

# AI and WordPress

Building the Open Agentic Web

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James LePage · Head of AI, Automattic · Co-Lead, WordPress Core AI



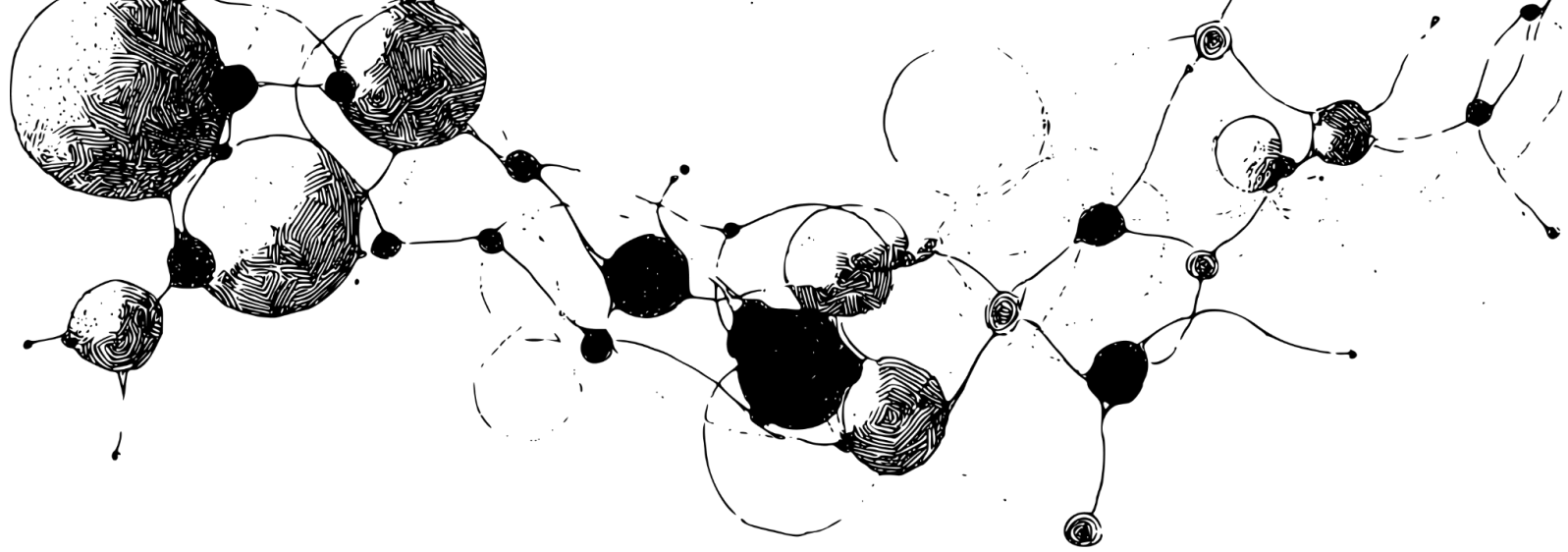
## **James LePage**

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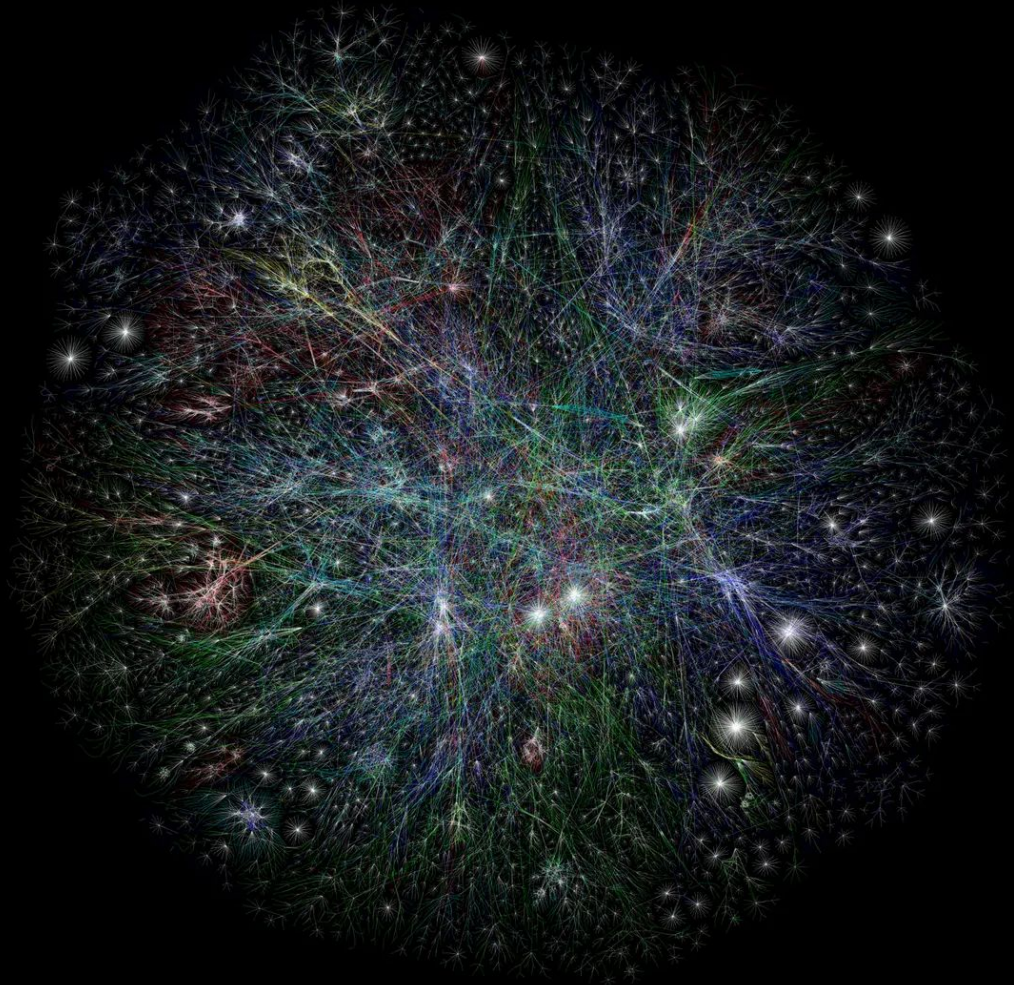
The web isn't pages.





