



WORDCAMP
LISBOA 2025

Enhance your WordPress applications with AI services

WordCamp Lisboa

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@fellyph

- **Google Developer Expert**
- **WordCamp Organizer**
- **GDG Lagos Organizer**



AI



1,445 plugins



All

Community

Commercial

Search results for: "AI"



Rank Math SEO – AI SEO Tools to Dominate SEO Rankings

★★★★★ (7,127)

Rank Math SEO is the best WordPress SEO plugin with the features of many SEO and AI SEO tools in a single package to help multiply your SEO traffic.

👤 Rank Math SEO

📊 3+ million active installations

🔗 Tested with 6.8.1



Yoast SEO

★★★★★ (27,760)

Improve your WordPress SEO: Write better content and have a fully optimized WordPress site using the Yoast SEO plugin.

👤 Yoast

📊 10+ million active installations

🔗 Tested with 6.8.1



AI Engine

★★★★★ (708)

AI meets WordPress. Your site can now chat, write poetry, solve problems, and



Jetpack – WP Security, Backup, Speed, & Growth

★★★★☆ (2,315)

Improve your WP security with powerful one-click tools like backup, WAF, and

AI + WordPress

- Content Generation
- SEO
- Chatbot
- Coding

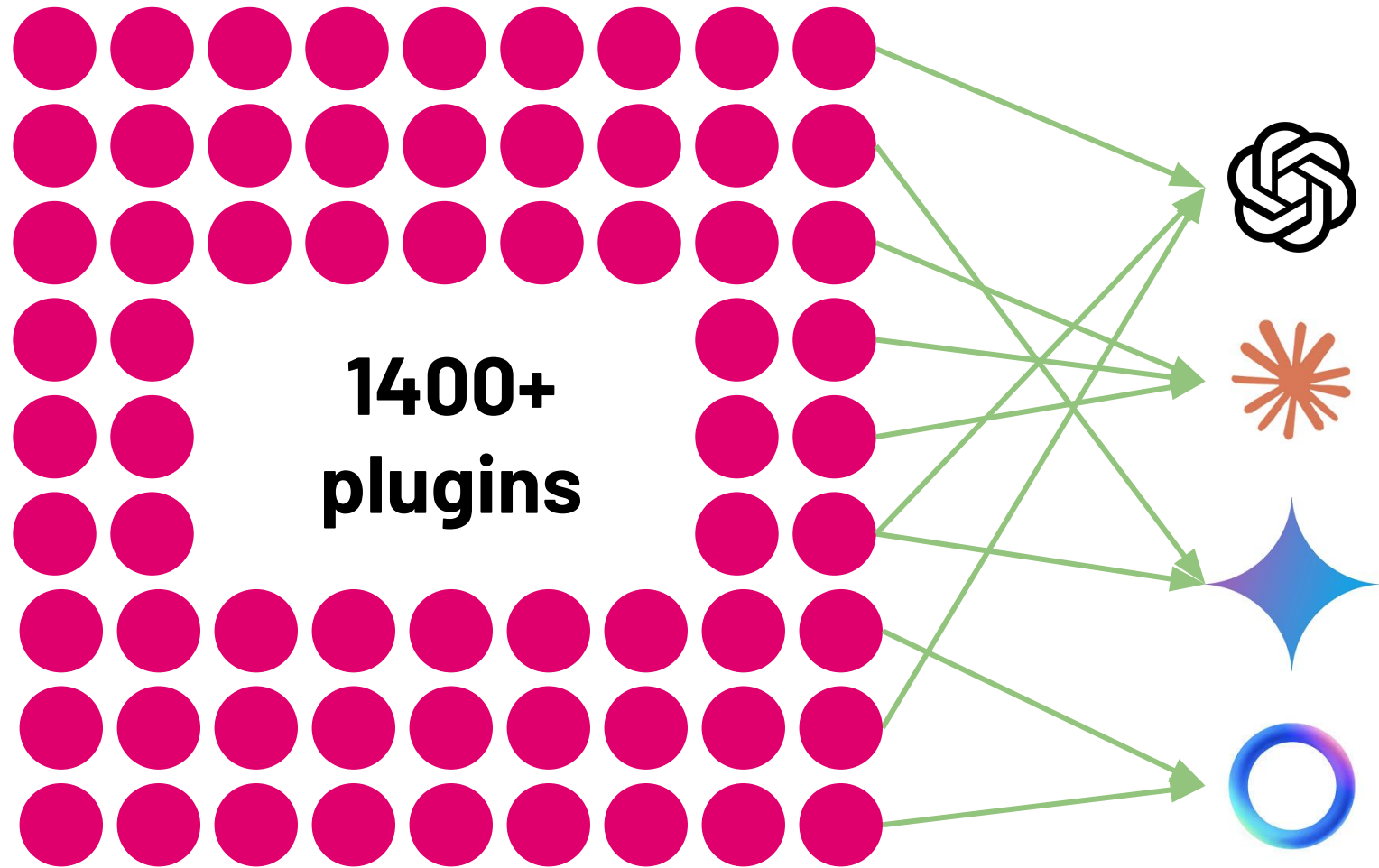


AI + WordPress

- Content Generation
 - SEO
 - Chatbot
 - Coding
- **Content Management**
 - **Task Automation**
 - **Products Suggestion**
 - **Personalized content**
 - **Product personalization**
 - ...



