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Tony Cosentino - Supercharge Your WordPress Workflow - 10 AI Tools to Build Better Websites Faster

[00:01:19.930]

Hi, I'm just going to show you how to fairly quickly get information about a client's website that you could potentially work with and then using AI to come up with a great content plan and strategy for the website. So let's see, we start with finding the client in the first place. So I'm just going to walk you through searching for a potential client and then how to collect all of their content from their website in one place so you can work with it. And then using that collected content to convert it into a knowledge base that you can do some very cool things with, which I'll show you later. Then going to Reddit to find more about the subject matter. Some very good tools you can use with that. Yeah. And then with that information we can then start working on a really great content calendar potentially for this client. We can also, you know, using content clusters to make sense of all the content, make some assets which can be images and video. Also after you've done that also I want to show you some other ways to research content as well because you know, you don't just have to use one method and there's a great really cool tool.

[00:02:45.440]

It uses that mind maps as its core, which I find really useful. You're looking at one right now. Also another AI search tool that I find really useful for finding content. And then you can use an all in one solution as well if you want to kind of not do some of these other steps that I've just

shown you. And also this other all in one solution has fantastic distribution to lots of different types of content. You know, think blog posts, to newsletters, to social media posts, to LinkedIn posts, you know, you name it. So, and finally just to cap it off, just some a trick I use for local SEO tests as well, which kind of rounds out pretty good coverage for this new potential client. And I'll just zoom back out so you can sort of see the cluster of things that we've talked about here, just so you can sort of see it in one place or almost one place. Make that a little smaller for you. So if anyone wants to see that in its entirety just makes a little more sense. Let's get into the first area. So literally Googling.

[00:04:04.910]

I just thought of a concept we could look at roller skating training Sydney, right? And then coming down and finding a website that you may think could, you could potentially work with. I'm going to say this website, Maximum Skating. And from there you want to go, okay, where's the content we want to work with? And because all of these AI tools tend to like to see a lot of the information in one in one go. So this tool's really cool for that. It's called Gobblebot, Gobble.bot. You put in the website, which I've already done. I don't want to put it in a second time, but you can put in one URL at a time if you just wanted to break it down to very specific URLs. Or you put the homepage URL and it goes looking for any links it can find. And it's going to have some garbage in there which you have to remove, like these, for example. So I'm going to delete those. These page not founds, don't worry. But it's generally got a lot of the content from the site and it puts it all in one nice little file.

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It won't work with every website, I'll tell you that right now. But the ones it does work with works great. So you've got that you've got. And then you can download it all to one file. And with that I then take it to the next tool, which I find really great, which is NotebookLM. And NotebookLM, I just literally uploaded this file here as a source and then you can ask questions about it and also make an audio overview, which is a fantastic tool. So what I tend to do is make the audio overview and then upload it to something like SoundCloud and then just walk around while I'm doing the dishes, going for a walk or whatever, playback its summary of the of all the content. So I get a really good feel for what they're about.

And then what's fantastic that they've added recently is you can then also interact with the content. So if you want to listen to audio, awesome. Roller rink in Australia. Maximum skip that.

[00:06:15.590]

Oh yeah.

[00:06:15.980]

But then I can hit join.

[00:06:17.530]

Oh, hey, I think our listeners got something to say.

[00:06:21.000]

Yeah. Are there any night classes?

[00:06:26.920]

You know, it's funny you mentioned that.

[00:06:28.490]

Why is that?

[00:06:29.340]

Because looking at their schedule, they actually have a really good mix of daytime and evening sessions.

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Oh, really? I hadn't specifically noticed that.

[00:06:37.220]

Yeah. For their public sessions, they've got Saturday mornings and afternoons covered.

[00:06:41.520]

That's true. I did see those.

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And during the week, especially in the holidays, they have those daytime slots too.

[00:06:46.760]

Too. Okay, let's unpack this a little. What kind of night classes are we talking about specifically?

[00:06:50.660]

Well, there's the Wednesday Retro Skate that goes until 8:30pm Ah, yes.

[00:06:55.620]

Okay. So you get the idea. It's really interactive, which could save you a lot of time. If you kind of get the information in there, you can then go back and reference it. You can also type it in here and, and ask about, you know, very specific information. It'll make notes and other things, but I think the audio interaction is just really, really cool now. So you got some information about the website. We then want to start digging a bit deeper. So what is a great way to find what people are talking about on this particular area is Reddit. And then you find a subreddit or multiples about the subject and you literally just go to the subreddit and this one's roller skating. Right. The reason I'm highlighting that is because there is a tool we're going to put this into to process all the questions that are on this particular subreddit. So it's called Reddit Insights. And it's this wonderful tool where you can literally put in a CSV file with the subreddits on one line each of a CSV file. So in this case, I'm just going to use the one and then save that.

