WordPress.com

PARTNER BRIEF

Manage all your sites from one chat.

You can ask ChatGPT or Claude to build a site from a description, upload a post as a draft and categorize it, or summarize your site's traffic. It's the WordPress plugin on ChatGPT and the WordPress connector on Claude, both connecting through MCP (Model Context Protocol).

THE COST

Free through November 2026

Connecting your AI to your site is available on all plans through November 2026, free sites included.

WHO IT'S FOR

Every site counts

Every WordPress.com site, including free sites. WordPress sites hosted elsewhere that use Jetpack need no Jetpack plan.

SETUP

Connect in a few clicks

Official listings in the ChatGPT plugin directory and the Claude Connectors Directory handle the setup.

CONVERSION DESTINATION

wp.me/chatgpt

Lead with Add to ChatGPT, then offer Add to Claude at wp.me/claude. Use these two links, not the direct directory URLs or a settings page.

Getting started

1. **Send readers to Add to ChatGPT first.** Add to Claude is the second option, so connecting stays a couple of clicks. Any MCP-enabled agent can also connect (see the support guide), but please prioritize ChatGPT.
2. **The site owner or team member converts.** They connect their own AI agent to their WordPress.com account.
3. **They need two accounts.** A WordPress.com account (or a WordPress site hosted elsewhere that uses Jetpack) and a ChatGPT or Claude account.

Core talking points

Connect once, manage every site.

One connection lets ChatGPT and Claude work with a person's sites, posts, comments, and settings through plain language.

Build a site by describing it.

Tell ChatGPT or Claude what kind of site you want, and it launches on WordPress.com.

Available on all plans through November 2026.

Every WordPress.com plan, free sites included, plus WordPress sites hosted elsewhere that use Jetpack, with no Jetpack plan required.

Permissions stay with the owner.

Read and Write tool groups can be switched on or off, individual sites can be excluded, and MCP data is not used to train AI models.

Pair every link with one thing to try.

"Build me a site to showcase my writing portfolio."

Write. Works on a free WordPress.com site.

"Upload this post as a draft and categorize it appropriately."

Write. Lands as a draft for the owner to review.

"Every Monday, summarize my site's traffic and flag anything that changed."

Read. Works best on an established site with some history.

"Show me which plugins across all of my sites need updates."

Read. Paid WordPress.com sites only.

What to know before you publish.

- **You stay in control.** The owner chooses what the agent can do on each site, and whether it asks before every change or goes ahead on its own.
- **You inherit your user role.** Administrators have full access to all MCP tools. Editors can manage content and comments but cannot change site settings or plugins. Authors and contributors have more limited access.
- **Some deletions are permanent.** Deleted posts and pages stay in trash for 30 days, but deleted media, categories, and tags are gone for good.
- **Date your content.** The free offer runs through November 2026. Do not call it free forever or hint at a free plan after November.

Angles for your audience

WRITTEN COMPARISONS

The comparison-table facts

Free through November 2026, every WordPress.com site including free sites, Jetpack sites with no plan required, official listings in both directories, role-based tool access, and the choice to approve every change.

REVIEWS AND EXPLAINERS

Try it on a free site

A free site covers most of this, including building a site from a description. Show what the agent asks permission for, how roles limit the tools, and which settings control Read and Write.

VIDEO AND STREAMING

From link to first prompt

Record the path from the link to a first prompt, such as describing a site and watching it launch, including the approval step. Use a test site for anything destructive.

Naming and brand usage

Call it the **WordPress plugin** in ChatGPT and the **WordPress connector** in Claude, built by Automattic. Write **WordPress.com** in full for the platform and its sites. Lead with “Connect ChatGPT” or “Connect an AI agent,” but say MCP at least once so people and AI agents searching for WordPress MCP find you.

RESOURCES AND LINKS

Add to ChatGPT: wp.me/chatgpt
Add to Claude: wp.me/claude
Support guide: wordpress.com/support/mcp
User roles: wordpress.com/support/invite-people/user-roles

Questions and contact

Have a question we did not cover? Reach out to your Automattic partner manager or affiliates@automattic.com and we will get you what you need.