



Gutenberg in Action: How the Block Editor Simplifies Client Workflows and Boosts Agency Efficiency

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Sofia, Bulgaria

jordan
hlebarou

WHO AM I?

Jordan "Jd" Hlebarov

CEO of Hlebarov.com

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

23+years of web development
experience

Father, dreamer, doer, enthusiast...



Change

“

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

”

Lao Tzu

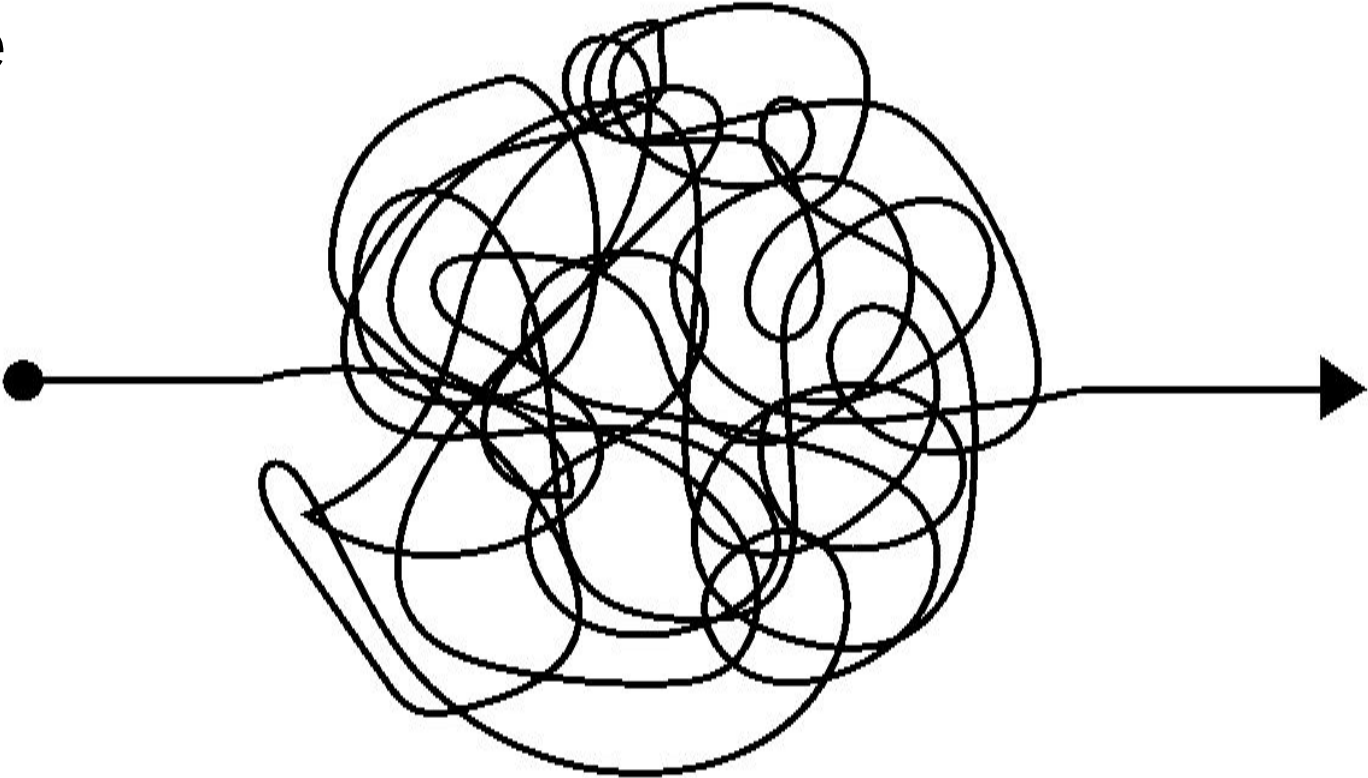
The Way

How We Usually Plan It



The Way

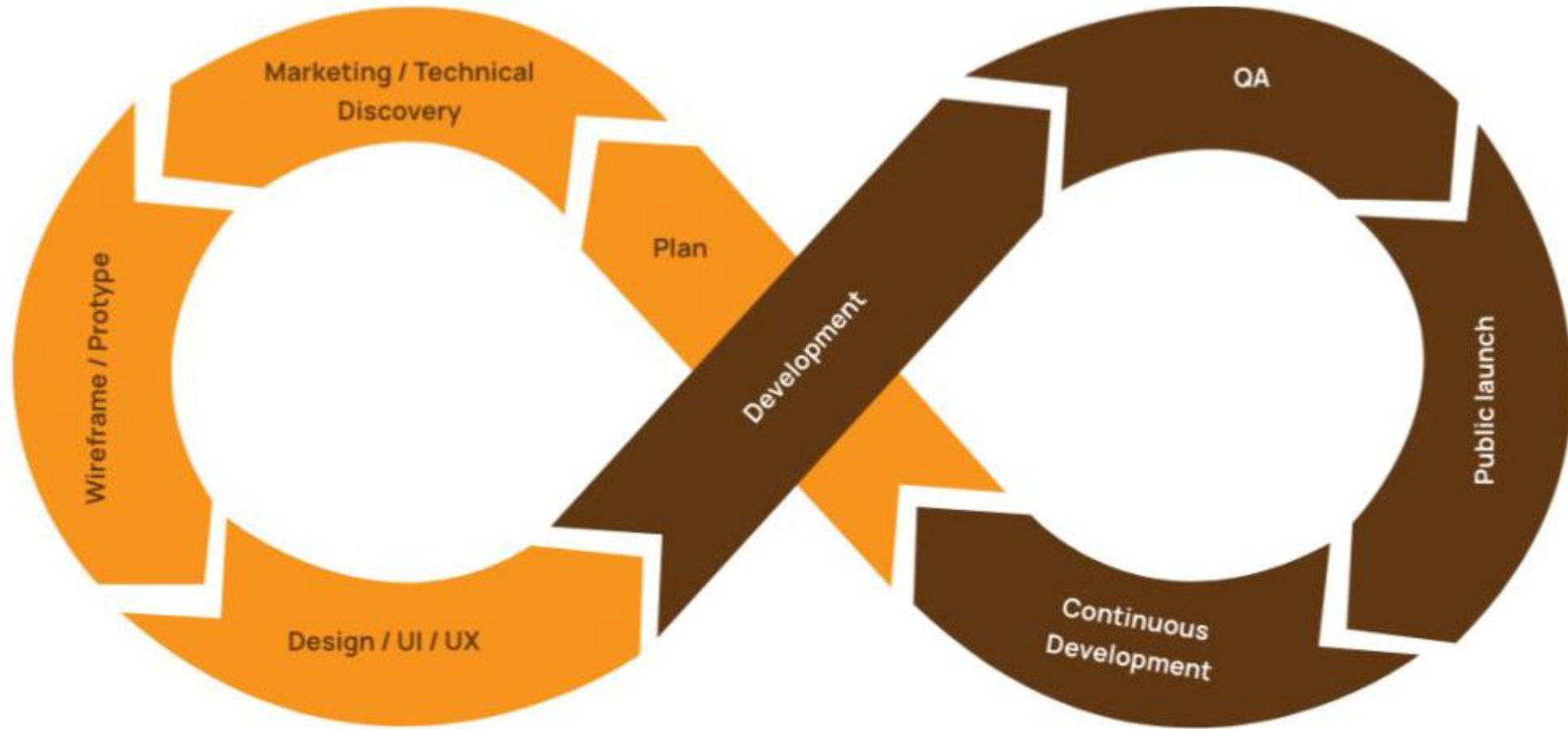
In Real Life



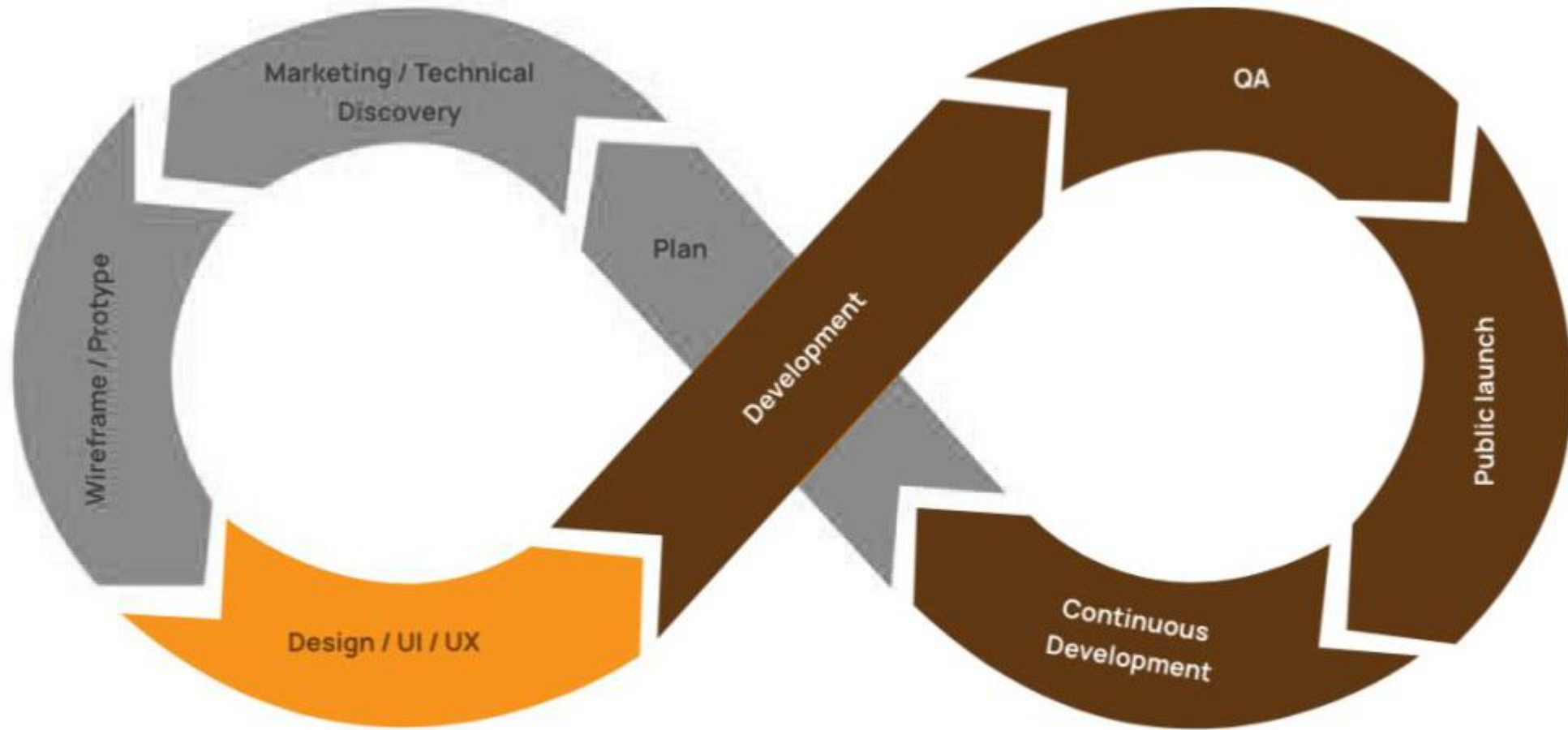


AGENCY WORK with WordPress

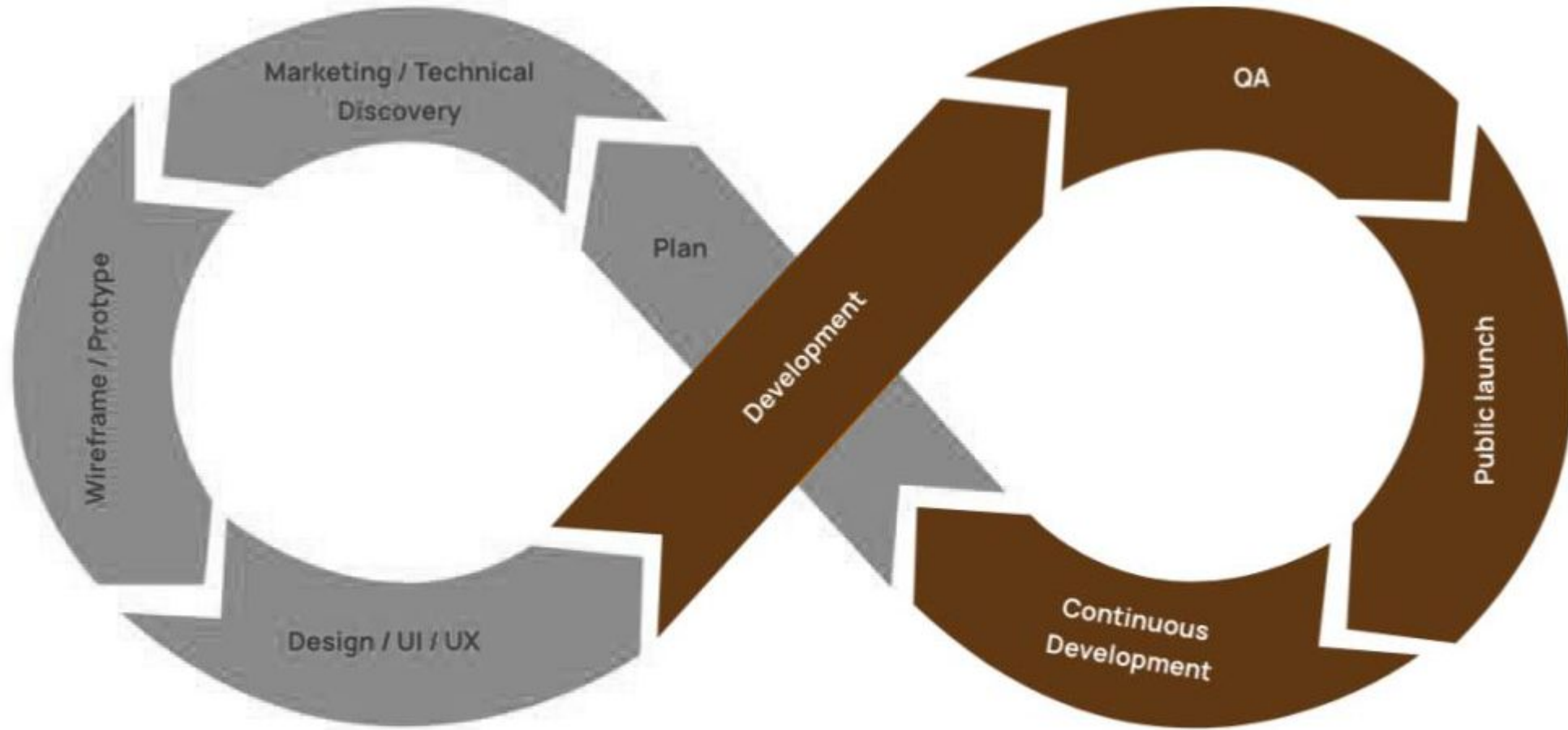
