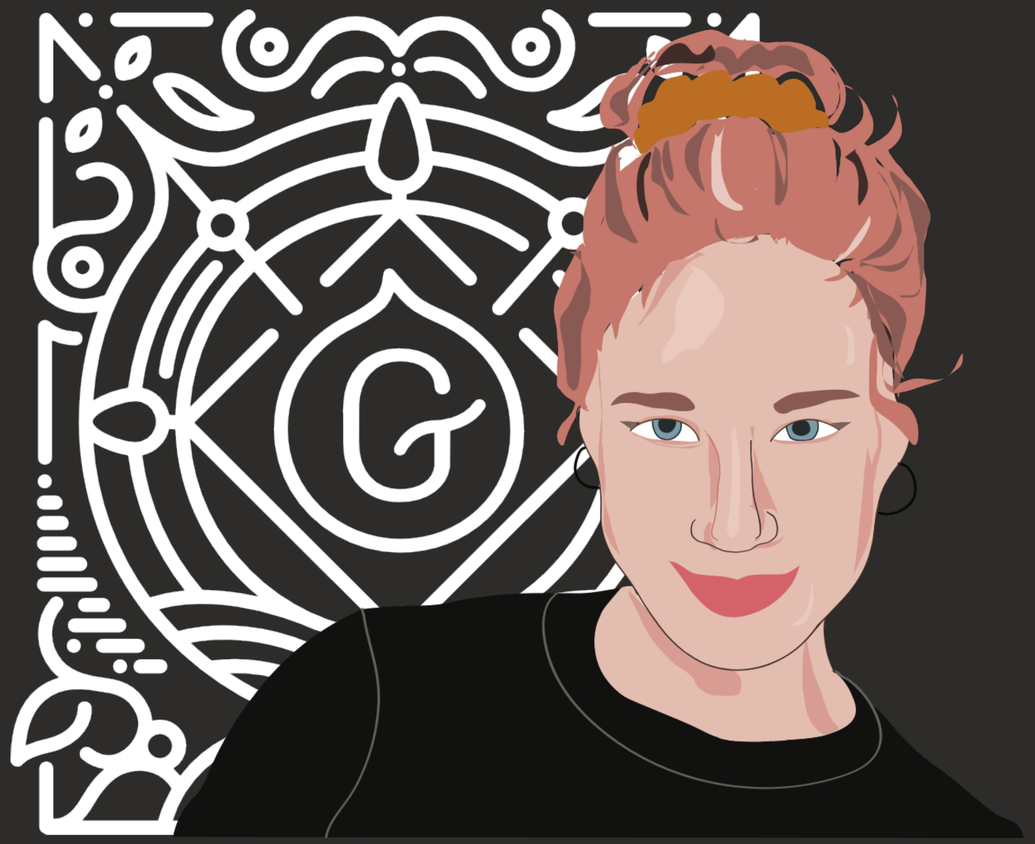
Empower your storytelling with Gutenberg:

How To Use Blocks To Boost Your Communication

SiteGround



ANDREA ZOELLNER

- Chief Content Creator at SiteGround
- 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

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

Add Media Add Contact Form

Paragraph

Publish

Read about the new regulations involving personal data

*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 sul
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 mo
and how it's used. The main reason so many companies are
explain what information they collect, why they need it, and

