EVC AI Builder

User Manual

Describe the page you want in plain English. The AI writes it, you preview and refine it, then create it as a WordPress draft, all without touching code.

Version 1.13.0

What it does

- AI Builder screen in your WordPress admin (gear icon): describe the page you want in plain English, and the AI builds it, hero, services, testimonials, FAQ, contact, whatever you ask for.
- Preview before you commit: the page renders in a live preview right on the screen.
- Refine by asking: “make the hero taller”, “add a pricing table”, “change the buttons to green”, the AI reworks the page. You never edit code.
- Creates a draft page in WordPress that you edit and publish like any other page. Nothing is published until you say so.
- Runs on your own site with your own free AI key. What leaves: the words going to Groq, and one question to the EVC office asking whether a licence is already on file for this site. If you paste the address of a page you like, your own server fetches that page, and only its skeleton goes on to Groq, never its paragraphs. No page content, no customer data, no addresses.
- Hand it what you already have: a flyer, a price list, a manual or a photograph on the first tab, or the address of a page whose shape you like. Either one saves you typing the same facts twice.

- A Manual (PDF) button sits at the right of every screen, and a More from EVC tab lists the rest of the workshop while this copy is unregistered.
- One row of tabs runs across the top of the builder and its settings: Builder, Settings and, while unregistered, More from EVC. The Builder tab shows how many free builds are left, so the number is where you are rather than a page away.

Requirements and installation

- WordPress 5.8+, PHP 8.0+
- A free Groq account (the AI service), the key is free at console.groq.com/keys

Upload evc-ai-builder.zip through Plugins → Add New → Upload, or unzip into wp-content/plugins/ so the plugin lives at wp-content/plugins/evc-ai-builder/evc-ai-builder.php. Then activate EVC AI Builder, open Settings → EVC AI Builder, and paste your Groq key.

Note: if your site is hosted on WordPress.com (the hosted service), uploading custom plugins requires a paid Business plan. On any self-hosted WordPress (cPanel, most web hosts), the zip installs normally.

Free edition and paid edition

There are two packages of this plugin, built from the same source, and both install the same way: Plugins, Add New, Upload Plugin, Replace current with uploaded.

- The free edition (evc-ai-builder.zip) builds five pages, forever, and each page it builds carries a small attribution line. Nothing is taken away from you later and nothing expires.
- The paid edition lifts the five-build cap and removes the attribution line. Everything else is identical.

Both are plain readable PHP. There is no encoder, no bytecode and nothing to switch on at your host, so neither package can be refused by a server. If a screen ever says the plugin is short of a file, that is a zip that did not finish arriving: install it again over the top.

The key comes in the receipt email and is pasted once on Settings. It is checked on your own server, so nothing about your site is sent anywhere. A key typed into the free edition is read and accepted, and it says the truth: the part that lifts the cap is in the paid package.

Setup: your AI key

The AI that writes your pages runs on Groq, a free AI service.

- Create a free account at console.groq.com.

- Open API Keys (console.groq.com/keys) and click Create API Key.
- Copy the key (it starts with gsk_).
- In WordPress: Settings → EVC AI Builder → paste it into Groq API key → Save Settings.

Your key stays on your server. It is used for the AI calls only and is never shown in your site's pages or sent anywhere except Groq.

If you already have a flyer, a price list or a manual

At the top of the first tab there is a box for a file. Upload the paper your business already has, the flyer, the price list, the printed manual, a photograph of any of them, press Read this file, and the builder reads the words out of it. The page is then built from those words as well as from your answers, so the services, prices, opening hours and phone number are yours rather than typed in a second time from memory.

What it accepts: a PDF, a Word document (.docx), a text file, or a photograph (.jpg, .png, .webp). A photograph is read by an AI that looks at the picture and writes down what it can see, which is the reliable way to hand over a flyer that only exists on paper.

The picture is looked at before it is sent. Its size is read from the file itself, so a capture of a whole web page, the tallest thing people send, is named as exactly that, because each word in one is a few pixels tall and no reader can make them out. One screen captures the best, and a photograph in good light comes second. If the reader refuses the picture anyway, the reason it gave is printed rather than a shrug.

If the page you wanted is already on the web, do not photograph it. Paste its address in the box below the file box and press Read this page: that reads the shape of the page from the page itself, with no picture involved at all.

