

# Automated web design: 3 ways generative AI is transforming web development

It's no secret that the generative AI market continues to grow. On the back of ChatGPT's success, generative AI is expected to be worth more than \$51 billion in 2028, expanding by more than 35% every year.

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As the online shopping landscape continues to evolve, AI is slowly but surely seeping its way into the e-commerce sector. From automated content generation to 24/7 customer service in the form of chatbots, generative AI has become nothing less than a celebrity on the digital shop floor.

The question is, where could it go next? As AI-infused tools get even smarter, online store owners could be in for a treat if they're looking to scale up in a competitive climate.

Generative AI is set to revolutionise product content, hyper-personalisation, and even store design. Taking what was once a month-long rebrand and transforming an entire website in just a few clicks is likely to power the future of online store creation.

With this in mind, let's have a look at the benefits of AI-powered web development and see how online store owners can use it to their advantage in 2023.

# Benefits of AI web design

Artificial intelligence may have been around for a while, but it is only recently that web developers have begun to integrate it into their site strategy.

While adoption among site builders is still within the early stages, generative AI chatbots such as Open AI and Jasper are making it easier to interact with machine learning technology in 2023, especially for e-commerce beginners.

So what does this mean for web developers and forward-thinking marketing teams?

**Simplicity for beginners:** Employing an AI website builder is a great way to simplify your initial online store construction, despite lacking knowledge of programming language. By simply inputting your desired themes, content and competitor data, an AI-powered site builder can design a fully functioning website in minutes.

**Data-driven site building:** Artificial intelligence thrives on data. The more you give it, the more accurate your content results will be. Machine learning-infused tools are able to group important consumer and competitor data and provide you with design predictions for a successful online store structure that drives engagement.

**Speeding up the process:** AI-infused web design tools cut tedious tasks in half when it comes to site building. Automating manual tasks such as programming, data grouping, and even copying and pasting themes across each page, AI can speed up the design process and give developers more time to work on creative UX strategies.

Despite its advantages, adopting AI in the ecommerce world is still in its infancy. According to experts at CMSWire, just a third of marketing executives reported that they used AI to enhance their campaigning, while 28% claimed they had no plans to introduce it to their site strategy in the next five years. This could be down to a lack of knowledge surrounding complex technologies or simply an industry-based hesitancy, but it's clear that those embracing AI websites are ahead of the curve.

## How is generative AI transforming web design?

Generative AI will continue to play a role in the future of web design, especially as the ecommerce sector gets more demanding. Not only are users now

looking for high degrees of personalisation in the content they consume, but site developers must be prepared to switch up their site structure frequently depending on seasonal trends and changing attitudes.

This is where artificial intelligence comes in. Maximising productivity and simplifying web design to a beginner level, AI is powering a new generation of ecommerce websites.

### **Automated template generation**

One of the newest developments shaping the machine-learning world is the introduction of AI-generated web templates.

Taking what was once a complex and lengthy process and turning it into a simplistic creative affair, artificial intelligence algorithms are now able to provide site design suggestions, customisable layout templates, and even branding advice for professional web designers and developers.

As users input data, drawings and even brand colour suggestions, AI does the rest of the work, saving business leaders time when constructing their online stores. Take *image-based generators*, such as DALL-E, for example. Users simply provide the AI template generator with a detailed web design prompt, including colours, content purpose and even competitor data, and the generative tool responds with a flurry of suggestions to take forward.

While site design usually involves a number of different design iterations, coding and UX mapping, AI templates eliminate the need to start designing from scratch, giving designers more time to focus on customisation and other essential content creation.

Better still, while AI website templates are based on a pre-designed framework, they still offer the user a chance to customise and tailor the design to a brand's own taste. For example, most AI site developers are able to analyse brand colour schemes, previous layout options and even typography to ensure that the finished template is completely original and ties in with a company's widescale branding.

### **AI generated content creation**

Website building is a lengthy process. Once a business has the foundational layout of its online store, it's time to start adding content to the mix. In order to drive engagement and keep your site's SERP score rising, your website must be consistently updated with visual and written content.

However, creating this content can take time. Using generative AI to enhance your content creation efforts is key if you want to keep up with a fast-paced e-

commerce sector. Whether you're using machine learning to enhance your blog writing or create an original site/product graphic, there's no doubt that tools such as ChatGPT and Jasper can enhance your productivity as you go.

"I think AI tools will redefine content creation. So, it goes without saying that I view these tools positively. However, there's a flip side to everything," says Jared Atchison, co-founder of WPForms. "The core benefit of using AI tools is that they make content creation less time-consuming. But the tools lack emotional intelligence and empathy for the audience. So, using them to create content is fine, but the end product requires a human touch."

While it is important to remain present in the content creation process, online store owners can leverage AI to complete tricky content tasks that would traditionally take lengthy amounts of time to complete.

"AI content creation tools can be trained to write in multiple languages, which can be a huge asset for businesses that operate globally," says Abhijeet Kaldade, creator of the Astra WordPress Theme.

With content trends constantly changing and online stores continuing to open up to a global audience, generative AI can speed up content adaptation and position your business ahead of the design curve.

## **Ultimate UX optimisation**

AI can also play a crucial role in optimising your website's UX design. Taking user data from your current site engagement and comparing it to competitors within the same niche, AI tools are able to pinpoint low-traffic areas and spot UX flaws.

"AI-driven UX design is all about creating interfaces that are more intuitive, personalised, and responsive. It involves using machine learning algorithms to analyse user data and behaviour and then using that information to create better user experiences," say experts at UX Planet.

Some AI web builders also offer an in-depth UX analysis of specific site pages. Take Hostinger's AI Web Builder, for example. Their intimate heatmap feature identifies the areas that users pay attention to and the site spots that are not driving traffic.

Using AI, site developers are able to tackle UX flaws quickly for a site that prioritises a seamless design from first impression to checkout.

# Could generative AI replace web designers?

While generative AI is certainly on the rise, it's still unlikely to replace web designers in the near future. Machine learning tools are assets for business leaders, but they should not be fully responsible for all comprehensive creations.

Going forward, it's up to designers and developers to use AI tools to their advantage, but only to enhance their creation journey. Elements of human input are still vital if you want to create a website that speaks to your brand and its personality.

"Tech companies that don't adopt generative AI tools will have a significant productivity disadvantage," says Albert Ziegler, principal machine learning engineer at GitHub. "Given how much faster this technology can help developers build, organisations that don't adopt these tools or create their own will have a harder time in the marketplace."

The question is, when will you introduce AI to your web strategy? The clock is ticking if you want to remain ahead of the curve.

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