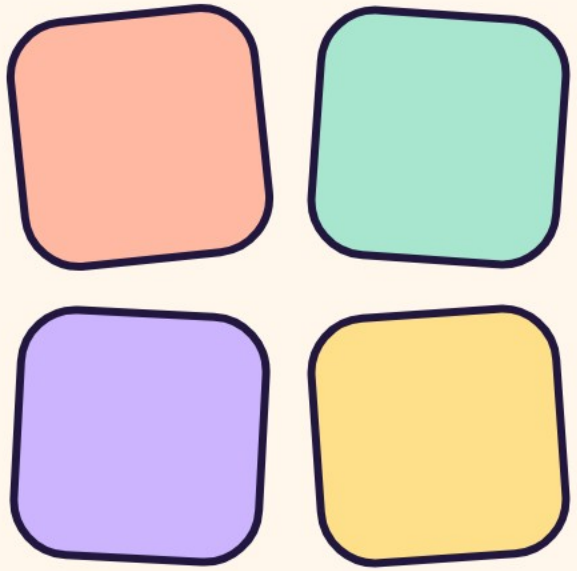
Who are you writing for anymore?



Dario Jazbec Hrvatin

WordCamp Sofia 2026

Hands up if you published something this month.

Keep it up if you know a human read it.

...and you could prove it.

Me neither.



Dario Jazbec Hrvatin

Content Marketing Manager

SiteGround

@darioohead

12 years writing for WordPress users



I've spent 12 years listening for readers.

Clicks

Opens

Comments

Likes

Clicks | Opens | Comments | Likes

15%

clicked a result
without an AI summary

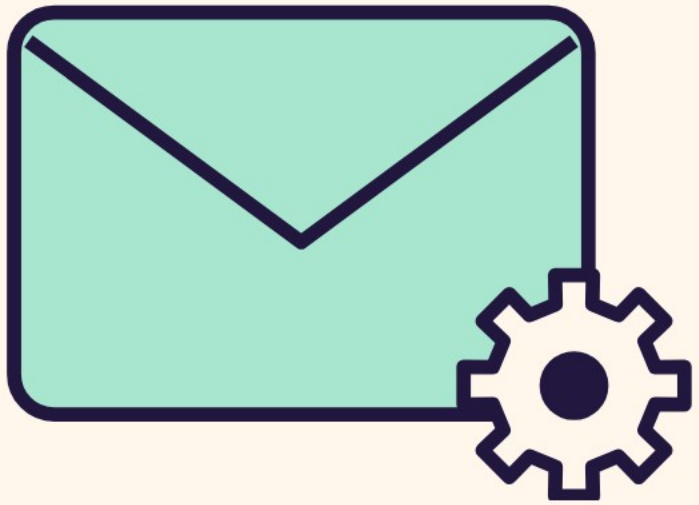
8%

clicked a result
with an AI summary

Pew Research Center, March 2025 browsing data, 900 US adults

Clicks | Opens | **Comments** | **Likes**

Your email was opened.
By a server.



Apple Mail Privacy Protection, since September 2021

Clicks | Opens | Comments | **Likes**

24 comments

Great post! Thanks for sharing.

This saved my afternoon.

Will this work on a multisite setup?