**1400+
plugins**



**1400+
plugins**

**AI
Services**



**1400+
plugins**

WordPress



AI Services

- Abstraction layer for:
 - PHP
 - JavaScript
 - WP-CLI

AI Services support



 AI Services: Settings

Save

API Keys

ANTHROPIC (CLAUDE)

Show

Enter the API key for Anthropic (Claude). [Get API key](#)

GOOGLE (GEMINI, IMAGEN)

.....

Show

Enter the API key for Google (Gemini, Imagen). [Manage API keys](#)

OPENAI (GPT, DALL-E)

Show

Enter the API key for OpenAI (GPT, Dall-E). [Get API key](#)

API Keys

+ Create API key

Quickly test the Gemini API

API quickstart guide

```
curl "https://generativelanguage.googleapis.com/v1beta/models/gemini-2.0-flash:generateContent?key=GEMINI_API_KEY" \
-H 'Content-Type: application/json' \
-X POST \
-d '{
  "contents": [{
    "parts":[{"text": "Explain how AI works"}]
  }]
}'
```

Use code with caution.

Your API keys are listed below. You can also view and manage your project and API keys in Google Cloud.

Project number	Project name	API key	Created	Plan	
...	...	...GxOE	Apr 30, 2025	Tier 1	
...1139	curso-ai	...34mk	Feb 16, 2025	Go to billing View usage data	



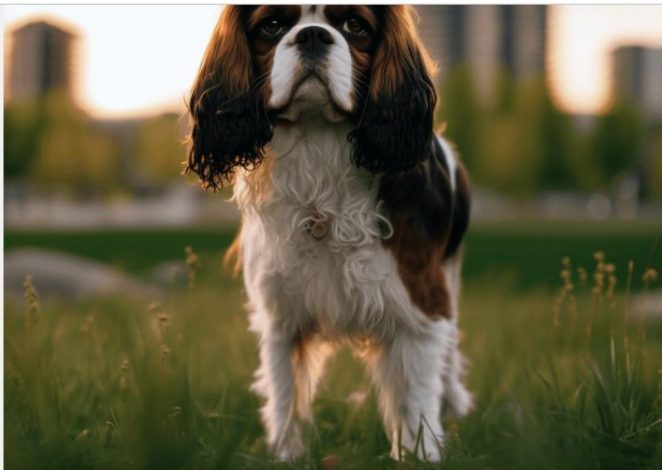
AI Services: Playground

Reset messages



SYSTEM INSTRUCTION

You are an image alternative text generator. The user will provide you with images to generate alternative text for, to use in the alt attribute of the respective image tag in a website.



Google (Gemini, Imagen): Gemini 2.0 Flash

< > View raw data

A Cavalier King Charles Spaniel stands in a grassy field with buildings and trees blurred in the background. The dog has a predominantly white face with brown and black markings on its ears and body. It's standing on all fours, looking forward with a slight upward gaze. The field is green, and some grasses are illuminated by sunlight. The background buildings suggest an urban setting. The sky is overcast, casting a soft light on the scene.

Enter AI prompt to generate content

AI Configuration



Capabilities



FOUNDATIONAL CAPABILITY

Text generation

ADDITIONAL CAPABILITIES

- ☐ Chat history
- ☐ Function calling
- ☒ Multimodal input

Model selection



SERVICE

Google (Gemini, Imagen)

MODEL

Gemini 2.0 Flash

Model configuration



MAX OUTPUT TOKENS

The maximum number of tokens to include in a response candidate.

TEMPERATURE

Floating point value to control the randomness of the output, between 0.0 and 1.0.

TOP P

What is possible?

