

WORDCAMP US 2016

Page Builder Plugins: You've Come a Long Way Baby!

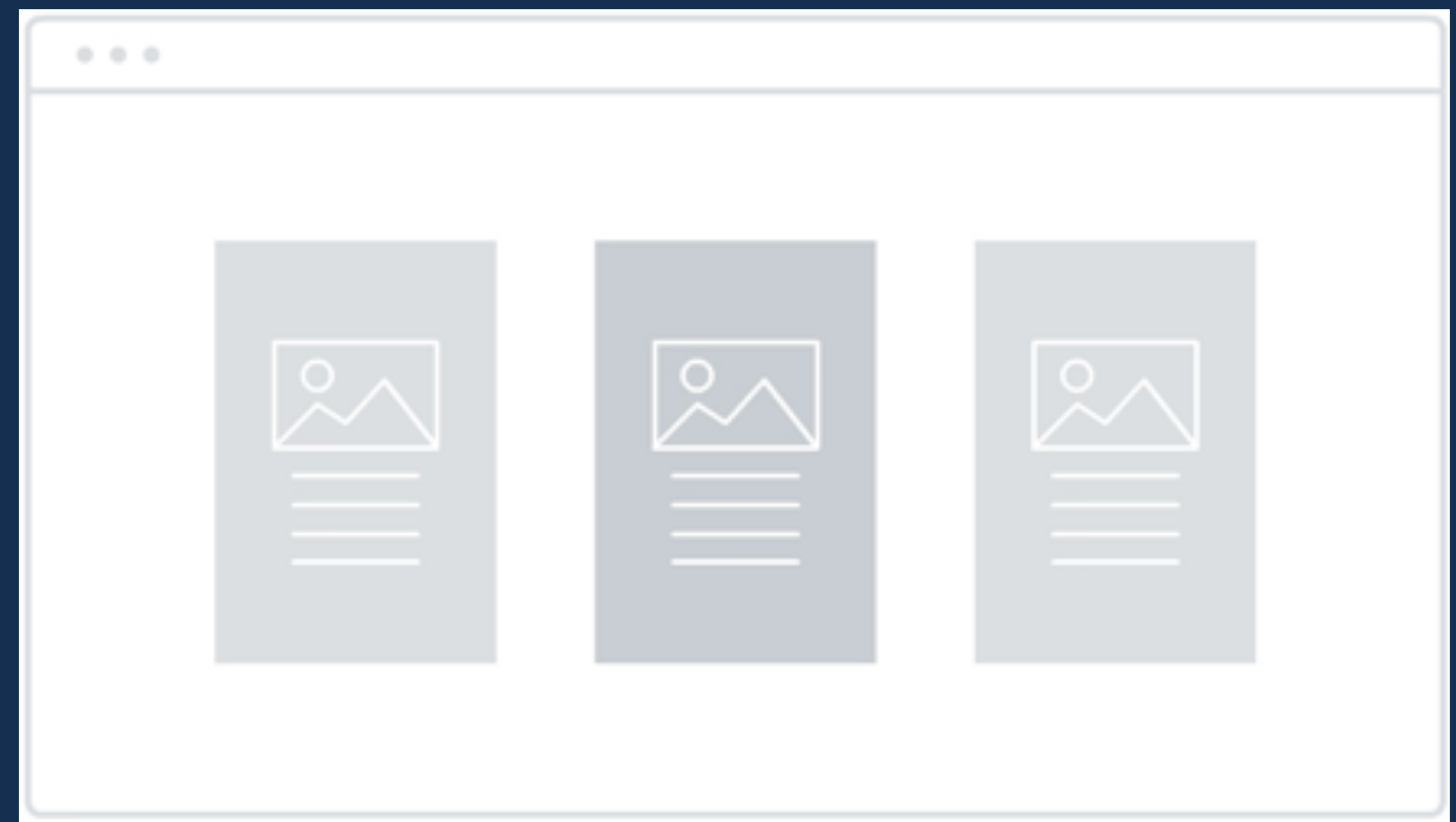
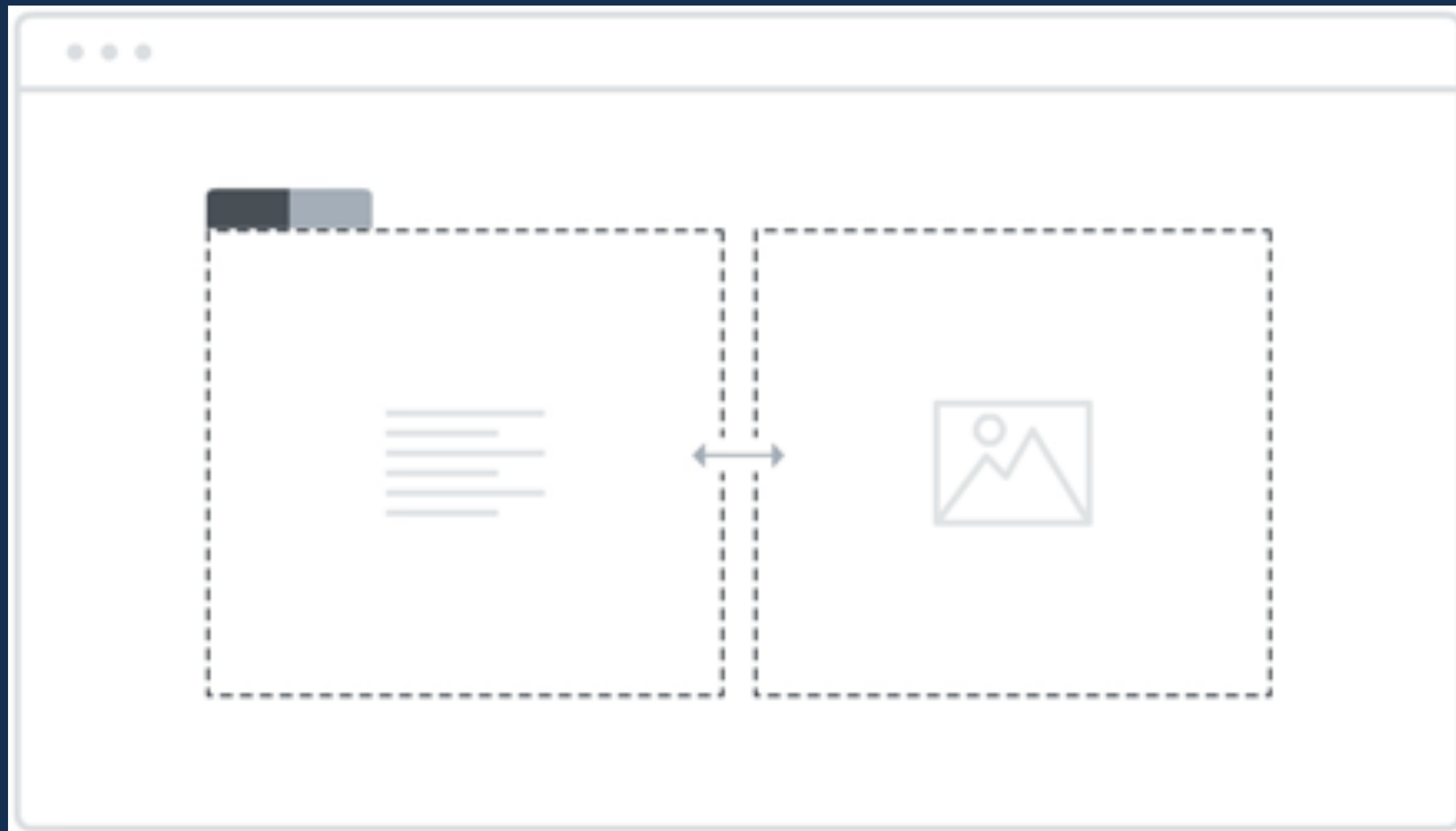
#WCUS

































