WEBSITE BUILD FIELD MANUAL

99 COPY-READY AI PROMPTS

Briefs, pages, forms, copy, design direction, fixes, and launch checks for an AI coding agent

WB

QUICK START

CHOOSE A PROMPT

Find the situation in front of you, open the matching prompt, and run it on one real piece of work today.

ONE-MINUTE QUICK START: PICK THE LINE THAT MATCHES TODAY

WB-01 **One-page site brief**
You are about to start a site and want the plan on paper. PAGE 09

WB-19 **Opening section**
A page needs a stronger top. PAGE 10

WB-82 **Describe and fix**
Something is broken and you can describe it. PAGE 09

Each line points to the full prompt card. Copy it, replace the bracketed fields with facts you can verify, and work the builder review before you publish.

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PREPARATION

THE COMPANY BRIEF

Write this once. It is the part of every prompt that stays the same, so the AI never has to guess who you are or what you may claim.

FIELD	WHAT TO WRITE	FILLED EXAMPLE, FICTIONAL BUSINESS
Sender	Your name and role	Marcus Hale, owner
Company	The business name	Tidewater Lawn Care
Offer	What you sell or do	Weekly residential mowing
Coverage area	Where you actually work	Port Ellery
Approved proof	Proof you may cite, or none	In business since 2019. No reviews to cite
Limits	What you do not do or promise	No tree work. No commercial lots
Voice	Three words	Plain, local, steady

Tidewater Lawn Care, Marcus Hale and Port Ellery are fictional. They appear through page 07 so you can follow one business from first message to finished change.

BLANK BRIEF: SELECT, COPY, FILL IN

```
Sender: [your name and role]
Company: [the business name]
Offer: [what you sell or do]
Coverage area: [where you actually work]
Approved proof: [proof you may cite, or none]
Limits: [what you do not do or promise]
Voice: [three words]
```

HOW THE PROMPTS USE IT

Every prompt starts with **Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]**. Paste your filled brief over that bracket. An editable copy sits on the workbook's Start Here tab.

KEEP IT TRUE

If a claim changes, change the brief first. Prices, coverage, and proof drift faster than you expect. Review it monthly.

PREPARATION

THE FACT SHEET

Sort what you know from what you assume before you draft. The first three lines may go in. The fourth never does.

LINE	WHAT GOES HERE	A. ENOUGH TO BUILD NOW	B. NEEDS A FACT FIRST
Facts	What you know to be true	Four fields: name, email, phone, message	"Add some testimonials"
Source	Where each fact came from	Marcus's own list	None exist
Date	When you saw it	Today	Unknown
Assumptions	What you are guessing. Keep these out	None	That a review can be reused
Permissions	Names or details you are cleared to use	His reply-time promise	None given
Next decision	The one thing the reader should do	Visitor sends the form	Not ready to say

Column A is Tidewater Lawn Care. Column B shows the same business without enough to go on. All names are fictional.

THE SECOND LINE OF EVERY PROMPT

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

It tells the AI who the change is for. Example: *Target: The contact section of index.html*.

GET A FACT BEFORE YOU START WHEN

The change depends on something specific: a date, a price, a policy, a name, a permission. Find the source and its date, or leave the claim out. Never let the AI fill the gap.

FOUR PARTS OF EVERY PROMPT

Company brief. Who you are and your limits.
Target. Who it is for.
Scenario. The facts of this one case.
Instruction. What to write, and what never to invent.

WORKED EXAMPLE

FROM INPUT TO DRAFT

The site needs a contact form. Marcus gives his coding agent WB-28.

1. WB-28 WITH THE FIELDS FILLED IN

Company brief: Marcus Hale, owner, Tidewater Lawn Care, Weekly residential mowing, Port Ellery. In business since 2019. No reviews to cite. No tree work. No commercial lots. Plain, local, steady.

Target: The contact section of index.html

Scenario: Name, email, phone (optional), message; the property address and the service wanted; the site host's built-in form handling, no outside service; "Thanks. Marcus will reply within one business day."

The instruction paragraph under the fields is unchanged. See the full card in the library.

THE FACT IT WILL NOT GUESS

WB-28 stops and asks if you leave out **the fields**.

2. AN ILLUSTRATIVE DRAFT

What changed: a four-field form in the contact section only. Labels are visible, phone is marked optional, and errors appear under the field they belong to.