- Chat history
- Function Calling
- Multimodal input
- Multimodal output

AI SERVICES

In action



```
use Felix_Arntz\AI_Services\Services\API\Enums\AI_Capability;

if ( ai_services()->is_service_available( 'google' ) ) {
    $service = ai_services()->get_available_service( 'google' );
    try {
        $candidates = $service
            ->get_model(
                array(
                    'feature'      => 'my-test-feature',
                    'capabilities' => array(AI_Capability::TEXT_GENERATION ),
                )
            )
            ->generate_text( 'What can I do with WordPress?' );
    } catch ( Exception $e ) {
        // Handle the exception.
    }
}
```

Multimodal input



```
use Felix_Arntz\AI_Services\Services\API\Enums\AI_Capability;
\\... all use

$parts = new Parts();
$parts->add_text_part( 'Briefly describe what is displayed in the following image using a
single sentence.' );
$parts->add_file_data_part( 'image/jpeg', 'https://example.com/image.jpg' );
$content = new Content( Content_Role::USER, $parts );
try {
    $candidates = $service
        ->get_model(
            array(
                'feature'      => 'my-test-feature',
                'capabilities' => array(
                    AI_Capability::MULTIMODAL_INPUT,
                    AI_Capability::TEXT_GENERATION,
                ),
            )
        )
        ->generate_text( $content );
} catch ( Exception $e ) {
    // Handle the exception.
}
```

Multimodal Output(Gemini*))



```

use Felix_Arntz\AI_Services\Services\API\Enums\AI_Capability;
use Felix_Arntz\AI_Services\Services\API\Types\Text_Generation_Config;

try {
    $model = $service
        ->get_model(
            array(
                'feature'           => 'my-test-feature',
                'capabilities'       => array( AI_Capability::TEXT_GENERATION,
AI_Capability::MULTIMODAL_OUTPUT ),
                'generationConfig' => Text_Generation_Config::from_array(
                    array(
                        'outputModalities' => array( 'text', 'image' ),
                    )
                ),
            )
        );

    // Generate text and images using the model.
} catch ( Exception $e ) {
    // Handle the exception.
}

```

Generate Image



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```
use Felix_Arntz\AI_Services\Services\API\Enums\AI_Capability;

try {
    $service = ai_services()->get_available_service(
        array('capabilities' => array( AI_Capability::IMAGE_GENERATION ))
    );
} catch ( InvalidArgumentException $e ) {
    // Handle the exception.
}

try {
    $candidates = $service
        ->get_model(
            array(
                'feature'      => 'my-test-feature',
                'capabilities' => array( AI_Capability::IMAGE_GENERATION ),
            )
        )
        ->generate_image( 'Photorealistic image with an aerial shot of a Cavalier King
Charles Spaniel tanning himself at an oasis in a desert.' );
} catch ( Exception $e ) {
    // Handle the exception.
}
```

**What is
Next?**

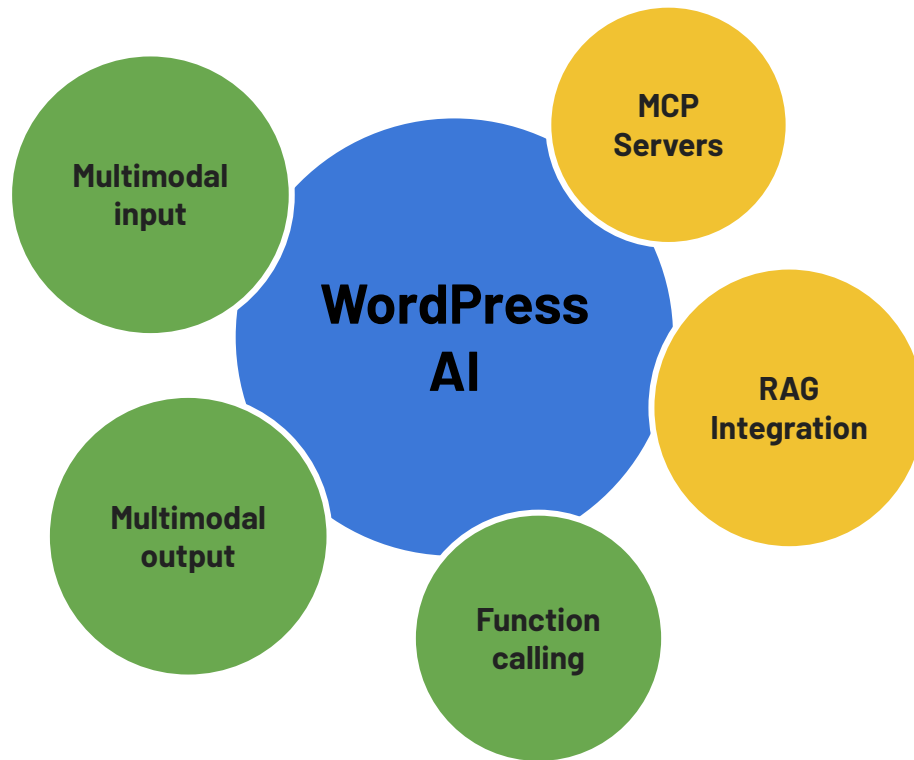


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To learn more

- <https://github.com/felixarntz/ai-services>
- <https://felixarntz.github.io/ai-services/>

What I would like to see...



Obrigado

@fellyph



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