
EMPOWER YOUR STORYTELLING

WITH GUTENBERG:

How to Use Blocks To Boost Your Communication

@SiteGround



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- Journalism Major
- Lives in Montreal
- On Twitter @andreazoellner
- Likes Gutenberg

@SiteGround

ARE YOU USING
GUTENBERG?

WordPress 4.9.8

Edit Post [Add New](#)

Screen Options Help

How To Make Your WordPress Blog GDPR Compliant

Publish

Permalink: <http://andreazoellner.com/how-to-make-your...g-gdpr-compliant/> Edit Get Shortlink

Add Media Add Contact Form

Paragraph **B** *I* [List icons] [Link icon] [More icon]

WordPress 5.0+

Switch to Draft Preview Update [Settings icon] [Checkmark icon] [More icon]

Document Block x

Status & Visibility ^

Visibility [Public](#)

Publish [May 24, 2018 4:32 pm](#)

Stick to the Front Page

[Move to trash](#) [Trash icon]

3 Revisions

Categories v

Tags v

Featured Image ^

[Replace image](#)

[Remove featured image](#)

How To Make Your WordPress Blog GDPR Compliant

Classic

Read about the new regulations involving personal data in the EU and find out how to prepare your blog.

**Disclaimer: This is a very brief overview and by no means legal advice. [Read the official GDPR rules to find out more.](#)*

You may have noticed a lot of websites sending you emails about their new privacy policy, implementing pop-ups you never noticed before, and asking you to re-confirm your subscription to a newsletter. The reason for all this is GDPR, the new EU legislation on personal data privacy.

The General Data Privacy Regulation (GDPR) comes into effect tomorrow, May 25th, and requires all websites that gather personal information from

Read about the new regulations involving personal data

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**Disclaimer: This is a very brief overview and by no means l*

You may have noticed a lot of websites sending you emails never noticed before, and asking you to re-confirm your sub the new EU legislation on personal data privacy.

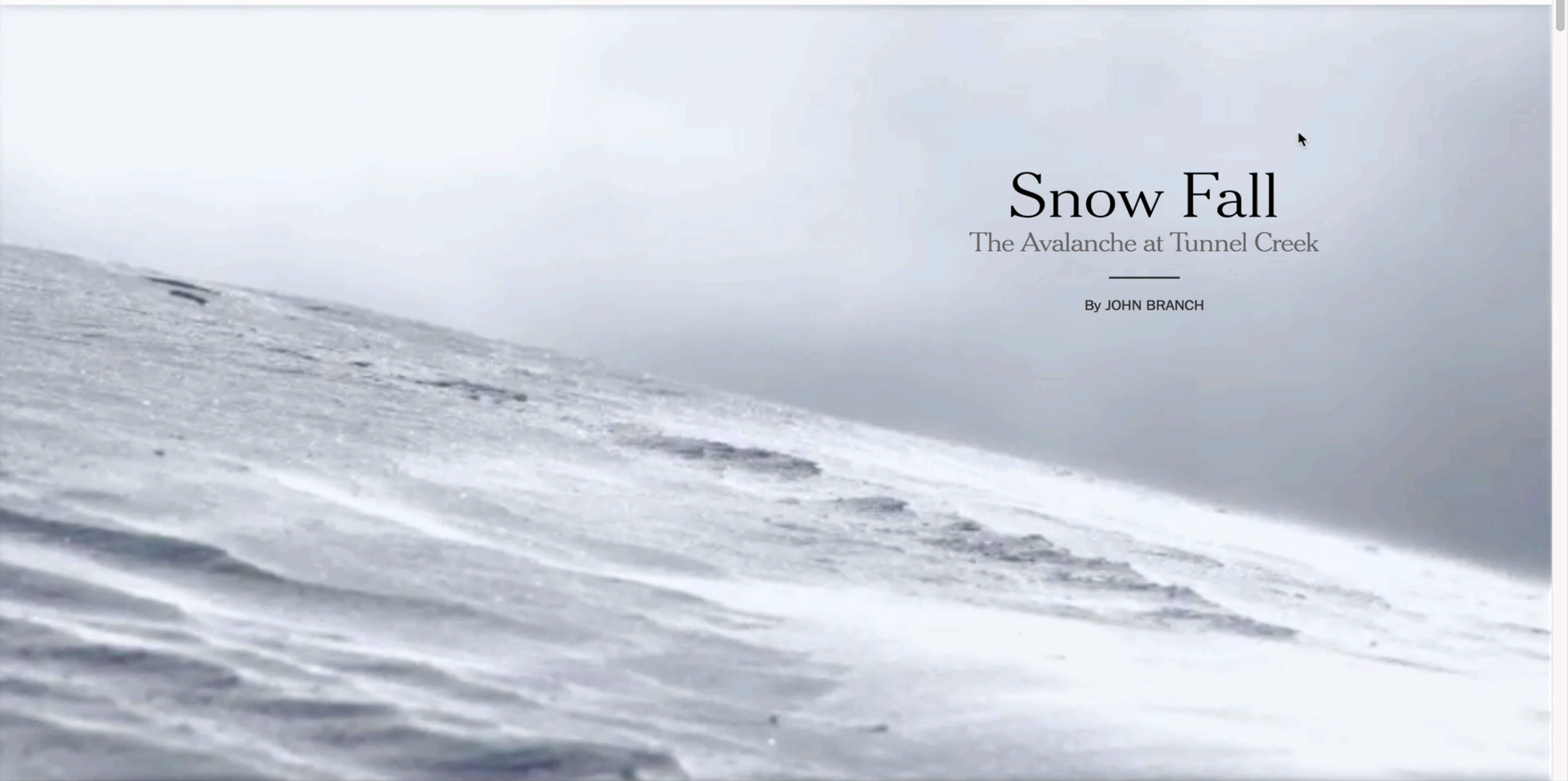
The General Data Privacy Regulation (GDPR) comes into ef gather personal information from customers and visitors ba