# The web is a living graph of entities.

A person, a business, a concept. Each connected through links, citations, semantic similarity,  
and trust signals.



This structure has been remarkably stable  
for thirty years.

What's changing now isn't the structure. It's everything else.



The consumption model is shifting.

AI consumes the content. The user reads less.

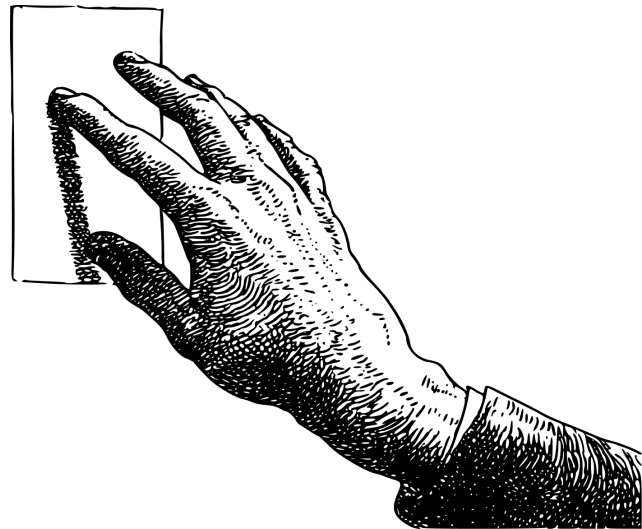
The way publishers capture value is changing.

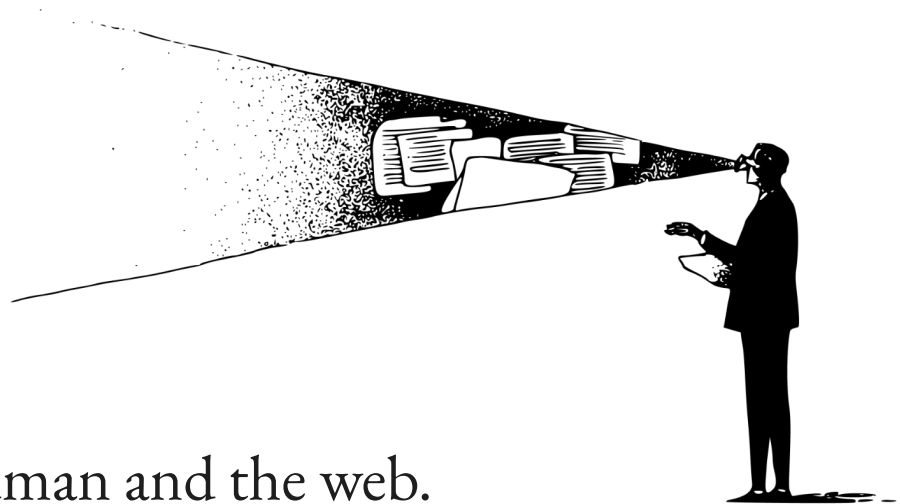
Yesterday

Human visits website.

Reads content. Clicks links.

Synthesizes the answer in their own head.





