



Building WordPress with AI Magic

By Nathan Onn



Thank You
For Being Here Today

About me



Nathan Onn

- Freelance Developer
- Self-taught
- Started as a WordPress Developer
- Develop exciting web projects using latest web technologies, such as ReactJS, Firebase, NextJS, etc.

www.NathanOnn.com



Creating a
WordPress site
from scratch
is a real pain!

It felt like
wrestling a lion,
even for experts!



**THINKING ABOUT
DESIGNING**



**ACTUALLY
DESIGNING**



Creating a website can feel like facing a **blank canvas** with a full palette

Starter Templates



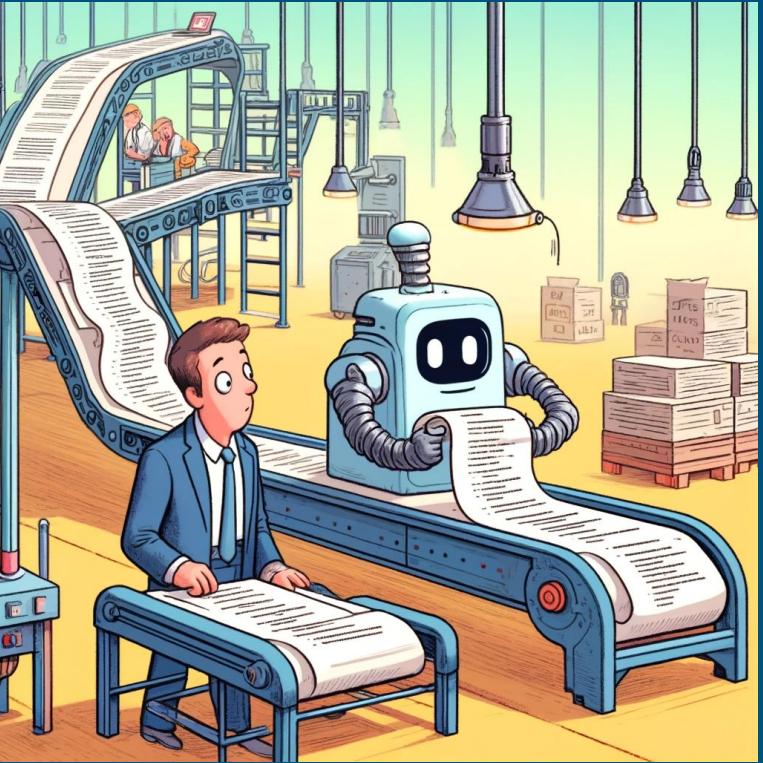
Trying to **fit in**
Figma design
into a starter
template



Enter The AI



We already know
that AI can
generate code



“AI-powered” Website Builder

Introducing [REDACTED]

Next level site creation with AI

Make your website in minutes with customized copy and images. AI now powers your favorite [REDACTED] products.

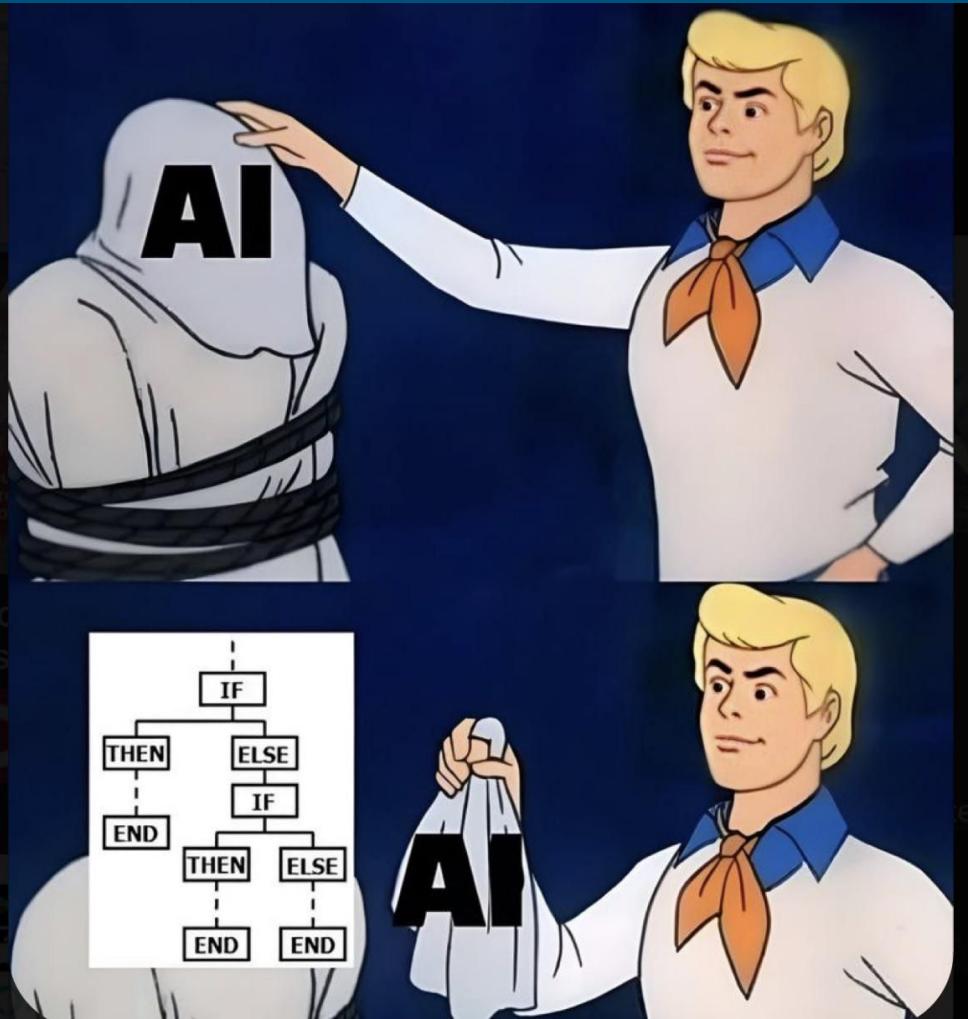
Get Started With [REDACTED]

