

AI Website Workshop · anytthingai

Instructing AI agents.

Prompt + context engineering

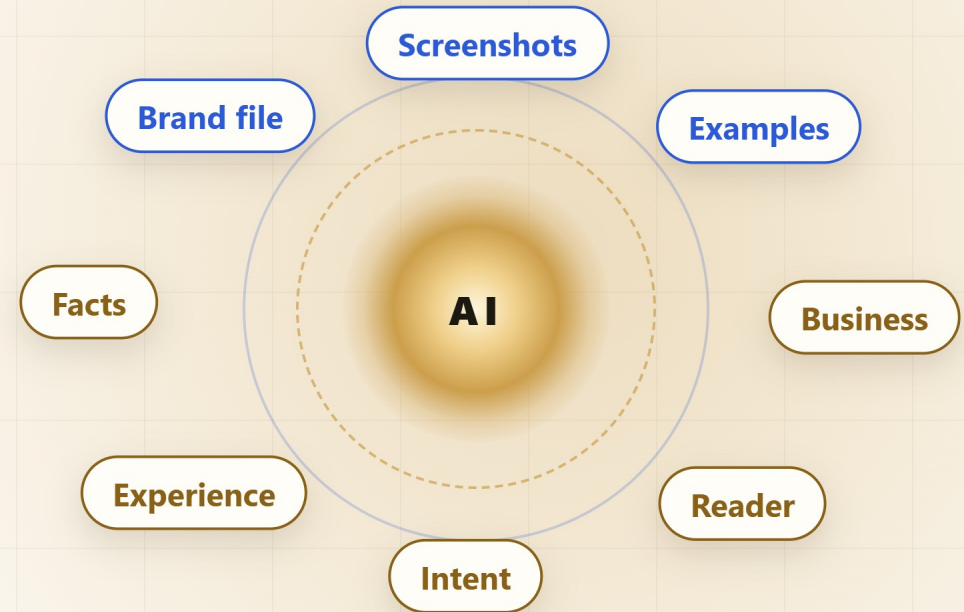
Everything you need to brief, guide and check the AI agents that build your websites.

INSTRUCTOR

Nana Antwi Boasiako

PA AND COURSE GUIDE

Sandra Nanor



WHO IS WITH YOU

Your guides for this course

INSTRUCTOR



Nana Antwi Boasiako

AI Engineer · Founder of anytthingai

Leads every class and shows you the method, live.

PA AND COURSE GUIDE



Sandra Nanor

Your guide through the whole course

Stuck at any point? Reach out to Sandra.

HOW EVERY CLASS WORKS

1 · Learn the idea

2 · See it live

3 · Try it yourself

TODAY'S MAP

Two parts, one finish line

PART 1

Prompting to the core

- The BRIEF method
- Speak website
- 12 forms of prompting
- Fixing and image prompts

PART 2

Context and agents

- The agent's desk
- Context rot and the 4 moves
- The client knowledge file
- Directing your agents

FINISH

Your 15-minute challenge

- Pick a real client
- Write the brief
- Run it with the agents
- Share in the group

Take notes. Every slide has something you will **use on a real client.**

THE BIG SHIFT

You are the director now.

A film director does not hold the camera. They brief the crew, watch every take, and say: "Cut. Let's go again."

The agents are your crew. Your words are the direction.

1

Brief

Tell the agents what to build, for whom, and why.

2

Check

Look at every result with your own eyes before you accept it.

3

Steer

Give one clear correction at a time until it is right.

UNDER THE HOOD

How AI picks its next word

ChatGPT, Claude and the agents in WebStudio all run on a **large language model** (LLM). It learned patterns from a huge amount of text.

It writes by predicting the **next word**, then the next. Every word in your prompt changes the odds.

Vague words, vague guesses.
Precise words, precise guesses.

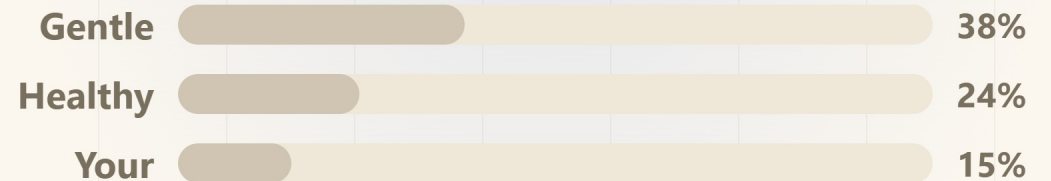
The numbers in the demo are made up to show the idea.