Today

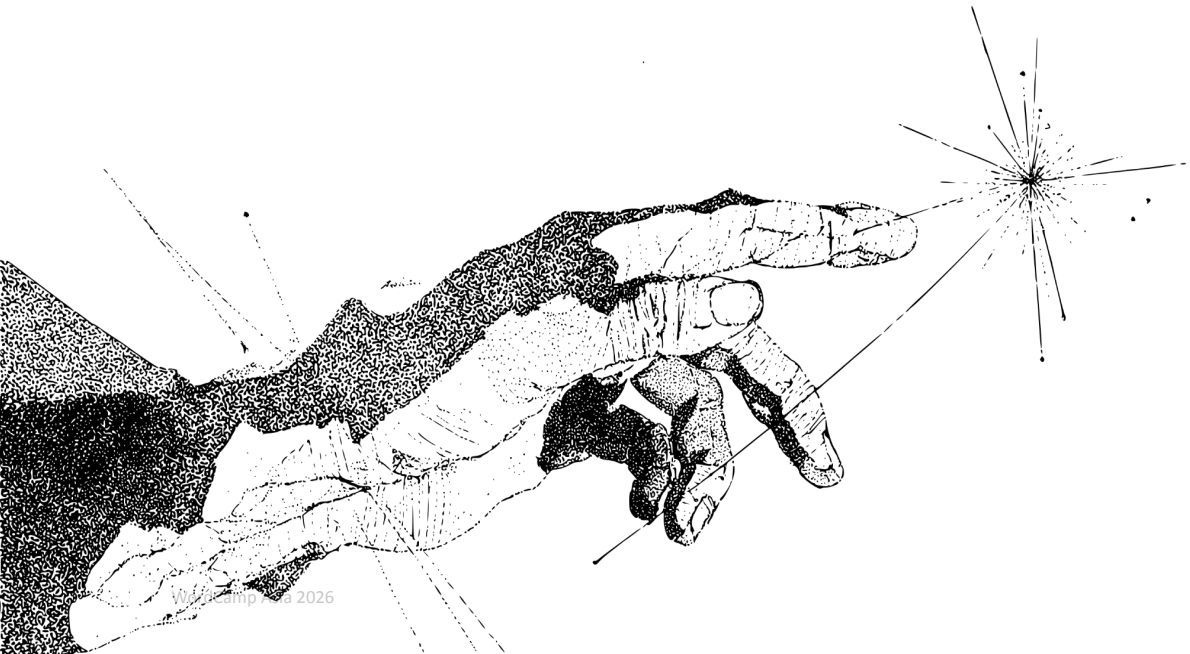
AI sits between the human and the web.

Synthesizes answers from sources.

The user still decides. The user still acts.

# The user delegates a goal to an agent.

The agent traverses, compares, and acts. The user approves the outcome.





Content is king, again.

AI needs content to run well.

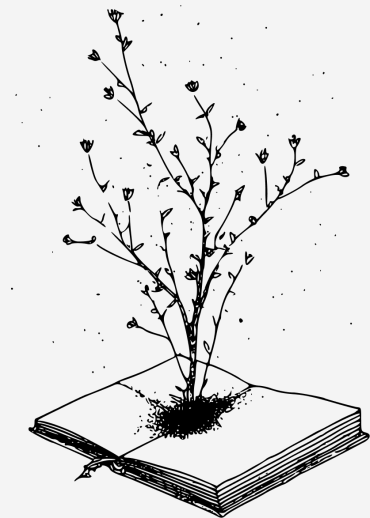
Humans report the news.  
Humans write the posts.  
Humans create the things  
that make AI useful.



AI doesn't replace the open web.

It makes the open web more valuable.

The people and platforms that create, curate, and publish will matter more in an AI-mediated internet, not less.





The act of writing and publishing is more important now than it's been in years.

But the way publishers capture value  
is shifting.

AI synthesizes content without sending visitors to the source.

New frameworks like RSL are emerging. Cloudflare now blocks

AI crawlers by default. The economic model is changing.

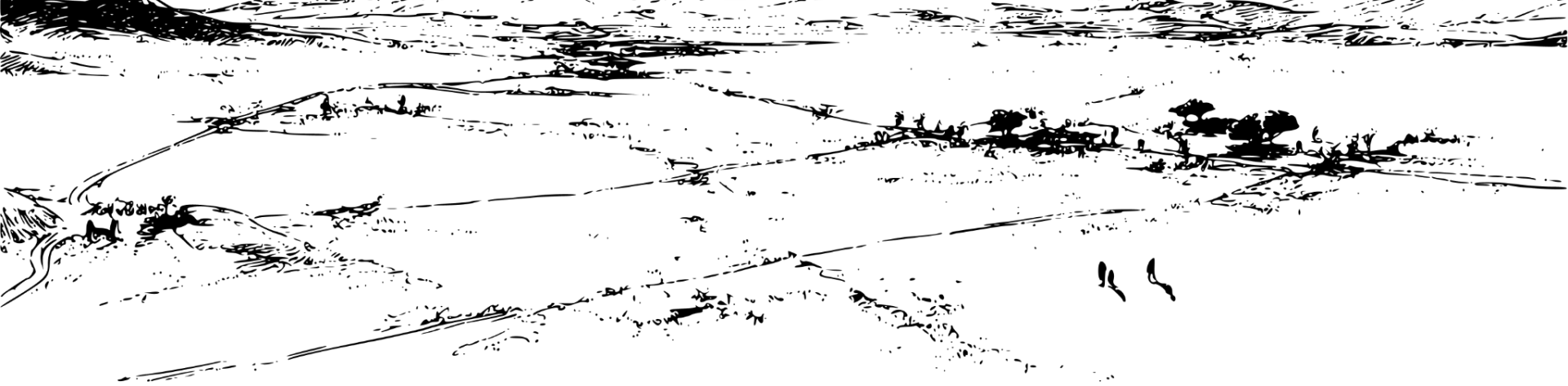
Who shapes how content is accessed,  
synthesized, and represented  
in this new era?