#1 Free AI Website Builder

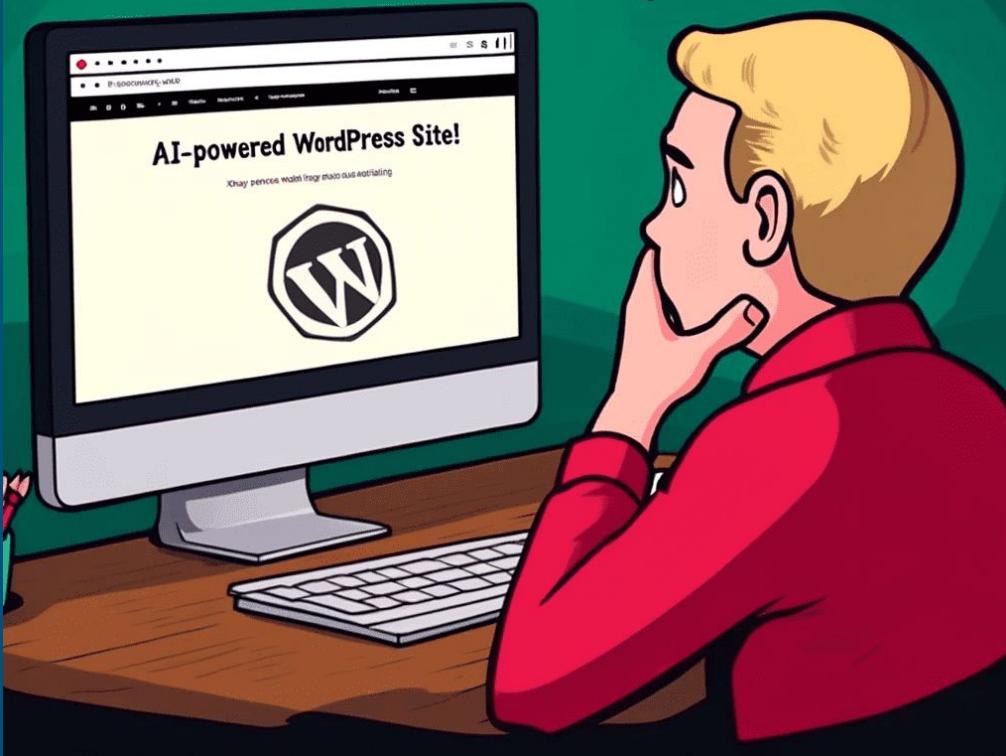
Create a Stunning WordPress Website in just 60 Seconds – No Kidding!

Welcome to the AI Revolution for website creation. Simply describe your idea, and watch as a WordPress website is built before your eyes.

Sign Up for Free

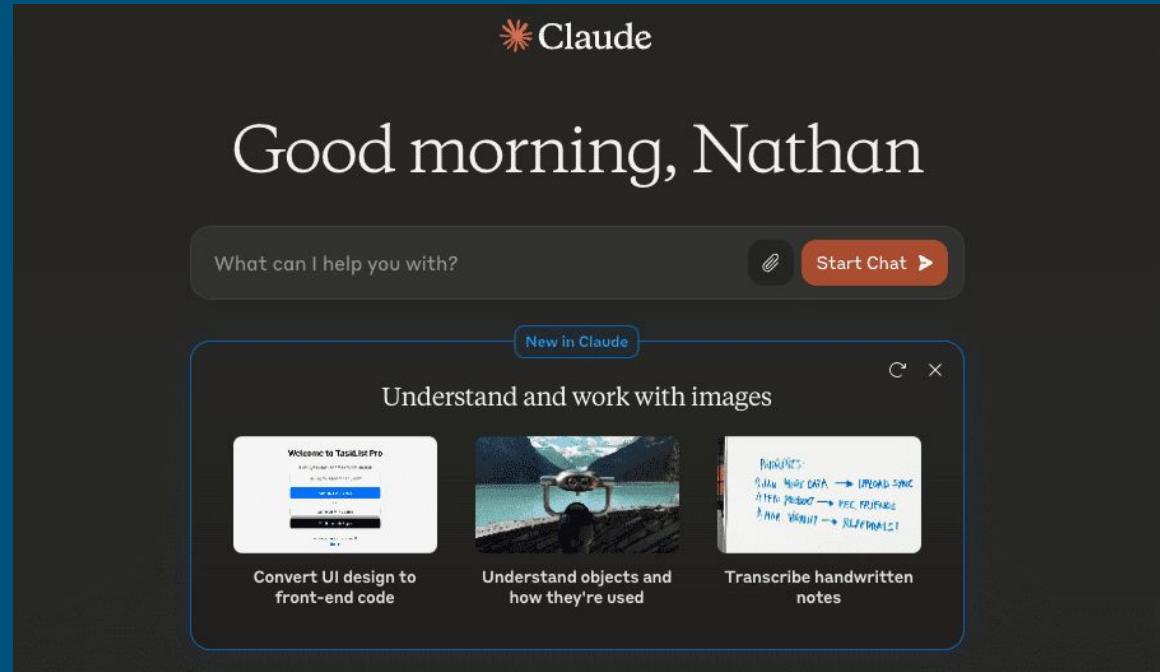


***It's just some fancy
IF - else!***



Well...

