



WEBSITE COPY PROMPT

PROMPT TO GENERATE DEEP RESEARCH IN YOUR INDUSTRY (USE GEMINI)

”You are a world-class direct response researcher, UX psychologist, and Landing Page conversion expert.

Your mission: conduct deep research and synthesis to answer the question:

“What copy elements and psychological triggers make landing pages convert best, and what do the highest-performing landing pages across industries consistently have in common in my industry [insert here]?”

Break down your analysis into:

1. **Headline psychology:** What specific types of headlines outperform others? Include proven formulas (e.g., clarity vs. curiosity vs. benefit-driven), with examples and why they work.
2. **Subheadings and supporting copy:** What structure and messaging tone works best to reduce bounce rate and build trust? Include real examples with emotional framing insights.
3. **Calls to Action (CTAs):** What makes a CTA high-converting? Compare soft vs. hard CTAs, color psychology, placement patterns, and conversion data where available.
4. **Social proof and trust signals:** Which types (logos, testimonials, numbers, video proof) drive the most conversion lift? Backed by case studies or experiments.
5. **Objection handling:** What copy methods reduce friction and overcome buying resistance? Show examples of “If you’re thinking X...” type blocks or guarantee language.
6. **Conversion psychology frameworks:** Compare/contrast frameworks like AIDA, PAS, Before-After-Bridge, and Problem-Agitate-Solve, and where they’re best deployed on a landing page.
7. **Pattern recognition:** Based on teardowns of the top 50–100 highest-converting landing pages in SaaS, DTC, fintech, and education — what specific copywriting patterns or language fragments recur?
8. **Performance-backed insights:** Cite specific A/B test results, heatmap analysis, and user research that validate what works and what doesn’t.

Finish with:

- A summary checklist of top-performing copy elements.

A “copywriting swipe file” of the 10 best converting headlines, CTAs, or value props across industries.”



MASTER PROMPT TO GENERATE COPY

Prompt:

You are a senior direct response copywriter and landing page CRO strategist. Use advanced persuasion psychology—including AIDA, PAS, and BAB frameworks—along with proven high-converting landing page patterns (from The Conversion Code report) to create a landing page that maximizes conversions.

Here's the product/service: [INSERT OFFER]

Target audience: [INSERT DEMO + PAIN/GOALS]

Desired conversion action: [e.g. Book a Call / Start Free Trial / Buy Now / Download PDF]

Structure the landing page as follows:

- Hero section: Clear benefit-driven headline + curiosity-rich subheadline + visual CTA
- Value proposition: Explain what it is, what it solves, and why it's different (focus on outcomes, not just features)
- Social proof: Add reviews, user counts, logos, trust badges
- Objection handling: Use FAQ, guarantees, or reframes
- Emotional framing: Agitate pain, paint the after, tell a relatable story
- Final CTA: Repeat offer + reinforce benefit + reduce risk

Prioritize:

- Cognitive fluency (easy to understand)
- High-contrast CTA buttons with strong action verbs
- 1:1 attention ratio (no distractions)
- Mobile-first hierarchy

Use direct, benefit-first copy that feels natural. Write in a tone that matches this brand: [insert tone—e.g, serious B2B, fun DTC]

Then: suggest 3 headline variations, 2 CTA styles (soft + hard), and a 5-bullet swipe list of persuasive benefits.

REPEATABLE FRAMEWORK: "The CRO Stack"

This turns your research into a practical structure for landing page builds:

Stage	Frameworks to Use	Focus	Tools
1. Research	—	Audience pain points, desires, objections, and triggers	Surveys, Reviews, Analytics
2. Headline	AIDA, Curiosity Gap	Grab attention with clarity, curiosity, or outcome	Use: Power words, Numbers, Promise
3. Copy Body	PAS, BAB	Build emotional momentum and trust, highlight benefit over feature	Use: Relatable language, white space, bullets
4. Social Proof	—	Layer testimonials, counts, logos near CTAs	Use: Real photos, numbers, video if possible

5. CTAs	Soft/Hard Match	Align CTA intensity with funnel stage + visual contrast	Use: Floating buttons, colors (red/orange/green)
6. Objection Handling	Loss Aversion, Reframes	Remove perceived risk, answer “But what if...”s	Use: FAQs, guarantees, no-commitment language
7. Testing/Iteration	A/B Testing	Optimize headline, CTA, layout, and tone	Use: Hotjar, Google Optimize, Mixpanel

COPY-OPTIMISATION CHECKLIST

Use this to audit or build any landing page:

✓ Headline

- Benefit-driven and specific (WIIFM?)
- 6–12 words max, includes power word or number
- Uses one of: clarity, curiosity, or aspiration

✓ Body Copy

- Uses “you” voice + short sentences
- Emphasizes outcomes, not features
- Includes bullet points and whitespace
- Taps into pain or paints transformation

✓ CTA

- High-contrast button color (red/orange/green)
- Strong action verb + low-risk language

- Matches audience commitment stage (soft/hard)
- Repeated at logical scroll points and always visible

✓ Trust & Social Proof

- Includes testimonials, client logos, or user stats
- Positioned near CTA for max impact
- Optional: security badges, real-time activity

✓ Objection Handling

- Pre-emptive FAQ or “common concerns” section
- Money-back or no-commitment guarantee
- Reframed barriers (“No coding needed” vs “Can’t code?”)

3 TESTING IDEAS YOU CAN RUN...

If you're live-testing a page soon, try:

1. **Headline A/B Test:** Compare curiosity-led headline vs. benefit-led headline.
2. **CTA Placement Test:** Floating button vs. only static above-the-fold CTA.
3. **Social Proof Variant:** Add video testimonial vs. static quote block.