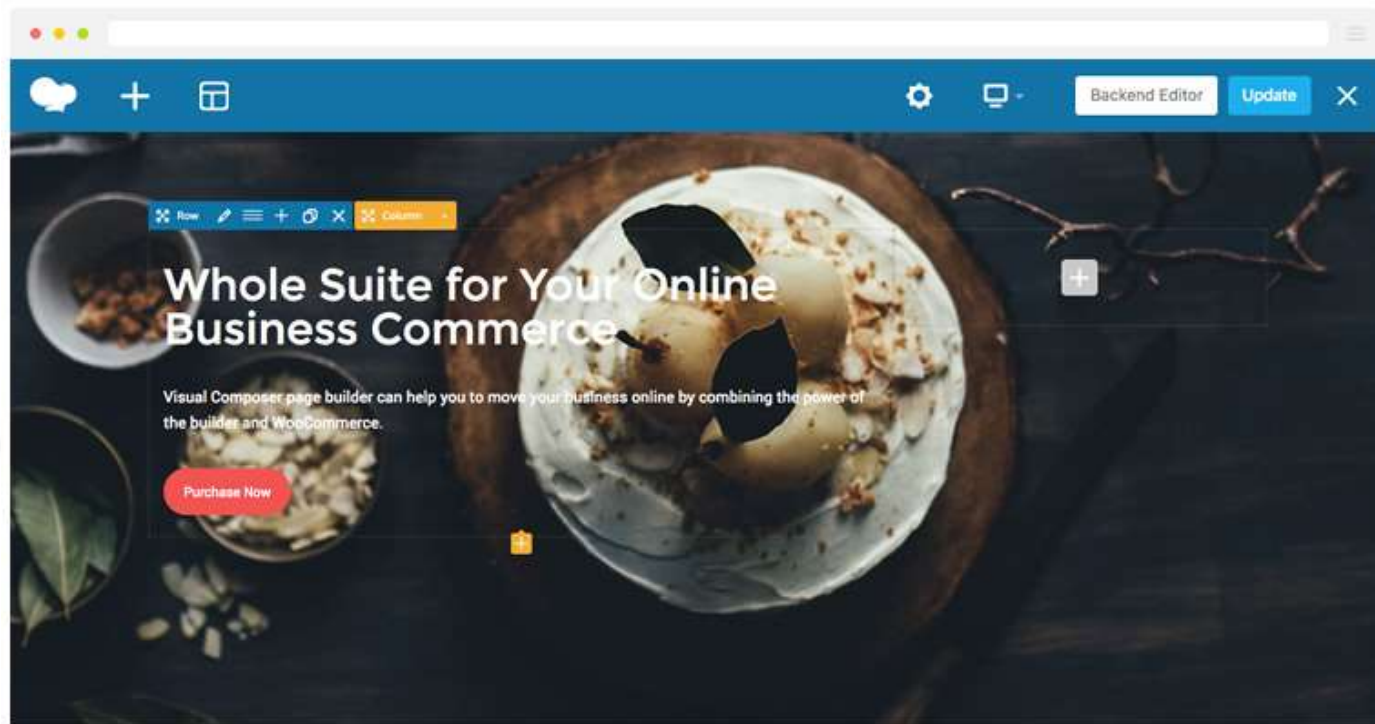


# WPBAKERY PAGE BUILDER



Row Columns



## Community

Join the biggest community with millions of users and thousands



## Documentation

A comprehensive documentation that addresses all you need to



## Advanced Options

Multiple options that allow you to do completely everything once it



## Security

Made with security in mind, we constantly audit Visual Composer

# WHY?

- 01 **Build complex layouts using a grid system**
- 02 **Easy to use – drag and drop**
- 03 **Easy to develop for**
- 04 **Highly customizable**
- 05 **High adoption and user base**

# HIGH ADOPTION

## FORMERLY KNOWN AS VISUAL COMPOSER

● visual composer  
Search term

● beaver builder  
Search term

● elemntor  
Search term

● divi builder  
Search term

● pagebuilder  
Search term

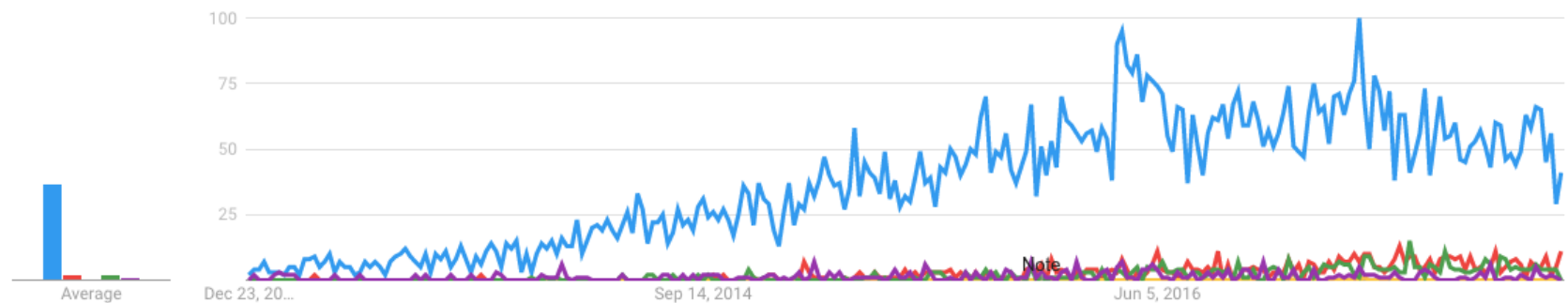
Worldwide ▾

Past 5 years ▾

Computers & Electronics ▾

Web Search ▾

Interest over time ⓘ



# A RENDERED PAGE



The screenshot displays the top navigation bar of the Warrington College of Business website. On the left is the orange 'UF' logo. The main navigation bar is dark blue and contains the text 'WARRINGTON COLLEGE of BUSINESS' followed by links for 'NEWS & EVENTS', 'DIRECTORY', 'GIVING', and 'WELCOME TO WARRINGTON' with a dropdown arrow. A search icon is on the far right. Below this is a secondary navigation bar with links for 'ABOUT', 'ACADEMICS', 'FACULTY & RESEARCH', 'ALUMNI', and 'RECRUITERS & COMPANIES'. The main content area is titled 'ABOUT WARRINGTON' and includes a breadcrumb trail: 'Home > Campus & Community > Dean John Kraft > History > Events'. A large portrait of Dean John Kraft is featured. Below the portrait, the text 'DEAN JOHN KRAFT' is displayed. To the right of the name is a 'SHARE' section with icons for Twitter, Facebook, and a plus sign for additional sharing options. At the bottom, a short bio reads: 'John Kraft has led the college to unparalleled heights since taking over as the Warrington'.

