Sites and AI

Research and briefs.
Authoring.
Evaluation.

Learn From Your Peers



AEM Sites webinar

Wednesday, November 11, 2026

8:00 a.m. PT

11:00 a.m. ET

Jack Jin

AEM Champion 2026-2027

Web version of this deck: www.jackzhaojin.com/writing/2026-11-11-sites-and-ai/



Jack Jin

Work

- Associate Director, Accenture Adobe Business Group
- AEM Champion 2026-2027, AEM Rockstar 2024
- Speaker at adaptTo() 2026, Berlin

Outside work

- Columbus, Ohio, married with two kids and two cats
- Building games with my son
- AI Tinkerers: global #1 pick and runner-up





RIGHT NOW

Never easier to make. Never harder to make good.



TRUST FIRST

Trust comes before scale

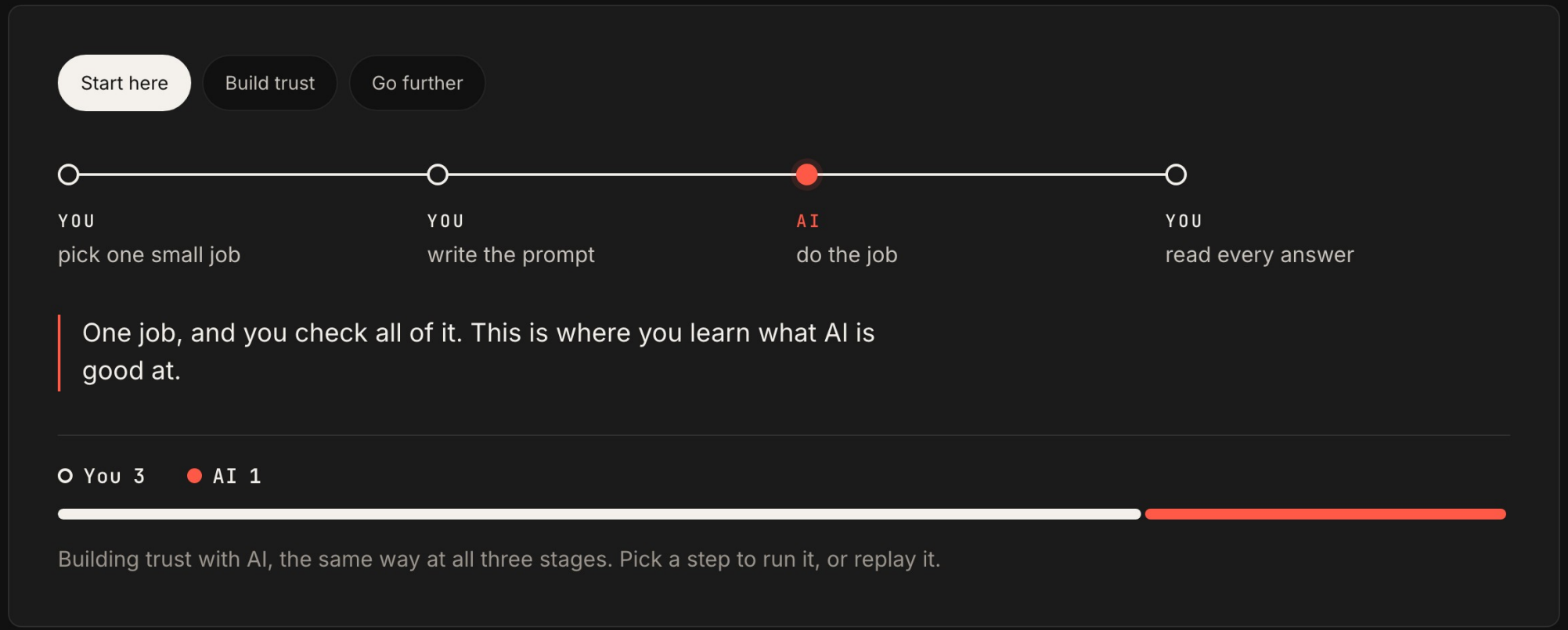


The idea: Lauren Tan (@poteto), trust and the number of agents

HOW WE'LL DO THIS

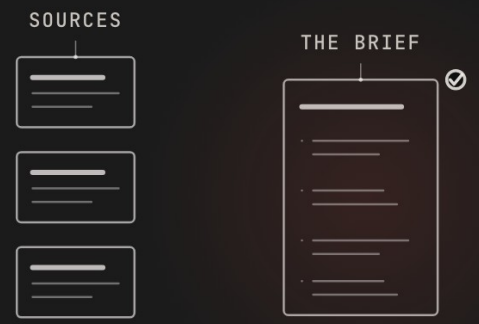
Start small, build trust, then go further

Think of AI as a new teammate. Start with one small job and check every answer. Refine and repeat until you trust it, then take on more. That's true at all three stages.



TODAY

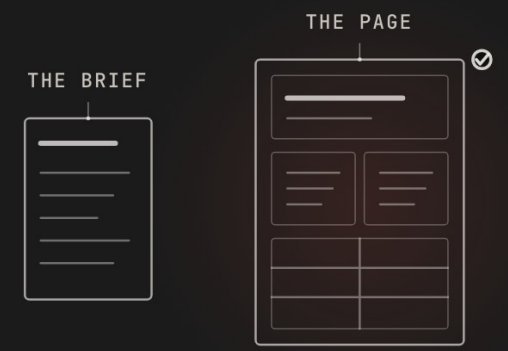
Three sections, three demos each



01

Research and briefs

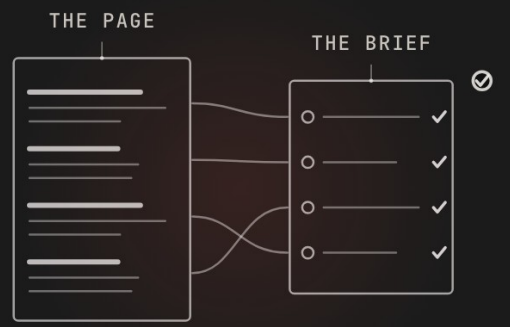
Getting the right context in.



