

WORDPRESS BUILDER THEMES AND PAGE BUILDERS

WORDPRESS BUILDER THEMES AND PAGEBUILDERS HAVE DIFFERENT HISTORIES
LATELY THEY ARE CONVERGING ON COMMON PURPOSE IN THE WP ECOSYSTEM

THIS IS NOT AN EASY PRESENTATION

- We will be reviewing state of the art trends on the frontend side of WordPress Development
- This involves looking closely at what Drag and Drop, Point and Click, “No Coding Required” has achieved
- One key complaint: Drag and Drop, Point and Click, “No Coding Required” has large learning curves
- We shall see how Builder Themes and Page Builders have converged in functional capabilities
- We shall compare the best Builder Themes with the Best Page Builders
- We shall see where these WordPress tools fit in the overall Website Builder Marketplace
- But in a time of change it is important to understand the choices in WordPress Frontend UI tools

HERE ARE THE PAYOFFS FOR PAYING ATTENTION TO THIS PRESENTATION

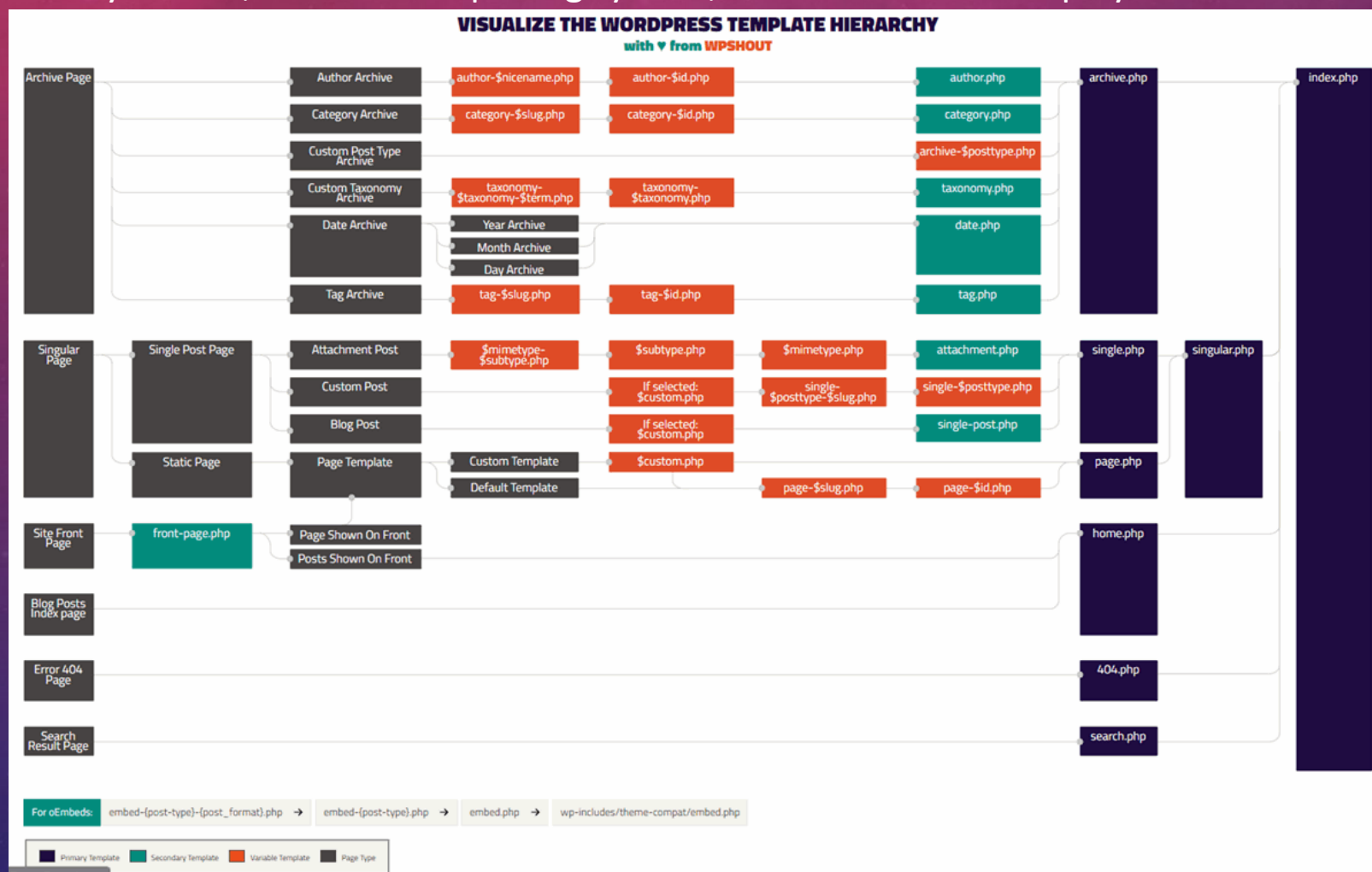
- Get a good overview of WordPress Frontend Design Capabilities
- For users with the need for new and changing Landing Pages - find out what are the WP best tools
- For users needing to do a seasonal website with look and style changes - identify best supporting tools
- For developers doing multiple sites, identify tools aiding that with reusable templates and designs
- For beginners/newbies help identify what you need and don't need for your Web Development

The Essential Insight to Builder Themes & PageBuilders is which software is able to display all the various WordPress Hidden and Familiar Pages/Posts most easily and effectively. Here is the list:

Archive Page, Singular Page, Front Page, 404 Page, Login Page, Search Result Page, Single Post, Static Post, Blog Post, Blog Post Index, Custom Post, Author Archive, Category Archive, Data Archive, Tag Archive, Custom Post Archive, Taxonomy Archive, etc ...and not require users to use PHP or JavaScript

WORDPRESS THEMES ARE AT THE HEART OF WP FRONTEND

- A WordPress Theme is a collection of files that work together to produce a graphical interface with an underlying unifying design for a website. In the core these are predominately PHP routines, many are re-usable templates.
- There is a hierarchy of files, the WP templating system, that controls the display of all WordPress pages



THEMES VERSUS BUILDER THEMES

Builder Themes have an increasing portion of the following capabilities:

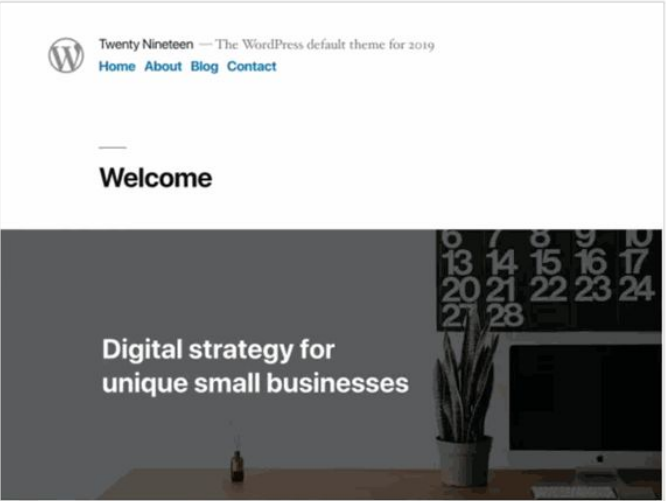
- Builder Themes support mobile responsive page layout and some specific device layout stylings
- Builder Themes can modify/customize their templates including saving and exporting them
- Builder Themes selectively use Site Theme Options on specific pages/posts - aka Page Options
- Builder Themes may export/import Theme Options to/from other websites
- Builder Themes may have importable and modifiable websites or pages or sections of pages
- Builder Themes may allow update to template libraries with new website designs as well as pages and sections
- Builder Themes provide libraries of popular 3rd party plugins [sliders, galleries, popup makers, forms & mail, etc]
- Builder Themes may have their own or 3rd party PageBuilder for drag and drop page layout of components

What follows is a Spectrum of Theme examples as they take on more Builder Theme capabilities

SPECTRUM OF THEME EXAMPLES I

- Basic theme design and customize options
- Hestia has theme options and component widgets