Here Comes Claude 3



Claude 3 Advantages

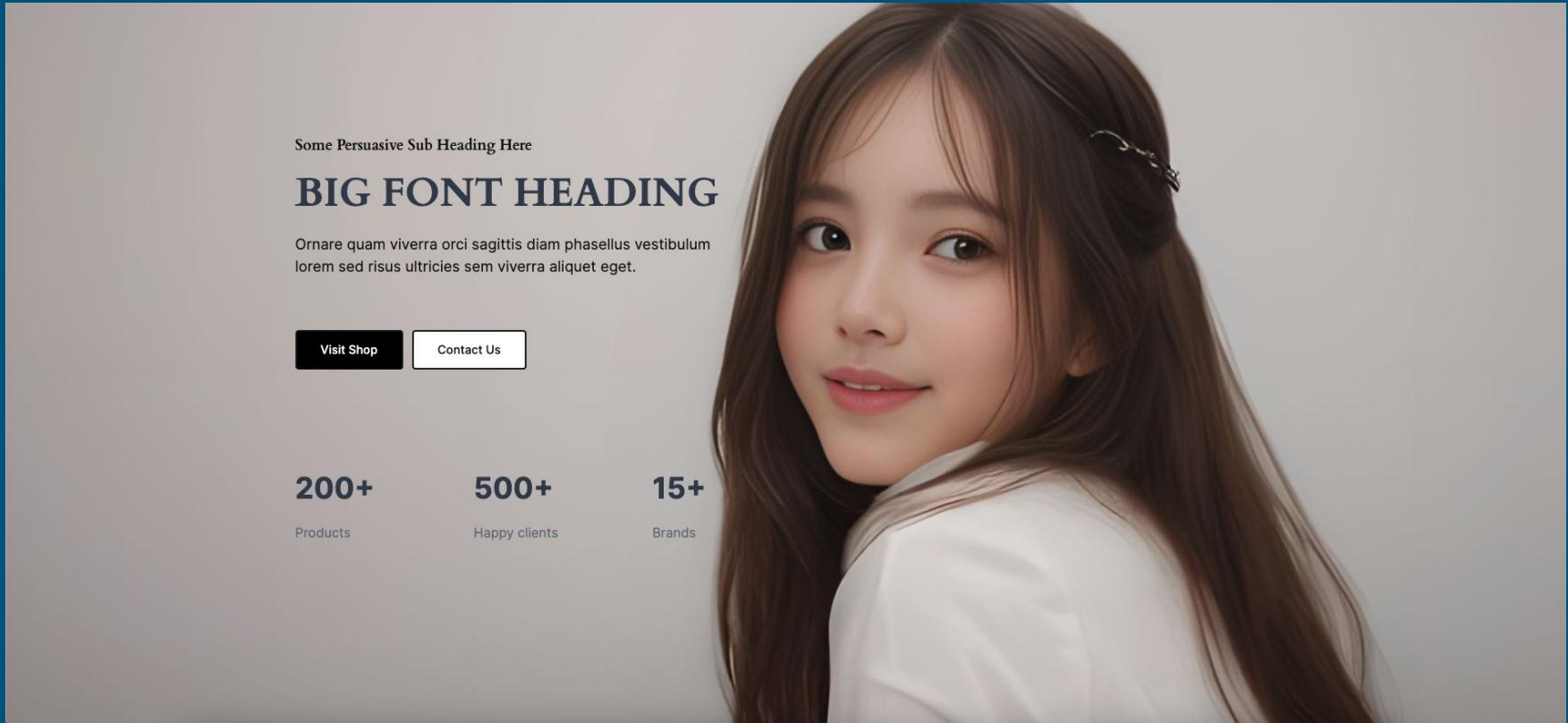
Long context and near-perfect recall

The Claude 3 family of models will initially offer a 200K context window upon launch. However, all three models are capable of accepting inputs exceeding 1 million tokens and we may make this available to select customers who need enhanced processing power.

To process long context prompts effectively, models require robust recall capabilities. The 'Needle In A Haystack' (NIAH) evaluation measures a model's ability to accurately recall information from a vast corpus of data. We enhanced the robustness of this benchmark by using one of 30 random needle/question pairs per prompt and testing on a diverse crowdsourced corpus of documents. Claude 3 Opus not only achieved near-perfect recall, surpassing 99% accuracy, but in some cases, it even identified the limitations of the evaluation itself by recognizing that the "needle" sentence appeared to be artificially inserted into the original text by a human.

Let me show you **why**

Assuming we want to create this layout



Some Persuasive Sub Heading Here

BIG FONT HEADING

Ornare quam viverra orci sagittis diam phasellus vestibulum
lorem sed risus ultricies sem viverra aliquet eget.

