

# Gutenberg: The Long Way, All The Way

November 1<sup>st</sup>, 2023

WordPress Sofia Meetup

Sofia, Bulgaria



# WHO AM I?

Jordan "Jd" Hlebarov

CEO of Hlebarov.com

MS in Cybersecurity, MS in Virtual  
Cultures, BA in Cultural Science

23+ of web development experience

Dreamer, doer, enthusiast...



# Change

“ Life is a series of natural and spontaneous changes. Don't resist them - that only creates sorrow. Let reality be reality. Let things flow naturally forward in whatever way they like. ”

Lao Tzu

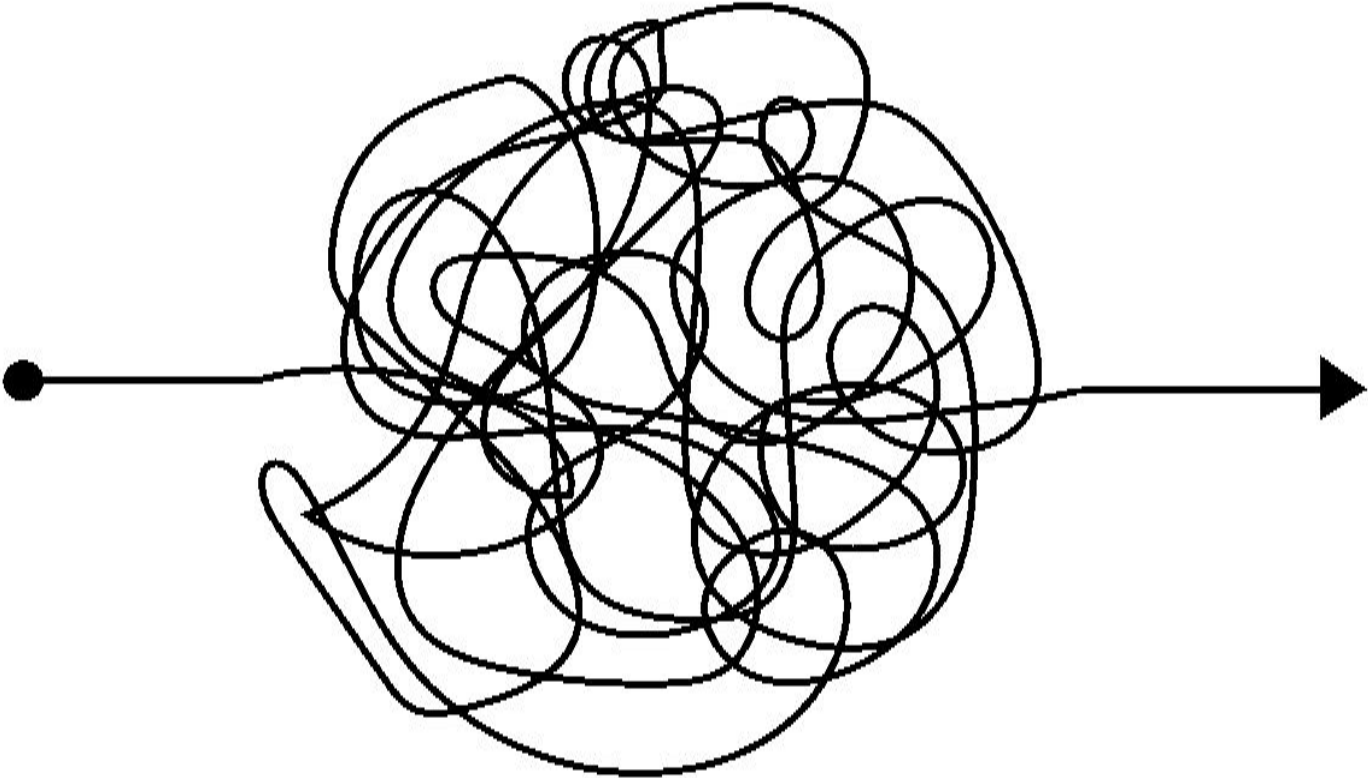
# The Way

How We Usually Plan It



# The Way

In Real Life





THE WAY IN  
**WordPress**

# (Rant about ) Page Builders

 **elementor**

*MotoPress*



visual **composer**<sup>™</sup>



AVADA BUILDER



**beaverbuilder**<sup>™</sup>

 **DIVI**



**QXYGEN**

... and many many others

# What to do with these?

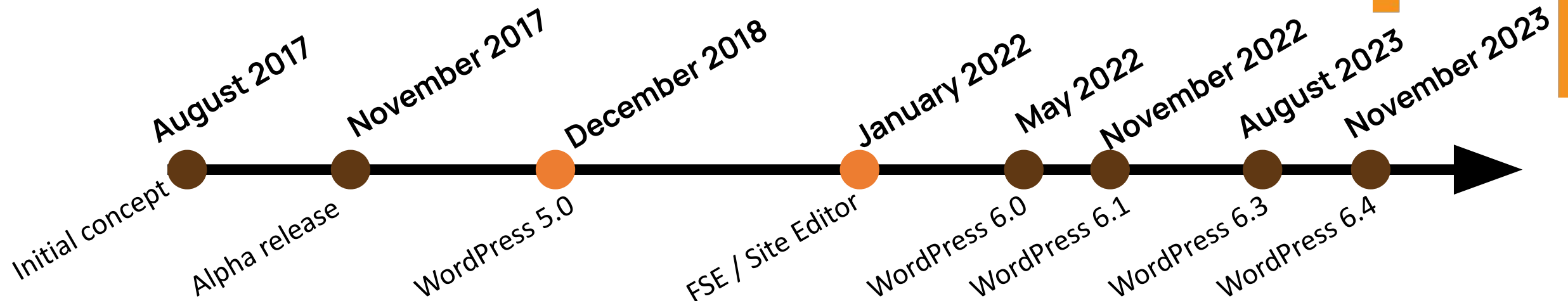


- Struggle
- Develop
- Debug
- Hack (if needed)
- Release (eventually)





# History of Gutenberg in WP



W + ↩ → ☰

Preview Publish ⚙️ ⋮

Document Block ×

Summary ^

Visibility Public

SLUG

say-hello-to-gutenberg-the-wordpres

Excerpt v

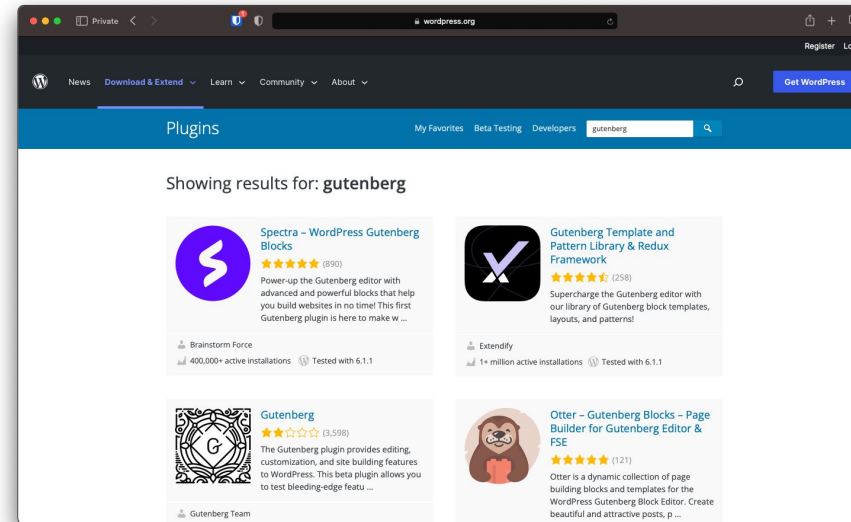
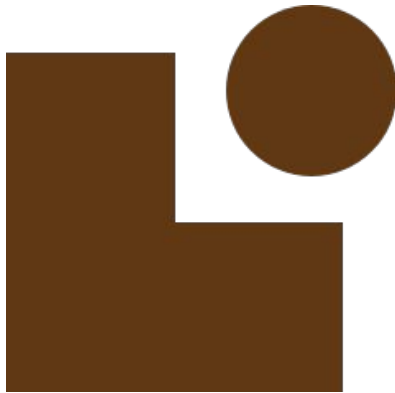
Discussion v

