

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

WordCamp Sofia 2024  
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+ 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

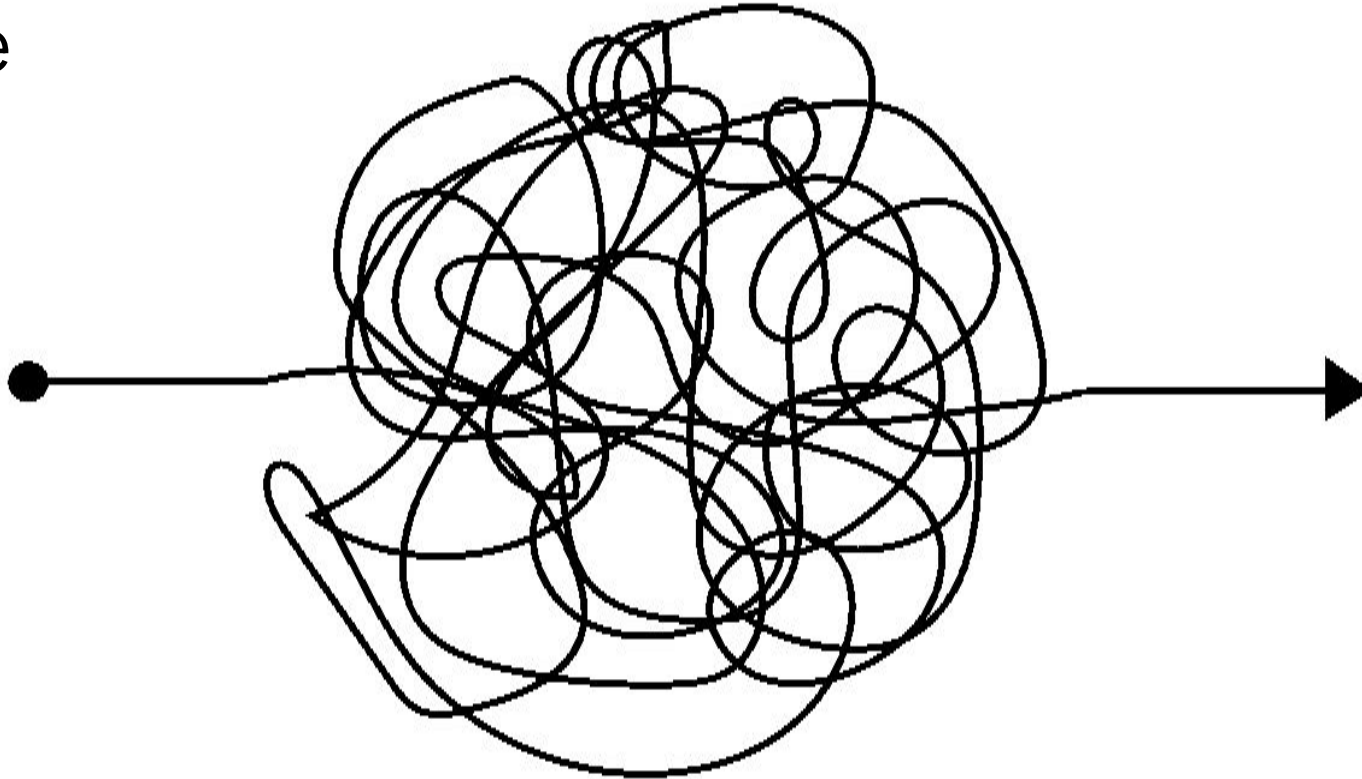
# The Way

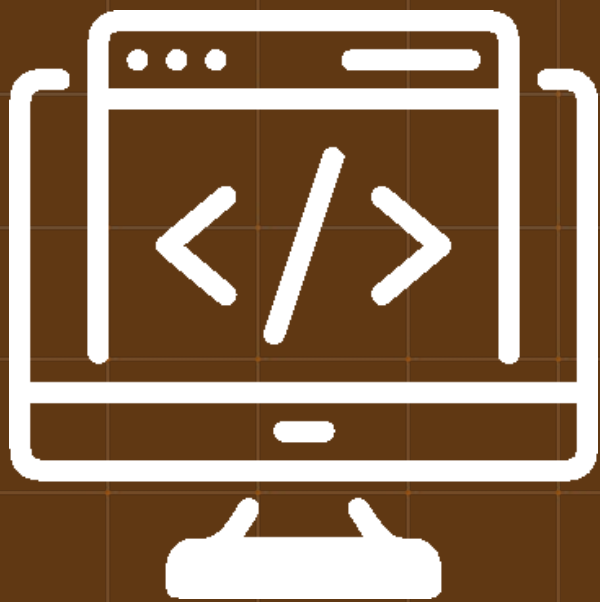
How We Usually Plan It



# The Way

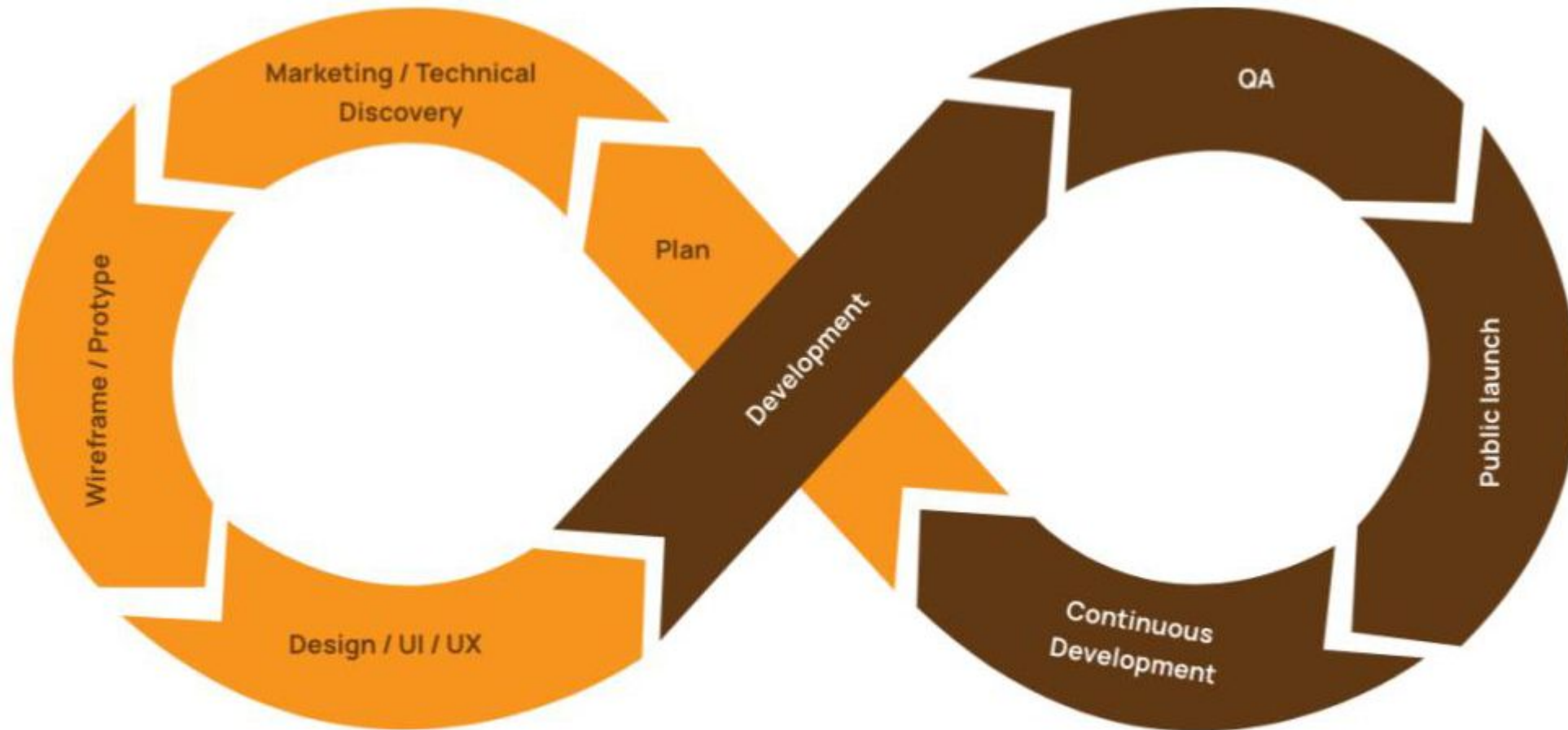
