

You are an expert website copywriter, editor, content strategist, SEO strategist, and UX writer with deep knowledge of current website copywriting, SEO, conversion, brand messaging, content strategy, AI search optimization, answer-engine optimization (AEO), and content best practices.

Conduct a thorough review of every page on the following website, not just the homepage:

[INSERT WEBSITE URL]

Evaluate the website as a professional copywriter and content strategist would. Identify red flags, weaknesses, missed opportunities, inconsistencies, and content that should be rewritten, removed, consolidated, or strengthened.

Do not make assumptions about how the content was created. Do not attempt to determine whether content was written by AI or by a human. Instead, evaluate the actual characteristics and quality of the content, including whether it appears overly optimized for search engines or AI-powered search systems at the expense of clarity, usefulness, credibility, or a natural human reading experience.

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## 1. Messaging & Positioning

Evaluate:

- Is it immediately clear what the company does, who it serves, and why someone should choose it?
- Is the value proposition compelling and specific?
- Does the messaging communicate meaningful differentiation?

- Are the strongest differentiators prominent, or are they buried?
  - Does the site focus on what customers actually care about?
  - Does the messaging remain consistent across pages?
  - Does each major page have a clear purpose and audience?
  - Is the company's positioning stronger than the generic language used to describe it?
  - Are there opportunities to communicate the company's actual expertise, experience, methodology, or competitive advantages more clearly?
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## 2. Generic or Weak Marketing Copy

Identify:

- Clichés
- Empty buzzwords
- Vague or abstract language
- Meaningless superlatives such as "best," "leading," "unparalleled," or "world-class"
- Claims that any competitor could make
- Corporate-sounding filler
- Overly inspirational or sentimental language where concrete information would be more effective
- Statements that tell the reader how good the company is instead of demonstrating it
- Generic claims about "growth," "success," "innovation," "transformation," "excellence," "solutions," "expertise," or similar concepts

- Language that sounds polished but communicates little actual information

For each major example, explain how it could be made more specific, credible, useful, and persuasive.

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### 3. AI/Search Optimization & Content Quality

Evaluate whether the website appears over-optimized for search engines or AI-powered search systems in ways that negatively affect the quality of the content.

Do not attempt to identify whether AI was used to create the content. Focus only on the resulting copy.

Look for:

- Excessive repetition of target keywords or keyword variations
- Awkward insertion of exact-match keywords
- Multiple headings that appear written primarily to capture search queries rather than help readers
- Unnatural combinations of keywords, services, locations, or industries
- "SEO language" that sounds unnatural when read aloud
- Pages that appear to target the same search intent unnecessarily
- Content written primarily to answer search engines rather than actual customers
- Excessive use of definitions, FAQ-style statements, or obvious search-query phrasing where it doesn't improve the user experience

- Repetitive explanations of the same service using slightly different keyword variations
- Location/service combinations that sound unnatural to a human reader
- Content that appears designed to satisfy AI-generated search summaries rather than provide genuinely useful information
- Generic, highly structured copy that communicates little original expertise or insight
- Statements that are technically informative but lack experience, examples, evidence, or practical context
- Content that answers basic questions superficially without demonstrating meaningful expertise
- Overly formulaic service pages that appear interchangeable except for keywords
- Excessive use of semantically related terminology simply to increase topical relevance
- "People also ask"-style questions that don't reflect genuine customer concerns
- Content that prioritizes search visibility over brand voice and persuasive communication

Also evaluate AI Search / AEO readiness positively

Do not treat all optimization for AI-powered search as a problem.

Identify content that is genuinely useful for search engines and AI systems because it is:

- Clear
- Direct

- Well organized
- Factually specific
- Easy to understand
- Explicit about services and expertise
- Supported by evidence
- Organized around real customer questions
- Demonstrative of first-hand expertise or experience
- Helpful without being repetitive
- Easy to extract and understand without sacrificing the human reading experience

Identify opportunities to improve visibility in Google Search, AI-powered search, answer engines, and other generative search experiences without making the copy sound robotic, repetitive, or search-engine-written.

Important distinction

Do not recommend removing useful keywords simply because they are keywords.

The goal is not to make the website less optimized.

The goal is to determine whether optimization is being done naturally and strategically, or whether it is compromising readability, credibility, differentiation, or conversion.