# Say Hello to Gutenberg, the WordPress Editor

Experience the flexibility that blocks allow, whether you're building your first site or write code for a living

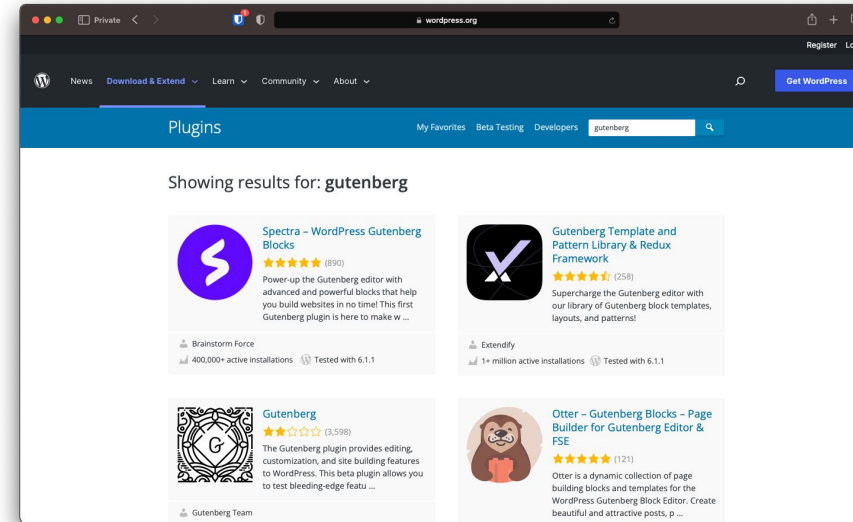
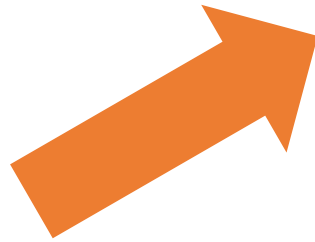
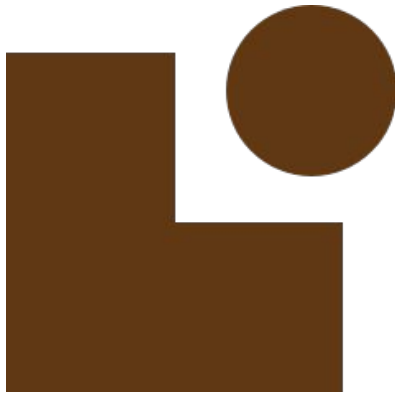
Document

# The (Gutenberg) Way



```
1 import { __ } from "@wordpress/i18n";
2 import { registerBlockType } from "@wordpress/blocks";
3
4 import metadata from './.block.json';
5
6 const {
7   name,
8   attributes,
9   title,
10  icon
11 } = metadata;
12
13 import {
14   select,
15   registerStore,
16   subscribe,
17   dispatch
18 } from '@wordpress/data';
19
20 import {
21   InnerBlocks,
22   InspectorControls,
23   RichText
24 } from '@wordpress/block-editor';
```

# The (Gutenberg) Way

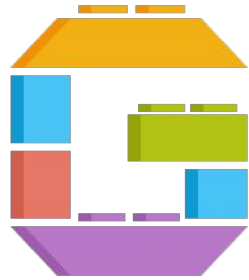


Use Ready-Made Blocks via Plugins from the WordPress Plugins Repository

# The (Gutenberg) Way



Kadence Blocks



Getwid



Genesis Custom Blocks



Ultimate Blocks



Stackable

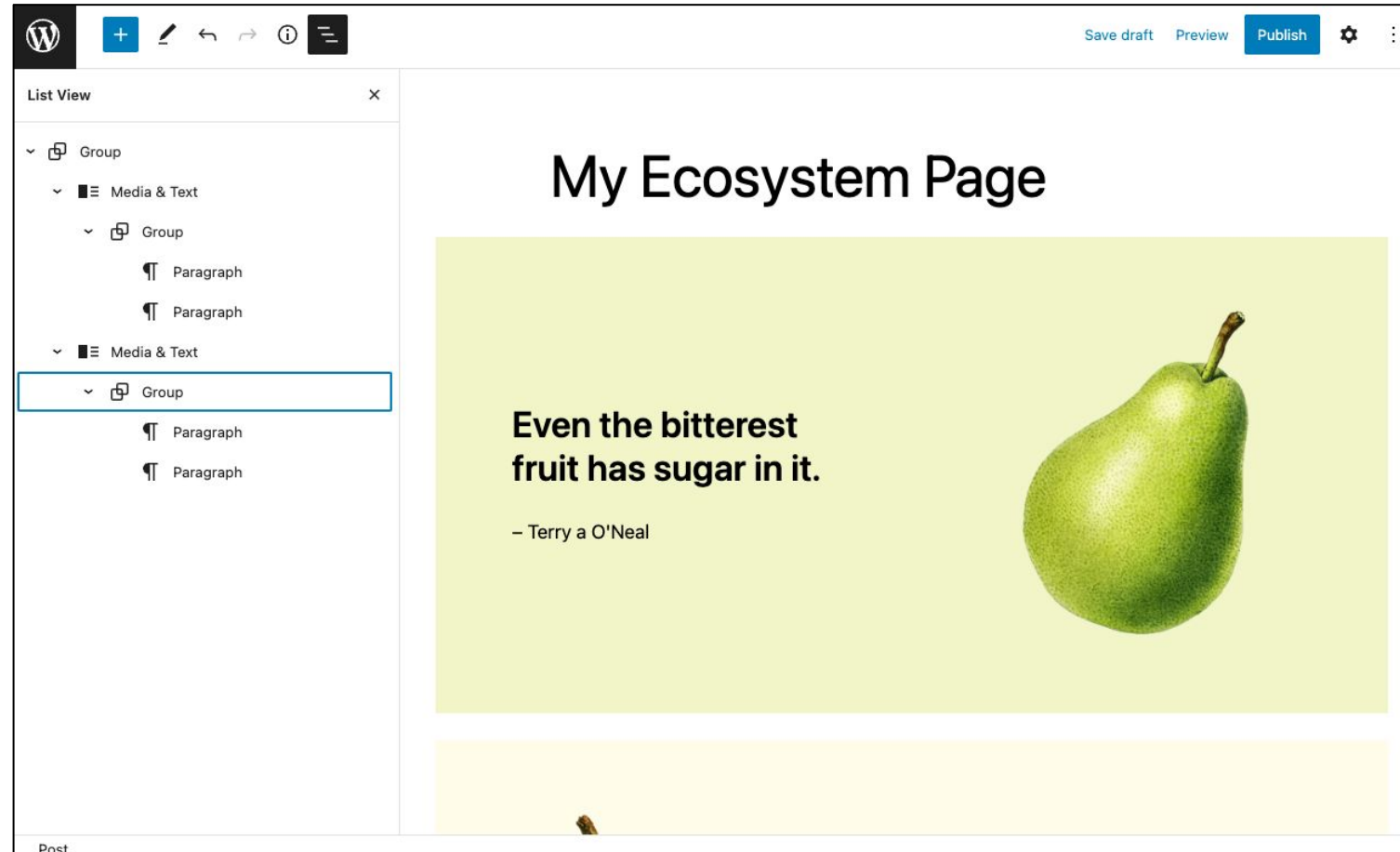
Use Ready-Made Blocks via Plugins from the WordPress Plugins Repository

# The (Gutenberg) Way

The image shows the WordPress Gutenberg editor interface. The main content area displays a page titled "My Ecosystem Page" with a large heading "Positive growth." and a paragraph of text. A "Create pattern" dialog box is open, allowing the user to name the pattern "Trending Topics" and assign it to the "Content" category. The dialog also includes a "Synced" toggle and "Cancel" and "Create" buttons. The left sidebar shows the "Patterns" panel with a "Forest" pattern selected. The top navigation bar includes "Save draft", "Preview", and "Publish" buttons.