In Real Life



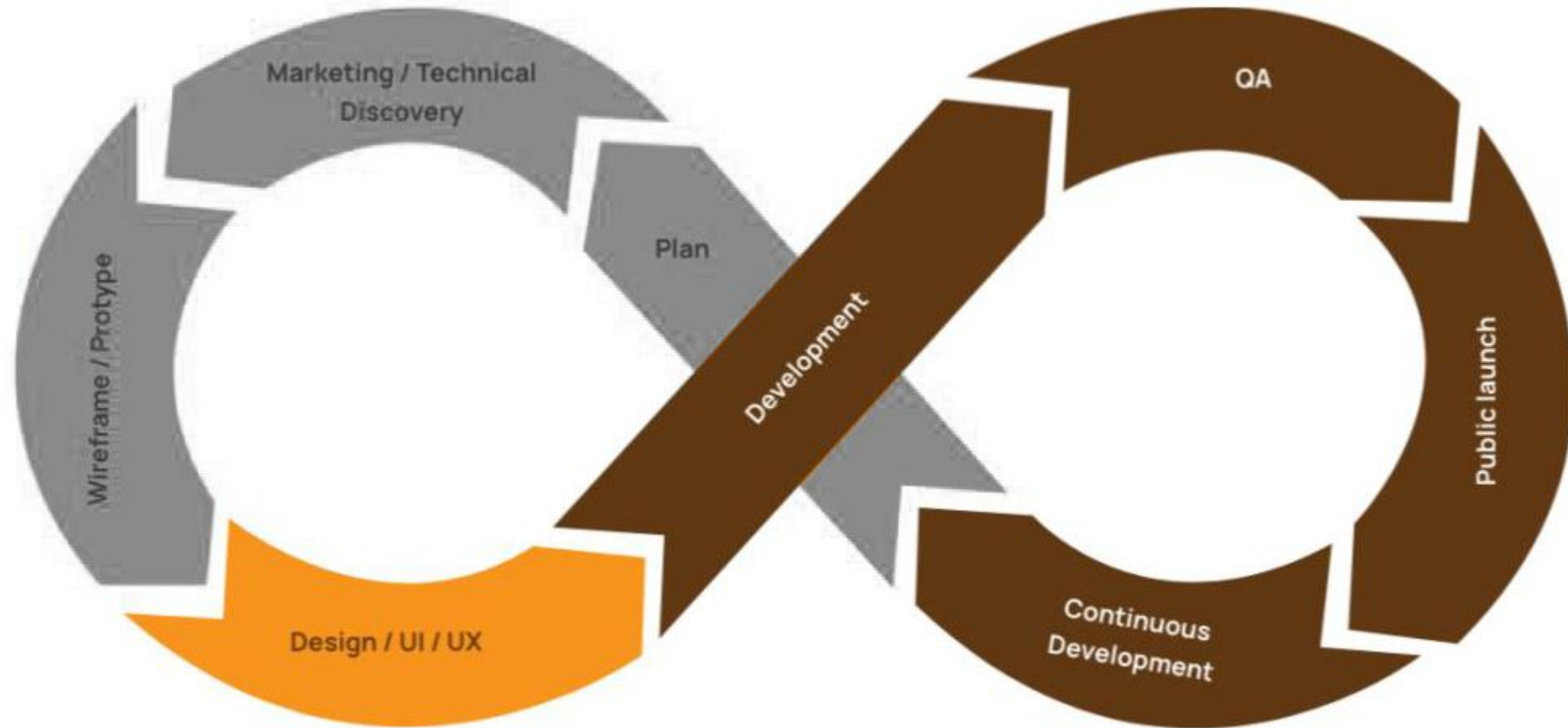


# AGENCY WORK with WordPress

# WEBDEV PROCESS

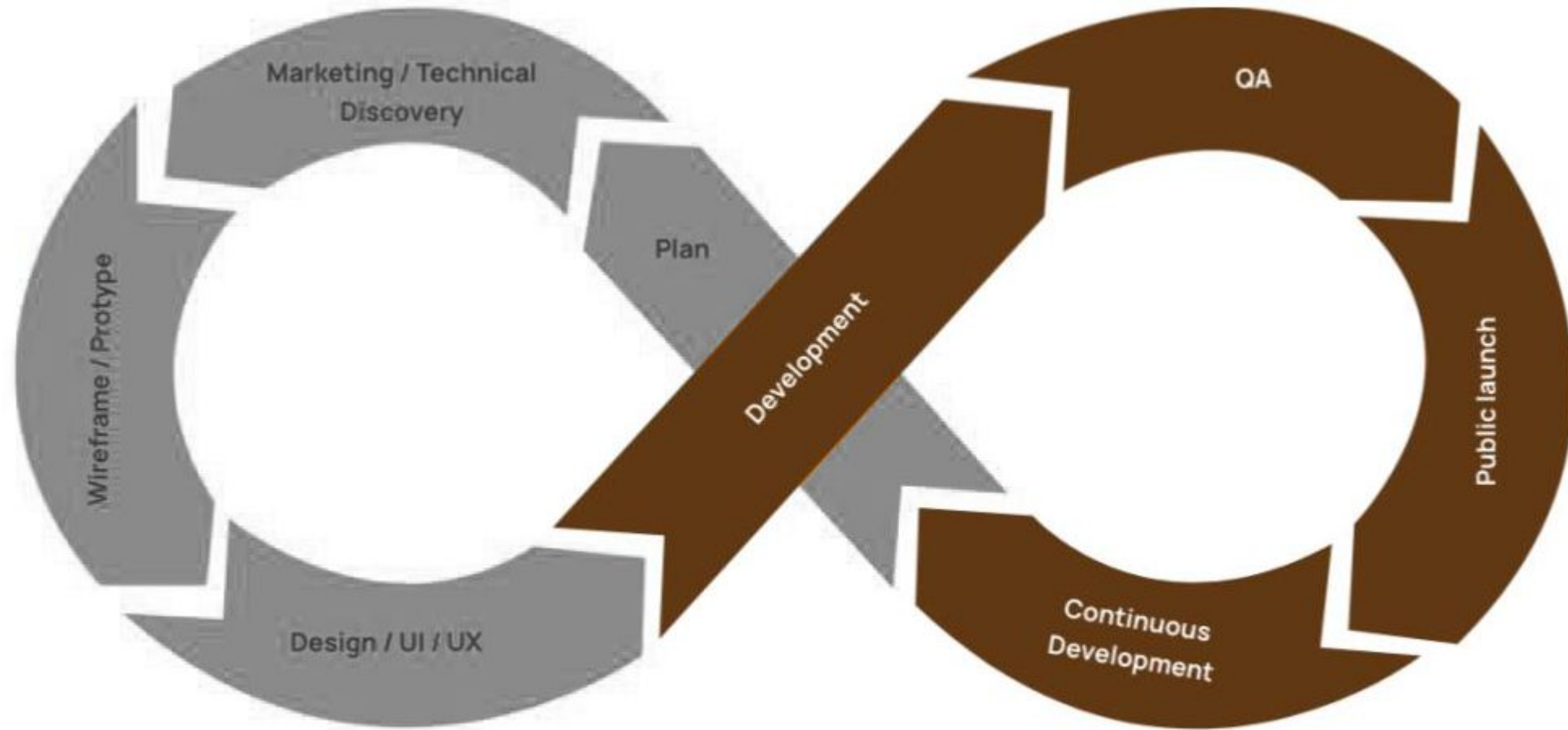


# WEBDEV PROCESS





# WEBDEV PROCESS





# CLIENT Expectations

# What clients expect from you and WordPress?



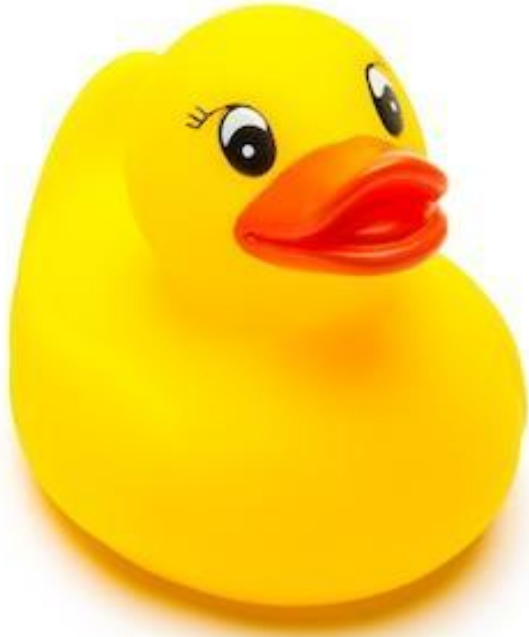