02

Authoring

Reducing friction.



03

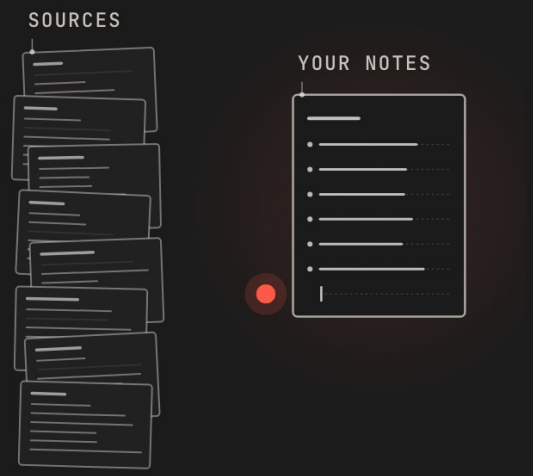
Evaluation

Closing the loop.

01 · RESEARCH AND BRIEFS

A research assistant that reads fast

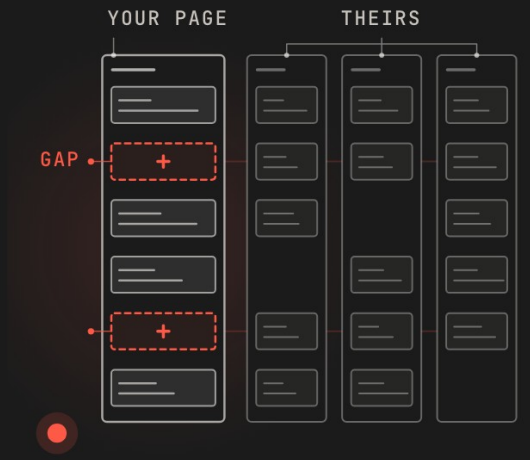
This stage is about getting the right context in. Three things I hand to AI before I write anything.



01

It reads more than you can

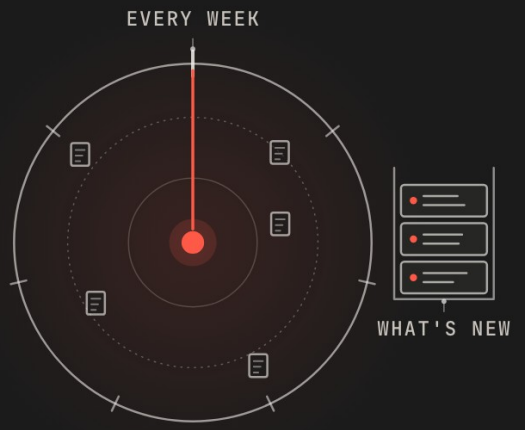
Docs, release notes, blog posts, forum threads. AI reads them in minutes and pulls out what your readers keep asking.



02

It spots what's missing

Put your page next to the ones you compete with. AI lists what they cover that you don't.



03

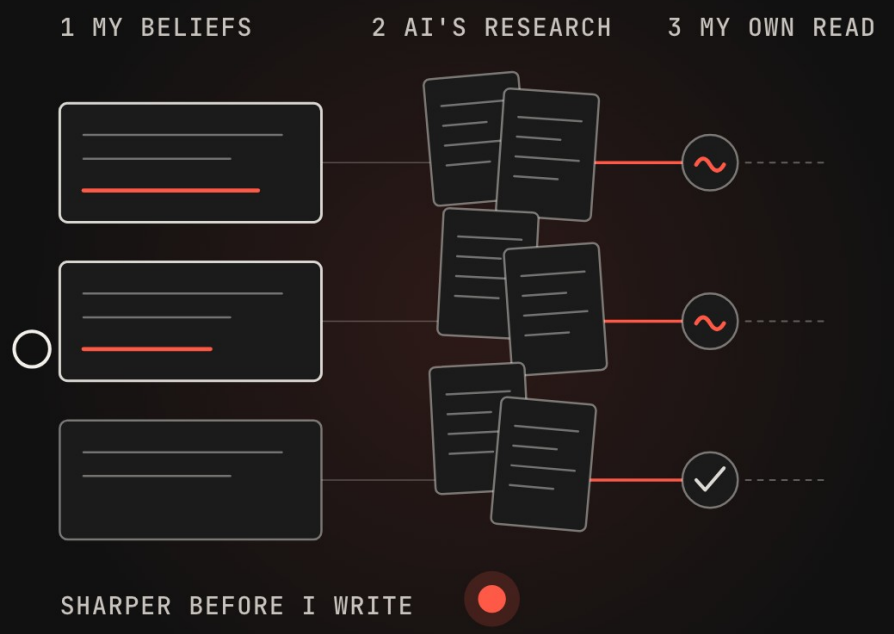
It keeps watching

Run the same research every week and it tells you what changed, before your readers ask.

