

WCEU 2019 • Berlin, Germany

Gutenberg and Page Builder Plugins

Two Great Tastes That Taste Great Together

What's the difference?

Gutenberg block editor



GOALS

An intuitive and consistent experience where users can create and arrange blocks of content

AUDIENCE

All WordPress users

Page builder plugins



GOALS

Extensive layout and styling control

AUDIENCE

Power users who need granular control over all layout and styling



elementor



beaverbuilder™

You do not have to choose!

Top 7 Tips

block editor + page builder plugin

TIP #1

Start with the right theme

Theme Criteria

- 1 Great developer with support**
- 2 Lightweight and fast**
- 3 Can handle global brand styling**
- 4 Works with page builder plugins**
- 5 'Gutenberg-ready'**



The perfect **lightweight** theme
for your next project.

Install

Fastest Growing Theme of All Time

Join 300,000+ Experts Who Build Awesome
Websites With Astra



DOWNLOAD NOW

TIP #2

**You do not have to convert
older pages and posts**

come



Beaver Builder

Beaver Builder is currently active for this page.

[Launch Beaver Builder](#)

[Use Standard Editor](#)



Glorious Ch

Paragraph



Edit as HTML



Hide Block Settings



Convert to Blocks



Duplicate



Insert Before



Insert After



Remove Block



Chalk and cheese boursin
strings cottage cheese ca

comes out everybody's happy everyone loves camembert de
fromage. Caerphilly dolcelatte.

Cheeseburger macaroni cheese cream cheese. Melted chee
frais squirty cheese dolcelatte babybel. Melted cheese swis

TIP #3

**Always start a new page
or post in the block editor**

🔗 Permalink: <http://gutenberg-block-editor-tests.local/women-at-work-during-world-war-i/> [↗](#)

edit slug

Edit

Women at Work during World War I

add title

Beaver Builder

Beaver Builder lets you drag and drop your layout on the frontend.

Launch Beaver Builder

Use Standard Editor

Document

Block

×

Status & Visibility

▼

Permalink

^

URL Slug

women-at-work-during-world-war-i

The last part of the URL. [Read about permalinks](#) [↗](#)

Preview

<http://gutenberg-block-editor-tests.local/women-at-work-during-world-war-i/> [↗](#)

attributes

Featured Image

▼

Discussion

▼

Page Attributes

^

Parent Page:

(No Parent)

TIP #4

Use a page builder for complex layouts and styling control

documented of the more than ten such contagions which had broken out along the Rhine and Moselle rivers since 1374. Numerous accounts of the bizarre events that unfolded that summer can be found scattered across various contemporary documents and chronicles compiled in the subsequent decades and centuries. One seventeenth-century chronicle by the Strasbourg jurist Johann Schilter quotes a now lost manuscript poem:

*Many hundreds in Strassburg began
To dance and hop, women and men,
In the public market, in alleys and streets,
Day and night; and many of them ate nothing
Until at last the sickness left them.
This affliction was called St Vitus' dance.*

Write citation...

Paragraph

For more details on The Dancing Plague of 1518 and this phenomenon, see the full essay by Ned Pennant-Rea on [The Public Domain Review](#).

to Dr...

Document Block X



Quote

Give quoted text visual emphasis.
"In quoting others, we cite ourselves." — Julio Cortázar

Styles

Many
hundreds
Default

Many
hundreds
Large

Color Settings

Text Color

[Custom Color](#)

Clear

Advanced

Additional CSS Class

is-style-large

Edit Blockquote

Content

Style

Advanced

▼ Advanced

Margin

TOPRIGHTBOTTOMLEFT

Padding

20

20

20

20

TOPRIGHTBOTTOMLEFT

Z-Index

Dynamic

CSS ID

Dynamic

CSS Classes

► Motion Effects

► Background

► Border



Female workers roll casks of beer across the floor at a brewery in Cheshire, September 1918; photograph by George P. Lewis

Last year marked two significant centenaries: the cessation of fighting in the First World War and the passing of legislation that expanded the electoral franchise to include women for the first time (at this point limited, however, to property-owning and degree-educated women over thirty). Historians have long connected these two events. The war, after the mass conscription of men to the front line, allowed women to enter the public sphere in unprecedented capacities, both in terms of work and leisure. As is documented by this vast collection of remarkable photographs, held by London's Imperial War Museum, women's lives were entirely transformed. The images show women performing a whole host of tasks: casting bricks, generating electricity, solutionising cork, building ships, painting railway stations, warming rubber, milking cows, signalling trains, smelting iron, blasting granite, making glucose, digging holes, and constructing houses, in addition to the work already prescribed to them such as childcare and domestic labour.