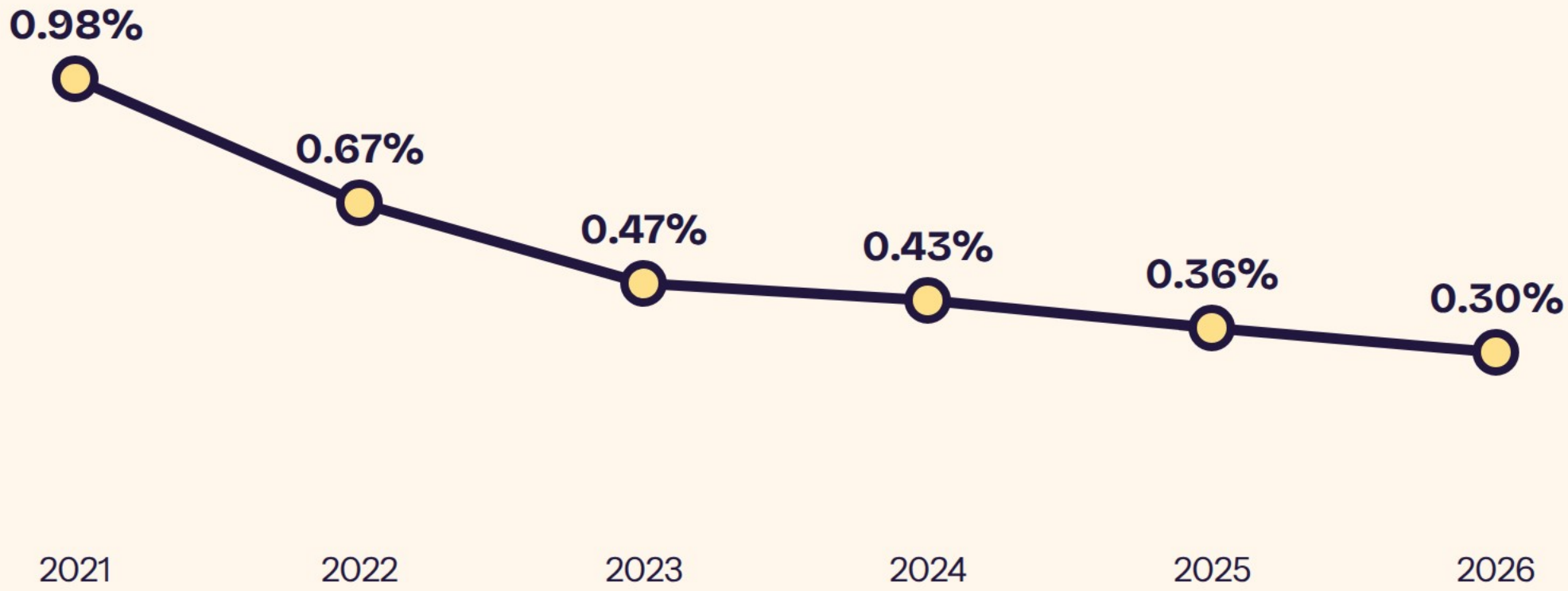
Same question here, following.

0 comments

Comments are closed.

Clicks Opens Comments Likes

Thousands of followers. Same silence.



Median brand engagement rate per post on Instagram. Rival IQ (now Quid) Social Media Industry Benchmark Reports, 2021 to 2026 editions

Clicks

Opens

Comments

Likes

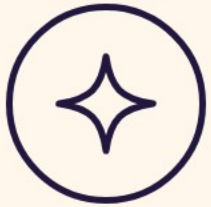
Four problems?

One problem.

Every signal that told us a human was there is failing.

At the same time.

A machine got there first.

Clicks	Opens	Comments	Likes
			
AI summary	Mail proxy	Chatbot	Feed

The audience didn't leave.
It went invisible.



