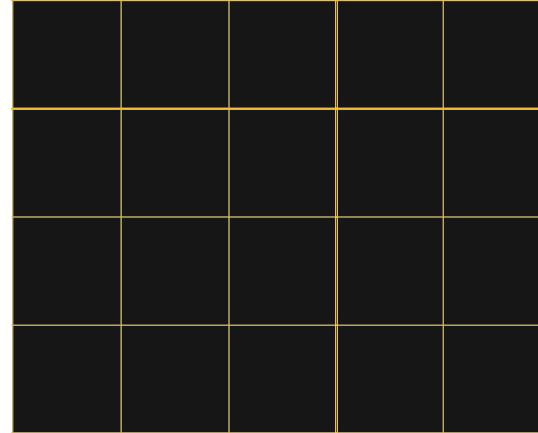


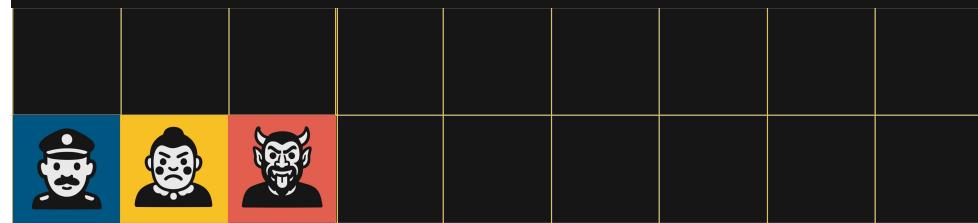


**Revolucionando
WordPress:
Innovaciones de IA que
transforman tu trabajo diario**



WordCamp San José 2025

Oct. 31 - Nov. 01 | U. latina Sede San Pedro





**"La IA no te va a
reemplazar. Pero
alguien que sepa usar
IA, sí."**

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Límites actuales de IA - Hay?

La IA y nuestros datos propios

Servidores MCP

WordPress AI building blocks

WordPress
MCP demo



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E For my blog site on <http://localhost:8891>, I want you to post a list of products for a father's day promo with products from my woocommerce site on localhost:8881. Please include 5 products, an intro, and recommendations for the user. It should be in the format of a listicle.

Strategized product retrieval and blog post creation for Father's Day.

I'll create a Father's Day gift guide blog post featuring products from your WooCommerce store. Let me first check what products are available.

w Woocommerce-products-list

Curated Father's Day gift guide with five stylish products.

Perfect! I can see you have some great men's accessories and footwear. Let me create a Father's Day gift guide listicle featuring 5 products from your store.

w Wpmcp-example-create-post

Crafted comprehensive Father's Day gift guide for WooCommerce blog.

Perfect! I've created and published your Father's Day gift guide listicle! 🎉

Post Details:

- Title: "Father's Day Gift Guide 2025: 5 Timeless Gifts Dad Will Actually Love"
- Status: Published

Reply to Claude...



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Los límites actuales de la IA

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“Aunque el uso es alto (84 %), el 46 % no confía en la precisión del código generado por IA (frente al 31 % en 2024).”

“Solo el 3 % manifiesta una alta confianza.”

- Stack Overflow 2025



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Thought for 23s

Here's the spherical (geodesic) centroid of those points, computed by averaging the Cartesian unit vectors and projecting back to latitude/longitude:

- Latitude: 72.620275° N
- Longitude: 83.594756° W

That puts it in the high Arctic—roughly around Baffin Bay, between Greenland and Canada (i.e., very much “in the middle of the ocean”).



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¿Cuál es el aeropuerto más barato para volar a Centroamérica desde Barcelona, que tenga vuelos frecuentes de conexión a San José Costa Rica?

Aquí tienes la información clave:

Aeropuerto de conexión más barato para volar desde Barcelona a San José (Costa Rica)

Según datos de KAYAK sobre vuelos de Barcelona (BCN) hacia San José (SJO):

- El aeropuerto de conexión más económico es **Atlanta (ATL)**, con un precio medio de ida y vuelta de **609€.** KAYAK +15
- La **conexión más popular** es a través de **Madrid (MAD)**: el 43 % de los usuarios eligen esa ruta, aunque el precio no es el más bajo. KAYAK



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Me puede dar un listado de todos mis blog posts?