Create Your Own Patterns from the WordPress Core and WordPress Community

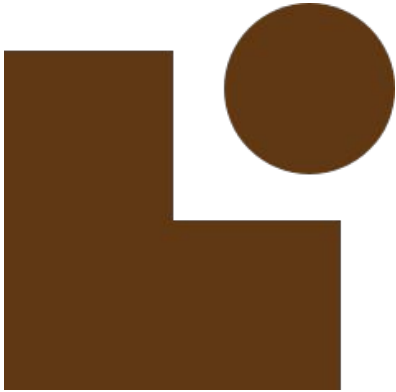
# The (Gutenberg) Way



Create Your Own Patterns via the Gutenberg Interface and Register in Your Theme



# The (Gutenberg) Way

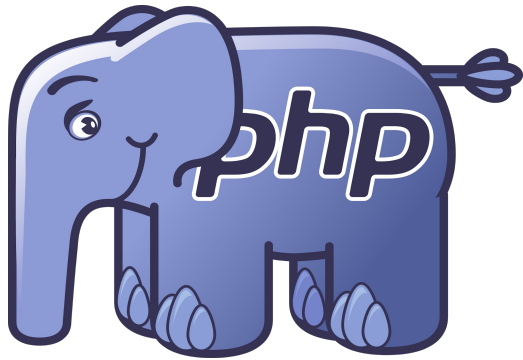


Develop your own Gutenberg block  
(JS & React required)

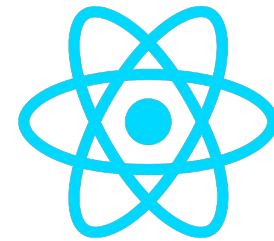


```
1 import { __ } from "@wordpress/i18n";
2 import { registerBlockType } from "@wordpress/blocks";
3
4 import metadata from './block.json';
5
6 const {
7   name,
8   attributes,
9   title,
10  icon
11 } = metadata;
12
13 import {
14   select,
15   registerStore,
16   subscribe,
17   dispatch
18 } from '@wordpress/data';
19
20 import {
21   InnerBlocks,
22   InspectorControls,
23   RichText
24 } from '@wordpress/block-editor';
```

# JS & React



vs.



React

# PHP...



# Gutenberg Blocks in PHP

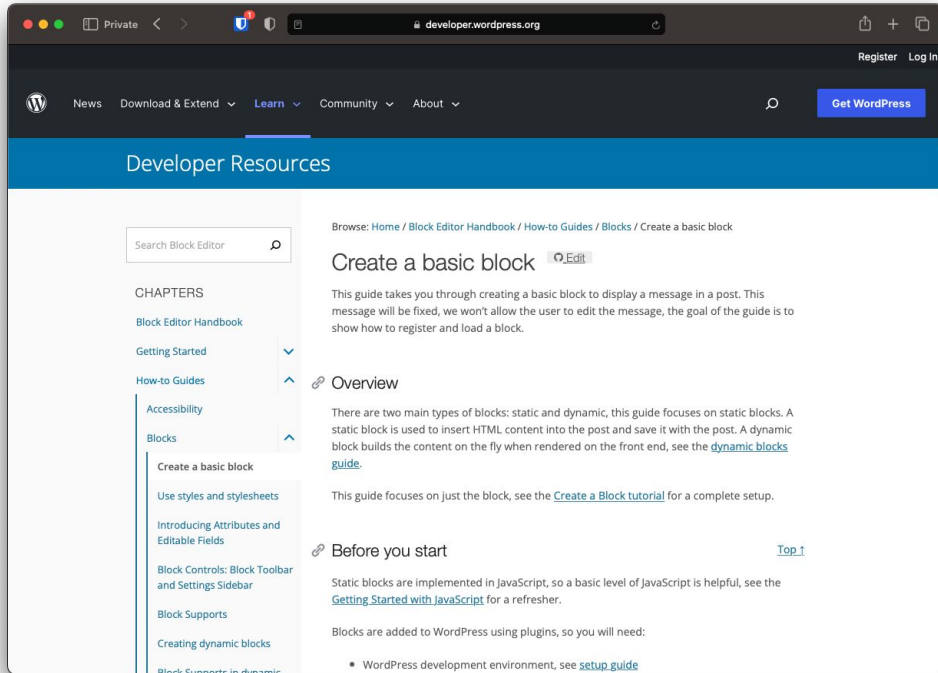
The logo for Advanced Custom Fields (ACF) consists of the letters 'ACF' in a bold, dark blue, sans-serif font. The 'A' and 'C' are connected, and the 'F' is slightly offset to the right.

ADVANCED CUSTOM FIELDS PLUGIN

- Ability to create blocks with PHP
- Reliance on a plugin as a gateway to the WordPress core APIs
- No need to switch to JS/React stack (sort of)
- Has library of readily-made blocks from the ACF developers on WordPress plugin repository
- Significant progress with compliance with WordPress Gutenberg APIs over the last year

\* <https://www.advancedcustomfields.com/resources/blocks/>

# Gutenberg Blocks in React



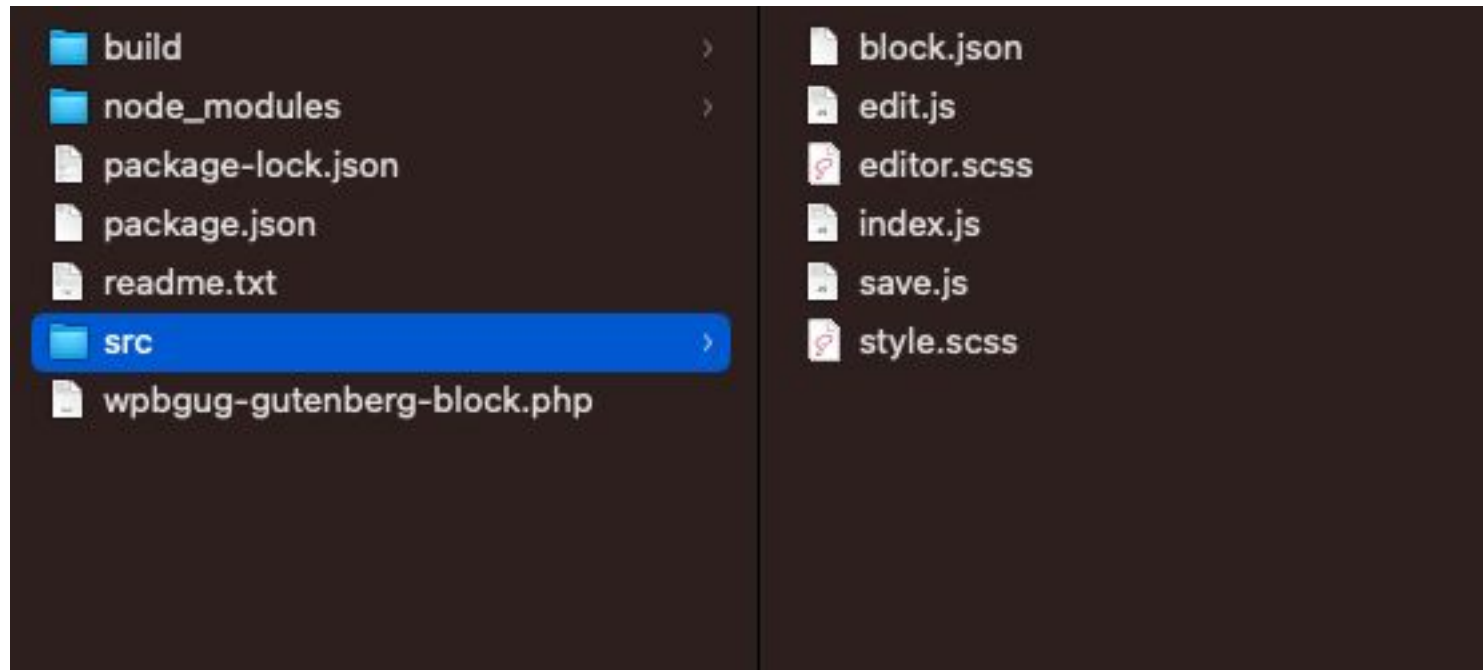
- The “core” way to build blocks
- Use WordPress APIs directly
- “More” sustainable in the long run
- Native experience for backend users