- “Magic” tool to maintain their website content EASILY
- “Runs on its own”
- “The Agency will do the website” for us
- “Will the marketing guys be able to do landing pages?”
- “The office manager is our content manager for the website”

# 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

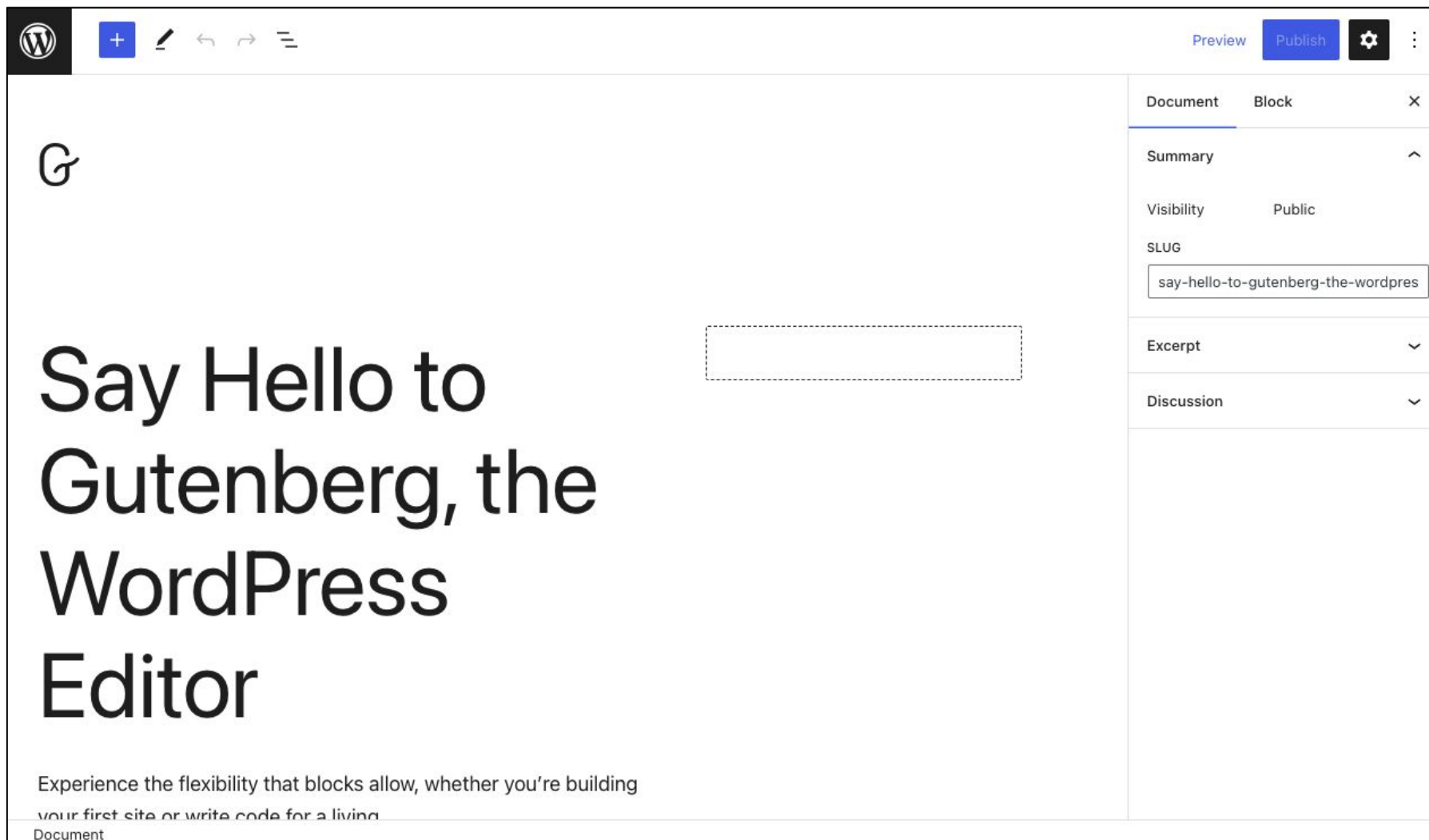
# How to meet such expectations?