UF

WARRINGTON COLLEGE of BUSINESS

NEWS & EVENTS | DIRECTORY | GIVING | WELCOME TO WARRINGTON

ABOUT | ACADEMICS | FACULTY & RESEARCH | ALUMNI | RECRUITERS & COMPANIES

ABOUT WARRINGTON

Home | Campus & Community | Dean John Kraft | History | Events

DEAN JOHN KRAFT

SHARE

John Kraft has led the college to unparalleled heights since taking over as the Warrington

UF

# FRONTEND EDITOR

The screenshot displays the Warrington College of Business website within a front-end editor. The top navigation bar includes the UF logo, the college name, and links for News & Events, Directory, Giving, and Welcome to Warrington. A secondary menu lists About, Academics, Faculty & Research, Alumni, and Recruiters & Companies. The main content area features an h1 heading 'ABOUT WARRINGTON' and a breadcrumb trail: Home > Campus & Community > Dean John Kraft > History > Events. A large image banner of Dean John Kraft is shown with a green 'Image Banner' edit handle. Below the banner, the h2 heading 'DEAN JOHN KRAFT' is visible, followed by a short introductory paragraph. To the right, there is a 'Menu Placeholder' and a social sharing section labeled 'h2 SHARE' with icons for Twitter, Facebook, and a plus sign for additional options. The editor interface includes a top toolbar with icons for undo, redo, and a 'Backend Editor' button, and a left sidebar with 'Row' and 'Column' editing options.

# BACKEND EDITOR

The screenshot displays the WordPress administration interface for editing a page. The top navigation bar includes 'My Sites', 'About Warrington', and 'UpdraftPlus'. The left sidebar contains a menu with 'Pages' selected. The main content area shows the 'Edit Page' screen for 'Dean John Kraft', with a 'Frontend Editor' button. Below this is the 'WPBakery Page Builder' interface, which includes a toolbar with icons for adding elements and a canvas area. The canvas area shows a preview of the page content, including an 'Image Banner' and a 'Heading' element. The right sidebar contains the 'Publish' section with 'Status: Published' and 'Visibility: Public', and the 'Page Attributes' section with 'Parent: (no parent)' and 'Template: Default Template'. The bottom right corner of the page builder interface shows a 'Social Share' widget.

# BEHIND THE SCENES

The screenshot displays the WordPress admin dashboard for the 'About Warrington' site. The left sidebar contains navigation menus for Dashboard, Posts, WP Quiz Pro, Media, Pages (selected), All Pages, Comments, Appearance, Plugins, Users, Tools, WPBakery Page Builder, Settings, InstaNOW, Thrive Dashboard, and Collapse menu. The main content area shows the 'Edit Page' interface for the page titled 'Dean John Kraft'. A notification at the top indicates 'WordPress 4.9.4 is available! Please update now.' Below this, a message asks if the user wants to receive automatic updates and unlock premium support for WPBakery Page Builder. The page title 'Dean John Kraft' is in a text box, with a permalink below it: 'https://test.warrington.ufl.edu/about/dean/'. There are two tabs: 'Backend Editor' (selected) and 'Frontend Editor'. A rich text editor toolbar is visible, and the main content area contains a large block of HTML code starting with '[vc\_row full\_width="stretch\_row\_content\_no\_spaces"'. On the right side, the 'Publish' section shows the status as 'Published', visibility as 'Public', and published on 'May 19, 2017 @ 17:21'. Below this are 'Move to Trash' and 'Update' buttons. The 'Page Attributes' section shows '(no parent)' and 'Default Template'.

# BEHIND THE SCENES

- **Is a ton of shortcodes**
- **WPBakery Page Builder then is just a fancy interface for editing such shortcodes**



# WHAT IS A SHORTCODE?

- **A WordPress specific code that lets you do cool things with very little effort**
- **Shortcode = shortcut**

# SHORTCODE EXAMPLE

- **Shortcode:**
- `[wcb_header text="DEAN JOHN CRAFT"]`
- **Resulting HTML:**
- `<h2 class="">DEAN JOHN CRAFT</h2>`

# SHORTCODE OUTPUT



The screenshot displays the top navigation bar of the Warrington College of Business website. The UF logo is on the left, followed by the college name. Navigation links include 'NEWS & EVENTS', 'DIRECTORY', 'GIVING', and 'WELCOME TO WARRINGTON'. A search icon is on the right. Below the navigation bar, a secondary menu lists 'ABOUT', 'ACADEMICS', 'FACULTY & RESEARCH', 'ALUMNI', and 'RECRUITERS & COMPANIES'. The main content area is titled 'ABOUT WARRINGTON' and features a breadcrumb trail: 'Home > Campus & Community > Dean John Kraft > History > Events'. A large portrait of Dean John Kraft is shown. Below the portrait, an orange arrow points to the name 'DEAN JOHN KRAFT'. To the right of the name is a 'SHARE' section with icons for Twitter, Facebook, and a plus sign. Below the name, a short bio reads: 'John Kraft has led the college to unparalleled heights since taking over as the Warrington'.

UF

WARRINGTON COLLEGE of BUSINESS

NEWS & EVENTS | DIRECTORY | GIVING | WELCOME TO WARRINGTON

ABOUT | ACADEMICS | FACULTY & RESEARCH | ALUMNI | RECRUITERS & COMPANIES

ABOUT WARRINGTON

Home | Campus & Community | Dean John Kraft | History | Events

DEAN JOHN KRAFT

SHARE

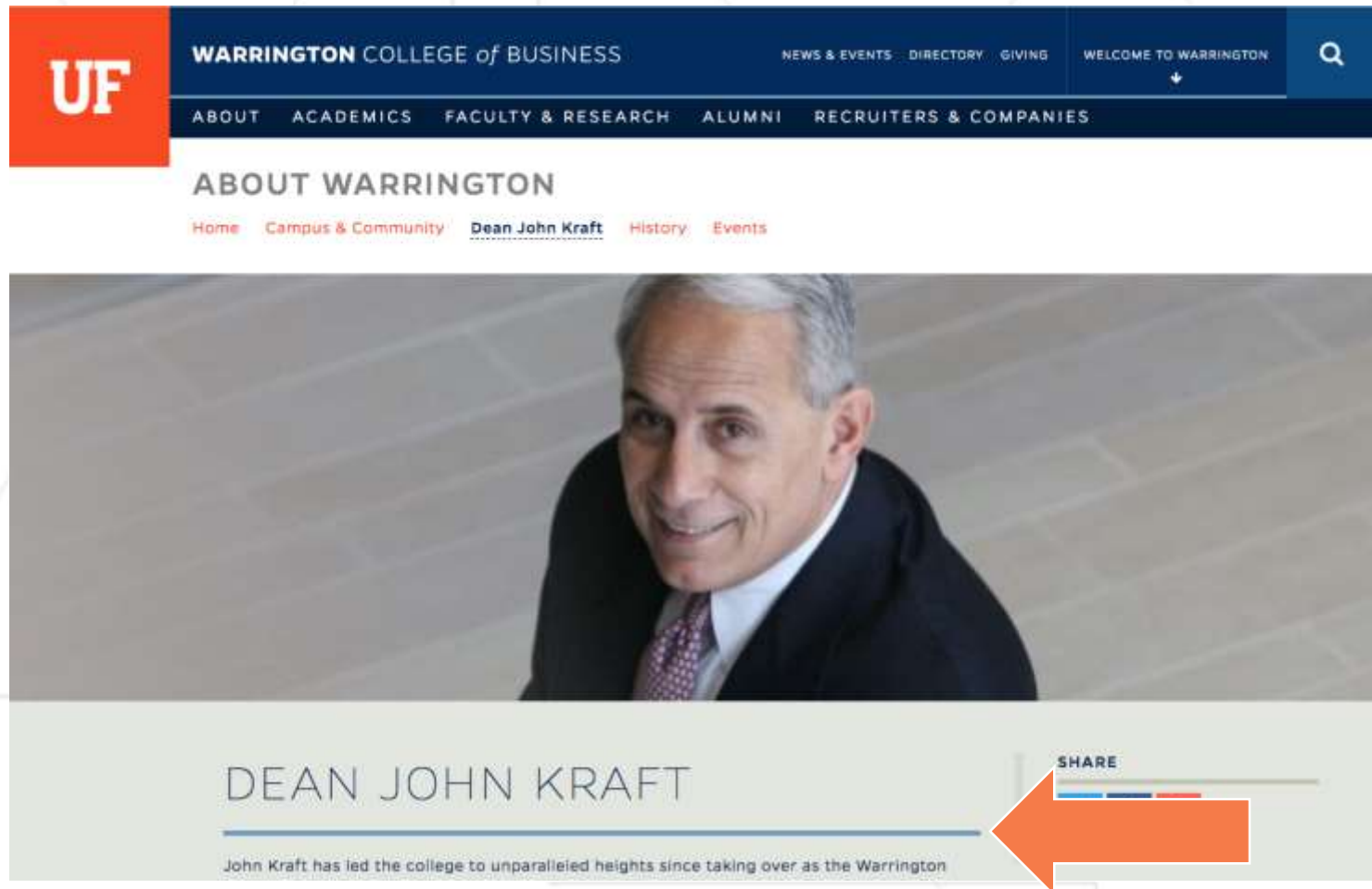
John Kraft has led the college to unparalleled heights since taking over as the Warrington