\* <https://developer.wordpress.org/block-editor/how-to-guides/block-tutorial/writing-your-first-block-type/>

# Anatomy of a Block



# Anatomy of a Block



\* <https://developer.wordpress.org/block-editor/reference-guides/packages/packages-create-block/>



FINDING YOUR WAY  
IN **GUTENBERG**

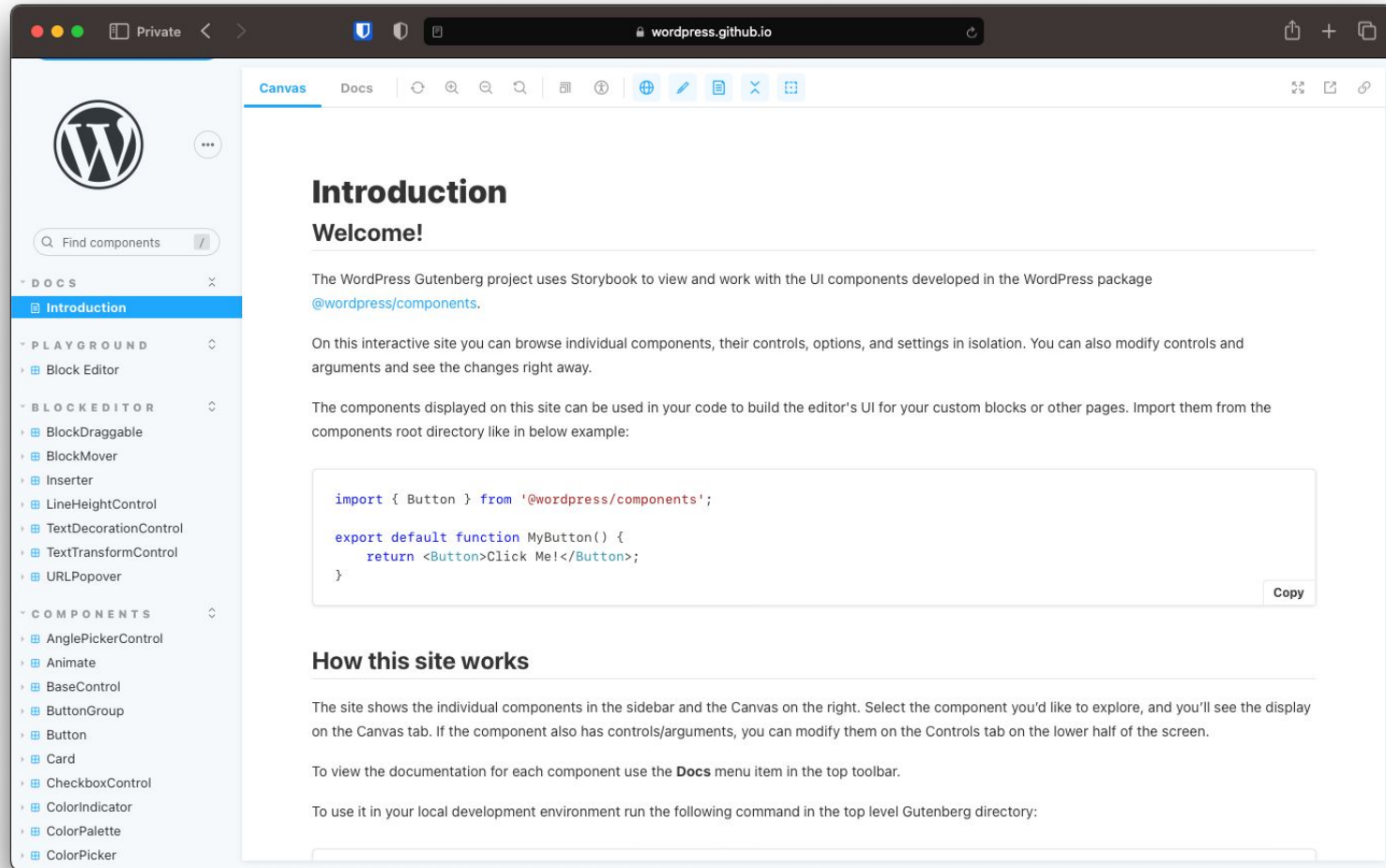


# (Rant about ) Gutenberg Development

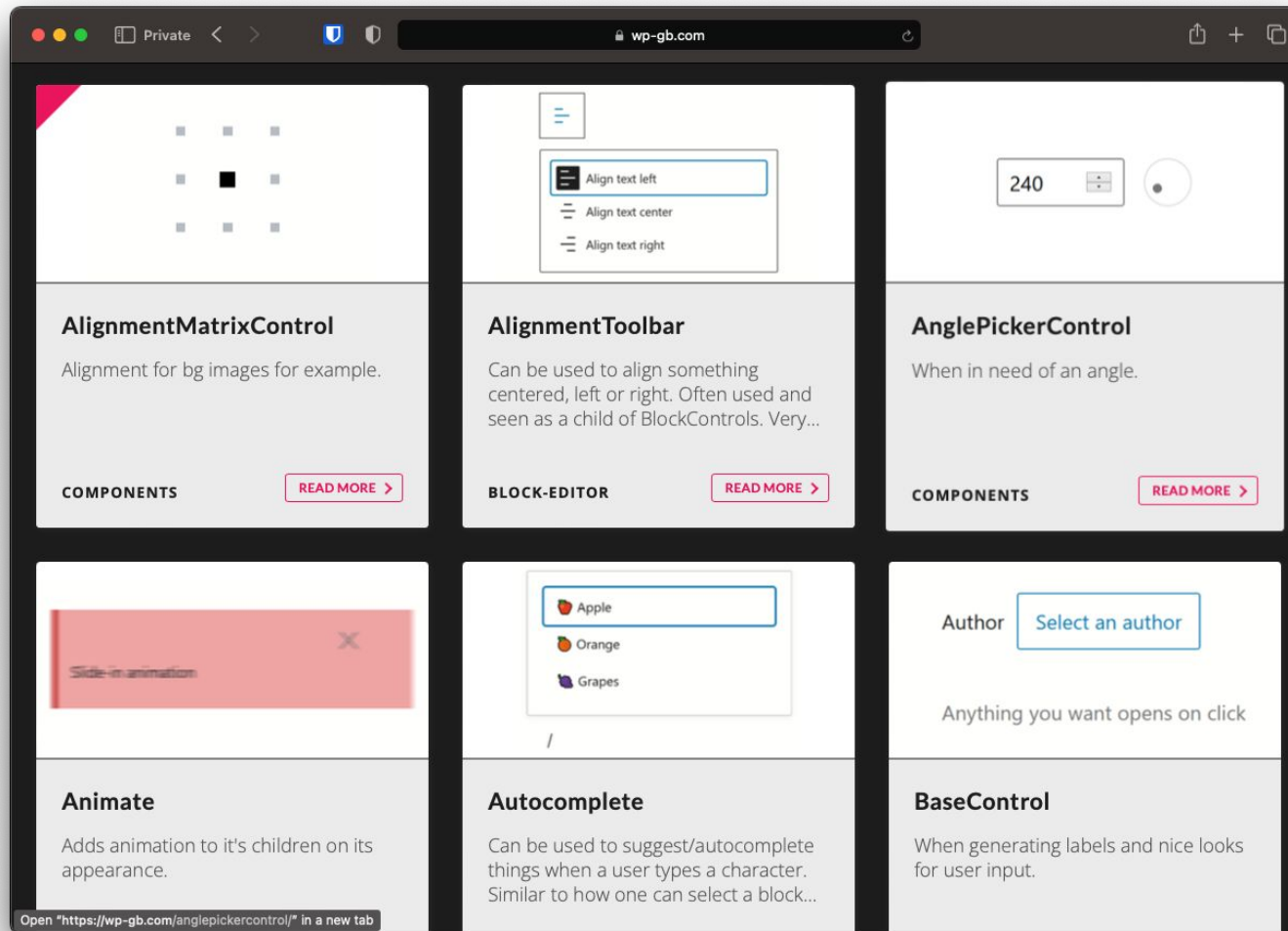


- WordPress's famous "backwards compatibility" is no more
- Core documentation is questionable at best
- "Debug-it-yourself" approach
- Slow introduction of new features (it gets better though!)
- And much more....

# Pack up for the Journey (Block Components)



# Control the Journey (Block Controls)



The screenshot shows a browser window with the URL `wp-gb.com`. The page displays a grid of six block control examples, each with a visual preview, a title, a description, and a 'READ MORE' button. The examples are:

- AlignmentMatrixControl**: Alignment for bg images for example. (COMPONENTS)
- AlignmentToolbar**: Can be used to align something centered, left or right. Often used and seen as a child of BlockControls. Very... (BLOCK-EDITOR)
