

WP Creative Launches AI Website Development Workflow for Marketing Teams

Australian web agency combines Next.js, headless CMS technology and AI-assisted coding with human-led architecture, QA, deployment and security controls.

SYDNEY, NSW, AUSTRALIA, September 14, 2026 /EINPresswire.com/ -- WP Creative has launched a new AI website development workflow designed for mid-market and established organisations. The approach combines AI-assisted development, Next.js, headless CMS platforms and human engineering oversight. Businesses can learn more about WP Creative's AI development approach.



The web agency behind better marketing

The Sydney-based web development agency is expanding its capabilities beyond traditional WordPress builds to include modern headless and composable website architectures using technologies such as Next.js, Payload CMS, Strapi, Sanity, Astro and headless WordPress.

“

Businesses should not have to choose between the speed of AI and the accountability of an experienced development team.”

Nirmal Gyanwali, CEO, WP Creative

The new model is designed for organisations that want to take advantage of AI-assisted development without relying on unmanaged “vibe coding” for business-critical websites.

Modern headless CMS platforms separate website content

from the frontend experience, while frameworks such as Next.js and Astro give development teams flexible ways to create fast, maintainable digital experiences. These architectures can also make website code easier for AI coding assistants to understand and work with.

This creates an opportunity for marketing teams to use tools such as Claude Code, ChatGPT and other AI development assistants to accelerate website improvements, prototype functionality

and reduce the development effort required for repetitive tasks.

However, WP Creative believes AI website development should reduce developer dependency without removing engineering accountability.

“AI can write code very quickly. But established businesses still need people responsible for architecture, security, testing and deployment,” said Nirmal Gyanwali, CEO of WP Creative. “The goal is not to remove developers. It is to remove unnecessary developer dependency while keeping clear technical ownership.”

WP Creative describes its approach as AI-assisted, human-governed website development.

AI agents can be used to accelerate parts of the development process, while experienced developers remain responsible for architecture, code review, staging environments, quality assurance, performance, production deployment, access controls, monitoring, backups and security patching.

The approach is also designed to make websites easier for internal marketing teams to maintain. Rather than requiring a developer to start from scratch for every website change, organisations can work with a structured and documented codebase that can be used more effectively with AI development tools while retaining controlled deployment and security processes.

Security and privacy are particularly important when AI tools are introduced into development environments. Unmanaged use of AI can create governance risks when source code, credentials, customer information or internal business data are shared without appropriate controls.

WP Creative is currently progressing towards ISO 27001 certification and is developing its AI-assisted workflow around documented security, access, review and deployment controls. The agency also supports organisations with security and governance requirements informed by frameworks such as ISO 27001 and SOC 2.

The new AI development capability builds on WP Creative's existing WPO Framework, an ongoing model for improving websites through four stages: Stabilise, Diagnose, Optimise and Scale.

Through this model, WP Creative takes ongoing responsibility for areas including website infrastructure, security, analytics, technical SEO, user experience, conversion optimisation and performance rather than treating website development as a one-off project.

“Businesses should not have to choose between the speed of AI and the accountability of an experienced development team,” Gyanwali said. “We believe the stronger model combines both.”

About WP Creative

WP Creative is an Australian web design, development and website performance agency based in Sydney. The agency works with marketing teams to design, develop, maintain and optimise business-critical websites across WordPress, headless CMS and modern web technologies.

Nirmal Gyanwali

WP Creative

+61 2 9281 3250

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

[TikTok](#)

[X](#)

[Other](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/942038846>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.