



5 AI Prompts to Grow Your Website Faster

Use these prompts to help your AI inspect your site, spot growth opportunities, and suggest practical improvements before publishing anything live. For best results, ask the AI to preview recommendations first, then approve the specific updates you want it to make.

1. Build My First SEO Growth Plan

PROMPT

Review my current categories, subcategories, members, posts, and landing pages. I'm trying to grow this directory from the ground up. Create a simple 30-day SEO growth plan with the highest-value pages, categories, and content I should create first. Prioritize topics that are realistic for a new site to rank for, not overly competitive keywords. For each recommendation, include the page title, URL slug, meta title, meta description, internal links, and why it matters. Do not publish anything yet – show me the plan first.

Why it works

When your site is new, the biggest challenge is knowing what to work on first. This prompt gives your AI a clear job: look at what already exists, identify realistic SEO opportunities, and turn those opportunities into a focused 30-day plan. Instead of guessing which pages or categories might matter, you get a prioritized roadmap you can review and approve step by step.

2. Create Starter Content for Empty Categories

PROMPT

Find categories or subcategories on my site that have little or no supporting content. For the 5 highest-priority gaps, create starter content I can use to make those sections more useful: a short category description, FAQs, suggested blog post ideas, and internal links to related categories or member search results. Keep the content helpful and beginner-friendly. Do not publish anything until I approve it.

Why it works

Many new directory sites start with categories, but those categories often feel thin until more members, posts, and helpful explanations are added. This prompt helps you give each important section more substance. Better category content can make the site easier for visitors to understand, easier for search engines to interpret, and more convincing for potential members who are deciding whether the directory is active and worth joining.

3. Turn My Members Into Blog Topics

PROMPT

Review the members currently listed on my site, including their categories, locations, specialties, and profile descriptions. Suggest 10 blog post ideas that would help attract visitors who might be looking for these types of professionals or businesses. For each post, include a title, target audience, outline, suggested internal links, and which member categories should be featured. Start with the 3 easiest posts for a new site to publish this week.

Why it works

You do not need a giant content strategy to start publishing useful articles. This prompt lets your AI use the members and categories already on your site to suggest blog topics that naturally support your directory. The result is content that can attract relevant visitors, create internal links to important sections, and give your members more visibility.

4. Create a New Visitor Welcome Path

PROMPT

Assume a brand-new visitor lands on my directory and does not know what to do next. Review my categories, pages, menus, member listings, and available content. Recommend a simple visitor journey that helps them understand the site, browse the right categories, and take the next step. Suggest improvements to menu labels, landing pages, category descriptions, and calls-to-action. Do not edit anything yet – give me the recommended path first.

Why it works

Early traction often depends on clarity. If visitors do not quickly understand who the site is for, what they can find, or what they should do next, they are more likely to leave. This prompt helps your AI look at the site from a first-time visitor's perspective and identify simple changes that can make the experience easier, clearer, and more action-oriented.

5. Find Who I Should Recruit First – Then Write the Outreach

PROMPT

Review my current members, categories, subcategories, locations, and any obvious gaps in my directory. Identify the 5 highest-value types of members I should recruit first to make the site more useful and credible. For each target member type, tell me why they matter, what keywords or search terms I can use to find them on Google, LinkedIn, local business directories, industry associations, Facebook Groups, or other public sources, and what makes someone a good fit. Then write a short outreach email and a short LinkedIn/Facebook DM I can send to them. Keep the tone helpful, personal, and not pushy.

Why it works

A directory becomes more valuable when the right members are listed in the right categories. This prompt helps you move beyond “I need more members” and get specific about who to recruit first, where to find them, and how to approach them. It gives you a practical prospecting strategy plus ready-to-use outreach copy, so you can start building supply in the areas that will make the site more useful and credible.

Bonus Tip: Ask Your AI the “Negative” Questions

One of the best ways to get more useful feedback from AI is to ask it what is wrong, unclear, weak, or missing. Positive prompts are helpful, but negative prompts often reveal the friction that keeps people from signing up, contacting members, or trusting the site.

- Why might a visitor choose not to sign up for my site after reviewing my current pages, categories, and calls-to-action?
- What about my copy is unclear, too generic, or not persuasive enough for the audience I’m trying to reach?
- What are potential members being asked to care about that they probably do not care about yet – and what should I mention instead?
- Where does my site feel thin, incomplete, confusing, or less trustworthy than it should?
- If you were a skeptical visitor or potential member, what objections would you have before taking the next step?
- What is the fastest improvement I could make this week that would make the site feel more useful, credible, or worth joining?

BONUS PROMPT

Review my site like a skeptical first-time visitor and a skeptical potential member. Tell me where the site is weak, confusing, generic, or not compelling enough. Be direct. Then give me the top 10 improvements that would make the site more useful, credible, and likely to grow. Do not make any changes yet – show me the critique and recommendations first.

Remember: ask your AI to preview recommendations before making live changes. Start with small, specific updates, review the results, and build from there.