The question is whether this future  
is open or closed.

# Closed.

Proprietary AI layers that vertically integrate. Content becomes material for interfaces that aren't controlled by the people who created it.

Agents operate within walled gardens behind closed protocols.



## Open.

Open source. Open protocols. Open data.

Your site exposes its capabilities through standards like MCP. You choose your model, your provider, your infrastructure. The web remains a decentralized network where you maintain control over how you're represented.

This isn't theoretical.

This is happening right now.

And the outcome depends on what gets built and who builds it.

43%

of the web runs on WordPress.

The largest open source publishing platform  
on the planet.

Distribution and content. The two things that matter most  
in an AI era.

WordPress has always been the open web's foundation. That role is more important now than ever.

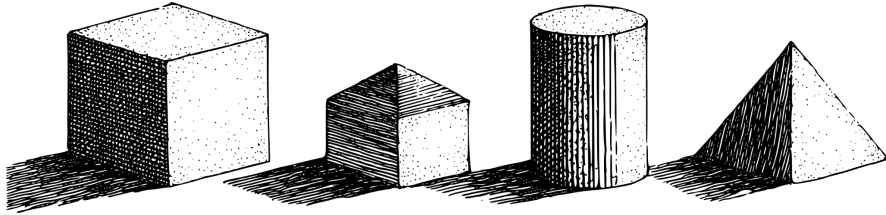
And we didn't just sit here.

We built for this.

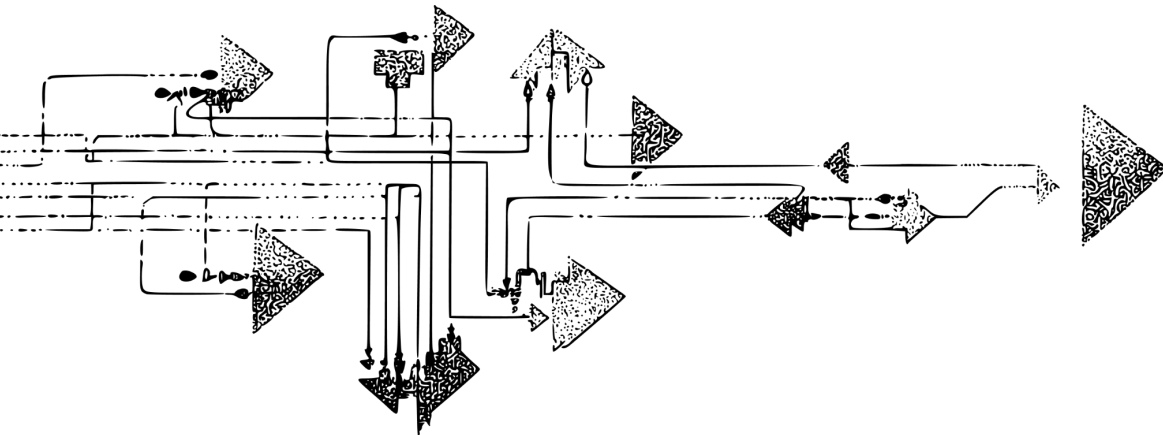
# AI Building Blocks for WordPress

[make.wordpress.org/ai](https://make.wordpress.org/ai)





WordPress can now do three things  
it couldn't do before.

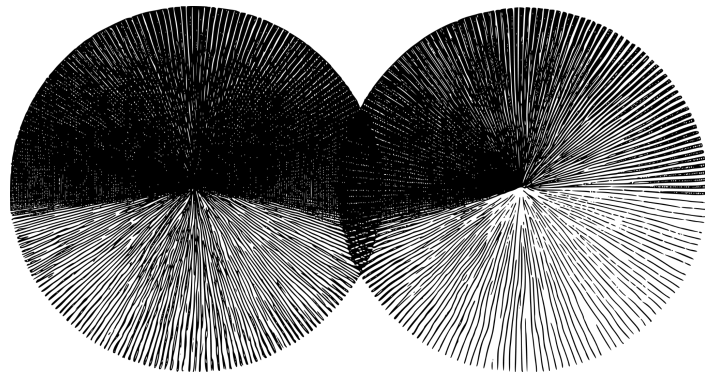


Abilities API

It can tell any AI what it's capable of.

Your site publishes a machine-readable list of everything it can do. Generate images, update content, manage users, interlink pages. Any AI reads it and decides what to call.





WP AI Client

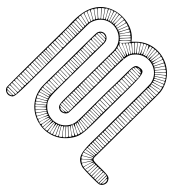
# It can talk to any AI provider.

One unified interface. OpenAI, Anthropic, Google, local models.

1 place for API keys for users. Hosts can bundle credits.

AI just works.