@mmizejewski



**What is a page
builder?**

A visual way to build custom layouts using drag-and-drop elements and styles settings



 Text	 Image	 Image/Icon Blurb	 Call To Action
 Bar Counters	 Number Counter	 Circle Counter	 Countdown Timer
 Pricing Table	 Toggles	 Accordion	 Tabs
 Gallery	 Project Portfolio	 Filtered Portfolio	 Slider
 Blog	 Newsletter Signup	 Login Form	 Contact Form
 Divider	 Map	 Audio Player	 Person
 Social Follow	 Testimonial	 Widget Area	 Sections
 Video	 Video Slider	 Post Title	 Code

Edit Themes

twentysixteen Child Theme: Full Width Page Page Template (page-templates/full-width.php)

Select theme to edit: twentysixteen Child Theme

Select

```
<?php
/**
 * Template Name: Full Width Page
 */

get_header(); ?>

<div id="primary" class="content-area full-width">

    <main id="main" class="site-main" role="main">
        <?php
        // Start the loop.
        while ( have_posts() ) : the_post();
            // Include the page content template.
            get_template_part( 'template-parts/content', 'full-width' );

            // If comments are open or we have at least one comment, load up the comment template.
            if ( comments_open() || get_comments_number() ) {
                comments_template();
            }
            // End of the loop.
        endwhile;
    ?>
    </main><!-- .site-main -->
</div><!-- .content-area -->
<?php get_footer(); ?>
```

Documentation:

Function Name...

Look Up

Update File

Templates

This child theme inherits templates from a parent theme, [Twenty Sixteen](#).

Theme Functions

(functions.php)

Full Width Page Page Template

(page-templates/full-width.php)

content-full-width.php

(template-parts/content-full-width.php)

Styles

Stylesheet


(style.css)



Page builder plugins
not themes










Add New Page

Enter title here

 Add Media

Visual

Text

B *I* ABC   “ —       

the_content()

Word count: 0

Featured Image

[Set featured image](#)

Screen Options

Help

Publish

Save Draft

Preview

 Status: **Draft** [Edit](#)

 Visibility: **Public** [Edit](#)

 Publish **immediately** [Edit](#)

Publish

Page Attributes

Parent

(no parent)

Template

Default Template

Order

0

Need help? Use the Help tab above the screen title.