WEBDEV PROCESS



WEBDEV PROCESS



WEBDEV PROCESS





CLIENT
Expectations

What clients expect from you and WordPress?



- “Magic” tool to maintain their website content EASILY
- “Runs on its own”
- “The Agency will do the website” for us
- “Will the marketing guys be able to do landing pages?”
- “The office manager is our content manager for the website”

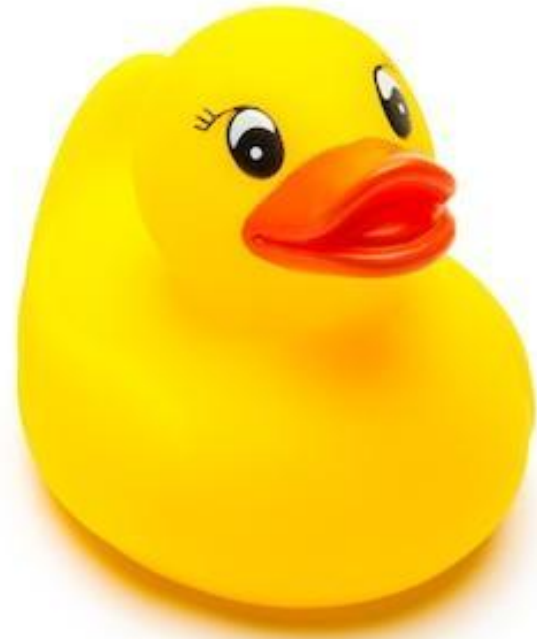
What obstacles we have to meet these expectations?



- Client involvement
- Level of technical expertise of clients/admin users
- Implementation of client business processes on the website



How to meet such expectations?



- Making content work as easy as possible
- Client training
