SiteSellerAI Quick Setup Guide

Get Dex working first

Version 0.1.6 | September 2026

Connect your OpenAI API key and turn on Dex, your assistant inside WordPress. Once Dex replies, ask him to guide you through the remaining SiteSellerAI setup one page at a time. Keep the public assistant, Sophie, off while preparing her setup, then enable her when ready for visitor testing.

In WordPress, SiteSellerAI is listed as **AI Sales Console**. Its menu is **AI Console**.

1 Install and activate the plugin

You need a WordPress administrator account, WordPress 6.0 or later, PHP 8.0 or later, and your SiteSellerAI plugin ZIP.

Open **Plugins**, choose the option to add a plugin, then **Upload Plugin**. Choose your ZIP, click **Install Now**, then **Activate Plugin**. If SiteSellerAI is already installed and active, go straight to step 2.

2 Prepare your OpenAI API key

Sign in at OpenAI Platform. Open API billing, complete billing setup and add credits if prompted. Open API keys, create a key and copy it.

A ChatGPT subscription does not include OpenAI API usage. API usage is billed separately by OpenAI. Enter the key in the plugin's API-key field, not in a chat message.

3 Turn on Dex and save the key

Open **AI Console > Assistant Mode** and set the following:

Setting	Choose or enter
Quick setup preset	Do not apply preset
Enable admin assistant	On
Enable front-end assistant	Off while preparing Sophie
OpenAI & Conversation Behaviour > OpenAI API key	Paste your OpenAI API key
Model selection	Keep the default GPT-5.4 if available to your API project

Under **Admin Assistant Permissions**, select the options to read site settings, product data and knowledge sources, and to suggest page/product improvements. Leave **Require approval before changing anything** enabled; it is locked on in this version.

Click **Save Assistant Mode Settings**. The API-key status should show **Saved**. Leave **Quick setup preset** on **Do not apply preset**: the other presets also enable public Sophie when saved.

4 Open Dex and confirm he replies

Click **Ask Dex** at the bottom right of WordPress admin. Type this message and click **Send**:

> *Dex, explain the first step for setting up Sophie on this site.*

A relevant reply confirms the conversation is working. The welcome greeting, **Online** label and **Saved** badge alone are not a connection test. You can also click **Check setup**, then **Send**; the quick button fills the message but does not send it automatically.

5 Let Dex guide the remaining setup

Send this next:

> *Dex, help me finish setting up SiteSellerAI one step at a time. Start with Knowledge Sources and the Assistant Brain, then Products / Offers, sales and support rules, and Sophie's widget. Tell me the exact page to open, what to enter and which button to click. Keep Sophie off until I am ready for visitor testing. Ask me for the business details you need.*

Open the page Dex names and continue the conversation there. He can use supported screen and site context to explain the next step. You enter private credentials and save the settings on their pages. Review and approve any supported website change before asking Dex to apply it.

When preparing **Widget Designer**, keep **Enable widget** unchecked before clicking **Save Widget Designer**. Saving it checked also turns public Sophie on.

Google, Bing and SerpApi connections can be added later from **AI Console > Dex**. They are not required for this first conversation.

Finish with a visitor test

With Dex's help, prepare the business information, product or offer sources, rules and widget. In **Knowledge Sources**, click **Save Knowledge Sources**, then **Refresh Knowledge Index**. When ready, enable the public assistant and test Sophie in a private browser window. Ask about a real product or service, a support question and the next step to buy or contact you. Check every link and answer before leaving her live.

If Dex does not reply

What you see	What to check
Ask Dex is missing	Sign in as an administrator. Set Enable admin assistant to On, save and refresh.
Missing or invalid API key	Re-enter the key in Assistant Mode and click Save Assistant Mode Settings.
Quota, credit or model error	Check OpenAI API billing and project access to the selected model.
Request or connection error	Refresh your WordPress login. Check AI Console > Logs / Training and ask your host to check the failed request if it continues.

Setup complete: Dex replies to your message and is ready to guide you through the full setup manual.

Continue with the SiteSellerAI Full Setup Manual for every settings page.