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AI Website Builder

Turn a description of your idea into a WordPress.com website, then shape the text, images, and design yourself.

At a glance

THE STARTING POINT
AI generates a site layout, suggested images, and content from a conversation.

WHO IT FITS
People creating a blog, portfolio, landing page, or service-business website.

PLAN REQUIREMENT
Available on all paid WordPress.com plans to build and launch a site.

ROOM TO REFINE
Continue with AI prompts or make changes manually in the WordPress editor.

Conversion path

Send readers to:
https://wordpress.com/ai-website-builder/

Who takes action: The person creating the website. “Get started” opens account creation, with an option to log in. A WordPress.com account and a paid plan are required to build and publish.

Before starting: Prepare the site’s purpose, name, preferred style, and the content it should include. The AI may ask follow-up questions.

Core talking points

Keep control of the copy

Replace generated text directly or ask AI to adjust its tone and length. Update button destinations and social links, then check where they lead.

Make the images your own

Replace an image with an upload or a Media Library item. You can also request AI-generated images or stock photography and review the result before saving.

From first draft to your site

Build out the structure

Add pages and adjust navigation with AI, or use the editor manually. The initial design is a starting point you can keep developing.

Understand the store boundary

AI does not currently build ecommerce functionality. WooCommerce can be installed separately on a paid plan after the site is created.

Give the draft a human finish.

Review generated content before using it. Replace placeholder business descriptions and testimonials with authentic, accurate material. Check image choices, button destinations, and social links before launch.

Angles by partner type

Written comparisons

A useful comparison lens: how a conversational starting point pairs with manual editing. Include the paid-plan requirement and distinguish site generation from adding a store.

Reviews and explainers

The public editing guides reveal the work between a generated draft and a finished site: refining copy, replacing images, and correcting placeholder links. This can be examined without a paid test account.

Video and streaming

The public signup flow and official guide screenshots support a preparation walkthrough: what to describe, what to gather, and what the editor can change. A hands-on build requires a paid plan.

Naming and contact

Keep the name clear

Use “WordPress.com AI Website Builder.” Keep WordPress.com distinct from WordPress.org, and use official brand assets without alteration.

Questions and contact

Have a question about the product or your content? Reach out to your partner team contact and we will help you find what you need.

Resources and links

Product overview | Account setup | Build and launch guide | Text and links | Images | Pages and navigation | AI guidelines