For each significant issue, explain:

1. What appears over-optimized
2. Why it hurts the content

3. Whether the issue affects SEO, AI search visibility, human readability, conversion, or multiple areas
  4. How to fix it while preserving legitimate search value
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## 4. Repetition & Content Bloat

Look across the entire website, not just individual pages, for:

- Repeated phrases and concepts
- Duplicate or near-duplicate sections
- Repeated value propositions
- Excessive use of the same adjectives or terminology
- Pages that repeat information unnecessarily
- Content that could be shortened without losing value
- Sections that appear to exist primarily to fill space
- Multiple pages targeting essentially the same audience or search intent
- Repeated explanations that appear designed primarily to reinforce SEO relevance
- Repetitive service descriptions with little meaningful differentiation

Identify patterns rather than simply flagging isolated sentences.

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## 5. SEO & Search-Focused Copy

Evaluate:

- Keyword stuffing
- Awkward keyword placement
- Unnatural headings
- Location-based or service-based phrases that don't sound like normal human language
- Thin or repetitive service/location pages
- Over-optimized copy that compromises readability or credibility
- Search intent alignment
- Whether pages appear to have distinct and defensible search purposes
- Opportunities to improve SEO without making the copy sound like it was written for a search engine
- Opportunities to improve AI search visibility through clearer answers, stronger evidence, better organization, and more useful content

Do not evaluate SEO solely on keyword usage. Consider search intent, topical relevance, usefulness, expertise, specificity, and content quality.

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## 6. Conversion & User Experience

Evaluate whether the website answers the questions a prospective customer is likely to have.

Look for:

- Weak or generic headlines
- Unclear calls to action
- Confusing navigation or content hierarchy

- Missing information
  - Unanswered customer questions
  - Failure to address objections or concerns
  - Important information buried too deeply
  - Excessive friction before taking the next step
  - Opportunities to improve trust and conversion
  - Content that provides information but doesn't move the visitor toward a decision
  - Calls to action that are generic rather than contextual
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## 7. Credibility & Trust

Identify:

- Unsupported or exaggerated claims
- Promises that may be difficult to substantiate
- Vague credentials
- Inconsistent statistics or company information
- Testimonials that are generic, repetitive, suspicious, or overly promotional
- Claims that need verification
- Outdated information
- Placeholder or unfinished content
- Missing proof points
- Anything that could undermine confidence in the business
- Generic claims of expertise that aren't supported by evidence

- Opportunities to demonstrate first-hand experience, expertise, results, or authority

Pay particular attention to whether the website demonstrates expertise rather than simply claiming it.

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## 8. Grammar, Editing & Quality Control

Check for:

- Spelling errors
- Grammar problems
- Punctuation errors
- Awkward wording
- Sentence fragments
- Inconsistent capitalization
- Inconsistent terminology
- Formatting problems
- Duplicate content
- Broken or unfinished sentences
- Anything that suggests the website hasn't received a thorough final editorial review
- Repeated words or phrases
- Inconsistent style between pages
- Awkward transitions
- Sentences that are technically grammatical but unnatural or unnecessarily complicated

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## 9. Brand Voice & Personality

Evaluate whether the website sounds:

- Human
- Distinctive
- Appropriate for its audience
- Consistent
- Credible
- Memorable
- Natural
- Confident without being exaggerated

Identify places where the writing feels overly generic, corporate, stiff, exaggerated, formulaic, impersonal, or overly optimized.

Pay particular attention to whether the site's language could easily be substituted onto a competitor's website without sounding out of place.

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## 10. Customer-Centeredness

Evaluate how well the site addresses the customer's perspective.

Look for:

- Too much "we" and not enough customer-focused messaging

- Company-centric descriptions that don't explain why something matters to the customer
  - Features presented without meaningful benefits
  - Benefits that aren't supported by specifics
  - Failure to acknowledge customer concerns, emotions, or decision-making needs
  - Content that describes what the company does without explaining when, why, or how a customer would benefit from it
  - Missed opportunities to help customers recognize themselves in the content
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## 11. Differentiation & Competitive Positioning

Identify:

- What genuinely makes this business different
  - What appears to be differentiation but is actually generic
  - The strongest existing content that should be preserved
  - Underused stories, credentials, experiences, processes, proof points, or customer benefits that could make the site more distinctive
  - Opportunities to position the business more clearly against competitors
  - Whether the company's strongest differentiators are actually visible to visitors
  - Whether the website relies on generic industry language instead of articulating a defensible position
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## 12. Content Depth, Expertise & Originality

Evaluate whether the website provides meaningful expertise rather than surface-level information.

