AI Navigator

Quick Start Guide

Everything your team needs to install, configure, and go live

v2.3.0 | speak2web | 2026 | speak2web.com

WHAT IS AI NAVIGATOR?

AI Navigator is a WordPress plugin that adds a floating chat widget to any WordPress site. Visitors ask questions in plain English — by typing or by voice — and the plugin automatically finds the best matching page on your site, gives a concise answer grounded in your actual content, and navigates the visitor there.

The Key Point for Your Team The plugin reads and understands your site's content entirely on its own. There are no question lists to write, no intents to define, no training sessions. Install it, enter one API key, click Index All Pages Now — it is live. The widget speaks the visitor's language automatically.

WHAT YOU NEED BEFORE YOU START

- A WordPress site running WordPress 6.0 or later
- Administrator access to the WordPress dashboard
- An OpenAI API key — get one at platform.openai.com/api-keys
- The s2w-ai-navigator.zip plugin file
- (Pro only) A speak2web license key from speak2web.com

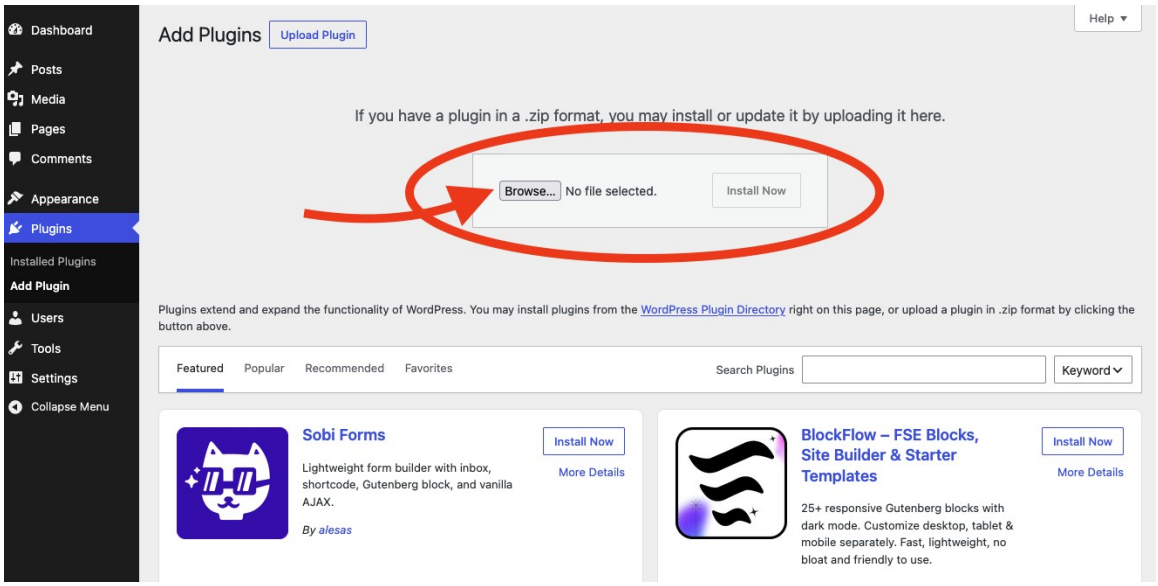
API Key Cost AI Navigator uses your own OpenAI account. Typical cost for a small site (20–50 pages, moderate traffic) is $1–$3 per month. OpenAI bills you directly — speak2web adds no markup.

INSTALLATION

STEP
1

Upload the Plugin REQUIRED

Log in to your WordPress dashboard. Go to Plugins → Add New → Upload Plugin. Click Choose File, select s2w-ai-navigator.zip, then click Install Now. When installation completes, click Activate Plugin. AI Navigator appears as a top-level menu item in the WordPress admin sidebar.



