

FREE RESOURCE

# The DIY Website Ai Prompt Kit

4 ChatGPT prompts that **write all the words** for your website:  
Home, About, Services, and FAQ.

Plus a complete guide to getting **your images** right, for free.

Fill in the [brackets] with your own details before pasting into ChatGPT.

**NB: Garbage-in equals Garbage-out.** Give honest, **thorough answers** and you'll get words that actually sound like you – not a template.

BEFORE YOU START

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## You don't need to be a writer.

The biggest mistake people make when building their own website is staring at a blank page trying to figure out what to say. These prompts solve that. You fill in the brackets with real details about your business, paste the whole thing into ChatGPT, and edit what comes out until it sounds like you.

**Use chat.openai.com** – the free version works perfectly for all four prompts.

Replace everything in **[square brackets]** with your own details before pasting. The more specific and honest you are, the better the words will be.

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## What to write on your homepage

Your homepage has one job: tell someone what you do, who you do it for, and why they should trust you - in under 5 seconds. This prompt writes those three things for you. Keep it simple. A confused visitor leaves.

### CHATGPT PROMPT - COPY AND PASTE THIS:

I run a service business and need help with what to write on my website homepage. Here are my details:

Business type: [e.g. plumbing company / electrical contractor / medical practice]

Business name: [your business name]

Years in business: [number]

My location: [your city]

Who I serve: [e.g. homeowners, small businesses, families]

What makes me different: [e.g. same-day response, 10-year guarantee, female-friendly service]

The phrase someone would type into Google to find me: [e.g. "electrician Cape Town" / "plumber Pretoria" / "physio Durban"]

#### Please write:

1. A main heading - max 10 words. Use this format: "[City]'s [adjective] [service type] for [who you serve]" - for example: "Pretoria's Trusted Plumber for Homeowners" or "Cape Town's Commercial Electrician for Offices and Malls". The heading must include my city and service type and sound natural when read out loud.
2. A one-sentence line underneath - the main benefit or promise. No location needed in this line.
3. A short paragraph - max 3 sentences. Who I help, how long I've been doing it, and why clients trust me. Mention my city once, naturally, as part of a sentence.

#### Rules:

- No buzzwords. No "passionate", "dynamic", or "solutions-driven".
- Write like a real person. Short sentences. Plain language.
- My city name must appear in the heading AND once in the paragraph but nowhere else. If the city appears more than twice in the entire output, that is keyword stuffing. Rewrite it.
- NEVER repeat the same phrase back-to-back. For example, NEVER write "Pretoria plumber Pretoria homeowners" - this looks like spam and is unprofessional.
- Before giving your answer, read it out loud. If any sentence sounds unnatural or robotic, rewrite that sentence.

# 02

ABOUT PAGE

## What to write on your About page

People don't just hire a service – they hire a person. Your About page is where a potential client decides whether they trust you. Keep it honest and human. You don't need to sound impressive. You need to sound real.

**CHATGPT PROMPT** – COPY AND PASTE THIS:

I need help with what to write on the About page of my website. Here are my details:

My name: [your name]

Business name: [business name]

Business type: [e.g. electrical contractor, cleaning company, physio practice]

Years doing this: [number]

Why I started my business: [your real reason – even if it's simple]

What clients say about me most often: [your reputation / the most common compliment you get]

One personal detail worth knowing: [e.g. father of three, been in the trade since I was 16, started from nothing]

Write an About page with 2–3 short paragraphs. First person – write it as if I'm speaking directly. Honest and warm, not corporate. The reader is a homeowner or business owner deciding whether to trust me. End with one sentence that tells them what to do next (e.g. "Get in touch and let's talk.").

**Rules:** No buzzwords. No "committed to excellence" or "client-centric". Write like a real person. Short paragraphs, plain language.

**GOES ON** About Page

# 03

## SERVICES PAGE

### What to write for each of your services

Your services page isn't a brochure – it's a decision tool. For each service a visitor needs to know: what it is, why they'd need it, and how to get in touch. If they have to scroll to figure out what you do, they're already gone.

#### CHATGPT PROMPT - COPY AND PASTE THIS:

I need help with what to write for the services section of my website. Here are the services my business offers:

1. [Service name] - [describe it in your own words, even rough notes are fine]
  2. [Service name] - [describe it in your own words]
  3. [Service name] - [describe it in your own words]
- (Add as many services as you need)

For each service, write:

- A short heading (3-5 words)
- Two sentences: what it is, and why someone would need it
- One short line at the end that tells them what to do (e.g. "Get a free quote today.")