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And then you would go here and put the file in. It'll process it, and then it'll give you this massive list of, of things people talking about on that Reddit. Right. So that gives you a lot of content to work with. Then what we want to do is take that content and kind of cluster it so it makes sense to bring it together under logical groupings. And what I've done to process this idea is I found some content which actually these guys had written about keyword clustering. Right. I want to use some logic. I don't even want to type out my theories on clustering. I just found, found the content that they'd written really good about clustering. And then I want to convert this one page to markdown. So it's another alternative, I

guess, to the one I showed you originally of the Gobblebot. This is like a URL by URL basis. And then I could put in, you know, this subject in here, and then it'll fetch and convert it to markdown, which you can then cut and paste into the next thing we want to do. So what we want to do with all.

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So we've gathered the or we've stripped out all the questions out of the Reddit subreddit. We've processed all the questions so they're in a logical list. We've got some strategies on how to do keyword clustering. And then we're taking it into Chat GPT and saying look, I want to, at this top here, the questions you found with a subreddit group. And then literally it's, this is what I'm saying, what you get out of it. It's just a tonne of questions that have just been listed one by one, right? And then there are lots and lots of them. And then we want to go down and say, look, where are we? Below is a blog post about keyword clustering. Can you group these questions together in a topical cluster based on the strategy of the blog post? And that's. So I've added this in here after at the end of the author subreddit topics and then I've literally just cut and paste that keyword clustering blog content cleaned up, you know, there's no rubbish on it from here. And then it's going to then come up with a really nice output of all of the potential keyword search term clustering and topics that we could do.

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So, you know, rings, locations, community, intent, all of these different areas you could cover outdoor skating, different services. So it really breaks it down really well into a lot of content that you could just, you could then generate for this particular client. So we've got infinite range of content now for their content calendar we want to make some images to go with this content. So I'll just give you, show you an example. Like I find Ideogram.AI really good for making images. I mean I just put in a photorealistic, a photo of a person learning the roller skate, blah blah, blah. And then you can get out, you know, these great images. There's a few. And then Chat GPT does that really well also. So I, I put a similar prompt in here and you've got something quite good as well if you want to stick with ChatGPT. But it just Ideogram's really got some real. If you want an alternative and Then video with Sora.com you know, I

put in a prompt here that would then generate a video that could go on the homepage just to engage people, you know, which is pretty effective as well.

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Now, now I want to just talk about the some alternatives to getting some extra, you know, understanding of the, your client. Because I guess you always want to try and get as much background and understanding of the client as you can that you're going to work with. Yeah. And so this website, Harista.ca is quite a cool way to start learning about any subject, really.

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So if you.

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I put in roller skating and then you can say origins or pros. Pros and cons. Examples. Concepts. So concepts. It's picking things like rink skating. Roller skating. I clicked on how and it generates that. If I clicked on who, maybe it's going to tell me who invented it. If you want to write content about that, what are the key, let's see. Proponents. I don't know if that's going to be very interesting. We'll see. Yes. It's just showing some, you know, different areas. Tony Hawk. It's just sort of. If you want to kind of get really lateral thinking going on about this, you can just. Using Mind Map in this, this tool, you think about any subject really, you want to dig into. It's just a really interesting way of using AI to kind of go down through niches. And you can, you can do other things as well. You can make, you can make custom prompts.

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I don't know if that's going to help.

[00:14:30.560]

No. And it wants me to log in. I don't want to go through the login process right now. But you can make other prompts, trust me. And to do very specific things, research and stuff. So just want to throw that in there because it's kind of an interesting one, which I hadn't heard about. I like mind maps, as you can tell. Another. Another area where you can

go on exploring the competition is called Exa. Exa.AI. And from, from there to get to this page, I might just go back a step. You kind of end up at their main page and then you click on Try API for free because that's where you can find this find similar option. And from there that's when you can. You can put in the website address, which I did already. So that's the website that I've been doing a bit of research into. And then you can put exclude if you don't want it to be in the results and then hit run and then it will go and find similar areas. So it's a really good way just to get a bit of a. A look at who's who the competition is.

