For the fun of it!

# Personal Websites in a World of Commerce and AI

Simon Kraft // simon.blog

# Hej 👋

## Simon Kraft

WordPress since 2008

Freelance Product Manager & Consultant

simon.blog



# simon.blog

# Democratize publishing

**Democratize publishing**
and commerce, and communication.

# In parallel: the web

**Enshittification**

– Cory Doctorow, Nov. 2022

# Enter: "AI"

# Enter: "AI"

# And search

**~ 69 %**

of all Google searches end without a click[1]

1. Similarweb ↩

# Content for traffic

doesn't work anymore[1]

1. The Verge: Google Zero is here — now what? ↩

# Enter: "AI"

# And slop

# Slop is no fun[1]

1. Report: How developers react to AI-scented blog posts – https://writethatblog.substack.com/p/dev-reaction-to-ai-blog-posts ↩

# Enter: "AI"

# Humanity as a value

# Getting back to basics

*since January 2025*

# Fun

with websites



# IndieWeb

# Own your Domain / Identity / Data[1]

*Starting point for everything on the web.*

1. https://indieweb.org/principles ↩

# Creators, not talkers[1]

*Creating as self-expression*

1. https://indieweb.org/principles ↩

# Use your own tools[1]

*Creating in another way*

1. https://indieweb.org/principles ↩

# The KrautPress Website Club

# Slashpages[1]

/about /contact

1. https://slashpages.net ↩

# Slashpages[1]

/now /chipotle

1. https://slashpages.net ↩

# Webring[1]

by Bernhard Kau

1. https://github.com/deworg/webring-manager ↩

# Blogrolls are coming back[1]

instead of "link in bio"

1. https://wordpress.org/plugins/blockroll/ ↩

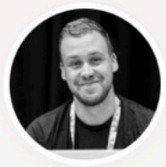
# ActivityPub[1]

## Decentralized networks

1. https://wordpress.org/plugins/activitypub/ ↩

<3





# Simon Kraft

WordPress community advocate, product manager, and author.

Fediverse↗ Bluesky↗ **Kraut.Press↗**

## Blog

All posts →

Blog

### Beautiful Belgrade

In September, I had the joy of visiting Serbia again. It's been a minute for me – WordCamp Europe 2018 – so I was really curious to see the city again, see what changed, and most of all get to meet the Serbian WordPress community once more. Unpolished and beautiful I vividly remember...

