



EMBRACING THE FUTURE

**AI-POWERED WORDPRESS
WEB DEVELOPMENT**

Which one is the original?



Which one is the original?



Which one is the original?



Which one is the original?







Skill Change



What is the most valuable thing that no money can buy and that can never come back once it is lost?



- **New Freelancer**
- **You need a website**
- **Content for your website**
- **No budget to hire people**



Integration of AI with WordPress

AI-powered Plugins and Tools



UX with AI



Generated by [DALL-E](#)

Automating Tasks with AI



How AI can automate content creation, SEO optimization and images

AI Art Websites & Generators

DALL-E 3

Playground AI

Midjourney

Leonardo AI

Mage.space

Leonardo AI

The screenshot displays the Leonardo AI web interface for AI image generation. The browser address bar shows `app.leonardo.ai/ai-generations`. The interface is dark-themed and includes a sidebar on the left with user information (Leonardo.Ai, 150 credits, Upgrade button) and various settings: Number of Images (1-8), PhotoReal V2, Alchemy V2, Output Resolution (1344 x 896), Transparency, Public Images, Input Dimensions (512 x 768, 768 x 512, 1024 x 768, 768 x 1024, 1360 x 768, 768 x 1360), Advanced Controls (Aspect Ratio 3:2, Width 768 px, Height 512 px), Guidance Scale (7), and Tiling. The main area is titled "AI Image Generation" and features a large text input field for prompts, a "Generate" button (12), and a dropdown menu for the "Finetuned Model" (Leonardo Lightning XL). Below the model selection are options for "Dynamic", "Add Elements" (New), and "Add Negative Prompt". A message box states: "You still have yet to make your first AI image generation. Please type a prompt above to create your first image set." Navigation tabs for "Generation History", "Image Guidance" (New), and "Prompt Generation" are visible at the bottom of the main area.

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Jasper.ai

Reword.co

Hypotenuse.ai

Hypotenuse.ai

The screenshot shows the HypoChat web application interface. At the top, the browser address bar displays `app.hypotenuse.ai/hypochar`. The main interface is divided into a left sidebar and a central content area. The sidebar, titled "Chats", contains a "New Chat" button, a "New chat" button, a file upload section with the text "Drag and drop or upload a PDF file (max. 32 MB)", and a list of chat entries, including one titled "New Chat" with a preview of the text "I want to write me a small des...". The central content area is titled "HypoChat" and features the instruction "Try one of these examples, or add a URL for more context". Below this instruction are three example prompts in a list, each with a dropdown arrow: "Write a LinkedIn post about the effects of climate change using information from <https://climate.nasa.gov/effects/>", "Take on the persona of a travel blogger. List the top 10 tourist attractions in Barcelona, Spain and include the cost of entrance fees, best times to visit, and tips for first-time visitors for each attraction.", and "Write about the recent discoveries of NASA's James Webb Space Telescope in the format of a press release." At the bottom of the interface is a text input field with the placeholder text "Ask AI anything..." and a submit icon.

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Podcast Creator

ElevenLabs
Lovo.ai
Speechify
Murf
Synthesys

Elevenlabs

The screenshot displays the Elevenlabs web interface for speech synthesis. At the top, the browser address bar shows `elevenlabs.io/app/speech-synthesis`. A dark header bar contains the text "Test out our new Multilingual Speech to Speech Model" with a right-pointing arrow and a close icon.

The main content area is titled "Speech Synthesis" with the subtitle "Unleash the power of our cutting-edge technology to generate realistic, captivating speech in a wide range of languages." Below this, two primary options are presented in rounded rectangular boxes: "Text to Speech" (marked with a checkmark) and "Speech to Speech".

The "Settings" section includes a dropdown menu currently set to "Eleven Multilingual v2". A yellow warning banner below it states: "We recommend switching to the **Eleven Turbo v2** model to get the best possible quality for this voice." Below the warning, there is a dropdown menu for the voice, currently set to "Chris", and an "Add Voice" button. A "Voice Settings" dropdown is also visible.

The "Text" section features a large, empty text input area. To the right of the interface, a sidebar displays two generated audio samples. Each sample includes the voice name ("Chris" and "Rachel"), "TTS", and "6 days ago". The text of the samples is: "Welcome back to Digital Academy AI podcast , the place where digital trends and tech innovation meet. I'm Jon, and in today's episode, we're diving deep into the fascinating world of SEO and Artificia ...more". Each sample has a "Play" button, a "Download" button, and a "Delete" button.

At the bottom right, a modal dialog box is partially visible, containing the text: "Join the waitlist to get access to the 'famous' voice of Christy Carlson Romano, best known as the voice of Disney's Kim Possible and as a singer on Broadway. Sign up here!" with a close icon.