YOUR PROMPT

Write a headline for a dental clinic website in East Legon.

AI'S ANSWER, ONE WORD AT A TIME

ITS TOP GUESSES FOR THE NEXT WORD



PART 1

Prompting to the core

Say it so the agent gets it.

A new method, the words of web design, and 12 forms of prompting you can use on any website.

01

B R I E F

VAGUE PROMPT

Make me a website.

HOW AGENTS READ YOU

Every agent hears two prompts



1 · SYSTEM PROMPT

The agent's job description

Written by the agent's maker. Our WebStudio agents already have theirs. You don't rewrite it.

EXAMPLE OF A SYSTEM PROMPT

You are a homepage builder. Always build mobile-first. Use only the brand colours you are given.



2 · YOUR PROMPT

The brief for this client

Written by you, every time. This is where today's skills live.

EXAMPLE OF YOUR PROMPT

Build the homepage for Mensah & Co. Law Chambers in Airport City. Visitors are business owners who need a contract lawyer.

The agent knows HOW to build. You tell it WHAT to build, and FOR WHOM.

A NEW METHOD

The BRIEF method for websites



Business

Who is the client and what do they offer?

Sankofa Beach Lodge, a 12-room lodge in Cape Coast.



Reader

Who visits the site, and what do they want?

Couples from Accra and the diaspora planning a weekend away.



Intent

What ONE action should visitors take?

Book a room on WhatsApp.



Experience

How should it look and feel?

Relaxed and sunny. Sand and ocean blue.
Big photos.



Facts

What is true, and what must not change?

Rooms from GHS 650 a night. Never invent reviews.

BRIEF IN ACTION · A CHURCH WEBSITE

Watch a full brief build itself

● ● ● BRIEF FOR THE HOMEPAGE AGENT

0 / 5 letters

BUSINESS

Build the hom|

Send to agent

Five lines. Two minutes. Hours of fixing saved.

Speak website, get better websites

INSTEAD OF	SAY THIS
"Make the top nice"	Hero section: big headline, one line under it, one button, full-width photo.
"Put a menu"	Sticky navbar with 5 links: Home, Rooms, Gallery, Reviews, Contact.
"Make it colourful"	Bold, saturated palette: ocean blue #0E6BA8 and sunset orange #F28C28.
"Bigger text"	Headline 56px bold, body text 18px, line height 1.6.
"Make it pop"	A soft fade-up animation as each section scrolls into view.
"Add contact"	Footer with a WhatsApp button, Google Maps location and opening hours.

Word bank

Hero section

CTA button

Sticky navbar

Cards

White space

Testimonials

Mobile-first

STYLE WORDS ARE STEERING WHEELS

One word changes the whole look

Minimal

Bold

Premium

Playful

"Make the site **minimal**: lots of white space, thin type, black and white."

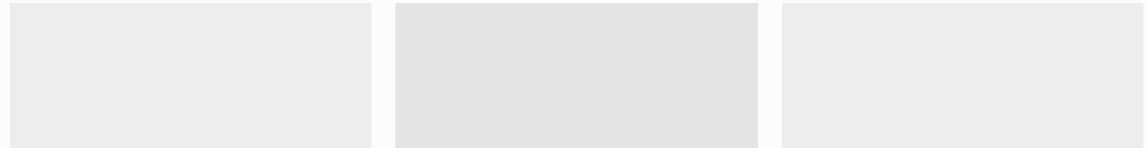
AMA SERWAA

[Work](#) [About](#) [Book](#)

Stories in every frame.

Wedding and portrait photographer in Kumasi.

[See my work](#)



Pick a style word first. **Then add the details that make it yours.**

YOUR PROMPTING TOOLBOX

12 forms of prompting

1

Zero-shot

Just ask. No examples.

2

Few-shot

Show 3 to 5 examples first.

3

Role

Give the AI an expert to be.

4

Structured

Labelled sections or tags.

5

Chain of thought

Think step by step first.

6

Step-back

Ask the big question first.

7

Prompt chaining

Each step feeds the next.

8

Meta prompting

AI writes your prompt.

9

Reverse meta

Turn a fix into a reusable prompt.

10

Multimodal

Prompt with screenshots.

11

Self-check

It grades its own work.

