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AI E-Commerce Webinar Prompt Library **How To AI Your E-Commerce Store**

Section 1 — AI Product Detail Pages (PDPs)

Prompt 1 — Customer Insight Extraction

You are an expert e-commerce conversion strategist. Analyse this product and customer profile and identify the top buying motivations, objections, anxieties and desired outcomes.

Product: {{paste URL or description}}

Audience: {{describe audience}}

Return:

- Top 5 emotional drivers
- Top 5 objections
- Top 5 anxieties
- Top 5 outcomes they want

Write like a strategist, not a copywriter.

Prompt 2 — Benefit-Led PDP Headline Generator

Create 10 benefit-led product headlines that show:

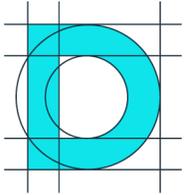
- Result
- Timeframe
- Objection removed

Product: {{details}}

Audience: {{details}}

Tone: confident, helpful, authentic.

Avoid hype.



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Prompt 3 — Features to Benefits Transformer

Convert these features into emotional, results-focused benefits.

Product features: {{paste list}}

Return format:

Feature → Why it matters → Transformation

Prompt 4 — Objection Handling FAQ Builder

Create a FAQ list that reduces purchase anxiety.

Include:

- trust
- delivery
- returns
- fit/use case
- results

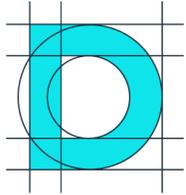
Tone: calm, expert and reassuring.

Prompt 5 — PDP CRO Audit

Review this product page and list the top 10 fixes to increase conversions.

Focus on clarity, social proof, risk reversal, messaging and layout.

URL: {{paste}}



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Section 2 — AI for SEO & AI Search (AEO)

Prompt 1 — Buyer Intent Keyword Mapping

Identify keywords where the searcher is close to buying this product.

Product: {{details}}

Return in table:

- Keyword
- Intent (informational / commercial / transactional)
- Buyer stage
- Why it matters

Prompt 2 — Topic Cluster Builder

Build a full SEO topic cluster for this niche.

Include:

- Pillar page topic
- Supporting articles
- FAQ content
- Internal linking strategy

Focus on revenue-driving topics.

Prompt 3 — SEO Collection Page Copy

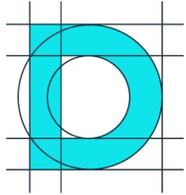
Write SEO-friendly copy for a collection page.

Must:

- Sound natural
- Be benefit-led
- Mention pain points

Audience: {{details}}

Category: {{details}}



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Prompt 4 — AI Search / AEO Optimisation

Optimise this page so AI search engines would select it as the best answer.

Return:

- Clear definition
- Key benefits
- Structured headings
- Supporting proof
- FAQ

Prompt 5 — SEO Gap Audit

Audit this site to find gaps in topical authority.

Return priorities ranked by revenue impact.

Section 3 — AI E-Commerce Sales Funnels

Prompt 1 — Funnel Strategy Map

Map the ideal customer journey from first click to repeat buyer.

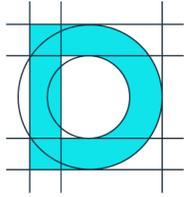
Include awareness, trust, decision and loyalty stages.

Show messaging needed at each stage.

Prompt 2 — Lead Magnet Generator

Suggest 10 lead magnet ideas for this niche that attract buyers — not freebie hunters.

Explain why each works.



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Prompt 3 — Landing Page Copy

Write a landing page structure for this funnel stage:

{{cold / warm / hot}}

Audience: {{details}}

Product: {{details}}

Tone: helpful, expert, calm.

Prompt 4 — Trust Email Flow Builder

Create a 5-email sequence to nurture new subscribers into buyers.

Avoid hype. Build trust first.

Prompt 5 — Funnel Leak Audit

Audit this funnel and show where sales are being lost.

Prioritise fixes by revenue upside.

Section 4 — AI Conversion Rate Optimisation (CRO)

Prompt 1 — CRO Scorecard

Score this page across:

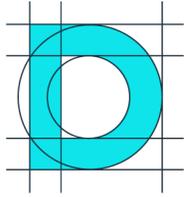
- clarity
- motivation
- friction
- trust

Provide recommendations ranked by ROI.

Prompt 2 — Value Proposition Testing

Create 5 alternative value propositions for this audience.

Tone: human, grounded, outcome-based.



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Prompt 3 — Objection Removal Copy

Rewrite this section to remove fear and uncertainty while sounding honest.
Audience is sceptical but open-minded.

Prompt 4 — Customer Experience Review

Pretend you're a first-time visitor.
Where would you hesitate?
Why?
How can it be fixed?

Prompt 5 — CRO Testing Roadmap

Create an A/B testing roadmap with the highest-impact changes first.