[00:15:58.910]

So it's saying Penrith's this, this website. There's ways you can extract More information than this. They're just showing quite a basic. Yeah, full page AO page summary. So. So if we did that. No, it's not going to play for me yet. Or will it? Sometimes it just works on a reload. So if we go down to AI page summary and run it, I think it's going to give us more information. Yeah. So then you've got this summary here and then what I found is you can then, you know, make your own little tools with AI if you want to, to kind of use this tool to generate quite a bit of information about the competition very quickly in the, in the area you're researching. So I know it's a bit left field, but I just wanted to show you the possibilities, I guess, of finding similar websites to target fairly quickly. I mean that took, you know, a minute or two to get to that point. Now making the content, generating the content itself can be a lot of work. You could go into chatGPT and say, make you know about the, all those subjects that we were covering. You know, you could pick any of these and start saying make me favourite outdoor space post and all that sort of stuff. But then you need to make the content, you need to share it on social. So this is a pretty amazing website called Blaze AI and they can generate content like blog posts and from, from concepts like we just mentioned. And then that content can be repurposed or by the tool into Facebook posts, Instagram posts, LinkedIn posts, emails, TikTok posts. Like so many things, it can, it can kind of convert that content to. So I think it's a really valuable tool you might want to look at as well.

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You can schedule it, you can make, use it for your contact calendar so it will schedule posts for you. It connects to WordPress really well. So that's

another tool I wanted to share with you. And finally I find that people have lots of issues with checking whether their name, address and phone number for if they're a local search kind of based website that they have a lot of discrepancies with whether they're listed accurately because that's important for SEO, if their details are consistent across a lot of different areas. So I found with Perplexity.AI a simple prompt like this. I want to check the business consistency that this business is consistent, has consistent NAP, name, address, phone number and website. I've worded that badly here, but you get the, you get the point. I want to check its consistency for name, address and phone number across the web and then I've got their correct details with Their name, their address, phone number, website. Yeah. Please look for any references to this business on, on the website. Cross check them and list them all in a table with what details we use. So then that search will then go through and find where it's listed and what's missing.

[00:19:50.190]

Like consistent naming. Yes, there's. Then it gets to this New South Wales gov.au site and it's got the address. But it doesn't have consists. It does. It's not. Apparently it's not consistent. Well, it doesn't have the website. So it's missing bits and pieces. You can see this is kind of a bit of a mess. It's not really correct. So they can go and say, look, the Yellow Pages need to sort that out. So it's just another tool I guess that you can use in your arsenal to quickly get a grasp of a new client or an old client in a lot of different areas. So just a quick recap of what we just ran through. We wanted to find a client or work with an existing client. So we went to google.com or or.com in this example within wanted to collect all the information from that website into one place, one file that was clean and easy to work with for the large language model tools, AI tools. So that was Gobble.Bot. We then needed to process all of that content into something that was useful. And that's where NotebookLM.Google.com is fantastic. It's able to take all that information, convert it into a podcast style, but then the interaction, meaning you can talk to it about the content, I think is fantastic as well. And then we're able to go to Reddit.com find a group or multiple groups even would work too.

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That are talking about the subject matter and then using Reddit Insights AI to collect that all together into a logical group of questions. Nice and clean. And then we want to do something with that content. So we used EuroMarkdown.com to take an article about content clustering just as an example of what you could do to, to get some great content that you want to use in a, in a prompt and then applying that information cleanly into a chat GPT prompt to cluster the information that we collected from these Reddit Reddit group.

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Then we want to prepare some assets for the content that we want to make from these content clusters. So a couple of options were chatgpt.com does fantastic images these days. Ideogram also is, is really good for doing images and for video. Sora.com is an option to make some short videos to keep people on the site and makes make something for the client who potentially doesn't have any video at all. Then also looking to digging, doing some extra things like reaching for some extra content in the category that you want to research and understand the client a bit better and the competition. So using Harista CA to explore the subject matter that you're working with through Mind Maps is fun tool to work with. And then Exa.AI is kind of a way of finding similar websites and kind of work in how they describe their businesses so you can kind of think about what you're up against and make sure that you, you know, do something relevant to that group that that are regarded as similar in the search engine eyes.

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And then I also threw into the mix a tool that can do a lot of the content generation for you, but it also blaze AI, but it also is fantastic for sending the content to other outlets. So repurposing it, making it into LinkedIn posts and newsletters and, you know, Instagram posts and all kinds of things. So it's a, it's a really amazing tool. I think it's worth having a look at. And finally, just to top it off, just to show you how to kind of do a bit of research, checking for their local SEO footprint to make sure that their details are consistent across the web. There are paid tools that do this very extensively. This is just one option that you can quickly do using a tool. I tried a lot of different tools to do these local SEO checks and I found perplexity. AI was the best at doing that particular task. So save

you some time there. And that's pretty much it. Now I could talk about this stuff all day long. I and I do. So if you wanted to chat about AI and how it can help your WordPress business and stuff, very happy to chat to people about that.

[00:25:14.210]

My website's here, my email's here, and thank you for your time.