MCP Adapter + (upcoming) Workflows API

# It can let agents act on its behalf.

Through MCP, external AI tools discover your site's capabilities and invoke them. Claude, ChatGPT, Cursor.

Chain actions together with triggers, conditions, sequences.



These building blocks make WordPress  
enabled for the agentic era.

Shipping with WordPress 7.0. Open. Not forced.

Available regardless of host, provider, or budget.

[For everybody - wordpress.org/plugins/ai](https://wordpress.org/plugins/ai)

# The AI Plugin for WordPress.

The official plugin that brings AI capabilities to your site. Content generation, typeahead, image creation, editor assistance. Built on the building blocks. Growing every day.



For developers & agencies

## Use the APIs directly.

Register abilities in your plugins. Query AI through the WP AI Client. Expose capabilities through MCP.

Your clients' sites become programmable interfaces.

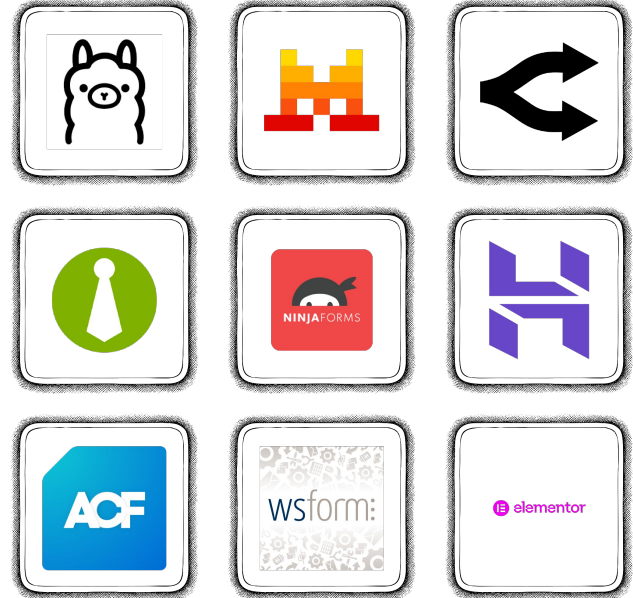
Across the ecosystem

## It's not just core.

Elementor, ACF, WS Form, Ninja Forms, and many others are already building with abilities and AI capabilities.

WordPress.com ships a Claude Connector and AI Assistant.

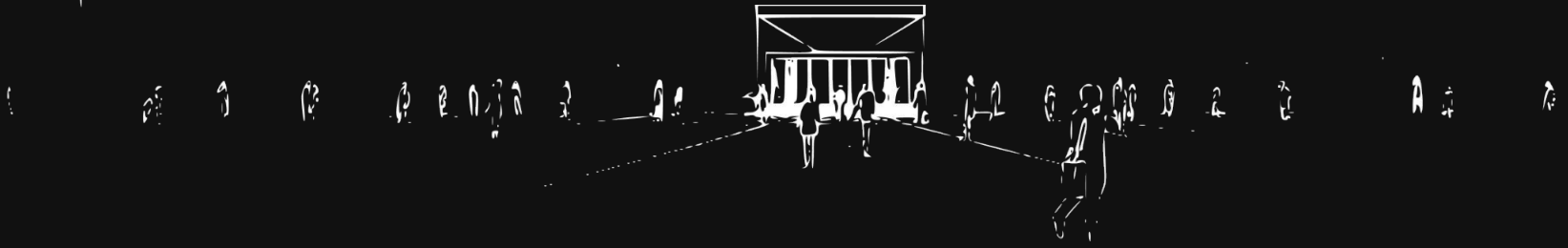
Content Guidelines in Gutenberg. Agent Skills.



This is shipping now.

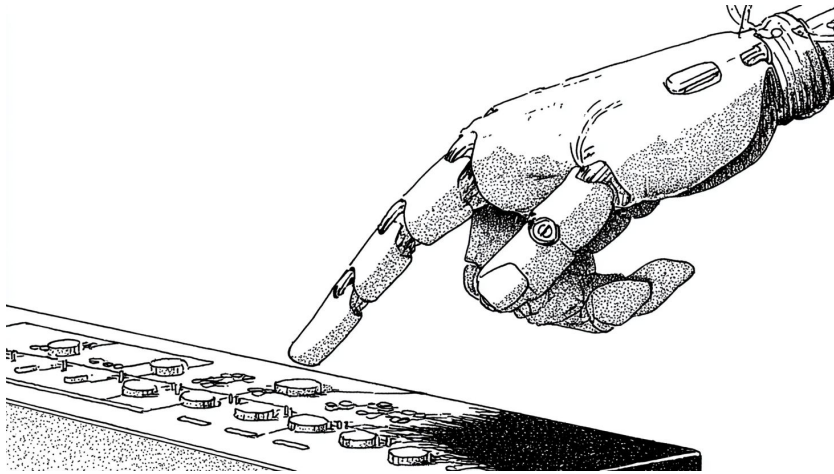
Covered by TechCrunch, Engadget, CMSWire.

Real products. Real users. Real capabilities.