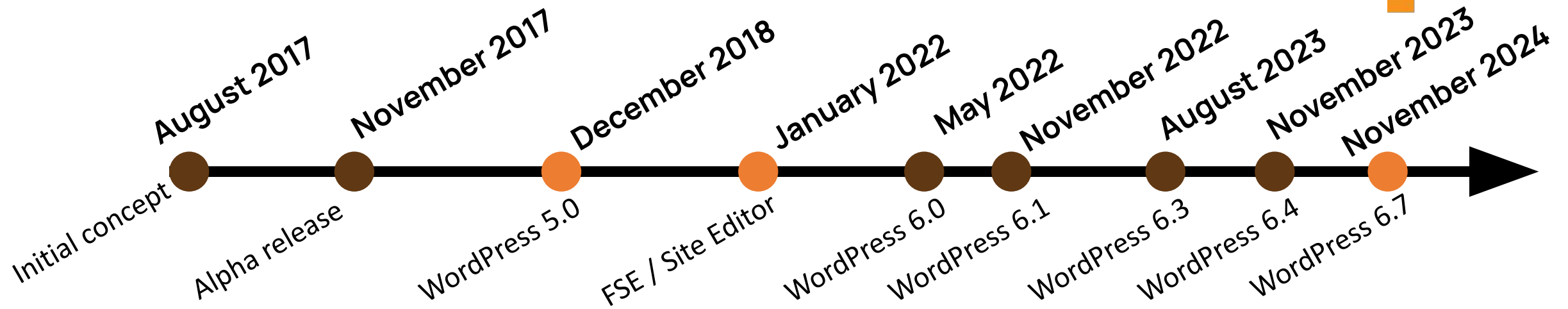
- Making content work as easy as possible
- Client training
- Understand client business flows



GUTENBERG  
To The Rescue



# History of Gutenberg in WP

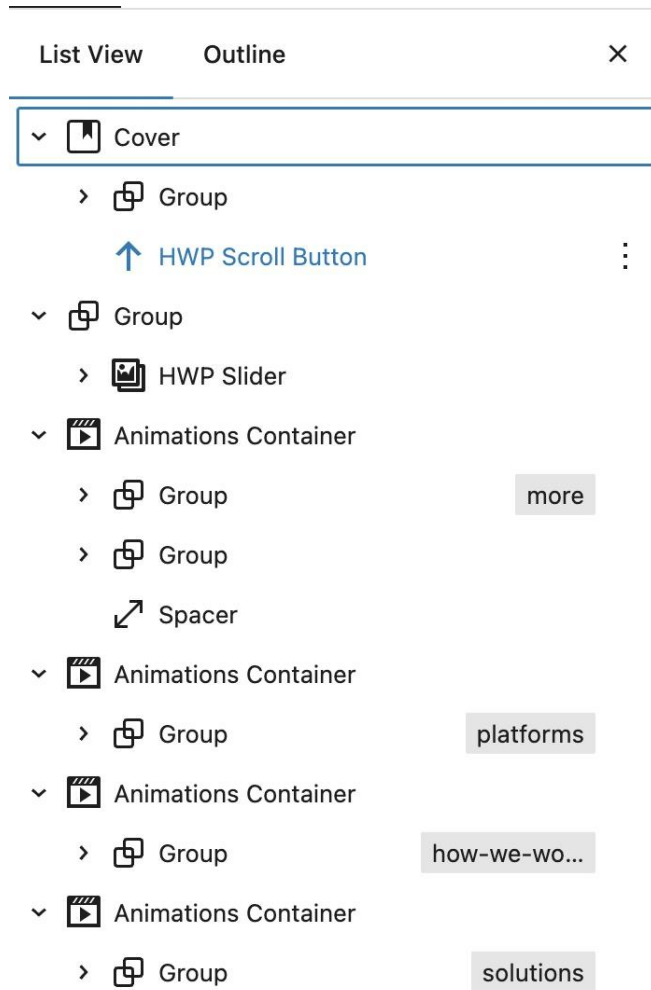




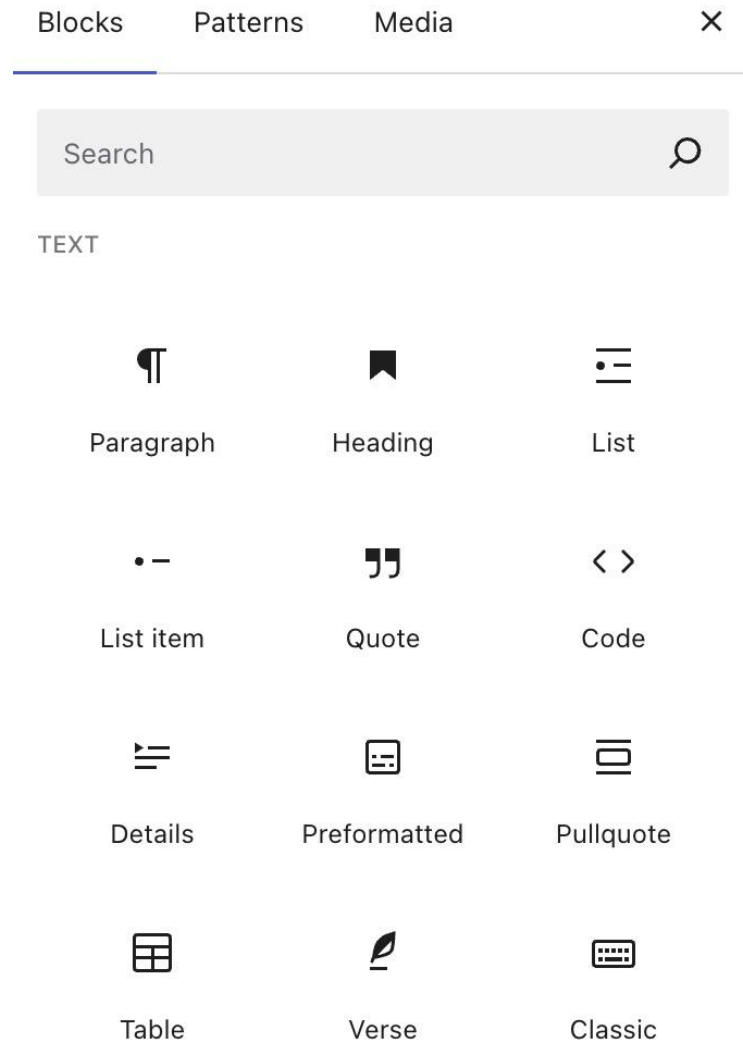


# HOW Gutenberg Helps

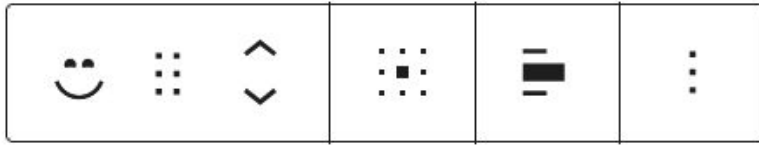
# Layout & Structure



# Blocks



# Block Controls



Tab 1   Tab 2

## 😊 Choose variation

Select a variation to start with.



