

KEYS STAY HOME

DIGITAL SUMMIT MINNEAPOLIS • THU AUG 13

Give AI the repeat work, not the keys.

MATT SCHWARTZ • FOUNDER, INSPRY + CHECKVIEW
15+ YEARS • WORDPRESS + WOOCOMMERCE AGENCY

(yes, all of them)



You automated the content. Not the operations.

WHERE YOUR TEAM USES AI TODAY

Content and copy	✓
Ad creative and variants	✓
Email and social	✓
SEO briefs and research	✓

WHERE THE HOURS ACTUALLY GO

Site audits	MANUAL
QA and testing	MANUAL
Reporting	MANUAL
Monitoring and triage	MANUAL

Why? Nobody wants to hand AI the keys. And nobody has a unified process plan from top to bottom.



The AI you already have, and forgot about

Writing assistant
API key living in
someone's chat

Ad platform AI
who connected this?

SEO tool agent
has full account access.
why??

Automation bot
left behind by an ex-
vendor. still running.

Chat thread
someone pasted the FTP
password in 2024

Analytics AI
no log of what it reads



your current AI governance

"What can our AI
actually touch right
now?"

If nobody can answer that pretty
quickly, you don't have an AI
strategy.

You have **AI sprawl.**

How it started. How it's going.

wp-admin

GA4

Stripe

ClickUp

+10 more

HOW IT STARTED

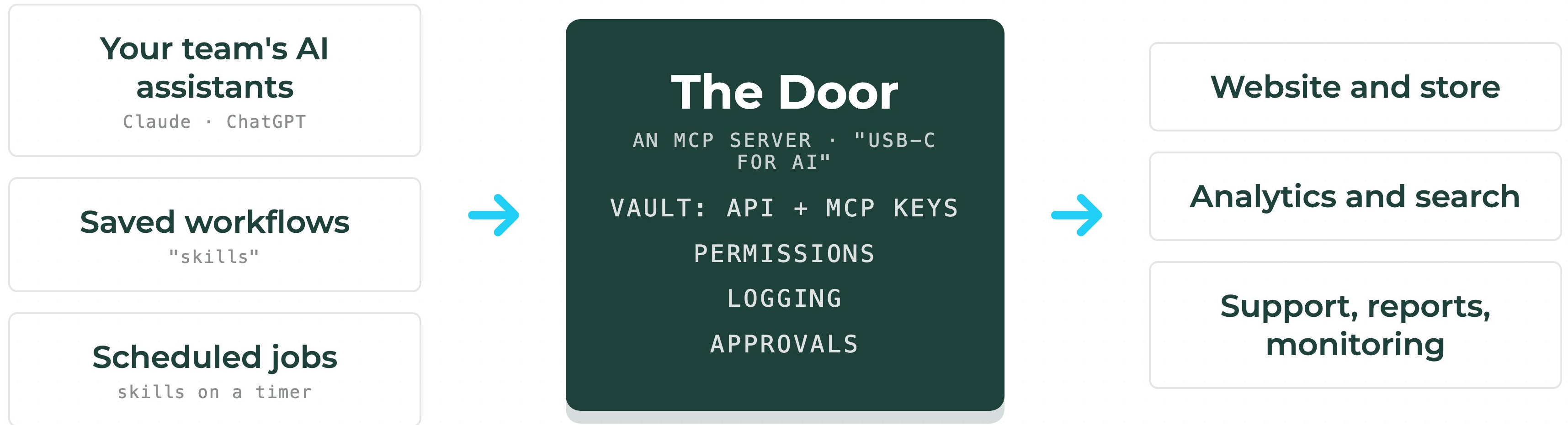
- ✗ 14 browser tabs, 6 logins, one intern
- ✗ API keys shared with AI, with too much access
- ✗ Every task re-explained from scratch
- ✗ "Who has access to what?" Silence.

GIVE AI THE REPEAT WORK, NOT THE KEYS

HOW IT'S GOING

- ✓ One "door" for every AI request
- ✓ Sign in with your work account. That's it
- ✓ Repeat work saved as named workflows
- ✓ "Who has access to what?" Read + write permissions, per person, on one page.

One gated door



Only the door holds keys, not the AI, nor the employee:
the AI can only call the specific tools the MCP shares
as available to that employee, and it logs every swipe.

Sort every recurring task into three buckets

1

Runs on its own

read-only • reversible • boring

- Site and SEO audits
- Reports and dashboards
- Monitoring and health checks

2

Needs a human yes

anything that changes what's live

- Fixes and deploys
- Settings and config
- Customer-facing content

3

Stays human

on purpose. forever.

- Client relationships
- Judgment calls
- Strategy and priorities

Then automate the **biggest time sink** first, with the least risk.

The one-sentence site audit

THE ACTUAL COMMAND · ANY WEEKDAY

`/new-client-audit demo-client.com`

- ✓ backup verified before anything runs
- ✓ read-only collection
- ✓ draft filed · waiting on human review

Performance

slow pages lose sales

Uptime

was it down mid-campaign?