BIG

Improvements

Pros and Cons

NOPE NOPE NOPE NOPE



Bad Reputation?



performance suffers

restrictive

lock-in: shortcodes



Paul Gibbs

@pgibbs

 Follow

Shortcodes are the zombie plague of WordPress

6:23 AM - 27 Feb 2015



2

What is a shortcode?

A WordPress-specific code that lets you do nifty things with very little effort. Shortcodes can embed files or create objects that would normally require lots of complicated, ugly code in just one line. Shortcode = shortcut.

Frequently Asked Questions

Can I use the themes on multiple sites?



What is your refund policy?



We offer no-questions-asked refunds to all customers within 30 days of your purchase. If you are not satisfied with our product, then simply send us an email and we will refund your purchase right away. Our goal has always been to create a happy, thriving community. If you are not thrilled with the product or are not enjoying the experience, then we have no interest in forcing you to stay an unhappy member.

What are Photoshop Files?



Can I upgrade after signing up?



Can I use your themes with WP.com?



Frequently Asked Questions

[/et_pb_text][et_pb_toggle admin_label="Toggle" title="Can I use the themes on multiple sites?" open="off"] Yes, you are free to use you like. We do not place any restrictions on how many times you can download or use a theme, nor do we limit the number of domains

[/et_pb_toggle][et_pb_toggle admin_label="Toggle" title="What is your refund policy?" open="on"] We offer no-questions-asked refund of your purchase. If you are not satisfied with our product, then simply send us an email and we will refund your purchase right away. Our happy, thriving community. If you are not thrilled with the product or are not enjoying the experience, then we have no interest in forcing

[/et_pb_toggle][et_pb_toggle admin_label="Toggle" title="What are Photoshop Files?" open="off"] Elegant Themes offers two different Developer. The Personal Subscription is ideal for the average user while the Developers License is meant for experienced designers who the original Photoshop files. Photoshop files are the original design files that were used to create the theme. They can be opened using Adobe Photoshop. They can prove very useful for customers wishing to change their theme's design in some way. [/et_pb_toggle][et_pb_toggle admin_label="Toggle" title="Can I upgrade after signing up?" open="off"] Yes, you can upgrade at any time after signing up. When you log in as a "personal" subscriber, you will see a message and instructions on how to upgrade. [/et_pb_toggle][et_pb_toggle admin_label="Toggle" title="Can I use your themes with WP.com?" open="off"] WordPress.com does not allow the use of custom themes. If you would like to use a custom theme of any kind, you will need to purchase a theme from the free software from WordPress.org. If you are looking for great WordPress hosting, we recommend giving HostGator a try. [/et_pb_toggle]

[/et_pb_section][et_pb_section admin_label="section" fullwidth="off" specialty="off" background_image="http://elegantthemes.com/assets/images/placeholder-1920.jpg" inner_shadow="on" parallax="off"] [et_pb_row admin_label="row"] [et_pb_column type="4_4"] [et_pb_cta admin_label="cta" title="Don't Be Shy" button_url="#" button_text="Get In Touch" use_background_color="off" background_color="#108bf5" background_image="none" text_orientation="center"] If we didn't answer all of your questions, feel free to drop us a line anytime. [/et_pb_cta] [/et_pb_column] [/et_pb_row] [/et_pb_section]

I don't give a damn
about my reputation

Improvements

fast and well-coded

much better UI

no reliance on shortcodes



3 of the Best

Elementor

Beaver Builder

Divi Builder

Who is it for?

Best is always
subjective

Consider

project requirements

team skills

more control = more complexity



Text



Image



Image/Icon Blurb



Call To Action



Bar Counters



Number Counter



Circle Counter



Countdown Timer



Pricing Table



Toggles



Accordion



Tabs



Gallery



Project Portfolio



Filtered Portfolio



Slider



Blog



Newsletter Signup



Login Form



Contact Form



Divider



Map



Audio Player



Person



Social Follow



Testimonial



Widget Area



Sections



Video



Video Slider



Post Title



Code



Katharine

Team and Skills

Team of two, mostly focused on content and marketing.
Neither has much of an eye for design

Goals and Requirements

- Build and maintain a site for her small business
- Happy using premade templates and elements
- OK with updating each item individually if a style changes



Clayton

Team and Skills

Small team heavy on messaging and design skills, but no one that can delve into WordPress code to create custom templates and functions

Goals and Requirements

- Build and maintain a site for a medium-sized non-profit agency
- Lay out content in a more visual way
- Wants option to add classes and edit CSS



Abby

Team and Skills

Solo web designer who has to wear many hats

Goals and Requirements

- Customize while reusing patterns and elements for efficiency
- Control over CSS when needed
- Add code snippets for functions and conditionals
- Keep clients from breaking things

Three to Watch

Elementor

page builder plugin

Dashboard

Posts

Media

Pages

All Pages

Add New

Comments

Appearance

Plugins

Users

Tools

Settings

Elementor

Collapse menu

Edit Page

Add New

Elementor Page

Permalink: <http://wordcamp.dev/elementor-page/>

Edit

Edit with Elementor

Add Media

B

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ABC

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📄

Visual

Text

Word count: 0

Last edited by michele on November 18, 2016 at 6:00 pm

Featured Image

[Set featured image](#)

Screen Options

Help

Publish

Save Draft

Preview

Status: **Draft** [Edit](#)

Visibility: **Public** [Edit](#)

Publish **immediately** [Edit](#)

Move to Trash

Publish

Page Attributes

Parent

(no parent) ▾

Template

✓ Default Template

Full Width Page

Order

0

Need help? Use the Help tab above the screen title.

