Give your WordPress site a memory.

Guidelines help WordPress.com AI tools and collaborators create content that reflects a site's voice, visual style, goals, and rules.

At a glance

WHAT IT IS

A persistent set of site standards.
Administrators define guidance for site purpose, copy, images, blocks, and additional team rules.

WHERE IT LIVES

Settings > Guidelines
The screen is available across WordPress.com sites as an early-release feature.

WHY IT MATTERS

Less repetitive prompting.
Compatible AI features can use the same stored context instead of asking users to restate their brand each time.

USER CONTROL

Editable and optional.
Users can write, revise, import, export, accept, or dismiss suggestions. Guidelines provide context, not hard restrictions.

Setup and eligibility

SETUP INSTRUCTIONS

Set up content guidelines for AI tools
wordpress.com/support/guidelines-settings/

View the setup guide

PLAN REQUIREMENT

A WordPress.com site administrator.
AI-generated suggestions require an eligible paid plan. Free sites see an upgrade path.

Core talking points

Tell your site what matters

Guidelines can capture site purpose and audience, voice and formatting preferences, image standards, block-specific instructions, and additional team rules.

Start with a draft, then stay in control

On eligible paid plans, AI can read existing site content and suggest guidelines. Each suggestion can be accepted, dismissed, and edited before it is saved.

Use shared context

When collaborators and supported AI tools work on the site, Guidelines can provide a common reference for brand voice and content standards.

Keep the memory portable

Administrators can export Guidelines as a JSON file, import them to replace the current set, and use revision history to restore earlier versions.

Make AI output more specific

Guidelines can steer compatible writing and image tools with concrete preferences, while users remain free to edit the result.

Update as the brand changes

Guidelines are not a one-time lock. Review and revise them as the site's voice, visual identity, or content strategy evolves.

Angles by partner type

Written comparison partners

Explore the difference between brand context stored inside a WordPress.com site and context kept in a separate chat tool. Compare where content is created, how standards are shared, and how users retain editorial control.

Review and explainer partners

Walk readers through the public setup path: the five guideline sections, practical examples, AI-assisted drafting on eligible plans, and the accept, dismiss, edit, import, export, and revision controls.

Video and streaming creators

On an eligible test site, demonstrate a live workflow that is supported today: open Settings > Guidelines, add a specific copy or image rule, save it, and show a compatible AI feature using that context.

> “You know your brand. Now your site does too.”

What to emphasize, and what to avoid

EMPHASIZE

- Memory stored with the site, not trapped in one conversation.
- Confidence, clarity, consistency, and less repetition.
- Specific, editable guidance for copy, images, blocks, and site-wide goals.
- User control over every suggestion and saved guideline.
- Features and surfaces that can be shown working today.

AVOID

- Do not say Guidelines is coming to WordPress Core.
- Do not imply that every AI tool or surface supports Guidelines today.
- Do not present AI as doing the work without user direction or review.
- Do not imply that AI-generated Guidelines are free. That feature requires an eligible paid plan.
- Do not demo personality or cross-surface memory unless it genuinely works in the selected experience.

Naming and brand usage

Keep the terms distinct

Guidelines is the stored memory and set of site standards. **WordPress Agent** is one consumer of that context.

Use the product name precisely

Write **WordPress.com** when referring to the hosted service. Do not substitute WordPress.org or describe them as the same entity.

Questions and contact

Have a question we did not cover? Reach out to your WordPress.com partner contact and we will get you what you need.

RESOURCES AND LINKS

Set up content guidelines for AI tools: https://wordpress.com/support/guidelines-settings/
Enable and use the WordPress Agent: https://wordpress.com/support/ai/wordpress-agent/