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Generated on 15/11/2026 00:10

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Building a campaign page fast, with AI help

AI for Your Website

CODE	VERSION	COUNTRY · LANGUAGE
RLX-AO-KB-660	v2026.09.27	Angola · English

Interweb Angola
RLX Angola, Lda. · Group RLX Holdings
Tax ID (NIF) 500 260 5724 · Commercial registration no. 26464-25/250724

https://www.meu.interweb.ao/knowledgebase/660

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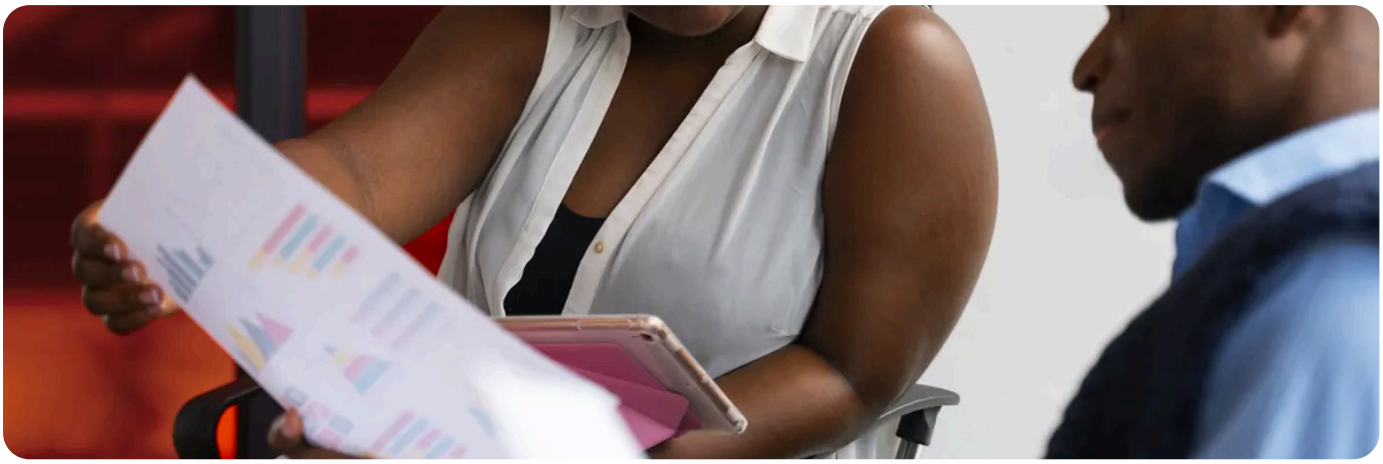
AI for Your Website | Created on **September 27, 2026** | 4 min read



A campaign page is one page, with one goal and one action: leave a contact, ask for a quote, book, buy. It has no menu to distract, it does not tell the company story, and it lives apart from the rest of the site. It is the easiest format to build quickly, and AI genuinely helps, as long as you bring the facts.

We have no AI page generator, and we do not sell one.
This is done in your own WordPress, or in the website builder already included in cPanel, with whatever AI tools you choose for writing the text and making the images.

The structure that works

Block	What it has to say
The promise, at the top	What the person gains, in one sentence, with no adjectives. Visible without scrolling
What they get	Three to five concrete points. Not seven
The proof	Real photographs, customer names, numbers you can defend
The objections	The three questions people always ask before deciding, answered right there
The action	One button, one colour, repeated two or three times down the page
The contact	A visible phone number or WhatsApp. Plenty of people would rather talk than fill in a form

Fast, without wrecking the site

1. **Create a new page.** Do not touch the home page. A campaign ends; the site stays.

2. **Give the AI a brief before asking for text**: who it is for, what they gain, what it costs, until when, and what competitors do. Without that you get brochure copy.

3. **Ask for three versions of the headline** and read them aloud. The one that sounds like a person talking is the one.

4. **Cut a third of whatever it wrote.** A campaign page always errs on the long side.

5. **Add the form or the WhatsApp button.** One extra field in the form is one fewer person filling it in: **putting WhatsApp on your site**.

6. **Check the form really sends.** Test to a mailbox that is not yours, and look in the spam folder.

7. **Open it on a phone before you promote it.** That is how nearly everyone will arrive.

! **Delete everything the AI invented.**
Dates, prices, discounts, delivery times, the number of customers served. On a campaign page an invented number is not a typing mistake: it is a promise somebody will hold you to.

Two SEO decisions

Decision	How to settle it
Should the page appear in Google?	If it is a short paid campaign, keep it out of the index in the SEO plugin. If it is a service page that stays, let it in
The campaign is over. Now what?	Do not just delete it: redirect to the equivalent service page, so you do not lose people who still have the link

Measuring whether it worked

Without measurement, a campaign is an opinion. Two simple ways, and they are not rivals: the statistics cPanel already provides, with nothing to install, and a tag on the end of the address you publish, so you know where each visit came from. See **visitor statistics** and, if you add third-party code that tracks visitors, **the cookie notice**.

What it needs from our side

1. **The padlock.** A page asking for details without https loses half the people: **the causes, in order**.

2 **Speed.** A campaign brings a lot of people at once. If the site is already slow, it gets worse: **what to measure before you change plan**.

3 **The form e-mail actually leaving.** It is the commonest failure, and the most expensive: **SPF, DKIM and DMARC**.

No site at all and the campaign is tomorrow?

The website builder included in cPanel makes a page like this without WordPress: **getting started with Sitejet Builder**. You can also look at our **website creation page**.

NEED A HAND?

Campaign starts tomorrow and you want to know the plan will hold?

Talk to us →

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- ChatGPT, Claude or Gemini: which AI tool suits which task →
- Putting WhatsApp on your site: the link, the button and the ready-written message →
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- Building a WordPress site with AI help: what works and what does not →

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