- AnglePickerControl**: When in need of an angle. (COMPONENTS)
- Animate**: Adds animation to it's children on its appearance.
- Autocomplete**: Can be used to suggest/autocomplete things when a user types a character. Similar to how one can select a block...
- BaseControl**: When generating labels and nice looks for user input.

At the bottom left of the browser window, there is a small text box that says: `Open "https://wp-gb.com/anglepickercontrol/" in a new tab`.

# Be Aware of the Journey (Accessibility)

The screenshot shows the top toolbar of the Gutenberg editor with icons for undo, redo, and help. Below it is a statistics table:

Words	Headings	Paragraphs	Blocks
716	4	20	36

Below the table is the Document Outline panel, which lists the following structure:

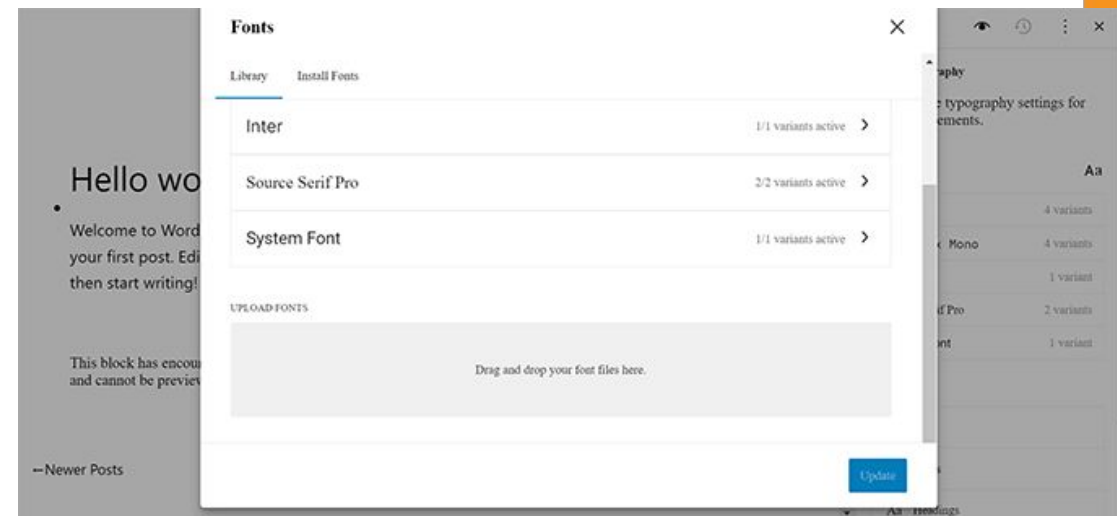
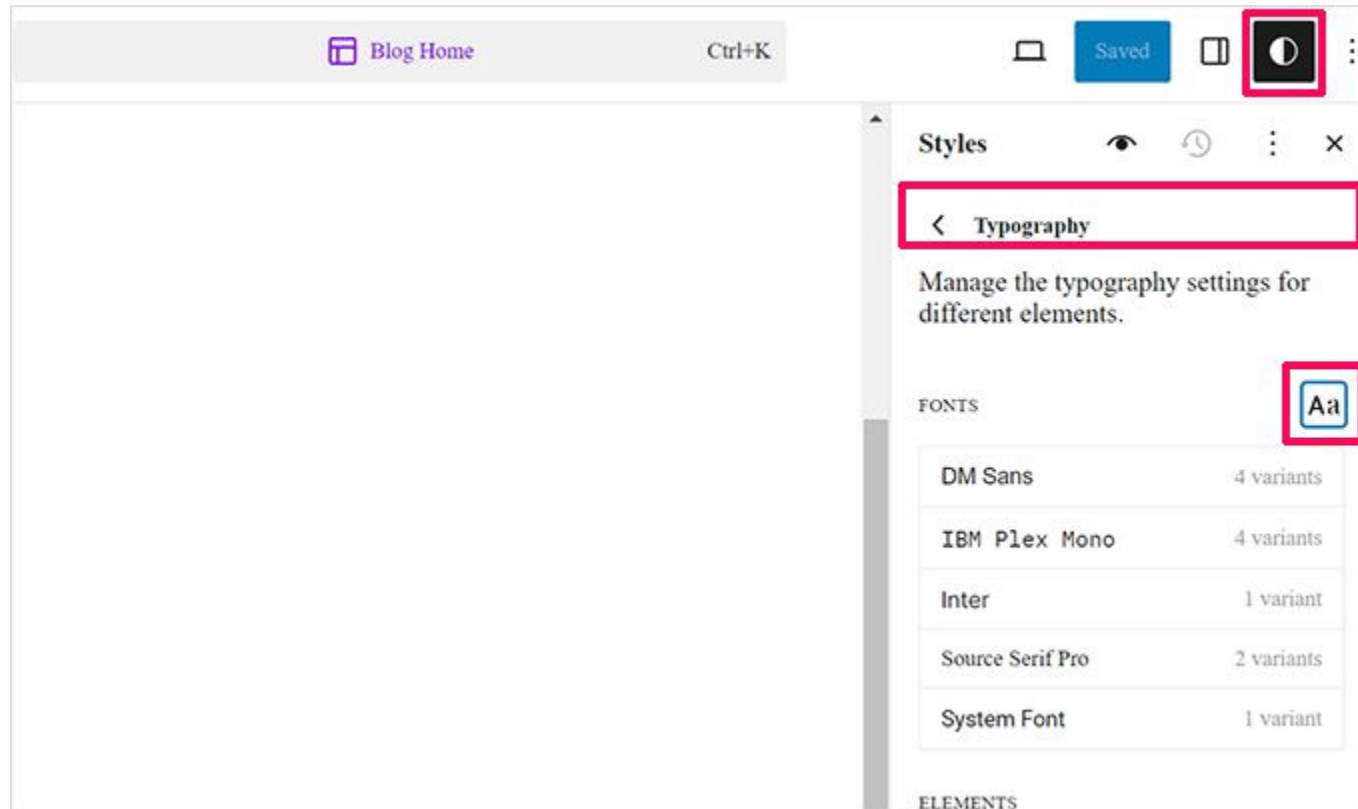
- Title: Welcome to the Gutenberg Editor
- H2: A Picture is Worth a Thousand Words
- H4: The *Insert* Tool (Incorrect heading level)
- H2: Visual Editing
- H2: Media Rich