- Understand client business flows





GUTENBERG
To The Rescue

W + ↶ ↷ ☰

Preview Publish ⚙️ ⋮

Document Block ×

Summary ^

Visibility Public

SLUG
say-hello-to-gutenberg-the-wordpres

Excerpt v

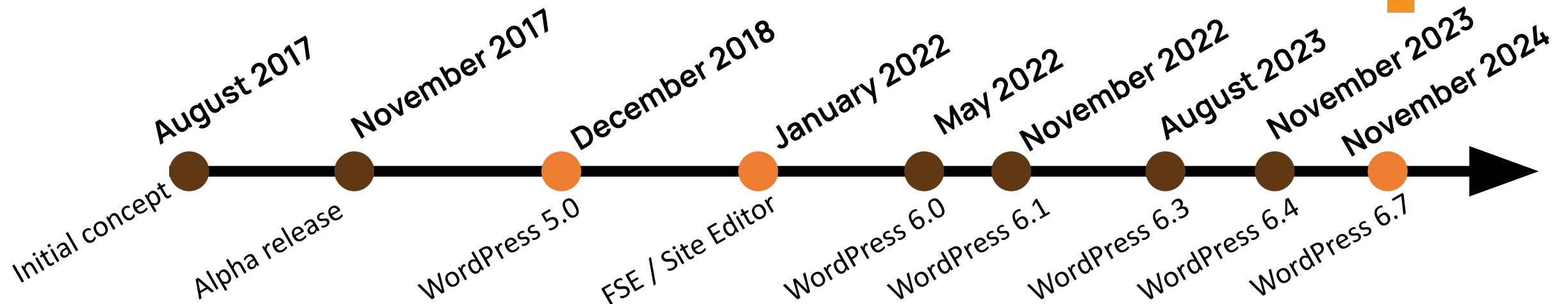
Discussion v

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

History of Gutenberg in WP





HOW
Gutenberg Helps

Layout & Structure

List View Outline ×













- ▼ Cover
 - > Group
 - ↑ HWP Scroll Button
- ▼ Group
 - > HWP Slider
- ▼ Animations Container
 - > Group more
 - > Group
 - ↗ Spacer
- ▼ Animations Container
 - > Group platforms
- ▼ Animations Container
 - > Group how-we-wo...
- ▼ Animations Container
 - > Group solutions

