

Websites With Auto Pilot

Up to date content with scheduling, feeds and AI

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TLDR:

- everybody is busy
- website remains important for ^{→ "source of truth"} "online presence"
- minimum (manual) effort, maximum effect
- content management with feeds, leveraging Instagram, content scheduling and AI.

Structure:

- introduction: Questions on need, value and method
- Problem with websites: outdated content, relevancy, other apps
- why you need a website: source of truth, online presence, 'owned'
- Updated on Auto Pilot: bullets with mechanisms for auto content ^{management} + examples with screenshots
- Conclusion: less manual effort, better relevancy and up to date

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 like

WordPress? What if your website keeps itself up-to-date using feeds, scheduling and AI?

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up to date or when it does not contain all information it loses relevancy, and it might confuse people with wrong or outdated content.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

~~Keeping your website up to date seems to be a lot of work, while posting something on Instagram or Facebook is easy — it doesn't have to be.~~

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 lots of manual effort I make

doesn't have to be. Instead of lots of manual effort, I run 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.

[image] automatically showing and hiding content keeps the club agenda up to date on escape.nl

[image] aggregating content from different sources in interactive widgets on gpcardio.org

[image] republication of instagram posts to ticket sales without leaving the website on deksaan.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.