PUT AI TO WORK ON YOUR WORDPRESS SITE

Jetpack AI

Connect Claude or ChatGPT to your WordPress content. Read, refine, and manage it through conversation.

At a glance

For self-hosted WordPress

MCP access is available on sites connected through Jetpack with a Jetpack AI or Complete plan.

Your content, in the conversation

External AI assistants can work with posts, pages, comments, and media through enabled tools.

Look for “WordPress.com”

That is the connector name in Claude and ChatGPT, including when connecting an eligible self-hosted site.

Editor tools, too

Jetpack AI Assistant supports drafting, revisions, and image generation inside the block editor.

Conversion path

Get Jetpack AI →

Send traffic to: https://jetpack.com/ai/. “Get Jetpack AI” opens the annual checkout, where the product is named **Jetpack AI Assistant**.

Who converts: the person purchasing Jetpack AI for their WordPress site. Checkout collects email, billing country, and payment; it creates a WordPress.com account if needed.

For MCP access: connect the self-hosted site through Jetpack, have AI or Complete active, enable MCP in WordPress.com account settings, and authorize the WordPress.com connection in your chosen AI client.

Choose the right access: the Assistant’s free requests cover editor tools. Self-hosted MCP access requires the paid plan above. You also need access to the chosen AI client and its connector.

US ANNUAL OFFER · FIRST YEAR

US$59.40

Renews at **US$119.40/year**. Billed annually; applicable taxes are extra. Check checkout for local currency and current terms.

Core talking points

Improve what is already there

Retrieve an existing post or page, work through a revision, and update the content. Titles, excerpts, categories, and tags are useful places to explore.

Manage AI in one place

In WP Admin, open Jetpack → Jetpack AI. On self-hosted sites with Jetpack 16.2 or later, Overview shows usage and guides, AI Features controls features, and MCP and Connectors manages external access.

Handle the supporting details

Work with comments and update uploaded images' alt text or captions. In the editor, AI Assistant can generate images and help refine copy.

Choose what AI can access

MCP connects AI clients to site tools. Access follows your WordPress role; you can control tools and exclude sites. Enabling MCP turns on read and write groups by default.

Angles by partner type

WRITTEN COMPARISONS

Compare real workflows

Self-hosted eligibility, connection steps, content actions, and dashboard controls provide concrete comparison criteria. Use the official guides to explain the setup.

REVIEWS & EXPLAINERS

Follow a content refresh

With an eligible connected site and AI client access, examine how an existing draft changes from retrieval to revision. Assess the result and the review steps.

VIDEO & STREAMING

Show the connection

With the same access, explore the Jetpack AI dashboard, authorization, a draft edit, and the result in WordPress. The official Claude and ChatGPT guides include setup videos.

Preparing coverage without paid access? Explain the plan and connection checklist using the public guides. Ask the partner team about demonstration access and current UI assets.

Naming and brand usage

Use **Jetpack AI** for the plan and **Jetpack AI Assistant** for editor tools and checkout. Search for **WordPress.com** in the AI client. Use official Jetpack assets under the linked brand terms.

Questions and contact

Need help with partner links, product access, current screenshots, or choosing a workflow? Contact the partner team to prepare your coverage.

Resources and links

Product and plans · MCP access and permissions · Claude setup and video
ChatGPT setup and video · Editor tools and limits
Jetpack AI dashboard · Official logos · Brand usage terms