Bed



Layout



Smiley

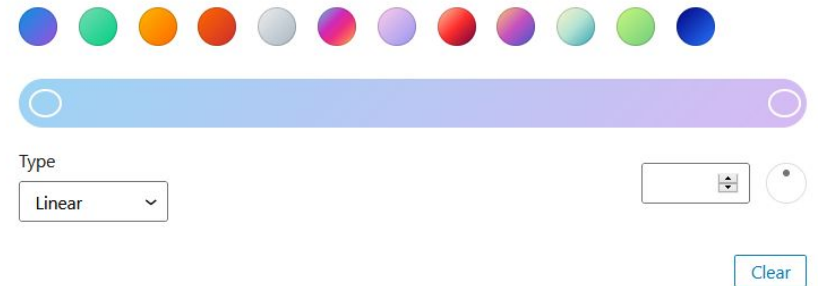


Columns



Globe

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



Panel 

### PanelColorGradientSettings

gutenberg.test/panelcolorgradientsettings/

post

### GradientPickerPanel

gutenberg.test/gradientpickerpanel/

post

### TabPanel

gutenberg.test/tabpanel/

post

### Panel

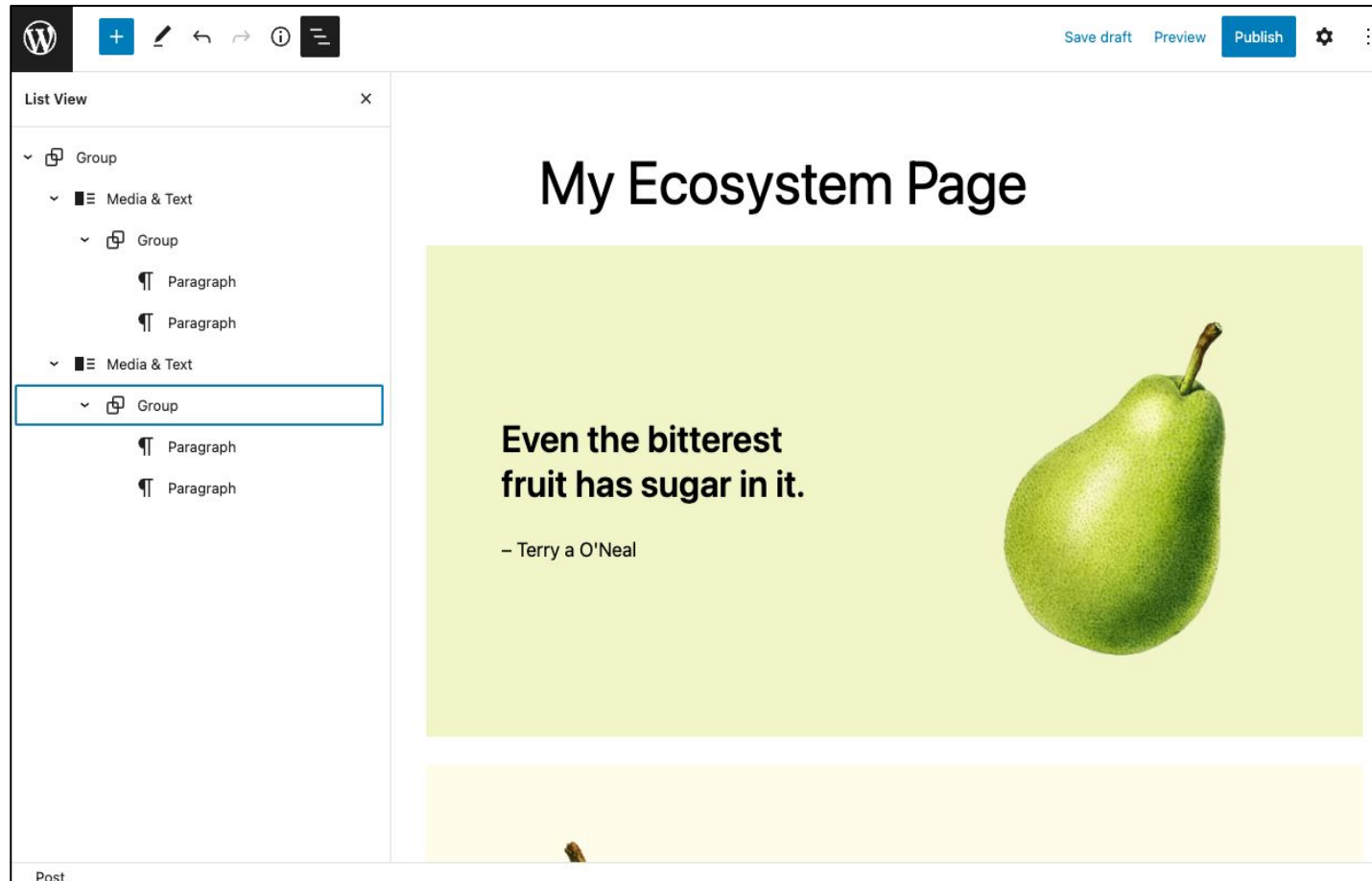
gutenberg.test/panel/

post

☒ New tab?

☒ Has this custom setting?

# Patterns



# Accessibility

The screenshot displays a document editor interface. At the top, a toolbar contains icons for undo, redo, and document information. Below this, a statistics table provides a summary of the document's content. The 'Document Outline' section on the left lists the document's structure, including a title and several headings. A modal window is open in the foreground, showing a dark-themed editor with a text input field labeled 'Add title' and a sidebar with document settings.

Words	Headings	Paragraphs	Blocks
716	4	20	36

### Document Outline

- Title** Welcome to the
- H2** A Picture is
- H4** The Ins (Incor
- H2** Visual Editin
- H2** Media Rich

**Add title**

hiki


Document Block X

Status & Visibility

Visibility Public


Publish March 9, 2018 9:50 am


# The Site Editor


 Нашият WP уебсайт


< Maketu


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

Списък на всички макети от всички източници

Търсене


Режим на синхронизация



About the book


Banner with book description

Not synced



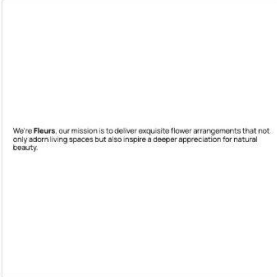
Cover with big heading

Not synced




Short heading and paragraph

Not synced




Intro with left-aligned descrip


Not synced




"Stories, histories, istorii, istoriες"



Flowers is a flower delivery and subscription business. Based in the U.K., our mission is not only to deliver stunning flower arrangements across the UK but also foster knowledge and appreciation of the beautiful gift of nature: flowers.





