

BLOCK EDITOR AND FULL SITE EDITING (FSE) FOR FREELANCERS AND AGENCIES

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**WHO HAS BUILT (AND SHIPPED)
A SITE THAT PRIMARILY RELIES
ON THE BLOCK EDITOR OR FSE?**

**WORDPRESS IS MOVING FASTER
THAN EVER**

~5 YRS OF BLOCK EDITOR

~2 YRS OF FSE

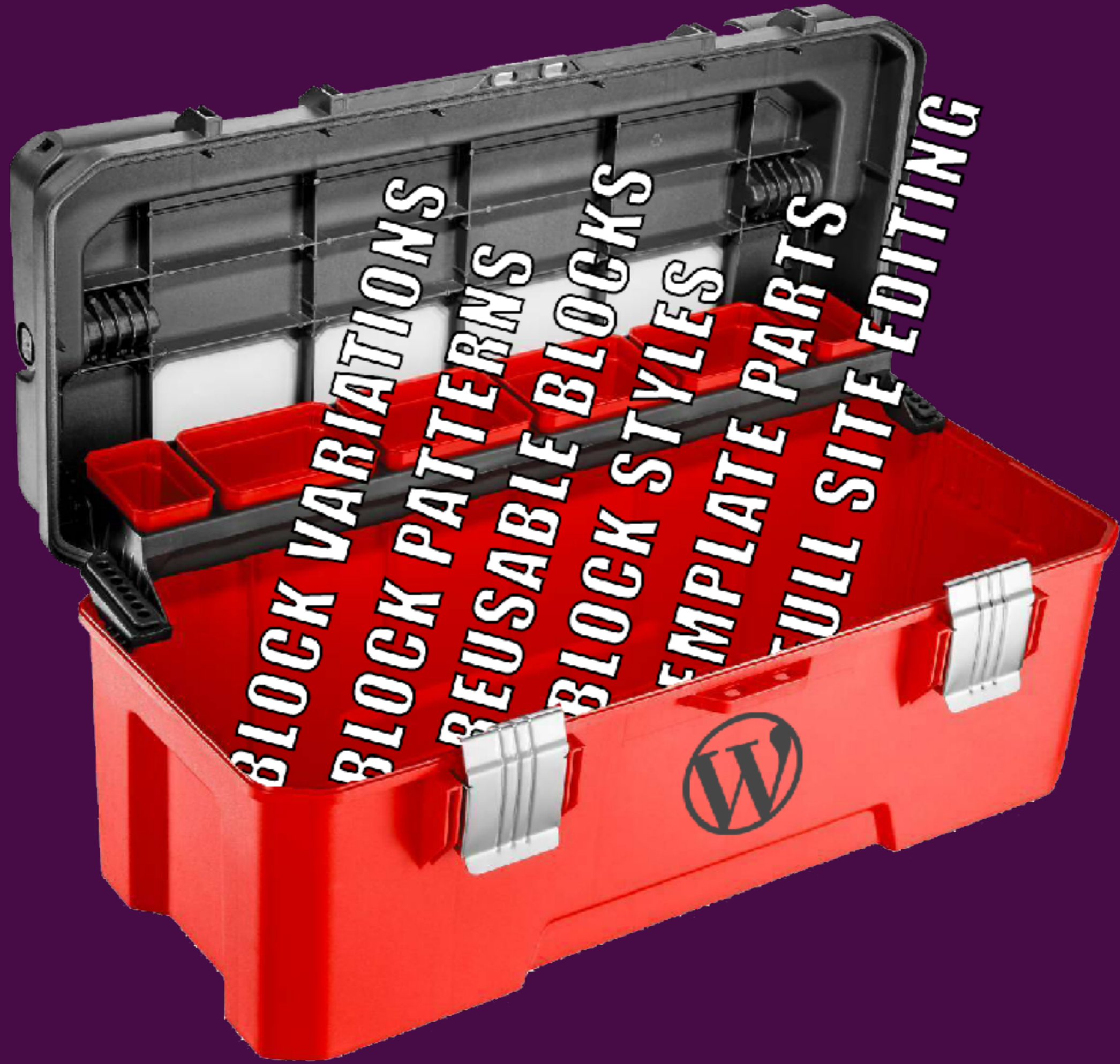


#SchittsCreek



**EXISTING DOCUMENTATION NOT
REALLY GEARED TOWARDS
CLIENT-FACING BUILDS**

**FLEXIBILITY ISN'T ALWAYS AN
ASSET**



BLOCK VARIATIONS
BLOCK PATTERNS
REUSABLE BLOCKS
BLOCK STYLES
TEMPLATE PARTS
FULL SITE EDITING



**HARDEST PART CAN BE
DECIDING WHICH TOOLS TO USE**

THIS TALK == CHEATSHEET

WHAT ARE WE GOING TO TALK ABOUT?

