



WORDPRESS - Gutenberg

Creating layouts with the block editor

2024, Roy Sahupala

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INTRODUCTION

Gutenberg is the name of a long-term WordPress project that includes a new editor. The name is a reference to Johannes Gutenberg, the inventor of book printing in Europe (1400-1468).

The intention is to incorporate the Gutenberg user experience throughout the system. WordPress calls the editor a block editor. This brings a new perspective to website creation. With the editor you can not only handle text, but also easily add other types of content, such as a gallery, video, widgets, columns, tables, etc.

As of version 5.9, it is even possible to create and customize block themes with a theme editor. You can find more information about this in the book **WordPress - Block Theme**.

This innovation took more than a year before it was included in version 5. At first, the new editor received a lot of resistance, but now it is appreciated by many users.

Thanks to this development, third-party page builders such as Elementor or Beaver Builder have become obsolete. These were created because of the limitations of the previous editor (TinyMCE). The result was a plethora of page editors with their own user interface.

Who is this book for?

This book does not explain all the blocks of the editor. You can review and try them out one by one at your leisure. The block editor is very user-friendly, but there are some tips you can use to speed up the writing process, especially for web editors. This book is useful for developers and designers to create layouts quickly and easily.

In addition, this book explains how Gutenberg will **evolve**, how to **customize** the **user interface** and what **tools** and **options** you can use in the process.

The book also explains how to:

- ▶ Create **Layout blocks**.
- ▶ Be able to create an **All in One Page**.
- ▶ Apply **Parallax scrolling**.
- ▶ Extend the editor with **Plugins**.
- ▶ Apply **animation**.
- ▶ Create **Reusable Blocks, Patterns** and **Templates**.
- ▶ Work with the new **Navigation** and **Widget editor**.
- ▶ Be able to style Blocks with **CSS**.
- ▶ Customize a theme with a **Site Editor**.

All exercises in this book are practical; it contains no superfluous descriptions. I explain only the most essential so that the information is immediately applicable.

Explanations for MacOS and Windows users. This book is suitable for users who are already familiar with WordPress. Tip: take your time! Read a chapter carefully before taking a seat at the computer.

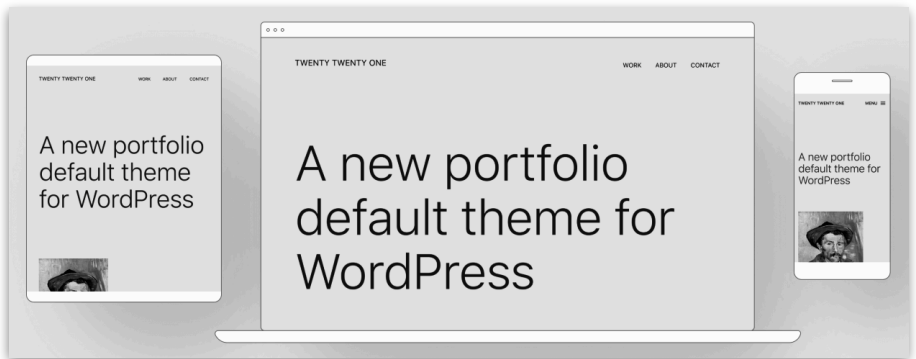
What do you need?

WordPress **basics**. A WordPress site as of version 6.0.

And the latest version of your internet browser.

All exercises were performed using the Twenty Twenty-One theme.

If WordPress uses a new theme, then it is recommended to **install** and **activate** the **Twenty Twenty-One** theme.



It's helpful to install more than one browser. Certain WordPress features may not work in your favorite browser. When this is the case, you can quickly switch to another browser.

For more information go to: www.wp-books.com/gutenberg.

If you want to learn more about WordPress use the books below:

WordPress - Basics, - **Advanced**, - **WooCommerce**, - **Classic Theme**, and - **Block Theme**.



IT STARTS WITH THE EDITOR

Gutenberg is more than just replacing an editor. It is a new user experience being implemented in the system. Formatting pages and setting up a website using components such as the Site Editor, Theme Customizer, Widgets and Navigation Menu will be done with the Gutenberg user interface.

Roadmap 2019 – 2025

The CEO of WordPress - Automattic, Matt Mullenweg, has divided the project into four phases. The project should be completed by 2025. Below is an overview of the different phases.