12

Interview me

The AI asks you questions.

Like tools in a toolbox. **Pick the right one for the job.**

Show it, don't just tell it

ZERO-SHOT · NO EXAMPLES

Write 3 service descriptions for Mensah & Co. Law Chambers.

WHAT YOU GET

Correct, but generic. It could be any law firm in the world.

PRO TIPS

Anthropic and Google both suggest 3 to 5 examples. Make them different from each other, and wrap each one in example tags.

FEW-SHOT · WITH EXAMPLES

Write 3 service descriptions in the same style as these:

`<example>`Land disputes: We protect what your family built. Clear advice in plain English.`</example>`

`<example>`Wills: Your wishes, written right, so your family never fights.`</example>`

Now write: Contracts, Company registration, Employment.

WHAT YOU GET

Same voice, same length, same rhythm. Ready to paste.

Same page, three different experts

The page: the homepage for **FitHub Gym in Spintex**. Only the role changes.



"Act as an SEO expert."

Thinks about what people type into Google: "gym in Spintex", "affordable gym Accra". Writes headings Google understands.



"Act as a brand copywriter."

Thinks about feeling: "Stronger every morning, right here in Spintex." Short, punchy lines people remember.



"Act as a UX reviewer."

Thinks about ease: "The Join button is too far down. Move it up, and show prices so people don't have to call."

Pro move: use them in turns. Copywriter writes, UX reviewer checks, SEO expert polishes.

Put long prompts in labelled boxes

When a prompt has many parts, label each part. The AI stops mixing up your instructions and your content.

Anthropic recommends tags like `<context>` and `<instructions>`. Simple headings work too.

BONUS RULE · SAY WHAT TO DO

Weak: "Don't make it long and boring."

Strong: "Keep each section under 50 words, in short, lively sentences."

```
<business>
```

```
Akosua's Shea Co. Handmade shea butter  
from Tamaale, shipped to the US and UK.
```

```
</business>
```

```
<customers>
```

```
Ghanaian women abroad who miss real shea.
```

```
</customers>
```

```
<task>
```

```
Write the product page for "Raw Shea, 500g".
```

```
</task>
```

```
<rules>
```

```
Prices in US dollars. Mention delivery time.  
Short, warm sentences. No made-up reviews.
```

```
</rules>
```

Make it think before it builds

5 · CHAIN OF THOUGHT

Ask it to reason step by step before it answers.

17.7% → 78.7%

One model's maths accuracy after adding "Let's think step by step". Kojima and others, 2022.

Before you write the pricing page, think it through: who is buying, what do they compare, what worries them? Then write it.

6 · STEP-BACK

Ask the big question first. Then apply the answer to your case.

STEP 1

What makes a hotel website turn visitors into bookings?

STEP 2

Now use those ideas to plan the homepage for Sankofa Beach Lodge.

Build in steps, not in one shot

The client: **Sankofa Beach Lodge, Cape Coast**. Each step's answer feeds the next prompt.



Check each output before the next step. **Small steps, fewer mistakes.**

Let the AI help write the prompt

8 · META PROMPTING · BEFORE

Turn your rough idea into a strong prompt.

I want a website for my cousin's barbershop in Madina. Turn this into a detailed prompt for a website-building agent, using the BRIEF method. Ask me for anything missing.

You get: a full brief, plus the questions you forgot.

9 · REVERSE META · AFTER

After you fix a problem, turn the fix into a reusable prompt.

We fixed the mobile menu after 4 tries. Summarise what went wrong, and write me a prompt I can reuse so it never happens on the next site.

You get: a tested prompt for your library.

Save every winning prompt. That library is your secret weapon.

Show a picture, not a paragraph



A screenshot of the problem

"See the screenshot. The menu covers the logo on phones. Fix only the header."



A sketch on paper

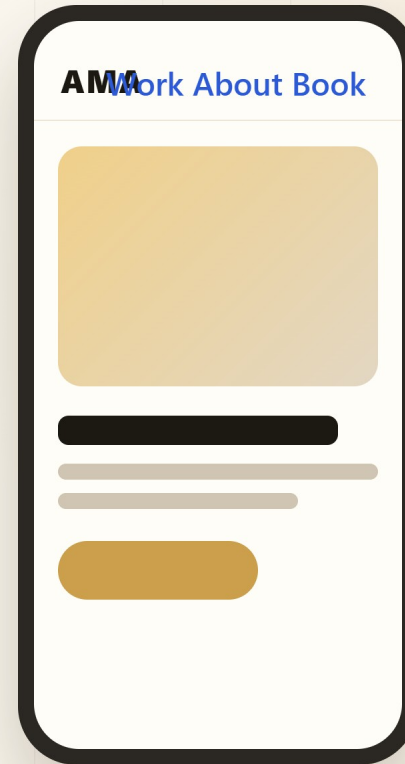
"This is my hand sketch of the homepage. Build this layout."