Blocks

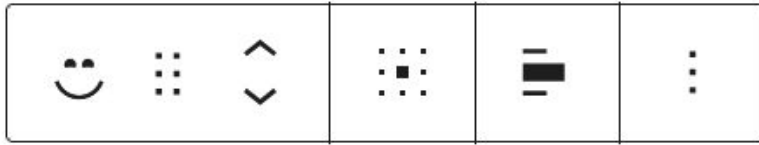
Blocks Patterns Media ×

Search 🔍

TEXT

 Paragraph	 Heading	 List
 List item	 Quote	 Code
 Details	 Preformatted	 Pullquote
 Table	 Verse	 Classic

Block Controls



Tab 1 Tab 2

😊 Choose variation

Select a variation to start with.



Bed



Layout



Smiley



Columns



Globe

Panel ↶

- PanelColorGradientSettings**
gutenblocks.test/panelcolorgradientsettings/ post
- GradientPickerPanel**
gutenblocks.test/gradientpickerpanel/ post
- TabPanel**
gutenblocks.test/tabpanel/ post
- Panel**
gutenblocks.test/panel/ post

Fruit	Move Up	Move Down
└ Apple	Move Up	Move Down
└ Orange	Move Up	Move Down
└ Pear	Move Up	Move Down
Vegetable	Move Up	Move Down
└ Cucumber	Move Up	Move Down
└ Parsnip	Move Up	Move Down
└ Pumpkin	Move Up	Move Down

Type
Linear ▾

⏪ ⏩ ⦿

Clear

New tab?

Has this custom setting?

Patterns

The screenshot displays the WordPress Gutenberg editor interface. On the left, the 'List View' sidebar is open, showing a hierarchical structure of blocks. The top-level block is a 'Group', which contains two 'Media & Text' blocks. Each 'Media & Text' block contains a 'Group' of two 'Paragraph' blocks. The bottom-most 'Group' block is highlighted with a blue border. The main content area on the right shows a preview of a page titled 'My Ecosystem Page'. The page features a light green background with a large image of a green pear on the right side. To the left of the pear, the text reads: 'Even the bitterest fruit has sugar in it.' followed by a quote attribution: '- Terry a O'Neal'. The top of the editor shows the WordPress logo, a toolbar with icons for adding, editing, undo, redo, and help, and buttons for 'Save draft', 'Preview', 'Publish', and settings.

WordPress logo | + | [Edit] | [Undo] | [Redo] | [Help] | Save draft | Preview | Publish | [Settings] | [More]


List View [Close]

- Group
 - Media & Text
 - Group
 - Paragraph
 - Paragraph
 - Media & Text
 - Group
 - Paragraph
 - Paragraph

My Ecosystem Page

Even the bitterest fruit has sugar in it.

- Terry a O'Neal



Post

Accessibility

The screenshot displays a document editor interface. At the top, there is a navigation bar with icons for undo, redo, and information. Below this is a statistics table:

Words	Headings	Paragraphs	Blocks
716	4	20	36

Below the statistics is a 'Document Outline' section with the following items:

- Title Welcome to tanc
- H2 A Picture is
- H4 The Ins (Incorre
- H2 Visual Editin
- H2 Media Rich

An inset window shows a dark-themed editor with a green 'Add title' prompt and a 'Status & Visibility' sidebar. The sidebar includes options for 'Visibility' (Public) and 'Publish' (March 9, 2018 9:50 am).

The Site Editor

Нашият WP уебсайт

Макети

Управлявайте кои макети са налични, когато редактирате сайта.

- Всички части от шаблон 7
- Заглавна част 3
- Футър 3
- Основен 1
- Всички макети 70**
- Pages 11
- Post formats 3
- Банери 19
- Без категория 3
- Галерия 1
- Долна част 5
- За мен 7
- Заглавия 5
- Избрани 16

Записано

Всички макети


Добавяне на макет

Списък на всички макети от всички източници

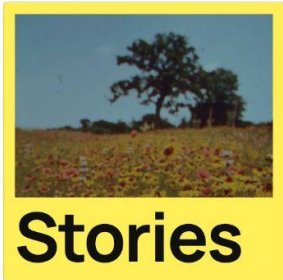
Търсене

Режим на синхронизация


Banner with book descriptor Not synced



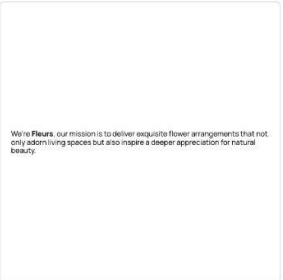
Cover with big heading Not synced



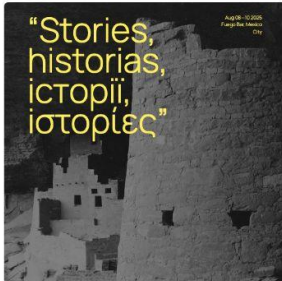
Short heading and paragraph Not synced




Intro with left-aligned descrij Not synced



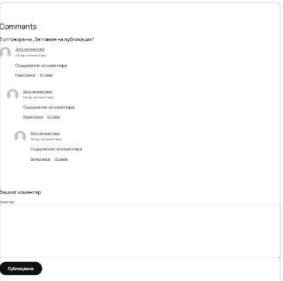
"Stories, historias, історії, історієс"



Flowers is a flower delivery and subscription business



Comments



PAGE 1 OF 4



FINDING YOUR WAY
IN **GUTENBERG**

How Gutenberg helps agency work?