01 · START HERE · DEMO 1.1

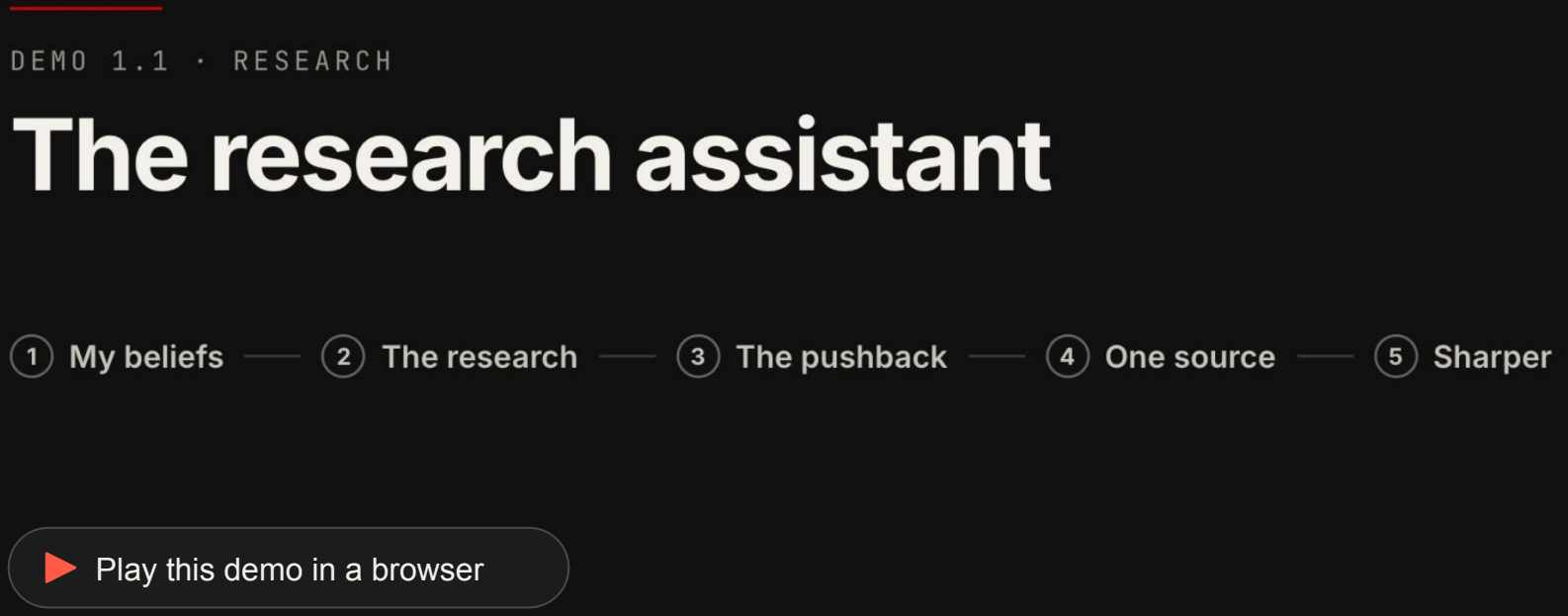
My beliefs come first

Then AI's research, then my own read. Research sharpens me before I write.



01 · DEMO 1.1

The research assistant



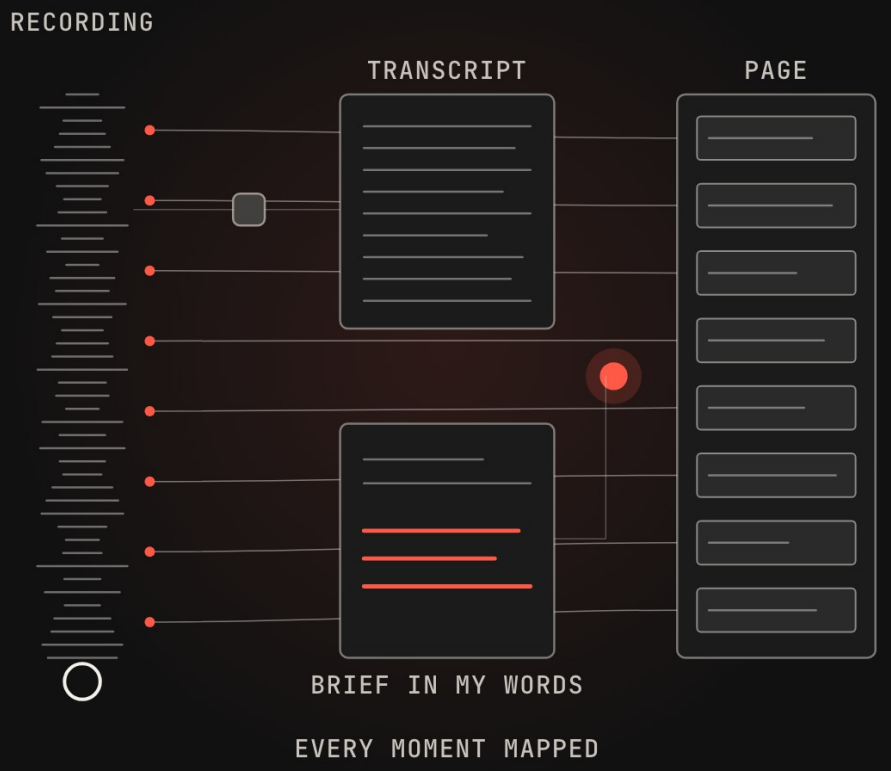
Claude Research on AEM Edge Functions: 292 sources in 5 min 38 s, sped up.