What is personal data?

Personal data can be anything from the information we acti address, and credit card details to data collected when we we've visited.

The purpose of the GDPR is to give individuals in the EU mc and how it's used. The main reason so many companies are explain what information they collect, why they need it, and

“TO SNOWFALL”



Snow Fall

The Avalanche at Tunnel Creek

By JOHN BRANCH

WITH GÜTENBERG,
ANYONE CAN SNOWFALL.

Add title



Add text or type / to add content

Document

Block



Status & Visibility

Visibility

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[Immediately](#)

Stick to the Front Page

Pending Review

Categories

Tags 

Featured Image

Set featured image

Excerpt

Discussion


Allow Comments


Allow Pingbacks & Trackbacks










Sharing

Show sharing buttons.


Add title


 Search for a block


Most Used 



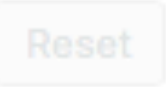
 Paragraph	 Shortcode	 Slideshow
 Heading	 Categories	 WordPress
 Custom HTML	 Spacer	 Table


   


Document **Block** 

 Paragraph
Add some basic text.













Text Settings 

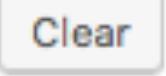
Font Size
Normal   

Drop Cap 
Toggle to show a large initial letter.













Color Settings 

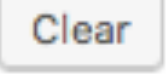
Background Color


					
					



Text Color



Advanced 

Additional CSS Class

GUTENBERG BLOCKS

TEXT

- .Paragraph
- .List
- .Heading
- .Subhead
- .Table
- .Button
- .Classic Block
- .Text Columns

MEDIA

- .Image
- .Audio
- .Video
- .Embeds
- .Shortcodes
- .Cover Image
- .Image Gallery
- .File

QUOTES

- .Quote
- .Pullquote
- .Verse
- .Code

LAYOUT








- .Columns
- .Separator
- .Read More
- .Pagination

CODE

- .Code
- .Preformatted
- .Custom HTML
- .Shortcodes
- .Embeds

HOW TO IMPROVE YOUR BLOG WITH GUTENBERG

1. ADD STYLE TO YOUR TEXT

	 Pullquote	 Verse	 List
 Paragraph	 Columns (beta)	 Quote	 Heading

Text Elements in Gutenberg

The goal of this new editor is to make adding rich content to WordPress simple and enjoyable. This whole post is composed of pieces of content—somewhat similar to LEGO bricks—that you can move around and interact with. Move your cursor around and you'll notice the different blocks light up with outlines and arrows. Press the arrows to reposition blocks quickly, without fearing about losing things in the process of copying and pasting.