What it will not do: it is not a PDF reader. Most modern PDFs store their letters as numbers that only their own font table can decode, and the plugin is honest about that rather than guessing. If the text comes back as nonsense, it says so and asks for a photograph or a .docx of the same paper.

Once a file is read you get three things: the name of the file and how many words it held, a What was read panel showing the words themselves, and one button that fills the business name, the one-line description and the contact boxes from the file. Every filled box can be edited, and Forget this file removes it, so the next page you build does not use it.

Two promises about the file. It is deleted from your server as soon as the words are out of it, only the text is kept, in this session, and only for you. And reading a file does not use up one of the five free builds; only Generate page and Apply changes do.

Or point at a page you like

Under the file box is a second one: paste the address of a page whose shape you admire, press Read this page, and the new page follows it, the order of the sections, how much each one says, how it opens, what it asks for at the end.

What is read is the skeleton: the page title, every heading, and the first sentence under each heading. Not the paragraphs. That is deliberate on two counts. Lifting another business's words onto your site is not a favour to you, and a shape is what you were pointing at anyway. The builder is told to write fresh copy and never to mention or link the page you gave it.

It asks twice. The first request says plainly who is asking and why; the second is the same request wearing the clothes of an ordinary browser, because most 403 walls are a check on the caller's name rather than a decision about the page. Plenty of sites that refused the first request answer the second.

Some pages still will not open. A site behind a real bot wall answers 403 twice, and a page that assembles itself with scripts has nothing in the file to read. Both are reported with the reason. The file box takes a picture of the page instead, and it knows the address box has already been refused, so it will not send you back to it.

One thing it will not do: refuse a perfectly ordinary address because your own server could not look the name up. A private address, a bare machine name like printer, localhost and .local are refused; a normal public name is given to the fetch, and the fetch's answer is the one you see.

The address is fetched by your own server, so your server's rules apply: public addresses only. An address inside your network is refused before anything is fetched. Like an uploaded file, the page is kept for six hours for you alone, and Forget this page removes it. Reading a page does not use up one of the five free builds either.

Four tabs, and none of them are "describe a page"

The screen is split into four tabs, so nothing you are not using is in front of you: 1 Start, 2 Your business, 3 Change the look, 4 Preview. A tab gets a green tick once you have used it, Preview stays greyed out until something has been built, and the Generate page button waits in the bar at the bottom of every tab.

Step 1, Start from something close. Sixteen starting points, covering most of what a small business does: trades, garage, shop, restaurant, professional, clinic, charity, coming soon, salon, gym, real estate, tutoring, pets, venue, software, and a one-person portfolio. One click fills in the shape of the page:

which sections it has, what it asks a visitor to do, and what to do about photographs. You are editing a decision instead of making one, and nothing is locked, press another, or change any single part of it.

Step 2, Three things about your business.

- The business name.
- What you do, in one line.
- How to reach you, phone, email and the area you serve, all in one box.

That is deliberately short. Every other question worth asking, what makes you different, why customers picked you, is one most people answer badly or not at all, and a made-up answer is worse than a gap. What the builder cannot learn from these three, it marks with a TODO for you to fill in rather than inventing.

Step 3, Change the look, its own tab because it is optional.
Use it to disagree with the starting point: page type, who it is for, which sections to include, how it should feel, colours, tone of voice, the one action, the length, and pictures. Every one can stay on “not sure”, and a thing left unmentioned is not an invented choice, the builder fills the gap with what it knows about pages like yours. At the bottom is “Anything else?”, for a special offer or a promise the boxes have no room for.

Step 4, Preview, which holds the finished page and the refinements.
It stays greyed out until there is something to look at.

Choosing the text, under the colours

Last on the Look tab is Text: three rows for the big heading, the section headings and the body, and four choices for each. Font, size in pixels, colour, and style, bold, semi-bold, normal, italic, or capitals for headings; normal, bold or italic for body text.

Unlike the boxes above it, this one works on the page you already have. Change a size and the page is restyled as you let go of the field, without asking the model and without spending a build. The words are not touched, so nothing can be lost.

The colour swatch is dimmed until you pick a colour: dimmed means the page keeps its own, which is usually the right answer because the palette already decided it. The small “own” beside a swatch puts that one back. Reset the text to the page’s own clears all twelve choices at once.