This demo on the web: www.jackzhaojin.com/writing/2026-11-11-sites-and-ai/#demo-1-1-video

01 · DEMO 1.2

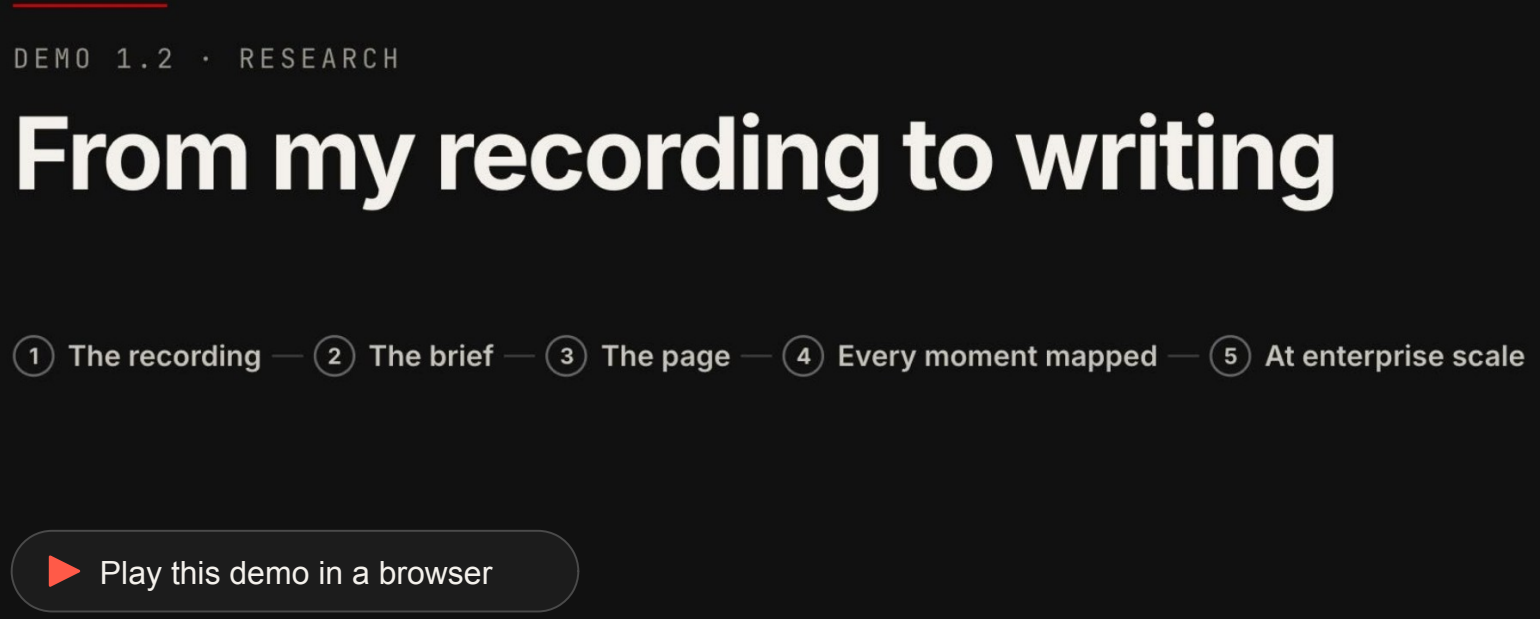
Talking is input

A recording becomes a transcript, a brief in my words, then a page, with every moment mapped.



01 · DEMO 1.2

From my recording to writing



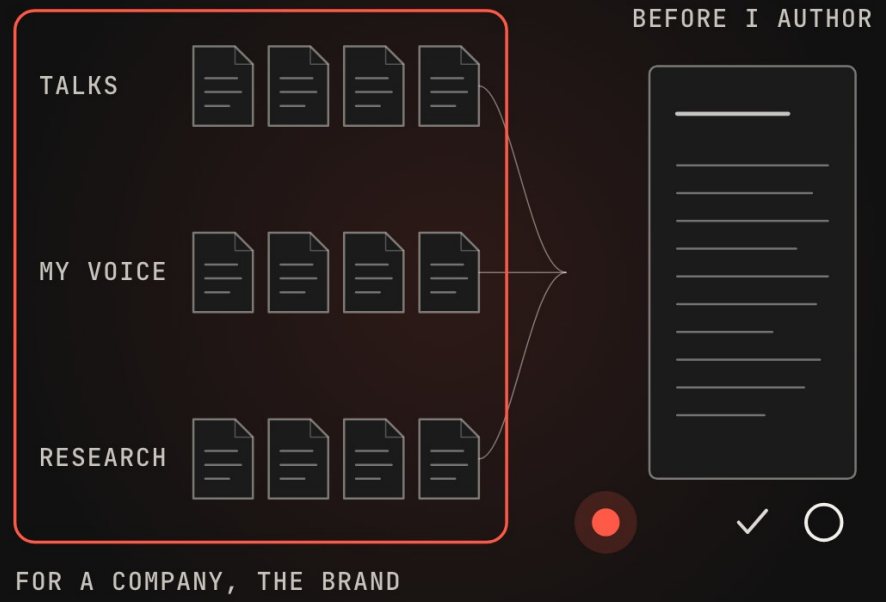
My 12:23 recording, the brief from it, and the page it became.