# From CMS to Agentic Platform

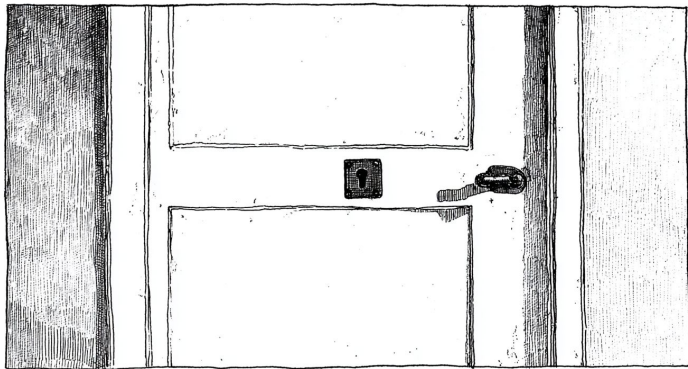
WordPress is not becoming an AI-powered CMS.



It is becoming a platform that agents  
can operate directly.

Same permissions. Same governance. No back doors.

Automation respects the same rules as people.



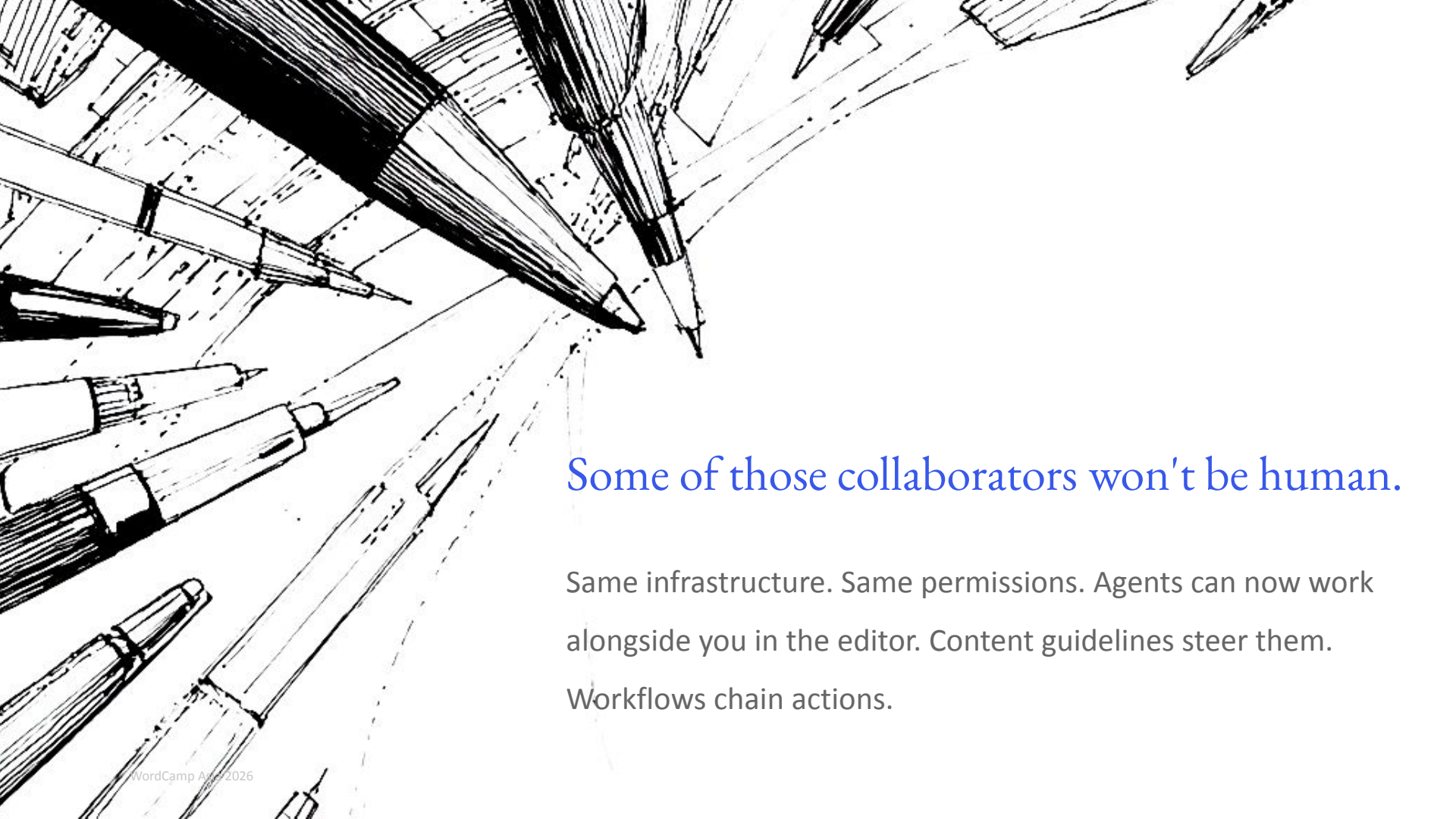
The only open agentic platform with deep **distribution** that's already a cornerstone of the internet.