- Using it -makes it easier to “**translate**” client’s needs into the WordPress core capabilities and implement them

How Gutenberg helps agency work?



- Build vs. Use ready-made blocks

Anatomy of a Block



Extend Gutenberg blocks

The screenshot displays the WordPress Gutenberg editor interface. At the top, the navigation bar includes the WordPress logo, 'wplocal', a refresh icon, a '4' notification badge, a chat icon, a '+ New' button, and a 'View Post' button. The user's name 'Howdy, admin' is visible in the top right corner. Below the navigation bar, the editor shows a 'Fancy Quote Test' block. The block's content is a quote by Linus Torvalds: "In open source, we feel strongly that to really do something well, you have to get a lot of people involved." The quote is styled with a vertical line on the left side. The settings panel on the right is open to the 'Block' tab, showing the 'Quote' block type and its description: "Give quoted text visual emphasis. 'In quoting others, we cite ourselves.' — Julio Cortázar". The 'Styles' section shows two options: 'Regular' and 'Large', with the 'Fancy Quote' style selected and highlighted by a blue border. The 'Advanced' section is currently collapsed.

wplocal 4 0 + New View Post Howdy, admin

✓ Saved Preview Publish... ⚙️ ⋮

Document Block ✕

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

Styles ^

In open source, we feel strongly that to really do something well, you have to get a lot of people involved.
Regular

In open
Large

In open source, we feel strongly that to really do something well, you have to get a lot of people involved.
Fancy Quote

Advanced ▾

Fancy Quote Test

In open source, we feel strongly that to really do something well, you have to get a lot of people involved.

Linus Torvalds

Start writing or type / to choose a block

Template Registration API

The Playground

Templates

Create new templates, or reset any customizations made to the templates supplied by your theme.

All templates

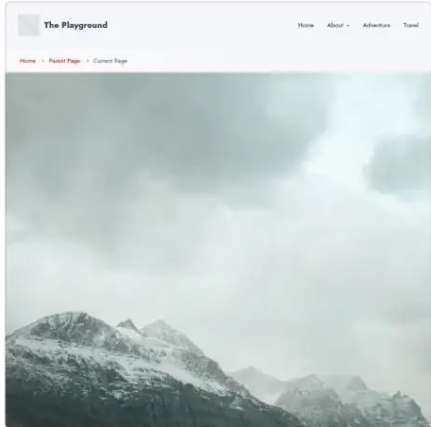
X3P0: Ideas

Developer Blog: Plugin Templates

✓ Saved

Templates

Add New Template

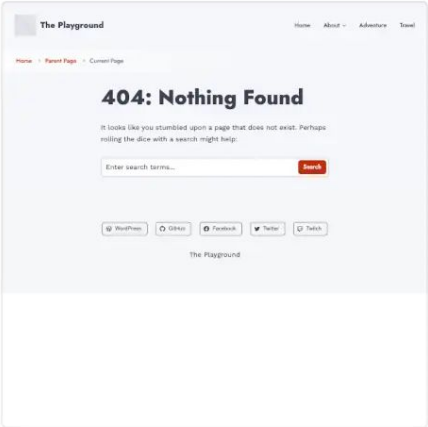


Blog

Description

Displays the latest posts as either the site homepage or as the "Posts page" as defined under reading settings. If it exists, the Front Page template overrides this template when posts are shown on the homepage.

Author X3P0: Ideas

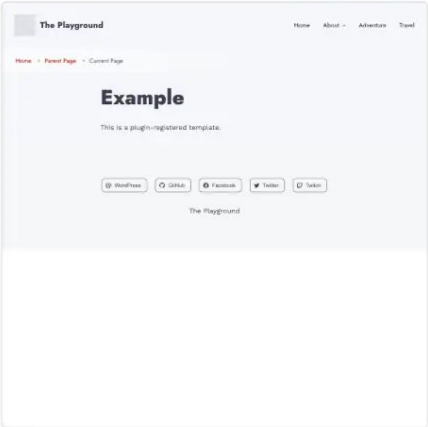


Error 404

Description

Displays when a visitor views a non-existent page, such as a dead link or a mistyped URL.