Twenty Nineteen By WordPress.org



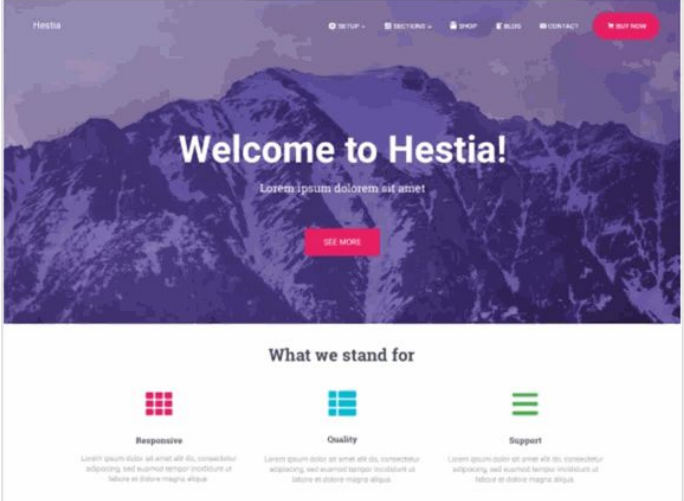
Version: 1.5
Last updated: March 31, 2020
Active Installations: 1+ million
WordPress Version: 4.9.6 or higher
PHP Version: 5.2.4 or higher
[Theme Homepage](#) →

Ratings [See all >](#)

★★★★☆ 3.5 out of 5 stars.

5 stars	<div></div>	30
4 stars	<div></div>	1
3 stars	<div></div>	3

Hestia By Themeisle



Version: 2.5.7
Last updated: April 1, 2020
Active Installations: 100,000+
[Theme Homepage](#) →

Ratings [See all >](#)

★★★★★ 5 out of 5 stars.

5 stars	<div></div>	295
4 stars	<div></div>	22
3 stars	<div></div>	2
2 stars	<div></div>	6
1 star	<div></div>	7

SPECTRUM OF THEME EXAMPLES II

- [Bento 2](#) is **free** with many Theme and Page Options
- Read-only templates library
- Advanced widgets and layout components

General Settings

Sidebar layout Full Width
Choose whether to display a sidebar and on which side of the content

Page background color Select Color #b7d6a2 Clear
Choose the background color for current page/post. This will override any settings in the Theme Options

Hide featured image ☐ Check this option if you DO NOT want to display the featured image (thumbnail) on the page; it will still be used for the corresponding tile on the "columns" or "rows" grid pages.

Hide title ☐ Check this option if you DO NOT want to display the title on the page

Uppercase title ☒ Check this option if you want the page title to be entirely in uppercase (useful for landing pages).

- [Page Builder Framework](#) free Theme & Page Options
- Freemium advanced Theme Options & Widgets plus Builders
- No Templates for Website or page designs

Template Settings

Layout

☒ Inherit Global Settings ?
☐ Full Width
☐ Contained

Disable Elements

☐ Page Title
☐ Featured Image
☐ Header
☐ Footer

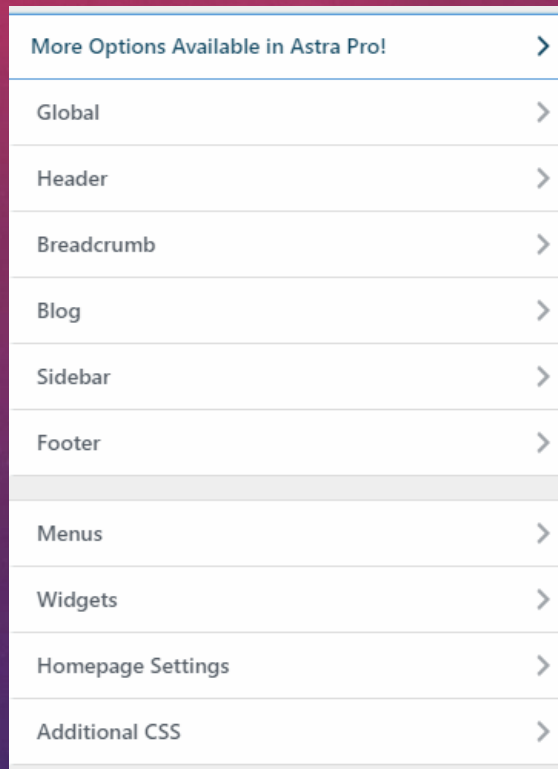
Sidebar

☒ Inherit Global Settings
☐ Right Sidebar
☐ Left Sidebar
☐ No Sidebar

Check this superb briefing on [WordPress use](#)

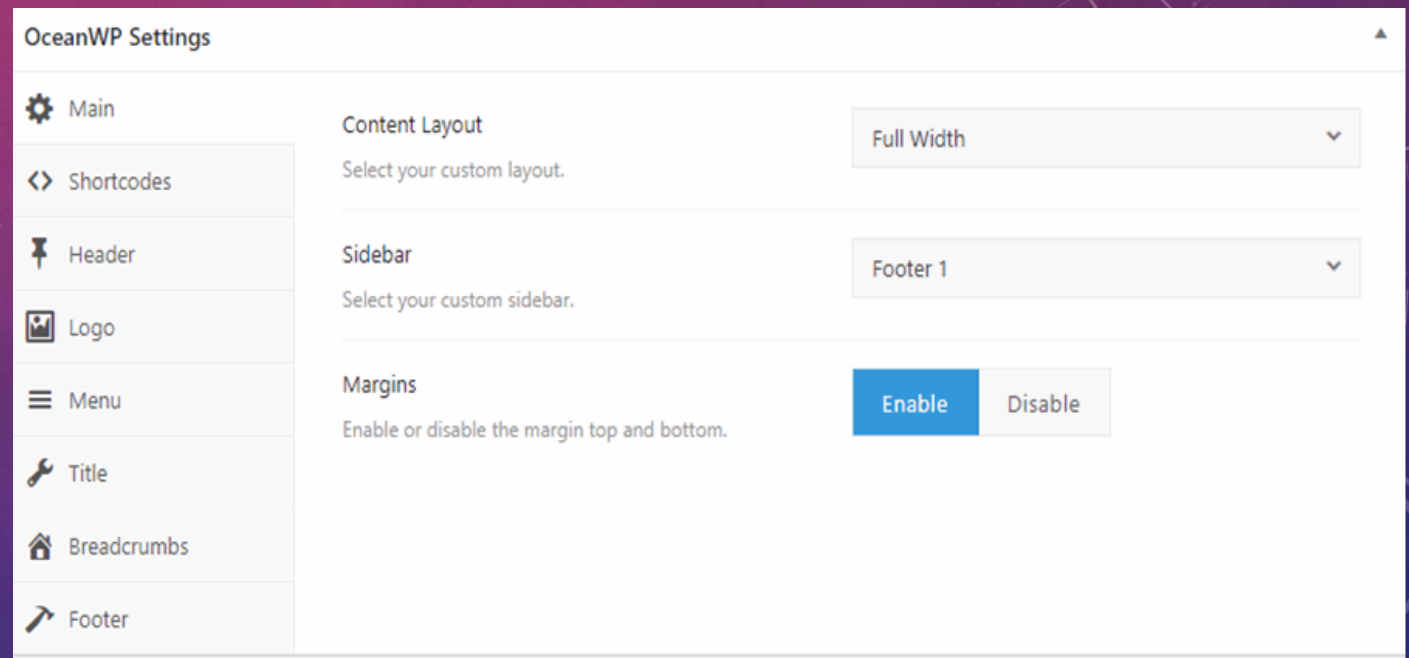
SPECTRUM OF THEME EXAMPLES III

- [Astra](#) is **free** with Theme and Page Options
- Astra has **freemium** Templates Library for sites and pages
- Freemium also has advanced widgets & layout components



Template Library for Beaver B & Elementor

- [Oceanwp](#) is **free** with many Theme & Page options
- Freemium Templates & Widgets plus Builders Toolers
- Syncs with 6 major Pagebuilders



Install process is a bit clumsy

SPECTRUM OF THEME EXAMPLES IV

- [Generate Press](#) is **free** with basic Theme and Page Options
- GP has **freemium** Templates Library for sites and pages
- Freemium options have advanced widgets & layout components

More Options Available in Astra Pro!	
Global	>
Header	>
Breadcrumb	>
Blog	>
Sidebar	>
Footer	>
Menus	>
Widgets	>
Homepage Settings	>
Additional CSS	>

- [Flash](#) is **free** with basic Theme & Page options
- Flash freemium use SiteOrigins PageBuilder for Widgets & components plus Template Libraries for Sites & Pages

Page Attributes

Parent

(no parent) ▾

Template

Default Template ▾

Default Template
Elementor Canvas
Elementor Full Width
Full Width
Pagebuilder above the screen title.