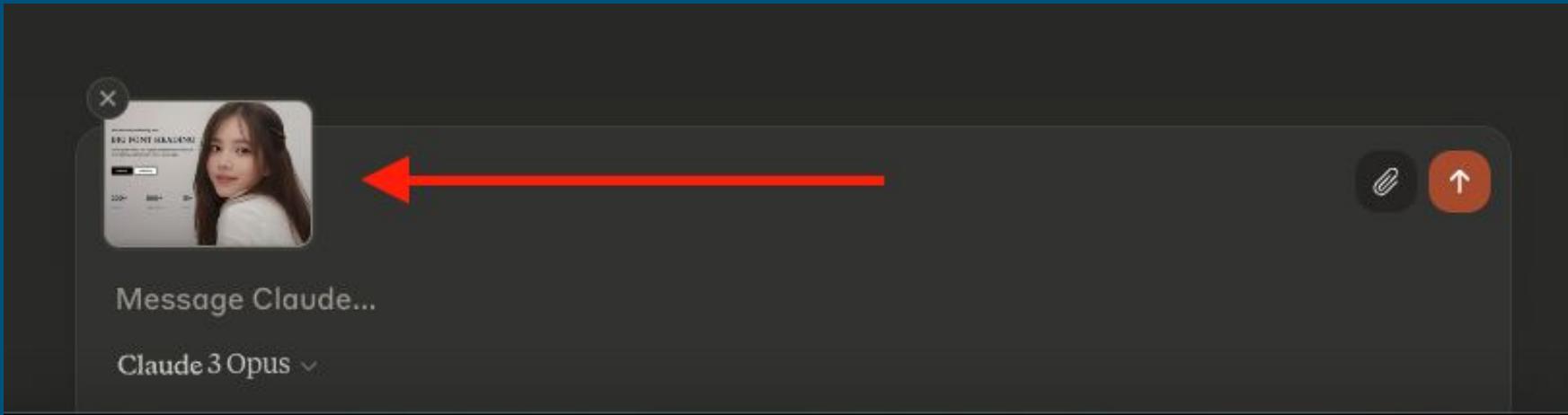
[Visit Shop](#) [Contact Us](#)