A site you admire

"Use a similar layout and feel, with our own words, photos and colours."

Inspiration, not copying: never take another brand's logo, text or photos.



Make it check itself, and question you

11 · SELF-CHECK

Give it a checklist. It grades its own work, then fixes every fail.

Check the homepage against this list:

1. Book button visible on a phone without scrolling
2. Phone number appears at least twice
3. No sentence over 20 words
4. No invented facts

Mark each pass or fail, then fix every fail.

12 · INTERVIEW ME

For big or unfamiliar projects, let the agent ask YOU first.

I want a website for a plumber in Houston, Texas. Before you build anything, interview me. Ask about the hard parts I might forget. Then write the full brief.

Perfect for clients abroad, when you don't know their market well.

PROMPTS THAT FIX THINGS

Fix one thing at a time

WEAK FIX PROMPT	STRONG FIX PROMPT
"It's not working"	The contact form does not send on phones. Here is the error: [paste it]. Find the cause and fix it.
"Make it better"	In the hero section only: shorten the headline and move the Book button above the photo.
"Change the colours"	Change only the buttons to #OE6BA8. Keep everything else exactly as it is.
"Fix everything"	Fix one thing: the gallery photos look stretched. Crop them to fit instead. Then stop and show me.

 **Name the exact section**

 **Add: "keep everything else the same"**

 **2 failed fixes? Start fresh with a better prompt**

Prompting the pictures

Subject

Setting

Style

Light

Camera

Size

HERO IMAGE FOR SANKOFA BEACH LODGE

A smiling couple relaxing on a wooden deck, palm trees and the Cape Coast ocean behind them. Natural travel photography. Warm golden-hour light. Wide shot, eye level, empty sky on the left for the headline. 16:9 for a website banner.

WEBSITE IMAGE RULES

- Banners 16:9. Phone sections 4:5 or 1:1.
- Leave empty space where the headline sits.
- Real client photos first. AI images for mood.
- Check hands, faces and any text in the image.
- Never show AI people as real staff or customers.

Which form of prompting is this?

PROMPT A

Here are two Instagram captions my client wrote.
Write her About page in the same voice.

Form 2 · Few-shot

PROMPT B

Before you build anything, ask me 10 questions
about this business.

Form 12 · Interview me

PROMPT C

First: what makes a restaurant website get
reservations? Then plan the homepage for Chez Afia
in Osu.

Form 6 · Step-back

PROMPT D

Here is my rough idea for a school website. Turn
it into a strong prompt for the agent.

