

WordPress.com allows AI to write and publish articles automatically, ushering in an era of 'self-operating' websites.

WordPress.com integrates AI agents that can write, publish, and manage websites. How will this change the internet?

The WordPress.com hosting platform has officially taken a deeper step into the AI game by allowing **AI agents** to write, edit, and publish articles directly to websites.

Beyond simply creating content, these AIs can also manage comments, update metadata, optimize SEO, and organize articles by category and tag. All of this is controlled through a simple interface where website owners only need to describe their requirements using natural language.

Websites can be operated almost entirely by AI.

With this new feature, creating and maintaining a website has become easier than ever. In theory, a website can now be built and operated almost entirely by AI, with minimal human oversight.

This helps lower barriers to access, but it also raises a big question: What will the internet look like when the majority of content is no longer written directly by humans?

Currently, WordPress powers over 43% of all websites globally. While WordPress.com alone represents a small fraction, it still boasts a massive scale with approximately 20 billion website views and over 409 million monthly users.

This move follows WordPress.com's support for MCP (Model Context Protocol) since last year — a new standard that helps applications provide context for AI models.

Thanks to this, tools like Claude, Cursor, or VS Code can connect directly to websites, access content, settings, and analyze data.

Now, AI can not only 'read' but also **create content, build landing pages, write introductory pages, and even change website structure**.



AI not only writes articles, but also handles SEO and content management.

In its current version, the AI agent on WordPress.com can handle many tasks that previously required an entire content team:

AI can browse, reply to, and clean up comments. It also has the ability to create, rename, or rearrange categories and tags across the entire website.

Additionally, AI automatically optimizes elements such as alt text, captions, and titles to improve SEO. All changes are recorded in the Activity Log for users to track.

Users can write their own drafts and let the AI publish and categorize them, or simply describe their ideas and the AI will automatically generate the complete article. However, all changes require approval, and the AI-generated content will default to draft form.

One notable feature is that AI can scan the entire theme and design of a website before generating content.

As a result, new posts will automatically synchronize with existing colors, fonts, spacing, and layout — helping the website maintain consistency without manual editing.

To use it, users simply need to access the MCP settings page on WordPress.com, enable the desired features, and connect with their preferred AI tool such as ChatGPT, Claude, or Cursor. Then, the entire content creation and management process can be done through AI.

A great opportunity, but also a controversial one.

The increasing involvement of AI in content creation will undoubtedly raise concerns about the quality and authenticity of information on the internet.

However, conversely, AI-generated content also helps users better understand how these models function and communicate.

In fact, similar experiments have already occurred. Meta once acquired a social network where AI could post and interact with each other automatically, while Anthropic also experimented with AI blogging under human supervision.

WordPress.com is pioneering a new direction: **websites powered by AI, with humans playing only a supervisory role** .

This could be a major step towards democratizing content creation. But at the same time, it raises crucial questions about the future of the internet — where the lines between human-generated and machine-generated content are increasingly blurred.

You finished reading the article "**WordPress.com allows AI to write and publish articles automatically, ushering in an era of 'self-operating' websites.**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.