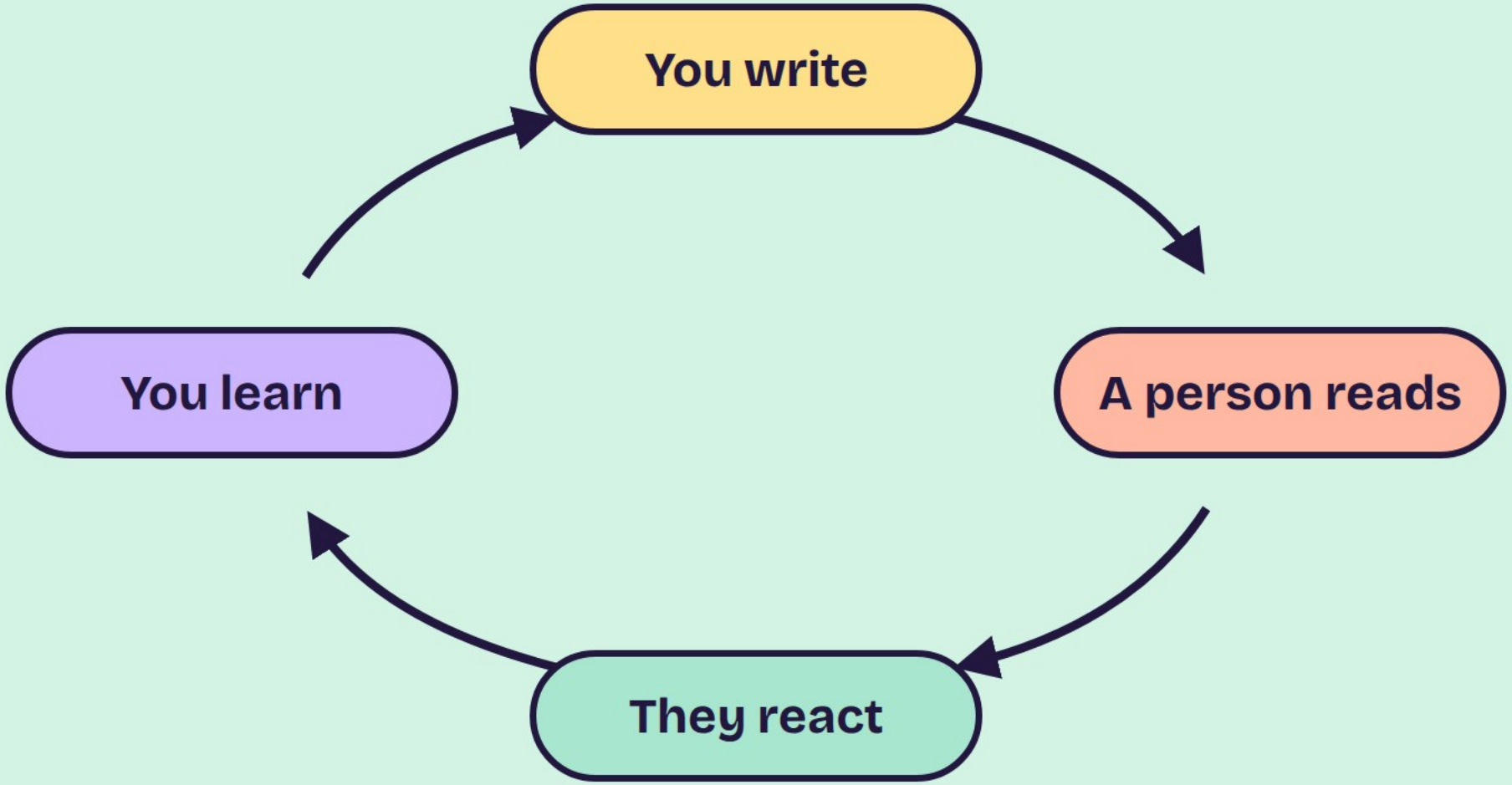
It's not just reading anymore.

What to buy.
Where to buy.
When to buy.