UF

# SHORTCODE EXAMPLE

- **Shortcode:**
- `[wcb_horizontal_rule color="blue" thickness="5"]`
- **Resulting HTML:**
- `<hr class="blue width-5">`

# SHORTCODE OUTPUT



The screenshot displays the top navigation bar of the Warrington College of Business website. The UF logo is on the left, followed by the college name. Navigation links include 'NEWS & EVENTS', 'DIRECTORY', 'GIVING', and 'WELCOME TO WARRINGTON'. A search icon is on the right. Below the navigation bar, a secondary menu lists 'ABOUT', 'ACADEMICS', 'FACULTY & RESEARCH', 'ALUMNI', and 'RECRUITERS & COMPANIES'. The main content area is titled 'ABOUT WARRINGTON' and features a breadcrumb trail: 'Home > Campus & Community > Dean John Kraft > History > Events'. A large portrait of Dean John Kraft is shown. Below the portrait, the text 'DEAN JOHN KRAFT' is displayed, followed by a horizontal line and a short paragraph: 'John Kraft has led the college to unparalleled heights since taking over as the Warrington'. To the right of the text is a 'SHARE' button with social media icons. A large orange arrow points from the 'SHARE' button back towards the text.

UF

WARRINGTON COLLEGE of BUSINESS

NEWS & EVENTS | DIRECTORY | GIVING | WELCOME TO WARRINGTON

ABOUT | ACADEMICS | FACULTY & RESEARCH | ALUMNI | RECRUITERS & COMPANIES

ABOUT WARRINGTON

Home | Campus & Community | Dean John Kraft | History | Events

DEAN JOHN KRAFT

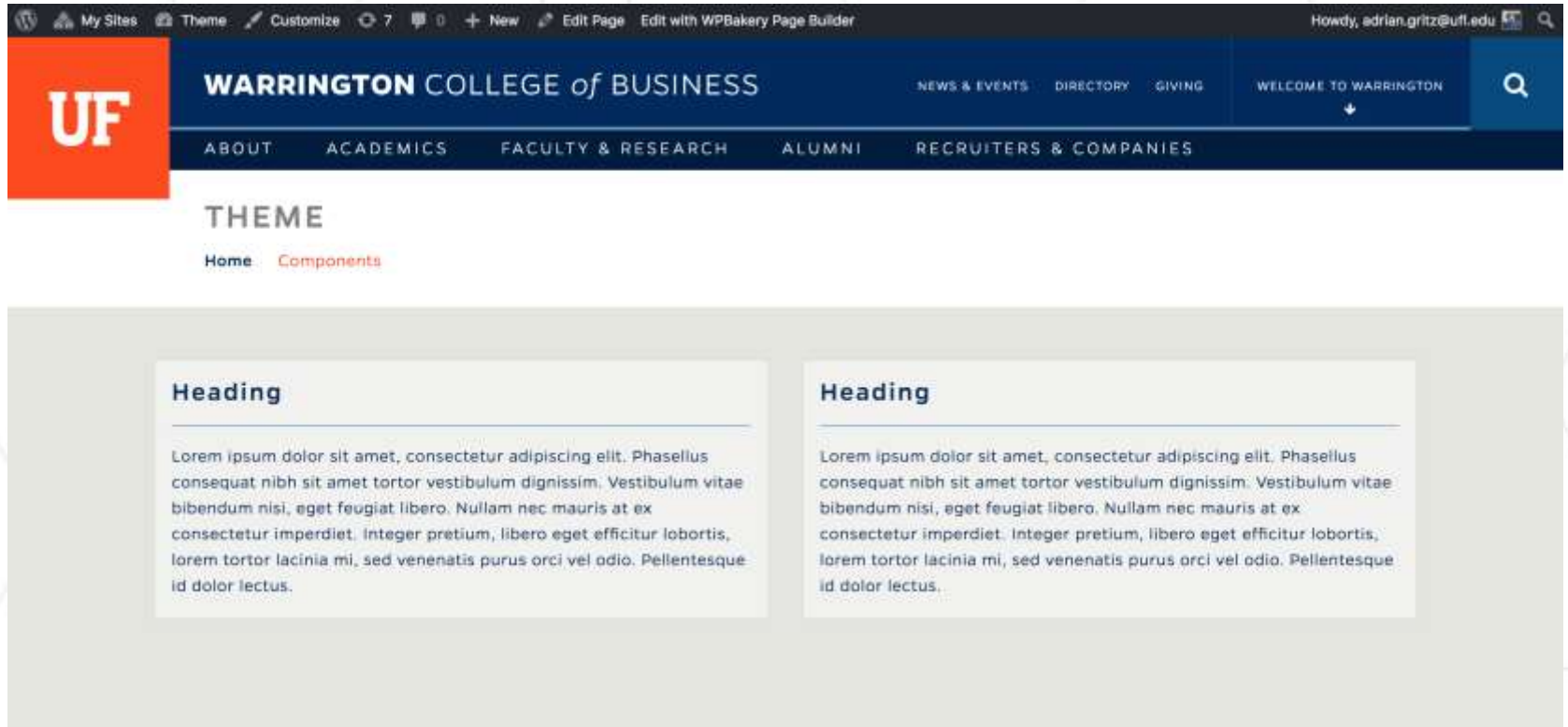
John Kraft has led the college to unparalleled heights since taking over as the Warrington