The screenshot shows the block editor interface with a toolbar at the top containing icons for undo, redo, and help. On the right side, there is a 'Document' panel with the following settings:

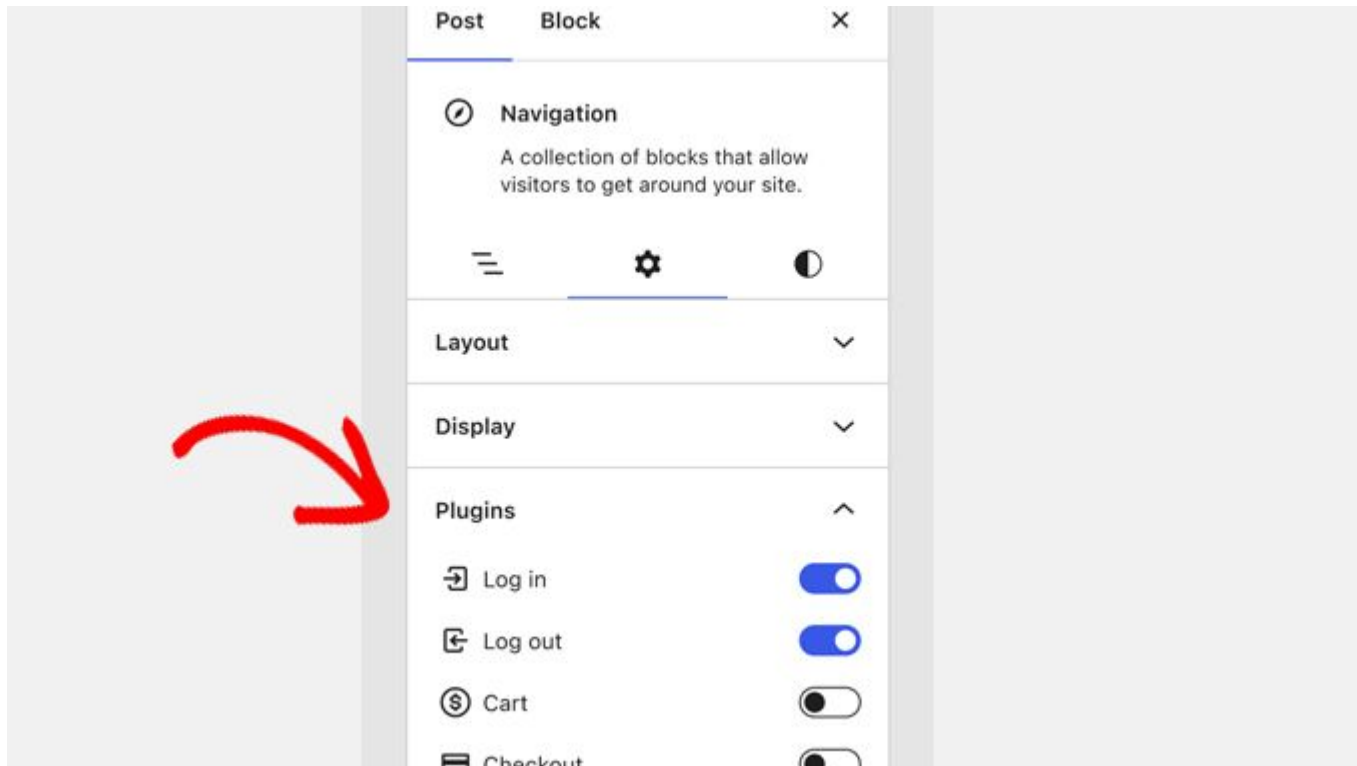
- Status & Visibility: Public
- Visibility: Public
- Publish: March 9, 2018 9:50 am

The main content area shows a block with the text 'Add title' in green and 'hiki' below it.

# Tame the fonts! (Fonts API)



# Hook it! (Block hooks)



# Extend Gutenberg blocks

The screenshot shows the WordPress Gutenberg editor interface. At the top, the navigation bar includes 'wplocal', '4', '+ New', 'View Post', and 'Howdy, admin'. Below the navigation bar, there are icons for adding blocks, undo, redo, help, and a menu. The main content area displays a post titled 'Fancy Quote Test'. Below the title is a quote block with the text: 'In open source, we feel strongly that to really do something well, you have to get a lot of people involved.' attributed to 'Linus Torvalds'. Below the quote block is a prompt: 'Start writing or type / to choose a block'. On the right side, the settings panel is open, showing the 'Block' tab. The 'Quote' block settings are displayed, including a description: 'Give quoted text visual emphasis. "In quoting others, we cite ourselves." — Julio Cortázar'. Under the 'Styles' section, there are two options: 'Regular' and 'Large'. A third option, 'Fancy Quote', is highlighted with a blue border. The 'Advanced' section is collapsed.



# Sell stuff (WooCommerce)

в списък

- Main header
- Група
- Store Breadcrumbs
- Store Notices
- Ред
- Колони
- СВЪРЗАНИ ПРОДУКТИ
- Група
- Група
- Main footer

## ЗАГЛAVИЕ

SKU: PRODUCT SKU  
50.00 лв.

Този блок ще покаже откъса.

Как да изберем размер?