Form 8 · Meta prompting

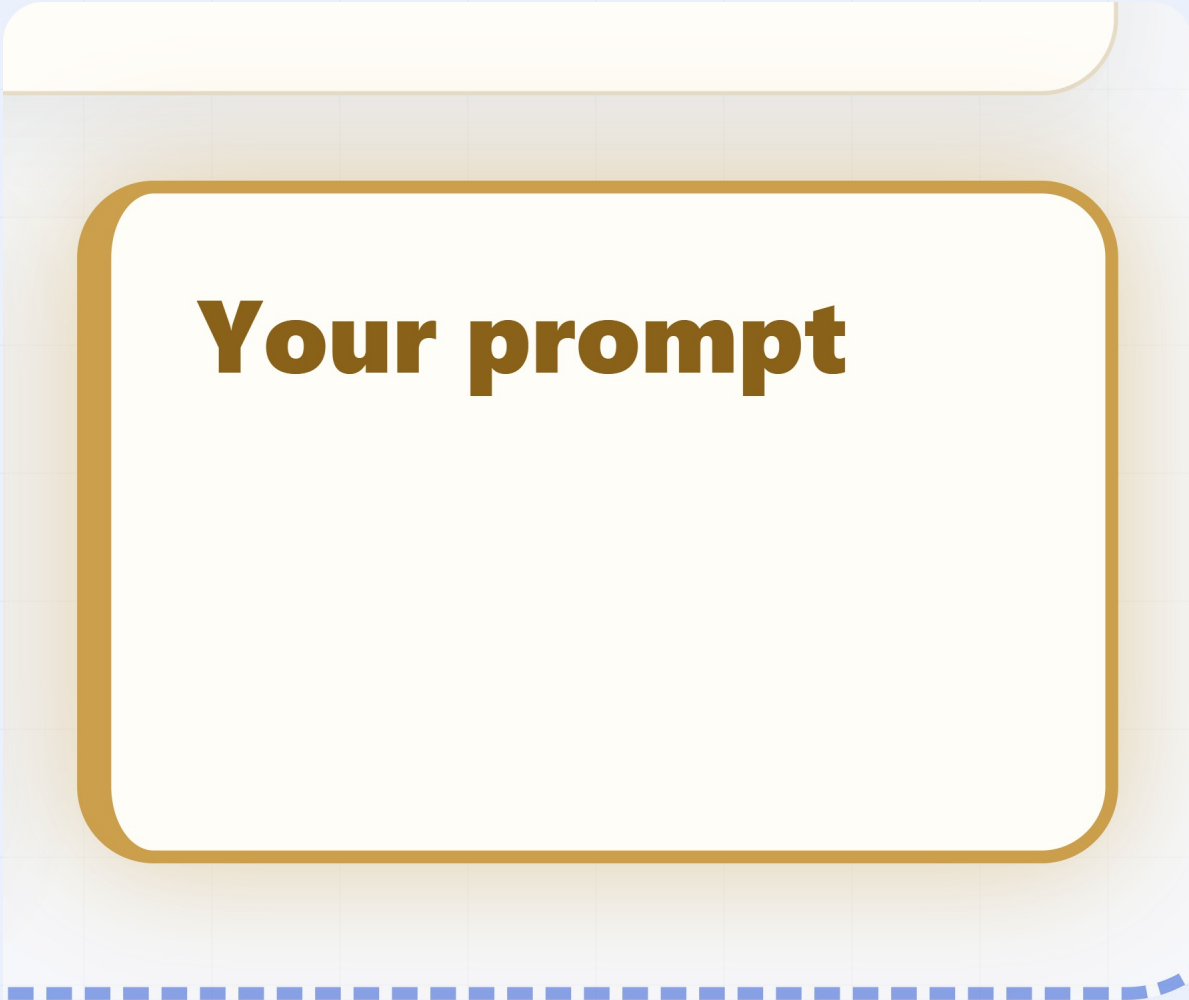
PART 2

Context engineering

Control what the agent sees.

Your prompt is one sentence. Context is everything on the agent's desk when it answers.

02

A graphic of a desk with a notepad and a prompt area. The desk is a light blue surface. On the desk is a large, light yellow notepad with a white top tab. On the notepad is a white rectangular area with a thick brown border, containing the text 'Your prompt'. Below the notepad is a dashed blue line.

Your prompt

THE BIG IDEA

From prompt to context

PROMPT ENGINEERING

What you SAY

The words of one message. Like telling a new assistant what to do today.

CONTEXT ENGINEERING

What the agent SEES

Rules, files, examples, memory, tools and chat history. Like giving that assistant the files, the price list and the brand guide too.

"Filling the context window with just the right information."

How AI researcher Andrej Karpathy described context engineering, 2025. Anthropic's version: find the smallest set of high-value information that gets the result you want.

Every agent works on one desk

Everything the agent uses must fit on its desk: the **context window**.