SHARE

# SHORTCODES EXAMPLE

- `[vc_row][vc_column width="1/2"][wcb_card][wcb_heading heading_style="Style like Heading 5"][wcb_horizontal_rule][wcb_paragraph]Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus consequat nibh sit amet tortor vestibulum dignissim. Vestibulum vitae bibendum nisi, eget feugiat libero. Nullam nec mauris at ex consectetur imperdiet. Integer pretium, libero eget efficitur lobortis, lorem tortor lacinia mi, sed venenatis purus orci vel odio. Pellentesque id dolor lectus.[/wcb_paragraph][/wcb_card][/vc_column][vc_column width="1/2"][wcb_card][wcb_heading heading_style="Style like Heading 5"][wcb_horizontal_rule][wcb_paragraph]Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus consequat nibh sit amet tortor vestibulum dignissim. Vestibulum vitae bibendum nisi, eget feugiat libero. Nullam nec mauris at ex consectetur imperdiet. Integer pretium, libero eget efficitur lobortis, lorem tortor lacinia mi, sed venenatis purus orci vel odio. Pellentesque id dolor lectus.[/wcb_paragraph][/wcb_card][/vc_column][/vc_row]`

# SHORTCODES OUTPUT



The screenshot displays a WordPress website interface. At the top, a dark blue header contains the UF logo on the left, the text "WARRINGTON COLLEGE of BUSINESS" in the center, and navigation links for "NEWS & EVENTS", "DIRECTORY", "GIVING", and "WELCOME TO WARRINGTON" on the right. Below the header is a secondary navigation bar with links for "ABOUT", "ACADEMICS", "FACULTY & RESEARCH", "ALUMNI", and "RECRUITERS & COMPANIES". The main content area features a "THEME" section with "Home" and "Components" links. Two columns of content are shown, each with a "Heading" and a paragraph of Lorem Ipsum text.

My Sites Theme Customize 7 0 + New Edit Page Edit with WPBakery Page Builder Howdy, adrian.gritz@uff.edu

**UF** WARRINGTON COLLEGE of BUSINESS NEWS & EVENTS DIRECTORY GIVING WELCOME TO WARRINGTON

ABOUT ACADEMICS FACULTY & RESEARCH ALUMNI RECRUITERS & COMPANIES

## THEME

Home Components

### Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus consequat nibh sit amet tortor vestibulum dignissim. Vestibulum vitae bibendum nisi, eget feugiat libero. Nullam nec mauris at ex consectetur imperdiet. Integer pretium, libero eget efficitur lobortis, lorem tortor lacinia mi, sed venenatis purus orci vel odio. Pellentesque id dolor lectus.

### Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus consequat nibh sit amet tortor vestibulum dignissim. Vestibulum vitae bibendum nisi, eget feugiat libero. Nullam nec mauris at ex consectetur imperdiet. Integer pretium, libero eget efficitur lobortis, lorem tortor lacinia mi, sed venenatis purus orci vel odio. Pellentesque id dolor lectus.

# 2 TYPES OF ELEMENTS

**CUSTOM ELEMENT**

**CUSTOM  
CONTAINER ELEMENT**



# CUSTOM ELEMENT

- **A shortcode plus an associative array of mappings that generate a user interface (UI) for the shortcode**
- **Building block of a page**

# HEADER CUSTOM ELEMENT

- `[wcb_header text="DEAN JOHN CRAFT"]`
- Plus an associative array of mappings that generate a user interface (UI) for the shortcode

# HEADER MAP FUNCTION

```
function wcb_map_heading() {  
    vc_map( array(  
        'name' => __( 'Heading', 'js_composer' ),  
        'base' => 'wcb_heading',  
        'class' => '',  
        'show_settings_on_create' => false,  
        'icon' => 'http://asset.warrington.ufl.edu/lib/img/visual-composer/heading.png',  
        'category' => __( 'Warrington', 'js_composer' ),  
        'weight' => '0',  
        'params' => array(  
            array(  
                'type' => 'textfield',  
                'holder' => 'span',  
                'class' => 'vc_admin_label',  
                'heading' => __( 'Text', 'js_composer' ),  
                'param_name' => 'text',  
                'value' => __( 'Heading', 'js_composer' ),  
                'description' => __( 'Enter the heading text. Do not type in all caps, except for acronyms.' ),  
            ),  
            array(  
                'type' => 'dropdown',  
                'holder' => 'span',  
                'class' => 'vc_admin_label',  
                'heading' => __( 'Heading Level', 'js_composer' ),  
                'param_name' => 'heading_level',  
                'value' => array(  
                    __( 'Heading 2', 'js_composer' ) => 'Heading 2',  
                ),  
            ),  
        ),  
    ),  
);  
}
```

# HEADER OUTPUT + UI

The image shows a screenshot of a web editor interface. At the top, there is a navigation bar for "WARRINGTON COLLEGE of BUSINESS" with a search icon and a "Backend Editor" button. Below the navigation bar, there is a main heading area. A dialog box titled "Heading Settings" is open, showing the "General" tab. The dialog box contains the following fields:

- Text:** DEAN JOHN KRAFT
- Heading Level:** Heading 2
- Heading URL:** (empty)

Below the dialog box, the page content shows the heading "DEAN JOHN KRAFT" rendered as an 

## element. To the right of the heading, there is a "SHARE" button with social media icons for Twitter, Facebook, and a plus sign for more options. Below the heading, there is a short paragraph of text: "John Kraft has led the college to unparalleled heights since taking over as the Warrington."

Two orange arrows are present: one pointing from the right towards the "Heading Settings" dialog box, and another pointing from the left towards the "DEAN JOHN KRAFT" heading on the page.

# **BIG NUMBER** CUSTOM ELEMENT

- **[wcb\_big\_number number="7" color="light-blue"]**
- **Plus an associative array of mappings that generate a user interface (UI) for the shortcode**

# BIG NUMBER MAP FUNCTION

```
function wcb_map_big_number() {  
    vc_map( array(  
        'name' => __( 'Big Number', 'js_composer' ),  
        'base' => 'wcb_big_number',  
        'class' => '',  
        'show_settings_on_create' => false,  
        'icon' => 'https://asset.warrington.ufl.edu/lib/img/visual-composer/big-number.png',  
        'category' => __( 'Warrington', 'js_composer' ),  
        'weight' => '0',  
        'params' => array(  
            array(  
                'type' => 'textfield',  
                'holder' => 'span',  
                'class' => 'vc_admin_label',  
                'heading' => __( 'Number', 'js_composer' ),  
                'param_name' => 'number',  
                'value' => __( '1', 'js_composer' ),  
                'description' => __( 'Enter the number.', 'js_composer' )  
            ),  
            array(  
                'type' => 'dropdown',  
                'holder' => 'span',  
                'class' => 'vc_admin_label',  
                'heading' => __( 'Before the Number', 'js_composer' ),  
                'description' => __( 'Enter the number before the first', 'js_composer' )  
            )  
        )  
    )  
}
```

# BIG NUMBER OUTPUT + UI

Backend Editor Update

Big Number Settings

General Extra Options

Number

7

Enter the number.

Before the Number

None

Choose what goes before the big number.

After the Number

None

Choose what goes after the big number.