Таблица със съответствия на размери – жени

Описание	Подходящият размер
W (width)	Това е дължината на стъпалото
W (width)	Това е дължината на стъпалото
W (width)	Това е дължината на стъпалото

Съответствия на размери – жени												
US	UK	FR	IT	DE	ES	RU	JP	CH	US	UK	FR	IT
5	4	35	36	37	38	39	24.5	25.5	5	4	35	36
6	5	36	37	38	39	40	25.5	26.5	6	5	36	37
7	6	37	38	39	40	41	26.5	27.5	7	6	37	38
8	7	38	39	40	41	42	27.5	28.5	8	7	38	39
9	8	39	40	41	42	43	28.5	29.5	9	8	39	40
10	9	40	41	42	43	44	29.5	30.5	10	9	40	41
11	10	41	42	43	44	45	30.5	31.5	11	10	41	42
12	11	42	43	44	45	46	31.5	32.5	12	11	42	43

Таблица със съответствия на размери – мъже

Описание	Подходящият размер
W (width)	Това е дължината на стъпалото
W (width)	Това е дължината на стъпалото
W (width)	Това е дължината на стъпалото

Съответствия на размери – мъже												
US	UK	FR	IT	DE	ES	RU	JP	CH	US	UK	FR	IT
7	6	40	41	42	43	44	26.5	27.5	7	6	40	41
8	7	41	42	43	44	45	27.5	28.5	8	7	41	42
9	8	42	43	44	45	46	28.5	29.5	9	8	42	43
10	9	43	44	45	46	47	29.5	30.5	10	9	43	44
11	10	44	45	46	47	48	30.5	31.5	11	10	44	45
12	11	45	46	47	48	49	31.5	32.5	12	11	45	46

1 Add to cart

Шаблон Блок

- Single Product
- ОБЛАСТИ
- Заглавна част
- Футър

Revert to Classic Product Template

The Single Product template doesn't allow for reordering or customizing blocks, but might work better with your extensions

Изглед в списък

- Main header
- Група
  - Store Breadcrumbs
  - Заглавие на архива
  - Store Notices
  - Ред
  - Products (Beta)
  - Main footer

Breadcrumbs / Navigation / Path

## Заглавие на архива

Notices added by WooCommerce or extensions will show up here.

Showing 1-X of X results



**Aetrex гелови stelки**

59.00 лв.

Опции



**Varefoot: Боси водоотблъскващи кецове**

**G3110224-4**

145.00 лв. – 172.00 лв.

Опции



**Varefoot: Боси водоотблъскващи кецове**

**G3110224-5**

145.00 лв. – 172.00 лв.

Опции

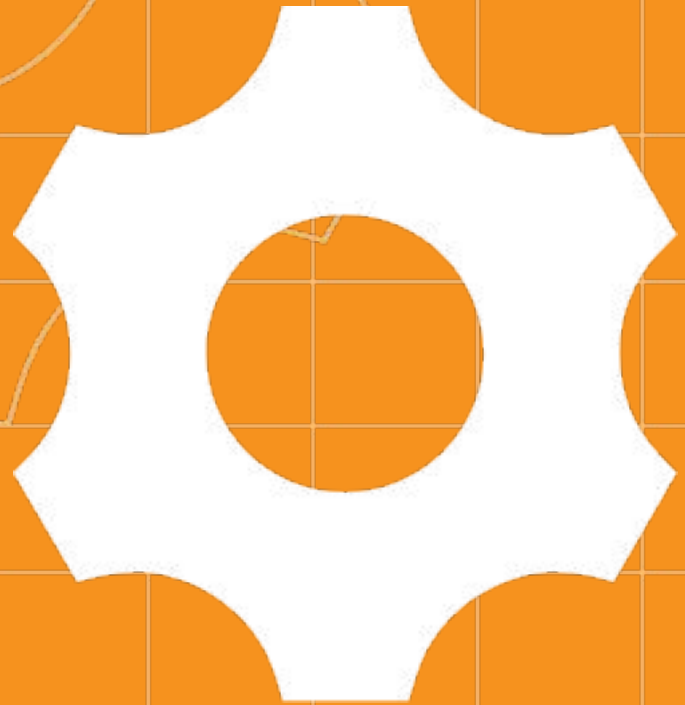
Шаблон Блок

- Product Catalog
- ОБЛАСТИ
- Заглавна част
- Футър

Revert to Classic Product Template

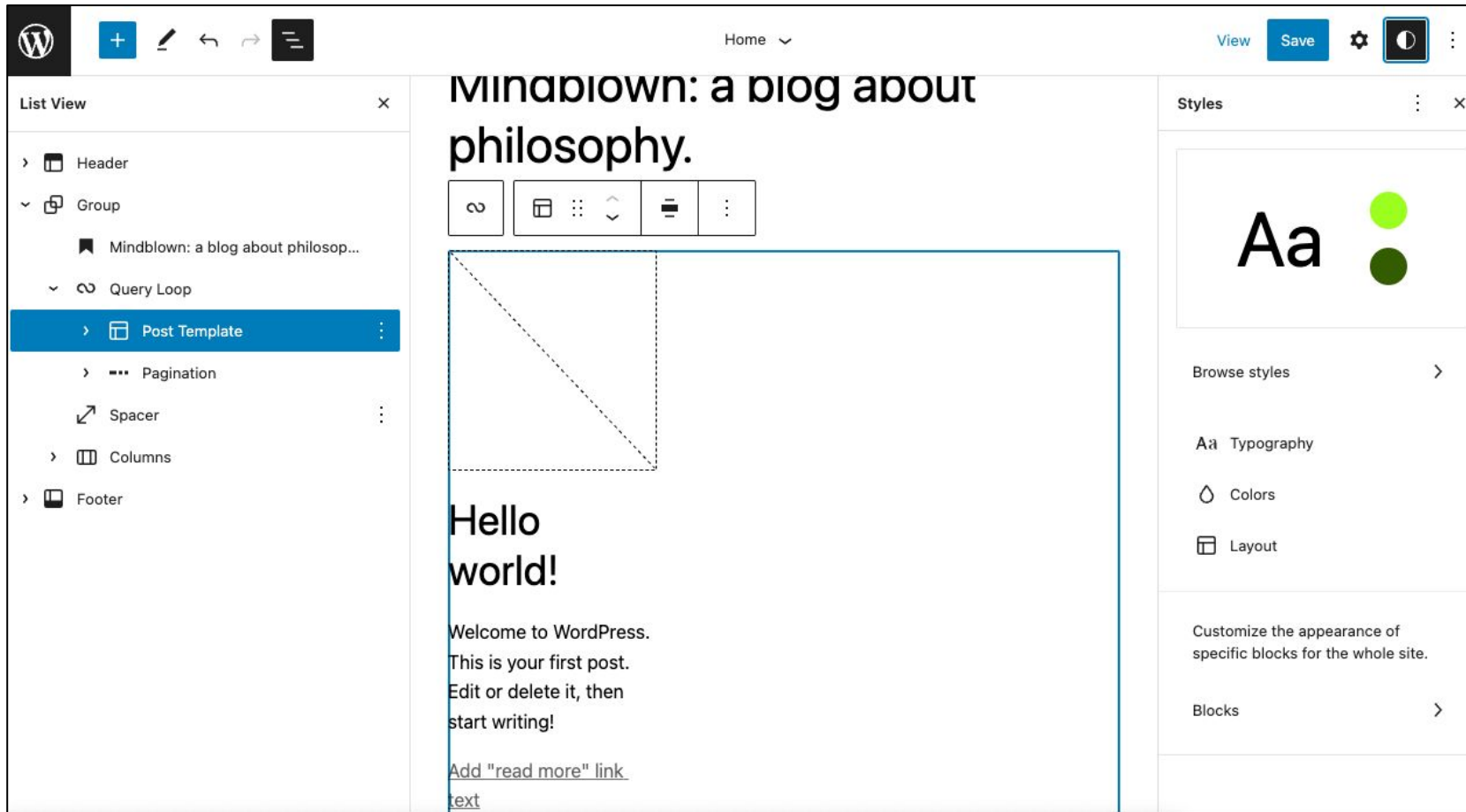
The Product Catalog template doesn't allow for reordering or customizing blocks, but might work better with your extensions