SOME OF THE COMPANIES THAT EXPERIENCED OUR TOURS



"What I love about these tours is that the guides are not afraid to get off the beaten track and show us the real city. This is an I will definitely come back to"



Alene Elvine
HR Manager

"The guide was everything I hoped for, and now that BikeTour really makes a difference, I would have never discovered the beautiful places we stopped for"



Jonas Gerber
Designer

ENJOY THE BIKE RIDE OF YOUR LIFE

CONTACT US

Edit Image Box


Content

Style

Advanced

Image Box

Choose Image



Title & Description

Go off the beaten track

Go into the places only locals are familiar with. Visit little known hideouts and avenues that open the mind into what being a local is all about.

Link to

http://your-link.com

Image Position

Title HTML Tag

H3

Join Our Nature & Urban Bicycle Adventures


BikeTour offers the most interactive activity you can experience in urban and natural surroundings. Find out how the real city comes alive when you are guided by the right person

JOIN THE NEXT TOUR

Column

Section

33.0%



Edit Button

Content

Style

Advanced

▼ Button

Text Color

Typography

Custom

Size

PXEMREM

21

Family

Default

Weight

Default

Transform

Uppercase

Style

Default

Line-Height

PXEM

Letter Spacing

3.5

Background Color

Join Our Nature & Urban Bicycle Adventures

BikeTour offers the most interactive activity you can experience in urban and natural surroundings. Find out how the real city comes alive when you are guided by the right person

JOIN THE NEXT TOUR

A photograph of a white bicycle parked next to a glass bus stop shelter on a city street. The scene is set in an urban environment with trees and a fence in the background.

A photograph of a person standing next to a bicycle on a paved waterfront promenade. The sun is low on the horizon, reflecting on the water, and mountains are visible in the distance.

A close-up photograph of a bicycle handlebar with red, textured grips. The background is a blurred view of a cityscape at dusk or dawn.

Advanced

Margin

auto

auto

TOP

RIGHT

BOTTOM

LEFT

Padding

20

0

40

0

TOP

RIGHT

BOTTOM

LEFT

Entrance Animation

None

CSS Classes

Responsive

SOME OF THE COMPANIES THAT EXPERIENCED OUR TOURS

MapMaster

MADRIN

Dankside

STUDIOS

DIG

IT

BŌLEIR

Column

Section >

50.0%

"What I love about these tours is that the guides are not afraid to get off the beaten track and show us the real city. This is an I will definitely come back to"

Alene Elvine

HR Manager

"The guide was everything I hoped for, and more. BikeTour really makes a difference, I would have never discovered the beautiful places we stopped for"

Jonas Gerber

Designer

ENJOY THE BIKE RIDE OF YOUR LIFE

CONTACT US

Content

Style

Advanced

▼

Title

Text Color

Typography

Custom

Size

PX

EM

REM

21

Family

Default

Weight

Normal

Transform

Default

Style

Default

Line-Height

PX

EM

Letter Spacing

Desktop

Default Preview

Tablet

Preview for 768px

Mobile

Preview for 360px

A mobile app preview for 'BikeTour' on a smartphone. The app has a purple gradient background with a cityscape. At the top is a white bicycle icon and the text 'BIKETOUR'. Below that is a large white heading: 'Join Our Nature & Urban Bicycle Adventures'. At the bottom is a white text box with a blue border containing the text: 'BikeTour offers the most interactive activity you can experience in urban and natural surroundings. Find out how the real city comes alive when you are guided by the right person'. A small blue edit icon is next to the word 'most'.

BikeTour offers the most interactive activity you can experience in urban and natural surroundings. Find out how the real city comes alive when you are guided by the right person

JOIN THE NEXT TOUR



Get to know the real city

Go into the places only locals are familiar with. Visit little known hideouts and avenues that open the mind into what being a local is all about.



Go off the beaten track

Go into the places only locals are familiar with. Visit little known hideouts and avenues that open the mind into what being a local is all about.



Enjoy professional equipment

Go into the places only locals are familiar with. Visit little known hideouts and avenues that open the mind into what being a local is all about.

Join our nature & urban bicycle adventures

BikeTour offers the most interactive activity you can experience in urban and natural surroundings. Find out how the real city comes alive when you are guided by the right person

join the next tour



Elementor



user interface



mobile editing



newest of the bunch



Beaver Builder

page builder plugin

Add New Page

Beaver Builder Page

Permalink: <http://wordcamp.dev/beaver-builder-page/> Edit

Text Editor

Page Builder

 Add Media

Visual

Text



Word count: 0

Draft saved at 8:37:48 pm.

