

Websites with Auto Pilot

Up to date content with scheduling, feeds and AI

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Why do you need a website, and what can you do to maximise its value while minimising (manual) effort? I have been working on this with some of my most innovative customers. What if you no longer need a full blown manual content management system? What if your website updated itself while you focused on what matters?

Problem with websites

Getting a fancy website is easy, but keeping it up to date requires effort. You need to post new content and remove old things. Maybe you are on Instagram, LinkedIN, TikTok or Facebook, but forget to publish the latest info on your website? If your website is not up to date or when it does not contain all information, it loses relevance, and it might confuse people with wrong or outdated content.

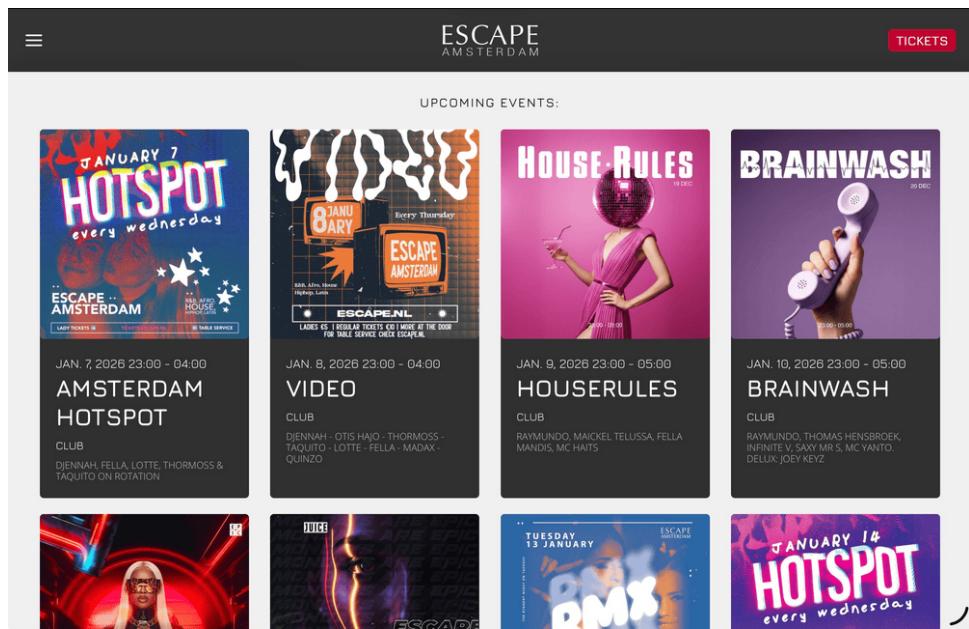
Why you (still) need a website

You can own a small piece of the Internet where you have full authority, a digital storefront, a presence. It is your place and you decide what information is shown. Unlike Instagram, Facebook or YouTube, only content about you is shown and people are not distracted by other content or ads. You can make it a trusted place about you, where all information is aggregated and linked.

Helping you with Auto Updates

While keeping your website up to date can seem to be a lot of work, when posting something on Instagram, Facebook or LinkedIN is easy, it doesn't have to be. Instead of requiring lots of manual effort, I make websites that automatically update themselves using:

- **scheduling:** have content automatically show or hide on a given moment. If you add something to your website, you can set an 'expiration date', saving you the effort to remove it manually.
- **feeds:** if you are active on Instagram, Facebook or other social media, you can have your posts on your website, too. Combine and aggregate different sources of information and automatically have it published on your website without ads or distracting content from others.
- **AI:** automatically summarise, translate and re-orient content from different sources to be suitable for publication on your website.



Automatically showing and hiding content keeps the club agenda up to date on escape.nl

The screenshot shows the GPcardio.org website with a header featuring the logo and navigation links for EPCCS, Resources, and News. Below the header are two main content sections: 'SCIENCE UPDATES' and 'SOCIETY UPDATES'. Each section contains a grid of news items with small images, titles, and dates. At the bottom of each section is a navigation bar with 'All', 'News', 'Literature', 'Video', and a page number indicator (e.g., 'Page 1 of 43' or 'Page 1 of 3').

Aggregating content from different sources in interactive widgets on gpcardio.org

The screenshot shows the dekroon.nl website. On the left, the main page features the restaurant's logo and navigation links for 'MENU' and 'INFO'. On the right, a specific Instagram post is displayed with the text 'GET YOUR TICKETS' overlaid. The post shows a person at a bar, and the caption includes a call to action: 'Make the last day of 2025 unforgettable! See you at De Kroon Psst... and at our NYE party of course.' Below the post are buttons for 'RESERVE A TABLE' and 'BOOK A TABLE'.

Re-publication of Instagram posts to drive ticket sales without leaving the website on dekroon.nl

Conclusion

Own your place on the Internet without wasting time and energy on cumbersome manual content management like WordPress. Have your website work for you so you can do the things that drive your business.