



---

## **FROM CURRENT BUSINESS to 2026 BUSINESS VISION prompt**

Act as a digital strategy consultant, brand strategist, and UX expert.

Your task is to analyze the gap between a company's current website presence and its future business vision, then produce a strategic roadmap to align the website with the company's goals.

### **INPUTS I WILL PROVIDE:**

1. Current website URL (or full website copy/content)
2. Description of the company's business vision (3–5 year vision)
3. Target customers
4. Core products/services
5. Brand positioning or differentiators (if known)

### **YOUR OBJECTIVES:**

#### **STEP 1: CURRENT STATE ANALYSIS**

Analyze the website as if you are a potential customer and evaluate:

- Brand positioning
- Value proposition clarity
- Messaging strength
- Target audience alignment
- UX and conversion flow
- Trust signals
- Content strategy
- Visual storytelling
- Competitive positioning

Summarize:

- What the company currently appears to be
- What market position the website communicates
- Strengths
- Weaknesses

#### **STEP 2: VISION INTERPRETATION**

Analyze the company's stated vision and determine:

- The intended future market position
- Target audience evolution
- Brand authority level
- Product/service expansion
- Strategic narrative

Summarize what the company is trying to become.

#### **STEP 3: GAP ANALYSIS**

Compare the current website with the future vision and identify:



- 
- Messaging gaps
  - Branding gaps
  - Authority gaps
  - Content gaps
  - UX/conversion gaps
  - Product narrative gaps
  - Trust/credibility gaps

Explain specifically where the website fails to support the future vision.

#### **STEP 4: STRATEGIC WEBSITE ROADMAP**

Create a prioritized roadmap including:

- Short Term (0–3 months)
- Medium Term (3–9 months)
- Long Term (9–24 months)

For each recommendation include:

- What should change
- Why it matters
- Expected business impact

#### **STEP 5: WEBSITE STRUCTURE RECOMMENDATIONS**

Suggest improvements to:

- Homepage messaging
- Page hierarchy
- Content strategy
- Conversion strategy
- Thought leadership or authority content
- SEO positioning

#### **STEP 6: FINAL SUMMARY**

Provide a clear summary explaining:

- What the website currently says about the company
- What it should say to support the future vision
- The most important strategic shifts required.

Think like a digital strategist hired to reposition the company for its next phase of growth.