JP MARKETING

PROMPT PACK

# AI Prompts to Build Your Entire Website

Copy-and-paste prompts for law firms

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# What this pack does

These prompts help you plan and write a full website for your law firm. They're built to help you show up on Google and AI search, and to turn visitors into clients.

# Words to know

| Word | What it means |
|---|---|
| Prompt | The instructions you type into an AI tool. |
| [Blank] | A spot you fill in with your real info. |
| Chat | One conversation with the AI. It remembers what you said earlier in the same chat. |
| Tone | How the writing sounds: friendly, serious, fun. |

# How to use these prompts

1. Open ChatGPT, Claude, or Gemini (free plans work).
2. Paste your business info block first (Step 1).
3. Copy a prompt. Swap the **[BLANKS]** for your real info.
4. Read what it gives you. **Fix anything that's wrong.** AI makes mistakes.
5. Ask it to change things: "shorter," "simpler words," "more friendly," "add a local example."

> **Important:** AI doesn't know your real prices, reviews, licenses, or results. Never let it make those up. Give it the real facts, or leave those spots blank and fill them in yourself.

# Step 1: Fill in your business info

Every prompt below uses these blanks. Fill them in once, then copy them into each prompt.

| Blank | What it means | Example (Law Firms) |
|---|---|---|
| [BUSINESS] | Your business name | Garden State Law Group |
| [CITY] | Your main city | Edison, NJ |
| [AREAS] | Nearby areas you serve | New Brunswick, Woodbridge, Piscataway, Metuchen, all of Middlesex County |
| [SERVICES] | Your services | car accidents, truck accidents, construction injuries, wills, living trusts, power of attorney, probate |
| [AUDIENCE] | Who you help | injured workers, drivers, and families planning for the future |
| [USP] | Why people pick you | free consults 7 days a week, no fee unless we win, Spanish spoken, free estate planning workshops |
| [TONE] | How you want to sound | calm, clear, plain English, no legal jargon |

**Pro move:** Paste this "business info" block at the top of your AI chat before you use any prompt. Then the AI remembers it for the whole chat.

```
MY BUSINESS INFO
BUSINESS: Garden State Law Group
CITY: Edison, NJ
AREAS: New Brunswick, Woodbridge, Piscataway, Metuchen, all of Middlesex
County
SERVICES: car accidents, truck accidents, construction injuries, wills,
living trusts, power of attorney, probate
AUDIENCE: injured workers, drivers, and families planning for the future
USP: free consults 7 days a week, no fee unless we win, Spanish spoken, free
estate planning workshops
TONE: calm, clear, plain English, no legal jargon
Industry: Law Firms
Rules: Follow your state bar's advertising rules. No promises of results.
Add required disclaimers. Don't give individual legal advice in comments.
Never share client info.
```

# The prompts

## Prompt 1: Plan the whole website

Start here. This gives you a page list and how they connect.

```
Act as a website strategist for local law firms.
Using MY BUSINESS INFO, plan a website that helps us get found on Google,
Google Maps, and AI search tools, and turns visitors into clients.
Include these pages if they fit: Home, One page per practice area, One page
per case type (car, truck, construction, wills, trusts), Attorney bio pages,
Results/Testimonials (with required disclaimers), Free Consultation / How It
Works, Fees, Location pages for real offices, Seminar/Events page (estate),
Blog/Resources, Contact.
For each page give me: page name, URL slug, the main search phrase it
targets, the goal of the page, and the 5 main sections.
Then show how the pages should link to each other.
Use simple words. Put it in a table.
```

## Prompt 2: Write the homepage

Your homepage should say what you do, where, and what to do next in 5 seconds.

```
Write a homepage for [BUSINESS], a law firm in [CITY].
Sections: 1) Hero with a clear headline, one-sentence promise, and a button
to book a free consultation. 2) Trust bar (reviews, years, licenses: use
[PLACEHOLDERS] where I need to add real facts). 3) Our services (short card
for each of [SERVICES] with a link). 4) Why choose us (from [USP]). 5) How
it works (3 steps). 6) Reviews section (leave placeholders, don't invent
reviews). 7) Areas we serve ([AREAS]). 8) FAQ (6 questions clients really
ask). 9) Final call to action.
Tone: [TONE]. Keep paragraphs short. Also write the SEO title (under 60
characters) and meta description (under 155 characters).
```

## Prompt 3: Write the About page

People want to know who they're trusting.

```
Write an About page for [BUSINESS] in [CITY].
Here is our real story: [PASTE 3 TO 5 SENTENCES ABOUT HOW YOU STARTED, WHY, AND WHAT YOU BELIEVE].
Include: our story, our values, what makes us different ([USP]), a "meet the team" intro section, our credentials (Bar admissions, Certified attorney status (only if certified by the state), Years in practice, Awards (follow bar rules): use placeholders for real info), and a call to action to book a free consultation.
Make it warm and human. No corporate buzzwords. Tone: [TONE].
```

