

Website Content Prompt Guide

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How to use this guide

1. Find your industry below.
2. Copy the prompt inside the green box.
3. Paste it into ChatGPT, Gemini, or any AI tool.
4. Replace the [bracketed] parts with your real business details.
5. Submit the finished prompt to the AI tool to produce your business bio.
6. Copy the AI's response and paste it into the "About Your Business" field in the form.

The more detail you add to the placeholders, the better your website will be.

1. Tradespeople

Plumbers · Electricians · Painters · Builders · Carpenters · AC Technicians

Copy the prompt below, fill in all the placeholders, then paste into any AI tool:

I need a detailed "About My Business" description for my website. Use all the details below to write a professional, trust-building description that covers who we are, what we do, who we serve, and why customers should choose us. Write in a friendly but professional tone, 4-5 sentences.

Here are my details:

- My trade / service: [e.g. plumber / electrician / painter / builder / AC technician]
- Business name: [your business name]
- Location / areas I cover: [e.g. Dubai, Sharjah, Ajman]
- Years of experience: [e.g. 10 years]
- Qualifications / licences / certifications: [e.g. DEWA approved, licensed, insured]
- Services I offer: [list all – e.g. pipe repairs, leak fixing, bathroom installations, new builds, emergency callouts]
- Packages or pricing I offer: [e.g. hourly rate, fixed price jobs, annual maintenance contracts, emergency call-out packages]
- Who my typical customers are: [e.g. homeowners, landlords, property managers, small businesses]
- What makes me different: [e.g. same-day service, 24/7 availability, free quotes, 1-year workmanship guarantee, no hidden charges]
- Working hours: [e.g. Mon-Sat 8am-7pm, 24/7 for emergencies]
- Languages spoken: [e.g. English, Arabic, Urdu]
- Anything else customers should know: [e.g. free site visit, WhatsApp booking, photos of past work available on request]

Write a 4-5 sentence professional description that builds trust and makes customers feel confident choosing this business.

2. Restaurants & Cafes

Restaurants · Cafes · Bakeries · Food Trucks · Cloud Kitchens

Copy the prompt below, fill in all the placeholders, then paste into any AI tool:

I need a detailed "About My Business" description for my restaurant or cafe website.

Use all the details below to write a warm, inviting description that makes people

want to visit or order from us. Write in an appetising and welcoming tone, 4-5 sentences.

Here are my details:

- Type of food / cuisine: [e.g. Lebanese, Italian, Indian, breakfast cafe, burger joint]
- Business name: [your name]
- Location: [your area / neighbourhood / mall]
- Years in business: [e.g. established in 2018]
- Seating / setup: [e.g. dine-in / takeaway / delivery / outdoor seating / private dining]
- Signature dishes or drinks: [list your most popular or unique items]
- Menu options / packages: [e.g. set lunch menus, family platters, catering packages, weekend brunch, meal deals, corporate catering]
- Vibe / atmosphere: [e.g. casual, family-friendly, romantic, fast-casual, cosy, lively]
- Who we serve: [e.g. families, office workers, couples, tourists, students]
- What makes us special: [e.g. homemade recipes, fresh ingredients daily, award-winning chef, imported ingredients, secret family recipes]
- Opening hours: [e.g. Mon-Sun 8am-11pm]
- Anything else customers should know: [e.g. reservations available, WhatsApp orders, halal certified, free parking, kids menu available]

Write a 4-5 sentence description that makes people want to visit or order from this restaurant or cafe.

3. Retail Shops

Clothing · Home Decor · Electronics · Gifts · Toys · Sports & More

Copy the prompt below, fill in all the placeholders, then paste into any AI tool:

I need a detailed "About My Business" description for my retail shop website.
Use all the details below to write a welcoming description that makes people want to visit or shop online. Write in a friendly and engaging tone, 4-5 sentences.

Here are my details:

- What I sell: [e.g. women's clothing, home decor, electronics, gifts, sportswear]
- Business name: [your name]
- Location: [your area / mall / street name]
- Years in business: [e.g. open since 2015]
- In-store, online, or both: [e.g. physical store / online shop / UAE-wide delivery]
- Product ranges / collections: [e.g. summer collection, luxury brands, budget-friendly range, custom orders, limited editions]
- Packages or offers available: [e.g. bundle deals, loyalty programme, gift wrapping, bulk purchase discounts, gift cards]
- Who shops with us: [e.g. young women, families, professionals, tourists, gift buyers]
- What makes us different: [e.g. handpicked products, exclusive brands, affordable prices, personalised shopping experience, free alterations]
- Opening hours: [e.g. Mon-Sun 10am-10pm]
- Anything else customers should know: [e.g. free exchanges, same-day dispatch for online orders, personal styling available, easy returns]

Write a 4-5 sentence description that feels welcoming and makes people want to visit in store or shop online.

