EcomLabs

STEP-BY-STEP GUIDE

Your AI landing page prompt

A complete prompt for asking AI for a product landing page, ready to copy and fill with your own data, plus the two passes that come after it. First, the brand-context checklist to gather so the result does not come out generic.

FOR	Claude in chat or in Claude Code · Shopify stores
UPDATED	October 30, 2026
DOCS	platform.claude.com · Prompting best practices
ARTICLE	ecomlabs.dev/g/prompt-en
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BEFORE YOU START

What you are building

A prompt that gets AI to propose a product landing page: the sections in order, the copy for each one, and what shows on a phone before scrolling. It works in a Claude chat and in Claude Code.

AI fills whatever you leave out with the most common choice. So the prompt rests on four inputs it cannot guess: audience, goal, brand and what to avoid. The advice on form (tags, examples, reasons, numbered steps) comes from Anthropic's *Prompting best practices* guide on platform.claude.com.

The article's example uses Bruma Alta, a fictional coffee brand from Veracruz, Mexico. Here is the version with brackets for you to fill with your own.

STEP 01

Gather the brand context

Collect this before you open the chat. Anything missing, the model will assume.

INPUT	WHAT TO GATHER	EXAMPLE (FICTIONAL)
Audience	Who buys, city or region, what they do today instead of buying from you	Ages 28 to 45, Mexico City, buys coffee at coffee shops
Arrival	Channel and device; whether they know the brand	Instagram ad, phone, does not know it
Goal	One action and the exact button text	"Agregar al carrito"
Reason	Why that action, and what not to ask for	No email gate: they come to buy or leave
Distinguishing fact	A concrete fact, not an adjective	Roast date printed on every bag
Voice	Formal or informal, how it sounds, words it never uses	Warm, informal, no superlatives
Colors	Each color as hex, and what it is for	Terracotta #C4622D only for the button
Type	Families, or at least serif or sans and where each goes	Serif headlines, sans body
Voice examples	Three real published lines, in different shapes	A promise, tasting notes, a question
What to avoid	Patterns you do not want, and what to do instead	No purple gradients: the product photo

> **CAUTION**
> Do not make up data to fill the table. If you have no real reviews, numbers or awards, the prompt already tells the model to leave `[REAL DATA]` in their place. An invented review on your store is worse than a gap.

STEP 02

Copy the prompt and fill the brackets

Replace every bracketed text with your input. Leave `[REAL DATA]` as it is: it is the marker the model should use for any fact you did not give it.

```
You are going to propose a landing page for [PRODUCT] for a Shopify
store in [COUNTRY]. Context first; at the end, what I want delivered.

<audience>
[Who buys: rough age, city or region, and what they do today instead
of buying from you.] They arrive from [CHANNEL], on [PHONE OR DESKTOP],
and [KNOW OR DO NOT KNOW] the brand.
</audience>

<goal>
Get them to [ONE ACTION: add to cart, book, subscribe]. One primary
action only: the "[BUTTON TEXT]" button. [What not to ask for, and
why.]
</goal>

<brand>
[What the brand does and the concrete fact that sets it apart.]
Voice: [formal or informal, how it sounds, words it never uses].
Colors: [each color as hex, and what it is for].
Type: [families, or at least serif or sans and where each one goes].
</brand>

<voice_examples>
<example>[A real line from your brand.]</example>
<example>[Another one, on a different topic.]</example>
<example>[Another, in another shape: a question, a fact.]</example>
</voice_examples>

<avoid>
- [What you do not want]. Instead, [what you do want].
- [What you do not want]. Instead, [what you do want].
- Made-up reviews, numbers or awards. Instead, leave [REAL DATA] where
  one is needed and I will fill it in.
</avoid>

<deliver>
1. The page sections, in order, with one line on what each is for.
   Treat each one as a section of the Shopify theme.
2. The copy for every section, in [LANGUAGE AND VARIANT].
3. What shows on a phone before scrolling, and where the button sits.
</deliver>
```

Why each block

- **The tags** keep context, examples and instructions apart. Anthropic's guide recommends them when a prompt mixes all three, with descriptive names used consistently.
- **The reasons** ("and why") let the model generalize: it does not just follow the rule, it understands what to prioritize.
- **The three voice examples** follow the advice to give 3 to 5, varied, each in its own tag.
- **Every line in** `<avoid>` says what to do instead, not only what not to do.
- `<deliver>` is numbered because order and completeness matter.

STEP 03

Read the first answer before asking for changes

Before asking for changes, answer these questions about the draft:

- Is there one primary action, or did subscribe, follow-us or "learn more" buttons show up?
- Does the headline state the brand's distinguishing fact, or would it work for any store?
- Does the copy sound like your three voice examples?
- Are there reviews, numbers or awards you never gave it? They should read `[REAL DATA]`.
- Does what shows on a phone before scrolling include the product and the button?

If the structure is wrong (several calls to action, the product far down), do not keep iterating: fix the input in the prompt that caused it and start a new conversation. If the structure works and details fail, go on to step 4.

STEP 04

Second pass: review against your blocks

Ask for the diagnosis first and the rewrite second, in the same message. Rename the tags if you used others:

```
Before changing anything, check your proposal against <audience>,
<goal> and <avoid>. Tell me which parts do not work for someone arriving
from Instagram on a phone, and why. Then rewrite only those parts.
```

This is the self-correction pattern the guide describes: draft, review against criteria, refine. The criteria are not new; they are the blocks you already wrote.

STEP 05

Third pass: numbered changes

Ask for a few changes, each one checkable, and protect the rest. This is the example's; swap the three points for yours:

```
Three changes and nothing else:
1. Headline: use the roast date instead of "specialty coffee".
2. Move the "Agregar al carrito" button so it shows without scrolling
   on a phone 390 px wide.
3. Remove the "Nuestra historia" section and keep one sentence about
   Coatepec below the price.
Leave everything else as it is.
```

Once you have the final version, the next step is building it into the theme. If you use Claude Code for that, give it the same prompt as context: the four inputs help just as much when it writes the sections.

FINAL

Checklist

Brand context

- [ ] I know who buys, where they arrive from and on which device.
- [ ] I have one primary action and the exact text of its button.
- [ ] I wrote why that action, and what not to ask for.
- [ ] I have the concrete fact that sets the brand apart.
- [ ] I have the voice, the hex colors with their use and the typefaces.
- [ ] I have three real lines from the brand, in different shapes.
- [ ] Everything I want to avoid comes with what to do instead.

Prompt and passes

- [ ] No brackets left unfilled except `[REAL DATA]`.
- [ ] I checked the first answer against the step 3 questions.
- [ ] The second pass asked for a diagnosis before rewriting.
- [ ] The third pass asked for numbered changes and left the rest alone.
- [ ] No review, number or award on the page is made up.