Read the post →

2 likes

1 quote

04 Oct 2026 Reply

## Microblog

Microblog archive →

PHOTO

Simon Kraft

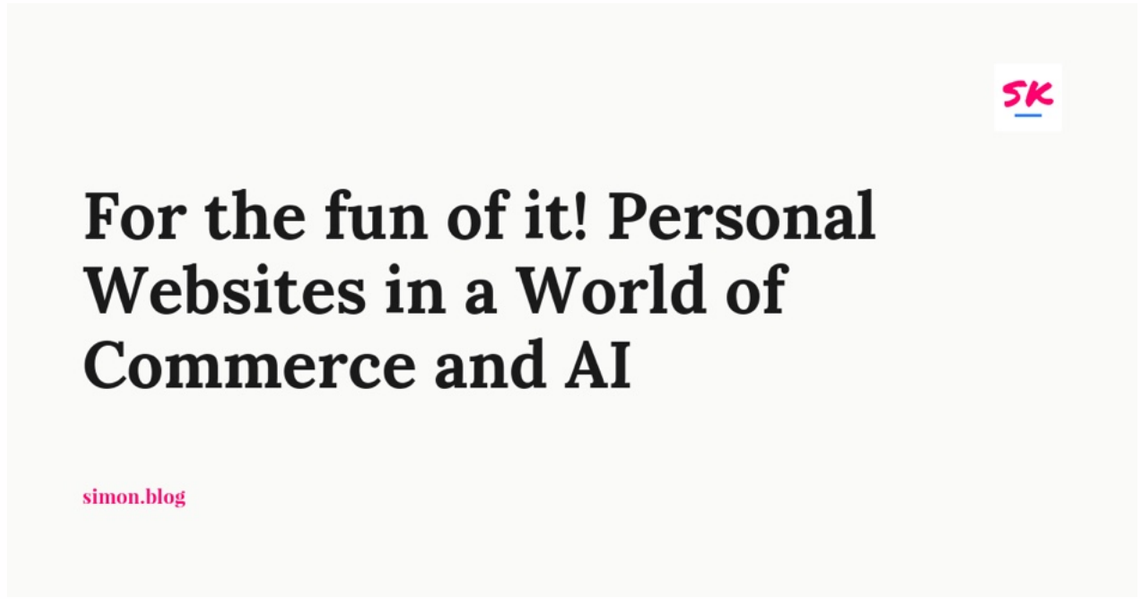
7 hours

### On my way to Vilnius

Im currently on my way to Vilnius to speak at CMS Conf Local tomorrow.