Select Layout

☒ Default Layout

☐ Right Sidebar

☐ Left Sidebar

☐ Full Width

☐ Full Width Center

Header Transparency

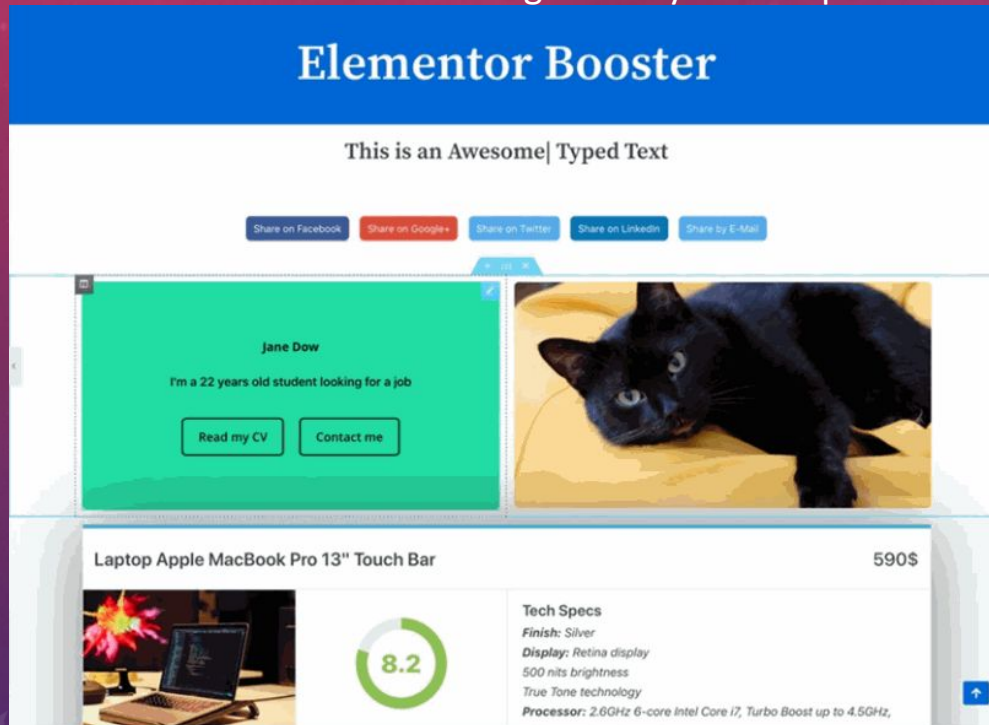
☐ Transparent Header

☒ Non Transparent Header

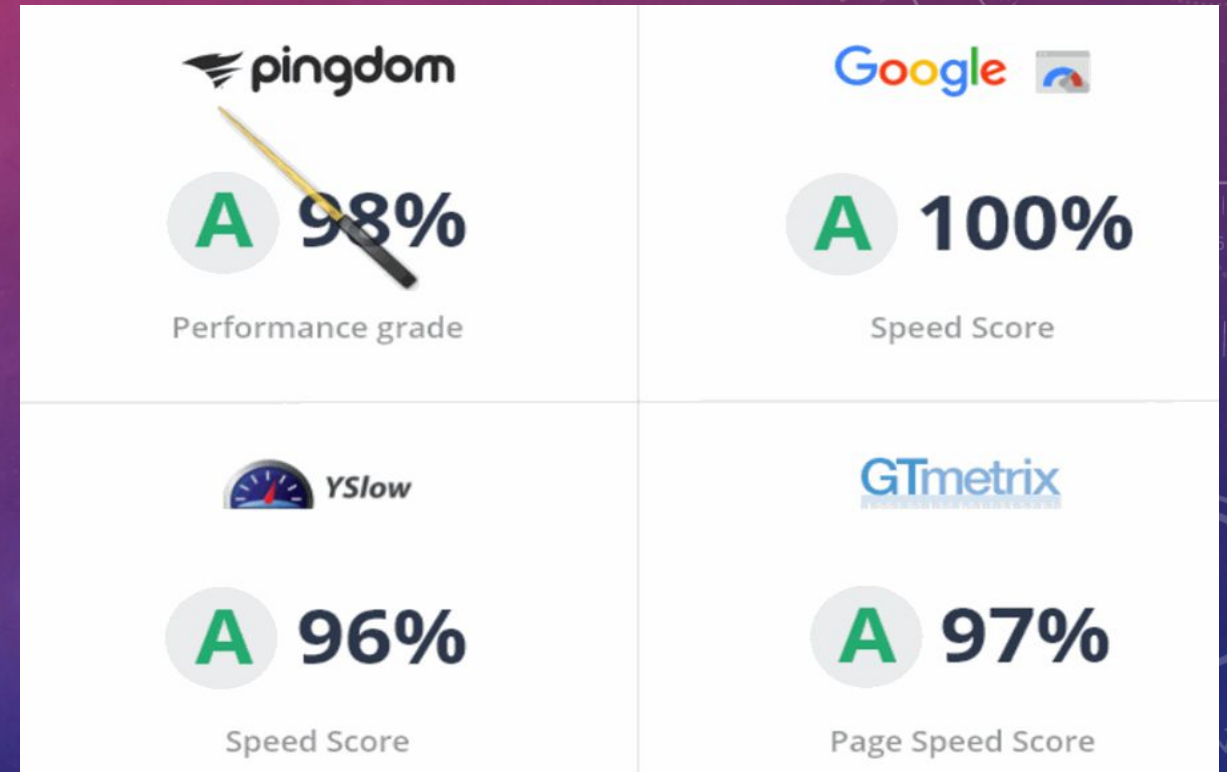
Template Library Sites for Beaver B & Elementor

SPECTRUM OF THEME EXAMPLES V

- [Neve](#) comes with basic Theme and Page Options
- Neve has **freemium** Templates Library for sites and pages
- Neve adds 7 Elementor widgets & layout components



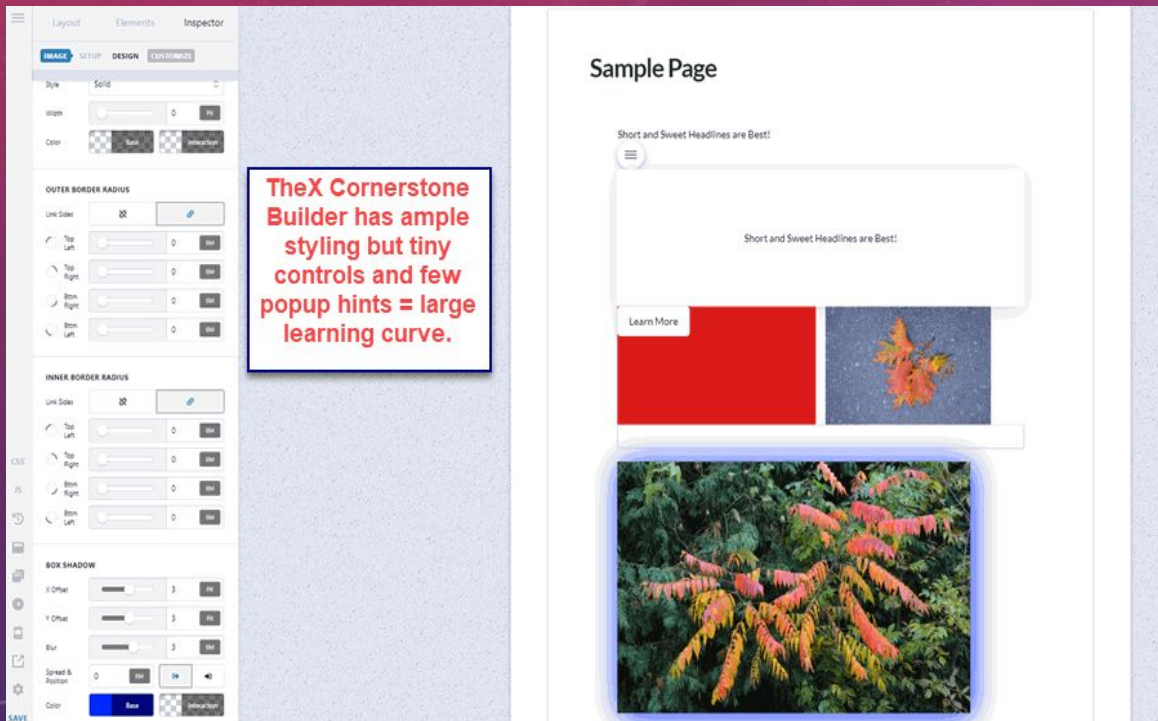
- [Zakra](#) is **free** with basic Theme & Page options plus Templates
- Zakra has Header and Footer Builders
- Zakra is Gutenberg compatible and Translation ready