Comments

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<< >>



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, a dark navigation bar contains the WordPress logo, 'wplocal', a refresh icon, the number '4', a chat icon, and buttons for '+ New' and 'View Post'. The user 'Howdy, admin' is logged in. Below this is a toolbar with icons for adding blocks, undo, redo, help, and a menu. The main editing area features a title 'Fancy Quote Test' and a quote block. The quote block contains 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'. A prompt 'Start writing or type / to choose a block' is visible below the quote. The right sidebar is open to the 'Block' settings for the 'Quote' block. It shows a description: 'Give quoted text visual emphasis. "In quoting others, we cite ourselves." — Julio Cortázar'. Under the 'Styles' section, three options are shown: 'Regular', 'Large', and 'Fancy Quote' (which is highlighted with a blue border). The 'Advanced' section is currently collapsed.

wplocal 4 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... Regular  
In open open Large  
In open source, we feel... 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

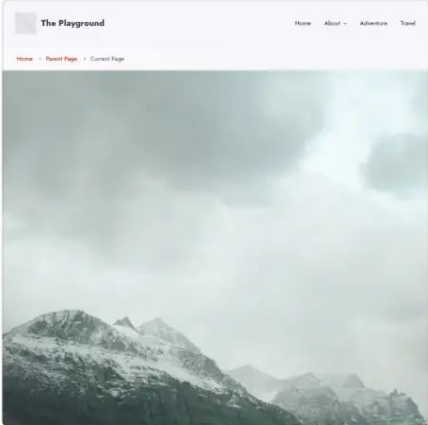
 X3P0: Ideas

 Developer Blog: Plugin Templates

✓ Saved

Templates

Add New Template




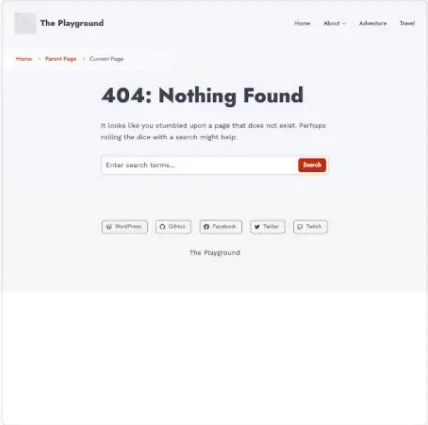
Blog

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




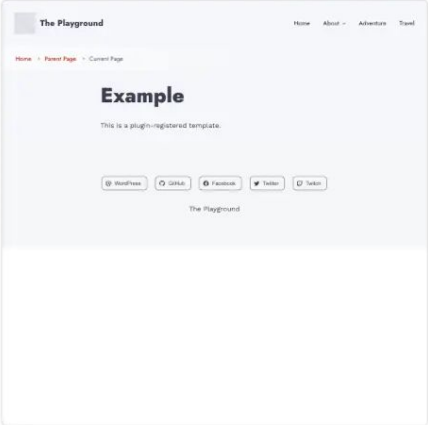
Error 404

Description

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


Author

 X3P0: Ideas



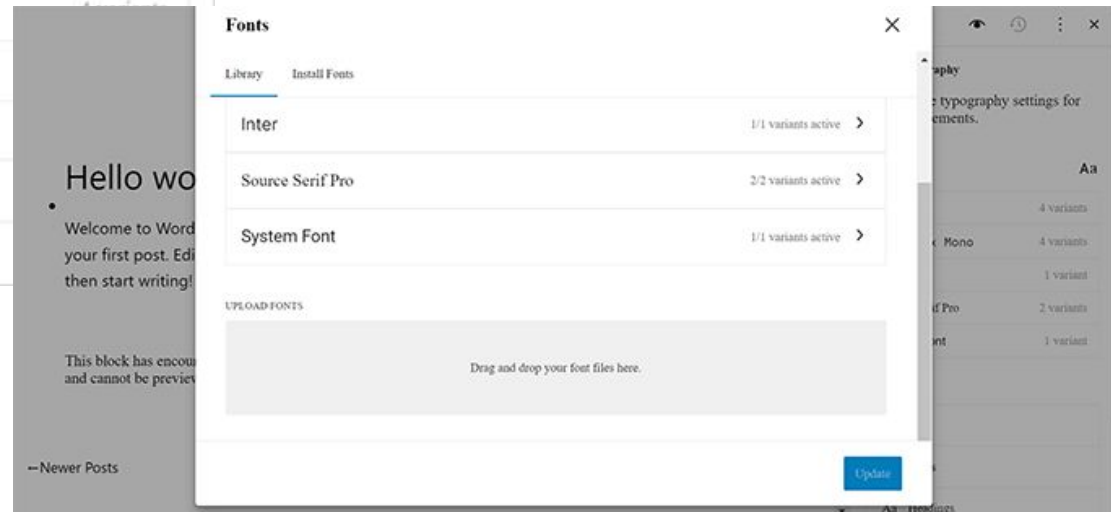
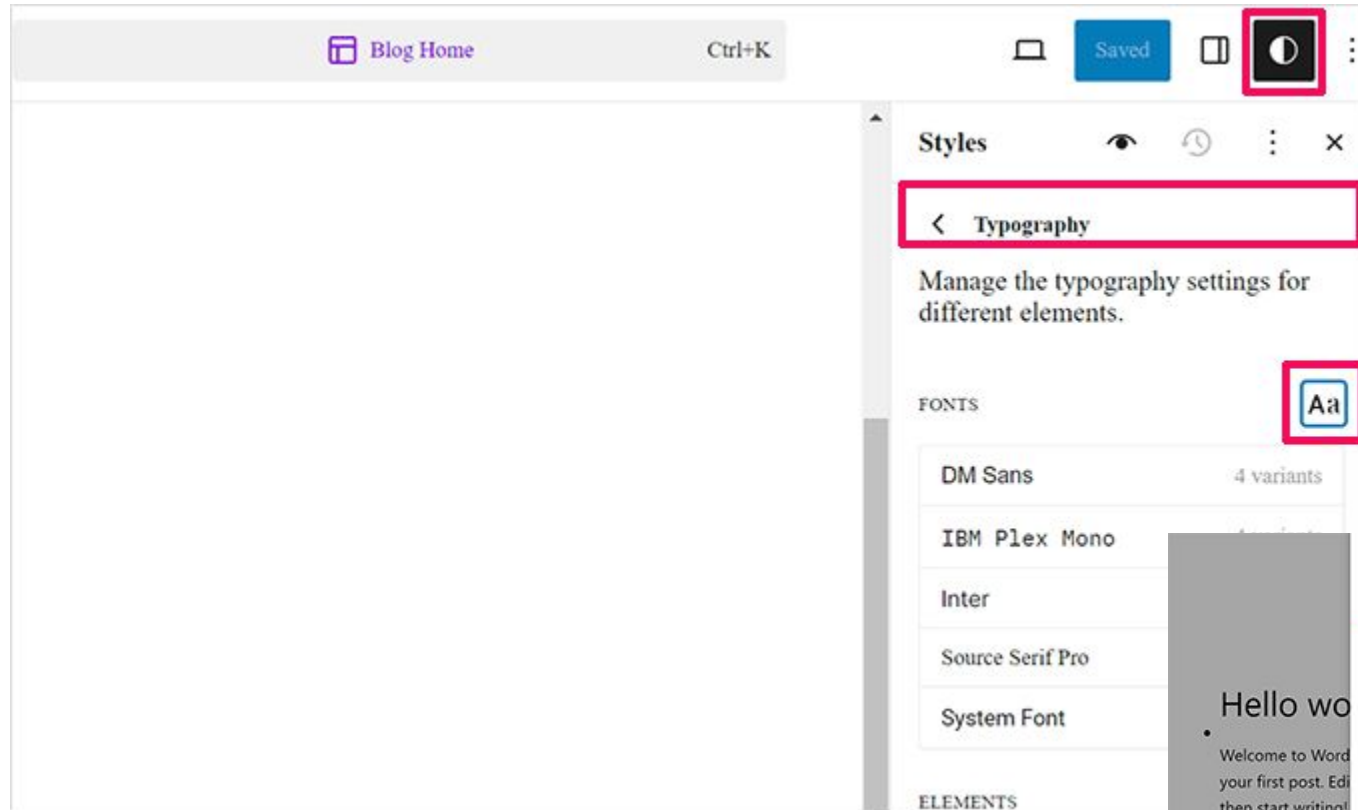
example