Author X3P0: Ideas

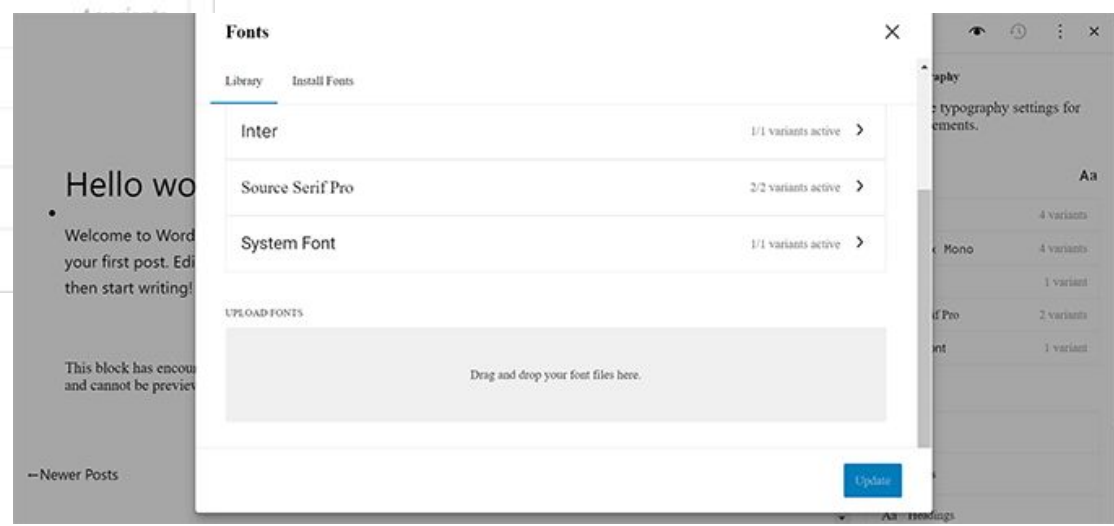
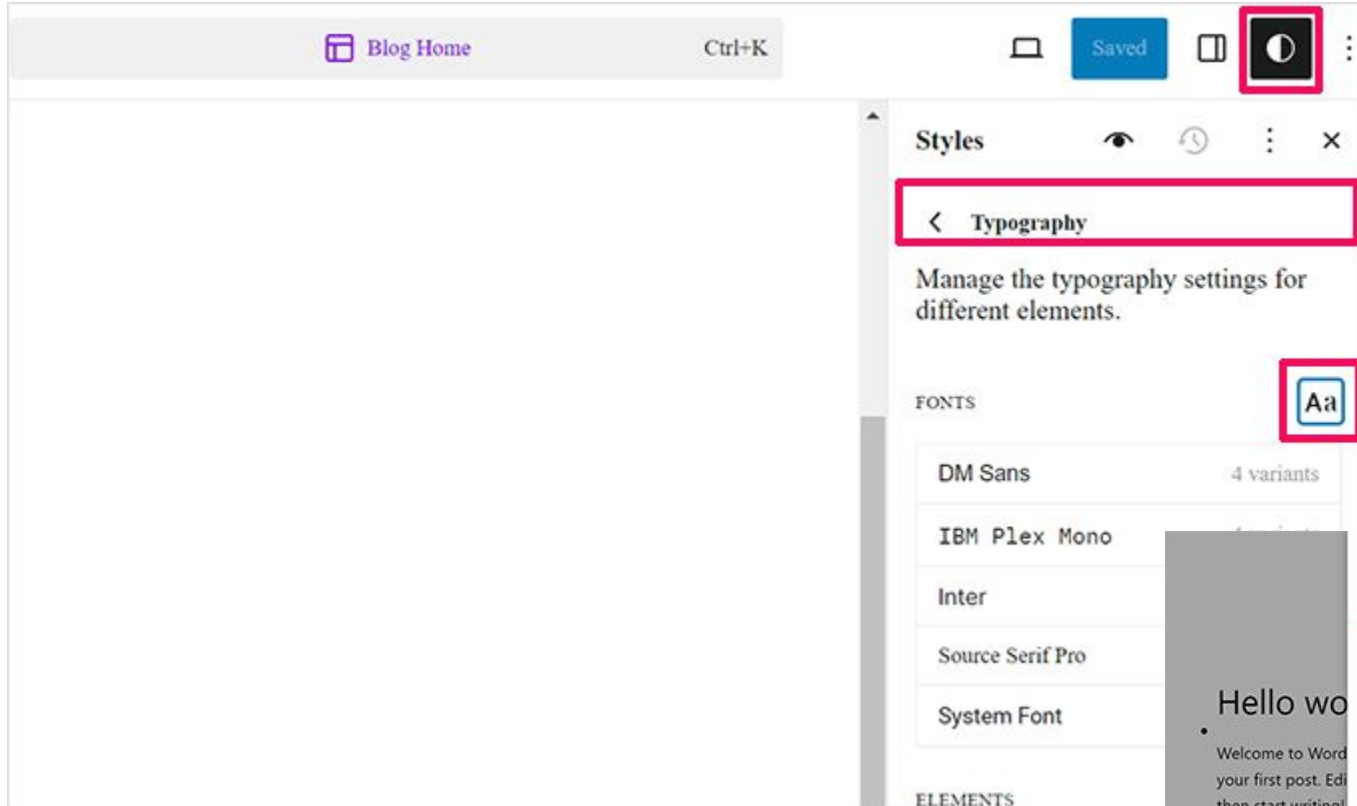


