Blended AI Builder Kit - Prompts & Checklists

For article: S-Tier or Slop? I Put 7 AI Website Builders Through a Real Business Test

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1. The Exact Blended Prompt

MAIN PROMPT (Use this everywhere)

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Build Blended - a direct-to-consumer cold-brew coffee brand from Austin, TX.

Brand values: slow, honest, sustainable.
Visual direction: Earth tones - cream #FDF6EC, terracotta #C97A5C, espresso b

Layout: Generous whitespace, sticky scroll storytelling, 120px section paddir

Pages needed:
- Homepage: Hero with subscription offer, social proof, how it works (3 steps
- Shop: 3 SKUs - Original, Vanilla, Decaf - each with 12oz / 16oz variants, s
- Our Process: Farm to bottle story with timeline
- Stockists: Map of Austin stockists
- Subscription management: Customer portal mock

Target: Blue Bottle meets Patagonia. Premium but not pretentious.
```

NEGATIVE PROMPTS (Paste in "What to avoid" field)

```
No stock photos of coffee beans falling in mid-air
No generic startup gradients (purple/blue)
No rounded 3D bubbly buttons
No lorem ipsum or placeholder text
No "Welcome to our website" hero headlines
No carousel of fake testimonials with stock faces
No thin light gray text on white (accessibility fail)
No hamburger menu on desktop
```

S-TIER ENHANCER (For Higgsfield / Webild / Hostinger)

```
Generate custom 3D aluminum cans for each SKU:
- Original: cream can, black logo, minimal
- Vanilla: terracotta accent
- Decaf: sage accent

Generate lifestyle images: can in Austin sunlight on concrete, hand holding c

Generate 3 short looping videos: pour, can rotating 360, cold brew dripping.
```

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2. S to F Tier Scoring Sheet

Copy this table into Notion Database - Table view. Add Formula for Tier.

Builder	SEO / AI-Visibility (0-10)	Customizability After Gen (0-10)	Hosting / Domain (0-10)	Motion & Interaction (0-10)	Lead Capture & CRM (0-10)
Hostinger AI Builder	9	8	10	8	10
Webild	8	9	8	10	7
Higgsfield.ai	7	9	7	10	6
Framer AI	9	10	8	9	5
Enter (converge.ai)	8	8	7	7	7
Lovable	6	7	6	5	3
Wix AI (Harmony)	7	5	7	6	6

Scoring Guide:

- 54-60 = S-Tier: Ship it, run business on it
- 45-53 = A-Tier: Designer-grade, needs some work
- 35-44 = B-C Tier: GOOD for MVP, not for brand
- <35 = F-Tier: Pretty prison

Notion Formula for Tier:

```
if(prop("TOTAL") >= 54, "S", if(prop("TOTAL") >= 45, "A", if(prop("TOTAL") >= 35, "B", "F")))
```

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3. The 4-Point After-Generation Checklist

[ ] 1. Auth & Accounts

- [ ] Can user create account natively? (not via Zapier)
- [ ] Login / magic link / password reset works?
- [ ] Customer can manage subscription / address?
- [ ] Score: Native (10) / Plugin (5) / No (0)

[ ] 2. Commerce & Retention

- [ ] Real store with inventory, variants (12oz/16oz)?
- [ ] Checkout: Apple Pay, Shop Pay, not just Stripe link?
- [ ] Abandoned cart email / flow?
- [ ] CRM integration (email marketing, Klaviyo etc)?
- [ ] Score: Full business (10) / Stripe link only (3) / No commerce (0)

[ ] 3. Performance & Accessibility

- [ ] Lighthouse Performance >95?
- [ ] Images auto-optimized / WebP / lazy?
- [ ] Alt text generated?

- [ ] Keyboard navigable? Focus states?
- [ ] Color contrast passes WCAG?
- [ ] Score: Run Lighthouse in Chrome DevTools

[ ] 4. Editability & Ownership

- [ ] Can you edit without breaking layout?
- [ ] Can you export code / move host?
- [ ] Can you Rebuild from URL (SiteGround feature)?
- [ ] Who owns the generated images/video?
- [ ] Score: Full ownership (10) / Locked-in (2)

Pass Criteria: Need 30/40 to be business-ready.

How to Use in Notion:

1. Create new page > Import > Markdown > Upload this file
2. For scoring sheet: Select table > Turn into Database - Board view grouped by TIER
3. For checklist: Select all checkboxes > Turn into To-do list

Built for Blended Coffee Co. - Use it to rank any builder.