Author

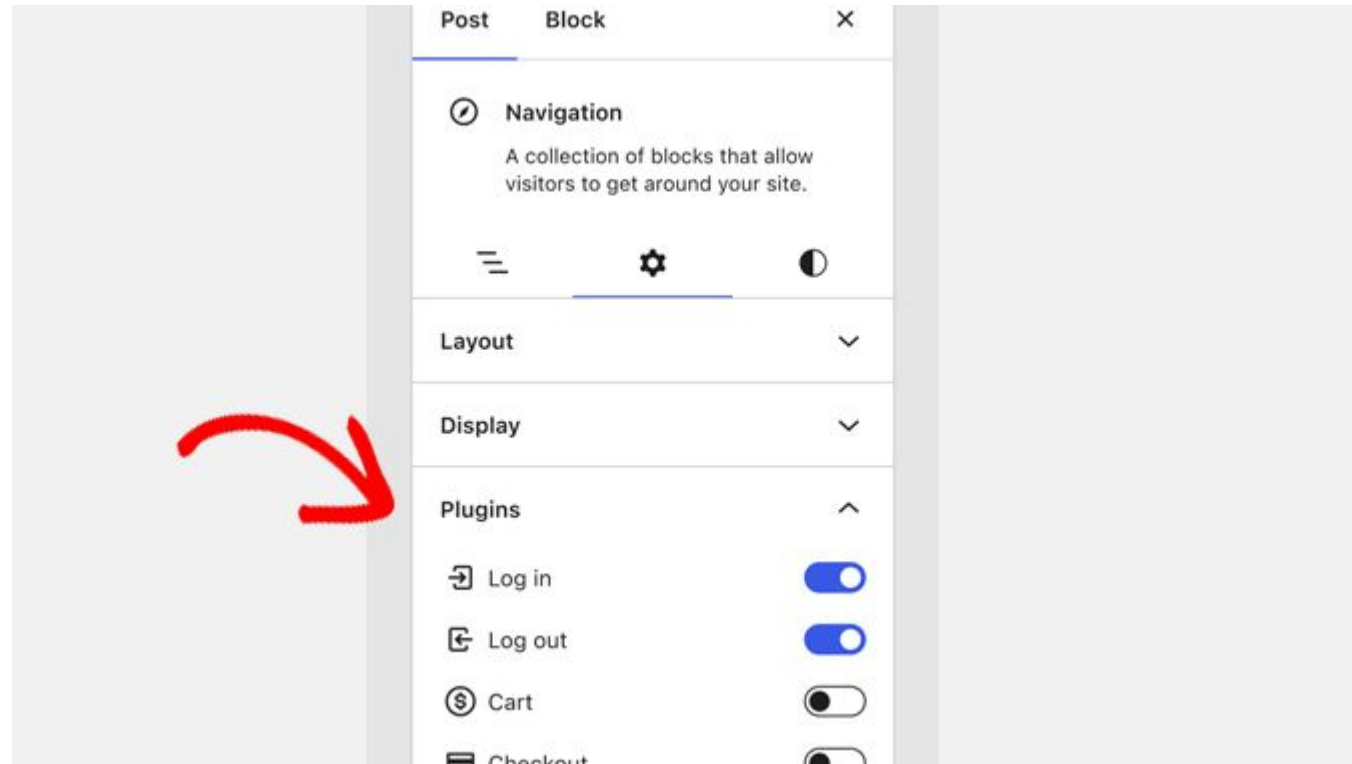
 X3P0: Ideas

PAGE 1 OF 2

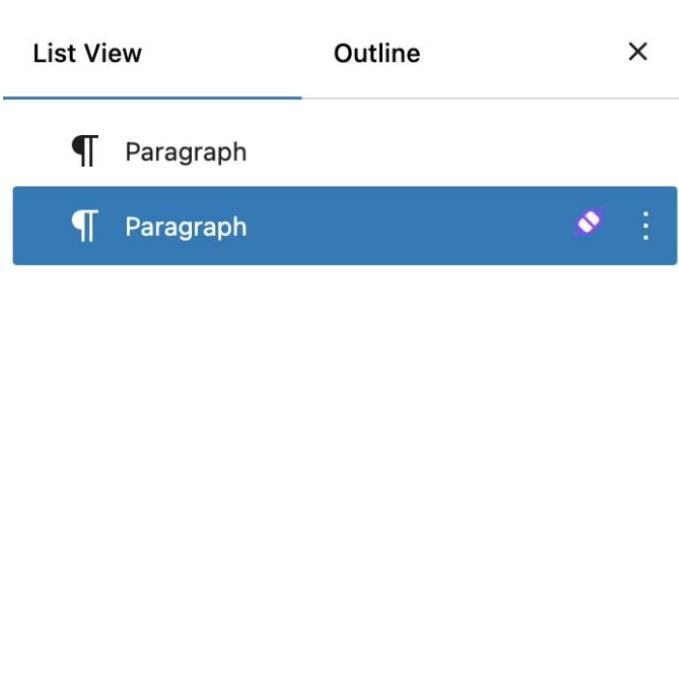
# Fonts API



# Block hooks



# Block Bindings API



## Block Bindings Custom Field Example



Default text field





















# Data Views API

All patterns

A list of all patterns from all sources.