What you are reading now is a text block the most basic block of all. The text block has its own controls to be moved freely around the post...

What you are reading now is a text block the most basic block of all. The text block has its own controls to be moved freely around the post...

...like this one, which is right aligned.

Headings are separate blocks as well, which helps with the outline and organization of

Document Block ×

Status & Visibility ^

Visibility [Public](#)

Publish [Immediately](#)

Pending Review

[Move to trash](#) 🗑️

Featured Image v

Excerpt v

Discussion v

Page Attributes v

Likes and Shares ^

Show likes.

Show sharing buttons.

2. DIVERSIFY YOUR IMAGES



Image



Gallery



Cover Image



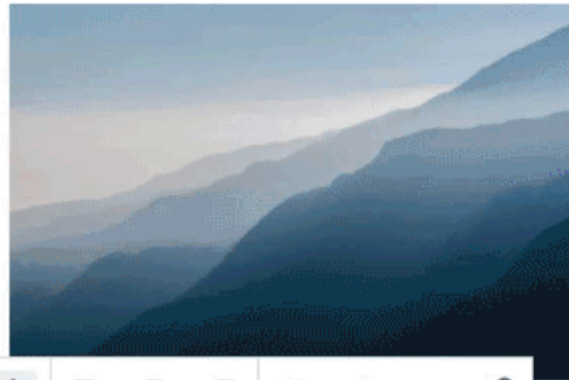
Imgur



Flickr

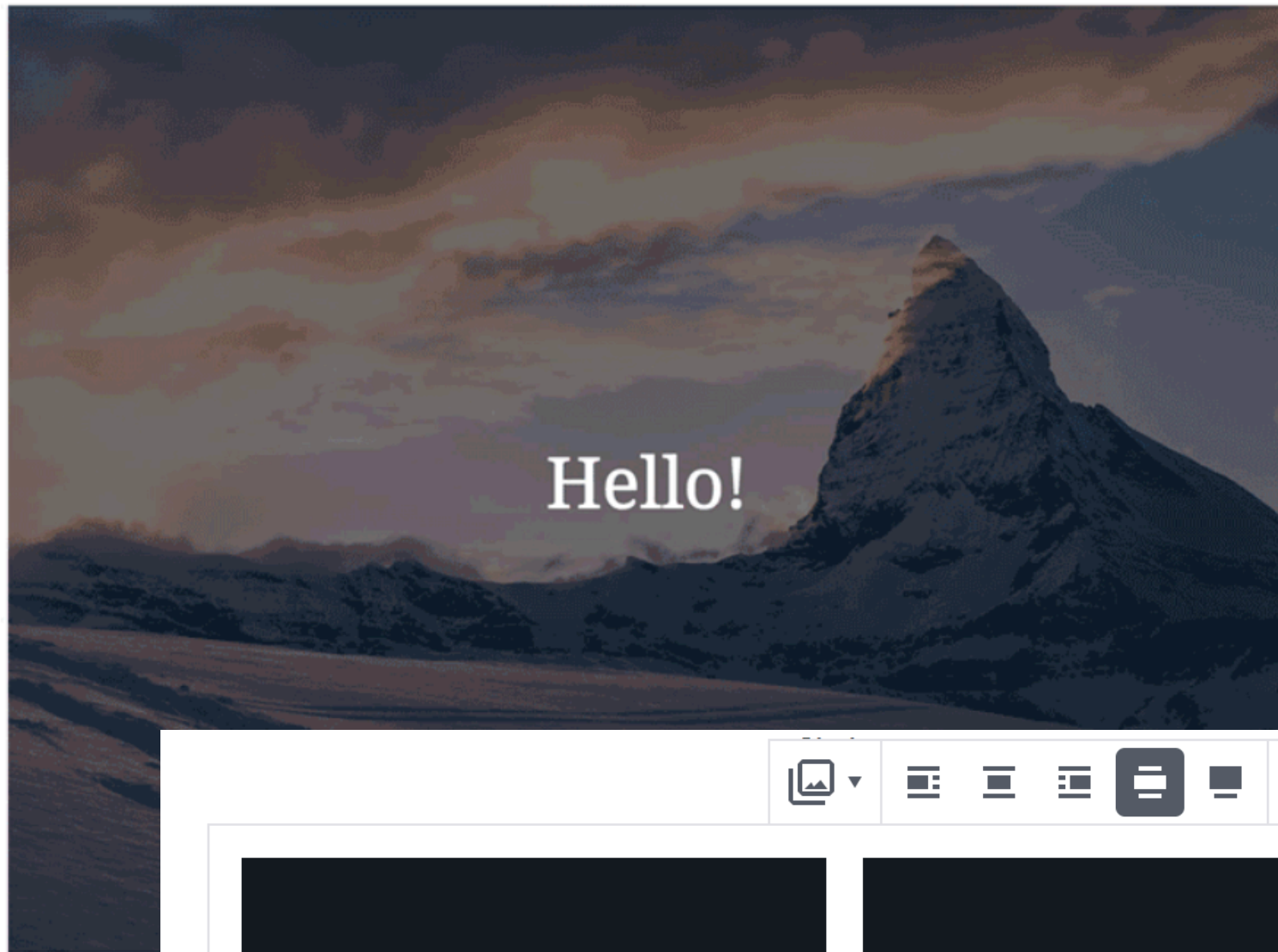


Instagram





“ ☰ ☰ ☰ B I ABC 🔗


[In mountaineering, if] we look for private experience rather than public history, even




🖼️ ☰ ☰ ☰ ☰ ☰ 📄 ✎ ⋮


Do more with fewer plugins.