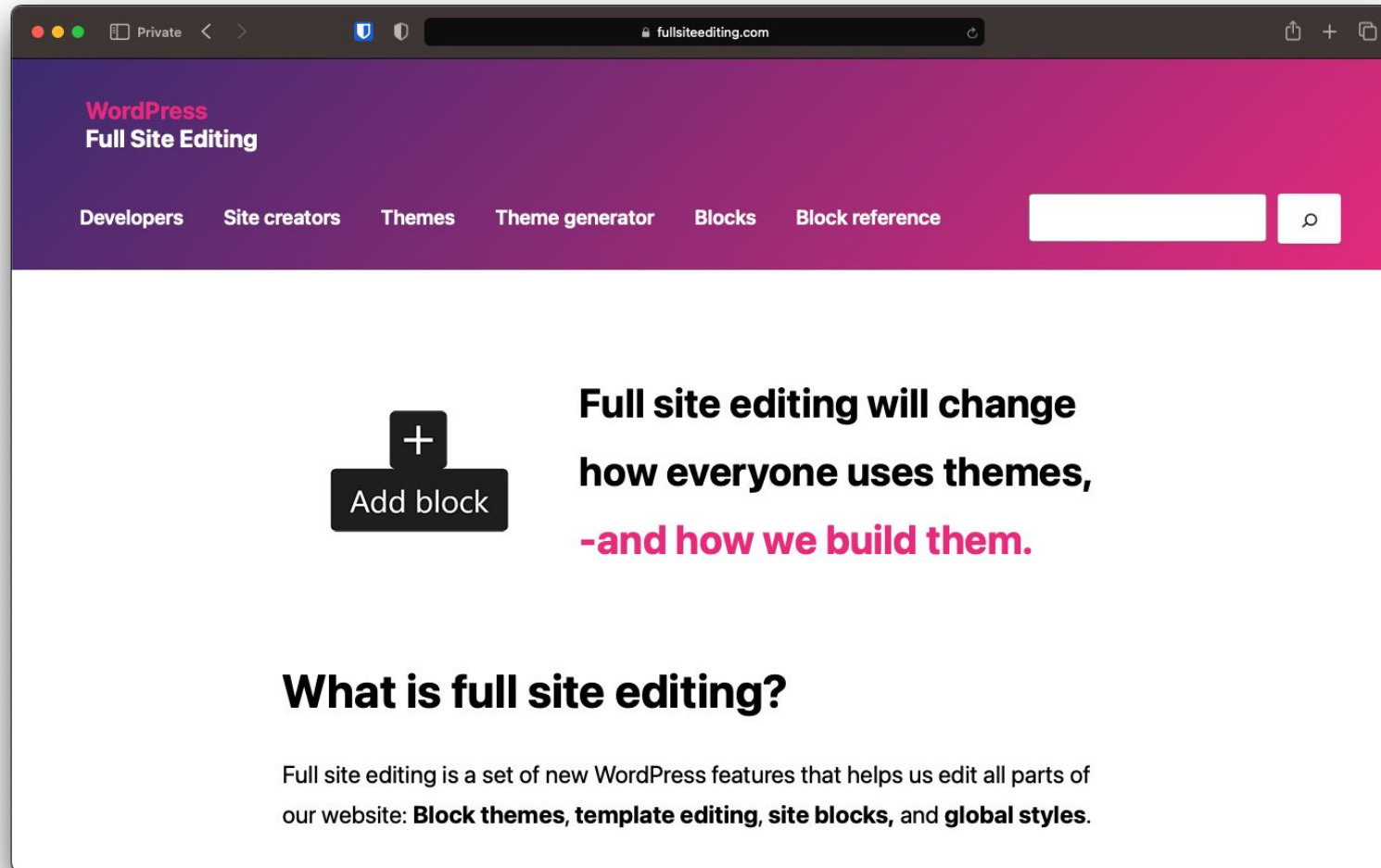


# A NEW WAY AHEAD SITE EDITOR

# Site Editor



# Site Editor Reference



# The Future Way of Theming



- **“Site Editor”** themes

VS.

- **“Classic”** themes (sunsetting)

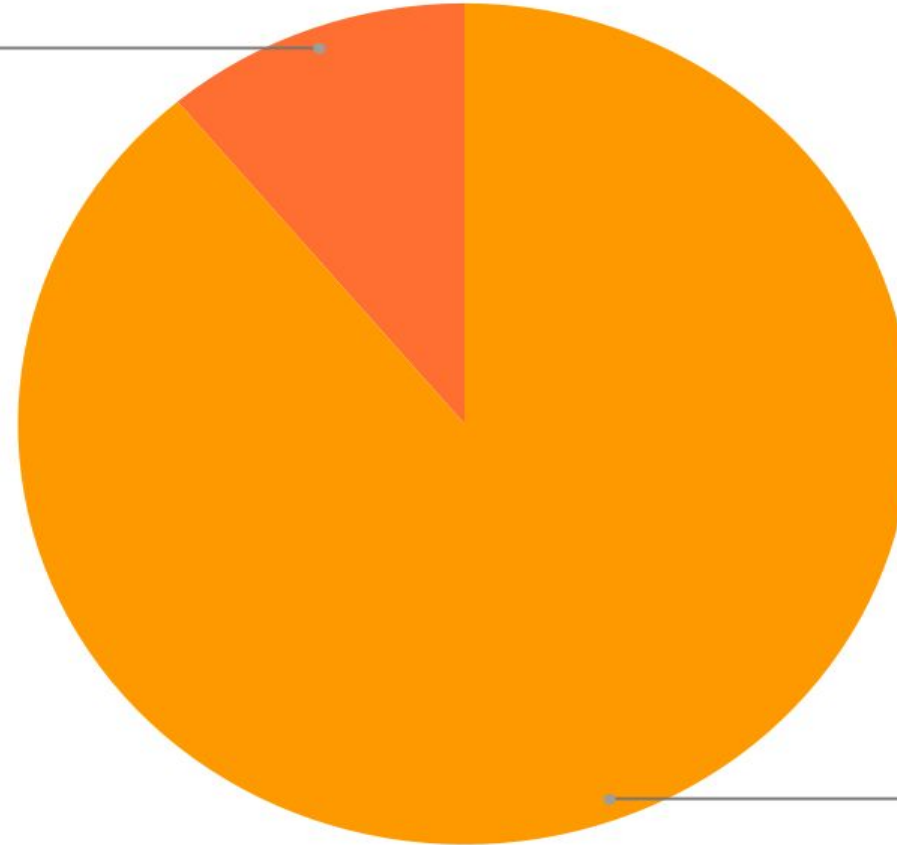
VS.

- **“Hybrid”** themes (meh, it’s ok)

# Where Are We Going Now?

Should we use Gutenberg in 2023 and beyond?

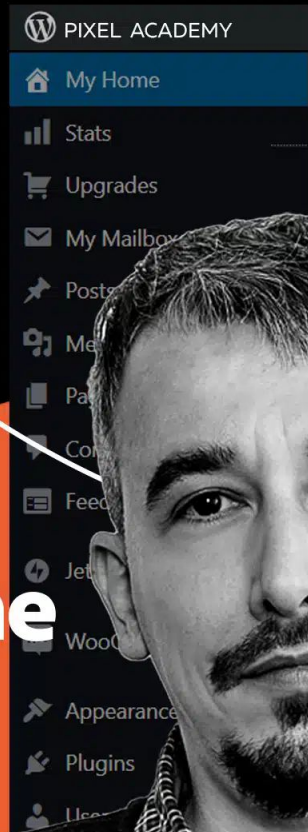
Yes in another color  
11.1%



Yes  
88.9%



PITSTOP OF THIS  
JOURNEY  
**YOUR QUESTIONS?**



# Introduction to WordPress Theme Development

ЙОРДАН  
ХЛЕБАРОВ  
JD

<https://bit.ly/wpthemeintro>

29 януари 2024