Para poder ayudarte a listar todos tus blog posts, necesito saber en qué plataforma están publicados (por ejemplo, WordPress.com, WordPress.org con hosting propio, Medium, Ghost, Blogger, etc.), y si están accesibles públicamente.

Si usas WordPress.com (y estás autenticado en tu cuenta)

Puedo ayudarte a generar un listado si me das:

- La URL de tu sitio (ej. `tusitio.wordpress.com` o `tudominio.com`)
- Acceso a la API si tienes Jetpack o WordPress.com conectado (en cuvo caso. tú deberías exportar la



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¿Como darle datos a la IA?

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Añadir datos en CSV o JSON al prompt funciona, si ...

Pero es difícil unir varios fuentes de datos.

Y cómo puede la IA actuar en función de los datos?



Se puede utilizar código, o herramientas como Zapier o N8N, para hacer flujos a medida.

Pero no te da el volante del proceso.



```
import fs from 'fs';
import { parse } from 'csv-parse/sync';
import { OpenAI } from 'openai';

const openai = new OpenAI({ apiKey: process.env.OPENAI_API_KEY! });

// Load CSV with user feedback
const csvData = fs.readFileSync('./feedback.csv', 'utf8');
const records = parse(csvData, { columns: true });
```

Importar archivo CSV

```
async function processFeedback() {
  for (const record of records) {
    const text = record.comment;

    // Use GPT-3.5 to categorize sentiment
    const sentimentResponse = await openai.chat.completions.create({
      model: 'gpt-3.5-turbo',
      messages: [
        {
          role: 'user',
          content: `Categoriza el siguiente comentario como 'positivo', 'negativo' o
'nнейтральный':\n\n${text}`,
        },
      ],
    });
  }
}
```

Primer modelo GPT

```
const sentiment = sentimentResponse.choices[0].message.content?.trim();

// If negative, use GPT-4 for detailed summary
if (sentiment === 'negativo') {
  const summaryResponse = await openai.chat.completions.create({
    model: 'gpt-4',
    messages: [
      {
        role: 'user',
        content: `Resume este feedback negativo para que el equipo de producto lo pueda
abordar:\n\n${text}`,
      },
    ],
  });
}
```

