Designing and building with a page builder in Word Press

Lou Fuiano | Word Camp Philly 2019
Designers

Visuals:
Composition, color, typography, art and images.
Developers

Build:
Code for functionality, display, responsive, speed and security.
The Vision

Do it all:
Design and build
The Reality

HTML, CSS, JavaScript & PHP

Me
Word Press Core

Gutenberg

- Free
- WP Core
- Growing development community
- Research and upload plugins as needed

- Editable modules
- Slower Start Up
- Support is unique to developer
- The direction things are moving
The Awakening Awaits
The Main Players

Beaver Builder

Visual Composer

Divi

Elementor
<table>
<thead>
<tr>
<th>What They Offer</th>
<th>Beaver Builder</th>
<th>Divi</th>
<th>Elementor</th>
<th>Visual Composer</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Premium</td>
<td>Fast</td>
<td>Page templates</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Full tour</td>
<td></td>
<td>Works with Gutenberg</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Drag and drop</td>
<td></td>
<td>Keeps step with WP</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Design visually</td>
<td></td>
<td>Well supported</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Editable modules</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Quick Comparison

<table>
<thead>
<tr>
<th></th>
<th>Beaver Builder</th>
<th>Divi</th>
<th>Elementor</th>
<th>Visual Composer</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fast</strong></td>
<td></td>
<td>Export layouts from one installation to another</td>
<td>$59.00 year for single site</td>
<td>Customize logo and headers</td>
</tr>
<tr>
<td><strong>Onboarding Tour</strong></td>
<td></td>
<td>Best pricing for Lifetime license</td>
<td></td>
<td>Allows you to switch themes without losing design settings</td>
</tr>
<tr>
<td><strong>Over 30 Templates</strong></td>
<td></td>
<td>Over 30 Templates</td>
<td></td>
<td>$59.00 year for single site</td>
</tr>
<tr>
<td><strong>Claims to be the easiest</strong></td>
<td></td>
<td>46 content modules</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Starting from $99 for Unlimited Sites</strong></td>
<td></td>
<td>Plugin works on other themes</td>
<td></td>
<td></td>
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</table>
Elementor vs SiteOrigin

This is an Elementor widget
FEATURES:
- Drag & Drop
- True Visual Editing
- Custom CSS
- Responsive Editing
- Design Options
- Inline Text Editing
- Save & Manage Your Designs
- Global Styles and Elements
- Undo, Redo & Revisions
- Well Designed Interface

MODULES:
- Sliders
- CTAs
- Blog
- Galleries
- Testimonials
- Forms

EFFECTS:
- Shape Dividers
- Layout Library
- Transforms
- Hover States
- Find & Replace

CUSTOMIZE:
- Page Templates
- Bulk Editing
- Extendable Styles
- Keyboard Short cuts
- Searchable styles
- Role Editors
- Use with other themes
- Fonts

DISADVANTAGES:
- Slower Page load
- Heavy code
- Proprietary

https://wordpress.org/plugins/static-html-output-plugin/