Layout

Default

Number Color

Light Blue

Number Size

Medium

Close Save changes

h3 HEADING

h3 HEADING

Big Number

h3 HEADING

https://test.warrington.ufl.edu/theme?vc\_edfable=true&vc\_post\_id=497&vconnce=0778ed7cb3#

# BIG NUMBER OUTPUT

\$10,000

10

99

\$100,000

9<sup>th</sup>

10<sup>+</sup>

1<sup>st</sup>

\$1<sup>K</sup>



# CUSTOM CONTAINER ELEMENT

- **A shortcode plus an associative array of mappings that generate a user interface (UI) for the shortcode**
- **Allows nested elements**
- **Building block of a page**

# CARD CUSTOM CONTAINER ELEMENT

- `[wcb_card]`
- `[wcb_heading heading_style="Style like Heading 5"]`
- `[wcb_horizontal_rule]`
- `[wcb_paragraph]Lorem ipsum dolor sit amet, consectetur adipiscing elit.[/wcb_paragraph]`
- `[/wcb_card]`

# CARD OUTPUT

## Heading

---

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus consequat nibh sit amet tortor vestibulum dignissim. Vestibulum vitae bibendum nisi, eget feugiat libero. Nullam nec mauris at ex consectetur imperdiet. Integer pretium, libero eget efficitur lobortis, lorem tortor lacinia mi, sed venenatis purus orci vel odio. Pellentesque id dolor lectus.

# CARD ADD NESTED ELEMENTS UI

The image shows a web editor interface. At the top, there is a blue header bar with a chat icon, a plus sign, a logo, and buttons for 'Backend Editor', 'Update', and a close icon. Below the header is an 'Add Element' panel with a search bar labeled 'Search element by name'. The panel is currently showing 'All' elements for 'Warrington'. The elements are displayed in a grid:

























- Big Number
- Buttons
- Divider Line
- Heading
- Image
- List
- Paragraph
- Quote

Below the 'Add Element' panel, there is a 'Row' and 'Column' toolbar. An orange arrow points to a 'Card' element in the layout. The card contains an 'h2 Heading' and a paragraph of Lorem Ipsum text. The text reads: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus consequat nibh sit amet tortor vestibulum dignissim. Vestibulum vitae bibendum nisi, eget feugiat libero. Nullam nec mauris at ex consectetur imperdiet. Integer pretium, libero eget efficitur lobortis, lorem tortor lacinia mi, sed venenatis purus orci vel odio. Pellentesque id dolor lectus.'

# STANDARD ELEMENTS

## Add Element

All Content Social Structure WordPress Widgets Premium Deprecated

 <b>Row</b> Place content elements inside the row	 <b>Text Block</b> A block of text with WYSIWYG editor	 <b>Section</b> Group multiple rows in section	 <b>Icon</b> Eye catching icons from libraries
 <b>Separator</b> Horizontal separator line	 <b>ZigZag Separator</b> Horizontal zigzag separator line	 <b>Separator with Text</b> Horizontal separator line with heading	 <b>Message Box</b> Notification box
 <b>Hover Box</b> Animated flip box with image and text	 <b>Facebook Like</b> Facebook "Like" button	 <b>Tweetmeme Button</b> Tweet button	 <b>Google+ Button</b> Recommend on Google
 <b>Pinterest</b> Pinterest button	 <b>FAQ</b> Toggle element for Q&A block	 <b>Single Image</b> Simple image with CSS animation	 <b>Image Gallery</b> Responsive image gallery
 <b>Image Carousel</b> Animated carousel with images	 <b>Tabs</b> Tabbed content	 <b>Tour</b> Vertical tabbed content	 <b>Accordion</b> Collapsible content panels
 <b>Pageable Container</b> Pageable content container	 <b>Custom Heading</b> Text with Google fonts	 <b>Button</b> Eye catching button	 <b>Call to Action</b> Catch visitors attention with CTA block
































# STANDARD ELEMENTS

- **The building blocks of your page**
- **A paragraph, row, button, etc.**
- **50+ out of the box**
- **Many more 3rd party elements using plugins**

# WARRINGTON ELEMENTS

Add Element Search element by name ×

All **Warrington**

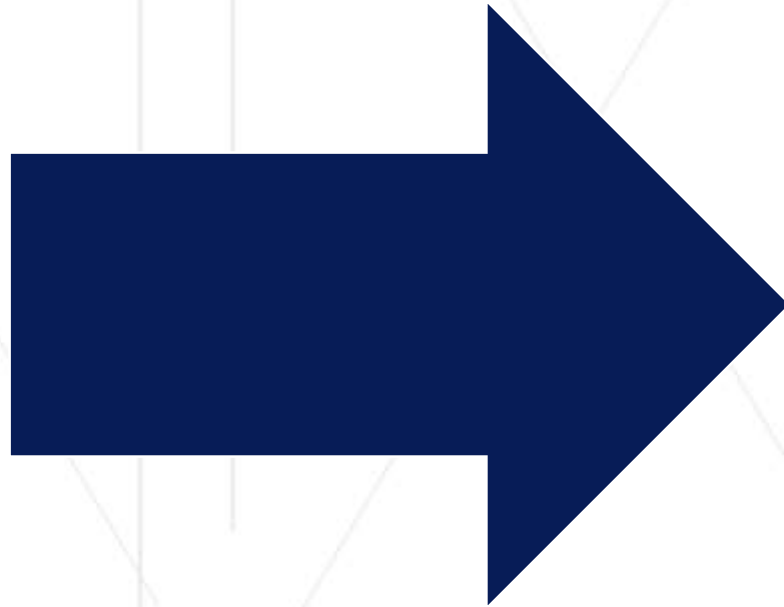
 Social Share	 Big Number	 Buttons	 Calendar	 Callout Text	 Card
 Display Text	 Divider Line	 Dropdown	 Employee List	 FAQs Container	 Footnotes
 Global Content	 Heading	 Highlight Box	 Image Set	 Image w/Button	 Image
 List	 Logo List	 Menu	 Newsroom	 On This Page	 Paragraph
 People List	 Quote	 Ranking	 Social Follow	 Speakers	 Thumbnail Icon
 Video					

# WARRINGTON ELEMENTS

- **Removed many standard elements**
- **Updates parameters and defaults on standard elements**
- **Added a bunch of custom elements**
- **Added some 3<sup>rd</sup> party elements**



# CUSTOM ELEMENTS DEMO




# TEMPLATES


## Templates


My Templates | **Template library**


Search template by name


Search template by name


- 


**About Company**
- 


**Simple Parallax**
- 


**Landing Page**  
*Downloaded*
- 


**Feature Box**  
*Downloaded*
- 


**Call to Action Light**
- 


**Statistics Article**
- 


**Advanced Parallax**
- 


**Single Article Layout**
- 


**Call to Action Strong**
- 


**Hero Section**
- 

**Artistic Portfolio**
- 

**Natural Forest Layout**  
*Downloaded*
- 

**Photography Portfolio**
- 

**Article Box**
- 

**Automotive Template**
- 

**Business Introduction**

# TEMPLATES

- **A collection of one or more elements with chosen options**
- **Could be a single element**
- **Could be a row of elements**
- **Could be an entire page of elements**