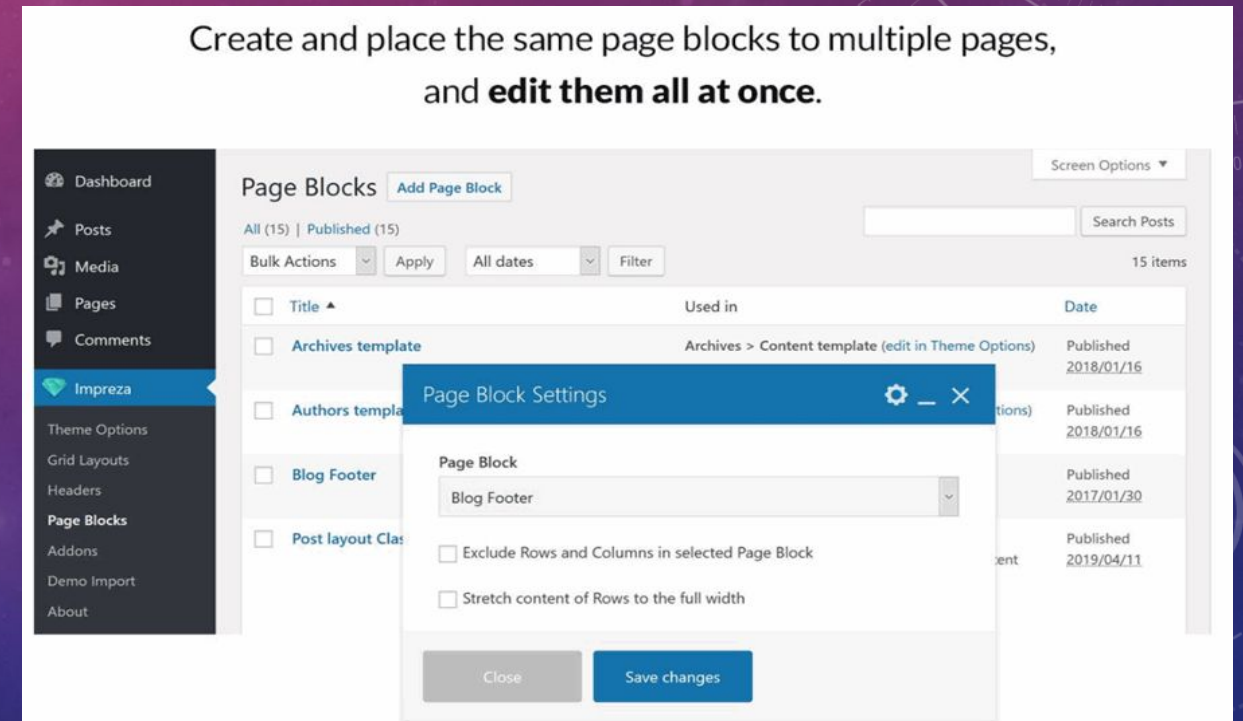
[List of 45](#) popular freemium Builder Themes

BUILDER THEME EXAMPLES I

- [TheX](#) has Template Theme Manager for Sites, Pages, and Blocks
- TheX has Page and Theme Options
- TheX has Cornerstone Builder
- \$39 with 837 monthly sales in 2020



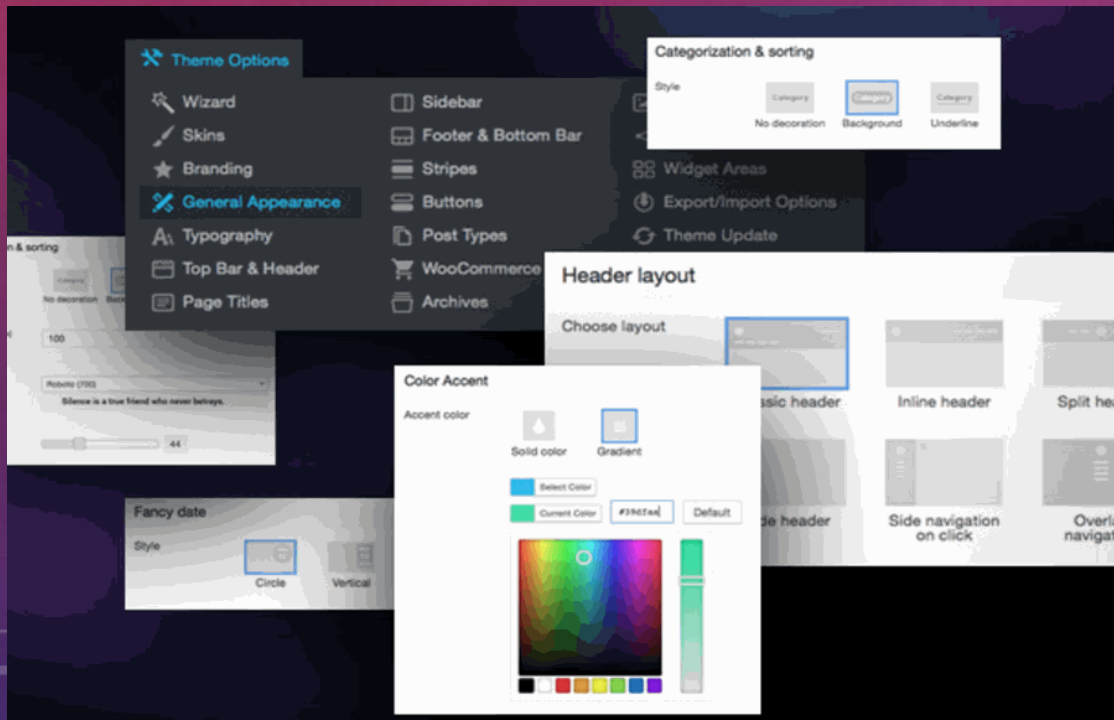
- [Impreza](#) has easy Kit for loading Templates
- Impreza has Visual Composer + 3 updated plugins
- Impreza uses 300 Theme options with Page variants
- \$59 with 826 monthly sales in 2020