No fonts are downloaded. Every choice is a font the visitor already has, the system’s own sans, the serif that ships with the machine, a wide easy face, and a typewriter. A site that loads a font from a font service makes every visitor ask that service for permission to read the page; this does not, and it is also why the page cannot go blank while a font is fetched.

Sizes look after themselves on a phone. A hero asked for at sixty pixels is sixty on a desktop and about thirty-seven on a phone, because every size is capped against the width of the screen as well as the number you typed.

Your choices are remembered, so the next page you build starts with them.

A picture behind the top, and a bar that stays

Under the text controls, the same row continues: a photograph behind the top of the page, and a bar pinned to the top or the bottom while the visitor scrolls.

For the picture, press Choose from the library and pick one already in your Media Library, or paste the address of a picture your own site serves. The builder does not fetch a photograph from somebody else’s site, and it will not accept a link that will break when they move the file, so a picture you want on the page should be uploaded to your own WordPress first. Nothing is uploaded by the plugin itself.

Shade over it has three settings. A photograph behind words takes the words with it: light for a pale picture, strong for a busy one, medium in between. The words over the picture are turned white and given a soft shadow, because dark text over a photograph is unreadable whatever the shade. The button keeps the page’s own accent colour, so it still looks like the rest of the site.

The bar is the small strip that stays on screen: your business name on the left and a Call button on the right, using the phone number from the How to reach you box on step 2. Pinned at the top it acts as a heading that never leaves; pinned at the bottom it sits where a thumb already is on a phone, which is why most people choose the bottom. With no phone number in that box you get the name only, and the screen says so rather than leaving you wondering where the button went.

Both of these are written by the plugin, on the server, into one marked block on the page. They never go to the model and they never cost a build, and that block is taken off before the model rewrites a page, so a refinement cannot eat your picture and the model never reads CSS it did not write. No picture is set, and the bar is off, unless you ask.

Your own pictures in the gallery

A gallery built from nothing has no photographs in it, because a model cannot supply your work. So the pictures are yours: press Add pictures from the library, choose up to nine, and they appear in a grid at the end of the page. Each one gets a description taken from its file name, which is what a screen reader says out loud, so "patio-install" becomes "Patio install" rather than nothing at all.

The heading is yours to change, and Our work is used if you do not. Pictures are lazy: a phone is not made to fetch nine photographs before it can show the words.

Only pictures your own site serves are accepted, for the same reason as the hero picture: a link to somebody else’s file is a page that breaks when they move it.

Where to find you, and a form that works

Two more bands, both optional, both at the end of the page.

Where to find us takes your address and your hours, one line per set. It writes them out plainly and adds a button that opens Google Maps on the address. No map is loaded on the page itself, so nothing is asked of a visitor until they press it, and the page stays as fast as it was.

The address also writes LocalBusiness data into the page, which is how a search engine is told that this is a real business in a real place rather than a leaflet. Name, telephone and address are taken from what you already typed.

Get in touch is a real form. It finds the forms already on your site, Contact Form 7, WPForms or Fluent Forms, and offers them by name. The builder will not draw a form that goes nowhere, which is why this is the only way it ever adds one. The preview shows the shortcode; the published page shows the form.

The preview, and what is under it

Two buttons above the page. Wide shows it as a desktop visitor sees it. Phone narrows it to the width of a phone, so a page that falls to pieces on a small screen is seen now rather than after publishing.

The rules the AI is given are the rules that list checks, so a new page usually arrives with every line already ticked: one heading, the number as a link, the pictures described, buttons that say what they do, and copy that reads like a business rather than a brochure. When one does not tick, it is a real thing to fix, not a guess.

Under the page is a short list headed Before you publish. Each line either holds or it does not, read from the page itself: one main heading, some way to get in touch, the number tappable rather than plain text, pictures with a description, something to click, narrow-screen rules, and a sensible length. The lines that do not hold say what to ask for in Refine, in the same words you would type.

The last line is deliberately never ticked. The title and description that appear in a search result are not written by this plugin and never guessed at. EVC Metatag fills them from the page in a few clicks.

The page you were working on is kept. A build is the thing you pay for, so a closed tab, a refresh or a flat battery no longer costs you one: come back within a day and the page is there, with a line at the top saying when it was last

touched. Start a fresh page clears it. Creating the draft page clears it too, because by then it is a real page.