Plugins → Add New → Upload Plugin

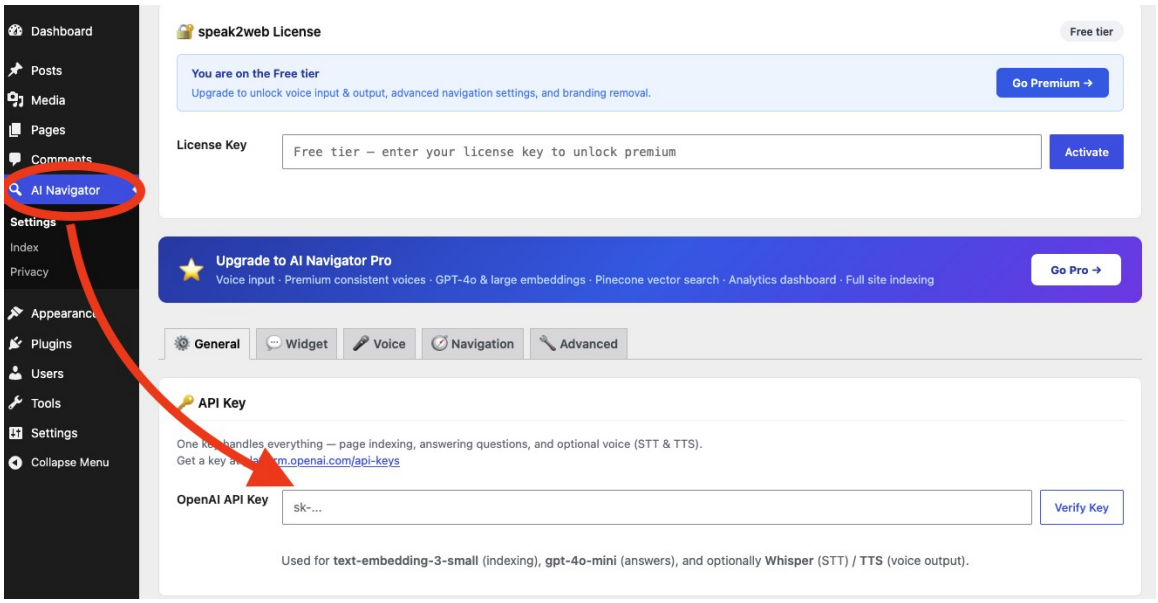
The Widget Will Not Appear Until Step 2 Is Complete The widget will NOT show on your site until a valid OpenAI API key is saved. A red admin notice banner will remind you if the key is missing.

STEP

2

Enter Your OpenAI API Key REQUIRED

Go to AI Navigator → Settings → General tab. Paste your OpenAI key in the API Key field (starts with sk-). Click Save Changes before doing anything else — the Index All Pages Now button will not become active until the key is saved. A green verification badge appears next to the key field once the key is validated.



Settings → General tab — API Key field with green badge

STEP

3

Choose What to Index REQUIRED

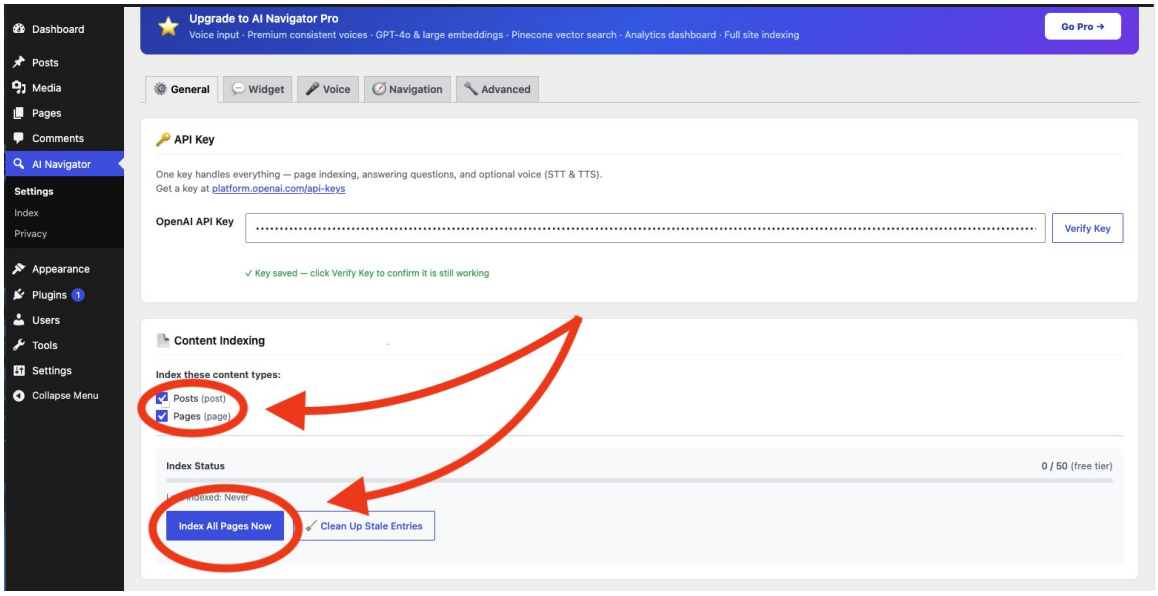
Under Content to Index (General tab), check the content types the plugin should read. Pages and Posts are selected by default. Custom post types appear here if your site uses them. Enable only the types visitors would want to be navigated to.

