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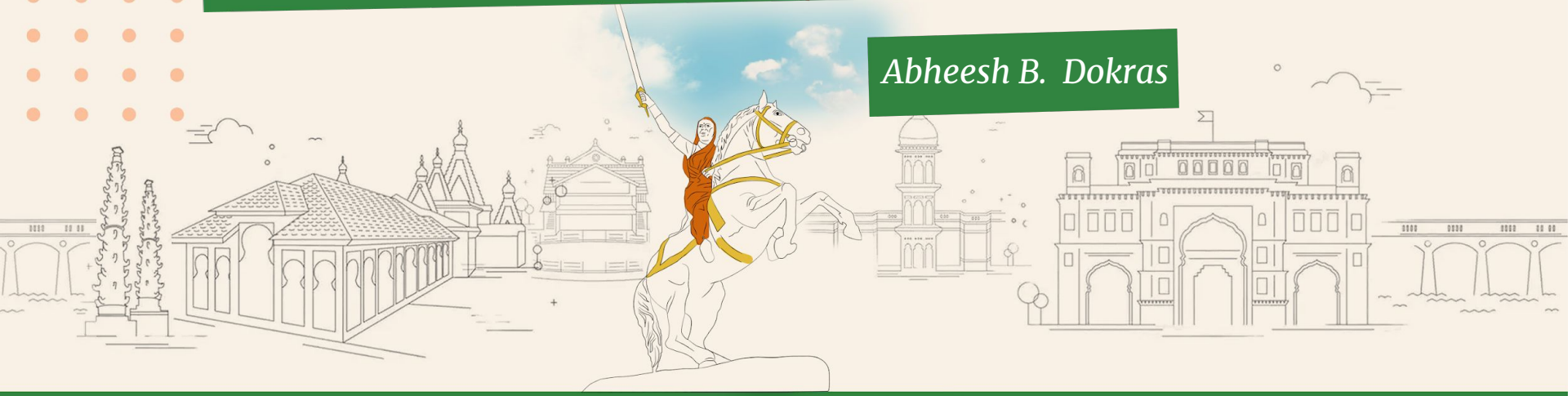
2025

AI For Beginners

How to Use AI Tools to Boost Your Productivity in WordPress



Abheesh B. Dokras

Let's Start

Ruko Jara, Sabr Karo

Who is Abheesh B. Dokras

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I Help Startups & Businesses with Growth 🚀

- **Founder**,
  Wisbotech Communications Pvt Ltd
- **Growth Consultant & Strategist**,
  Big Shot Organizations, & Startups
- **Mentor**,
  Startups, Communities
- **Trianer** (Visiting Faculty)
  MCED (Govt of Maharashtra), Colleges

Growth Strategist | Curios Explorer | Learner

Let's Explore

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- Why AI Matters ??
- Who is this Session for ???
- What you'll Learn today ????

Disclaimers

- Tools used in this presentation are **not Sponsored.**
- This is **not a Workshop**. You will need a full day for that.
- Data presented in this **session** may vary.

Toh Chaliye Shuru Karte Hai

Toh Chaliye Shuru Karte Hai

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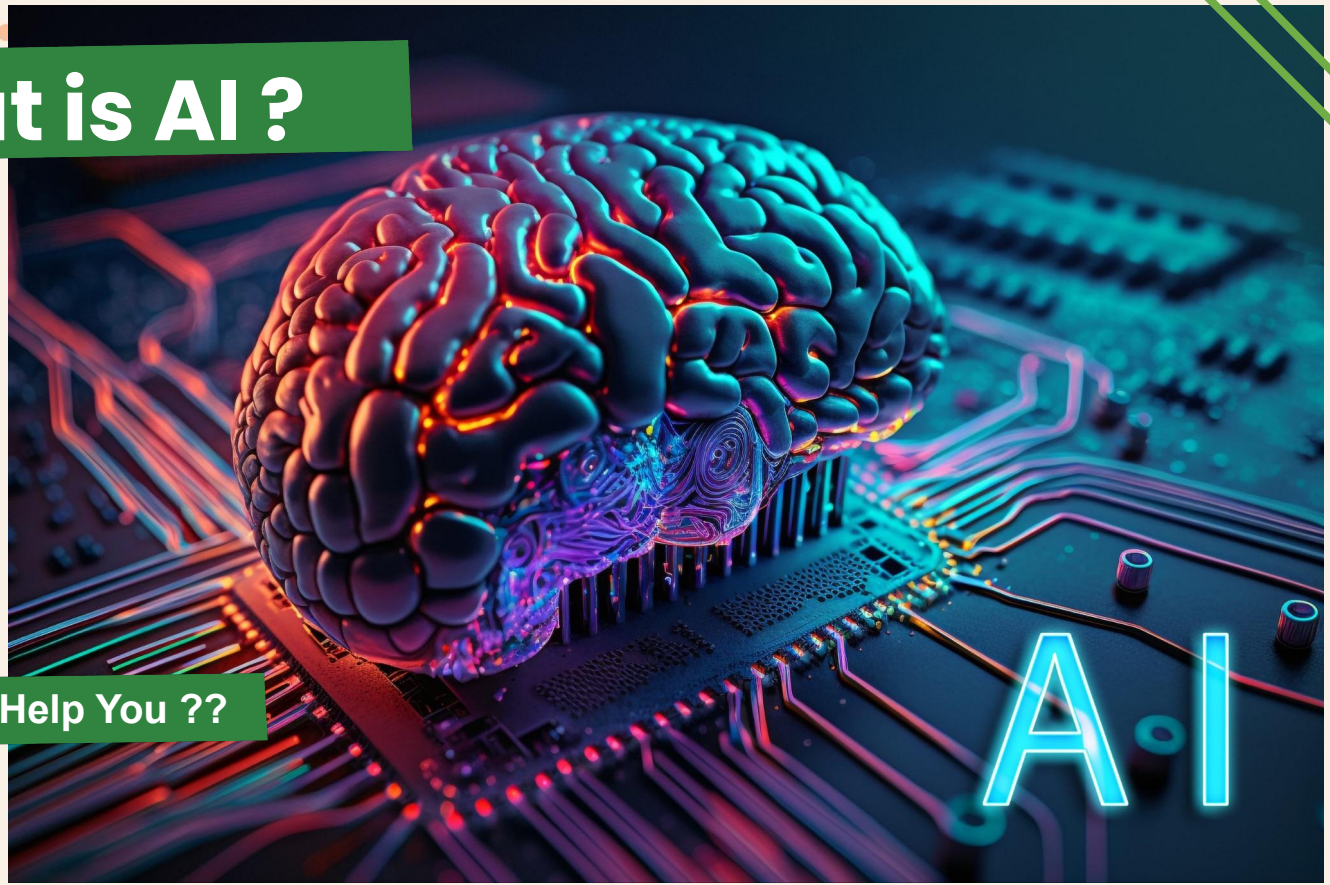
What is AI ?



