

Turn Your Website Into a Chatbot Knowledge File

The prompts

You are helping me build a knowledge file for a customer facing chatbot for my small business. I will paste in the actual text from my website below (services, policies, FAQ, about page, booking terms). Do not add anything I have not given you. Do not infer a policy from a related one. Do not smooth over gaps with a plausible sounding fact.

From the text I paste, produce a structured knowledge file with these sections:

1. SERVICES (what we offer, in plain declarative sentences, one fact per line)
2. PRICING (exact numbers only, note anywhere a price is a range or "from" price)
3. HOURS AND AVAILABILITY (including any stated exceptions)
4. POLICIES (cancellations, refunds, deposits, age limits, any rule stated on the site)
5. LOCATION AND CONTACT
6. UNCLEAR OR MISSING (a list of anything you were tempted to infer but the source text did not actually state, so I can go confirm it myself)

End the file with this exact defer instruction, filled in with my business name and my name as the owner, and tell the bot to treat it as the highest priority rule, above every other instruction in its brief:

"GROUNDING (highest priority, overrides everything else). Your only source of truth is the information written in this file. If a customer asks anything whose answer is not explicitly written here, a price, a policy, whether you offer or allow a specific thing, availability, an age, a date, any yes or no about the rules, then you do not know it. Do not infer it from related facts, do not give a probably, do not build a plausible sounding answer, and do not assert a confident no either. State what is written, then say: that is a great question, let me get [OWNER] to confirm that exactly for you, and offer to take their details."

Here is my website text:

[PASTE YOUR SERVICES PAGE, FAQ, POLICIES, ABOUT PAGE, AND BOOKING TERMS HERE]

You are auditing the knowledge file below for gaps, using these real customer questions I collected from texts, calls, and the front counter over the last month.

Knowledge file:

[PASTE THE KNOWLEDGE FILE FROM THE PROMPT ABOVE]

Real customer questions:

[PASTE 20 TO 30 ACTUAL QUESTIONS, ONE PER LINE]

For each question, tell me one of three things: ANSWERED (quote the exact line in the file that answers it), NOT ANSWERED (the file has nothing on this, flag it), or PARTIALLY

ANSWERED (the file touches it but a related edge case is missing, name the edge case).

Then give me a short list, ranked by how often a version of that question came up, of the facts I need to go confirm with myself or my team before I can add them to the file. Do not guess what the answer to a NOT ANSWERED question probably is. Just flag it.

File: knowledge-file-builder-prompt.txt The two prompts above, saved together as one working document. Run the first prompt with your website text to generate the knowledge file. Run the second prompt with that file plus your real customer question list to find what's still missing. Rebuild the file, run the audit again, until nothing new turns up in the NOT ANSWERED column.

Worksheet: Knowledge Gaps Checklist (one page)

Business name: _____ Date of this audit: _____ Source
pages reviewed (tick all that apply):

- ☐ Services / menu page
- ☐ Pricing page
- ☐ FAQ page
- ☐ Policies / terms page
- ☐ About page
- ☐ Booking / contact page

Question categories checked against the site (mark answered / gap / partial for each):

- ☐ Pricing edge cases (part orders, add ons, group rates)
- ☐ Exceptions to a stated policy (public holidays, weather, late arrivals)
- ☐ What happens outside business hours
- ☐ Refunds and cancellations, including partial cancellations
- ☐ Anything you have never had to say no to before but might be asked
- ☐ Safety, allergy, or age related questions
- ☐ Capacity or availability limits

Real questions collected this cycle: _____ (target: at least 20) Number answered by the current knowledge file: _____ Number flagged NOT ANSWERED: _____ Number PARTIALLY ANSWERED: _____ Next audit due: _____ (recommend: every site update, minimum quarterly)