This demo on the web: www.jackzhaojin.com/writing/2026-11-11-sites-and-ai/#demo-1-2-video

01 · GO FURTHER · DEMO 1.3

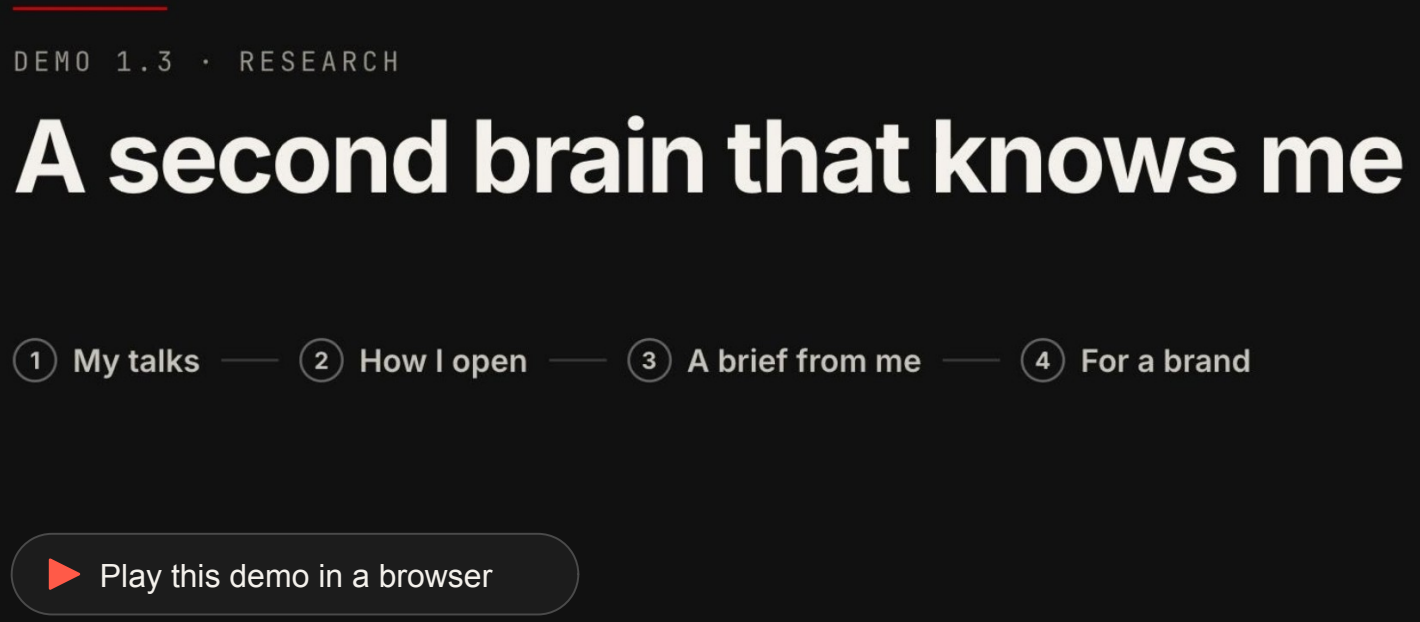
My second brain is plain files

My talks, my voice and my research are there before I author. For a company, that's the brand.



01 · DEMO 1.3

A second brain that knows me



Claude Code in my brain repo, citing file and line.

This demo on the web: www.jackzhaojin.com/writing/2026-11-11-sites-and-ai/#demo-1-3-video

02 · AUTHORING

How does the brief turn into a page?

Usually by copy and paste. The draft lives in a doc, the page lives in AEM, and somebody moves it over one block at a time.

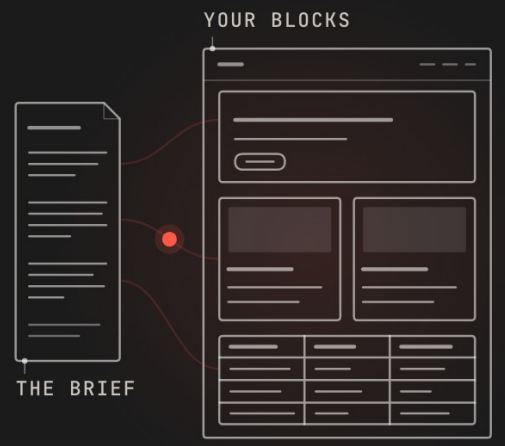
- Every section gets rebuilt by hand, and the layout drifts from the design.
- Small fixes, a title or a broken link, wait in someone's queue.
- And once it's live, nobody can tell you exactly what changed, or when.

So this stage is about **reducing friction**.

02 · WHAT AI OFFERS

Your blocks stay the design, AI fills them in

Three things that change once AI can reach the page.



01

It drafts into your blocks

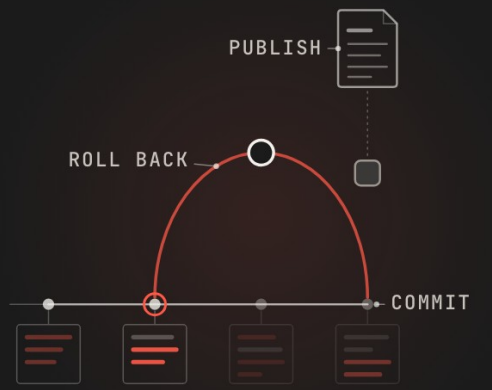
Your blocks are your reusable components. AI writes into them, so the page stays on brand however the words got written.



02

You ask in plain words

"Shorten the title." "Add a comparison table." AI makes the change in the same document your authors edit.