Featured Image

Set featured image

Screen Options ▼

Help ▼

Publish

Save Draft

Preview

 Status: **Draft** [Edit](#)

 Visibility: **Public** [Edit](#)

Publish immediately [Edit](#)

Move to Trash


Publish

Page Attributes

Parent

(no parent)

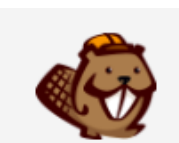
Template

Full Width Page 

Order

0

Need help? Use the Help tab above the screen title.



WELCOME TO BEAVER ROYAL ACADEMY

**“Tell me and I forget, teach me and
may remember, involve me and**

×

Row Layouts

Basic Modules

Advanced Modules

Accordion

Call to Action

Callout

Contact Form

Content Slider

Countdown

Gallery

Icon

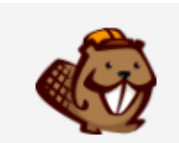
Icon Group

Map

Menu

Number Counter

Posts



Row



**“Tell me and I forget, teach me and I
may remember, involve me and I
learn.”**

“Tell me
may re

ne and I
e and I

Heading Settings

General

Style

Advanced

Heading

“Tell me and I forget, teach me and I may remember, invc

Link

Link

http://www.example.com

Select

Link Target

Same Window

Save

Save As...

Cancel

“Tell me
may re

ne and I
e and I

Heading Settings

General

Style

Advanced

Structure

Alignment

Center

HTML Tag

h2

Font

Default

Default

Font Size

Custom

Custom Font Size

56 px

Line Height

Default

Letter Spacing

Default

Mobile Structure

Save

Save As...

Cancel

BRA History

BRA Ideology

BRA Future



“Tell me
may re

ne and I
e and I

Heading Settings

General

Style

Advanced

Margins

Top

20 px

Bottom

20 px

Left

20 px

Right

20 px

Responsive Layout

Display ?

Always

Visibility

Save

Save As...

Cancel

BRA History

BRA Ideology

BRA Future


[Edit Page](#)

Add New

Beaver Builder Page

Permalink: <http://wordcamp.dev/beaver-builder-page/> Edit

Edit

 Add Media

Visual

Text

B I ABC ☰ 1— 2— 3— “ — ☳ ☲ ☱ 🔗 ⚔️ ☶ 📄



WELCOME TO BEAVER ROYAL ACADEMY

**“Tell me and I forget, teach me and I may remember,
involve me and I learn.”**

Benjamin Franklin

BRA History

Publish

Preview Changes

Status: Published [Edit](#)

 Visibility: **Public** [Edit](#)

Revisions: 3 [Browse](#)

Published on: Nov 18, 2016 @ 20:59
[Edit](#)

Move to Trash

Update

Page Attributes

Parent

(no parent)

Template

Full Width Page 

Order

0

Need help? Use the Help tab above the screen title.

Beaver Builder



global element templates



no nested columns

The Divi Builder

page builder plugin

Divi Builder Page

④ Use The Divi Builder

 Add Media

Visual

Text

B *I* ABC ⋮ 1—
 2—
 3— “ — ≡ ≡ ≡ 🔗 🌀 ☰ 📊


Word count: 0

Featured Image

Set featured image

Save Draft

Preview

 Status: **Draft** [Edit](#)

 Visibility: **Public** [Edit](#)

 Publish immediately [Edit](#)

Publish

Page Attributes

Parent

(no parent)

Template

Full Width Page

Order

0

Need help? Use the Help tab above the screen title.

Dashboard

Posts

Media

Pages

All Pages

Add New

Comments

Projects

Appearance

Plugins

Users

Tools

Settings

Divi

Collapse menu

Edit Page

Add New

Page updated. [View page](#)

Divi Builder Page

Permalink: <http://wordcamp.dev/divi-builder-page/> Edit

Use Default Editor

The Divi Builder

Save to LibraryLoad From LibraryClear Layout

Fullwidth Slider

Insert Module(s)

Standard Section | Fullwidth Section | Specialty Section | Add From Library

Blurb

Insert Module(s)

Blurb

Insert Module(s)

Blurb

Insert Module(s)

Add Row

Screen Options

Help

Publish

Preview Changes

Status: **Published** [Edit](#)

Visibility: **Public** [Edit](#)

Revisions: **18** [Browse](#)

Published on: Nov 18, 2016 @ 21:51 [Edit](#)

Move to TrashUpdate

Page Attributes

Parent

(no parent)

Template

Full Width Page

Order

0

Need help? Use the Help tab above the screen title.



The Divi Builder allows you to create beautiful and unique layouts visually, without touching a single line of code.

[Buy Now](#)



GORGEOUS DESIGN

Vestibulum lobortis. Donec at euismod nibh, eu bibendum quam.



DRAG & DROP BUILDER

Vestibulum lobortis. Donec at euismod nibh, eu bibendum quam.



FULLY RESPONSIVE

Vestibulum lobortis. Donec at euismod nibh, eu bibendum quam.

Plans and Pricing

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In in risus eget lectus suscipit malesuada. Maecenas ut urna mollis, aliquam eros at, laoreet metus. Proin ac eros eros. Suspendisse auctor, eros ac sollicitudin vulputate.