How AI Can Help You ??

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Common Misconceptions About **AI**

"AI Will Replace Humans" & "AI is Only For Tech Experts"

AI Tools To Explore

AI Tools For **Content Creation**

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1. **ChatGPT**
   - **Features**: Content ideation, blog drafting, social media captions.
   - **Practical Use:** Generate blog posts for your WordPress site.

2. **Jasper AI**
   - **Features:** SEO-focused content creation, AI-powered templates.
   - **Practical Use**: Write optimized headlines and meta descriptions.

3. **Grammarly**
   - **Features**: Grammar and tone checking, plagiarism detection.
   - **Practical Use**: Edit WordPress blogs for clarity and professionalism.

Some Other Tools

- Copy.AI
- ElevenLabs
- Perplexity AI

AI Tools For **Design**

1. Canva

- **Features:** AI-powered design templates, Magic Write for text-based designs.
- **Practical Use:** Create engaging WordPress banners.

2. Adobe Firefly

- **Features:** AI-generated images and design elements.
- **Practical Use**: Enhance WordPress visuals with unique, AI-driven designs.

3. Remove.bg

- **Features**: Automatic background removal.
- **Practical Use**: Prepare high-quality images for posts and pages.

Other Tools

1. LimeCube
2. Runway ML
3. Microsoft Designer

AI Tools For **SEO**

1. Surfer SEO

- **Features**: Content optimization based on keyword research.
- **Practical Use**: Improve your blog rankings.

2. SEMrush

- **Features**: Keyword analysis, competitor insights.
- **Practical Use**: Plan WordPress content strategies.

3. Rank Math

- **Features**: On-page SEO suggestions within WordPress.
- **Practical Use**: Optimize posts directly on WordPress.

Need More **Tools**

Itne Paise Me Itnaich Milega !!

AI Tools For **Students & Freshers**

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1. Notion AI

- **Features**: Task management, note-taking, and content generation.
- **Practical Use**: Organize projects, create to-do lists, and draft reports.

2. Duolingo

- **Features**: Language learning with AI-driven personalization.
- **Practical Use**: Improve communication skills in new languages.

3. Otter.ai

- **Features**: Automated meeting notes and transcriptions.
- **Practical Use**: Summarize lectures or meetings efficiently.

4. Quizlet

- **Features**: AI-powered flashcards and learning games.
- **Practical Use**: Prepare for exams with customized study sets.

Market Opportunities With **AI**

- **Why AI Skills Matter for Career Growth:**
- **Global AI Market Growth:**
- **AI market size in 2025: $ 757 Billion (Expected)**

WordPress Integrations With **AI**

- **Plugins**
  - **AI Writer for WordPress:** Automates content creation
  - **Rank Math SEO:** Uses AI to optimize posts
  - **Elementor AI:** Streamlines design processes

- **Adoption of AI in WordPress:**
  - Over **20% of WordPress users** are integrating AI-powered plugins.
  - Plugins like **AI Writer** and **Surfer SEO** have seen a **60% rise in downloads** in the last year.

Challenges & Tips

- **Learning** curve for some tools.
- Over-reliance on AI might **hinder** creativity.
- **Start small** use one tool at a time.
- Practice **regularly** to become proficient.
- Focus on **tools** that address your immediate needs.

What's **Next** ??

- Experiment with at least one **AI Tool** discussed today

- Explore how it fits into your **WordPress** workflow

Bonus **Resource**

Thank You

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