03

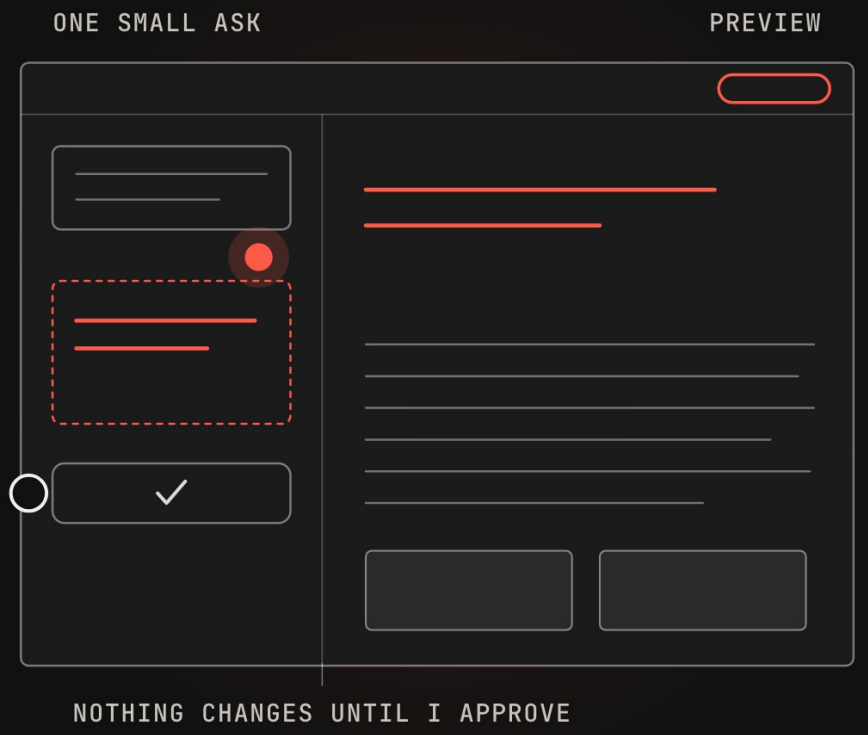
Every publish leaves a record

Snapshot the live site into Git after each publish, and every change becomes a commit you can read, and roll back.

02 · START HERE · DEMO 2.1

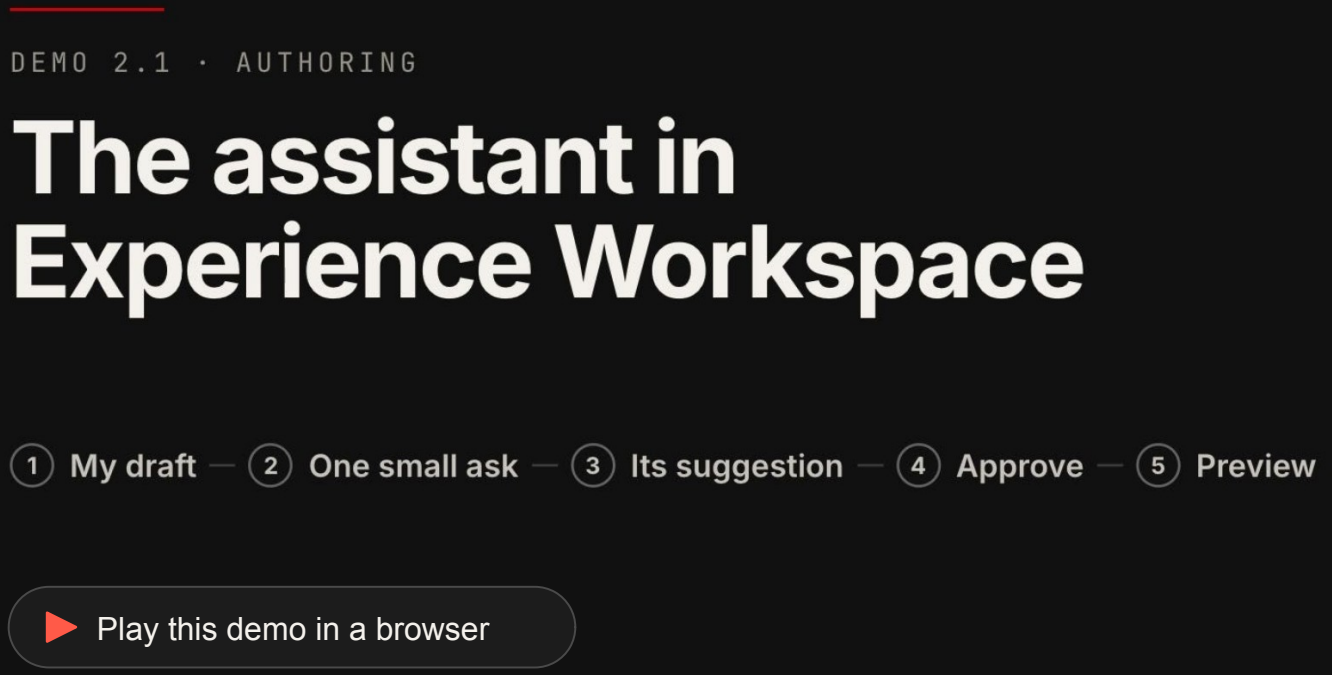
Start with one small ask

The assistant sits beside the page. Nothing changes until I approve, then I preview.