Form handler: submissions use the host's built-in form handling. No outside service was added.

After sending: the visitor sees your thank-you line, word for word.

Build notes: Turn on new-submission alerts at the host. Confirm "one business day" is a promise you keep.

Fictional example. This draft was written for the manual to show the shape of a good result. It is not recorded AI output.

3. MARCUS'S EXACT CHECKS

1. Did anything outside the contact section change? No. Compared before and after.
2. Did Marcus submit it himself, twice? Yes, once with an error on purpose.
3. Where did the entries land? In the host's form list. Seen there.
4. Is the reply promise real? Marcus confirms it.
5. Anything invented? No testimonial, no phone number he did not give.

IF A KEY INPUT WERE MISSING

The fields were left blank, so the agent does not invent a form. It returns:

> **Needs input**
> 1. The fields the form should have.

BEFORE AND AFTER

OPENING SECTION

Fictional example. A lawn care site needs a stronger top. Both drafts were written for this manual.

BEFORE: BASIC PROMPT

Make the top of my homepage look better.

WHAT A PROMPT LIKE THAT TENDS TO PRODUCE

The agent adds a purple gradient and the headline "Transform Your Outdoor Space".

Three icon cards appear: Quality, Reliability, Passion.

A five-star quote from "Sarah K." is placed under them. Two other sections are restyled to match.

WHY IT FALLS SHORT

The quote and the name were invented.

It could be any business in any town.

It changed sections nobody asked about.

AFTER: WB-19 WITH THE FIELDS FILLED IN

Company brief: Marcus Hale, owner; Tidewater Lawn Care; Weekly residential mowing; Port Ellery; In business since 2019. No reviews to cite; No tree work. No commercial lots; Plain, local, steady

Target: The top section of index.html

Scenario: Home page, get a visitor to request a mowing quote; weekly mowing in Port Ellery since 2019, same crew every visit; button "Request a quote", linking to the quote form

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.

IMPROVED DRAFT, ILLUSTRATIVE

Headline: Weekly mowing in Port Ellery, same crew every visit.

One line: Serving Port Ellery since 2019.

One button: Request a quote.

What changed: the top section only.

Build notes: No testimonial or photo was supplied, so none was added. Supply a photo of the crew if you want one.

WHAT CHANGED

Only the facts Marcus gave.

One action, stated once.

Nothing outside the target moved.

TWO EDITS FOR ANY CHANGE

1. Name the target. A page, a section or a file. "My site" is not a target.

2. State the one job. An agent that knows the job stops decorating.

HOW THE PROMPTS PROTECT YOU

WHEN IT ASKS FIRST

A Needs input reply is not an error. It is the prompt refusing to make something up.

PROMPT	SITUATION	THE FACT IT WILL NOT GUESS
WB-01	One-page site brief	The one action
WB-46	Art direction first	What it must not look like
WB-10	Service landing page	The one action
WB-19	Opening section	The page and its one job
WB-28	Contact form	The fields
WB-37	Headline options	The facts you can state
WB-55	Fix it on a phone	What breaks and at what width
WB-64	Contrast check	The page or the palette
WB-91	Launch checklist	Where it will be hosted

Every one of the 99 prompts carries this line: "If I left out [one fact], reply only with a Needs input list." The table shows that fact for the nine prompts printed in this manual.

WHAT IT LOOKS LIKE

You paste WB-28 with one field blank. No draft comes back. You get:

> **Needs input**
> 1. The fields the form should have.

THREE WAYS TO ANSWER IT

1. Supply the fact and run the prompt again.
2. Go and find it. Check the record, then come back.
3. Drop the change. If the fact does not exist, the change should not either.

DO NOT

Do not tell the AI to "just estimate" or "use a placeholder". That turns a question into an invented answer with your name on it.

PROMPT INDEX

FIND YOUR PROMPT

Pick the category by what just happened, then pick the prompt by the decision in front of you.