WordPress 5.0+

Switch to Draft Preview Update

Document Block

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

Status & Visibility

Visibility Public

Publish May 24, 2018 4:32 pm

Stick to the Front Page

Move to trash

3 Revisions

Categories

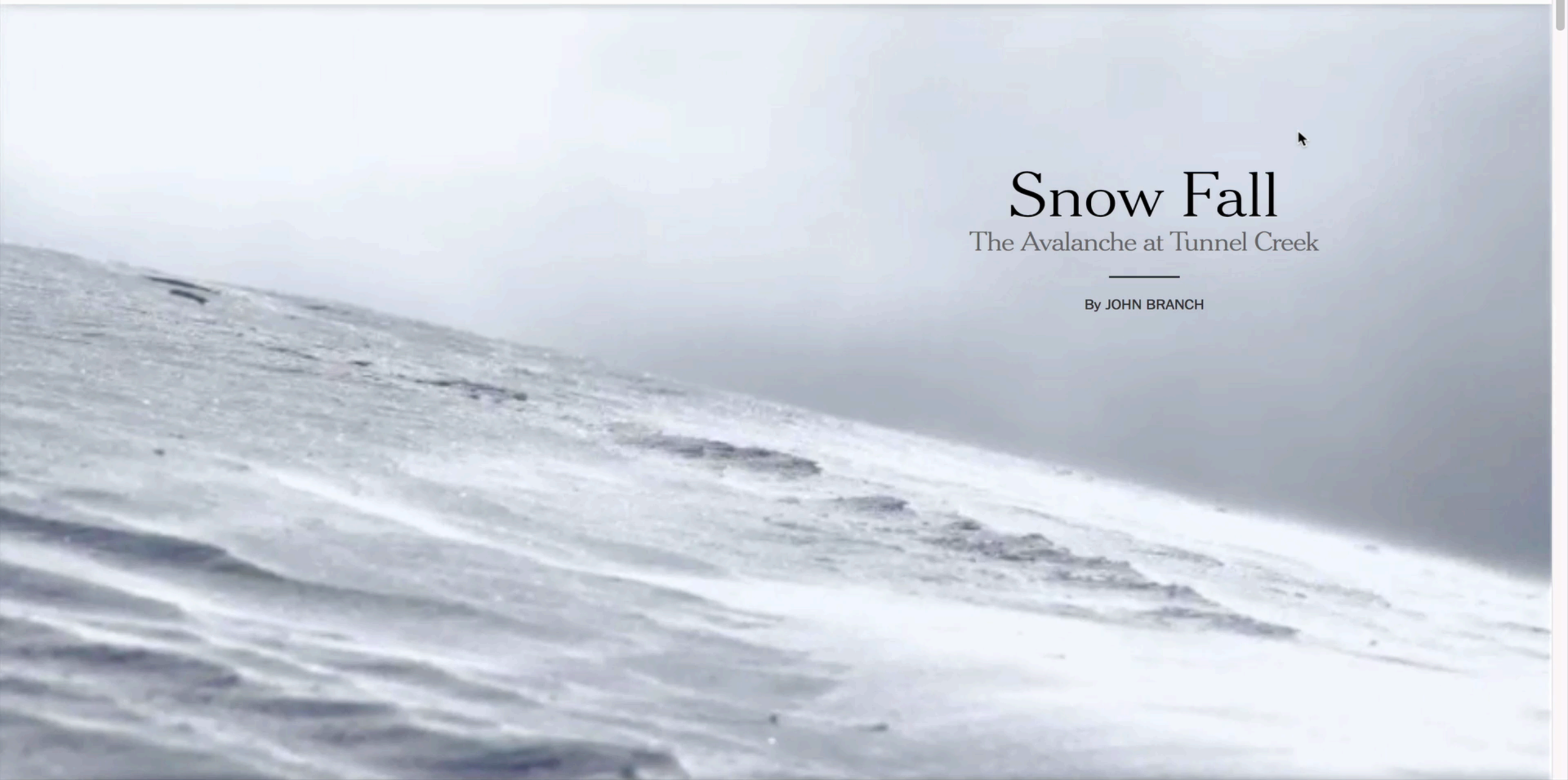
Tags

Featured Image

Replace image

Remove featured image

“TO SNOWFALL”



Snow Fall

The Avalanche at Tunnel Creek

By JOHN BRANCH

WITH GUTENBERG,

ANYONE CAN SNOWFALL.

Add title

Add text or type / to add content

Document | Block

Status & Visibility

Visibility: Public

Publish: Immediately

- [ ] Stick to the Front Page
- [ ] Pending Review

Categories

Tags

Featured Image

Set featured image

Excerpt

Discussion

- [x] Allow Comments
- [x] Allow Pingbacks & Trackbacks

Sharing

- [x] Show sharing buttons.

Add title

Search for a block

Most Used

Paragraph
Shortcode
Slideshare
Heading
Categories
WordPress
Custom HTML
Spacer
Table

Document Block

Paragraph
Add some basic text.

Text Settings

Font Size
Normal
Reset

Drop Cap
Toggle to show a large initial letter.