STEP

4

Index the Site REQUIRED

Click the Index All Pages Now button. AI Navigator reads every published page and builds its understanding of your site. A progress bar shows pages processed. A typical 20–50 page site completes in under 60 seconds. After indexing completes, visit AI Navigator → Index to see all indexed pages and their chunk counts.



AI Navigator → Index — pages listed after indexing completes

Automatic Re-Indexing After the first index you never need to run this again. Every time a page or post is saved, AI Navigator re-indexes that page automatically. Your index always stays current.

Large Sites and PHP Execution Time If your site has many pages and the indexer appears to stall, your host's PHP max_execution_time setting may be too low. Ask your hosting provider to increase it to at least 120 seconds (300 for very large sites). Most managed WordPress hosts (WP Engine, SiteGround, Kinsta) are already configured correctly. Sandbox environments such as InstaWP may not be — use the per-row re-index button in AI Navigator → Index as a workaround.

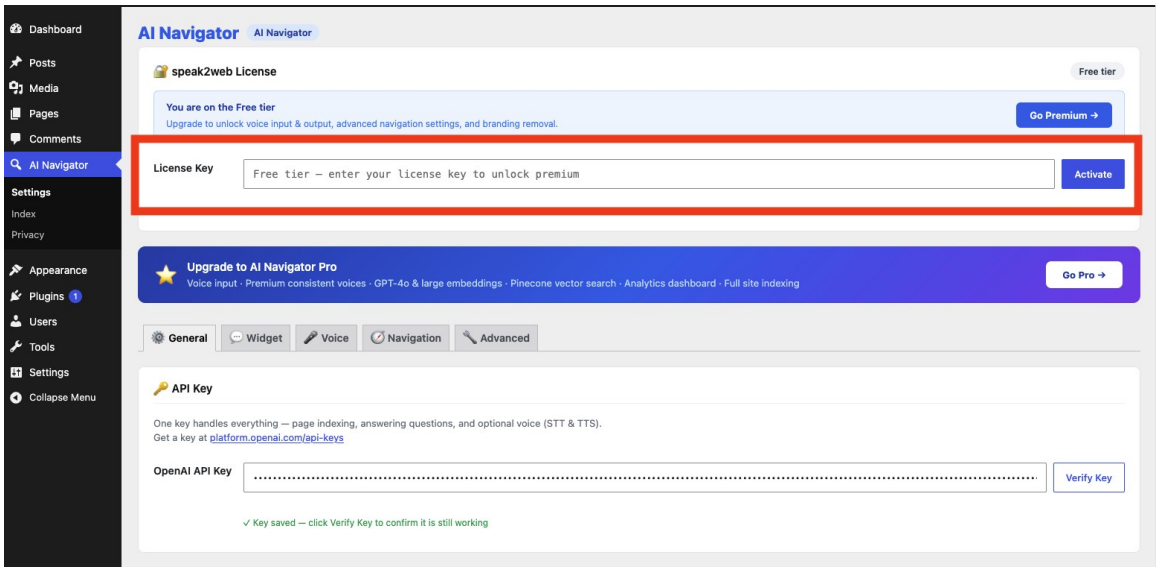
You Are Live! The widget is now active on your site. Visit any page and click the floating chat button to test it. Ask a question about any page and watch AI Navigator navigate. No further configuration is needed — the plugin maintains itself from here.

STEP

5

Enter License Key PRO ONLY

Go to AI Navigator → Settings → General tab → License section. Enter your speak2web license key and click Activate. Pro features unlock immediately: voice input, premium TTS, GPT-4o, Pinecone, analytics, and semantic chunking. Free-tier users: skip this step and continue to Step 6.