CATEGORY	USE IT WHEN	PROMPT IDS
Briefs and planning	Nothing is built yet	WB-01 to WB-09
Landing pages	One page, one job	WB-10 to WB-18
Page sections	One part of a page needs work	WB-19 to WB-27
Forms and booking	Visitors need to send you something	WB-28 to WB-36
Words on the page	The words are the problem	WB-37 to WB-45
Design direction	It looks generic	WB-46 to WB-54
Phones and tablets	It breaks on a small screen	WB-55 to WB-63
Accessibility	Everyone has to be able to use it	WB-64 to WB-72
Speed and technical checks	It is slow, or you want it checked	WB-73 to WB-81
Fixing bugs	Something is broken	WB-82 to WB-90
Launch and upkeep	You are about to publish, or just did	WB-91 to WB-99

Nine prompts per category, 99 in all. The library PDF prints every one as a card, three to a page.

CUE 1: IS ANYTHING BUILT YET?

If not, start in Briefs and planning. A page plan saves a rebuild.

CUE 2: IS IT ONE BROKEN THING?

Then use Fixing bugs, and give the steps that cause it.

CUE 3: IS IT ABOUT TO GO LIVE?

Then use Launch and upkeep, and keep a copy of what is live now.

All 99 prompts: open the library 13

COPY-READY PROMPTS

PLAN THE BUILD

Three library prompts, word for word. Replace each bracketed field, then paste.

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.

ALSO CHECK
A brief that fits one page gets read.

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.

ALSO CHECK
Text must pass contrast on every surface.

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.

ALSO CHECK
Open it at phone width before you call it done.

COPY-READY PROMPTS

BUILD THE PAGE

A top section, a form and a headline. One target each.

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.

ALSO CHECK
Compare before and after, side by side.

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.

ALSO CHECK
Where does the entry land, and who is told?

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.

ALSO CHECK
Read it aloud once. Stumbles are edits.

COPY-READY PROMPTS

CHECK AND SHIP

Phones, contrast and launch. Look before you publish.

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.

ALSO CHECK
No sideways scroll at 390 wide.

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.

ALSO CHECK
An automated pass is a start, not a certificate.

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.

ALSO CHECK
Open the live site after publishing. Do not assume.

REVIEW AND MEASURE

BEFORE YOU PUBLISH

Run this list on every change. Then measure with one definition and one observation window.

CHECKLIST. PRINT THIS PAGE IF IT HELPS

- [ ] 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.

ILLUSTRATIVE RESULTS. FICTIONAL BATCH, NOT A BENCHMARK

Northfield Studio, a fictional two-person web shop, gave an agent 20 tasks with these prompts and checked each result by hand.

20	18	14	6	2	70.0%
Tasks	In target	Passed	Reworked	Invented	First-pass rate

First-pass rate = 14 accepted on the first check / 20 tasks = 70.0%. Check every task the same way, at the same widths.

IN TARGET

Nothing outside the named page, section or file changed.

REWORKED

You sent it back at least once.

INVENTED

Content appeared that you never supplied. Remove it.

COMPARE FAIRLY

Same kind of work, same window, same way of counting. Change one thing per batch and write it in the Notes column of the Results Log. A small batch is a signal, not proof.

COMPANION RESOURCES

OPEN THE LIBRARY

The full library ships in three formats. Start with one piece of work you already have to do.

THREE COMPANION FILES, SAME 99 PROMPTS

PDF

Recon11_99_Website_and_App_Build_Prompt_Library.pdf
All 99 prompts as designed cards, three to a page, in the same format as this manual. Read, print, or copy from it.

XLSX

Recon11_99_Website_and_App_Build_Prompts.xlsx
Start Here, Prompt Library, and Results Log. Filter by category, copy a prompt from one cell, log results. No macros.

MD

Recon11_99_Website_and_App_Build_Prompts.md
The same 99 prompts as plain text. Opens in any text editor.

HOW TO OPEN THEM

All three come in the same kit folder as this PDF. They are also attached inside it: in Adobe Acrobat or Reader, open the Attachments panel (the paperclip icon) and double-click a file.

RUN YOUR FIRST DRAFT IN FOUR MOVES

01 **Choose.** Pick one live piece of work from your own list. Find its prompt on page 08 or with the Category filter in the workbook.

02 **Fill.** Paste your company brief from page 03, then replace each bracketed field with a fact you can point to.

03 **Review.** If the AI returns Needs input, supply the fact and run it again. If it drafts, work the builder review and the list on page 12. You publish it.

04 **Log.** Add one row to the Results Log: prompt ID, date, what happened, and what you had to change.

The prompts draft. You verify and publish. Nothing in this guide promises a result, and every business, person, price, and number shown is fictional. This guide is educational and is not legal, financial, or other professional advice.