

# Practice Guide - Student Handout

Artificial Intelligence Website Workflow = Speak → See → Sell

## Proprietary to the System

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## How it works. Simple language is all it takes.

You talk. → The system builds. → A sell-ready page appears.

Describe what you want in plain language. Copy the AI output. Paste it into our protected areas. Publish. Done!

## Your Practice Environment (2 modes)

**JW website Artificial Intelligence** Mode using the Vantage Theme: (Your default sandbox) Serious building for performance and speed.

**Divi Commercial Product** using the Divi Theme: A place to have fun using drag and drop user interface; Get serious if you like.

Chose the environment you like the best.

Switch anytime: From your WordPress Dashboard – Follow instructions on page 6 to switching Between Vantage and Divi.

## The Core Workflow (Overview)

- 1 Open ChatGPT and speak to the prompt.
- 2 Copy AI's full output.
- 3 From the WordPress Main Menu click the JW-websites Proprietary AI System and Paste code.
- 4 Click Save Blocks and visit site to view the page in your browser.
- 5 Check your new website on desktop / tablet / phone).

If the layout is what you want, you're done. If not, request a revised version by saying: "AI, Please fix the section you created earlier. Here is what looks wrong:" [describe what you see or paste a snippet of the error]

## The Core Workflow using the Prompt Generator (Overview)

- Get your Industry "DNA" → Plug it into the Prompt Generator form.
- Run the Form → Plug it into AI.
- Run AI → Plug it into your web site.

Afterwards, use WordPress to organize / customize your Header, Footer and Menu.

# Image Preparation Guidelines

AI can locate free images if you request them in your prompt, but relying on randomly sourced images often results in lower-quality visuals that make a website look less than professional. A better approach is to create your own high-quality images using AI by describing the image you want or by providing a sample image and asking AI to generate something similar. Once your images are created, they should be optimized before adding them to your website. A free program that works well for this is XnConvert. This program allows you to batch optimize several images at once using custom presets. It is a must have for our process. Large images slow down your website. Resizing them to the correct dimensions and converting to WebP significantly reduces file size without sacrificing quality. Faster pages improve user experience and send strong signals to search engines, helping boost performance and rankings.

## How to setup and use XnConvert:

**We use 2 presets:**

- 1. Hero Images**  
Set width to 1500px  
Use for large top-of-page banner images
- 2. Regular Images**  
Set width to 1200px  
Use for standard content images

## How to create a preset:

**Open XnConvert**

- 1. Click Actions**
- 2. Add Action > Transform > Resize**
- 3. Enter the width and height:**
  - o 1500 X 1500 for hero images
- 4. Keep aspect ratio turned on**
- 5. Enlarge / Reduce = Reduce only**
- 6. Click the Output Tab**
- 7. Set format to WebP**
- 8. Choose where the new files will save**
- 9. Test on one image**
- 10. Click small icon that says: Save the preset (assign a filename)**
- 11. Repeat the process for 1200 X 1200 for regular images**

## How to use a preset:

- 1. Add your images**
- 2. Choose the preset**
- 3. Click Convert**

After optimizing the images, upload them to WordPress: From the WordPress main control panel click Media → Add New → Select Files and upload your optimized images to the media library. After uploading, click the image in the Media Library and click Copy URL to Clipboard. From here you can paste them into Section 16 of your Prompt Generator form. The first image listed in your prompt will be used as the hero image at the top of the page. Any additional images will be placed elsewhere on the page where AI determines they fit best.

## Replacing images in the Media Gallery

Replace any existing image with a new one on your website by clicking on that image in the Media Gallery and then clicking Upload a new file.

## OTHER TIPS FOR USING AI TO PRODUCE IMAGES

When requesting Photo Stock images ask AI to generate the prompt for you. For example, instead of simply saying: "AI, please give me an image that would work well on my Day Care web site."

Say...

"AI please give me **instructions** for writing the best prompt for an image for my Day Care web site." AI may return a prompt like this one for you to copy and paste back into the prompt:

- Subject: A warm, welcoming childcare environment with young children engaged in learning and play.
- People: A diverse group of children and a caring adult instructor. Everyone should appear natural, relaxed, and genuinely engaged. No exaggerated expressions. No staged or cartoonish poses.
- Environment: A clean, modern childcare classroom with soft natural light coming from large windows. Neutral walls with subtle, cheerful accents. Toys, books, and learning materials should look realistic and gently used—not perfectly staged.
- Mood: Safe, nurturing, and trustworthy. The image should make parents feel comfortable and confident.

Obviously, these detailed instructions would return a better image, especially if you provide further details using your own creative thinking.

Here's another example of an AI written prompt that I use as a template for generating high quality imagery.

AI, please render Ultra-realistic professional stock photography. The imagery should be sharply focused with realistic depth of field, natural color balance, and even lighting. Textures—such as fabric, skin, metal, stone, and foliage—appear detailed and lifelike. The overall composition resembles a high-quality commercial stock photograph intended to convey professionalism, home services, safety, and positive customer interaction. The image is captured with a full-frame DSLR camera. Natural lighting, realistic shadows, true-to-life color balance, and accurate physical proportions. Sharp focus, high dynamic range, and fine detail with no visible grain or noise. Skin texture appears fully natural with pores, subtle imperfections, and tonal variation. Materials, tools, and clothing look authentic and physically correct. Depth of field is realistic and optically accurate. The image should be indistinguishable from a real commercial stock photo used by major agencies.

# Beyond the Basics

How to create your own pages and add new keys using the JW-websites Proprietary AI System.