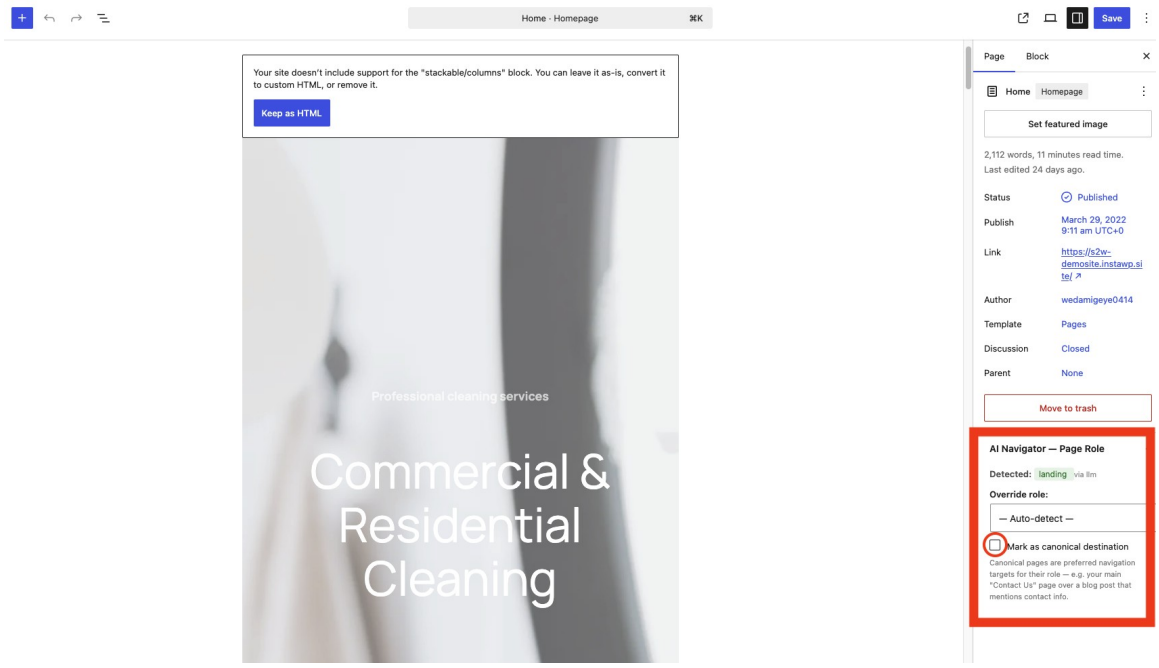
Settings → General tab → License section

OPTIONAL STEPS — DO THESE NEXT FOR BEST RESULTS

STEP
6

Set Page Roles RECOMMENDED

Open any key page or post in the WordPress editor. Look in the right sidebar for the “AI Navigator — Page Role” box. Select the correct role from the Override role dropdown (contact, pricing, product, faq, about, etc.). For your main Contact or Pricing page, also check “Mark as canonical destination”. Save the page — the change takes effect immediately without a full re-index.



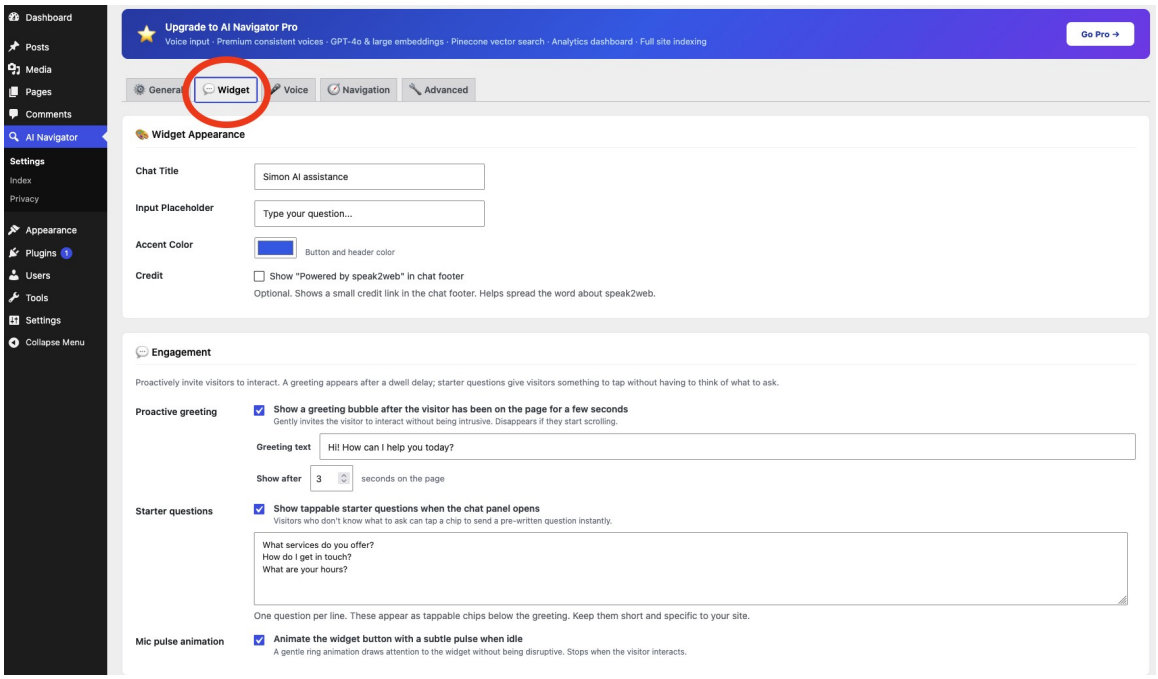
Post editor right sidebar — AI Navigator Page Role box