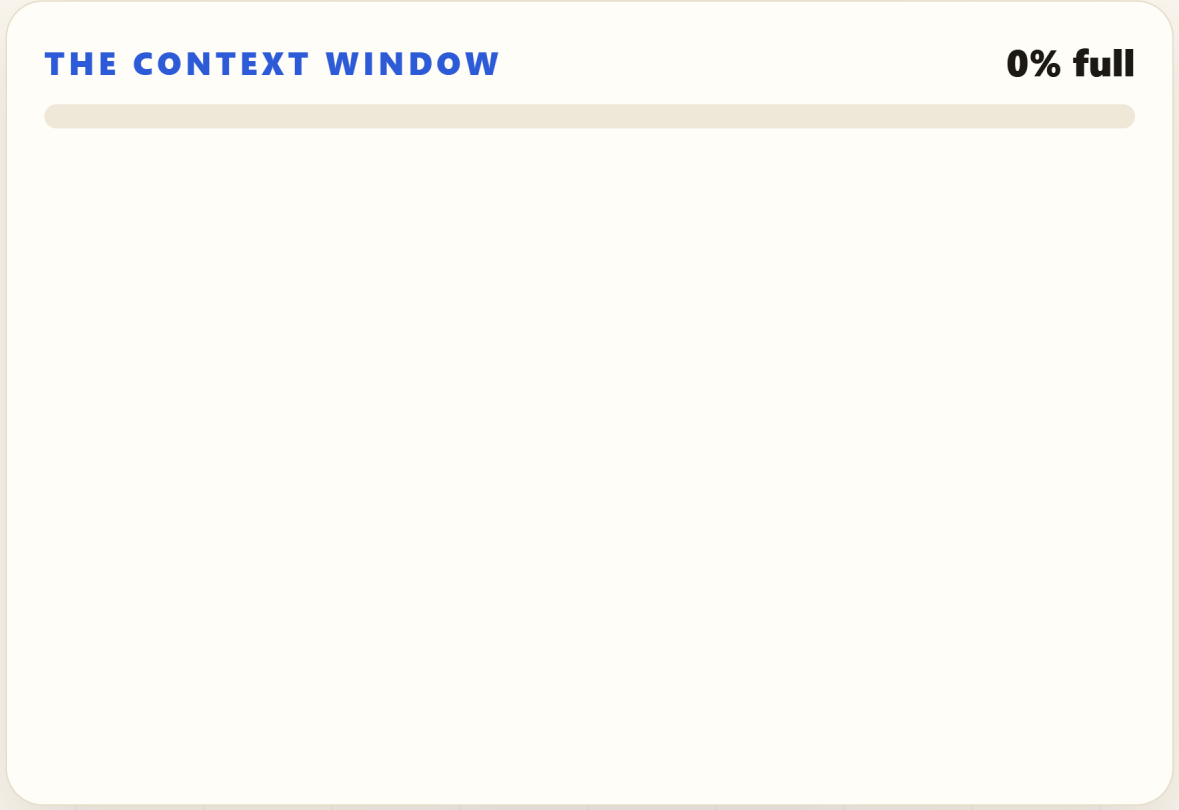
It is measured in **tokens**. In English, 1 token is about 3/4 of a word. 100 tokens is about 75 words.

When the desk fills up, old chat gets squeezed or dropped. That is when agents "forget".

Sources: OpenAI token guide, Anthropic Claude Code docs.

THE CONTEXT WINDOW

0% full



WHAT IS ON THE DESK

7 things an agent can see

1 · System rules

The maker's built-in instructions. Our agents already have them.

2 · Project knowledge

Files you save once for the whole project: the brief, the brand, the pages.

3 · Uploaded files

Logos, menus, price lists and PDFs for this task.

4 · Examples

Samples of the style and quality you want.

5 · Tools and search

Results from web search, Google Drive or other connected apps.

6 · Chat history

Everything said earlier in this chat, good and bad.

7 · Your prompt

Today's instruction. Just one of seven!

More is not always better

Pile too much on the desk, and the agent gets worse at finding what matters.

Chroma, 2025: 18 AI models tested. They became less reliable as the input grew longer, even on simple tasks.

Stanford and others, 2023: models use facts at the start and the end best. They miss things in the middle.

Keep the desk lean. Key facts first, question last.

CHANCE THE AGENT
FINDS THE KEY FACT

95%



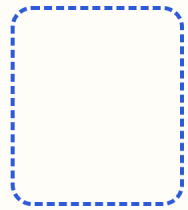
Text on the desk: 10,000 tokens

4 moves of context engineering

WRITE

Save notes outside the desk, in a notebook the agent can reopen.

Like: a decisions file for fonts, colours and pages.



Desk

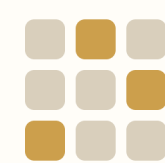


Notes

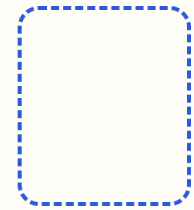
SELECT

Bring in only what this task needs.

Like: menu page? Give it the menu, not the company history.



Everything



Desk

COMPRESS

Shrink long chats and documents into a short summary.

Like: "Summarise our decisions so far in 10 lines."