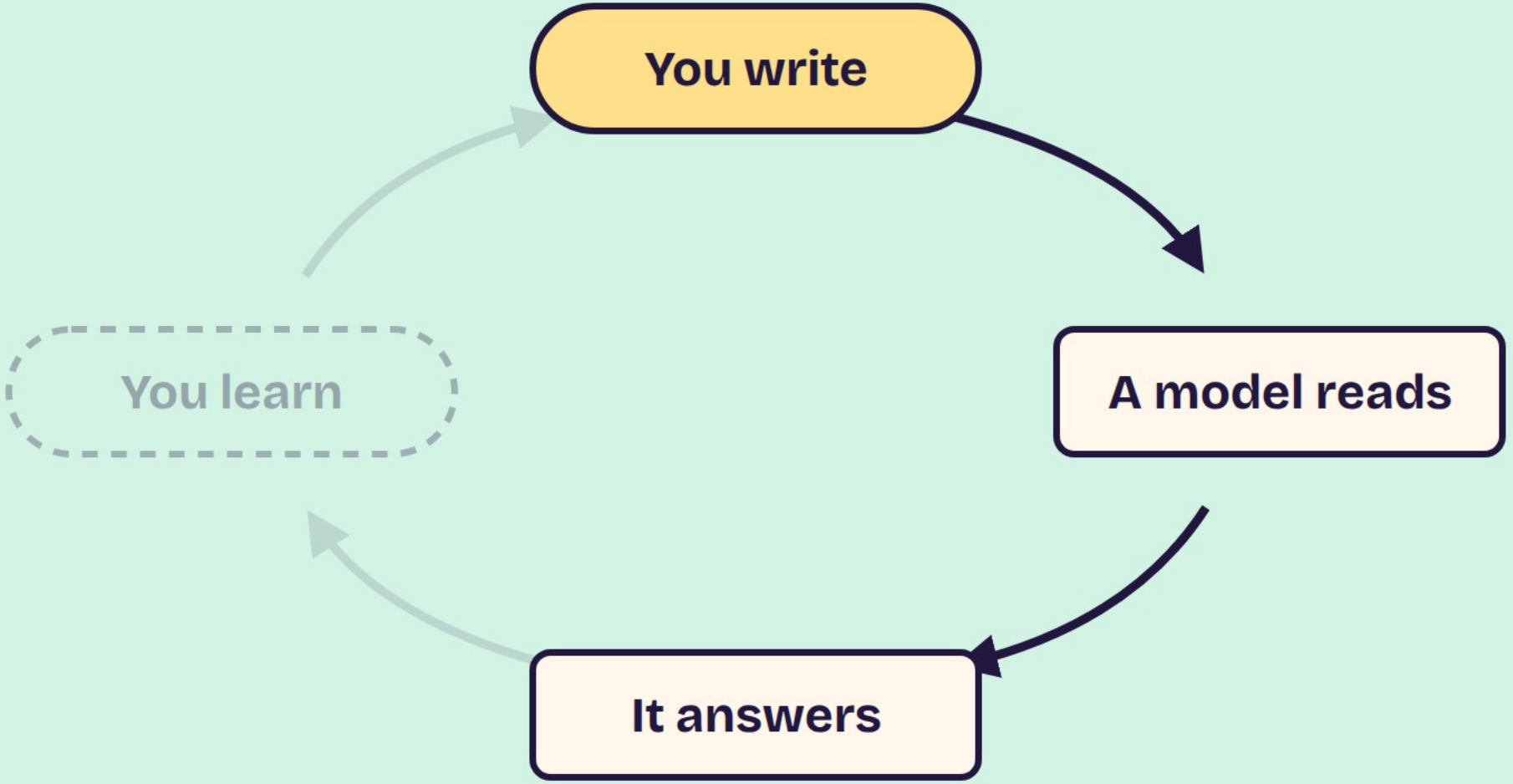
And soon, they'll probably buy right there.

Adobe: 39% of US consumers had used generative AI for online shopping (2025 survey). OpenAI tested checkout inside ChatGPT from September 2025 and scaled it back in March 2026

This isn't a content problem. It's a business problem.


You write
A person reads
They react
You learn

The loop has a hole in it.



1%

of searches with an AI summary led to a click on one of its sources

Pew Research Center, March 2025 browsing data

Your most important reader may be one you'll never meet.

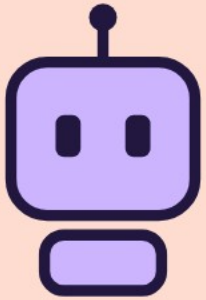
Most of our habits were built for a reader who clicks.

~~A headline that teases.~~
~~The answer, saved for the end.~~
~~Read more...~~

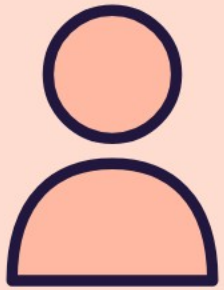
Hiding the answer used to be a strategy.