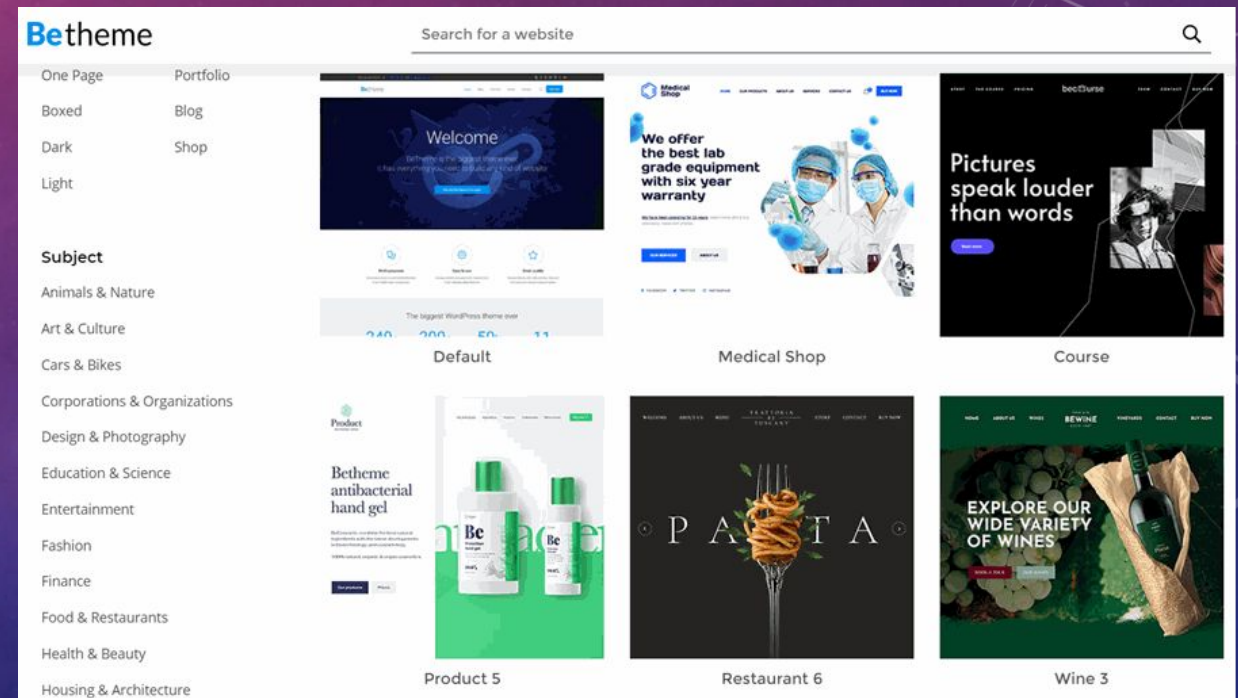
[List of top-selling Builder Themes](#) in 2020

BUILDER THEME EXAMPLES II

- [The7](#) has Template Theme Loader for pages & sites
- The7 has both Page and Theme Options
- The7 has Visual Composer & Elementor Pro as Builder tools along with 4 top plugins
- \$59 with 4100 monthly sales in 2020



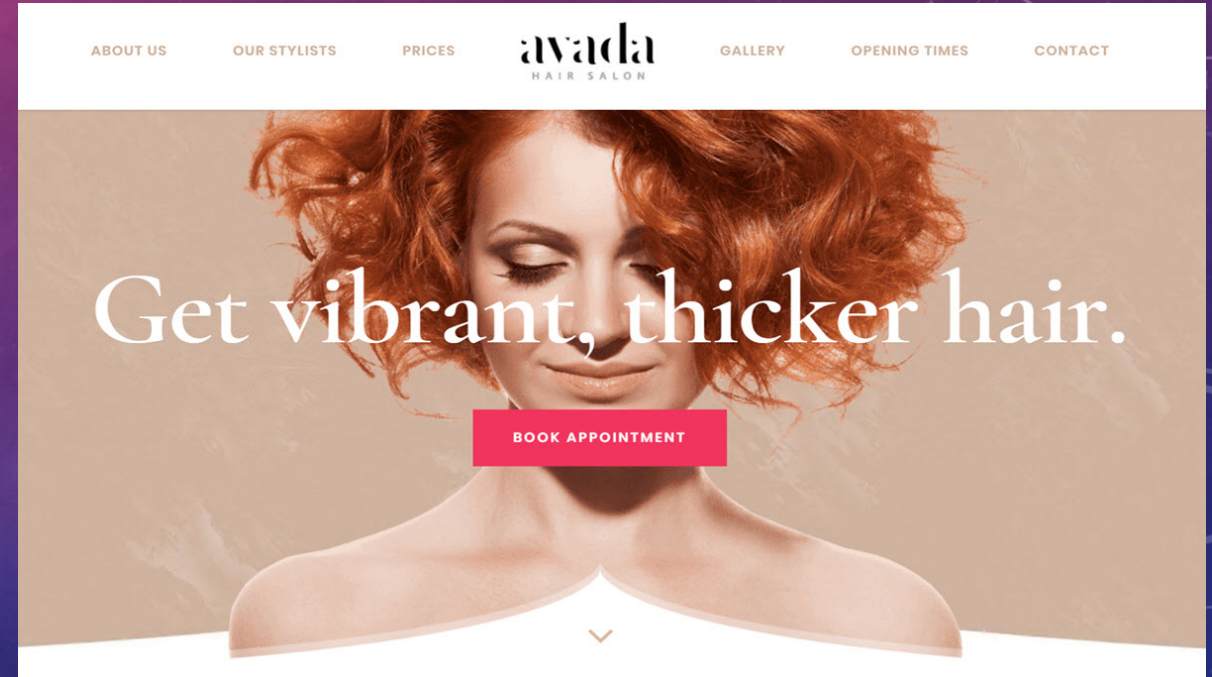
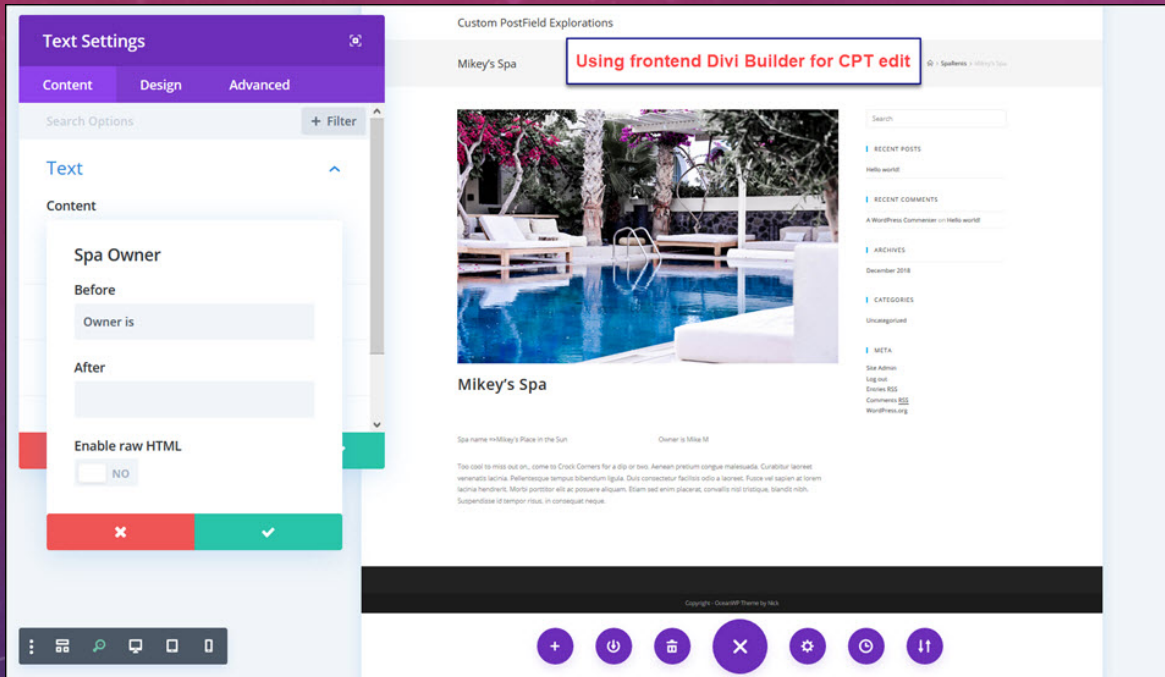
- BE theme has large Library of template websites
- BE also has Muffin & Visual Composer Builder
- BE uses Theme options for Global customization
- \$59 with 3700 monthly sales in 2020



BUILDER THEME EXAMPLES III

- [Elegant Theme's](#) Divi was pioneering Builder Theme
- Longtime user of Theme Options & Templates
- New CPT support plus Header/Footer/Popup tools added to Builder in Divi 4
- \$89 yearly and \$299 unlimited updates, support & usage