Edit PageAdd New

Fullwidth Slider Module Settings

General Settings

Advanced Design Settings

Custom CSS

A Brand New Product

Add New Slide

Arrows:

Show Arrows

This setting allows you to turn the navigation arrows on or off.

Controls:

Show Slider Controls

Disabling this option will remove the circle button at the bottom of the slider.

Automatic Animation:

OFF

If you would like the slider to slide automatically, without the visitor having to click the next button, enable this option and then adjust the rotation speed below if desired.

Use Parallax effect:

NO

Save & Add To Library

Save & Exit

Screen Options

Help

Preview Changes

Published [Edit](#)

Public [Edit](#)

18 [Browse](#)

Nov 18, 2016 @ 21:51

Update

Pages

h Page

Use the Help tab above the

Screen Options

Help

Edit Page

Add New

Fullwidth Slider Module Settings

A Brand New Product

The Divi Builder allows you to create beautiful and unique layouts visually, without touching a single line of code.

Buy Now

Save & Add To Library

Save & Exit

Standard Section

Fullwidth Section

Specialty Section

Add From Library

Published Edit

by: Public Edit

ns: 18 Browse

ed on: Nov 18, 2016 @ 21:51

Update

ites

h Page

Use the Help tab above the

Edit Page

Add New

Page

Divi

Permissions

Content

Screen Options

Help

Fullwidth Slider Module Settings

General Settings

Advanced Design Settings

Custom CSS

Top Padding:

Bottom Padding:

Hide Content On Mobile:

Hide CTA On Mobile:

Show Image / Video On Mobile:

Header Font:

Header Font Size:

Save & Add To Library

Save & Exit

Preview Changes

Published [Edit](#)

View: Public [Edit](#)

Views: 18 [Browse](#)

Updated on: Nov 18, 2016 @ 21:51

Update

Pages

h Page

Use the Help tab above the

ENABLE



ENABLE

ENABLE

The Divi Builder



role editor



shortcodes



backend editor

So which one?

overlap, but differences

what are your needs?

subjective

Page builder plugins are
not used in a vacuum



Possible recipes of
theme + page builder + other plugins



Katharine

Team and Skills

Team of two, mostly focused on content and marketing.
Neither has much of an eye for design

Goals and Requirements

- Build and maintain a site for her small business
- Happy using premade templates and elements
- OK with updating each item individually if a style changes

Possible recipe



Woocommerce
plugin
+
Elementor
+
twentysixteen
theme



Clayton

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Small team heavy on messaging and design skills, but no one that can delve into WordPress code to create custom templates and functions

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- Lay out content in a more visual way
- Wants option to add classes and edit CSS

Possible recipe



Beaver Builder
+
GeneratePress
theme



Abby

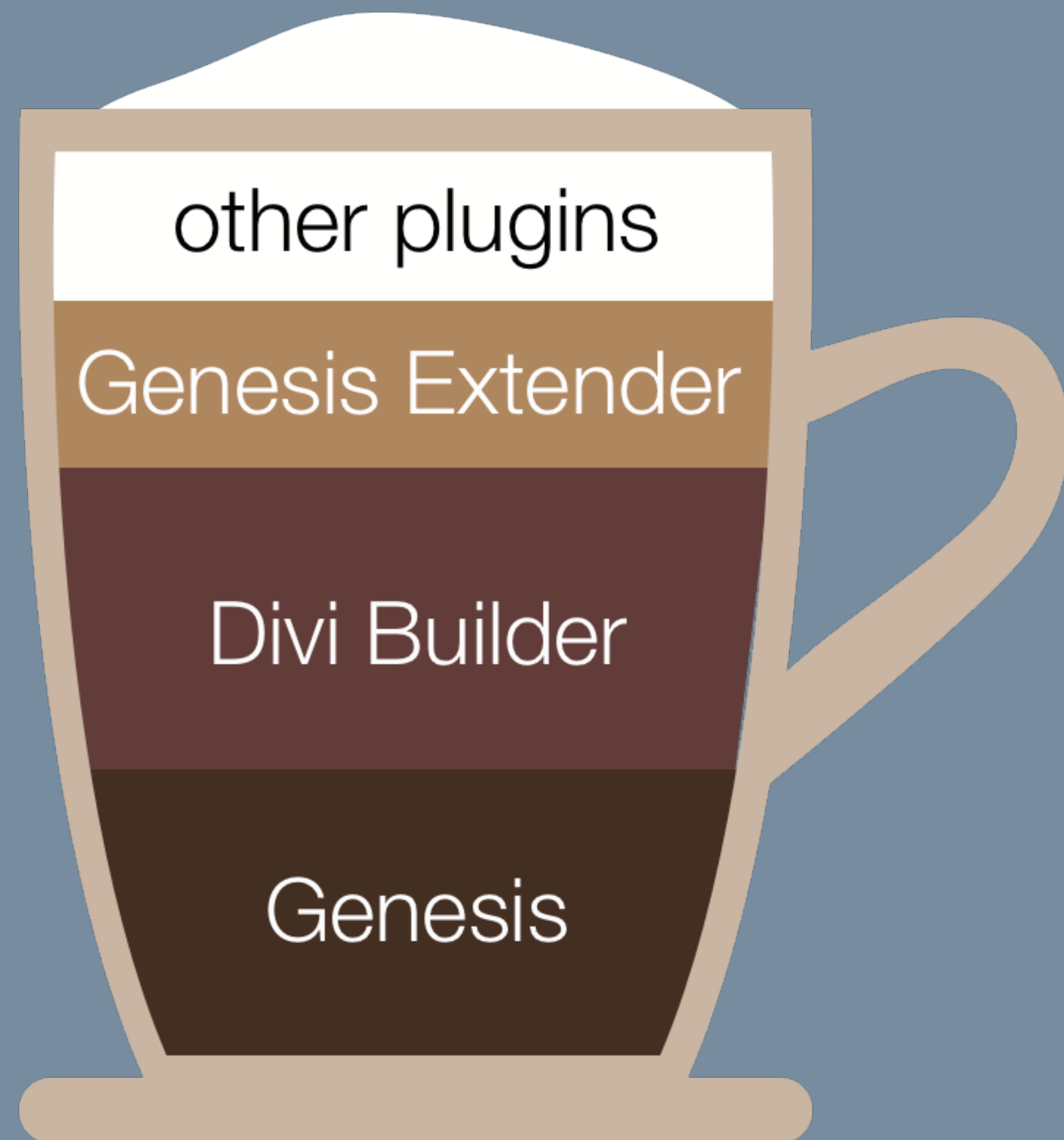
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Possible recipe