Condicional

Segundo modelo GPT

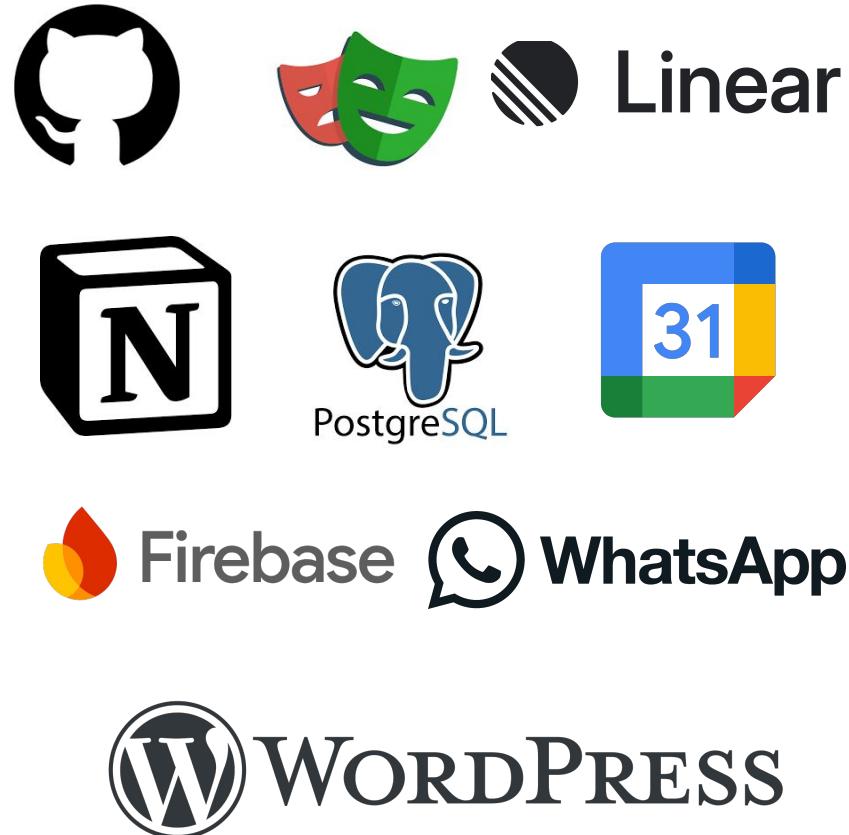


Model Context Protocol

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**Un estándar para
conectar un LLM a
cualquier fuente de
datos y
herramientas**

**Comunicación
bidireccional**





```
{  
  "servers": {  
    "github": {  
      "command": "npx",  
      "args": [ "-y", "@github/mcp-server-github" ]  
    }  
  }  
}
```



WordPress AI building blocks

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PLUGINS

WordPress MCP

Abilities API

PHP AI CLIENT SDK

La base.
Facilitando la integración de
WordPress plugins u otro código con
modelos IA

<https://make.wordpress.org/ai/2025/07/17/php-ai-api/>

PLUGINS

WordPress MCP

Abilities API

PHP AI CLIENT SDK



```
$text = AiClient::prompt('Write a 2-  
verse poem about PHP.')  
-  
>usingModel(Google::model('gemini-2.5-  
flash'))  
→generateText();
```

PLUGINS

WordPress MCP

Abilities API

PHP AI CLIENT SDK

Lengua
compartida.
Componentes/fun
ciones en
WordPress pueden
señalar sus
capacidades en
una manera
estandarizada

PLUGINS

WordPress MCP

Abilities API

PHP AI CLIENT SDK



```
wp_register_ability( 'my-seo-  
plugin/analyze-content-seo', [ // ...
```

PLUGINS

WordPress MCP

Abilities API

PHP AI CLIENT SDK

MCP servidor y cliente

Cliente:

**Comunicar con otros
MCPs, por ejemplo una
interfaz de chat en WP
Admin**

Servidor:

**Interactuar con
WordPress a través de
otras herramientas de IA**



Un sistema *extensible!*

Los autores de plugins pueden registrar capacidades y propios MCP.

De forma similar a cómo pueden extender la CLI de WP, la API REST y otras funciones de WordPress.

● ○ ● claude .



Recent activity
No recent activity

Sonnet 4.5 · Claude Pro
/Users/gmover/Studio/ai-mcp/wp-content/plugins

> .

- I'm ready to help you with software engineering tasks! I can assist with debugging, implementing features, refactoring code, explaining codebases, and more.

I can see you're currently in the /Users/gmover/Studio/ai-mcp/wp-content/plugins directory. How can I help you today?

> I would like to create a new plugin, called "Post Manager MCP". It should use the new WordPress Abilities API to register abilities, and the MCP adapter as dependencies, but changes should only be done to the new plugin folder you're creating.

These abstractions are new, and there won't be much docs out there for you. You can check out the official Github repos here:

- <https://github.com/WordPress/mcp-adapter>
- <https://github.com/WordPress/abilities-api>

There are also a few other repos I found which are using these new features, e.g.
<https://github.com/galatanovidiu/mcp-adapter-implementation-example>

I want the plugin to allow me to work via an AI client (via the MCP), and add, delete, update, and manage posts. E.g. I should be able to change the featured image, any post content, and get information such as all my posts, all posts by author "x", etc.