200+
Products

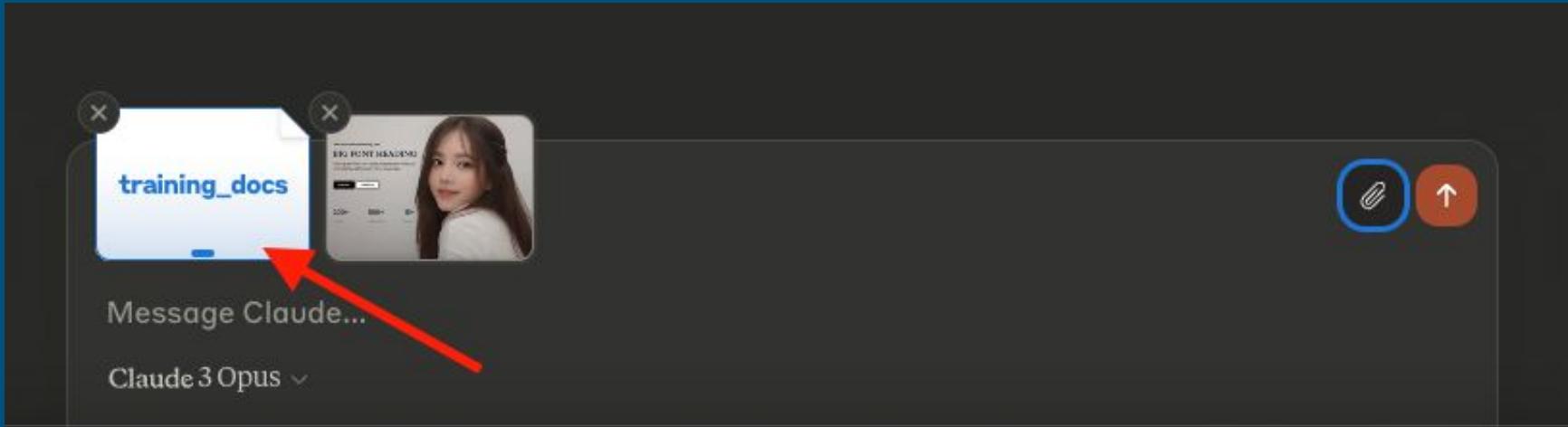
500+
Happy clients

15+
Brands

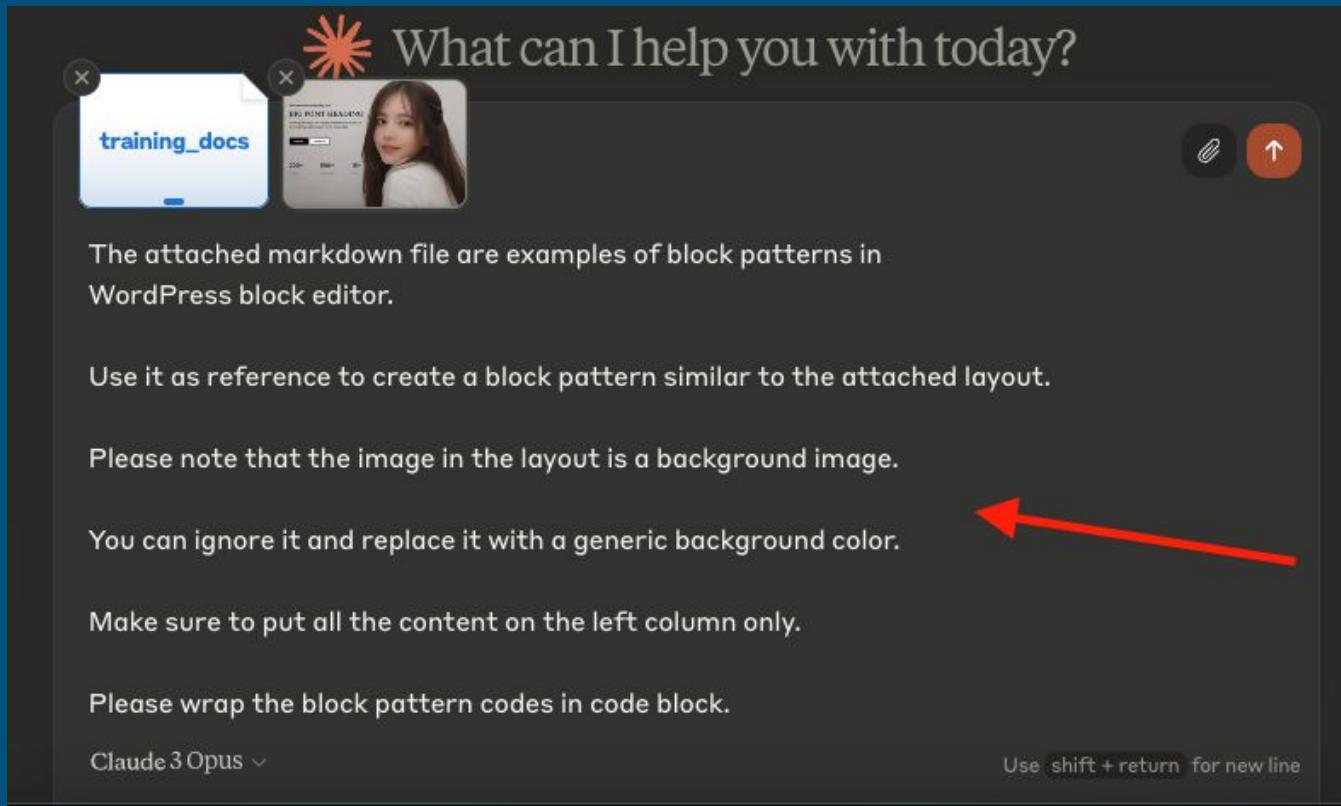
Step #1: Upload the layout to Claude chat interface



Step #2: Upload the training document to Claude chat interface



Step #3: Enter the prompt



The attached markdown file are examples of block patterns in WordPress block editor.

Use it as reference to create a block pattern similar to the attached layout.

Please note that the image in the layout is a background image.

You can ignore it and replace it with a generic background color.

Make sure to put all the content on the left column only.

Please wrap the block pattern codes in code block.

Claude 3 Opus ▾

Use shift + return for new line

A red arrow points from the text "You can ignore it and replace it with a generic background color." to the image in the attached file, which is a woman's face.

Step #4: Start the chat

The attached markdown file are examples of block patterns in WordPress block editor.

Use it as reference to create a block pattern similar to the attached layout.

Please note that the image in the layout is a background image.

You can ignore it and replace it with a generic background color.

Make sure to put all the content on the left column only.

Please wrap the block pattern codes in code block.

Claude 3 Opus

Use shift + return for new line

A red arrow points from the bottom-left towards the "Claude 3 Opus" text. Another red arrow points from the bottom-left towards the "Up" button in the top right corner of the message card.

The Result

Here is the WordPress block pattern code for a layout similar to the provided image:

 Copy code

```
<!-- wp:group {"align":"full","style":{"spacing":{"padding":{"top":"0px","right":"0px","bottom":"0px","left":"0px"}, "margin":{}}, "color":{}}, "classes":{} -->
<div class="wp-block-group alignfull has-background" style="background-color:#f5f5f5; margin-top:0px; margin-bottom:0px;">
<div class="wp-block-group alignfull" style="padding-top:100px; padding-right:30px; padding-left:30px;">
<div class="wp-block-columns alignwide are-vertically-aligned-center">
<!-- wp:column -->
<div class="wp-block-column is-vertically-aligned-center" style="flex-basis:50%;">
<h2 class="has-big-font-size" style="margin-top:var(--wp--preset--spacing--20); margin-bottom:var(--wp--preset--spacing--30);">
<!-- /wp:heading -->

<!-- wp:paragraph {"style":{"spacing":{"margin":{"top":var(--wp--preset--spacing--30),"right":0,"bottom":var(--wp--preset--spacing--30),"left":0}}}} -->
<p style="margin-top:var(--wp--preset--spacing--30); margin-right:0; margin-bottom:var(--wp--preset--spacing--30);">
<!-- /wp:paragraph -->

<!-- wp:buttons {"layout":{"type":"flex","justifyContent":"left","orientation":"horizontal"}, "color":{}}, "classes":{} -->
<div class="wp-block-buttons">
<!-- wp:button {"backgroundColor":"black","textColor":"white"} -->
<div class="wp-block-button is-style-fill">
<a class="wp-block-button__link has-white-color has-black-background" href="#" style="background-color:black; color:white;">
<!-- /wp:button -->
</div>
<!-- /wp:button -->
<!-- /wp:buttons -->
```

Step #5: Copy and paste them into the block editor.