Color Settings

Background Color
Clear

Text Color
Clear

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

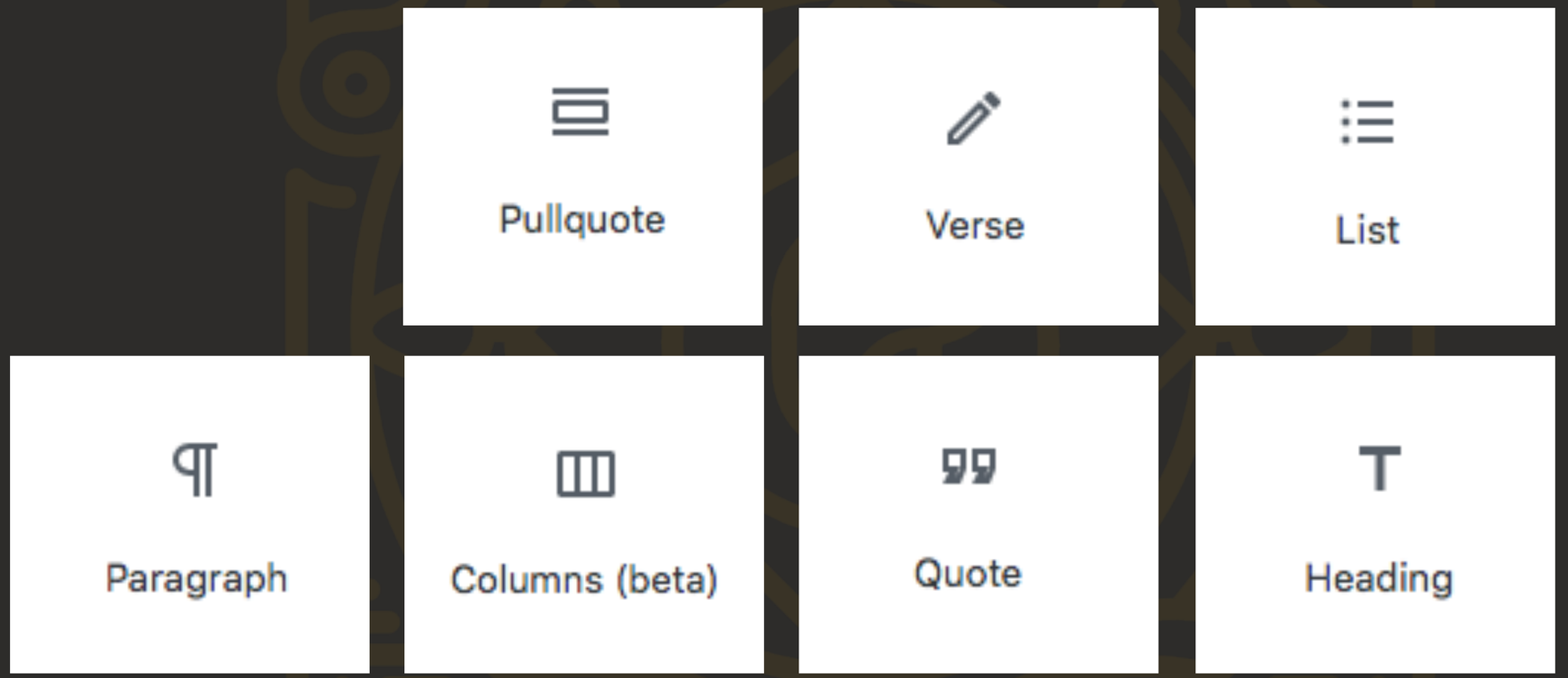
- Columns
- Separator
- Read More
- Pagination