Long chat → short summary

ISOLATE

Split a big job across helpers, each with a clean desk.

Like: one agent writes copy, another checks SEO.



One job → three helpers

YOUR SECRET WEAPON

The client knowledge file

Collect these 8 things once. Save them in the project knowledge. Every agent reads them.

01

Business

Name, what they sell, location, years open.

02

Readers

Who visits, what they want, what worries them.

03

Main action

WhatsApp, call, book, buy or visit.

04

Pages

Home, About, Services, Gallery, Contact.

05

Brand look

Logo, colours with hex codes, fonts, style word.

06

Voice

3 tone words, plus 2 real posts as examples.

07

Real content

Prices, hours, menu, photos, real reviews.

08

Rules

What must never change or be invented.

Keep it short. Anthropic's test for every line: "Would removing this cause a mistake?" If not, cut it.

PUT IT ALL TOGETHER

Context first. Question last.

Long material at the top, in labelled boxes.
Your instruction at the very end.

up to 30%

better answers on long inputs in Anthropic's tests, just from putting the question at the end.

Always end with: "Use only the facts above."

`<knowledge>`

Business: Adwoa's Events, Kumasi. Weddings, naming ceremonies and funerals.

Readers: families planning big days, many abroad.

Main action: WhatsApp for a quote.

Pages: Home, Services, Gallery, Contact.

Brand: plum #6B2D5C and gold #CC9F4C.

Voice: elegant, warm, calm.

`</knowledge>`

`<task>`

You are a senior web copywriter. Write the Services page: a short intro and 3 service cards, under 150 words.

Use only the facts above.

`</task>`

WORKING WITH AGENTS

How an agent actually works

A chatbot answers once. An **agent works in a loop**: plan, act, check, fix, again and again, until the goal is met.

Anthropic's definition: agents direct their own steps and their own use of tools.

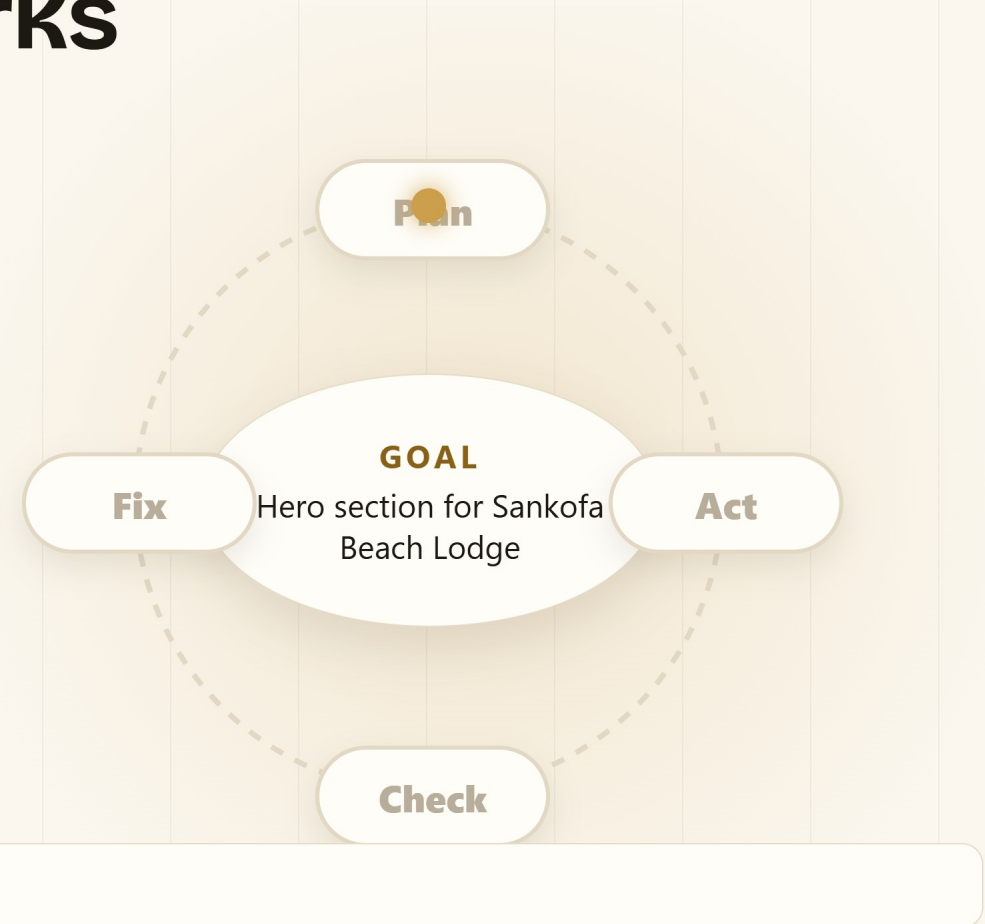
YOUR 3 JOBS IN THE LOOP

Brief it

Check it

Steer it

The loop stops when the work matches your brief. A clear brief is how it knows when to stop.