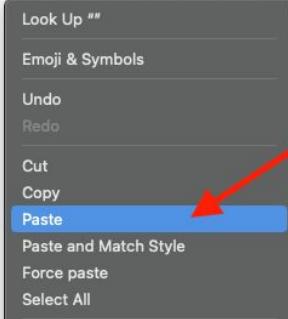
Here is the WordPress block pattern code for a layout similar to the provided image:

 Copy code

```
<!-- wp:group {"align":"full","style":{"spacing":{"padding":{"top":"0px","right":"0px","bottom":"0px","left":"0px"}, "margin":{}}, "color":{}}, "has-background":true -->
<div class="wp-block-group alignfull has-background" style="background-color:#f5f5f5; padding-top:100px; padding-right:30px; padding-bottom:30px; padding-left:30px;">
<div class="wp-block-group alignfull" style="padding-top:10px; padding-right:30px; padding-bottom:10px; padding-left:30px;">
<div class="wp-block-columns alignwide are-vertically-aligned-center"><!-- wp:column -->
```

Page

Type / to choose a block





BIG FONT HEADING

Ornare quam viverra orci sagittis diam phasellus vestibulum lorem sed risus
ultricies sem viverra aliquet eget.

[Visit Shop](#)[Contact Us](#)

200+ Products

500+ Happy clients

15+ Brands



Step #6: do a little tweak

The screenshot shows a website editor interface with a hero section. The hero section features a large image of a woman with long brown hair. Overlaid on the image is a dark gray box containing a heading and some text.

BIG FONT HEADING

Ornare quam viverra orci sagittis diam phasellus vestibulum lorem sed risus ultricies sem viverra aliquet eget.

[Visit Shop](#) [Contact Us](#)

200+ Products 500+ Happy clients 15+ Brands

The right side of the screen displays the WordPress Block Editor sidebar, which includes sections for Page, Block, Group, Layout, Content, Wide, Justification, Position, Advanced, and a search bar.

HOW does it work?
More importantly,
WHY does it work
so well?



What's the
deal with the
training docs?

Same prompt, but **without** the training docs



Help me create a block pattern similar to the attached layout.

Please note that the image in the layout is a background image.

You can ignore it and replace it with a generic background color.

Make sure to put all the content on the left column only.

Please wrap the block pattern codes in code block.

Generic HTML codes

html

Copy code

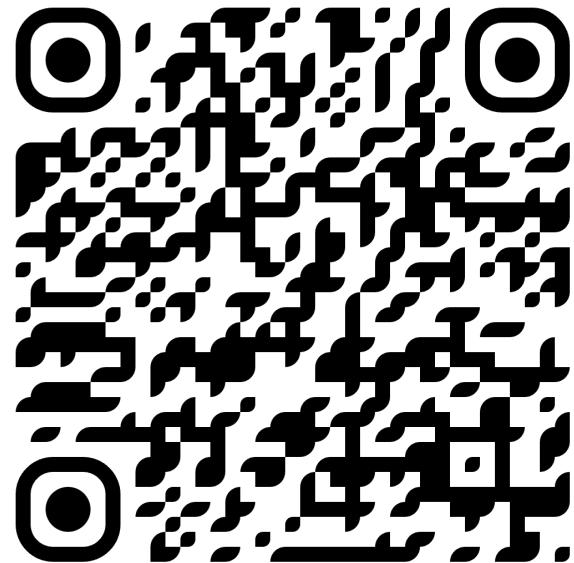
```
<div style="background-color: #f2f2f2; padding: 40px; max-width: 600px;">
  <div style="text-align: left;">
    <h3 style="font-size: 18px; margin-bottom: 10px;">Some Persuasive Sub Heading Here</h3>
    <h1 style="font-size: 36px; font-weight: bold; margin-bottom: 20px;">BIG FONT HERE</h1>
    <p style="margin-bottom: 30px;">Ornare quam viverra orci sagittis diam phasellus</p>
    <div style="margin-bottom: 30px;">
      <button style="background-color: black; color: white; padding: 10px 20px; border: none;">Buy Now</button>
      <button style="background-color: white; color: black; padding: 10px 20px; border: none;">Learn More</button>
    </div>
    <div>
      <span style="font-weight: bold; margin-right: 20px;">200+<br>Products</span>
      <span style="font-weight: bold; margin-right: 20px;">500+<br>Happy clients</span>
      <span style="font-weight: bold;">15+<br>Brands</span>
    </div>
  </div>
</div>
```

The training docs are the **secret sauce**



How I **Created** My Training Docs

[go.nathanonn.com/
bwam-training-docs](http://go.nathanonn.com/bwam-training-docs)



How to Craft Your Own Training Docs



What You Need:

- **15 to 20** block patterns
- For each block pattern, make sure you've got:
 - A screenshot of the block pattern design
 - The codes you can copy-paste into a block editor to recreate the design