Add New Pattern

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

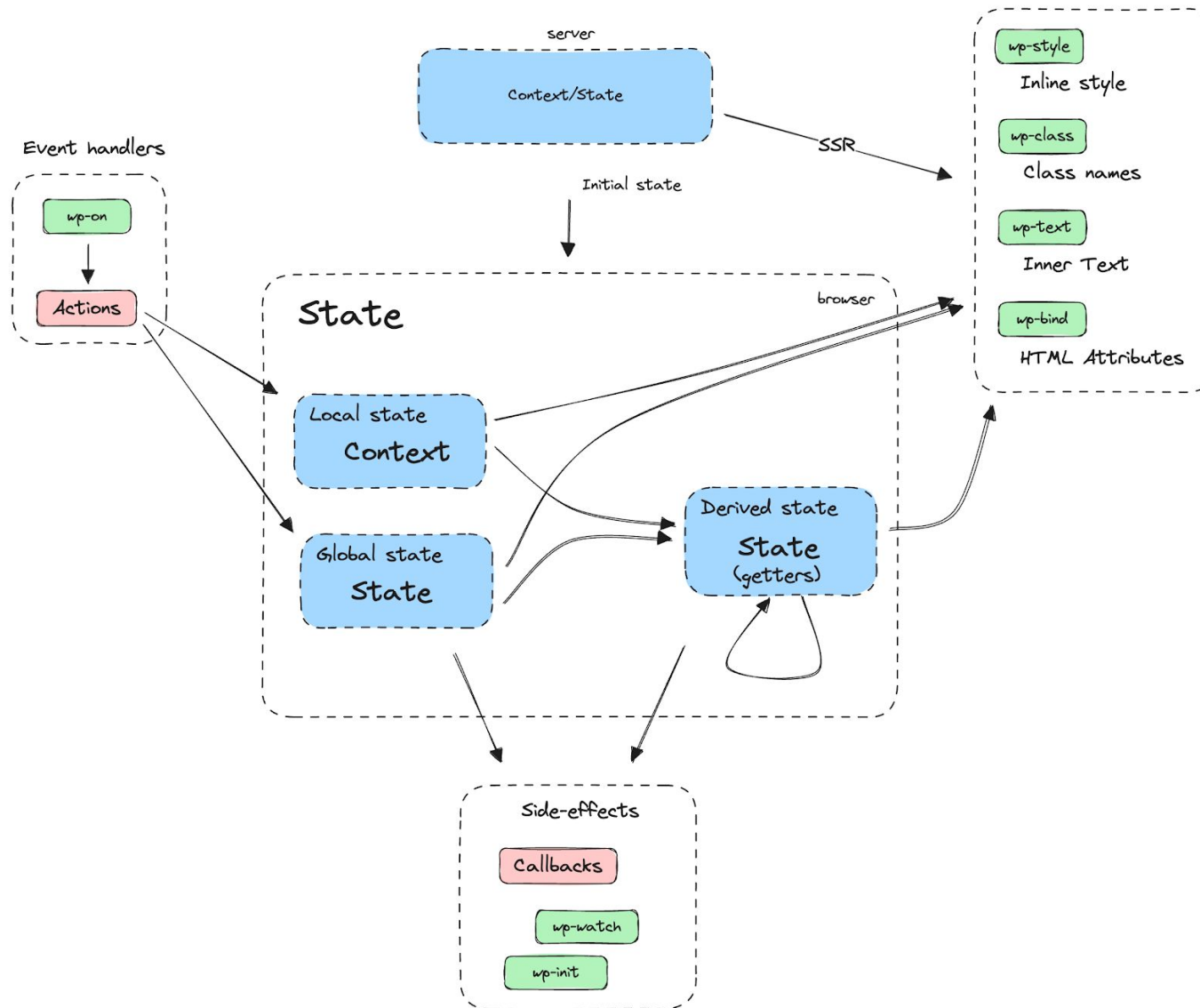
1

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

Съответствия на размери – жени	
Обикновено	Подходящост
XS (36)	XS (36)
S (38)	S (38)
M (40)	M (40)
L (42)	L (42)
XL (44)	XL (44)

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

Записано

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

Product Catalog

Displays your products.

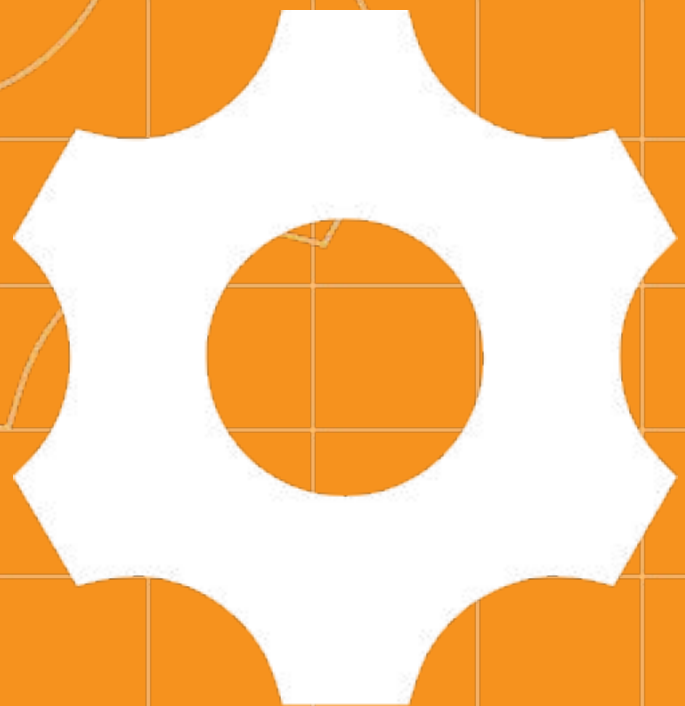
ОБЛАСТИ

Заглавна част

Футър

Revert to Classic Product Template

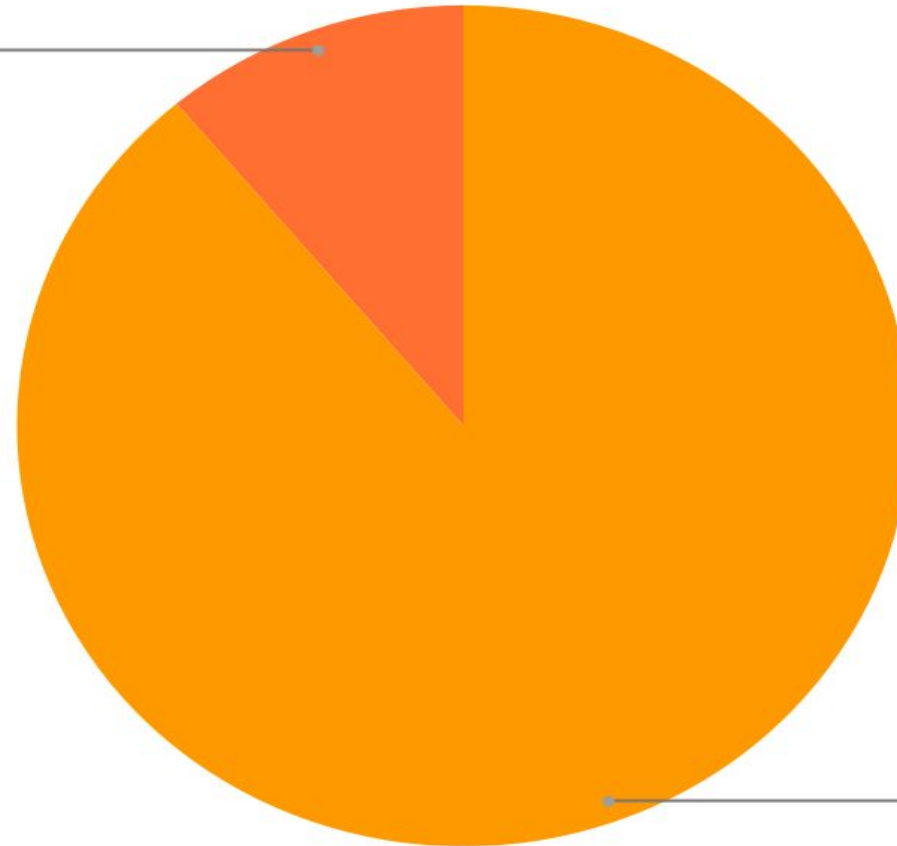
The Product Catalog template doesn't allow for reordering or customizing blocks, but might work better with your extensions



So...

# Does it boost efficiency?

Yes in another color  
11.1%



Yes  
88.9%



YOUR  
QUESTIONS?