# DEFAULT TEMPLATES

Templates

Search template by name

My Templates

Default Templates

## Default Templates

*Append default template to the current layout.*

Banner

Page: 3/4 Content and Sidebar

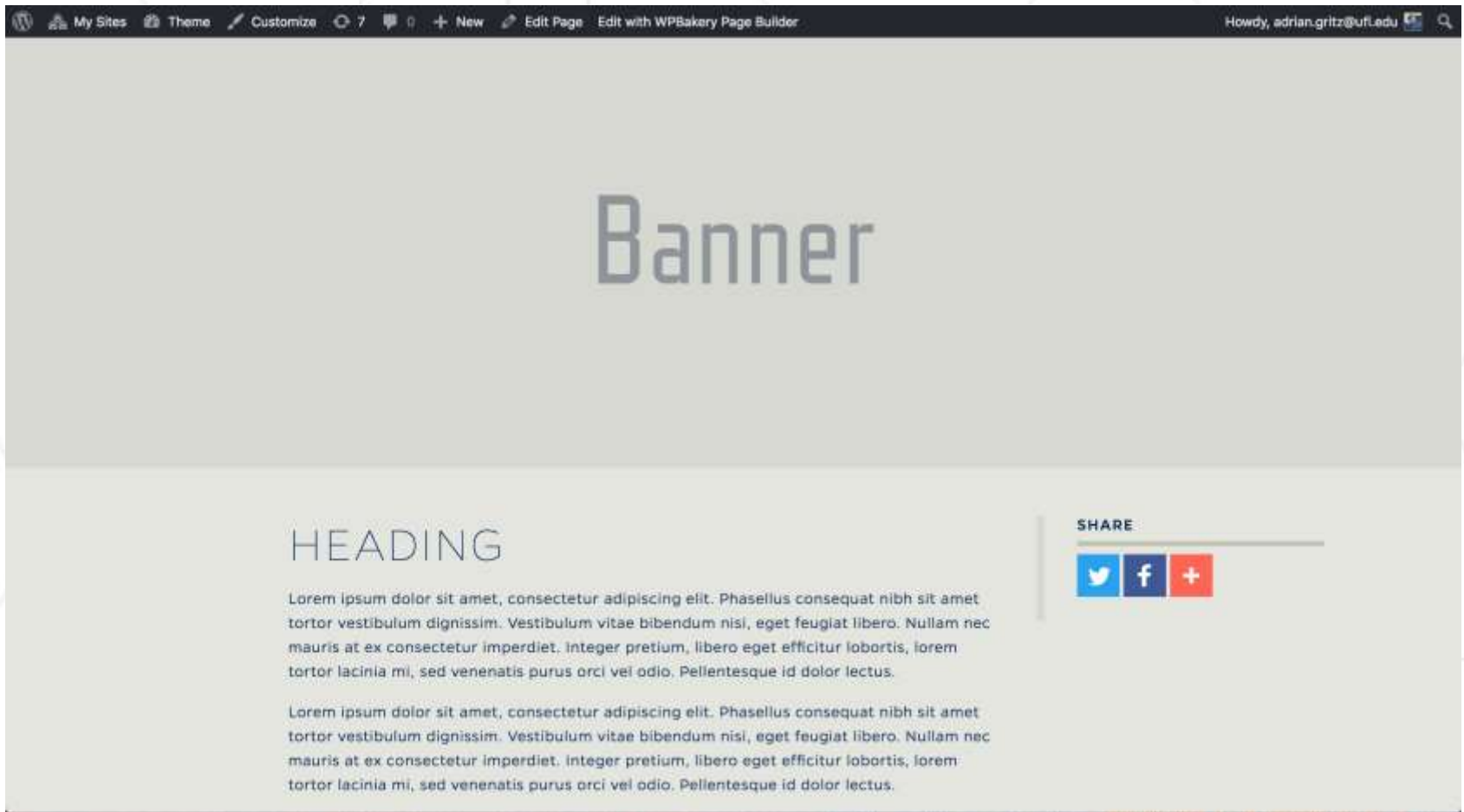
Page: 3/4 Content and Sidebar with Banner

Page: Full Width with Banner, Ribbon, 3-Columns

Ribbon

Ribbon with Three Columns of Centered Content

# TEMPLATE PAGE WITH SIDEBAR



# TEMPLATE FULL-WIDTH PAGE



# MY TEMPLATES

Templates

Search template by name

My Templates

Default Templates

Save current layout as a template

Template name

Save Template

*Save layout and reuse it on different sections of this site.*

**My Templates**

*Append previously saved template to the current layout.*

# TEMPLATERA

The screenshot shows the WPBakery Page Builder 'Add template' interface. At the top, there is a search bar labeled 'Enter title here' and a 'Classic Mode' button. Below this is a preview window for the 'WPBakery Page Builder' showing a blank page with the text 'YOU HAVE BLANK PAGE START ADDING CONTENT OR TEMPLATES' and three buttons: 'Add Element', 'Add Text Block', and 'Add Template'. A link to the knowledge base is provided at the bottom of the preview: 'Don't know where to start? Visit our knowledge base.' On the right side, there are two panels: 'Template Settings' and 'Publish'. The 'Template Settings' panel includes sections for 'Post types' (Post, Page, Wp\_quiz) and 'Roles' (Administrator, Editor, Author, Contributor, Subscriber), each with checkboxes and a description of the default availability. The 'Publish' panel includes a 'Save Draft' button, status information (Status: Draft), visibility information (Visibility: Public), and a 'Publish immediately' option, along with a 'Publish' button at the bottom.

My Sites Theme 6 + New UpdraftPlus Howdy, adrian.gritz@uf.edu

## Add template

Enter title here

Classic Mode

### WPBakery Page Builder

YOU HAVE BLANK PAGE  
START ADDING CONTENT OR TEMPLATES

+ Add Element Add Text Block Add Template

[Don't know where to start? Visit our knowledge base.](#)

#### Template Settings

**Post types**

- Post
- Page
- Wp\_quiz

Select for which post types this template should be available. Default: Available for all post types.

**Roles**

- Administrator
- Editor
- Author
- Contributor
- Subscriber

Select for user roles this template should be available. Default: Available for all user roles.

#### Publish

Save Draft

Status: **Draft** [Edit](#)

Visibility: **Public** [Edit](#)

[Publish immediately](#) [Edit](#)

**Publish**



# TEMPLATERA

Backland Editor Update

# THEME

LETS GET SOME STUFF DONE!

### Templatera Settings

Select template  
Sweet Sidebar

Choose which template to load for this location.