“


The women were also paid less than their male counterparts: the munitions factories paid their female workers as little as half what they paid the men for doing similar jobs. In 1918, women working on London transport went on strike to demand equal pay, the first strike of its kind.


≡

Edit Blockquote

⋮

Content

Style


Advanced

▼ Content

Text Color

Typography

↺



Family

Times New R...

Size

↺

↻

20

PX EM REM VW

Weight

Default

Transform

Default

Style

Default

Decoration

Default

Line-Height

↺

↻

1.4

PX EM

Letter Spacing

↺

↻

already prescribed to them such as childcare and domestic labour.

“

The women were also paid less than their male counterparts: the munitions factories paid their female workers as little as half what they paid the men for doing similar jobs. In 1918, women working on London transport went on strike to demand equal pay, the first strike of its kind.

Looking through the thousands of photographs, perhaps surprising is how many show signs of joy: scenes of rural cooperation and industrial progress, of mutual support and collective endeavour. Indeed, if one were to stumble across the collection with no idea of context, they might appear to document some kind of

TIP #5

**Design theme templates
in page builder, but write
content in block editor**

Edit Themes

GeneratePress: Single Post (single.php)

Select theme to edit: GeneratePress ▾ Select

Selected file content:

```
1 <?php
2 /**
3  * The Template for displaying all single posts.
4  *
5  * @package GeneratePress
6  */
7
8 if ( ! defined( 'ABSPATH' ) ) {
9     exit; // Exit if accessed directly.
10 }
11
12 get_header(); ?>
13
14 <div id="primary" <?php generate_do_element_classes( 'content' ); ?>>
15     <main id="main" <?php generate_do_element_classes( 'main' ); ?>>
16         <?php
17             /**
18              * generate_before_main_content hook.
19              *
20              * @since 0.1
21              */
22             do_action( 'generate_before_main_content' );
23
24             while ( have_posts() ) : the_post();
```

Theme Files

[\(router.php\)](#)

[Theme Header](#)
(header.php)

[Main Index Template](#)
(index.php)

[no-results.php](#)

[Single Page](#)
(page.php)

[Search Results](#)
(search.php)

[Search Form](#)
(searchform.php)

[sidebar-left.php](#)

[Sidebar](#)
(sidebar.php)

[Single Post](#)
(single.php)

[fonts ▸](#)

[readme.txt](#)

Documentation: Look UpUpdate File

Dashboard

Posts

Media

Pages

Comments

Appearance

Beaver Builder

Themer Layouts

Templates

Saved Rows

Saved Columns

Saved Modules

Categories

Add New

Plugins

Users

Tools

Settings

Collapse menu

Themer Layouts

Add New

Screen Options



Introducing Theme Layouts

Theme layouts work just like page templates in a theme. You can create headers and footers, full layouts for archives, single post types, 404 pages, or use hooks to insert content into other areas of the page. You can also set where these layouts will occur.

Edit any of the default theme layouts below or “Add New” to create your own.

[Learn More](#) [Documentation](#)

All (5) | Published (5)

Bulk Actions

Apply

All dates

Filter

Search Themer Layouts

5 items

<input type="checkbox"/> Title	Categories	Type	Location	Users
<input type="checkbox"/> 404	—	404		All
<input type="checkbox"/> Footer	—	Footer		All
<input type="checkbox"/> Header	—	Header		All
<input type="checkbox"/> Post	—	Singular		All
<input type="checkbox"/> Post Archives	—	Archive		All

Who was Saint Vitus?



Search for a block

Most Used



Paragraph



Image



Heading



Quote



Verse



Custom HTML



Classic



Columns



AB Notice



Five hundred years ago in July, a strange mania seized the city of Strasbourg. Citizens by the hundred became compelled to dance, seemingly for no reason — jigging trance-like for days, until

Document

Block



Paragraph

Start with the building block of all narrative.

Text Settings

Font Size

Normal ▾

Reset



Drop Cap

Toggle to show a large initial letter.

Color Settings

Advanced

TIP #6

**Use conditions in page builder
to selectively display content**



Conditions

Apply current template to these pages.



Triggers

What action the user needs to do for the popup to open.



Advanced Rules

Requirements that have to be met for the popup to open.



Where Do You Want to Display Your Template?

Set the conditions that determine where your Template is used throughout your site.

For example, choose 'Entire Site' to display the template across your site.