Most Important Tuning Tool If the widget navigates visitors to the wrong page, the Page Role setting is almost always the fix. Setting the correct role for your key pages takes 5 minutes and dramatically improves navigation accuracy.

STEP
7

Customize the Widget OPTIONAL

Go to AI Navigator → Settings → Widget tab. Set position, accent color, title text, and placeholder text. Go to Settings → Widget → Engagement section to configure the greeting bubble and starter chips. Starter chips are preset questions visitors can tap — they translate automatically in multilingual mode.

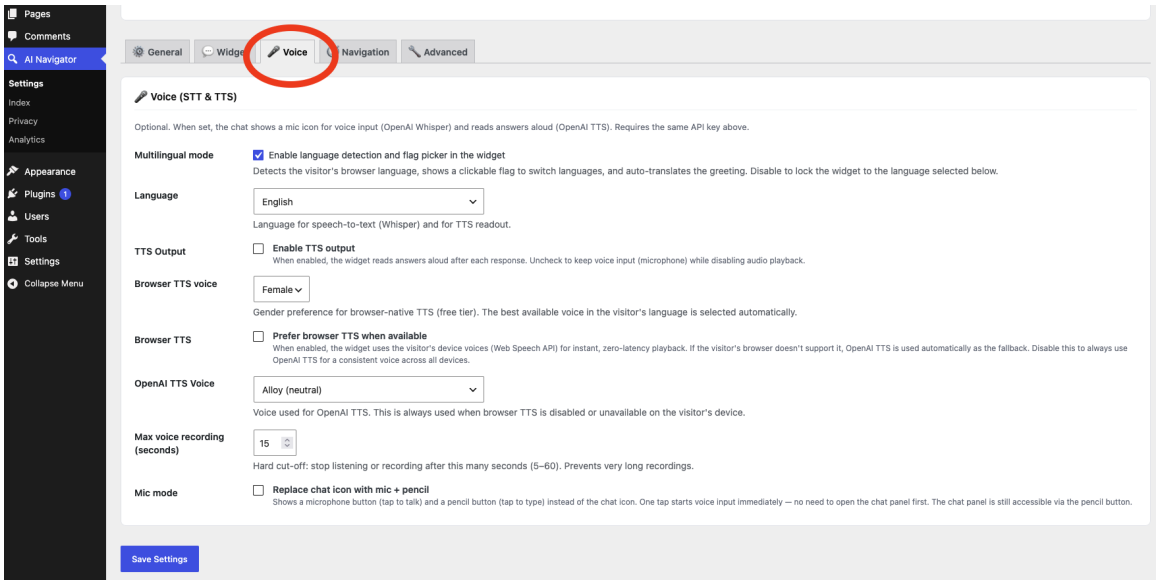


Settings → Widget tab — position, color, starter chips

STEP
8

Configure Voice and Language OPTIONAL

Go to AI Navigator → Settings → Voice tab. Set your default language for text-to-speech and speech-to-text. Multilingual mode is on by default — visitors' browser language is detected automatically. Turn it off here to lock the widget to one language. Pro: select a premium TTS voice and enable Mic Mode for hands-free voice interaction.