Let's say you
want to **include**
this block
pattern in your
training docs



ABOUT US

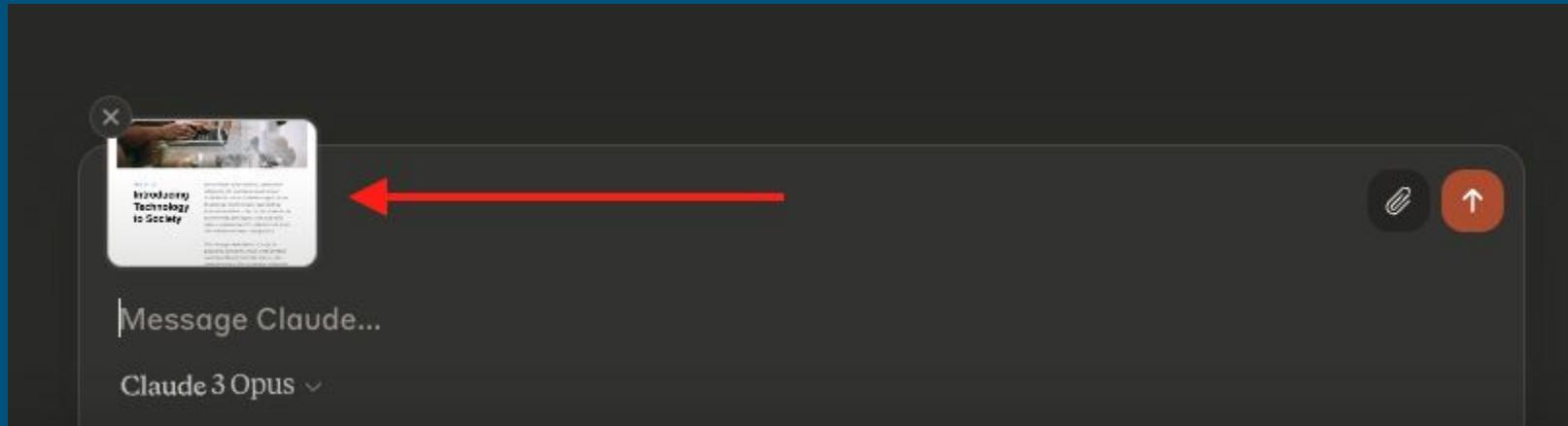
Introducing Technology to Society

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

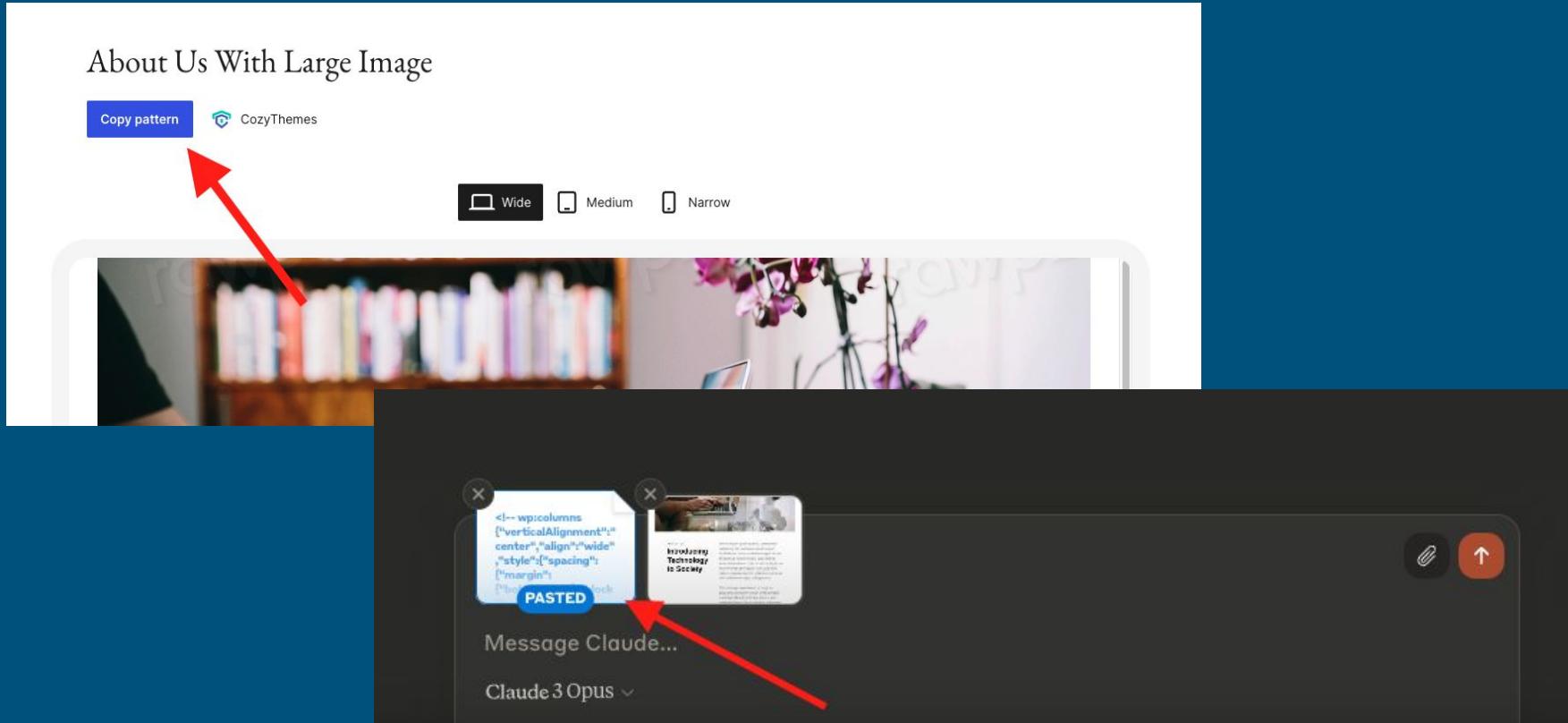
The passage experienced a surge in popularity during the 1960s when Letraset used it on their dry-transfer sheets, and again during the 90s as desktop publishers bundled the text with their software. Today it's seen all around the web: on templates, websites, and stock designs.