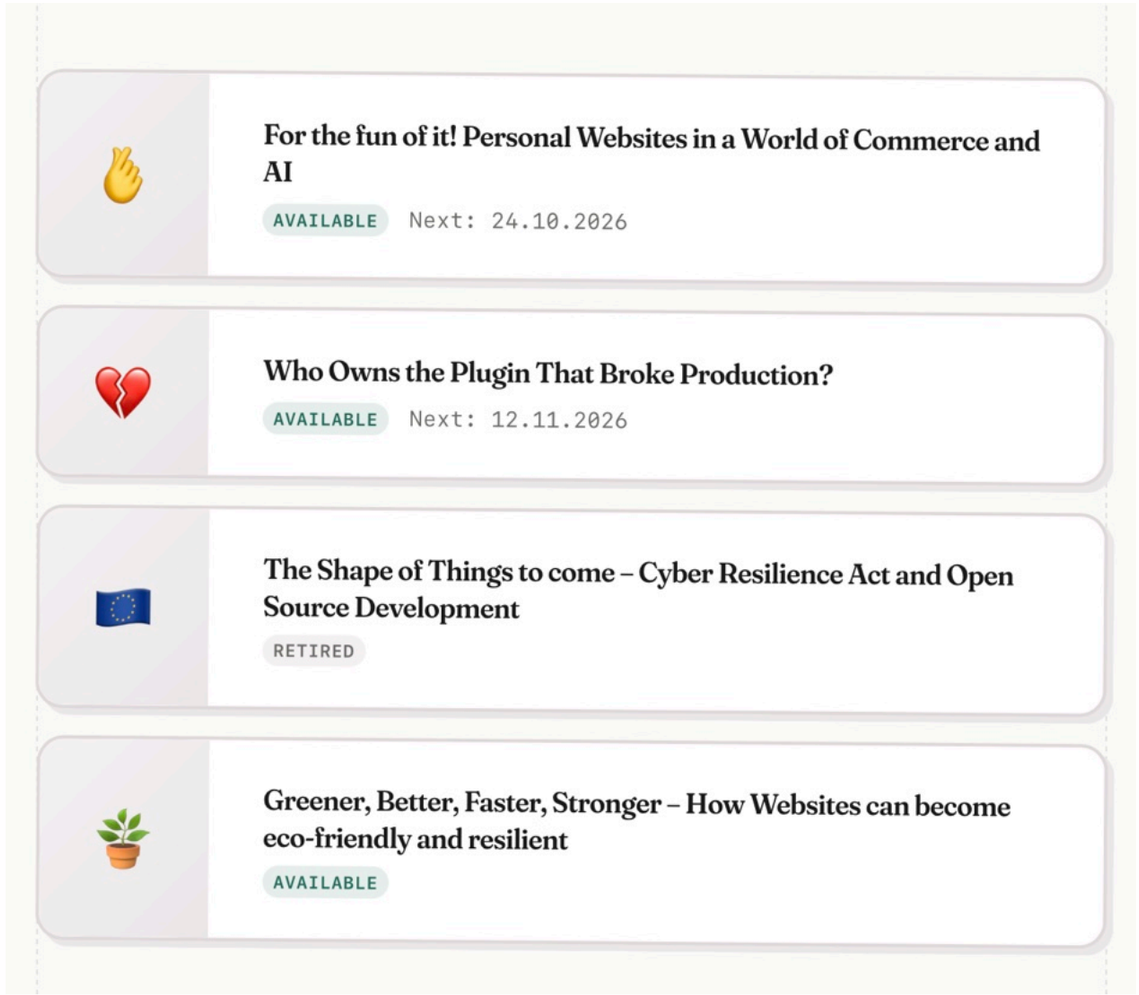
# "Use your own tools" they said



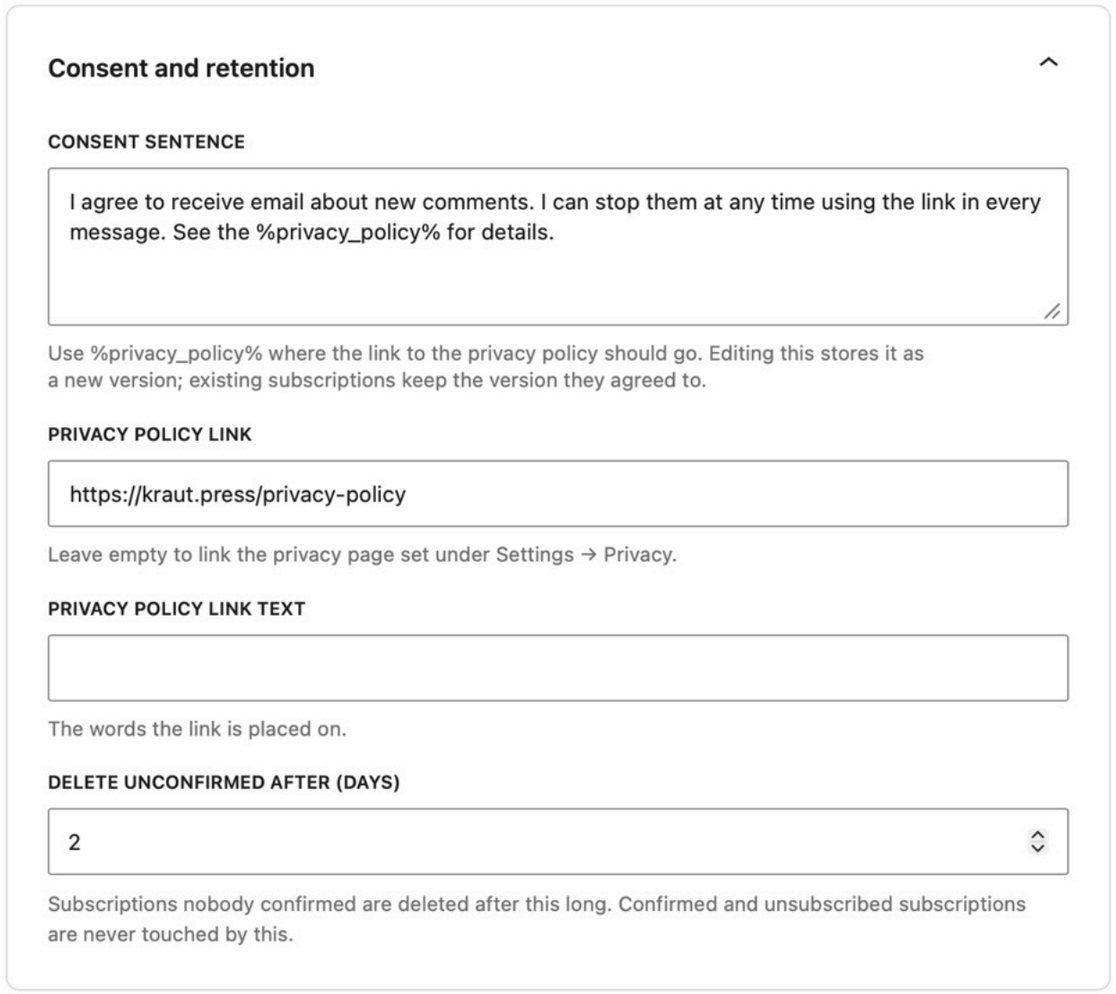

# og:image[1]

1. https://github.com/krafit/image-socialiser ↩

# Talk Tracker[1]



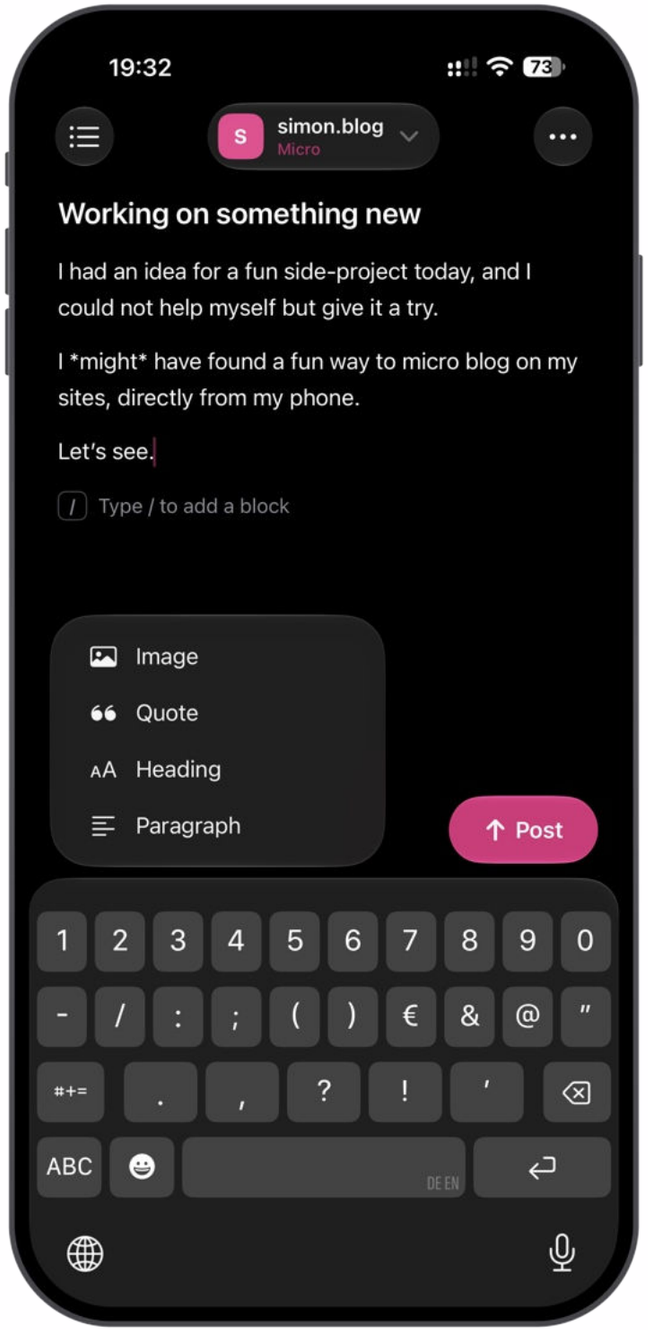

1. https://github.com/krafit/personal-profile-builder ↩




# Comment Notifications[1]

1. https://github.com/krafit/happy-comments ↩

# Publishing from my Phone



# Small and Human
# Success is when I say so!

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