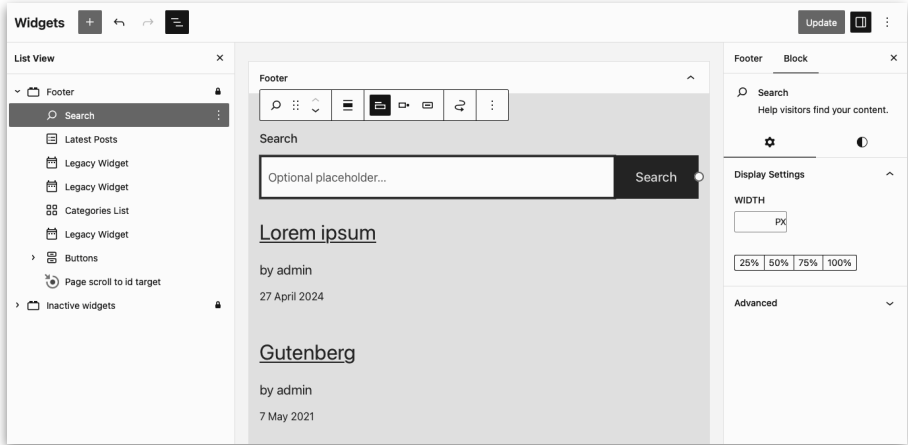
PHASE 1 - 2019

Releasing a new standard block editor that makes editing posts and pages more user-friendly and flexible.



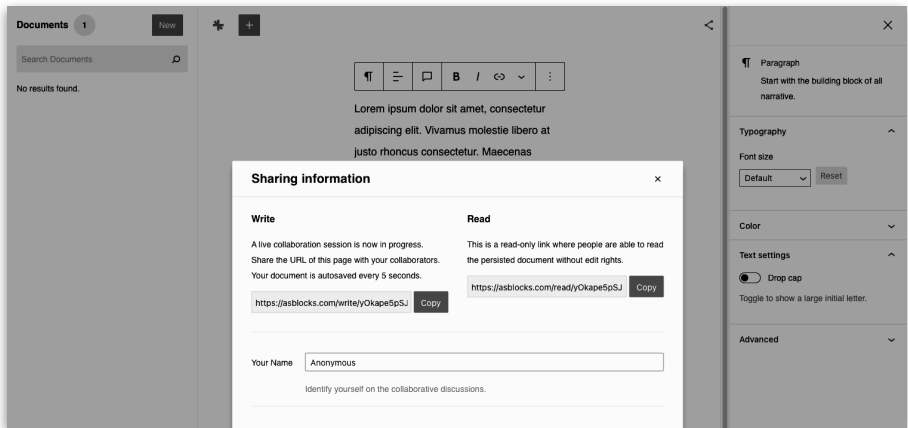
PHASE 2 - 2022

As of this stage, the Gutenberg interface can be found in other dashboard components, such as the Site, Menu and Widget editor. This creates a unified user interface.



PHASE 3 - 2024

In this phase, the focus is on collaboration. Through multi-user editing, it becomes possible, for example, to jointly write content or work on themes.



PHASE 4 - 2025

In this phase, the development team will focus on a method to support a multilingual website directly from the system. The use of a multilingual plugin will then no longer be necessary. At this time, no technical details are available for this approach.



The Gutenberg project is well thought out. Unfortunately, completing the phases does not go as planned. Developers take their time to go through the different phases and continuously improve.

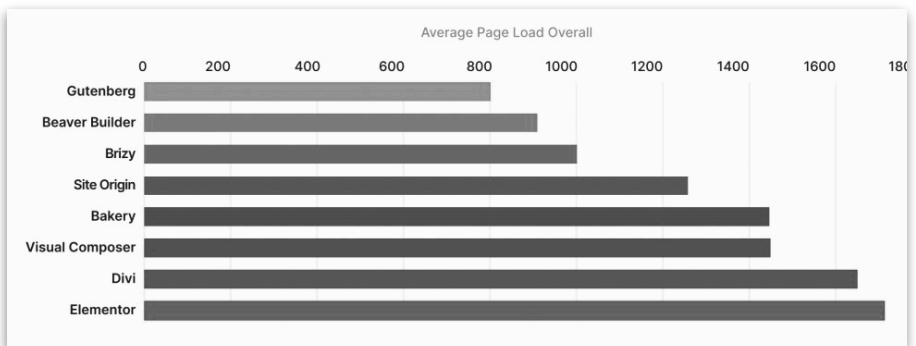


GUTENBERG & PAGE BUILDERS

Since the release of the block editor, it is possible to create various layouts. This was very limited in the previous editor (TinyMCE). Hence, a number of **page-builders** have emerged. These plugins are often not compatible with various WordPress versions, themes and plugins.

A free version is limited, a Pro version is pricey and costs about \$45.- to \$250.- per year. Upon termination of a license, updates are no longer available. In addition, it generates unnecessary HTML code. This combination causes a WordPress site to load slowly, which is not conducive to user experience and search engine page rankings.