*And that opens the door to a very exciting future.*



7.0 also ships collaborative editing.

And that's interesting. Because it was designed  
for humans working together in a document.



Some of those collaborators won't be human.

Same infrastructure. Same permissions. Agents can now work alongside you in the editor. Content guidelines steer them.

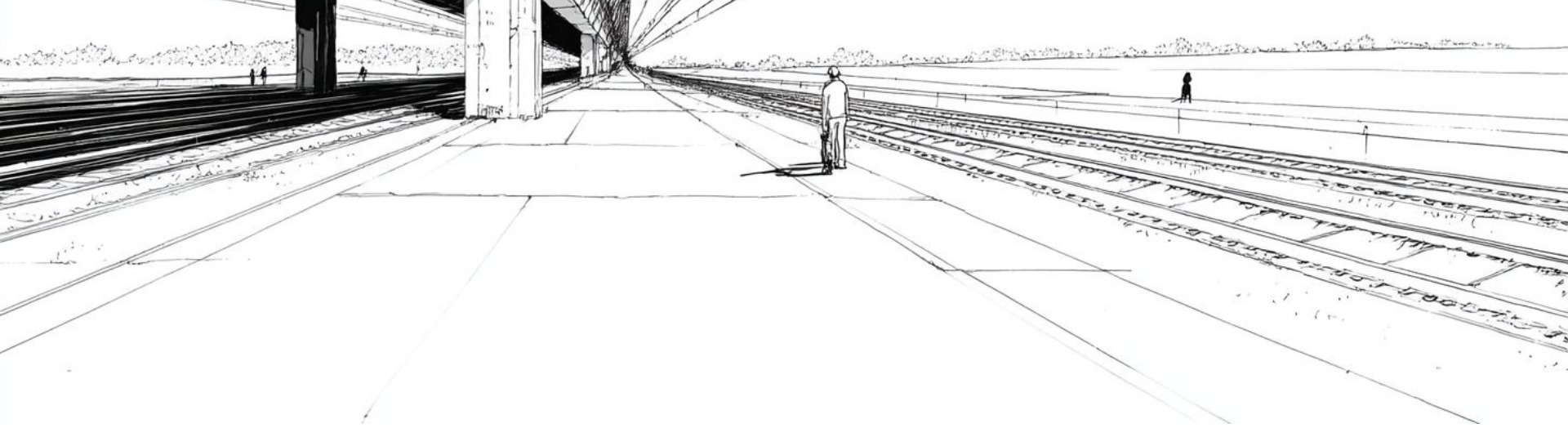
Workflows chain actions.

# The Agentic Web



From questions to goals.

From synthesis to action.



Agents use the same infrastructure  
the web already has.

They operate browsers. They access sites programmatically  
through MCP. A new generation of generative browsers  
consume content as raw material for on-demand interfaces.

Representation is shifting.



When a human visits your website,  
you control the experience.

The design. The layout. The flow. The messaging.





When an agent visits,  
that experience changes.

The agent interacts with content differently than a person. It synthesizes according to its own logic. It represents you based on what it found.



You might want your own agent  
to represent you to theirs.

# The site delegate.

Something that understands your content, your capabilities, your constraints. Something that can interact with visiting agents, answer questions, and negotiate on your behalf.



The web evolves from a collection of documents to a network of interacting agents.

The visiting agent represents the user.

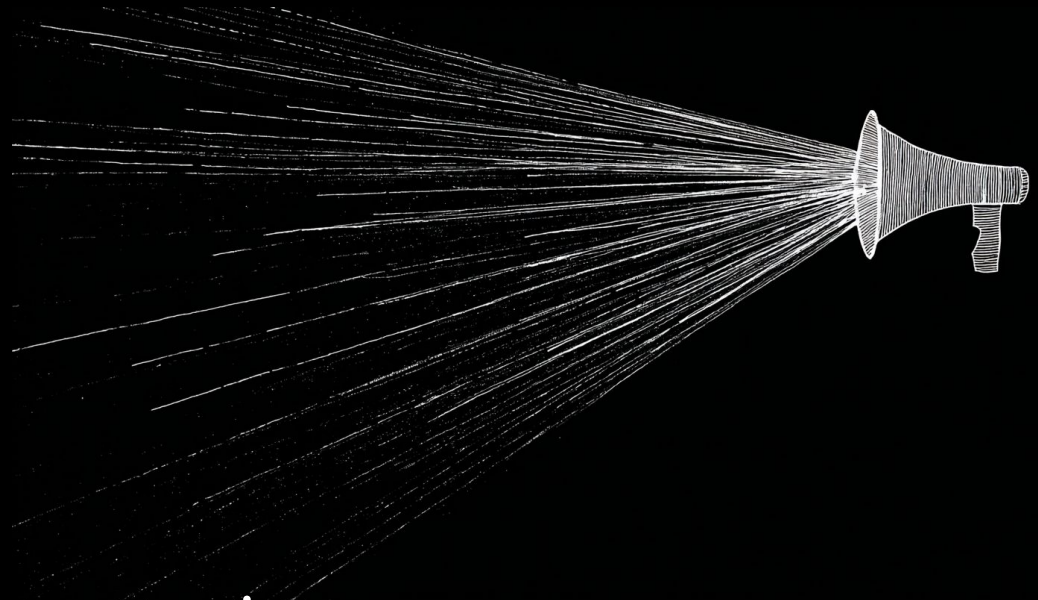
The site agent represents the entity.