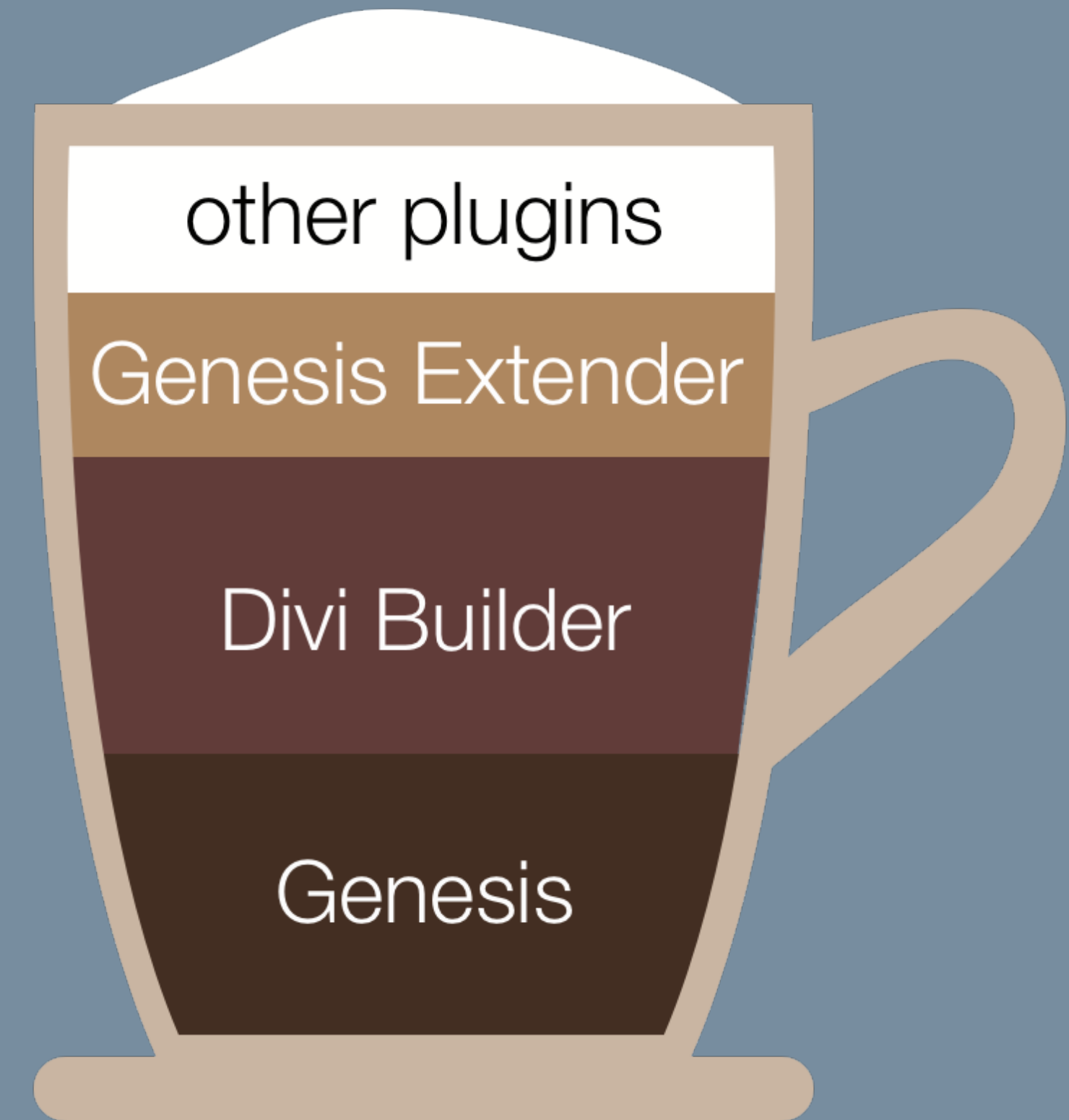
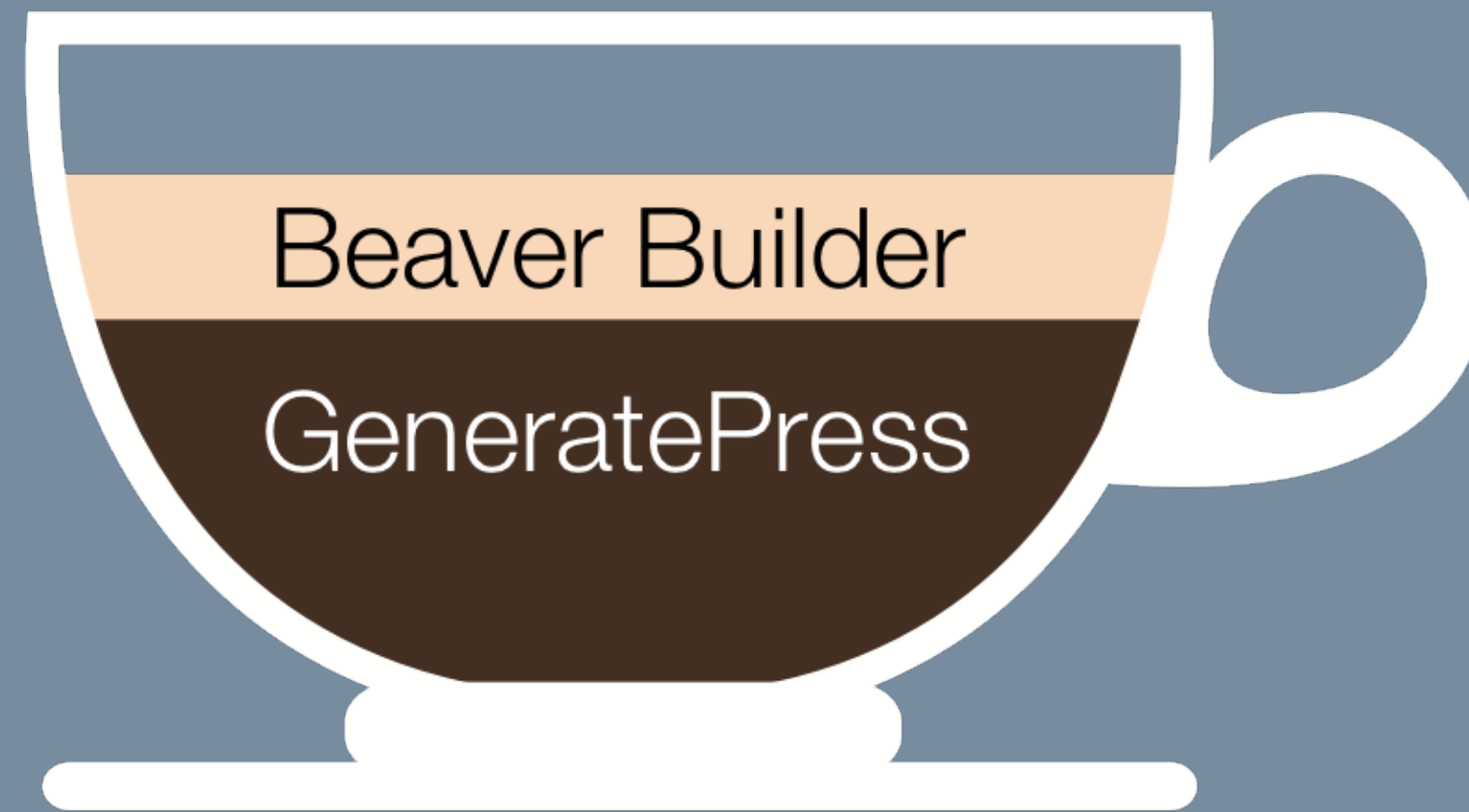
**Genesis Extender
plugin**

+

Divi Builder

+

**Genesis framework
and theme**



Page Builder features
are a moving target

the latest...

Elementor Pro release

Beaver Builder UI update in the works

Divi plan to switch to frontend editing



THANKS FOR LISTENING



Michele Mizejewski @mmizejewski

Links and Image Credits

- [Elementor](#) page builder plugin
- [Beaver Builder](#) page builder plugin
- [Divi Builder](#) page builder plugin
- Stormtrooper Photo by [JD Hancock](#)
- [Nope Octopus](#)
- Page builder [performance tests](#)
- [WordPress.com](#) on [shortcodes](#)
- [The Problem with Shortcodes](#)
- [Developer perspective and the power of feedback](#)
- [Genesis Framework](#)
- [GeneratePress Theme](#)
- [Genesis Extender plugin](#)