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Building a WordPress site with AI help: what works and what does not

AI for Your Website

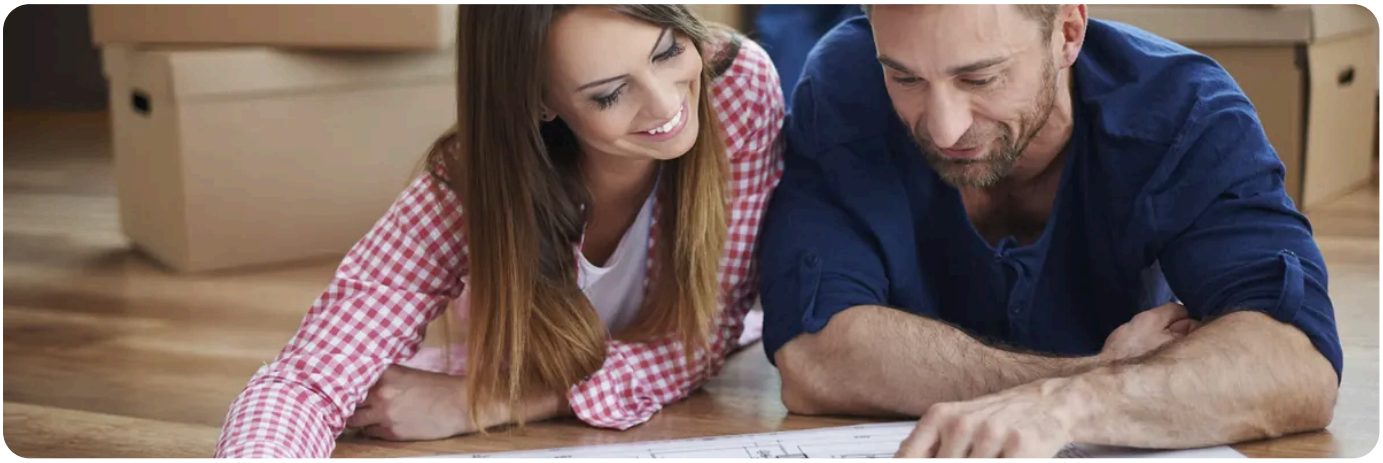
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Building a WordPress site with AI help: what works and what does not

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You can get a WordPress site standing up far faster than two years ago, using artificial-intelligence tools for the parts that stall everybody: the page structure, the first draft of the text and the images. This article is about that, and about where the help falls apart.

> **There is no assistant here that builds the site for you, and we do not sell one.**
> What we have is hosting with WordPress installing in a few clicks, as always. AI tools are third party, chosen by you and used outside our service. If anyone promises you a complete site generated by one button, be sceptical: what comes out is a mock-up, and a mock-up always has to be rewritten.

What AI does well

Task	Why it works
Proposing a page structure	It gives you a starting point in seconds. Then cut it in half
Writing the first draft	The blank page is what delays a site most. A bad draft is easier to fix than nothing
Rewriting what you already have	Shortening, clarifying, changing the tone. This is where it is best
Putting the text into another language	With a human check, and adapting rather than translating word for word
Titles and descriptions for Google	It writes ten options and you pick one
Illustrative images	For backgrounds and generic illustrations. Never to show a real product
Explaining an error message	Paste the error and ask for it in plain words

What it does badly

Risk	What happens in practice
It invents facts	Prices, opening hours, addresses, years of experience, phone numbers. It writes them with full confidence and they are wrong
It writes generically	Text that would fit any company in the trade and says nothing about yours
It gets text in images wrong	Crooked letters and invented words. An image generated with your business name usually comes out misspelt
It generates code that looks fine	A snippet of PHP pasted into the site can take it down. If you do it, take a backup first
It ignores rights	An image generated in a recognisable style, or text lifted from elsewhere, is your problem, not the tool's
It does not know your country	It gives examples, currencies and rules from somewhere else. Every figure has to be rewritten

! **Never paste anything into an AI tool that you cannot afford to lose.**
Passwords, API keys, configuration files, customer lists or other people's personal data. What you type there can be kept and leave your control: **what never to type into it**.

A route that works

1. **Install WordPress** from cPanel: **in a few clicks**. Pick a simple theme and leave it alone for now.
2. **Ask the AI for a page map** for your kind of business. Then cut it in half: almost everyone starts with too many pages and ends up with half of them empty.
3. **Give it the material before asking for text.** What you sell, to whom, what sets you apart, the mistakes customers make, three questions they always ask. With that, the draft stops being generic.
4. **Ask page by page**, not for the whole site at once. Long texts requested in one go come out repetitive.
5. **Review everything and delete the numbers.** Every price, deadline, percentage or address it wrote has to be confirmed by you or removed.

6 **Sort out the images.** Real photographs of your business beat any generated image. Keep the generated ones for backgrounds.

7 **Install an SEO plugin** and deal with the titles: **how to choose one**.

8 **Open the site on a phone and take a backup** before telling anyone it is live.

AI writes better when you feed it.
A two-line request gives you brochure text. The same request with half a page of facts about your business gives text that could only be yours. The work is in gathering the facts, and that part is still human.

AI plugins inside WordPress

There are dozens, and most do the same thing: they connect to an outside service and write text or images inside the editor. Before installing one, check three things.

Check	Why
Who pays for the outside service	Nearly all of them want an API key of yours, with the usage on your account
Where the key is stored	In the site database. If the site is broken into, the key goes with it
Whether it runs for visitors or only in the dashboard	A plugin calling AI on every visit makes the site slow and expensive

Do not experiment on the live site.
New plugins, new themes and bulk-generated text get proved somewhere else: **a test site before touching what is live**.

NEED A HAND?

Site built and something on the server side is not adding up?

Open a support ticket →

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