example

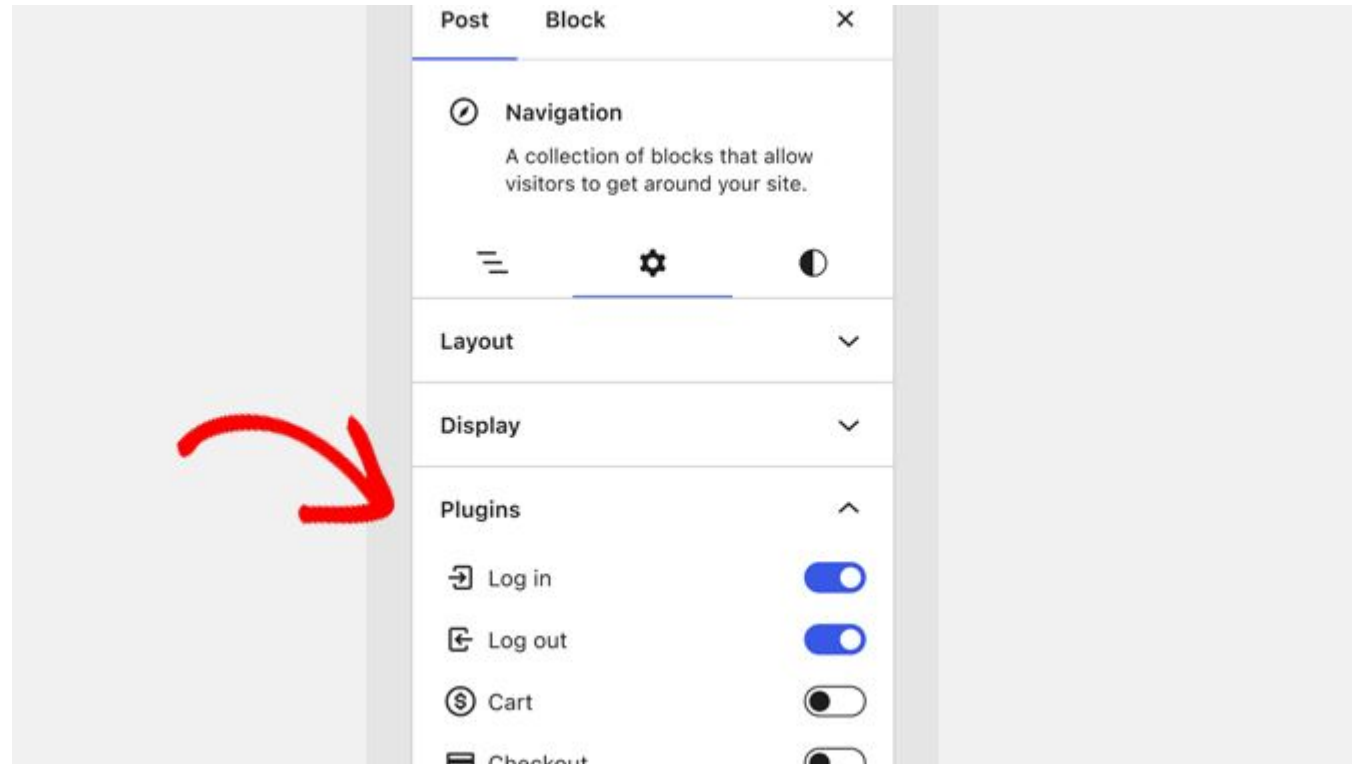
Author X3P0: Ideas

PAGE 1 OF 2

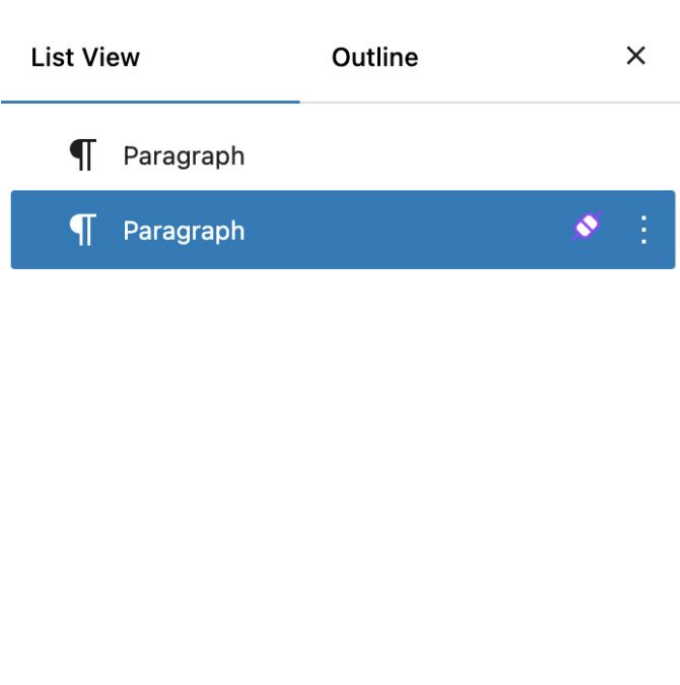
Fonts API



Block hooks



Block Bindings API



Block Bindings Custom Field Example





















Default text field

Data Views API

All patterns Add New Pattern

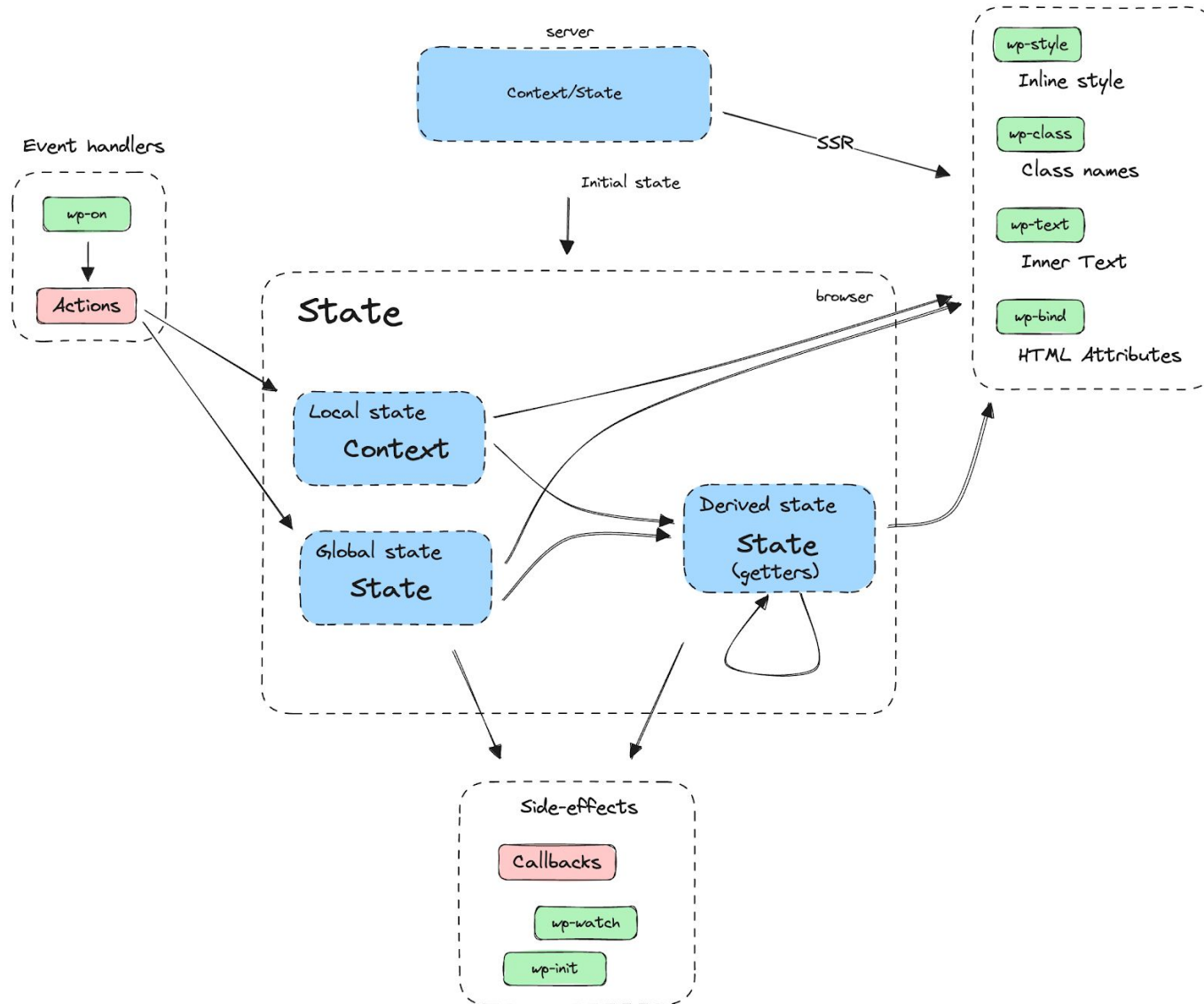
A list of all patterns from all sources.