**Rules:** Max 60 words per service. Write for someone who doesn't know the industry - explain it the way you would to a client on the phone. No jargon.

#### GOES ON

Services Page

Homepage Services Section

# 04

## FAQ SECTION

### What to write for your most common questions

Your FAQ section does the selling work for you. Most prospects land on your website with the same questions running through their head - price, process, timeline, credentials. Answer those questions clearly on the page and your website helps them decide to work with you before they've even picked up the phone. Use the questions you get asked every week. If it comes up on a call, it belongs on the site.

#### CHATGPT PROMPT – COPY AND PASTE THIS:

I need help writing an FAQ section for my business website. Here are the questions my clients ask me most often:

Business type: [e.g. plumber, electrician, cleaning company]

Question 1: [write it exactly how a client would ask - e.g. "How much does it cost?"]

My answer: [your honest answer in your own words]

Question 2: [e.g. "How long does the job take?"]

My answer: [your answer]

Question 3: [e.g. "Do you give free quotes?"]

My answer: [your answer]

Question 4: [e.g. "Are you registered / certified?"]

My answer: [your answer]

Question 5: [e.g. "What areas do you cover?"]

My answer: [your answer]

Write a clear, helpful answer for each question - using my rough answers as a guide. Max 60 words per answer. Sound like the answer I'd give on the phone - direct and honest, not corporate.

# Getting your images right

You don't need a photographer. You need the right photos in the right place.

Here are **3 ways** to get website images - in order of what works best.

## 1 Your own photos – always first

The best images on your website are photos of your actual work. Before-and-after jobs. Your team on site. You doing what you do. Pull them straight off your phone – even if they're not perfect, real photos beat stock images every single time. Clients trust what looks genuine.

### How to Resize for free in Canva?

Go to [canva.com](https://canva.com) (free account). Click "Create a design" → "Custom size". Use **1920 × 900 px** for wide/hero sections, or **1080 × 1080 px** for square sections. Drag your photo in, crop it, download (as JPG). Done.

## 2 Stock images – only when you need extras

If you don't have photos for a specific section, use free stock photos from these two sites. Both are completely free and don't require any credit on your website.

[unsplash.com](https://unsplash.com)

[pexels.com](https://pexels.com)

[pixabay.com](https://pixabay.com)

### What to Search for suitable images?

whatever is relevant to what you do: *"plumber working", "electrician wiring", "modern kitchen renovation", "doctor with patient"*.

Avoid images that look too staged or too polished - your clients will notice.

Resize in Canva as instructed above.

### 3 AI-generated images with Google Gemini – free

Go to [gemini.google.com](https://gemini.google.com) – free with any Google account. Look for the image icon on the right side of the message bar. Paste one of the prompts below and generate. You'll get four options at a time – keep generating until you find one that works.

#### FOR YOUR MAIN BANNER / TOP OF HOMEPAGE

PASTE AT GEMINI.GOOGLE.COM → CLICK THE IMAGE ICON

A professional [plumber / electrician / builder / doctor – **choose one**] working confidently in a clean, realistic home or workspace. Natural daylight. Realistic photographic style, not illustrated. The person looks competent and trustworthy. No text in the image.

#### FOR YOUR ABOUT OR TEAM SECTION

PASTE AT GEMINI.GOOGLE.COM → CLICK THE IMAGE ICON

A small team of professional tradespeople standing outside a house or building. Wearing neat, branded workwear. Friendly, confident expressions. Daytime, natural light. Realistic photographic style. No text in the image.

#### FOR YOUR PORTFOLIO OR RESULTS SECTION

PASTE AT GEMINI.GOOGLE.COM → CLICK THE IMAGE ICON

A beautifully finished [bathroom / kitchen / electrical installation / painting job / office space – **choose one**]. Clean and modern. Well-lit, no clutter. Realistic photographic style. No people. No text in the image.

#### Tip #1:

Always keep the word "realistic" in your prompt – it stops Gemini from generating illustrated or artificial-looking results.

#### Tip #2:

The key to success with Ai generation is **ITERATION**.

If the first batch isn't right, just click Generate again, and again, until you get what you want.

#### Tip #3:

If you don't like these image prompts simply tell ChatGPT what you are trying to accomplish with Gemini and ask it to give you the perfect prompt to get what you want.