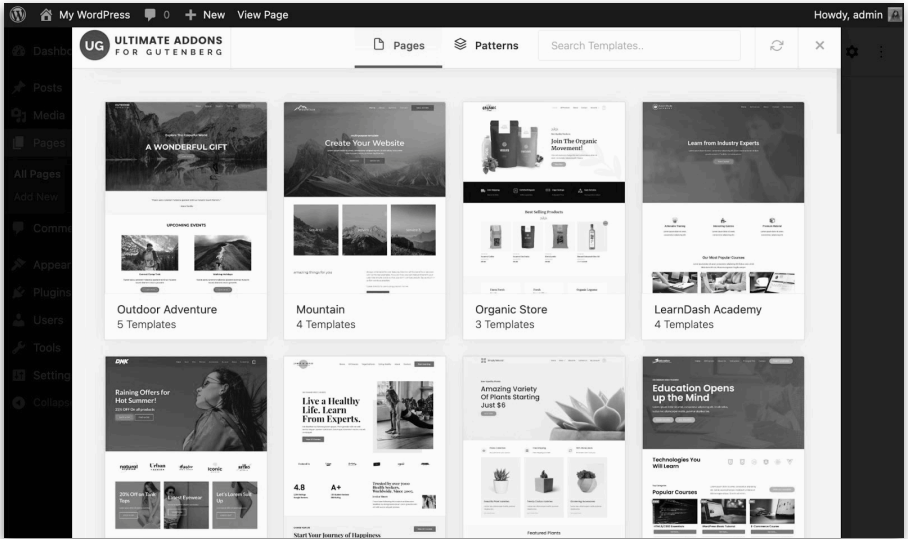
A big advantage of the new editor is that it is an integral part of the system. It costs nothing, loads quickly and generates efficient HTML code. The system is so flexible that there are now third-party page-builders that provide plugins for the block editor.



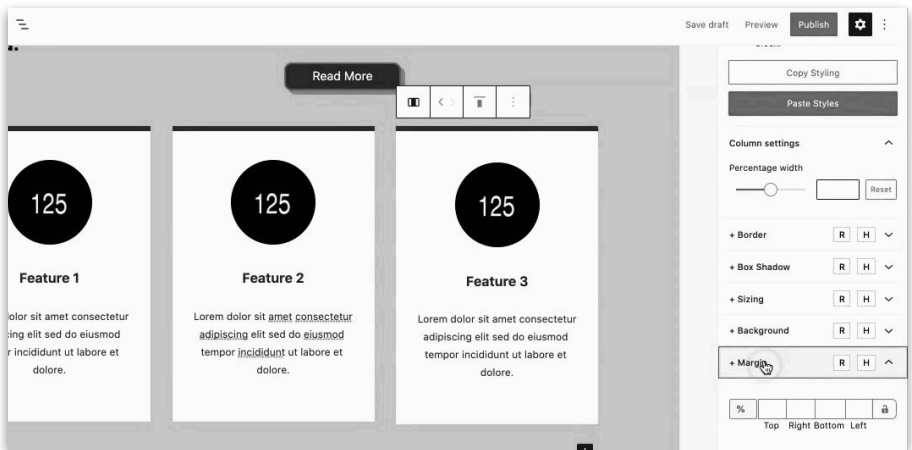
Speedtest 2021, source: woocart.com (faster is better).

Meanwhile, an ecosystem of a wide range of Gutenberg templates and patterns has emerged.

These can be incorporated directly into pages. Users can then customize the content.



For WordPress users, there are now a large number of Gutenberg plugins available that allow you to style block elements.

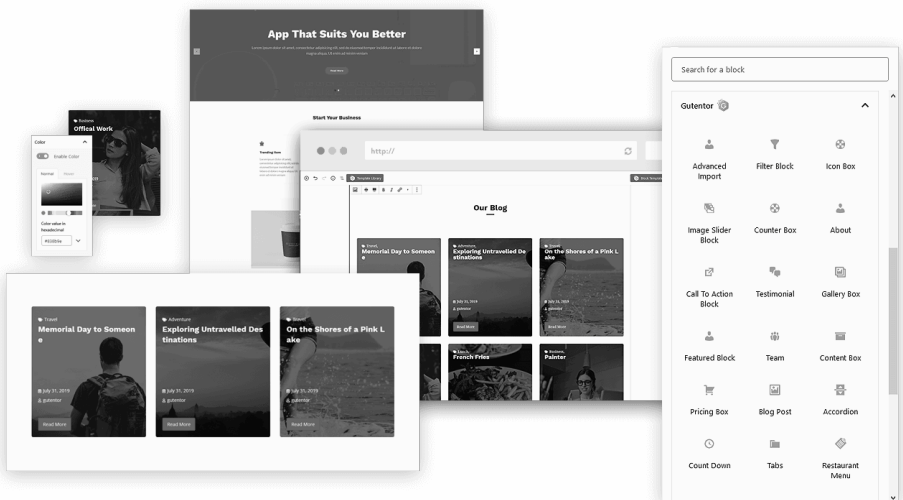


It is even possible to add animation and interaction to blocks. These options are included in the Gutenberg user interface.

In order not to be left behind, editor plugins are now provided by well-known page-builders. These will always be around. With the help of Gutenberg, this will be integrated into the block editor. A proprietary user interface is no longer needed.

Using Gutenberg and third-party editor blocks creates a consistent way to create page layouts. The best of both worlds.

A piece of advice: don't stuff the editor with Gutenberg plugins. In practice, you usually only need a small number of additional blocks and options.



More information can be found in the chapter *EXTEND BLOCK EDITOR*.