



The AI-Ready WP Freelancer Checklist

A practical, no-nonsense guide to help you future-proof projects, protect clients, and stay ahead of the rapid AI changes hitting Australia in 2026.



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Why This Matters

With the publication of the [Australian National AI Plan](#), the rules of the web are changing... again.

Artificial intelligence is shifting from 'nice-to-have' to 'expected'.

Small businesses, NFPs, and research organisations are adopting AI tools whether they understand the risks or not. And guess who they ask to make it all work?

You.

This checklist helps you navigate three things clients increasingly care about:

- **Transparency:** How AI contributes to content and business workflows.
- **Safety:** Whether their customer data and website content remain protected.
- **Trust:** That you understand the new expectations around AI usage.

A freelancer who can talk confidently about AI, without the hype, becomes the safe, trusted option clients prefer.

"AI isn't here to replace freelancers. It's here to expose the ones who stopped paying attention."

What Clients Will Expect From You (Sooner Than You Think)

Clients won't ask for AI by name... they'll show up with symptoms.

Things like:

- "Can we automate this?"
- "I saw a tool that writes our product descriptions, should we use it?"
- "Our board wants an AI policy. Can you help?"
- "We want a chatbot like [company] has, can you add one to our site?"
- "Is it legal to use AI content on our site?"
- "Does Google penalise AI content?"
- "How do we protect customer data if staff use AI?"

Your edge is being able to translate the big picture into practical next steps.

Freelancer goal:

Become the person who says "Yep, I can guide you through that."

Not the person who says "I'm not sure, let me Google it in panic mode."

Proposal Updates (Add These Immediately)

A modern proposal should clearly outline how AI is (or isn't) used. Add these:

1. AI Transparency Section

A simple explanation of whether you use AI tools in your design/dev workflow.

2. Content Review Guarantee

State that all AI-assisted content is human-reviewed before delivery.

3. Data Privacy Note

Clarify that no confidential client data is placed into public AI tools.

4. AI Plugin Evaluation Standard

Define how you assess AI-powered plugins:

- Data handling
- Vendor trust
- Model sourcing
- Safety track record

5. Optional: Governance Support

Offer to help clients set up a lightweight AI usage policy.

A small addition that creates a huge increase in perceived professionalism.

Website Production Checklist (During the Build)

This checklist helps you keep AI usage clean, safe, and transparent.

Content Production

- ✓ Flag where AI was used (drafts, outlines, summaries)
- ✓ Maintain version history for AI-assisted text
- ✓ Never paste client-sensitive data into prompts

Tools & Plugins

- ✓ Evaluate AI plugins before installing
- ✓ Check for hallucination risk in chatbots/search features
- ✓ Disable learning or analytics features unless approved

Site Functionality

- ✓ Limit AI chatbots to approved content sources
- ✓ Test responses for accuracy + risk
- ✓ Clearly label AI interactions (optional but recommended)

SEO

- ✓ Use structured data where relevant
- ✓ Ensure AI output meets E-E-A-T standards
- ✓ Review tone, clarity, and value. Don't trust default AI tone

Pre-Launch Guardrails (Before You Hand Anything Over)

A small set of safety checks that protect you and your clients.

1. Accuracy Check

Review content for factual errors or hallucinations.

2. Source Verification

Ensure any summaries or rewrites have correct references.

3. Builder AI Safety

Disable AI 'assistants' inside page builders for final drafts. Some of these auto-optimize or rewrite content without telling you

4. Privacy Check

Confirm no personal or sensitive data slipped into prompts.

5. Model Attribution

- ✓ Identify which AI tools were used
- ✓ Describe what they were used for
- ✓ Provide review notes and approvals

6. AI Content Disclosure (Optional):

Small note on website footer or About page:

"This website may use AI-assisted tools to enhance content and navigation. All AI-generated content is reviewed by humans."

This small step can prevent big headaches later.

Client Delivery Checklist (At Handover)

This page gives your clients clarity, and makes you look like a pro.

Provide: “AI Use Summary”

A one-page document outlining:

- Tools used
- What they were used for
- What you reviewed manually
- Expected risks or limitations (e.g., chatbot accuracy)

Provide: Safe AI Guidelines for Content Writers

Include:

- Review AI output before publishing
- Don't use confidential data in prompts
- Check for bias or harmful phrasing
- Maintain human editorial control
- Respect copyright and attribution

Optional:

- ✨ Provide a “client-safe” list of approved plugins or tools.

Offer a Basic “Responsible AI Policy” (NAIC-aligned)

One page. Lightweight. Future-proof.

Next Steps for the Freelancer

1. Update your proposal template.

Add transparency, privacy, and AI plugin evaluation.

2. Create a simple AI usage log for your projects.

A Google Sheet is enough.

3. Refresh your handover pack.

Include the AI Use Summary + safe usage guidelines.

4. Start small with client AI enhancements.

Examples:

- Internal search upgrade
- Automated support flows
- Draft content generation with review
- Knowledge-base chatbot

5. Stay calm, stay curious.

Your job isn't to become an AI engineer.

It's to help clients understand how AI changes both their website and their business.

About The Author

Wil Brown has been running a successful business since 2005 with clients such as Nikon, Google, Verisk, and Queensland Health.

He helps WordPress developers and designers **get more clients, increase monthly revenue,** and build a **sustainable and profitable business.**



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Get The Freelancer's Edge

Tired of chasing clients and second-guessing your next project?

You're not alone. Most WordPress freelancers struggle with feast-or-famine cycles and projects that don't pay what they're worth.

That's why I created **The Freelancer's Edge**, a short, practical email every fortnight with strategies to:

- Land clients who value your work
- Escape scope creep and low-ball offers
- Grow a business that's actually sustainable

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