- [Avada](#) is popular Builder Theme with Fusion tool
- Avada has full Template Theme Kit
- Avada provides a large set of Theme and Page Options
- \$60 with 6700 monthly sales in 2020



IN WORDPRESS, BUILDER THEMES & PAGE BUILDERS ARE CONVERGING RAPIDLY

- Here are common features of modern Builder Themes and Page Builders
 - All Builder Themes and Page Builders have large reusable and customizable template libraries
 - Most have template libraries featuring complete websites, web pages plus sections/rows – each retaining any styling including mobile responsiveness
 - Some have Template Library Kits for aiding install/edit/delete and adding new templates by import/export
 - Some allow designating templates as subject to global changes or not for pages using them
 - Most have Website Options for colors, typography, layout and styling of headers, footer, sections which can be set globally or for specific pages/posts/objects with the ability to import /export Options selectively
 - All Builder Themes and Page Builders have drag and drop section, row and components for page layout
 - Many Builder Themes and Page Builder have point & click page styling, scrolling and animation features
 - Some Builder Themes and Page Builders have Custom Post Type creation and modification capabilities important for eCommerce and app integration/plugin syncing

IN WORDPRESS HISTORY OF EASY-TO-USE, THEMES LEAD THE WAY

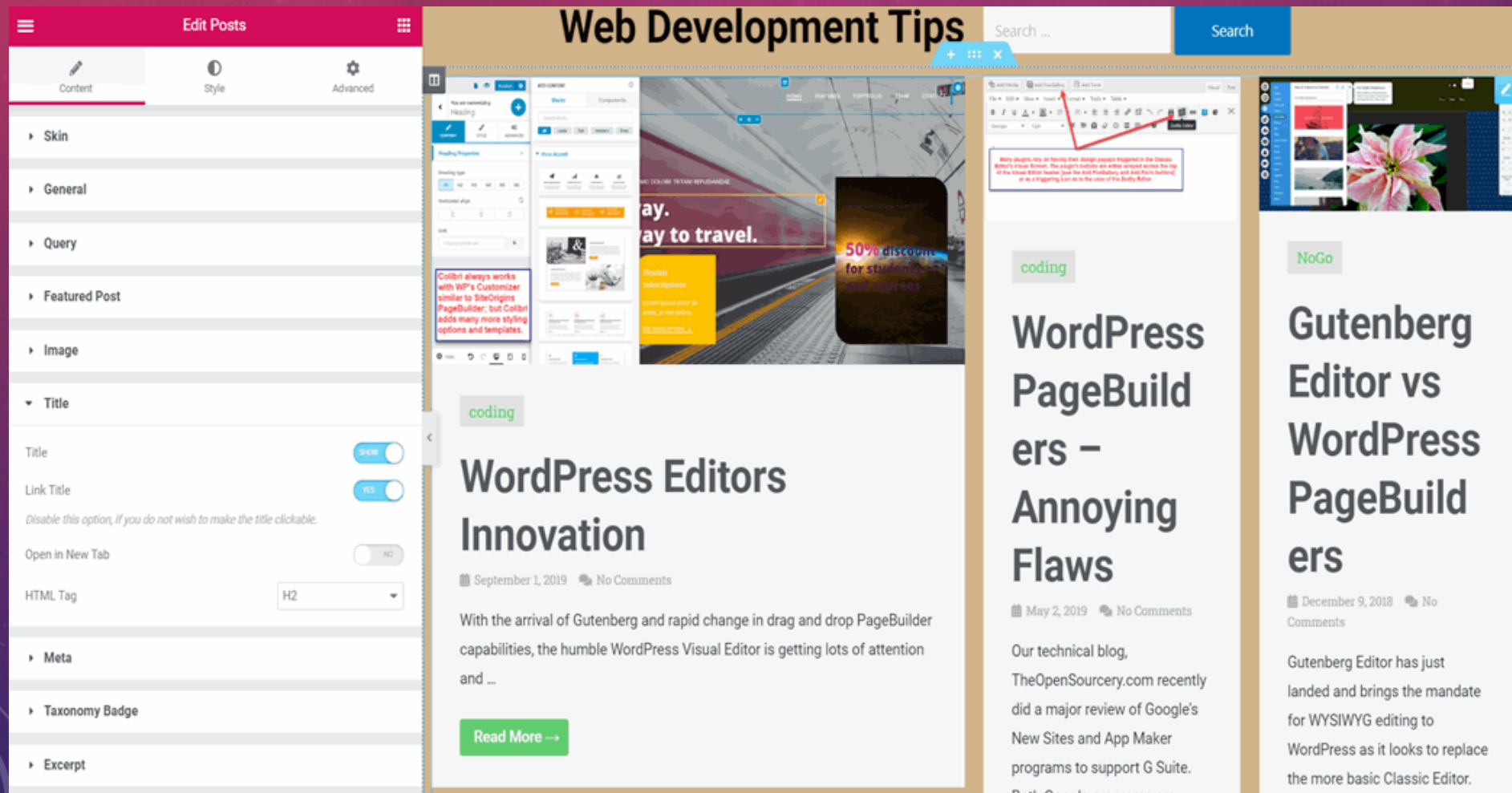
- In 2005, at the very start of WordPress, theme and templates for page & post layout along with rich editing were key front end features
- In 2008 theme change and updates were automated along with plugin updates ;
- In 2009 basic website Customizations were consolidated along with drag and drop widget design/update;
- In 2010 menu sytem full drag and drop with multi-menus become a frontend WP design standardIn
- In 2011 adds admin bar and admin dashboard refinements on page and post edits
- In 2012 full page templates with customizable theme options for layout, color, typography

PAGEBUILDERS EXPLODE ONTO PAGE LAYOUT & DESIGN

- In 2011 a flood of theme inspired Page Layout plugins appeared courtesy of WP 3rd party tools drawing on Theme Customizer features:
 1. The first wireframe based, drag and drop Frontend Page Layouts appeared with Visual Composer and Site Origin;
 2. The PageBuilders have user selected rows, columns and composite widgets to assemble into a page layout;
 3. Using Bootstrap media query model, PageBuilders deliver Automatic Mobile Responsive Layouts for every page design;
 4. Every Pagebuilder widget, column and row has dozens of customizing and styling options;
 5. Following the WP Plugins model, PageBuilders encouraged 3rd party addons to enhance their features;
- **By 2014 PageBuilders rapidly become the preferred WordPress design and development tools.**
- As a result Theme vendors start offering their own or 3rd party PageBuilders as part of their Theme packages – Avada, Divi, OceanWP, Total, The X, are some examples.