+ INCLUDE ▼

Singular ▼

In Category ▼

history x ▼



ADD CONDITION



Five hundred years ago in July, a strange mania seized the city of Strasbourg. Citizens by the hundred became compelled to dance, seemingly for no reason — jigging trance-like for days, until unconsciousness or, in some cases, death. Ned Pennant-Rea on one of history's most bizarre events.

On a hastily built stage before the busy horse market of Strasbourg, scores of people dance to pipes, drums, and horns. The July sun beats down upon them as they hop from leg to leg, spin in circles and whoop loudly. From a distance they might be carnival revellers. But closer inspection reveals a more disquieting scene. Their arms are flailing and their bodies are convulsing spasmodically. Ragged clothes and pinched faces are saturated in sweat. Their eyes are glassy,



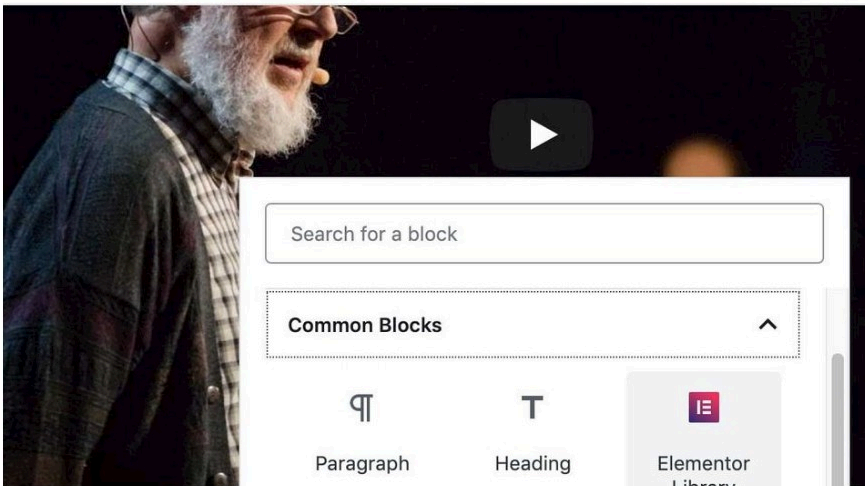
Don't Miss The Latest History News! Subscribe Now

Send



TIP #7

**Embed a page builder template
in a Gutenberg page**



Search for a block

Common Blocks



Paragraph



Heading



Elementor
Library



Image



Quote



Gallery



List



Audio



Cover

only 3% of Americans
us do, and we have a
ing and fast-paced s
akes the case that cl
ences. TEDTalks is a
nce, where the world
talks on Technology
ch more.



, only 3% of Americans practiced professions that were deemed "cognitive"
us do, and we have all learned to be flexible in the way that we think about
ting and fast-paced spin through the cognitive history of the 20th century, r
akes the case that changes in the way we think have had surprising (and no
quences. TEDTalks is a daily video podcast of the best talks and performance
ence, where the world's leading thinkers and doers give the talk of their lives
or talks on Technology, Entertainment and Design -- plus science, business,
ch more.



Elementor Library

Select a template from your library or [create a new one](#).

✓ — Select A Template —

Subscribe

CTA

Choose Us

owned by a nonprofit, nonpartisan foundation. Our agenda is to make great
conversation.

In 1900, only 3% of Americans practiced professions that were deemed "cognitively demanding." Today, 35% of us do, and we have all learned to be flexible in the way that we think about problems. In this fascinating and fast-paced spin through the cognitive history of the 20th century, moral philosopher James Flynn makes the case that changes in the way we think have had surprising (and not always positive) consequences. TEDTalks is a daily video podcast of the best talks and performances from the TED Conference, where the world's leading thinkers and doers give the talk of their lives in 18 minutes (or less). Look for talks on Technology, Entertainment and Design -- plus science, business, global issues, the arts and much more.



Subscribe to our newsletter

Don't miss new updates on your email

SUBSCRIBE

TED is owned by a nonprofit, nonpartisan foundation. Our agenda is to make great ideas accessible and spark conversation.

Document

Block

×

 **Elementor Library**

Add Elementor templates to your Gutenberg content.

Settings

^

Subscribe

⌵

Edit Template with Elementor

Advanced

▼

The future

Extending the Gutenberg block editor



DIY Blocks?

Define your requirements

Degree of flexibility

Your role in design and maintenance

Design control versus simplicity

Learning curve tolerance



Michele Mizejewski

User Experience Designer

University of California at San Francisco
United States



mmizejewski