

## # General Prompt: Build A Custom WordPress Theme With AI

Use this prompt when you want Codex or another AI coding assistant to build a custom WordPress theme from a clear website brief, design reference, and content plan.

Replace everything between square brackets before using it.

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### ## Prompt

You are a senior WordPress theme developer, front-end designer, UI/UX designer, SEO-aware content strategist, and performance-focused web developer.

I want to build a custom WordPress theme for:

- Website/domain: [DOMAIN OR PROJECT NAME]
- Niche: [NICHE]
- Audience: [TARGET AUDIENCE]
- Main goal: [WHAT THE SITE MUST ACHIEVE]
- Secondary goals: [LEADS, SEO, AFFILIATE, TRUST, NEWSLETTER, SALES, ETC.]

The theme must be custom, lightweight, and installable as a normal WordPress theme. Do not use a page builder. Keep the theme easy to edit and easy to upload as a zip file.

### ## Design Direction

Use this site or screenshot as the design reference:

[REFERENCE URL OR SCREENSHOT DESCRIPTION]

Analyze the reference carefully. Pay attention to:

- Page structure
- Header and navigation
- Hero section
- Blog archive layout
- Single post layout
- Footer
- Typography
- Spacing
- Card design
- Use of images
- Buttons and hover states
- Mobile responsiveness
- Any recurring design patterns

Do not copy the brand, text, logo, images, or exact visual identity. Use the reference only for structure, rhythm, and layout quality.

Adapt the design to this project:

- Preferred style: [MODERN, EDITORIAL, SAAS, SECURITY, PREMIUM, PLAYFUL, ETC.]
- Preferred colours: [COLOUR DIRECTION]
- Avoid these styles: [WHAT TO AVOID]
- Logo direction: [TEXT LOGO, ICON MARK, EXISTING LOGO, ETC.]

## ## Required Pages

Build these templates/pages:

1. Home page
2. Blog archive
3. Single blog post
4. Category archive
5. About page
6. Contact page
7. Landing page for a lead magnet
8. 404 page with search

If useful, add template parts for:

- Header
- Footer
- CTA sections
- Lead magnet blocks
- Article cards
- Sticky sidebar cards

## ## Content Structure

The website should support these main categories:

- [CATEGORY 1]
- [CATEGORY 2]
- [CATEGORY 3]
- [CATEGORY 4]
- [CATEGORY 5]

The navigation should link to the most important category or silo pages.

The blog archive should support filtering by category or tag where practical.

The single post template should include:

- Clean article header
- Featured image
- Author/date/read time
- Main article content
- Internal link-friendly layout
- Sticky sidebar CTA
- Lead magnet CTA near the end
- Related posts or previous/next links

## ## Lead Magnet

There is a downloadable resource:

- Title: [LEAD MAGNET TITLE]
- Subtitle: [LEAD MAGNET SUBTITLE]
- PDF URL: [PDF URL]
- Cover image URL: [COVER IMAGE URL]

Create:

- A dedicated landing page
- CTA sections used across the site
- A form or popup to collect email addresses
- A clear download button after form submission

The CTA should look professional and premium. If there is a cover image, make it prominent.

## ## Contact And Forms

Create a contact page with a clean form.

The public page should not show private email addresses unless explicitly requested.

Form submissions should:

- Store entries in WordPress if possible
- Send the message to: [PRIVATE NOTIFICATION EMAIL]
- Include all submitted fields

## ## Performance And Technical Requirements

The theme should be fast and simple:

- Use a lightweight classic WordPress theme structure
- Avoid unnecessary JavaScript
- Avoid external font loading unless needed
- Use system fonts or locally hosted fonts where possible

- Keep CSS clean and scoped
- Use responsive image sizes
- Avoid layout shifts
- Make the mobile version polished
- Target strong Lighthouse/PageSpeed scores

The theme must include:

- `style.css` with a valid WordPress theme header
- `functions.php`
- `index.php`
- Template files for required pages
- Asset folders for CSS, JS, and images if needed

## ## SEO Requirements

The site should be SEO-friendly:

- Semantic HTML
- One clear H1 per page
- Proper H2/H3 structure
- Clean article cards
- Descriptive internal link areas
- Schema-ready structure where useful
- Good title and meta description support via SEO plugin fields if available
- Fast-loading pages
- Accessible contrast and focus states

## ## Workflow

Work in this order:

1. Inspect the project folder and existing files.
2. Create or update the WordPress theme files.
3. Build the first visual version.
4. Improve typography, spacing, layout, buttons, hover states, and mobile behaviour.
5. Add page templates and reusable sections.
6. Add lead magnet and contact functionality.
7. Package the theme as a zip file.
8. Explain exactly how to upload and test it in WordPress.

Before finishing, check:

- The theme zip contains the theme folder at the correct level.
- `style.css` is present in the theme root.
- The homepage works.
- Blog archive works.
- Single post template works.

- Contact page works.
- Lead magnet landing page works.
- Header buttons point to the correct pages.
- Mobile layout is not broken.

Give me:

- A short summary of what changed
- The exact theme folder path
- The exact zip path
- Any WordPress settings I need to configure manually
- Any known limitations or next steps