Before you do anything, check out the above links, then come up with a plan for how to implement this █

ctrl-g to edit prompt in nvim



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Contenido de Trello o Notion → nuevos borradores en tu WordPress

Perplexity + Google Search Console → optimización de contenido existente en tu WordPress

Importación de productos desde CSV con WooCommerce MCP
→
descripciones y traducciones automáticas con IA para tiendas multilingües



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Ejemplo: WooCommerce MCP

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The screenshot shows a GitHub code editor interface. The left sidebar displays the project structure of the WooCommerce repository, including branches like 'trunk', 'cursor', '.github', '.husky', '.linear', 'bin', 'docs', 'packages', 'plugins', 'woocommerce-beta-tester', 'woocommerce', '.wordpress-org', 'assets', 'bin', 'changelog', 'client', 'i18n', 'includes', 'lib', 'packages', 'patterns', 'sample-data', and 'src'. The main panel shows the file 'AbilitiesRestBridge.php' with 125 lines of code. The code defines a class 'AbilitiesRestBridge' that handles REST endpoints for WooCommerce abilities. It includes methods for getting controller configurations and retrieving a paginated list of products.

```
4  /*
5  declare( strict_types=1 );
6
7  namespace Automattic\WooCommerce\Internal\Abilities;
8
9  use Automattic\WooCommerce\Internal\Abilities\REST\RestAbilityFactory;
10 use Automattic\WooCommerce\Internal\MCP\MCPAdapterProvider;
11
12 defined( 'ABSPATH' ) || exit;
13
14 /**
15 * Abilities REST Bridge class for WooCommerce.
16 *
17 * Configuration-driven registry that exposes REST endpoints as WordPress abilities.
18 * Each ability is explicitly configured with ID, label, description, and operation.
19 */
20
21 class AbilitiesRestBridge {
22
23     /**
24     * Get REST controller configurations with explicit IDs, labels, and descriptions.
25     *
26     * @return array Controller configurations.
27     */
28     private static function get_configurations(): array {
29         return array(
30             array(
31                 'controller' => \WC_REST_Products_Controller::class,
32                 'route'      => '/wc/v3/products',
33                 'abilities'  => array(
34                     array(
35                         'id'          => 'woocommerce/products-list',
36                         'operation'   => 'list',
37                         'label'       => __( 'List Products', 'woocommerce' ),
38                         'description' => __( 'Retrieve a paginated list of products with optional filters for status, c
39                     ),
40                     array(
41                         'id'          => 'woocommerce/products-new'
42                     )
43                 )
44             )
45         );
46     }
47 }
```

Desde la versión 10.3, WooCommerce ya viene con la integración de MCP

<https://github.com/woocommerce/woocommerce/blob/trunk/plugins/woocommerce/src/Internal/Abilities/AbilitiesRestBridge.php>



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Otro ejemplo con WordPress

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Utilizando: <https://github.com/galatanovidiu/mcp-adapter-implementation-example/>

The screenshot shows a dark-themed application window with a sidebar on the left and a main content area on the right.

Left Sidebar:

- + New chat
- Chats
- Projects
- Artifacts
- Recents
- WordPress post inventory (selected)
- User post list request

Main Content Area:

WordPress post inventory

1step
Wpmcp-example-update-post
Published post and prepared to share link.

Reply Modal:

Perf Post S T U T The URI If yo let n Reply

- Wpmcp-example-detach-post-te... (switched on)
- Wpmcp-example-attach-post-te... (switched on)
- Wpmcp-example-delete-term (switched on)
- Wpmcp-example-update-term (switched on)
- Wpmcp-example-create-term (switched on)
- Wpmcp-example-get-terms (switched on)
- Wpmcp-example-list-taxonomies (switched on)
- Wpmcp-example-delete-post-m... (switched on)
- Wpmcp-example-update-post-m... (switched on)
- Wpmcp-example-get-post-meta (switched on)
- Wpmcp-example-list-post-meta... (switched on)
- Wpmcp-example-list-block-types (switched on)
- Wpmcp-example-delete-post (switched on)

Costa Rica: Essential Tips for Rental Car
Driving route 32 in Costa Rica: Essential
Press site. You can view it by clicking the
WordPress admin dashboard.
gs, or upload that featured image later, just

Bottom Status Bar:

Evan Pro plan Sonnet 4.5



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WordPress.com MCP

WordCamp
San José 2025

wordpress.com

Site Title 0 + New Launch site Reader ? 🔔 Howdy, Evan Tobiesen



Evan Tobiesen
@etobiesen

Log out

- My Profile
- Account Settings
- Purchases
- Security
- Privacy
- < > Developer Features
- MCP

MCP (Model Context Protocol) enables AI assistants to securely access and interact with your WordPress.com account and sites.