Behind “See exactly what the builder will be told” is the whole description, word for word, rebuilt as you type or change an answer. Nothing is hidden between the form and the model.

Building your first page

- Click AI Builder in the admin menu (gear icon).
- Type a Page title (this becomes the WordPress page title).
- Press the starting point that is closest, fill in your business details, and you are ready. You never have to write a description, but “Anything else?” is there if you would rather.
- Click Generate page and wait a few seconds.
- The Preview shows the finished page. Scroll it like a visitor would.
- Happy? Click Create draft page and edit or publish it from Pages. Want changes first? Type them in Refine and click Apply changes.

Create draft page makes one page, and keeps making the same one. Press it again, or after an edit, and it updates the draft it made rather than leaving a second copy in Pages. Once that page is published the plugin leaves it alone, and a later press starts a new draft, which is what you would expect.

The title box can be left empty. It falls back to the business name, and if that is empty too the draft is simply called Draft page, it is a draft, it has no address yet, and the title is one click away on the page itself.

Refining a page

Seven one-click changes sit above the box, make it shorter, a stronger headline, a pricing table, warmer colours, louder buttons, a testimonials section, a better phone layout. Pressing one only fills the box; edit the words before you apply, or ignore them and write your own.

Refine works like a conversation with your designer. Each request reworks the whole page, so you can keep stacking changes:

```
“Make the hero headline bigger.”
“Add a pricing table with 3 tiers, use my real prices.”
“Change the contact button to link to /contact.”
```

Everything you described earlier still applies, you only type what should change.

Two things changed in 1.6.1, both because they went wrong once.

- A colour change is instant and costs nothing. Type “change the colour to green”, “make the buttons teal” or just “blue”, and the palette is

swapped in place: no AI request, no wait, no free build spent, and no chance of losing a section. The eight palettes are blue, navy and gold, green, teal, black and white, warm earth, red, purple and rose.

- A change that comes back smaller is refused. If the AI hands back a page with fewer sections than the one you had, the page you had is kept, you are told how many sections were lost, and no build is spent. The same goes for a reply that was cut off before it finished. Ask for one change at a time and it will go through.
- Undo last change sits next to Create draft page. It takes you back one step, so a change you did not want costs a click instead of a page.

Earlier versions, and the next page in the set

Every page that is made is kept, five deep, newest first, with the words that made it: "make the hero taller", "colour changed to Green". Put this one back is one press, costs no build, and is the difference between trying something and being careful. Undo still gives back the step you just took; the list goes further.

Your answers stay filled in after a page is built. That is on purpose: a small business rarely needs one page, and the second page should look like it belongs. Type a new description, change what needs changing, and the kind of page, the colours, the feel and the details are already there. Start a fresh set instead clears them if you are beginning something unrelated.

Free builds and the licence

EVC AI Builder is free to try: 5 page builds, forever.

- A “build” is one AI request, a fresh Generate page or an Apply changes. The counter in the bar at the bottom always shows how many you have left. A colour change by name is not an AI request, so it costs nothing; neither does reading a flyer or a page.
- Deleting a page does not refund a build.
- Pages you have already built keep working forever, registered or not.
- Free-built pages carry a small “Built with EVC AI Builder” footer link at the bottom.

One licence unlocks everything. It is bought once, from evcapps.ca/checkout, where the price for the day is shown before anything is typed. No subscription, and nothing is charged again.

There are three ways in, and the strip at the top of the builder shows which one you are in:

- Buy with the address this site uses and the plugin registers itself. It asks the office once whether a licence is already on file for your site and takes it if there is one.
- If the strip says nothing was found, press Check again after you buy. A key issued a minute ago is often not visible to the lookup yet.

- Or paste the key yourself under Settings → EVC AI Builder → License key. Keys look like EVC-A-XXXX-XXXX-XXXX and are not case sensitive.

Taking a licence off a site

Delete the key under Settings → EVC AI Builder and save. That is the whole procedure, and it sticks: the site goes back to the free tier, new pages carry the footer again, and nothing puts the key back.

Until version 1.9.1 it did not stick, for two reasons. A save with an empty key box quietly kept the old key, on the theory that a fumbled save should never cost anybody their licence. And the builder asked the office for a key every time it opened, so a site that had bought one was handed the same key back a second later. Now an empty box that was actually sent means the person deleted it, and a site with no licence stops asking until it is asked to.

