lost by undoing it, and ask before touching anything else. If I left out what I want back, reply only with a Needs input list. Return the code and a list of what was lost. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Last look before you publish: what you want back. Match that to your records.

CATEGORY 11 OF 11 | PART 1 OF 3

LAUNCH AND UPKEEP

WB-91 to WB-99
On this page: WB-91, WB-92, WB-93

WB-91 Launch checklist

Use when: You are ready to publish.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the site]; [where it will be hosted]; [the domain]
Write and run a launch checklist: content final, links, forms tested with a real entry, page details, four widths, and a way to roll back. Publish only on my word. If I left out where it will be hosted, reply only with a Needs input list. Return one checklist with results. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Confirm where it will be hosted and keep a copy of what is live now.

WB-92 Free hosting setup

Use when: You need the site online at no cost.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the site's files]; [whether it has forms or needs a database]
Recommend a free static host that fits, and give the steps to publish. If the site needs a backend, lay out the free options and ask me before choosing one. If I left out the site's files, reply only with a Needs input list. Return a recommendation and the steps. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Check the site's files yourself. It is the one fact this prompt refuses to guess.

WB-93 Custom domain

Use when: You want the site on your own domain.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the domain]; [where it is registered]; [the host]
Give the exact records to set and where, what to expect while it takes effect, and how to confirm the secure connection works. If I left out where it is registered, reply only with a Needs input list. Return the steps. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Last look before you publish: where it is registered. Match that to your records.

CATEGORY 11 OF 11 | PART 2 OF 3

LAUNCH AND UPKEEP

WB-91 to WB-99
On this page: WB-94, WB-95, WB-96

WB-94 Change notes

Use when: You changed the site and want a record.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [what changed, or the files before and after]
Write change notes a non-technical owner can read: what changed, why, and what to check. If I left out what changed, reply only with a Needs input list. Return one set of notes. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Confirm what changed and keep a copy of what is live now.

WB-95 Monthly upkeep

Use when: You want a routine to keep the site healthy.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the site]; [what changes on it regularly]
Write a monthly routine that takes under an hour: what to check, in order, and what to do when a check fails. If I left out what changes on it regularly, reply only with a Needs input list. Return one routine. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Check what changes on it regularly yourself. It is the one fact this prompt refuses to guess.

WB-96 Update content safely

Use when: You need to change text, prices or hours.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the changes]; [where each appears]
Find every place each item appears, change them all, and list each location you changed so nothing is left out of date. If I left out the changes, reply only with a Needs input list. Return the code and a list of locations. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Last look before you publish: the changes. Match that to your records.

CATEGORY 11 OF 11 | PART 3 OF 3

LAUNCH AND UPKEEP

WB-91 to WB-99
On this page: WB-97, WB-98, WB-99

WB-97 Add a page

Use when: The site needs one more page.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the new page and its one job]; [the content for it]
Build the page with the site's existing styles and components, add it to the menu and footer, and check the menu at phone width. If I left out the content for it, reply only with a Needs input list. Return the code. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Confirm the content for it and keep a copy of what is live now.

WB-98 Handover notes

Use when: Someone else will maintain the site.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [the site]; [who is taking over and what they know]
Write handover notes: where things live, how to make the three most common changes, how to publish, and what not to touch. If I left out who is taking over, reply only with a Needs input list. Return one set of notes. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Check who is taking over yourself. It is the one fact this prompt refuses to guess.

WB-99 After-launch review

Use when: The site has been live for a while.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Target: [the page, section or file to work on]
Scenario: [what I hoped it would do]; [what I have seen]; [any numbers I have]
Compare what was hoped with what was seen, using only what I gave you. List three changes to try, each with what it would take and how I would know it worked. If I left out what I have seen, reply only with a Needs input list. Return one review with three changes. Use only the facts above. Change nothing outside the target. Invent no facts, numbers, testimonials, client names or logos. List what you changed and anything I still have to supply under Build notes.

BUILDER REVIEW
Last look before you publish: what you have seen. Match that to your records.

REVIEW

BEFORE YOU PUBLISH

The prompts draft. You verify and publish.

BEFORE YOU PUBLISH ANY CHANGE

- [ ] Only the target changed. You compared before and after.
- [ ] Every fact, name and number on the page came from you.
- [ ] No testimonial, logo or statistic was invented.
- [ ] It holds at phone, tablet and desktop widths.
- [ ] Text passes contrast and the page works by keyboard.
- [ ] Every link, form and button was tried by hand.
- [ ] There is a copy of what was live before.
- [ ] The build notes list what you still have to supply.

WHAT EVERY PROMPT WILL NOT DO

It will not invent results, proof, names, prices, dates, policies or promises. It cannot check your records, publish anything for you, or know what changed since you last looked. Those stay with you.

WHEN IT RETURNS NEEDS INPUT

A fact the prompt will not guess is missing. Supply it and run the prompt again. Do not ask the AI to guess. A Needs input reply is the prompt working as designed.

THE REST OF THE SET

Recon11_Website_and_App_Build_Field_Manual_99.pdf explains the briefs, a worked example, and how to measure.
Recon11_99_Website_and_App_Build_Prompts.xlsx adds filtering and a results log.
Recon11_99_Website_and_App_Build_Prompts.md is the plain-text copy.