They communicate. They exchange information. They reach outcomes.

And because it's WordPress: open protocols,  
open source, content you own.

MCP under the Linux Foundation. A2A as an open standard.

Not locked into anyone's ecosystem.



Democratizing Representation


Twenty years ago, WordPress made it possible  
for anyone to publish to the web.

You didn't need a developer. You had something to say,  
and WordPress gave you a way to say it.



Publishing was democratized.





Now the same thing needs to happen  
for digital representation.

Without accessible tooling, the benefits of the agentic web concentrate with those who have the most resources to build for it.

WordPress can change that.



The local plumber.

The independent journalist.

The small Woo store.

The portfolio site.

Everyone gets access to the same  
protocols, the same interoperability, the  
same ability to shape their representation.

What you can do today.

Developers & Agencies

Register abilities in your plugins.

Expose functionality through MCP.

Your clients' sites become programmable interfaces.

This is how you stay relevant in the next era of WordPress.

Creators & Publishers

Keep creating. Structure your content intentionally.

Clear schemas, semantic density, good interlinking.

Your content is the fuel. The quality of your representation depends on the quality of what's being represented.

Freelancers & Site Builders

Update to 7.0. AI just works.

No API keys. No plugin hunting. Explain to your clients that their website isn't just a brochure anymore.

Hosts

Track the WP AI Client.

Bundle AI credits into your plans.

Every plugin using the client gets AI out of the box.

That's the commodity layer.

Right now, today.

Update to 7.0.

Go to [make.wordpress.org/ai](https://make.wordpress.org/ai), #core-ai Slack

Install the AI plugin.

Point Claude or ChatGPT at your site's MCP endpoint.

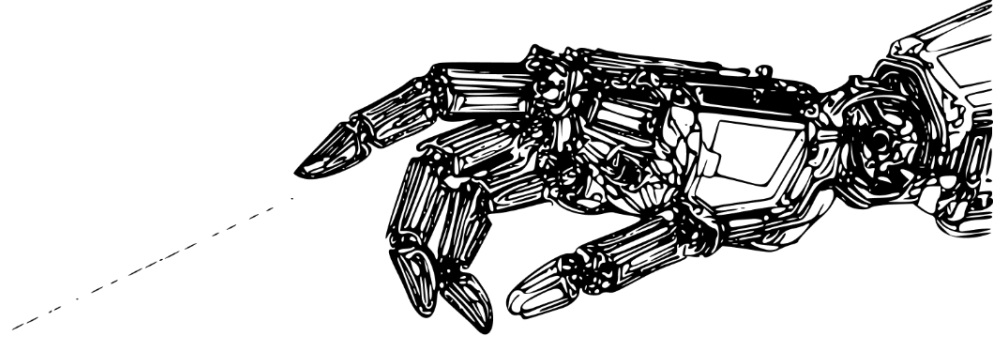
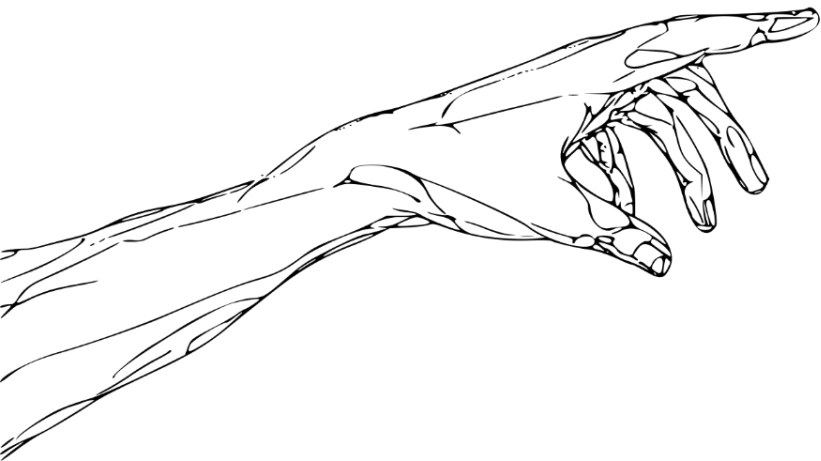
See what happens.

Empowerment over replacement.



We're not adding sparkle buttons  
that generate content for you.

We're building tools that make everyone more effective  
at creating.



The website concept isn't changing.  
But it's becoming something that serves  
both humans and agents.

And the *people* who build on WordPress  
are more important than ever.

The open web is worth building for.

WordPress is how we've always done it.

It's our goal for it to be how we do it  
far into the future, too.



Let's build the open agentic web.

Together.

# Thank you.

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