To register again after removing a licence, either paste the key under Settings or press Check again on the builder screen. Both count as asking, and both clear the block. Deleting the key is the only thing that sets it.

The key is checked on your own site. The office is asked at most once every six hours, and only ever hands back a key already assigned to your address, never one from the unassigned pool, and never any page content or customer data. A site with no internet still builds: it simply stays unregistered until the lookup succeeds.

The More from EVC tab

While this copy is unregistered, the tab row carries a third tab: More from EVC. It holds the rest of the workshop on one page, Metatag, Checkout, Snippets, Download Tracker and ResidenceAI, each with one line about what it does, what it costs and a link. At the top is a single card marked “Goes with this one”, and for the builder that card is Metatag, because a finished page still needs a title, a description and a clean head.

Register and the tab disappears. Nothing on it ever blocks the builder, and if you would rather not see advertising on your own site at all, one line in your theme’s functions.php removes it:

```
add_filter( 'evcab_family_visible', '__return_false' );
```

Tips for better pages

- Put your business name and town in “Anything else?” even if you picked every answer, it is the difference between a page about landscaping and a page about your landscaping.
- Give real facts. Prices, phone numbers, addresses, guarantees, the AI will not invent them (it

leaves a TODO comment instead), so paste in the real ones.

- One big idea per page. Landing pages convert better than everything-at-once pages. Build a second page for the second idea.
- Refine, don't restart. If the first draft is 80% right, ask for the 20% that's wrong, cheaper than starting over (and on the free tier, every build counts). Reading a flyer or a page does not count, and neither does a colour change by name; only Generate page and Apply changes do.

Troubleshooting

- "Add your Groq API key first", Settings → EVC AI Builder → paste the key → Save Settings.
- "The Groq API key was rejected", the key is wrong or was revoked. Create a fresh one at console.groq.com/keys.
- "The AI service is busy right now", free tier rate limit. Wait a minute and try again.
- "You have used all 5 free page builds", add a license key from evcapps.ca to keep building.
- "Could not reach the AI service", your host may block outgoing connections. Ask your host to allow api.groq.com.
- Preview looks unstyled, another plugin's CSS may leak into the preview. The created page itself is self-contained, check the draft from Pages.
- "That PDF keeps its letters in a form only a PDF reader can decode", the file was read but came out as nonsense, so nothing was used. Photograph the page, or save it as .docx and upload that.
- "The picture could not be read", the sentence after it says why: a whole-page capture where a screen was needed, a picture over 4 MB, a rate limit, or the reader's own complaint in its own words. A screen-sized capture or a closer photograph fixes the first two; waiting a minute fixes the third.
- "That page would not be read: the page answered with 403", it refused both attempts, the named one and the browser one. Point at a different page, or put a picture of this one through the file box, which then knows not to send you back here.
- "Nothing readable came back from that page", the page builds itself with scripts, so there is no text in the file. Same answer: photograph it, or type the details in.
- "That is not an address on the public web", it is inside your own network, which your server will not fetch for you. Use the public address.
- The file is read but the page ignores it, check the What was read panel. If the words you wanted are not in it, the file did not contain them as text.
- "This copy is not registered yet" but you have bought, press Check again. If it still says no, the purchase used a different address; paste the key under Settings.
- The tab row has three tabs, not two, Builder, Settings, More from EVC. The last one goes away once the copy is registered, leaving Builder and Settings.

If WordPress says critical error

That message on every admin screen, straight after installing, means a

plugin asked for a function that is not there. Versions before 1.4.4 had exactly this fault in the More from EVC tab. Installing 1.4.4 or later fixes it.

If you cannot reach the Plugins screen to upload the fix, open your host's file manager and rename the folder wp-content/plugins/evc-ai-builder to evc-ai-builder.off. The site comes back at once. Upload the new zip, delete the old folder, then select the plugin and activate it again.

Where things live

The builder	AI Builder (gear icon, admin menu)
AI key, license key	Settings → EVC AI Builder
A flyer or manual	1 Start tab, top box (Read this file)
A page you like	1 Start tab, second box (Read this page)
The manual	Manual (PDF), top right of every screen
The other EVC plugins	More from EVC tab (until registered)
Built pages	Pages (as drafts until you publish)
License keys	evcapps.ca
AI service / key	console.groq.com/keys (free)