## Prompt 4: Write team bio pages

Bio pages help with trust AND AI search.

```
Write a bio page for [PERSON NAME], [ROLE] at [BUSINESS].
Real facts: [PASTE: training, licenses, years, specialties, fun personal details].
Include: a short intro, what they help with, training and credentials, their approach in plain words, a fun personal section, and a button to book a free consultation.
Also write 3 FAQ-style lines like "What does [NAME] specialize in?" with short answers. Don't add any credentials I didn't give you.
```

## Prompt 5: Write the 'how it works' or 'what to expect' page

Nervous clients want to know what happens next.

```
Write a "What to Expect" page for new clients of [BUSINESS], a law firm in [CITY].
Walk them through every step from first contact to finished. Include: how to book a free consultation, what to bring or prepare, what happens the first time, how long things take, how payment works ([PASTE PAYMENT/INSURANCE INFO]), and what happens after.
Add an FAQ with 6 questions. Tone: [TONE].
```

## Prompt 6: Write the pricing / payment page

Pages that talk about price often get more calls, not fewer.

```
Write a pricing and payment page for [BUSINESS].
Real info: [PASTE PRICES, PRICE RANGES, INSURANCE, FINANCING, PAYMENT
PLANS].
Explain what changes the price in simple words. Include a short table of
common services with "starting at" or ranges (only from my info). Add an FAQ
about cost. End with a button to book a free consultation.
Do not invent any prices.
```

## Prompt 7: Write the contact page

Make it dead simple to reach you.

```
Write a contact page for [BUSINESS] in [CITY].
Include: phone, address or service area ([AREAS]), hours, a short form
(name, phone, email, one question), what happens after they reach out, and
directions/parking tips.
Add a short paragraph that mentions the neighborhoods we serve in a natural
way.
```

## Prompt 8: Make the FAQ page

A great FAQ page helps a lot with AI search.

```
Make a list of the 25 most common questions people ask a law firm in [CITY]
before they choose one.
Group them by topic (cost, process, timing, trust, logistics).
Write a 2 to 4 sentence answer for each, in simple words, using MY BUSINESS
INFO. Where I need to add a real fact, put [ADD REAL FACT].
Start each answer with the direct answer first.
```

## Prompt 9: Get the schema code

Schema is hidden code that labels your info for Google and AI tools.

```
Create JSON-LD schema markup for [BUSINESS].
Type: LegalService or Attorney for the firm, Person schema for each attorney (with bar admissions), and question-and-answer sections on practice-area pages.
Real info: name [BUSINESS], address [ADDRESS], phone [PHONE], website [URL], hours [HOURS], areas served [AREAS], logo URL [LOGO URL], social links [LINKS].
Also give me FAQPage schema for these questions and answers: [PASTE 5 Q&As FROM YOUR FAQ].
Explain in one sentence where to paste it. Don't add review ratings unless I give you real ones.
```

### Prompt 10: Check the whole site

Run this after your pages are written.

```
Here is the text from our website pages: [PASTE].
Act as a picky client and a local SEO expert. Tell me:
1) What is confusing? 2) What questions are left unanswered? 3) Where should we add proof or trust facts? 4) Which pages repeat each other too much? 5) What's missing for Google and AI search?
Give me a top 10 fix list in simple words.
```

## Check before you use it

- [ ] Every fact is true (prices, hours, licenses, years, results)
- [ ] No made-up reviews, stats, or awards
- [ ] Sounds like us (read it out loud)
- [ ] Simple words, short sentences
- [ ] Our city and service areas are right
- [ ] Clear next step for the reader
- [ ] Each page has one clear goal
- [ ] Phone and booking button on every page
- [ ] No two pages say the same thing
- [ ] State bar advertising rules (ABA Model Rules 7.1-7.3 and your state's version).

- [ ] 'Attorney Advertising' labels where your state requires them.

# How to tell if the AI did a good job

| Good answer | Bad answer |
|---|---|
| Short sentences, plain words | Big fancy words |
| Uses YOUR facts | Makes up prices, reviews, or awards |
| Sounds like a real person | Sounds like an ad robot |
| Answers the question first | Long intro before the point |
| Mentions your city naturally | Says the city 20 times |

# How to fix a bad answer

Just reply to the AI with one of these:

- "Make it simpler. Use words a 10-year-old knows."
- "Shorter. Cut it in half."
- "Sound more like a friendly local business, less like a robot."
- "You made up [thing]. Remove anything I didn't give you."
- "Add a local example from [CITY]."
- "Start with the answer, then explain."
- "Give me 3 different versions so I can pick."

## Want us to do this for you?

JP Marketing helps local businesses show up on Google, Google Maps, and AI search tools like ChatGPT. We build the websites, write the pages, run the ads, and set up the follow-up.

**Book a free strategy call at jpmarketing.co.** We'll look at your site and your Google profile, and show you the 3 fastest wins for your business.

*Rules on Google, Meta, and AI tools change a lot. This guide was last updated November 2026. It is general marketing info, not legal advice.*