Now it's how you disappear.

You now write for two readers.



Reads every word.



Reads only what matters.

If they feel like it.

They'll probably just scan it.

Quickly.

...probably.

What I meant

WPML 5.0 is coming. Please test the beta and tell us how it goes.

"Tell us how it goes": 0 of 3.

What three assistants said

ChatGPT, GPT-5.6 Luna

WPML 5.0 Beta introduces a redesigned WordPress admin interface, simpler language and regional variant setup, taxonomy translation, and background translation processing that no longer requires an admin tab to remain open. Its biggest changes include making AI-powered Private Translation Cloud (PTC) the default translation engine for new sites, enabling free re-translation of previously paid-for words, and improving translation quality by learning from manual translations and repeated edits. The article also explains improvements for local translators and WooCommerce multilingual tools, **outlines how to install the beta for testing, and emphasizes that it should be installed on a testing site, not a live site.**

Gemini, 3.6 Flash

WPML 5.0 Beta introduces a major overhaul of the WordPress translation plugin, featuring a streamlined single-menu admin interface, easier regional language variant setup, background processing for automatic translations, and integrated taxonomy translation. The update establishes the AI-powered Private Translation Cloud (PTC) as the default engine, offering "Translate Everything Automatically" out of the box for new sites, free re-translation for updated content within paid word limits, and smart translation suggestions that learn from manual user edits. **Site owners and developers considering this update will find detailed testing and installation instructions to evaluate the new features on staging environments before the official production release.**

Claude, Sonnet 5.5

WPML 5.0 Beta is a major release that consolidates the admin into a single WPML menu, makes automatic translation the default for new sites, and makes AI-powered PTC the default engine, with the older DeepL, Google, and Microsoft engines treated as legacy. Key additions include free re-translation of edited content within words you've already paid for, suggestions that learn from your repeated edits, one-step regional language variants, background translation without an open admin tab, taxonomy translation from the dashboard, and consistent editing rights for translators, plus matching changes to the WooCommerce add-on (WCML). **It's worth reading if you run or manage multilingual WordPress sites and want to test the beta, since the article includes install steps, but it should only go on a staging or testing site, and those who don't use WPML can skip it.**

Machines keep what you say.
They drop what you want.

Lead with the answer.

Then say it plainly. More than once.

Specifics survive. Adjectives don't.

Fast. Easy. Powerful.

Set up in 4 steps, under 10 minutes

Headings that say something.

Says nothing

Introduction

Features

Pricing

Conclusion

Says something

AI Agent for WordPress works on any host

Bulk changes run across many posts at once

You can try it for 14 days without a hosting plan

Say what only you can say.

So is voice dead?

Voice is for the people who still show up.

- Lead with the answer.
- Be specific.
- Headings that say something.
- Say what only you can say.

Stop measuring what a machine can do for your reader.

~~Opens~~ ~~Impressions~~ ~~Raw pageviews~~

Last week, ChatGPT visits turned into “Direct.”

−31k

ChatGPT visits a day

+26k

Direct visits a day

~500 pages in Adobe’s data, 9 to 13 October vs the week before

Reportedly a bug.

Next time?

Cedric Huesler (Adobe), via Search Engine Roundtable and Search Engine Journal, Oct 2026

Measure what a machine can't fake.

- Replies.
- Sign-ups.
- Searches for your name.
- "How did you hear about us?"
- Mentions in AI answers.

Three things to try next week.

- [ ] Run the summary test on your most important page.
- [ ] Rewrite its opening so the point and the ask are impossible to miss.
- [ ] Pick one human metric and start tracking it. Add more later.

Remember my first question?

Hands up if you published something this month.

Keep it up if you'll publish something next month.

Who are you writing for anymore?

The same person.

They just send something to fetch it for them.

Write like they're still there.

Thank you.

Dario Jazbec Hrvatin

@darioohead

Clicks | Opens | Comments | Likes