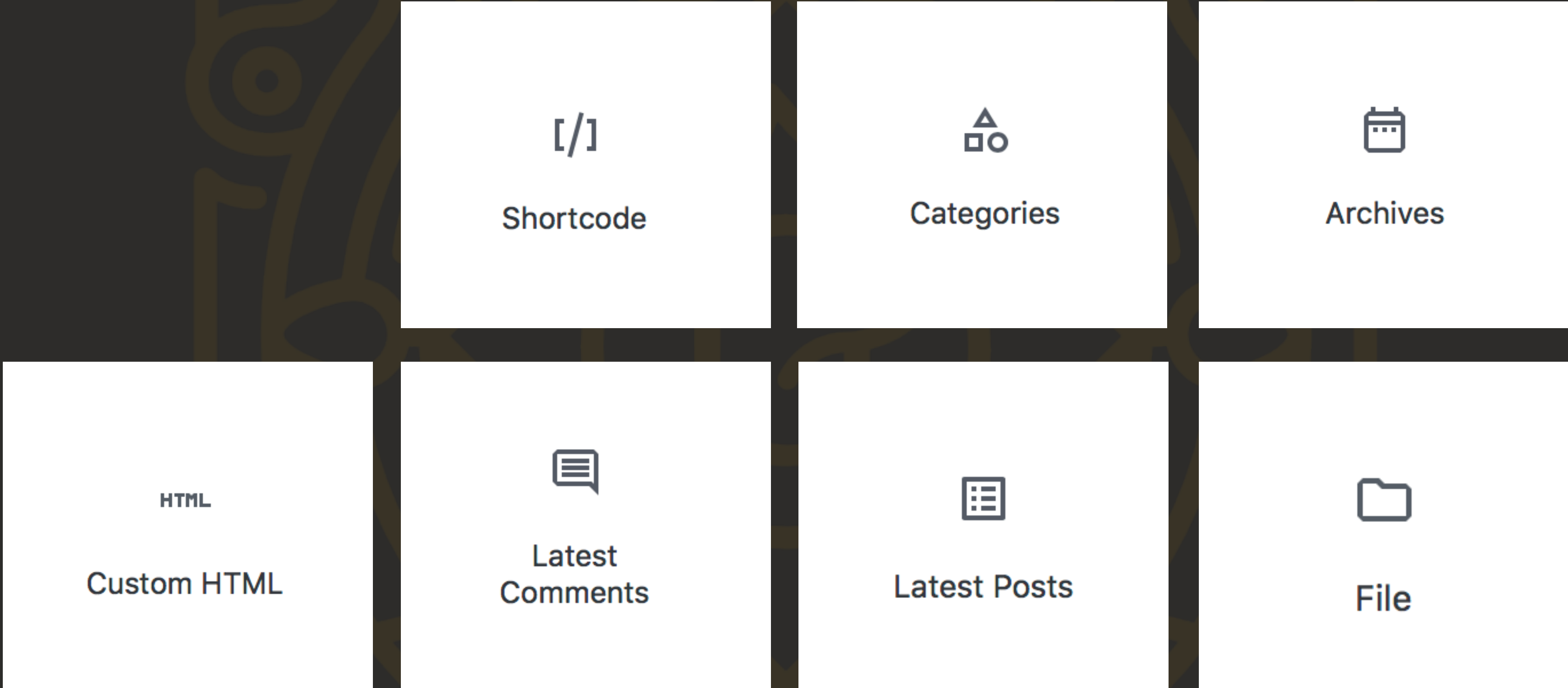

Create modern, multimedia-heavy layouts.


Work across all screen sizes and devices.


Trust that your editor looks like your website.

⊕
Upload an image

3. INTEGRATE OTHER POST TYPES



Portfolio

Writing

[/] Shortcode

```
[portfolio display_types=true display_tags=true include_type=writing  
columns=2 showposts=2 display_content=false]
```



[View more articles](#)

Take a look at my résumé

[Download Here](#)

Writing



How To Create Content That Keeps Your Readers Coming Back

Types: [Writing](#)

Tags: [Jetpack](#)

[View more articles](#)

[Take a look at my résumé](#)

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Three Ways to Keep Visitors on Your Site Longer

Types: [Writing](#)

Tags: [Jetpack](#)

4. SPICE IT UP WITH MULTIMEDIA



Audio



Video

Add text or type / to add content




      the latest episode of our podcast!



Write caption...

Document **Block** ×

 **Video**
Embed a video file and a simple video player.

Video Settings ^

Autoplay

Loop

Muted

Playback Controls

Preload

Metadata

Poster Image

Select Poster Image

Advanced ∨

5. ADD BREATHING ROOM



Columns (beta)



Table



Page break



Spacer



More



Separator

6. BUILD IN A CALL-TO-ACTION

- Dashboard
- Jetpack
- Posts**
 - All Posts