Analytics

is your tracking even firing?

Plugins + updates

outdated software, flagged

Security

holes found before hackers do

Forms + checkout

does the money path work?

Search

can Google still find you?

Accessibility

reach, and lawsuit risk

One run answers all of it, ranked by impact, filed where the team works.

BEFORE

20-30 hours

manual pulls · 6+ logins · you can't install plugins on a site you haven't onboarded

AFTER

2-3 hours

one shared skill · one app password unlocks the whole WP API · most of the time is review



A global skill is an SOP that runs itself. **No variance, no handoff gap.**

"This report could have been a scheduled job."



Pulls straight from the source, **including SEO and AI-crawler data.**

The agent creates a draft-ready report. **A human adds judgment and sends.**

Skills run the same steps every time, so they spend a fraction of the tokens, **whatever tokens end up costing.**

TOKEN PRICES

INTRO RATE \$ **PRACTICALLY.FREE**
ONCE YOU DEPEND ON IT \$ **TBD***

*see: every subscription you've ever loved

Every ticket is triaged before a human opens it

Arrives with the diagnosis.

Site resolved from the sender, scans read, plugins checked, two minutes after the email landed.

Read-only, one site.

The bot can look at exactly the client it resolved. Nothing else.

Private note, never a reply.

It briefs the engineer. A person talks to the client.

Tawk.to chat button not working for logged-out users

#4821 · harbor-tracking.example

AI Triage added a private note · 2 minutes after the ticket arrived

PRIVATE · NOT SENT TO CLIENT

Priority: medium (plugin-integration issue; tawk.to plugin installed and active)

Site: harbor-tracking.example (resolved via requester email domain)

Diagnostics

- site security scan: status UP; tawk.to plugin active; 2 plugin vulnerabilities detected; 15 updates available **[ok]**
- plugin info: page-builder blocks 3.7.6 active with 5 known CVEs; pixel plugin with 1 known CVE **[issue]**
- edge status: DNS active, SSL healthy to Oct 31, not under attack, proxy enabled **[ok]**

Next steps

- Update the outdated page builder (3.7.6 to 3.7.8.2): known chat-widget conflict fixed in the latest changelog, and it clears the 5 CVEs.
- Retest the chat button logged-out after updating on staging; escalate if it still fails.

[run 4821 - triage v4c6721b6] -- Automated triage (Inspiry)

A REAL NOTE · NAMES CHANGED | FRESHDESK → THE DOOR → PRIVATE NOTE · TRIGGER: A TICKET ARRIVES

Who actually uses this? Everyone.



Founder

/sales-audit ·
/wp-discovery
prospect audits + pre-sale
discovery



Support Manager

/triage · /dispatch
tickets pre-diagnosed + report
reviews



Project Manager

/client-check-in ·
/dispatch
client pulse + report reviews



Lead Developer

/qa-review ·
/staging-copy
launch QA + safe staging copies



Support Dev

/dispatch ·
/staging-copy
report drafts + staged fixes



Everyone

/social-ideas from your
own week, M/W/F

Different job titles, same door. Nobody re-invents a workflow.

An agent can raise the alarm. Only a human can turn it off.

SEVERITY	SITE	ISSUE	SOURCE	SEEN	
critical	coastalcoffee.example	Checkout scripts changed since approved baseline Two new third-party scripts on /checkout not present in the promoted baseline. Payment page integrity review required before next campaign.	watchman · security.checkout_skimmer	first 2026-08-13 04:42 last 2026-08-13 07:30 (2x)	Acknowledge Resolve
critical	meridian-outfitters.example	Advertising tags fire before consent Meta pixel and Google Ads conversion linker set cookies in a cookie-less session before the banner was actioned.	fleet-scan · privacy.preconsent_tracking	first 2026-08-12 01:42 last 2026-08-13 07:30 (4x)	Acknowledge Resolve

OUR ACTUAL DASHBOARD · DEMO SITES, REAL CHECKS

It flagged both. It fixed neither.

Every row sits there until a human presses one of those buttons.

GIVE AI THE REPEAT WORK, NOT THE KEYS

Three things we could have done better

Too much access 01

A project manager could run technical audits. Everyone had every skill. Broad access was just easier to set up.

FIX

Skills match roles. The door adds the granular permissions WordPress never had.

Built too many skills at once 02

AI makes building nearly free. Reviewing and testing each one is still human work, and we queued up too much.

FIX

Ship one, verify it against reality, then the next.

Assumed every vendor gives the same access 03

Some platforms lock everything down. Others hand you full access, and the responsibility.

FIX

Check what your platform allows access to in its API and MCP docs.

Your first 60 days

STEP 1

List and sort

Write down the recurring work. Sort it into the three buckets. No tools yet.

STEP 2

Build the door

Your dev team stands up an MCP. First connection: something read-only.

STEP 3

Automate ONE

One read-only workflow, as a skill the whole team shares. A report or an audit.