02 · DEMO 2.1

The assistant in Experience Workspace



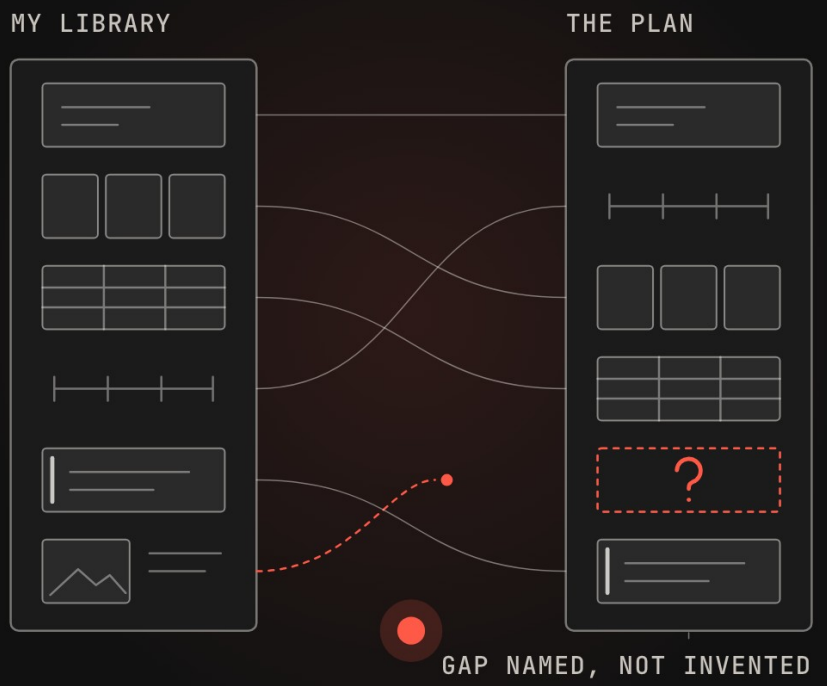
A draft copy of my article, on preview only.

This demo on the web: www.jackzhaojin.com/writing/2026-11-11-sites-and-ai/#demo-2-1-video

02 · DEMO 2.2

My blocks are the design system

Teach AI the library once, and it plans headless, with no editor open. Each part maps to a block, and gaps get named, not invented.



02 · DEMO 2.2

AI that knows my block library

DEMO 2.2 · AUTHORING

AI that knows my block library

1 AI built my blocks — 2 The library — 3 The plan — 4 The gaps

Play this demo in a browser

Headless in Claude Code: a plan from my library, and the parts it has no block for.

This demo on the web: www.jackzhaojin.com/writing/2026-11-11-sites-and-ai/#demo-2-2-video

02 · GO FURTHER · DEMO 2.3

AI tests itself before I look

Site, brain and tools in one session, all headless. A brief goes in, AI builds, tests and pushes to preview, so I'm not AI's tester.



02 · DEMO 2.3

Claude Code with everything wired in



Built headless, still editable in Experience Workspace. On preview, 404 on live.

This demo on the web: www.jackzhaojin.com/writing/2026-11-11-sites-and-ai/#demo-2-3-video

02 · GO FURTHER · OBSERVABILITY

AI needs to be observed and traced

When AI writes to your site, you need to see exactly what it changed, and trace it back. My answer is Git on the rendered pages: after each publish I snapshot the live site into an archive site, so every change is a commit anyone can read, and roll back.

My site's archive after one publish, October 31, 2026 — 7f01594 on GitHub

```
$ git show --stat 7f01594
snapshot: v1.3.4, event data Google accepts

 site/query-index.json                                  |  2 +-
 site/scripts/talks-list.js                             | 13 ++++++---
 site/sitemap.xml                                       |  2 +-
 .../2025-09-10-ai-in-professional-services/index.html  | 35 ++++++++++++++++++++++---
 .../2026-09-11-knowledge-work-as-a-product/index.html  | 26 +++++++++++++++---
 snapshot.json                                          | 20 +++++++-------
 8 files changed, 85 insertions(+), 24 deletions(-)
```

It holds the pages as served, the same HTML readers and AI answer engines get, so you trace the result, not just the edit.

The archive is public: github.com/jackzhaojin/www-archive, served at archive.jackzhaojin.com.

03 · EVALUATION

How do you know it's good before it goes live?

Most of us find out after. We proofread, we publish, and weeks later the analytics tell us what we missed.

- The check comes last, when a fix costs the most.
- SEO and GEO basics depend on who remembered to look. (GEO is SEO for AI answers, like ChatGPT and Google's AI Overviews.)
- And almost nobody checks the page against what it was supposed to answer in the first place.

With AI, research and drafts can be mass produced now. **That makes this the most important of the three: quality way over quantity.**

So this stage is about **closing the loop**.

03 · THREE KINDS OF CHECKS

Deterministic, agentic and human

Each one catches what the others miss, so I want all three on every page.



01

Deterministic checks

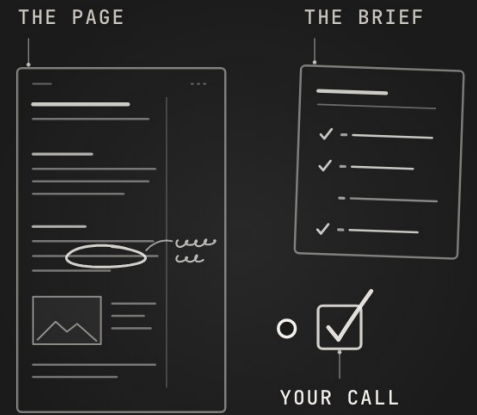
Rules a script runs the same way every time: title length, one h1, structured data, links, alt text. Experience Workspace's Preflight panel has some built in.



