Case Study · AI Automation and Integration

Claude and WordPress Connected via MCP — Managing Posts Without Leaving Chat

How to stop context-switching between your WordPress dashboard and Claude, and manage your entire content workflow through conversation

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4 hrs
saved per post

100%
works with any self-hosted site

∞
workflow possibilities

01 · THE REAL PROBLEM — CONSTANT CONTEXT-SWITCHING

THE GOAL

Use Claude's analytical and creative capabilities **directly on WordPress content** — draft posts, analyse SEO, bulk-update metadata, check draft status — without ever opening the WordPress dashboard.

THE DAILY REALITY

Content workflows meant constant switching between Claude and the WordPress admin. Ask Claude to help draft something, copy text back, manually format in WordPress, review SEO separately, **repeat dozens of times per week.**

02 · BEFORE VS AFTER — THE WORKFLOW

Before

1. Draft in Claude
2. Copy to WordPress
3. Format and edit
4. Setup SEO
5. Publish

After

1. Draft, edit, approve content in Claude
2. Final edits and SEO setup
3. Publish

02B · THE HIDDEN MISCONCEPTION

COMMON ASSUMPTION THAT'S WRONG

WordPress integrations require plugins or third-party tools on your server. **No.** MCP servers run locally on your computer. WordPress only needs to have its REST API enabled (built-in since 5.6) and one application password created. Zero modifications to your site's code, zero plugins, zero security risk.

03 · BLOCKERS AND SOLUTIONS

BLOCKER	SOLUTION
✕ **REST API disabled on host** — some managed WordPress hosts block the REST API by default for security. Every standard MCP setup assumes it's available.	✓ Check hosting dashboard for REST API settings or contact support. The API is core WordPress; hosts sometimes just need it explicitly enabled in their control panel.
✕ **Application Passwords blocked by security plugins** — Wordfence and similar plugins disable this feature by default, even though it's a native WordPress feature.	✓ Check your security plugin settings. Find "Application Passwords" or "REST API" configuration and enable it for your user. Create the password once it's enabled.
✕ **Wrong path in Claude Desktop config** — using a placeholder path instead of your actual username causes silent connection failure with no error message.	✓ Always use your actual system username from **whoami** (Mac) or **echo %USERNAME%** (Windows). Wrong path = immediate disconnect when Claude starts.

04 · WHAT CLAUDE CAN NOW DO WITH WORDPRESS

- ✓ List posts by status, date, or content — see drafts, scheduled, published instantly
- ✓ Analyse SEO — get recommendations before publishing
- ✓ Create and update posts directly — no copy-paste, full formatting support
- ✓ Bulk operations — add tags, update categories, manage metadata across posts

05 · FINAL SETUP — WHAT WAS BUILT

ARCHITECTURE

1. **Node.js installed** — lightweight runtime for the MCP server
2. **WordPress Application Password** — secure auth method, created in User Profile
3. **Site configuration file** — ~/.wp-mcp/wp-sites.json with URL, username, and password
4. **Claude Desktop MCP config** — points to local MCP server with correct system path

06 · TECH STACK

Claude Desktop · claudeus-wp-mcp · Node.js · WordPress REST API · Application Passwords

Any self-hosted WordPress 5.6+ · REST API must be enabled — some hosts block it by default

07 · WHAT I'D DO DIFFERENTLY

HONEST REFLECTION

Test the REST API first — before wasting time on configuration, verify you can reach /wp-json/ from your browser. Know your host's security posture upfront; REST API blocks and Application Password restrictions are host-specific, not WordPress bugs. Use a staging site first if you have one. And always verify your system username exactly with whoami/echo %USERNAME% — configuration fails silently on path mismatches.

Full step-by-step walkthrough published at thesciencetalk.com · More case studies at pranoti.thesciencetalk.com

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