Disable MCP Tool Access

[Configure MCP Client](#)

Available MCP Tools

Choose which AI tools you want to use.

- Site Resources
Resource representation of user sites data
- View User Profile
View comprehensive user profile information including basic details, preferences, and account settings
- Manage User Sites
List and manage user sites with filtering, search, and performance metrics
- View User Achievements
View user achievements, badges, milestones, and gamification progress
- Manage User Connections

STAGING



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WordPress post inventory

New chat Chats Projects Artifacts

Recents

WordPress post inventory User post list request

Evan Pro plan

WordPress.com
MCP server providing WordPress.com account and site management tools

Install

⚠ Only install extensions from developers you trust.
Installing will grant access to everything on your computer.

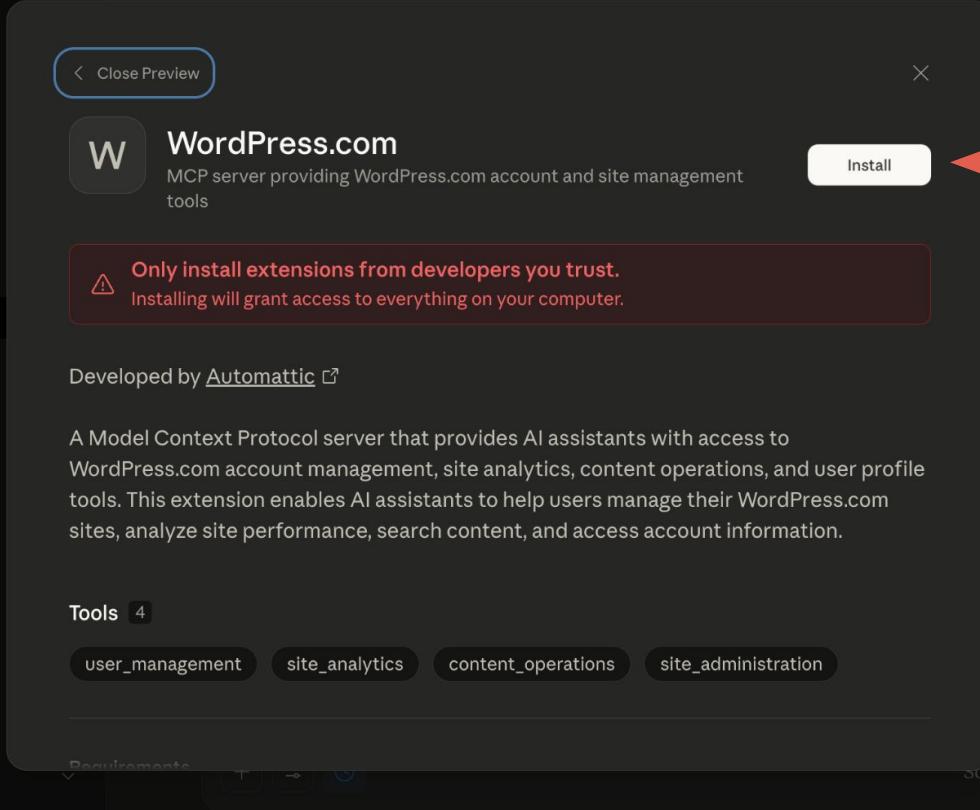
Developed by [Automattic](#)

A Model Context Protocol server that provides AI assistants with access to WordPress.com account management, site analytics, content operations, and user profile tools. This extension enables AI assistants to help users manage their WordPress.com sites, analyze site performance, search content, and access account information.

Tools 4

user_management site_analytics content_operations site_administration

Requirements Sonnet 4.5



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¡Muchas gracias!

Slides, recursos, ejemplos etc.



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