

# The Starter Prompts

Your first business website, one paste at a time.

Six prompts that carry you from a blank screen to a first draft of your website — using Claude, in plain English. Open Claude (it's free to start at [claude.ai](https://claude.ai)), paste a prompt, swap the **[bracketed parts]** for your own details, and send. Then talk to it like a person until it looks right. Work top to bottom — each prompt builds on the one before it.

## 1 • Build the first draft

Turns a plain description of your business into a complete, simple website.

### PROMPT

I run **[type of business]** in **[town or city]**. Build me a simple, mobile-friendly website with these pages: **[Home, About, Services, Contact]**. Keep the navigation easy and the design clean. The tone should be **[warm and friendly]**. My main color is **[a soft terracotta]**. Don't add anything I didn't ask for. Show me the result so I can see it.

## 2 • Make the words sound human

Rewrites generic, templated copy so it sounds like an actual person.

### PROMPT

The text feels a little generic. Rewrite the words on every page so they sound like a real person who genuinely cares about their customers — warm, plain, and specific to **[my business]**. Keep sentences short. No buzzwords, no hype.

## 3 • Change the look, in plain words

Adjusts the design without you needing to know a single design term.

### PROMPT

I want to change how it looks, but I'll just describe it instead of using design terms. Make it feel **[cleaner and calmer]**. **[The headings feel too big, and I'd like more space between sections.]** Make those changes and show me again.

## 4 · Add what a business actually needs

Drops in the practical details a real customer goes looking for.

### PROMPT

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Add the practical things a customer expects to find: my opening hours, my location with a simple map link, and a clear way to get in touch ([a contact form and my email]). Put each one where a visitor would naturally look for it.
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## 5 · Get it ready to publish

Produces clean files plus your next steps, written for a total beginner.

### PROMPT

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This looks right. Now give me the finished website as clean files I can publish, and explain – in plain English, one step at a time – exactly what I do next to get it online. Assume I've never done this before.
```

## Bonus · The prompt that makes Claude slow down

Sets the pace so you never feel lost. Use it any time things move too fast.

### PROMPT

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I'm a small business owner with no coding experience. From here on, walk me through everything one step at a time, and pause after each step so I can confirm before we move on.
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That's your first draft — faster than you expected, and entirely yours. When you're ready to put it on the internet (the step most tutorials quietly skip), the full, free walkthrough is waiting for you at [promptandmortar.com](https://promptandmortar.com).