Extra class name

*If you wish to style particular content element differently, then use this field to add a class name and then refer to it in your css file.*

Close Save changes

Menu Placeholder

## h2 HIGHLIGHT BOX

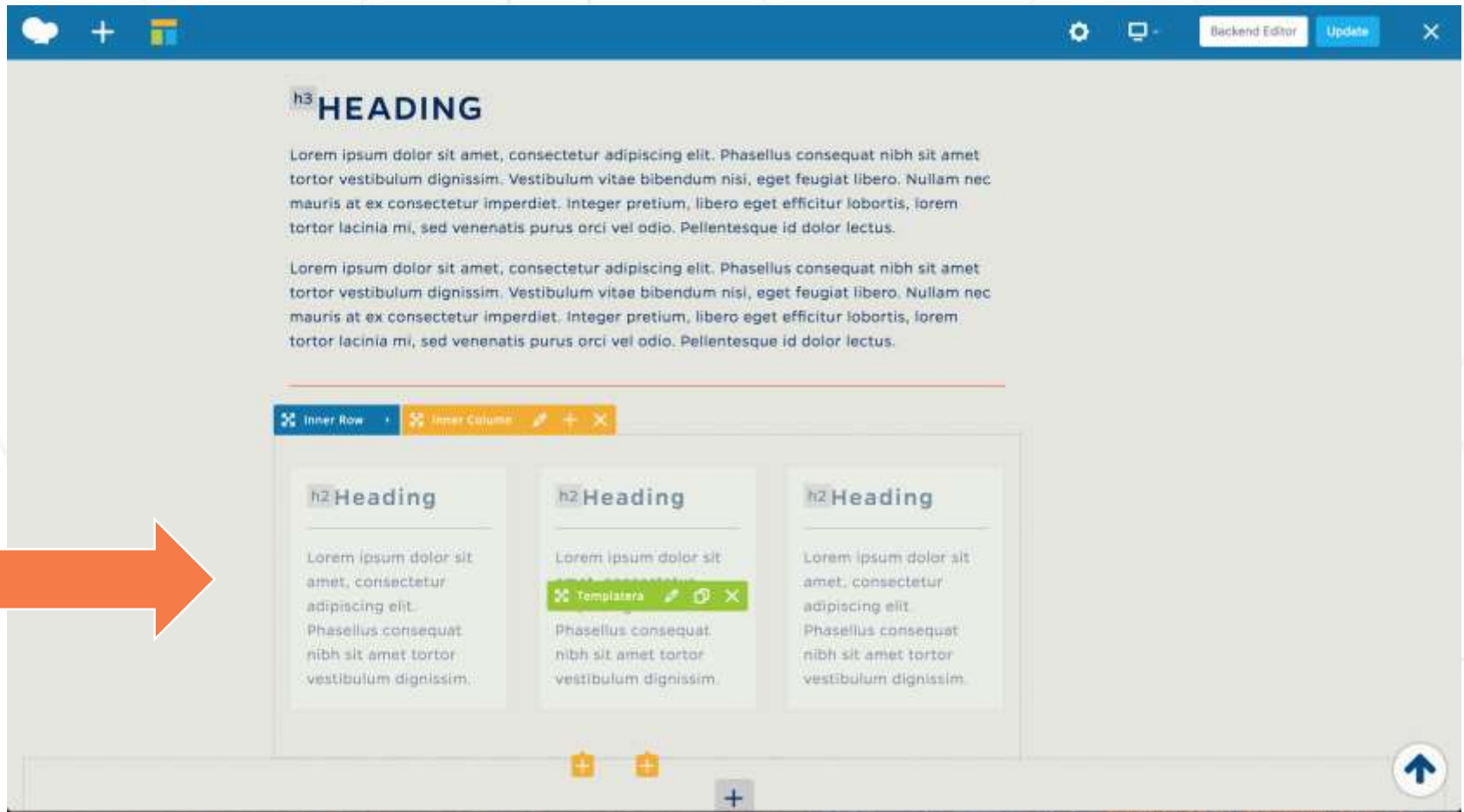
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus consequat nibh sit amet tortor vestibulum dignissim. Vestibulum vitae bibendum nisi, eget feugiat libero.

Templatera

# TEMPLATERA

- **Define a template once and use it in many places**
- **Edit template in one place and the change cascades to all instances of template**
- **Good for repeating content such as sidebars, footers, etc.**

# TEMPLATE ROW FRONTEND



The screenshot displays a web editor interface with a blue header bar containing icons for chat, a plus sign, a logo, settings, a mobile view icon, and buttons for 'Backend Editor' and 'Update'. The main content area shows an 'h3 HEADING' followed by two paragraphs of Lorem Ipsum text. Below the text is a 'Template Row' editor with three columns. The first column is labeled 'Inner Row' and the second 'Inner Column'. Each column contains an 'h2 Heading' and a paragraph of Lorem Ipsum text. The middle column has a green 'Templatera' button with edit, refresh, and delete icons. A large orange arrow points from the left towards the middle column. At the bottom, there are plus signs for adding new elements and an upward arrow icon.

# TEMPLATE ROW BACKEND

The screenshot displays the WordPress backend interface for editing a page. The top navigation bar includes 'My Sites', 'Theme', '8', '+ New', 'View Page', 'UpdraftPlus', and the user profile 'Howdy, adrian.gritz@ufl.edu'. The left sidebar contains a menu with 'Dashboard', 'Posts', 'WP Quiz Pro', 'Media', 'Pages' (highlighted), 'All Pages', 'Add New', 'Comments', 'Appearance', 'Plugins', 'Users', 'Tools', 'WPBakery Page Builder', 'Settings', 'Thrive Dashboard', and 'Collapse menu'. An orange arrow points from the 'Settings' menu item to the main content area.

The main content area shows the 'Template Row' editor. It features a top toolbar with a plus sign, a pencil icon, and an 'X' icon. Below the toolbar, there are three rows of elements. The first row contains a 'Heading' (Heading 3, Default), a 'Paragraph', and another 'Paragraph'. The second row contains a 'Divider Line' (Line Orange Top). The third row contains three columns, each with a 'Heading' (Style like Heading 3), a 'Divider Line', and a 'Paragraph'. To the right of the editor is a 'Social Share' widget. On the far right, there is a 'Preview Changes' panel with the following information:

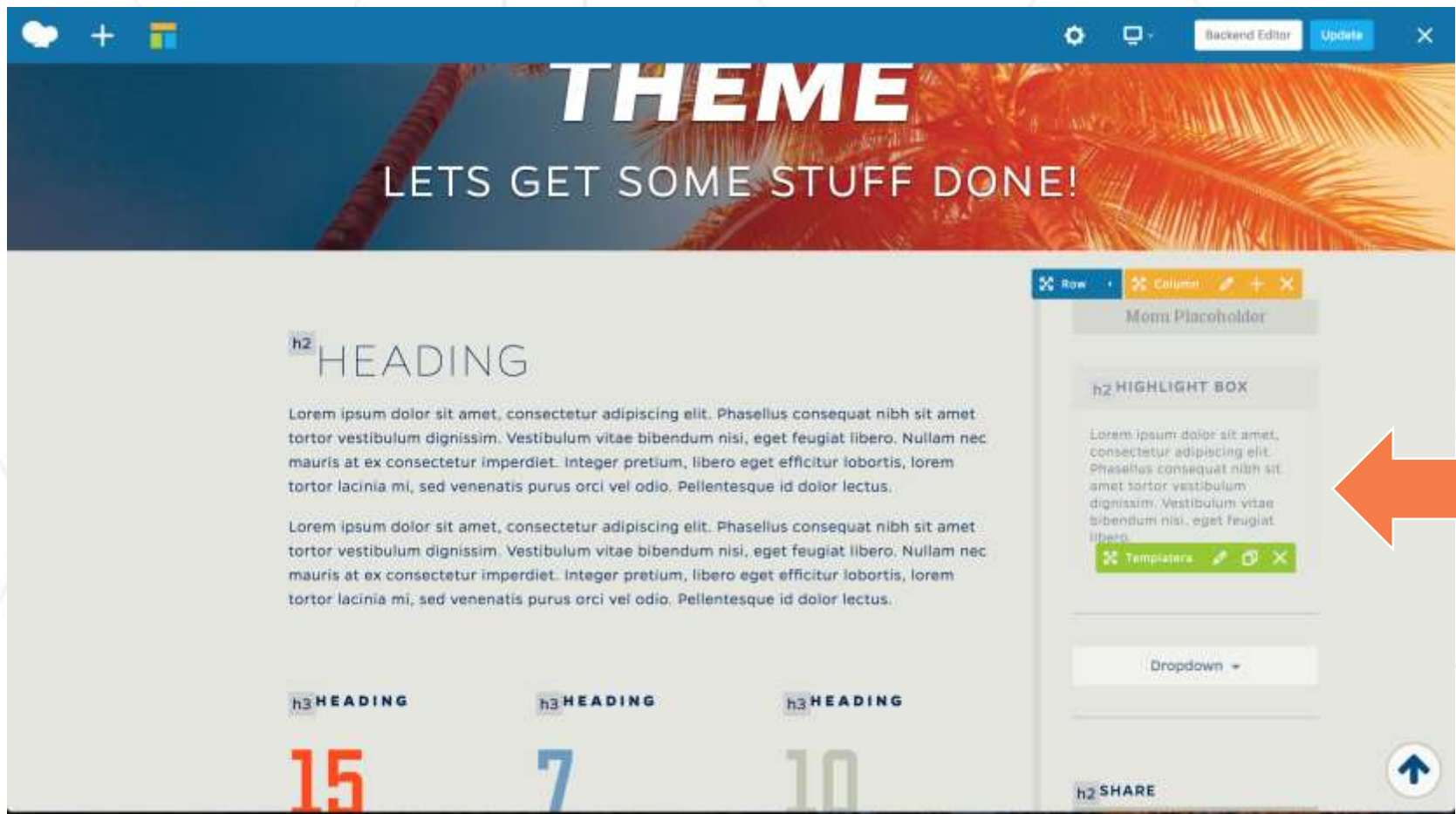
- Status: **Published** [Edit](#)
- Visibility: **Public** [Edit](#)
- Revisions: **6** [Browse](#)
- Published on: Feb 8, 2018 @ 22:06 [Edit](#)
- [Move to Trash](#) [Update](#)

Below this is the 'Page Attributes' section:

- Parent: (no parent)
- Template: Default Template
- Order: 0
- Need help? Use the Help tab above the screen title.

At the bottom of the page attributes section is the 'Featured Image' section with a [Set featured image](#) link.

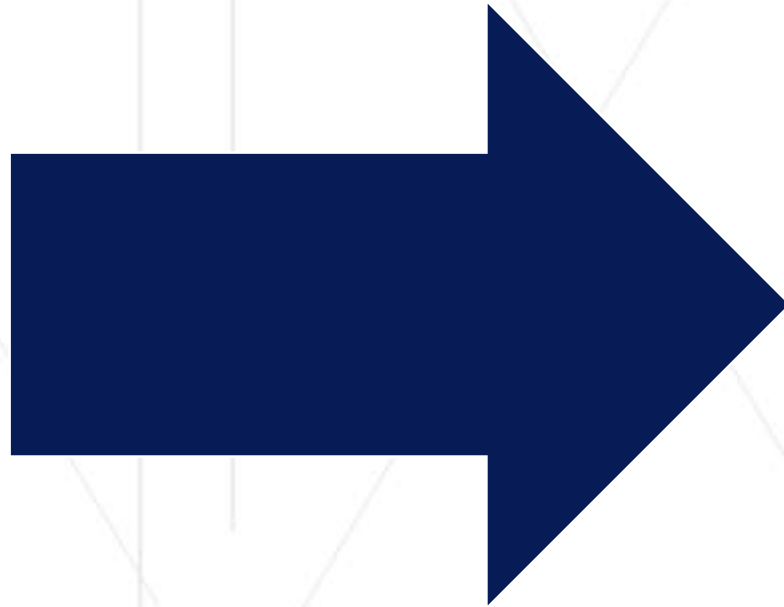
# TEMPLATE SIDEBAR FRONTEND



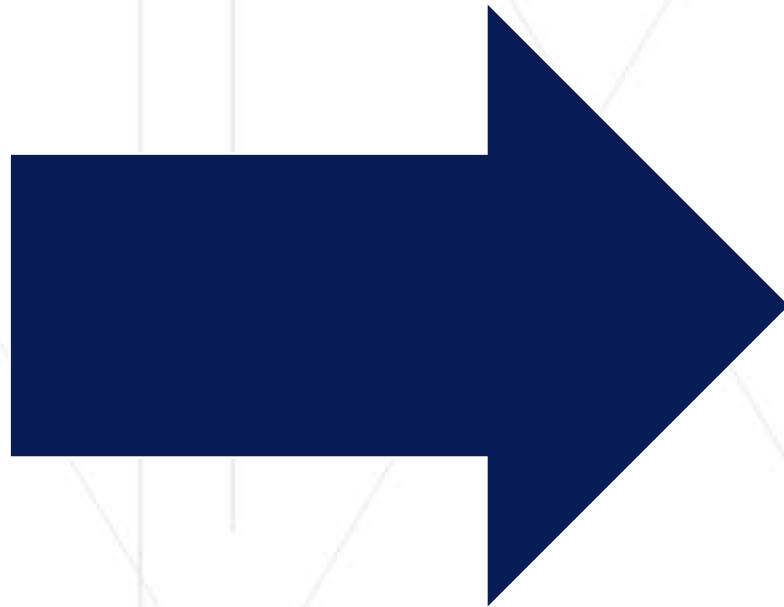
# TEMPLATE SIDEBAR BACKEND

The screenshot displays the WPBakery Page Builder backend interface. On the left is a dark sidebar with navigation options: Dashboard, Posts, WP Quiz Pro, Media, Pages (highlighted), All Pages, Add New, Comments, Appearance, Plugins, Users, Tools, WPBakery Page Builder, Settings, InstaNOW, Thrive Dashboard, and Collapse menu. The main workspace shows a page layout with various elements: an Image Banner, a Custom section, a Heading (H2), two Paragraphs, three Heading (H3) elements, and three Big Number elements. On the right, a sidebar contains page metadata (Status: Published, Visibility: Public, Revisions: 6, Published on: Feb 8, 2018 @ 22:06) and Page Attributes. The Page Attributes section includes a Parent dropdown (no parent), a Template dropdown (highlighted by a large orange arrow), and a Featured Image section. The top of the interface shows the WordPress dashboard header with 'My Sites', 'Theme', '8', '+ New', 'View Page', 'UpdraftPlus', and the user 'Howdy, adrian.gritz@ufl.edu'.

# TEMPLATE DEMO



# CODE DEMO





# WHAT IS AWESOME?

- **Grid system for complex layouts**
- **Easy to use – drag and drop**
- **Easy to develop for**
- **Templates**
- **My templates**
- **Templatera**

# WHAT IS NOT AWESOME?

- **Issue with drag and drop into some container elements**
- **Not a lot of input types**
- **Nested inputs cannot have defaults**
- **Vendor lock-in**
- **Not part of WordPress core**
- **I like what UF Health did with ACF**

# IT CAN DO WAY MORE

- **We have hardly scratched the surface of what you can do with WPBakery Page Builder**
- **Many features were not covered**

**ASK ME ANYTHING?**