02

Agentic checks

AI reads the page like a reviewer would: does it answer the brief, how does it compare, what would a reader still ask.



03

Human checks

You read it against the brief and make the call: the voice, the judgment, whether it's worth publishing at all. It's the last check, not the only one.

03 · DEMO 3.1

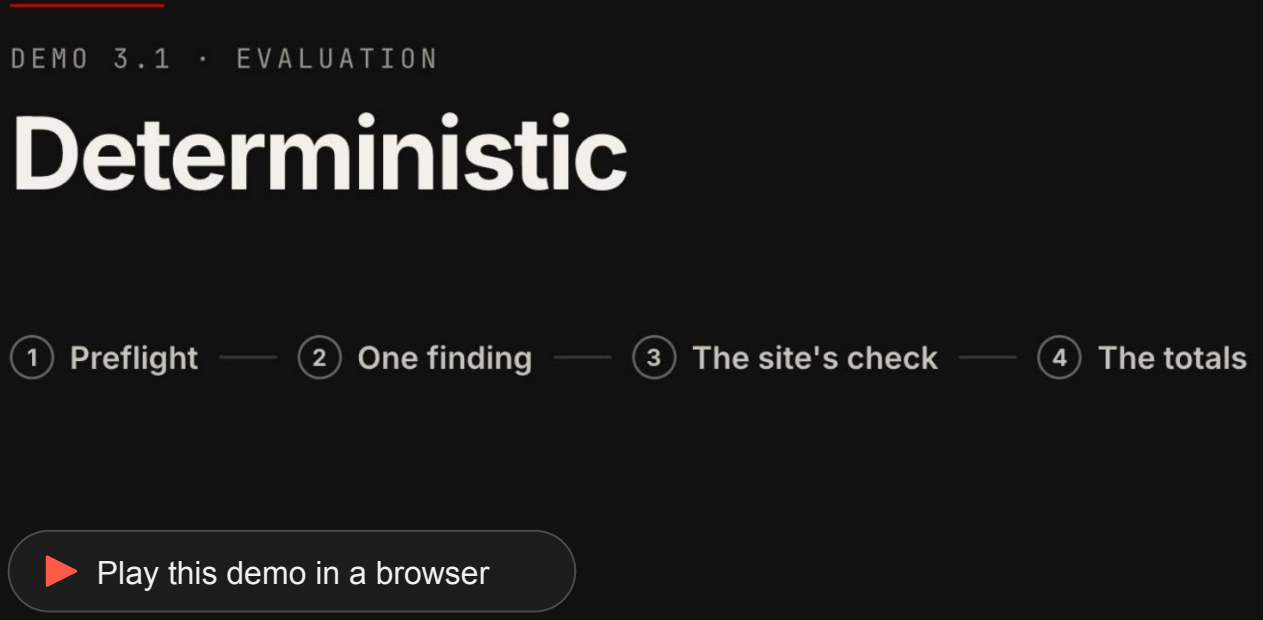
Rules first

Same input, same answer, no AI. It catches the boring mistakes.



03 · DEMO 3.1

Deterministic



Preflight on my draft, then the site's own check on www.

This demo on the web: www.jackzhaojin.com/writing/2026-11-11-sites-and-ai/#demo-3-1-video

03 · GO FURTHER · DEMO 3.2

A reviewer with my voice rules

Pass, auto-revise, or ask me. Anything that changes the meaning comes to me.



03 · DEMO 3.2

Agentic

DEMO 3.2 · EVALUATION

Agentic

1 The AI draft — 2 My skill runs — 3 The verdict — 4 Calls for me

Play this demo in a browser

My critique skill on the AI draft of a real LinkedIn post.

This demo on the web: www.jackzhaojin.com/writing/2026-11-11-sites-and-ai/#demo-3-2-video

03 · DEMO 3.3

It's OK to clean it up yourself

AI takes me 80 to 90 percent of the way. Then I open Experience Workspace, edit the content and clean it up. Human in the loop.



03 · DEMO 3.3

Human in the loop

DEMO 3.3 · EVALUATION

Human

1 Pick a line — 2 Change the tone — 3 Done

Play this demo in a browser

One line, retyped in a plainer tone, in Experience Workspace.

This demo on the web: www.jackzhaojin.com/writing/2026-11-11-sites-and-ai/#demo-3-3-video

ACROSS ALL THREE

Does the page still match what we meant?

Context in, friction down, loop closed. And at every stage, trust grows one step at a time.

01 **Research and briefs** gets your context in: what you believe, what you've said, what you've already made.

02 **Authoring** lets AI do the work and test it before you look.

03 **Evaluation** runs the checks in order: deterministic, agentic, human.

YOUR FIRST WEEK

Three things to try on Monday

01 Before your next page, write down three things you believe, then run a research assistant on the topic and read what comes back.

02 Open one real page in Experience Workspace and ask the assistant for one small fix.

03 Run Preflight on your next page before it publishes.

And if you've automated any of this already, I'd like to compare notes. I learn more from conversations than I do from giving talks.

APPENDIX

References

Everything I showed runs on my own site, and the write-ups and the archive are public.

- www.jackzhaojin.com, the site in every demo
- Building an MCP Server for EDS da.live
- One da.live MCP Server Across Claude, Gemini, Azure OpenAI and n8n
- Agentic Admin API Configuration for Edge Delivery Services
- Migrating My Site to AEM Edge Delivery Services in Two Prompts
- archive.jackzhaojin.com, the record of every publish