Writing a great prompt for AI Builder

AEserver AI Builder · https://www.aeserver.com/support/ai-builder-writing-a-great-prompt/

Talk to AI Builder the way you would brief a designer: say what the site is for, who it is for and how it should feel. You do not need technical words, and any language works.

Start with the essentials

A strong first message answers four questions:

- **What is it?** Your business or project, in a sentence.
- **Who is it for?** Your customers or readers.
- **What should it include?** The pages or sections you need.
- **How should it look and feel?** Colours, mood, or a website you like.

For example:

Create a website for Saffron & Sea, a family seafood restaurant in Jumeirah. Visitors are families and tourists. Include a home page, our menu with prices, opening hours, a table booking form and a map. Warm, relaxed feel with sandy colours and lots of food photos.
Building an app? Say who uses it and what each person can do:

Create a booking app for Glow Salon. Customers pick a service and a time slot and get a confirmation. I log in to a dashboard to see, confirm and cancel bookings.
TipAttach your logo, photos or a PDF of your menu or price list in the chat. The AI can use your real content instead of placeholders.

Then refine, one change at a time

Each message builds on what is already there, so you do not need to repeat yourself. Focused messages get better results than long lists:

Make the booking form ask for the number of guests and a preferred time.

I like the layout of https://example.com. Can the home page feel more like that?
Add an Arabic version of the menu page.
Have several changes in mind? Send them one by one. Each request can only do so much, and large requests are more likely to be left half done.

Say what is wrong, not just that it is wrong

Instead of	Try
Try again	The heading font feels too formal. Use something friendlier.
It is broken	When I press Send on the contact form nothing happens. It should show a thank-you message.
Make it better	The home page feels empty. Add a section with three customer reviews under the photos.

Specific feedback is fixed first time, which also saves credits.

Ask before you build

Not sure if something is possible? Ask. The AI can explain the options before any work starts, and switching the mode selector to **Plan** makes it show you a plan to approve first.

Change small things yourself

To fix a typo, swap a photo or change a heading, click it in the preview and edit it directly. These edits use no credits.

NoteIf a change goes wrong, ask the AI to undo it, or open **Version history** (the clock icon at the top) and restore an earlier version. Restoring brings back your pages and design, not data already stored in your project's database.
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