4. Salons & Clinics

Hair Salons · Beauty Salons · Dental Clinics · Physiotherapy · Spas

Copy the prompt below, fill in all the placeholders, then paste into any AI tool:

I need a detailed "About My Business" description for my salon or clinic website.

Use all the details below to write a professional and reassuring description.

Write in a warm, confident tone, 4-5 sentences.

Here are my details:

- Type of business: [e.g. hair salon / beauty salon / nail studio / dental clinic / physiotherapy / dermatology clinic / spa]
- Business name: [your name]
- Location: [your area]
- Years in business: [e.g. serving clients since 2017]
- Main services offered: [list your key services – e.g. haircuts, colouring, keratin, facials, teeth cleaning, braces, physiotherapy, laser treatments]
- Packages or membership plans: [e.g. monthly membership, treatment packages, bridal packages, group bookings, loyalty rewards, session bundles]
- Team / staff: [e.g. 5 certified specialists, internationally trained therapists, female-only staff, bilingual team]
- Equipment / products used: [e.g. latest laser technology, organic products, internationally imported brands, FDA-approved treatments]
- Who we serve: [e.g. men and women, families, brides, professionals, children]
- What makes us different: [e.g. appointment-only for privacy, walk-ins welcome, results-guaranteed treatments, hygienic single-use tools]
- Opening hours: [e.g. Mon-Sat 10am-9pm]
- Anything else customers should know: [e.g. free consultation, easy parking, home visits available, WhatsApp booking]

Write a 4-5 sentence description that feels professional, reassuring, and welcoming.

5. Service Providers

Cleaning · IT Support · Accounting · Photography · Logistics · Consulting

Copy the prompt below, fill in all the placeholders, then paste into any AI tool:

I need a detailed "About My Business" description for my service business website.

Use all the details below to write a professional, trust-building description.

Write in a clear and confident tone, 4-5 sentences.

Here are my details:

- Type of service: [e.g. cleaning company / IT support / accounting / photography / event management / logistics / PRO services / security / pest control]
- Business name: [your name]
- Location / areas served: [e.g. Dubai and Northern Emirates / UAE-wide]
- Years in business: [e.g. 7 years serving UAE businesses and families]
- Main services offered: [list 3-5 core services you provide]
- Packages or pricing plans: [e.g. one-time service, monthly retainer, hourly rate, customised packages, annual contracts, starter and premium packages]
- Who your clients are: [e.g. small businesses, families, corporates, startups, hotels, government entities, real estate companies]
- Team size / qualifications: [e.g. team of 15 trained staff, certified accountants, insured and background-verified, licensed professionals]
- What makes you different: [e.g. same-day response, transparent pricing, dedicated account manager, 100% satisfaction guarantee, no contracts required]
- Working hours: [e.g. Mon-Fri 9am-6pm, emergency support available 24/7]
- Anything else clients should know: [e.g. free initial consultation, WhatsApp support, multilingual team, online booking available]

Write a 4-5 sentence description that builds trust and makes people confident in choosing this service.

6. Suppliers & Wholesalers

Construction Materials · Food Products · Clothing · Electronics · Hardware

Copy the prompt below, fill in all the placeholders, then paste into any AI tool:

I need a detailed "About My Business" description for my wholesale or supply business website. Use all the details below to write a professional, credibility-building description aimed at business buyers. Write in a confident and reliable tone, 4-5 sentences.

Here are my details:

- What I supply: [e.g. construction materials, food products, clothing, electronics, packaging, cleaning supplies, spare parts]
- Business name: [your name]
- Location / where I supply to: [e.g. based in Dubai, supply across UAE and GCC]
- Years in business: [e.g. 12 years in the industry]
- Product categories / range: [list your main product lines or categories]
- Order options / packages: [e.g. minimum order quantities, custom orders, sample orders, contract supply, bulk purchase discounts, scheduled deliveries]
- Who I supply to: [e.g. retailers, contractors, restaurants, hospitals, factories, government projects, other businesses]
- Certifications / compliance: [e.g. ISO certified, municipality approved, halal certified, trade licence details if relevant]
- What makes me a reliable supplier: [e.g. consistent stock levels, competitive pricing, fast dispatch, dedicated account manager, after-sales support]
- Delivery / logistics: [e.g. UAE-wide delivery, same-day dispatch for orders before 2pm, own delivery fleet, cold chain available]
- Anything else business buyers should know: [e.g. credit terms available, long-term contracts welcome, product catalogues on request, WhatsApp orders accepted]

Write a 4-5 sentence description aimed at business buyers that highlights reliability, product range, and professionalism.

Questions? Email us at: hello@scaleome.com