How AI enhances SEO strategies in WordPress

Tools and plugins that leverage AI for better SEO performance.

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Content optimization

Content Personalization: AI can analyze user behavior, interests, and past interactions to personalize content for individual visitors on WordPress sites, potentially reducing bounce rates and improving user experience.

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Tools and plugins:

If-So Dynamic Content

Overview: If-So allows you to display dynamic content to users based on predefined conditions such as geolocation, user behavior, device type, referral source, and more. It doesn't require any coding knowledge and works by using simple if-this-then-that logic.

Logic Hop

Overview: Logic Hop brings powerful content personalization to WordPress. It uses real-time data and user behavior to personalize content, calls to action, and even CSS styles.

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Keyword analysis

Keyword Research and Trends: AI tools can process vast amounts of data to identify emerging trends, long-tail keywords, and search query patterns that might not be evident through traditional keyword research tools.

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Tools and plugins:

Keyword Tool

Overview: While not a WordPress plugin, Keyword Tool is a powerful online keyword research tool that can be used alongside your WordPress content creation workflow. It generates keyword suggestions from Google, YouTube, Bing, and other platforms based on a seed keyword.

Ahrefs SEO

Overview: Ahrefs offers a WordPress plugin that integrates with their comprehensive SEO toolset. It can provide keyword suggestions based on the content you're creating and insights from their extensive database.

Features: The plugin offers content audits, backlink analysis, and keyword tracking. While it's more focused on overall SEO health, the insights it provides can inform your keyword strategy.

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Link building

Automated Link Building Plugins: Some plugins leverage AI to suggest internal linking opportunities, analyze external linking strategies, and optimize anchor text.

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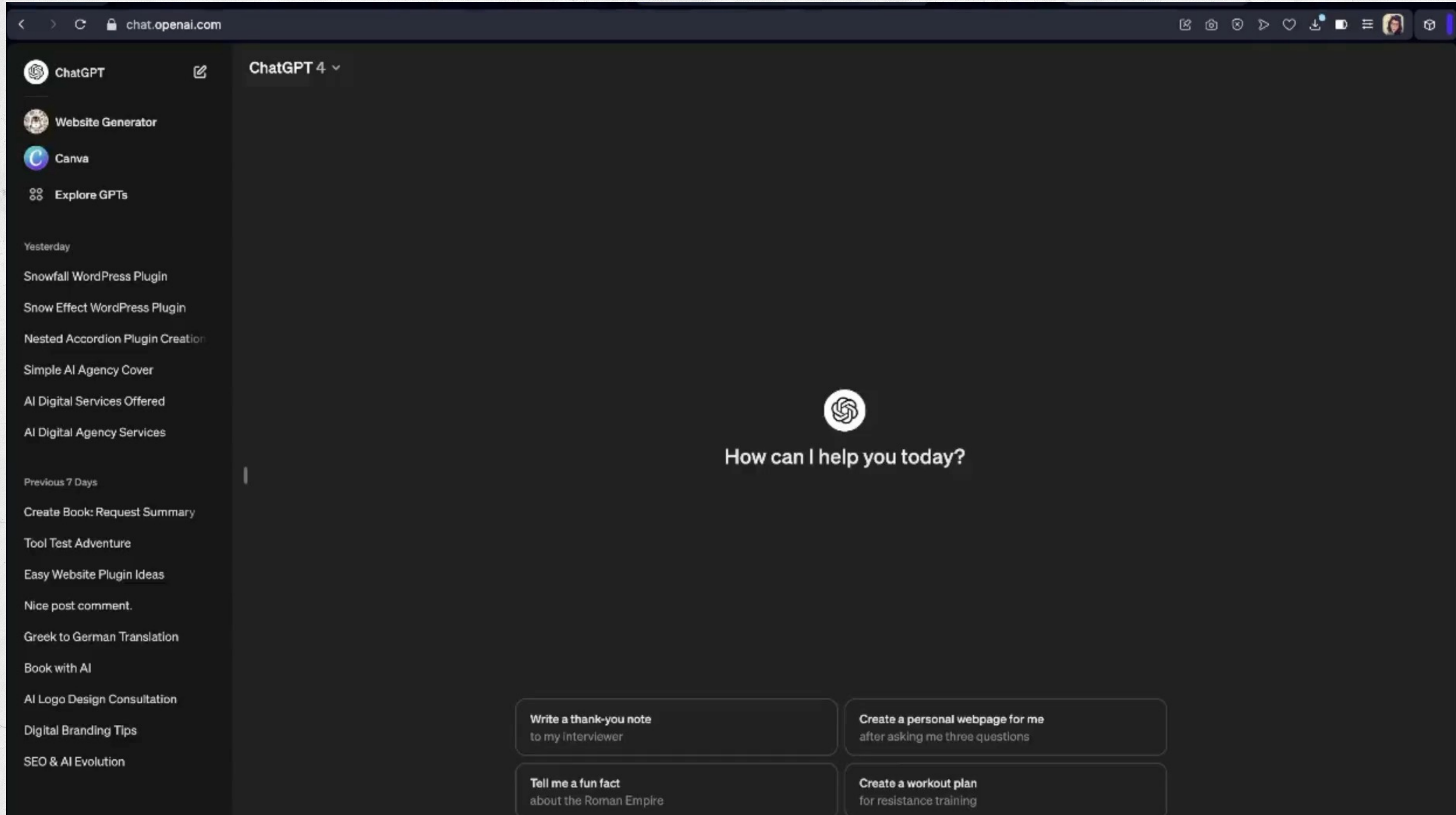
Link Whisper

