

WooCommerce Reimagined: Powering Up with the AI Advantage

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Simon Harper is the founder of SRH Design with over 20 years of experience in Web Design, focusing on WordPress and WooCommerce and consulting on Shopify websites as a Shopify Partner.

As well as his extensive web design and eCommerce experience, Simon has over 12 years of experience in email marketing, well-known as the first Mailchimp Partner in Ireland and was hand-picked by Mailchimp to join their inaugural Mailchimp Customer Advisory Board, shaping the next generation of the platform.

Simon is also a Mailchimp and Klaviyo Partner and international conference speaker on Email Marketing.

Requirements & What You Will Learn



Over the course of the next forty minutes (or so) we are going to dive into:

Requirements

- WooCommerce live or staging environment (or an InstaWP account).
- One or more AI accounts – either CodeWP AI, WP Turbo, ChatGPT, Bertha AI or JetPack. (I will touch on Grammarly)
- Basic understanding of PHP, CSS and HTML.




Over the course of the next forty minutes (or so) we are going to dive into:

What You Will Learn

- What AI tools are available for WooCommerce.
- How to use these AI tools to enhance WooCommerce.

Test Environments



If your hosting provider doesn't offer Staging Environments then you can use:

- Local environments such as:
 - Local (from Flywheel) - <https://localwp.com/>
 - DevKinsta - <https://kinsta.com/devkinsta/>
- InstaWP - <https://instawp.com/>

There are other environments and tools that you can use, these are tools that I have used.

AI Tools



Two Categories of Tools

Generative AI

- JetPack AI, Woo Express, Grammarly, Bertha AI

Code AI

- WP Turbo, ChatGPT and CodeWP AI

Summaries



Generative AI Summary (1/3)

- JetPack AI is the least useable of all the generative AIs from a WooCommerce perspective.
- Woo Express has made some improvements since it's launch in June and it's a solid start (but it's not currently available for self-hosted WooCommerce)



Generative AI Summary continued (2/3)

- Chat GPT is a better option than JetPack AI (even if you are already using JetPack)
- Grammarly can be a good companion to all of the above solutions, not just for checking spelling, punctuation and grammar but also for refining.



Generative AI Summary continued (3/3)

- Outside of Woo Express (and perhaps even complimentary to it) Bertha AI is an excellent option for WooCommerce (but you will need the paid version to utilise all the features).



Code AI Summary (1/2)

- Chat GPT 3.5 (the current free version) is good if you are on a budget but Chat GPT 4 brings better results and modes for code.
- WP Turbo is a robust solution for your WooCommerce and AI coding needs but the free plan is limited to 25 requests per day.



Code AI Summary continued (2/2)

- Code WP AI is perhaps not as user-friendly as WP Turbo and whilst you don't necessarily need the paid version to AI code for WooCommerce upgrading can produce better results.

Compared to the free plan of WP Turbo it also has more restrictions.

A note on Copilot



Copilot is powered by ChatGPT and currently in the mobile app you can access GPT-4 for free.

- Microsoft has just released [paid pricing plans](#) for Copilot but the free version does give you access to Chat GPT 4 and Chat GPT 4-Turbo outside of peak times and with limitations.

If you want to use a more powerful Chat GPT for free, this is a method to do that.

Bonus: AI Engine



What about using your own AI Chatbot for increased sales conversion and customer support queries?

- AI Engine is a popular example from Meow Apps.
- There is a free and Pro version of the plugin.
- You will need your own API keys for the service(s) you wish to use and these come at various costs.



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- Another option is to build your own Chat GPT using the [Open AI Playground](#) or third party tools like [Promptsmith](#) to enhance your prompts and improve the build of your chat bot.
- Prompts/process within the Chat GPT builder can be basic. So using the above can improve your accuracy and detail.

Additional Reading / Examples



You will find the following videos and examples helpful in your AI journey with WooCommerce

Videos

- [Adding Bertha AI to Your WooCommerce Store](#)
- [Using Woo Express and AI](#)
- [WP Turbo, ChatGPT, CodeWP AI and WooCommerce: Exploring AI Chat and Snippet Generators](#)
- [JetPack AI Integration in WooCommerce: Challenges and Workarounds](#)



You will find the following videos and examples helpful in your AI journey with WooCommerce

WP Wednesdays Newsletters

- [#Issue 102 - WooCommerce Express AI first impressions and Shopify comparison](#)
- [#Issue 97 - Using AI to make WooCommerce Featured Products Filterable in the Admin](#)
- [#Issue 95 - WP Turbo AI Review](#)
- [#Issue 90 - Customising the WooCommerce Backorder message with AI and conditionals](#)

Thanks for watching!



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