## Create a new Protected Page

Every page (or block) must be protected. WordPress, the Vantage theme, and other web-building systems flag AI-generated code as foreign and actively interfere with it, even crippling it if left exposed. Defending that code is not optional. This built-in defensive mechanism is what makes our proprietary system work. This section explains how the AI code is protected and how to create a new protected page.

- 1 Log in to WordPress [your student sandbox site].
- 2 From the WordPress Main Menu click Page → Add Page → SiteOrigin.
- 3 Add your Title. For simplicity, begin with conventional page titles that visitors immediately recognize. Examples: Pricing, Testimonials, How it Works, Portfolio, Meet Our Team, etc. (Note: Unless you delete your previous pages, do not replicate pages that are prebuilt into the system ie. Home, About Us, Services, FAQ's, and Contact) Using simple titles makes it easier to recognize which key belongs to which page later when selecting from the dropdown menu.
- 4 Set up your page using the settings section to the right: Under the Page Attributes Card use Template → Full Page No Title; Under the Page Settings Card use Page Layout → Full Width. All other boxes in this section should be Unticked.
- 5 Click the Add Widget tab and choose → SO Protected Block.
- 6 Type your Block Key in the field provided which should be the same as your page title, converted to lowercase with underscores instead of spaces. Examples: home, about\_us, what\_we\_do, our\_mission, testimonials, contact\_us.  
Block Key format rule: lowercase + underscores only (no spaces, no capital letters). Important rule: the Block Key must match exactly between the page and the JW-websites Proprietary AI System. If the keys do not match exactly, the page will not display. Therefore, best practice is to copy and paste the key rather than typing it to eliminate the possibility of error.
- 7 Click Done on the widget and then click Publish and Update to save the page. The page now contains the protected block and its Key.
- 8 Now go to the WordPress Main Menu and click JW-websites Proprietary AI System. Paste the same Block Key into the key field and click Save Blocks. Confirm that you see your block on the dropdown menu. You have now created a new protected page and registered its Key inside the JW-websites Proprietary AI System. Never click Delete Selected Block unless you want to delete the page along with its Block Key.
- 9 View your newly created page. At this point the page will appear blank, showing only the website header and footer. This is expected. The protected block is now in place and you will see the url in the Browser, confirming that the page exists. Mission accomplished! You must now populate that page with content, so it back to page 1, step 1 of the 6-step process. You have gone full circle but have also created a new page that wasn't initially in the system.

Note: Never remove or edit the home\_00\_global block. These are special instructions that control the behavior of all blocks.

# Beyond the Basics (Continue)

How to use various WordPress features, the Google map and the Mini Editor

## Using WordPress Customization Features

You can access the Customize area from the top-most menu. Click Published to save your changes.

Customize menu aesthetics by going to Customize → Theme Design → Menu

Customize menu order and layout by going to Customize → Menus → Vantage Main Menu

Customize page background color by going to Customize → Theme Design → Page

Customize the Header by going to Customize → Widgets → Masthead → Layout Builder

Customize the Footer by going to Customize → Widgets → Footer → Layout Builder

The widgets inside of the Layout Builders can be edited directly by clicking Edit and then the Visual Tab. Alternatively, you can request that AI write code to be pasted into the Code Tab of the Header and, or the Footer.

## Editing the Google Map

To edit the map, on the Contact page click Edit Page from the top-most menu and directly Edit the bottom widget from the Visual Tab.

To update the map itself to your customer's address: Click the "Get Directions," link. Search your address in Google. From the top left Menu ☰ go to "Share or embed map" → "Embed a map." → COPY HTML.

From the Code Tab in the widget, replace the entire section as shown below with your clipboard information:

```
<iframe src="https://www.google.com/maps/embed?pb=!1m18!1m12!1m3!1d3130.3881418740184!2d-88.90721962282296!3d38.316841680748325!2m3!1f0!2f0!3f0!3m2!1i1024!2i768!4f13.1!3m3!1m2!1s0x8876b7d35fa98369%3A0x8531079bb825a466!2s1000%20Broadway%20St%2C%20Mt%20Vernon%2C%20IL%2062864!5e0!3m2!1sen!2sus!4v1775568565759!5m2!1sen!2sus" allowfullscreen="allowfullscreen"></iframe>
```

## Using the Mini Editor – Optional (safe text changes)

Use this when you only need to change words (headlines, short text) without touching protected code.

Open the page you wish to edit. (Click Edit Page)

Scroll down to Text Editor.

Type your text into the fields and click Update.

Refresh your browser tab to see the change.

Only a few sample fields, if any, have been provided.

To create additional fields, all required instructions are contained within the editor. Follow them exactly as shown.

# Switching Between Divi and Vantage

## Overview

Divi and Vantage are different site shells. Only one theme can be active at a time. Switching themes changes how the site looks, not your content.

**IMPORTANT:** Be careful not to Edit Vantage pages in Divi and vice versa.

### **PART A – Switching from Vantage to Divi**

1. Go to Appearance → Themes
2. Activate Divi
  
3. Go to Settings → Reading
4. Select “A static page”
5. Homepage: Divi Playground
6. Save Changes
  
7. Go to Appearance → Menus → Manage Locations
8. Set Primary Menu to Divi Main Menu
9. Save
  
10. Open Divi Playground
11. Click “Edit With Divi”

### **PART B – Switching from Divi to Vantage**

1. Go to Appearance → Themes
2. Activate Vantage
  
3. Go to Settings → Reading
4. Select “A static page”
5. Homepage: Main Page (Vantage)
6. Save Changes
  
7. Go to Appearance → Menus → Manage Locations
8. Set Primary Menu to Vantage Main Menu
9. Save

### **Important Notes**

- Switching themes does not delete pages
- Reminder: Please do not edit Divi pages in Vantage or vice versa.