How a team of agents builds a site

A lead agent splits the job. Specialist agents each do one part, on their own clean desk. The results come back together.

Anthropic calls this the **orchestrator-workers** pattern. It is the ISOLATE move in action.

WHAT THIS MEANS FOR YOU

WebStudio gives you 20 agents. Your brief and knowledge file are what the whole crew shares. Weak brief, weak crew.



6 rules for directing agents

1

Plan before you build

Ask for the plan first. Approve it, then let it build.

2

One section at a time

Hero first. Check it. Then the next section.

3

Give it a way to check

Share the target design. Ask it to compare its result and fix the differences.

4

Correct it early

Stop it the moment it goes off track.
Don't wait for the whole page.

5

Two failed fixes? Start fresh

A clean chat with a better prompt beats a messy chat full of mistakes.

6

Save what works

Before a big change, save or bookmark the version that works, so you can go back.

STAY SAFE

4 safety rules for agent builders



Watch for hidden instructions

Web pages and PDFs can hide text that tries to give your agent orders. OWASP ranks this, prompt injection, as the number one risk for AI apps. Only feed agents content you trust.



Keep secrets off the desk

Never paste client passwords, hosting logins, payment details or Ghana Card numbers into a prompt.



Check every fact

Agents can sound sure and still be wrong. Check prices, phone numbers, addresses and names before any site goes live.



Respect other people's work

Use the client's own photos and words, or properly licensed ones. Never copy another brand's website.

THE WHOLE CLASS ON ONE PAGE

Brief it. Feed it. Direct it.

PART 1 · PROMPT



- Speak website
- 12 forms of prompting
- Fix one thing at a time

PART 2 · CONTEXT

- The desk is limited
- Lean desk, key facts first, question last
- Write, select, compress, isolate
- The client knowledge file

AGENTS

- Plan, act, check, fix
- Brief it, check it, steer it
- 6 director's rules
- 4 safety rules

Clear brief + right context + steady direction = websites you're proud to hand over.

YOUR TURN

The 15-minute challenge

- 1 Pick a client:** BrightSmile Dental (East Legon), Hope Chapel (Kasoa), Akosua's Shea Co. (US and UK), or a real one.
- 2 Write the knowledge file:** the 8 things. Make up details only for the practice clients.
- 3 Write the BRIEF prompt** for the homepage. Context first, question last.
- 4 Run it with the agents.** Then improve it twice with strong fix prompts.
- 5 Share your best prompt in the group.** Stuck? Ask Sandra.



WHERE THIS COMES FROM

Sources for today's class

PROMPTING

[Anthropic: Prompting best practices](#)

[Google: Prompt engineering whitepaper, 2025 \(summary.\)](#)

[Kojima et al.: LLMs are Zero-Shot Reasoners, 2022](#)

[Vercel: How to prompt v0](#)

[Lovable: Prompting handbook and docs](#)

[Bolt: Prompting tips](#)

[OpenAI: What are tokens](#)

CONTEXT AND AGENTS

[Anthropic: Effective context engineering, 2025](#)

[LangChain: Context engineering for agents, 2025](#)

[Chroma: Context Rot, 2025](#)

[Liu et al.: Lost in the Middle, 2023](#)

[Anthropic: Building effective agents, 2024](#)

[Anthropic: Claude Code best practices](#)

[OWASP Top 10 for LLM Apps, 2025 \(summary.\)](#)

The BRIEF method is anythingai's own framework, built from these guides. Business examples in this deck are made up for practice.

THAT'S A WRAP

Medaase. Thank you!

we teach. we train.

Keep your knowledge file and your best prompts. You will use them on every website you build.

INSTRUCTOR

Nana Antwi Boasiako

PA AND COURSE GUIDE

Sandra Nanor

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Brief it

ress

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Select

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Write

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