Features: Link Whisper is a WordPress plugin designed to speed up the process of internal linking and improve the overall SEO of your website. It offers intelligent suggestions for internal links as you write your content, making it easier to create a strong internal linking structure.

Internal Link Juicer

Features: This plugin focuses on automating the internal linking process, helping to enhance SEO without manual input for each link. It allows for setting up keywords that should be automatically linked to specific posts or pages.

How to create plugins for Wordpress with AI



The importance of prompts

The importance of prompts

Website Generator ▾



You

can you create a website "AI digital agency" with services "Data Analysis", "Content Generation" and "SEO"

The importance of prompts

B12

Your website draft is ready!

Confirm some business information to show on your website. Continue to customize the content, theme, colors, fonts, logo, and more.

Business name
AI Digital Agency

Address
Vienna, 9, AT

Code Phone
+1 555-555-5555

Business category
Marketing Consultant

Business size
Select

Desktop Home

AI DIGITAL AGENCY


Home About Services Contact

ABOUT US

Your digital marketing partner

AI Digital Agency is a leading marketing consultant based in Vienna, specializing in digital marketing strategies that drive growth and deliver results. Our team of experts is dedicated to helping businesses establish a strong online presence and achieve their marketing goals. With a focus on innovation and creativity, we tailor our solutions to meet the unique needs of each client. Let's work together to elevate your brand and maximize your online potential.

[Get in touch](#)



The importance of prompts

The leaders we surveyed agree, we're on the verge of immense change. More than eight in ten (82 percent) leaders expect humans and machines will work as integrated teams within their organization inside of five years (26 percent say their workforce and machines are already successfully working this way). However, they're divided by what this shift will mean for them, their business and even the world at large.

We can see this divide in the way that leaders forecast the future. Fifty percent of business leaders think automated systems will free-up their time - meaning one in two don't share this view. More than four in ten (42 percent) believe they'll have more job satisfaction in the future by offloading the tasks they don't want to do to machines - suggesting 58 percent

believe something to the contrary, and stand to miss out on the opportunity to harness automated systems to free-up their time for higher order pursuits with a focus on creativity, education and strategy. Almost six in ten (56 percent) say schools will need to teach how to learn rather than what to learn to prepare students for jobs that don't exist yet (corroborating IFTF's forecast that 85 percent of jobs that will exist in 2030 haven't been invented yet) - but 44 percent disagree. These differing viewpoints could make it difficult for business leaders to confidently prepare for a future that's in flux.

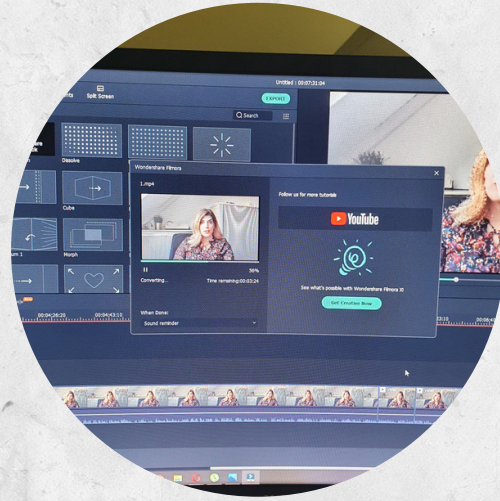
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"The future is not about replacing humans with machines, but about the synergy between humans and AI working together to achieve more"

Ginni Rometty, Jack Ma

Who Am I ?



THANK YOU!!



DESPOINA KOTSIDOU