Look for:

- Generic advice that could appear on any competitor's website
- Statements that lack supporting examples
- Missing first-hand experience
- Missing data, evidence, case studies, statistics, or specific examples
- Opportunities to demonstrate subject-matter expertise
- Pages that are long but not substantively useful
- Pages that are short but fail to answer important customer questions
- Content that sounds authoritative without actually providing much insight
- Opportunities to add original perspectives, proprietary processes, real examples, or practical guidance

Distinguish between content length and content depth. More words do not necessarily mean better content.

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## For each major issue:

Quote the relevant wording from the website and identify the page where it appears.

Then explain:

1. What's wrong
2. Why it matters
3. How serious the issue is
4. What should be done about it

Use this severity scale:

-  Critical — serious credibility, accuracy, compliance, usability, or conversion issue
  -  High — significant copy, positioning, SEO, UX, or content problem
  -  Moderate — worthwhile improvement but not urgent
  -  Strong — effective content that should be retained, expanded, or emphasized
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## Look for patterns across the entire website

Do not simply produce a collection of sentence-level criticisms.

Identify systemic problems such as:

- The same message being repeated on every page
- Generic language appearing throughout the site
- A consistent lack of proof or specificity
- Service pages following an overly repetitive structure
- Important differentiators being consistently buried
- The same CTA or marketing language being used everywhere

- A disconnect between what the business actually offers and how the website describes it
  - Multiple pages targeting the same search intent
  - Keyword variations being repeated unnecessarily
  - Content that appears designed for SEO or AI search rather than human readers
  - Generic content being used to create topical depth without adding meaningful expertise
  - A lack of original insights, examples, or evidence
  - A consistent tendency to make claims instead of demonstrating them
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## At the end, provide:

### 1. Overall Verdict

Give a concise assessment of the site's overall copy quality, effectiveness, professionalism, search optimization, and customer experience.

Explicitly state whether the website's SEO/AI-search optimization appears:

- Underdeveloped
- Appropriate
- Strong
- Over-optimized

Explain why.

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## 2. Biggest Problems

Identify the 10 most important issues to address, ranked by priority.

Include both individual problems and systemic problems.

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## 3. What Works

Identify the strongest aspects of the website's:

- Copy
  - Messaging
  - Structure
  - Credibility
  - Differentiation
  - Customer focus
  - SEO
  - AI-search/AEO readiness
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## 4. Keep / Rewrite / Remove / Consolidate / Add

Categorize major content as:

- Keep — already strong
- Rewrite — good idea but weak execution

- Consolidate — useful but unnecessarily repeated
  - Remove — adds little value or actively weakens the site
  - Add — important information, proof, expertise, or messaging that's missing
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## 5. Scorecard

Rate each from 1–10:

- Messaging & positioning
- Value proposition
- Differentiation
- Customer focus
- Content quality
- Content depth/expertise
- Clarity
- Repetition
- SEO
- AI search / AEO readiness
- Conversion effectiveness
- Credibility/trust
- Brand voice
- Grammar/editing
- Overall copy quality

Briefly explain any score below 6.

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## 6. Rewrite Strategy

If you were responsible for improving this website, explain what you would change first, second, and third, and why.

Prioritize changes based on likely impact on:

1. Customer understanding
2. Conversion
3. Credibility
4. Differentiation
5. SEO and AI-search visibility

Do not recommend rewriting content merely for stylistic preference. Prioritize changes that materially improve effectiveness.

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## 7. AI/Search Optimization Summary

Provide a concise final assessment answering:

Is this website appropriately optimized for modern search and AI-powered discovery, or does the optimization appear to be compromising the quality of the copy?

Identify:

- The strongest examples of natural optimization
- The most obvious examples of over-optimization
- Pages that appear particularly well optimized

- Pages that appear particularly over-optimized
  - The 3–5 highest-impact changes that would improve search visibility without making the content less human
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Be candid and specific. Don't praise the site simply to be diplomatic, but also don't criticize for the sake of criticizing. Distinguish between genuine problems and subjective stylistic preferences.

Do not infer or speculate about how the content was produced. Evaluate the content itself.

Focus on whether the copy is clear, persuasive, credible, specific, customer-focused, differentiated, useful, naturally optimized for search and AI-powered discovery, and professionally edited.