Settings → Voice tab — language selector and Mic Mode toggle

WHAT TO CHECK AFTER GOING LIVE

✓ Visit AI Navigator → Index Confirm your key pages are listed. Pro + Pinecone only: long pages should show a chunk count greater than 1.

✓ Ask 3–5 real visitor questions Confirm the widget navigates to the correct pages. If it lands on the wrong page, open that page in the editor and set its Page Role (Step 6).

✓ Test the language picker If you have international visitors, type a question in Spanish or French and confirm the widget responds in that language.

✓ Check escalation email (if configured) Send a test escalation (escalation setup is covered in the Administrator Guide). If the email does not arrive, install an SMTP plugin such as WP Mail SMTP — most managed hosts block the default mail() function.

✓ After one week: review Analytics → Gaps (Pro) See what questions your visitors are asking that your content does not yet answer.

WHAT'S NEXT?

This guide covers everything needed to go live. For deeper configuration, reporting, and advanced features, refer to the resources below.

- AI Navigator Administrator Guide — full settings reference, advanced configuration, and troubleshooting
- AI Navigator Analytics Whitepaper — understanding your conversation data and Gaps report
- speak2web.com — license upgrades, support, and product updates

APPENDIX A — FREE VS. PRO

Feature	Free	Pro
Smart semantic navigation	✓	✓
Proactive greeting bubble + starter chips	✓	✓
Browser text-to-speech	✓	✓
Multilingual visitor detection & language picker	✓	✓
Page Role override in post editor	✓	✓

Index Viewer	✓	✓
Conversation data collection	✓	✓
Pages indexed	Up to 50	Unlimited
Voice input (OpenAI Whisper STT)	—	✓
Premium OpenAI TTS voices	—	✓
GPT-4o + large embedding model	—	✓
Pinecone vector database	—	✓
Semantic chunking for long pages	—	✓
Analytics dashboard	—	✓
Data retention controls	—	✓

APPENDIX B — PAGE ROLE REFERENCE

Role	Use For
contact	Contact pages — phone, email, form, office locations
pricing	Pricing pages — plan comparison, cost, tier details
product	Product or service detail pages
faq	FAQ, help center, knowledge base pages
about	About us, team, history, culture pages
blog	Blog index or category pages
home	Homepage — use sparingly, only for the actual homepage
legal	Terms of service, privacy policy, compliance pages
careers	Jobs, careers, open positions pages
partner	Partner, reseller, affiliate pages

APPENDIX C — WHAT'S NEW

Recent Changes

Version	Change
v2.3.0	• **Ask-first navigation** — a strong content match no longer moves the visitor on its own. The widget navigates when someone asks to be taken somewhere; otherwise it offers the page with a confirm button. • **Navigation aggressiveness slider** — a 1-to-5 control on the Navigation settings tab. Level 3, the default, auto-navigates only on very strong matches and asks first on moderate ones; level 1 never navigates. • **Browser-driven indexing fallback** — on hosts where WP-Cron is disabled or blocked, indexing no longer stalls. The plugin runs the remaining batches from your browser while the Index screen is open — keep the tab open until the count completes. • **Usage limits on AI calls** — chat, voice, and greeting-translation requests are rate-limited per visitor (30 chat requests per 5 minutes), with a 5 MB audio cap and a 4,000-character message cap, so one visitor cannot drain your OpenAI credits. Administrators are exempt. • **Conversation History (Pro)** — a History tab on the Analytics page browses raw conversation turns page by page, expands the widget's reply for any turn, and filters by match confidence. • **WooCommerce product indexing** — an Index WooCommerce Products toggle on the General tab adds your catalog to the index with name, price, stock status, SKU, categories, and attributes, and ranks them ahead of blog posts mentioning the same terms.
v2.1.27	Semantic chunking for long pages (Pro + Pinecone) — pages over 500 words are split into overlapping 350-word chunks. Each chunk gets its own Pinecone vector.
v2.1.26	Index Viewer (AI Navigator → Index) — every indexed page with title, role, word count, chunk count, authority score, and a per-row re-index button.

Questions? Visit **speak2web.com** or see the full AI Navigator Administrator Guide.