[https://wordpress.org/patterns/pattern/
about-us-with-large-image/](https://wordpress.org/patterns/pattern/about-us-with-large-image/)

Step #1: Upload the screenshot of the design into Claude



Step #2: Copy & Paste the codes into the prompt box:



Step #3: Enter this prompt into the box:

The attached image is the layout created in WordPress block editor using the attached block pattern codes.

Can you give me the purpose of the image, the detailed description of the image and the step-by-step instructions on how to recreate it using the block pattern codes.

Here's the structure:

PURPOSE:
(the purpose of the layout)

DESCRIPTION:
(the description of the layout)

Claude-3 Opus

Use shift + return for new line

A red arrow points from the text "Can you give me the purpose of the image, the detailed description of the image and the step-by-step instructions on how to recreate it using the block pattern codes." towards the text input area at the bottom right of the interface.

Step #4: **Start the Chat** and AI will reply with with the purpose, detailed description, and step-by-step instructions.

Here are the purpose, description, and instructions for recreating the WordPress layout using the provided block pattern code:

PURPOSE:

The purpose of this layout is to introduce technology to society. It aims to engage the reader with an eye-catching image and informative text about how technology is being introduced and incorporated into people's lives.

DESCRIPTION:

The layout consists of two main sections:

1. A full-width header with a background image showing hands typing on a laptop keyboard. This sets the technology theme.
2. A two-column section below the header. The left narrower column has the section title "About Us" and main heading "Introducing Technology to Society". The right wider column contains two paragraphs of placeholder text describing the topic in more detail, followed by a "Read More" button.

The color scheme uses dark text on a white background, with an accent color used for the section title and button. The fonts are a bold sans-serif for the headings and a regular sans-serif for the body text.

INSTRUCTIONS:

To recreate this layout using the provided WordPress block pattern code:

1. In a WordPress post or page, open the block editor.

Step #5: Copy the AI-generated content and paste it into your training docs.

```
76
77 # About Us
78
79 ## PURPOSE:
80
81 The purpose of the two-column layout is to effectively communicate the company's value proposition. The layout aims to engage visitors by combining a visual representation with concise and compelling text content, encouraging them to learn more about the mission of integrating AI into education to create a positive impact on society.
82
83 ## DESCRIPTION:
84
85 The image showcases a two-column layout with a white background. The left column features an indoor office setting image with rounded corners on the top-left and bottom-right. The right column contains a small blue heading, a larger black heading, a paragraph of text, a "Learn More" button, and a phone number. The content discusses integrating AI into education and the benefits of full site editing in WordPress.
86
87 ## INSTRUCTIONS:
88
89 1. Create a two-column block:
90
91 - Add a "Columns" block with center vertical alignment and wide width.
```

{Title of the block pattern}

PURPOSE
{insert the purpose here}

DESCRIPTION:
{insert the description here}

INSTRUCTIONS:
{insert the instructions here}

BLOCK PATTERN
{insert the block pattern codes here}

Step #6: Test it out



OR The attached markdown file are examples of block patterns in WordPress block editor.

Use it as reference to create a block pattern similar to the attached layout.

Please note that the image in the layout is a background image. You can ignore it and replace it with a generic background color.

Make sure to put all the content on the left column only.

Please wrap the block pattern codes in code block.

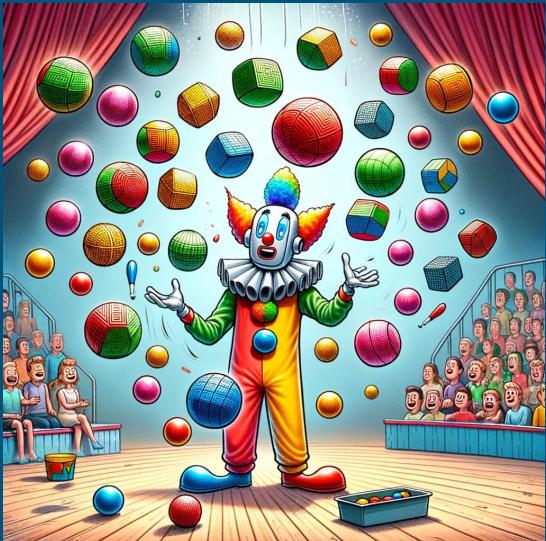
html

Copy code

```
<!-- wp:columns {"verticalAlignment":"center","isStackedOnMobile":false,"style":{"-->
<div class="wp-block-columns are-vertically-aligned-center is-not-stacked-on-mobile">
<!-- wp:column {"verticalAlignment":"center","width":"50%"} -->
<div class="wp-block-column is-vertically-aligned-center" style="flex-basis:50%">
<!-- wp:heading {"level":3,"style":{"typography":{"fontStyle":"normal","fontWeight":>
<h3 style="font-style:normal;font-weight:300">Some Persuasive Sub Heading Here</h3>
<!-- /wp:heading -->
```

Word of Advice:
The AI is ONLY as
Good as Your
Training Docs

2 Common Pitfalls in Crafting the Training Docs



Pitfall #1: Including too many block patterns in training docs



Pitfall #2: Using overly complex block patterns

It's a work in progress





Let's Do Some
Live Demo!

One last advice
before we end this
presentation...



I'M TRYING NEW THINGS

I LOVE IT

makeameme.org

Don't be afraid to
try new things

... push the
boundaries of
what's possible.

May The AI Force Be with You!



Any Questions?

Presentation Materials:



Connect with Me

Website:

www.NathanOnn.com

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facebook.com/nathanonn13

Linkedin:

linkedin.com/in/nathanonn

go.nathanonn.com/wp-ai-magic