STEP 4

Gate it

Set who can run the skill, and what it's allowed to touch. Permissions per role.

STEP 5

Test, then write

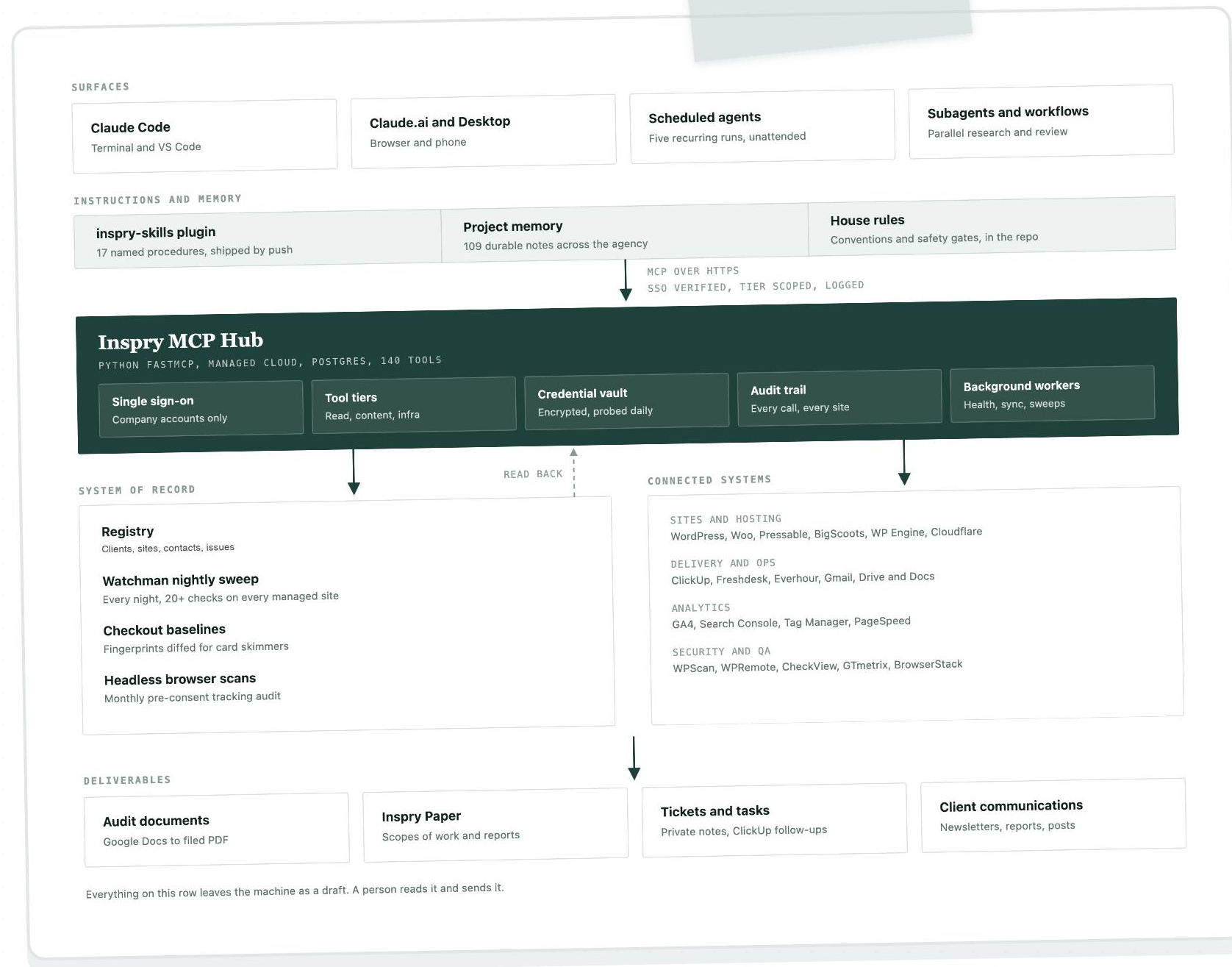
Prove it with several people. Only then add skills, and eventually write access.

FOR DIRECTORS

Don't run these systems yourself? This list is the conversation to have with whoever does: your agency, your web team, or IT.

13 • FOR THE ENGINEERS IN THE ROOM

Yes, you can really build this



200 sites. 140 approved actions across 30+ connected systems. 20+ checks on every site, every night.

```
/new-client-audit · /triage · /qa-review · /client-check-in ·  
/dispatch · /staging-copy · /wp-discovery + 10 more shared skills
```



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.inspry.com
full writeup + guardrails

send this one to your dev team →

GIVE AI THE REPEAT WORK, NOT THE KEYS

Repeat work to the AI. Keys stay with you.

Automate operations where the difference between AI and a human doesn't matter. Save your team's time and effort for where being human, and authentic, counts.

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The three-bucket worksheet, the 60-day plan, and the technical deep dive for your dev team.

Find me at the Pressable booth. Bring your most annoying recurring task. We'll figure out which bucket it goes in.

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