Search Sync status View options

PREVIEW	TITLE		SYNC STATUS	ACTIONS
	Hero		Not synced	
	Project description		Not synced	
	Call to action with image on right		Not synced	
	Pricing		Not synced	
	RSVP		Not synced	
	Services call to action with image on left		Not synced	

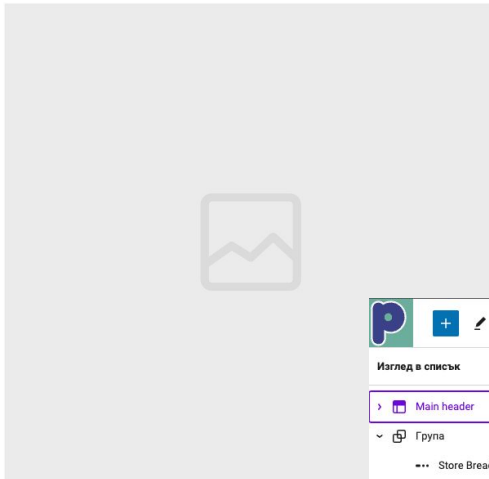
PAGE 1 OF 3 < >

Interactivity API



WooCommerce blocks

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



ЗАГЛАВИЕ

SKU: PRODUCT SKU
50.00 лв.
Този блок ще покаже откъса.

Как да изберем размер?

Таблица със съответствия на размери – жени

Съответствие	Подходящост
Малък	Малък
Среден	Среден
Голям	Голям

- Шаблон Блок
- Single Product
 - Displays a 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

Product Catalog 96K

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

Default sorting

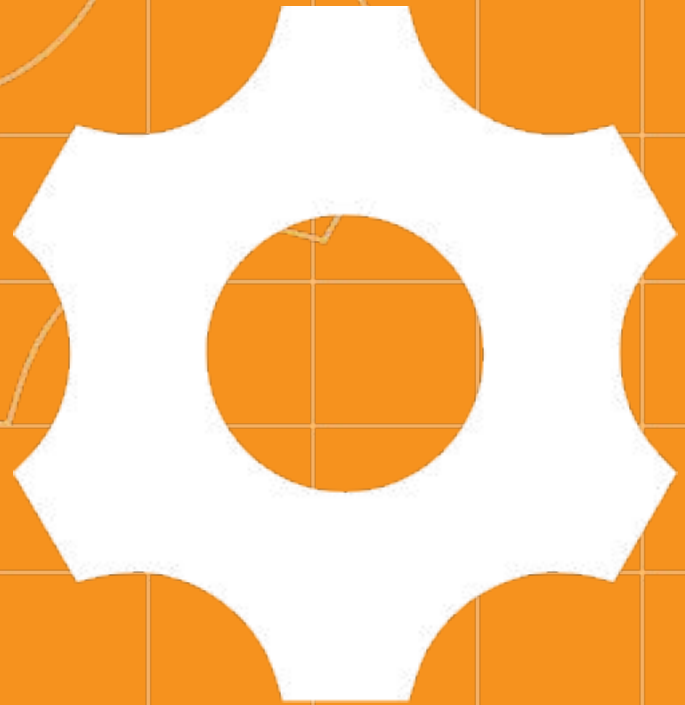
Aetrex гелови стелки
59.00 лв.
Опции

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

Revert to Classic Product Template

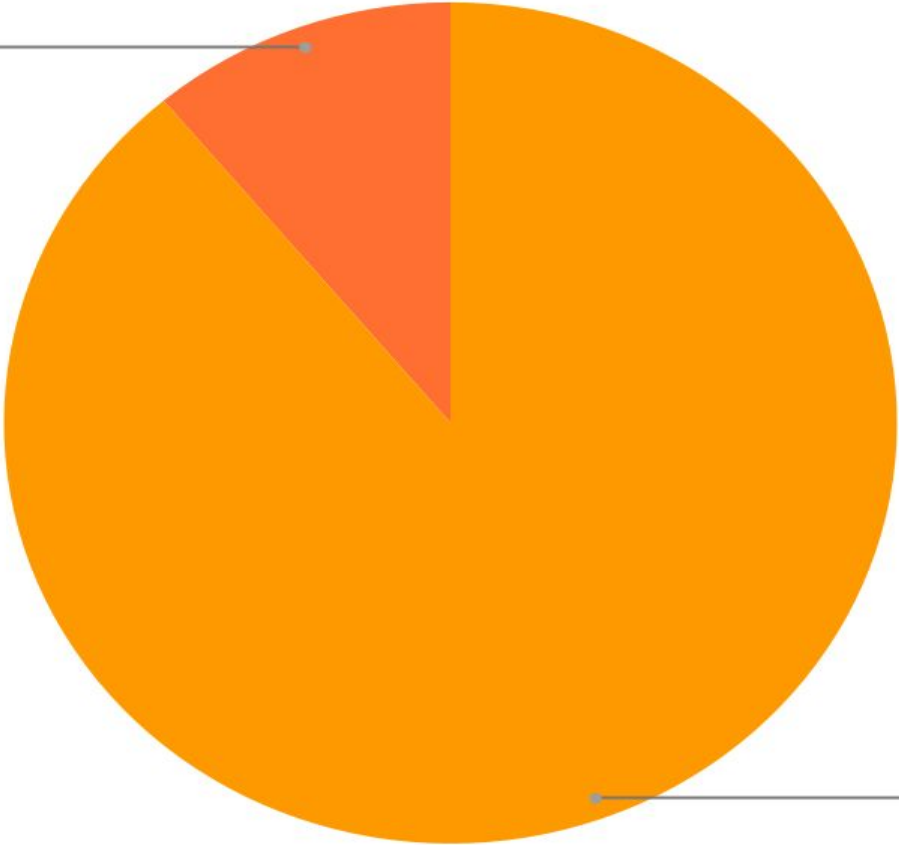
The Product Catalog template doesn't allow for reordering or customizing blocks, but might work better with your extensions



So...

Does it boost efficiency?

Yes in another color
11.1%



Yes
88.9%



YOUR
QUESTIONS?