



May 2026

AI tools for your website

Useful Links and Resources

Links and Resources from the Webinar

May 2026

AI Writing and Content Tools

Useful tools for drafting, refining and repurposing website content. These work best as starting points rather than replacements for human editing and judgement.

Tool / Resource	What it does	Links
Claude	Long-form drafting and tone refinement	claude.ai
ChatGPT	Idea generation and content drafting	chatgpt.com
Gemini	Image analysis and AI assistance	gemini.google.com
Otter.ai	Meeting transcription and summaries	otter.ai
Happy Scribe	Audio and video transcription	happyscribe.com/audio-to-text
AltText.ai	Generate draft alt text descriptions	alttext.ai
Yoast SEO	SEO metadata and readability support	yoast.com

AI Search and Website Discovery

These tools and resources focus on how audiences may increasingly discover content through AI assistants and conversational search.

Tool / Resource	What it does	Links
Google AI Optimisation Guide	Preparing content for AI-assisted search	developers.google.com/search/docs/fundamentals/
Peec AI	Track visibility in AI search	peec.ai
Answer The Public	Discover audience search questions	answerthepublic.com
Ahrefs	SEO and search visibility insights	ahrefs.com
Promptwatch	Monitor AI prompt interactions	promptwatch.com
One Further AI Overviews Report	AI search insights for the culture sector	onefurther.com/blog/ai-overviews-cultural-sector-report

Website and Workflow Experiments

Practical tools and experiments discussed during the webinar for improving workflows and exploring AI-enhanced digital experiences.

Tool / Resource	What it does	Links
WordPress AI Experiments	AI features and workflow experiments	wordpress.org/plugins/ai/
Karo by SynapTix	AI customer service agent directly connected to your ticketing system, website and venue knowledge Case study on its impact at Blackpool Grand Theatre Tried and tested prompts for AI workflows for the arts, cultural and heritage sectors. Every prompt is manually tested.	synap-tix.com bit.ly/4wPmbN9 synap-tix.com/prompt-library
Model Context Protocol (MCP)	Connect AI tools with other systems	modelcontextprotocol.io
GA4 AI Assistant	AI-assisted analytics exploration	analytics.google.com

Accessibility, Ethics and Sustainability

Several attendees raised concerns around accessibility, ethics and environmental impact. These resources were mentioned during discussion and Q&A.

Tool / Resource	What it does	links
GreenPT	Lower-impact AI search alternative	greenpt.com
AMA Example AI Policy	Example AI policy for arts organisations	a-m-a.co.uk/ai-sector-support-example-ai-policy/
WAVE Accessibility Tool	Check accessibility and usability issues	wave.webaim.org

HDK Resources and Next Steps

Further resources shared during the webinar.

Resource	What it does	Links
HDK Webinars	Upcoming webinars and recordings	wearehdk.com/webinars/
HDK Newsletter	Digital insights and updates	wearehdk.com/sign-up/
AI Benchmarking Survey	Share your organisation's AI usage	bit.ly/49gh0vs
Audience Agency	Let's get real AI report	bit.ly/4v6vF50

Thank you

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