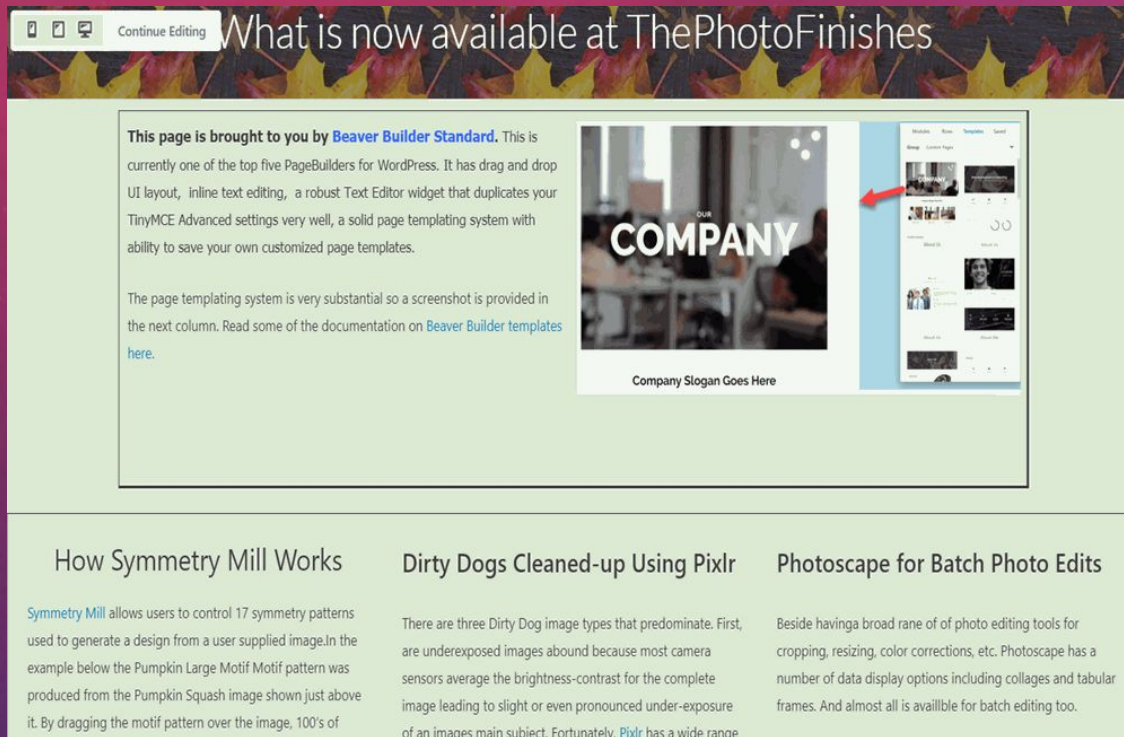
PAGEBUILDERS CHANGE STYLING WITH MANY OPTIONS FOR EVERY WIDGET

- Elementor 3rdParty Advanced Posts plugin gives huge set of display and styling options
- Most of the top PageBuilders have their own and 3rd party plugins replete with CSS styling options

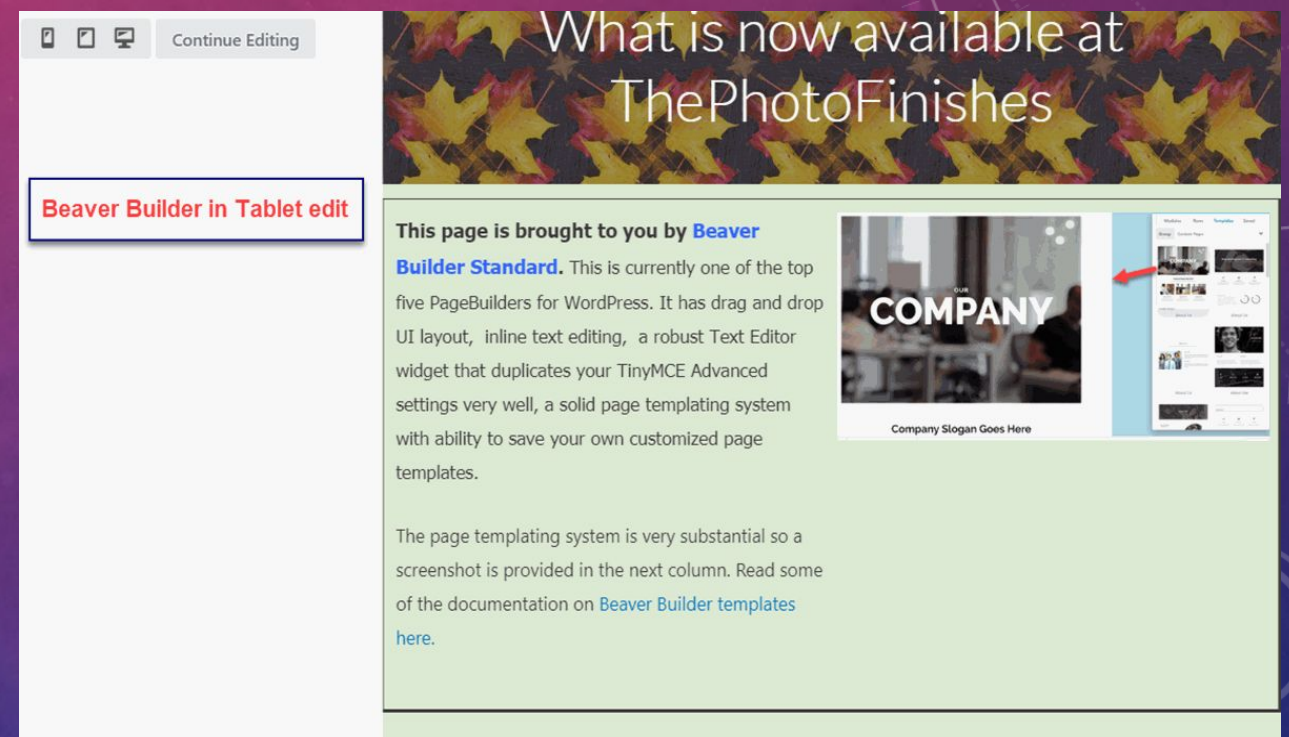


PAGEBUILDER STYLING — PREBUILT MOBILE RESPONSIVE

- Here is Beaver Builder displaying page design in Mobile, Tablet and Desktop views
- All the top PageBuilders have prebuilt responsiveness and the ability to edit selectively those views



Desktop view of Beaver Builder Responsive layout



Tablet view of Beaver Builder Responsive layout

PAGEBUILDER STYLING – CUSTOM MOBILE DEVICE SETTINGS

- PageBuilders offer varying control of CSS styling for Mobile, Tablet, and Desktop devices
- A few PBs allow users to change the content as well as the styling for different devices, but it is awkward

The screenshot displays a page builder interface with a sidebar on the left and a main preview area on the right. The sidebar, titled 'Edit Heading', has three tabs: 'Content', 'Style', and 'Advanced'. The 'Style' tab is active, showing various styling options for a heading. A red arrow points to the 'Mobile' device selector in the 'Size' section, which is currently set to 'Mobile'. Other settings visible include 'Text Color', 'Typography', 'Family' (Default), 'Weight' (Default), 'Transform' (Default), 'Style' (Default), 'Decoration' (Default), 'Line-Height' (Default), and 'Letter Spacing' (Default). The main preview area shows a website layout with a header 'PageBuilder Testing' and a navigation menu. The main content area features a heading 'Insights from Smart Slider tales' and a paragraph of text: 'Here are some picture of the Fall streets of Toronto. Full of diverse Scenes and wry Interactions. *It is as if every block and intersection, like the graffiti posted on nearby walls, had its own medium and messages.*' To the right of the text are two images: one of pumpkins and flowers, and another of people sitting on a bench. A footer box at the bottom of the preview area contains the text: 'Now Beaver Builder, Divi, Elementor, Thrive and Visual Composer allow CSS styling for mobile, etc'.

PageBuilder Testing

Home Demos List ▾ Fall Events Festival as PODS CPT Festival Slider Blog

Insights from Smart Slider tales

Here are some picture of the Fall streets of Toronto.

Full of diverse Scenes and wry Interactions. *It is as if every block and intersection, like the graffiti posted on nearby walls, had its own medium and messages.*

Now Beaver Builder, Divi, Elementor, Thrive and Visual Composer allow CSS styling for mobile, etc

THEME AND PAGE BUILDERS APPROACHES TO SIMPLICITY VS COMPLEXITY

- Three approaches are being adopted:
 1. Page layout and composition using drag and drop Builders
 2. Templates used to store customizable website, pages, and sections of pages. Those templates can be added to, edited, and exported/imported from other sites
 3. Theme Options are used to set sitewide layout, styling, and components. But Page options allow for

TEMPLATES USE MARKS THE CONVERGENCE OF THEMES & PAGEBUILDERS

- Templates become more finely tuned :
 1. full website with prototype pages - Home, About, Services/Products, schedule, contacts, etc;
 2. single page contains page-like sections: About, Features/Service, Pricing, Support, Contact, etc;
 3. Insertable and customizable sections or rows of Testimonials, Products, Services, Feature Sets, etc;
 4. Special columns or blocks of Banner Ad specials, Sliders,
- Rush among vendors to create new templates elements
- So PageBuilders need to add Theme Kits to their Builders: Headers, Footers, along with pages & sections
- all the top PageBuilders can build all elements of a theme
- So Themes added 3rd Party PageBuilders or created their own to help build section, row, and column components

