


GUIDE

# How to write a landing page with AI

*A step-by-step method for drafting a landing page with an AI writing tool, then editing it until it is accurate, specific and yours.*

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A landing page has one job: move one reader toward one action. AI writing tools are good at the first draft of that page and bad at the parts that make it convert: your offer, your proof, your objection handling. Here is a workflow that keeps the speed and restores the persuasion.

## 1 Write the brief before the prompt

The draft is only as good as the brief. Write down: who the reader is, the one action you want, the main objection they have, and three proofs you can show (results, testimonials, guarantees). A prompt like "write a landing page for my product" produces a generic page; a prompt with audience, offer and proof produces a usable draft.

## 2 Pick the right tool category

If the page's job is paid traffic or a campaign, a copywriting tool fits. If the page must rank in search, an SEO writing tool with keyword and brief features fits better. Both categories are listed on this site, and each listing links to the vendor's own site where you check current prices and terms. Copy.ai's Chat plan was $29 a month or $24 a month billed yearly when we fetched its pricing page on 2026-11-13. Your shortlist should come from the category pages here, not from a single review.

## 3 Generate section by section

Do not ask for the whole page at once. Draft the hero, then the problem, the proof, the offer and the FAQ separately. Section-level prompts are easier to steer and easier to fix. Keep the tool's output in a doc you control; check the vendor's terms on who owns generated text before you rely on it.

## 4 Edit like a copywriter, not a proofreader

Cut every sentence that could appear on a competitor's page. Add your specifics: real numbers, real customer words, the actual guarantee. Fix the rhythm: short headline, short subhead, one idea per section. Read it aloud; if you would not say it to a customer, cut it.

## 5 Verify before you publish

Check every claim against a source: prices, statistics, integrations, results. Check the form, the links and the mobile layout. Google's people-first content guidance applies here too: a page that shows first-hand knowledge of the offer beats a polished generic one.

## 6 Measure and iterate

Launch, then watch the one metric that matters: did readers take the action. Rewrite the weakest section first, usually the hero or the objection block. The tool makes iteration cheap;

your judgement makes it effective.

## Sources

All sources below were fetched and checked on 2026-11-13. That is the access date, not a claim about publication date.

- Google Search Central: Creating helpful, reliable, people-first content, accessed 2026-11-13.
- Copy.ai: Pricing, accessed 2026-11-13.

## Frequently asked questions

**Can I publish an AI-written landing page as is?**

You can, but it will underperform. AI drafts are generic until you add your offer, your proof and your voice. Budget real editing time.

**Which AI tool is best for landing pages?**

Match the tool to the job: copywriting tools for ads and pages, SEO tools if search traffic is the goal. Compare them by price, free plan and integrations on this site rather than by a single ranking.

## Sources

developers.google.com — https://developers.google.com/search/docs/fundamentals/creating-helpful-content
copy.ai — https://www.copy.ai/pricing