 - Add New
 - Categories
 - Tags
- Media
- Pages
- Portfolio
- Testimonials
- Comments
- Feedback
- Appearance
- Plugins
- Users
- Tools
- Grid Kit
- Settings
- Gutenberg

+ ↶ ↷ ⓘ

Save Draft Preview **Publish...** ⚙️ ⋮

Add title

Heading element

Placeholder content

Placeholder content



T ☰ 🖼️

Document Block ✕

Status & Visibility ^

Visibility [Public](#)

Publish [Immediately](#)

Stick to the Front Page

Pending Review

[Move to trash](#) 🗑️

Categories v

Tags v

Featured Image ^

Set featured image

Excerpt v

Discussion ^

Allow Comments

Allow Pingbacks & Trackbacks

7. SIMPLIFY YOUR WORKFLOW

Add title

Heading element



Document **Block** ×

¶ Paragraph
Add some basic text.

Text Settings ^

Font Size
Normal ▾ Reset

Drop Cap
Toggle to show a large initial letter.

Color Settings ▾

Advanced ▾

IN SUMMARY

1. STYLIZE YOUR TEXT

2. ADD IMAGES

3. MAXIMIZE POST-TYPES

4. ADD AUDIO AND VIDEO

5. ADD WHITESPACE

6. ADD A CALL-TO-ACTION

7. CREATE REUSABLE BLOCKS

RESPONSIVE & ACCESSIBLE

PLUGINS

STACKABLE – GUTENBERG BLOCKS

ATOMIC BLOCKS – GUTENBERG BLOCKS COLLECTION

GUTENBERG BLOCKS – ULTIMATE ADDONS FOR GUTENBERG

BLOCK OPTIONS FOR GUTENBERG EDITOR

GHOST KIT – BLOCKS COLLECTION

THANK YOU!

[HTTP://MYTALK.ROCKS](http://MYTALK.ROCKS)

@ANDREAZOELLNER