- **START SMALL - LOOK AT SOME BLOCK EDITOR CONCEPTS**
- **CUSTOM BLOCK DEVELOPMENT**
- **WHERE DOES FULL SITE EDITING COME IN?**
- **QUESTIONS**

IOUP THEME

[HTTPS://GITHUB.COM/IOUP/WP-SCAFFOLD/TREE/TRUNK/
THEMES/IOUP-THEME](https://github.com/IOUP/wp-scaffold/tree/trunk/themes/IOUP-theme)

FSE DEMO

[HTTPS://GITHUB.COM/ALPHAPARTICLECODE/FSE-DEMO](https://github.com/alphaparticlecode/fse-demo)

BLOCK STYLES

BLOCK STYLES DEMO

WHEN TO USE BLOCK STYLES

- **VISUAL DIFFERENCE _ONLY_**
- **EXISTING BLOCK GIVES YOU EVERYTHING YOU NEED**
- **EX. STYLIZED HEADINGS, DIFFERENT IMAGE TREATMENTS, QUOTES WITH ICONS**

BLOCK VARIATIONS

BLOCK VARIATION DEMO

WHEN TO USE BLOCK VARIATIONS

- **WHEN YOU WANT THE BLOCK TO SHOW UP IN THE SELECTOR**
- **IF YOU NEED A SPECIFIC CLASS NAME TO HOOK INTO**
- **EX. SOCIAL BLOCK, SPECIFIC MARKUP FOR IMAGE/TEXT BLOCK**

BLOCK PATTERNS

Search

Patterns Blocks

Buttons [Explore](#)

Schedule a Visit

Simple call to action

Single	Family	Patron
• Limited quantities per member discount for one year	• Limited quantities per member discount for one year	• Limited quantities per member discount for one year
• Includes one year special delivery	• Includes one year special delivery	• Includes one year special delivery
• Includes one year special delivery	• Includes one year special delivery	• Includes one year special delivery

Pricing table

Social links with a shared background color

Options

Header

Heading

Media area

Upload

Media Library

Title goes here...

Description goes here...

Click here!

Footer

Template Block

Group
Gather blocks in a container.

Layout

Inner blocks use content width
Nested blocks use content width with options for full and wide widths.

CONTENT WIDE

px px

Customize the width for all elements that are assigned to the center or wide columns.

JUSTIFICATION

Text

```
register_block_pattern(
    'kkoppenhaver/pricing-table',
    [
        'title'      => __( 'Pricing Table', 'textdomain' ),
        'description' => __( 'A very cool pricing table.', 'Description for the pricing table.',
        'textdomain' ),
        'content'     => '<!-- wp:heading {"align":"center"} -->\n<h2 class="has-text-align-center">This is where our heading goes.</h2>\n<!-- /wp:heading -->',
        'keywords'    => array( 'pricing' )
    ]
);
```

WHEN TO USE BLOCK PATTERNS

- **WHEN YOU WANT CORE OR 3RD PARTY BLOCKS
GROUPED IN A SPECIFIC, REPEATABLE WAY**
- **EX. PRICING TABLE, TABLE OF CONTENTS**

COMPLETELY CUSTOM BLOCKS

YOU CAN USE ACF

**BUT IF YOU'RE ALREADY COMFORTABLE,
YOU CAN GET SOME PRETTY SLICK INTERFACES
WITH NATIVE GUTENBERG COMPONENTS**

CUSTOM BLOCK DEMO

**THIS BRINGS US TO
FULL SITE EDITING**

**FSE LEVERAGES BLOCKS IN A
MORE HOLISTIC WAY**

FSE DEMO

**MOST RELEVANT FSE CONCEPT FOR US IS
TEMPLATE PARTS**

WHAT ARE FSE TEMPLATE PARTS

MORE INFO: JACE

[HTTPS://WORDPRESS.ORG/THEMES/JACE/](https://wordpress.org/themes/jace/)

**ADOPTING _EVERYTHING_ CAN
BE INTIMIDATING**

USE THE PIECES YOU NEED

QUESTIONS?

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