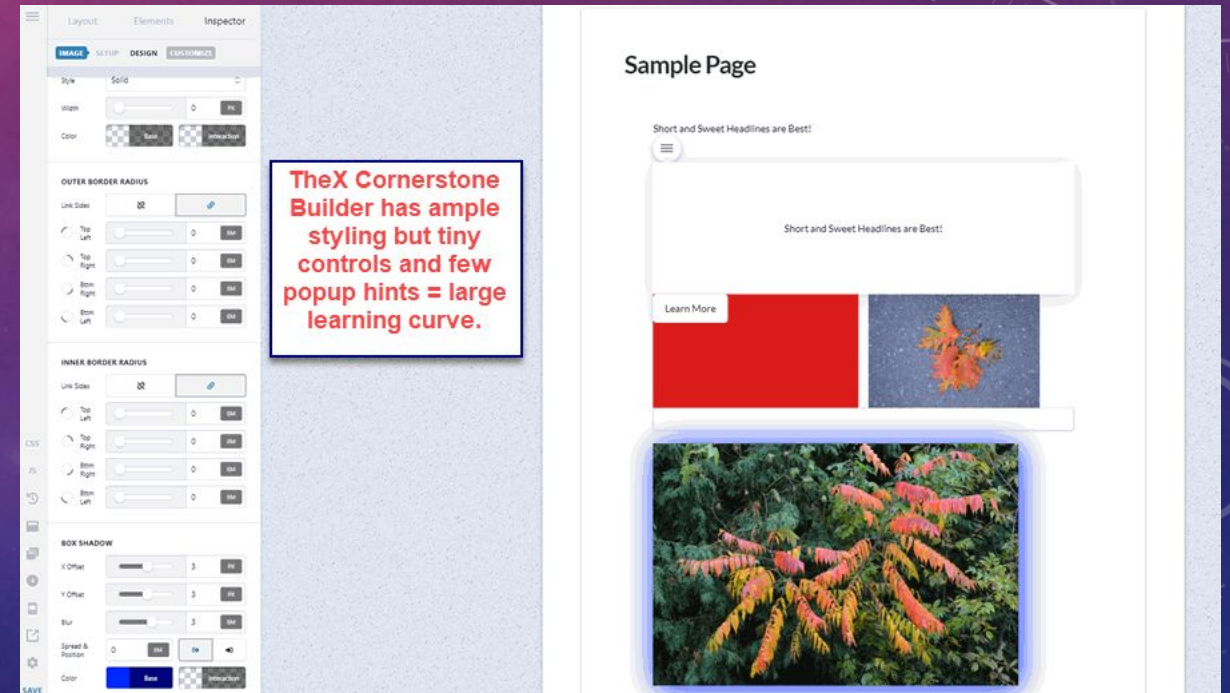
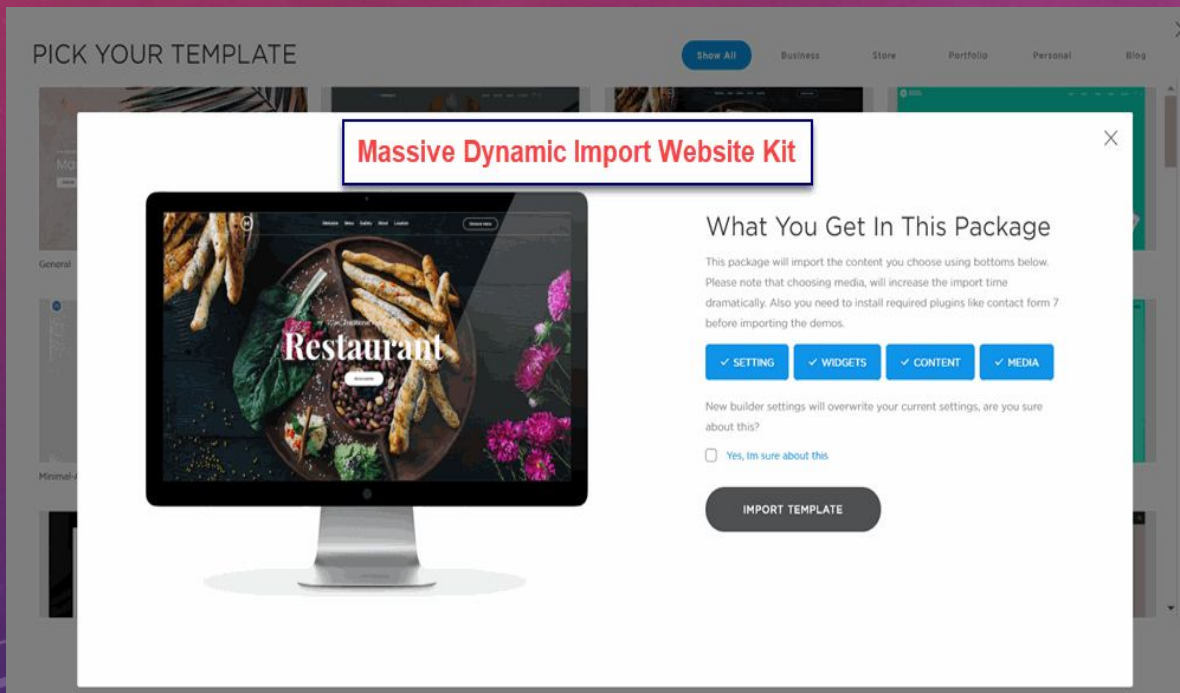
THE RISE OF CUSTOMIZABLE TEMPLATES

- **Both Themes and Pagebuilders** offer customizable complete website templates;
 1. Styles such as color, typography, styling, animations are subject to change;
 2. Content such images, buttons/links and basic headings can also be edited;
 3. Insertion/deletion of pages and then sections of pages are offered;
- PageBuilders have the advantage of creating complete websites, pages and sections from their components;
 1. Easy for users to change layout and component on a page or section;
 2. Easy for users to change styling and look on a page or section;
 3. Initially lack complete content and/or styling of headers, footers, breadcrumbs, and sidebars but that has changed
- Themes add the ability to deliver customizable pages and sections of pages;
 - Some Themes added PageBuilders to their package enabling customizable pages and sections of pages;
 - Other Themes created their own PageBuilders such as Avada, Divi, Massive Dynamics, TheX, etc;
 - Key innovation ar Theme Template Kits and Options Managers

THEMES ADD LAYOUT & UI ELEMENT BUILDERS

- Massive Dynamics has incomplete Template kit
- Template Options badly mixed with PageBuilder
- Element styling options often incomplete
- Response time for template load & edit are slow

- TheX has a large set of 3rd party plugins, but needs PRO help for Header, Footer Content blocks
- Cornertstone Builder has large learning curve, tiny text
- Design Cloud Import Kit imports websites, pages, blocks
- CPT support with ACF Pro plugin, Global Blocks



NON-WORDPRESS WEBSITE BUILDERS

- Website Builder inherent advantages over WordPress
 1. No worry about hosting, domain name, install and updates
 2. Also backup, security and SEO are managed primarily by Website Builder
 3. Website Builder sets the level of Design complexity it will serve
 4. High page styling standards for Website Builders but not same range of choices as for WordPress
 5. Themes and plugins are Website Builder managed with some 3rd party sources
 6. Range of theme and plugin resources is heavily in WordPress favor
 7. Access to underlying code is not as extensive as WordPress
- [20 Website Builders](#) examined in 2020
- Video Comparison of [Wix vs Square Space](#) in 2020
- Great video comparison of [SquareSpace versus WordPress](#) in
- Do Website Builder have the same support community that WordPress has

MY CURRENT SITEBUILDING APPROACH

- Use Themes with robust Theme and Page Option settings – Astra, OceanWP, Bento
- Rely on the Page Builder to supply a robust Kit to access Prebuilt Sites and Pages
- Use Page Builder templates now to design any component – header, body, sidebar, popups, footers, custom post types, mobile/specialdisplay type
- Use one of the current top 4 PageBuilders/ThemeBuilders – Beaver Builder, Divi, Elementor, Thrive
- For landing pages use Brizy Pro or Landing Page Builder with cautions to clients
- Do work with SiteBuilders like Wix and Weebly with cautions again to clients