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

2. DIVERSIFY YOUR IMAGES

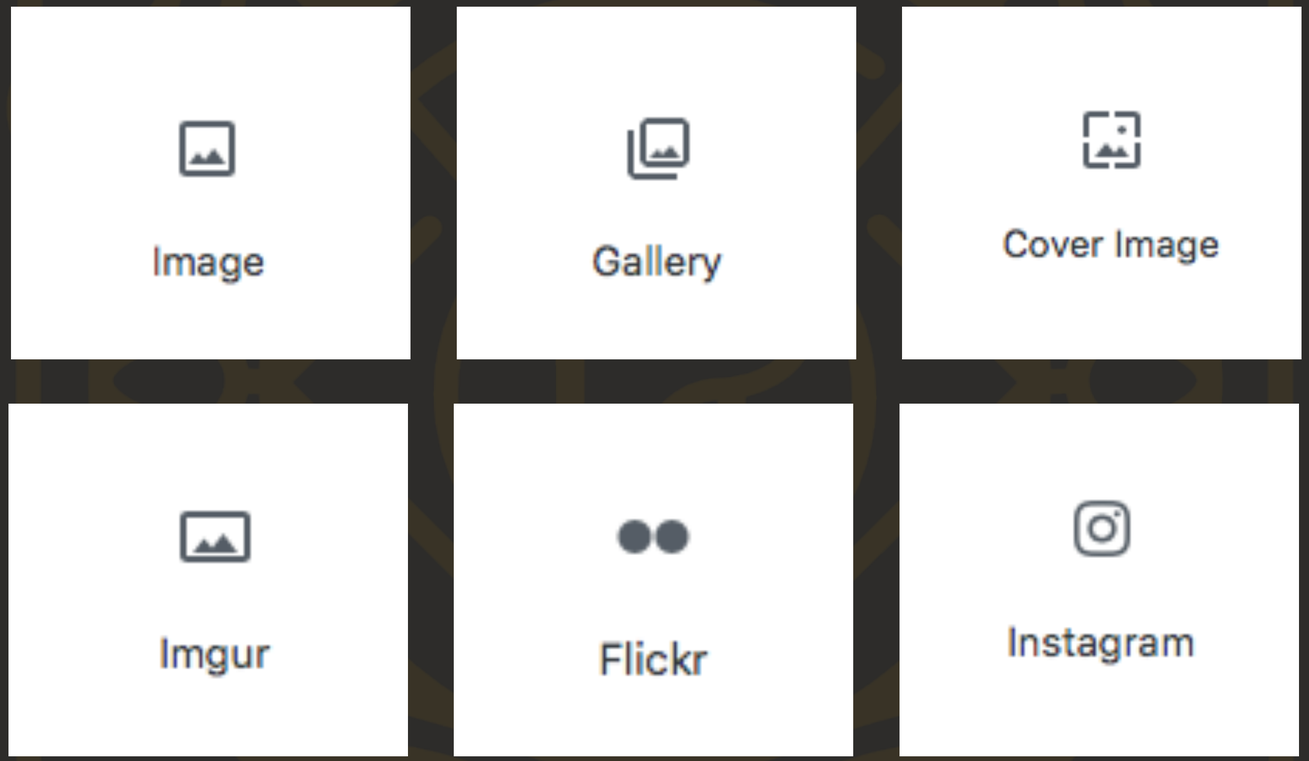
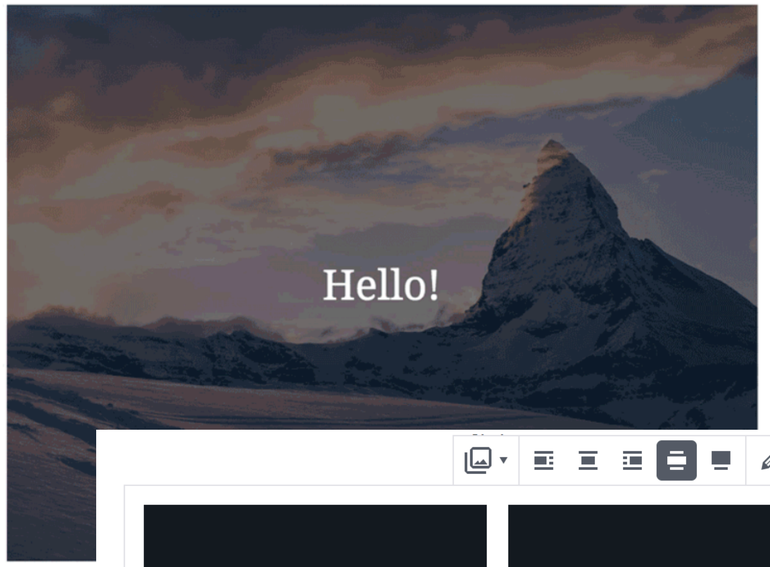
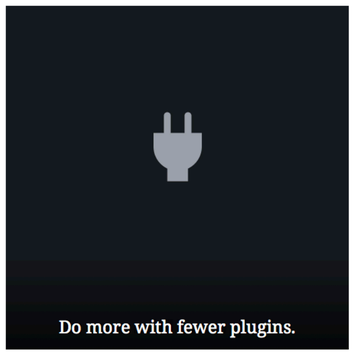
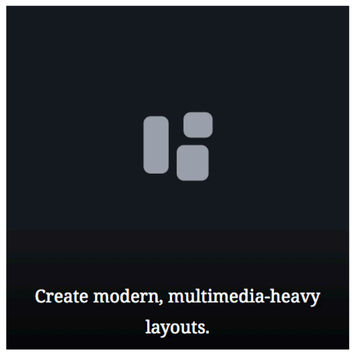


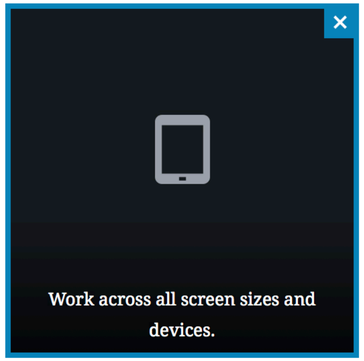
Image
Gallery
Cover Image
Imgur
Flickr
Instagram

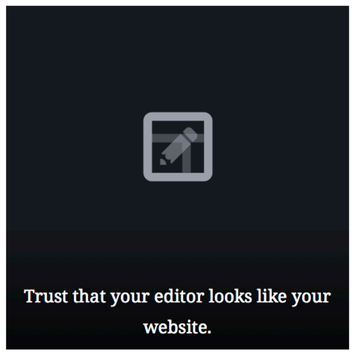
> *[In mountaineering, if] we look for private experience rather than public history, even*





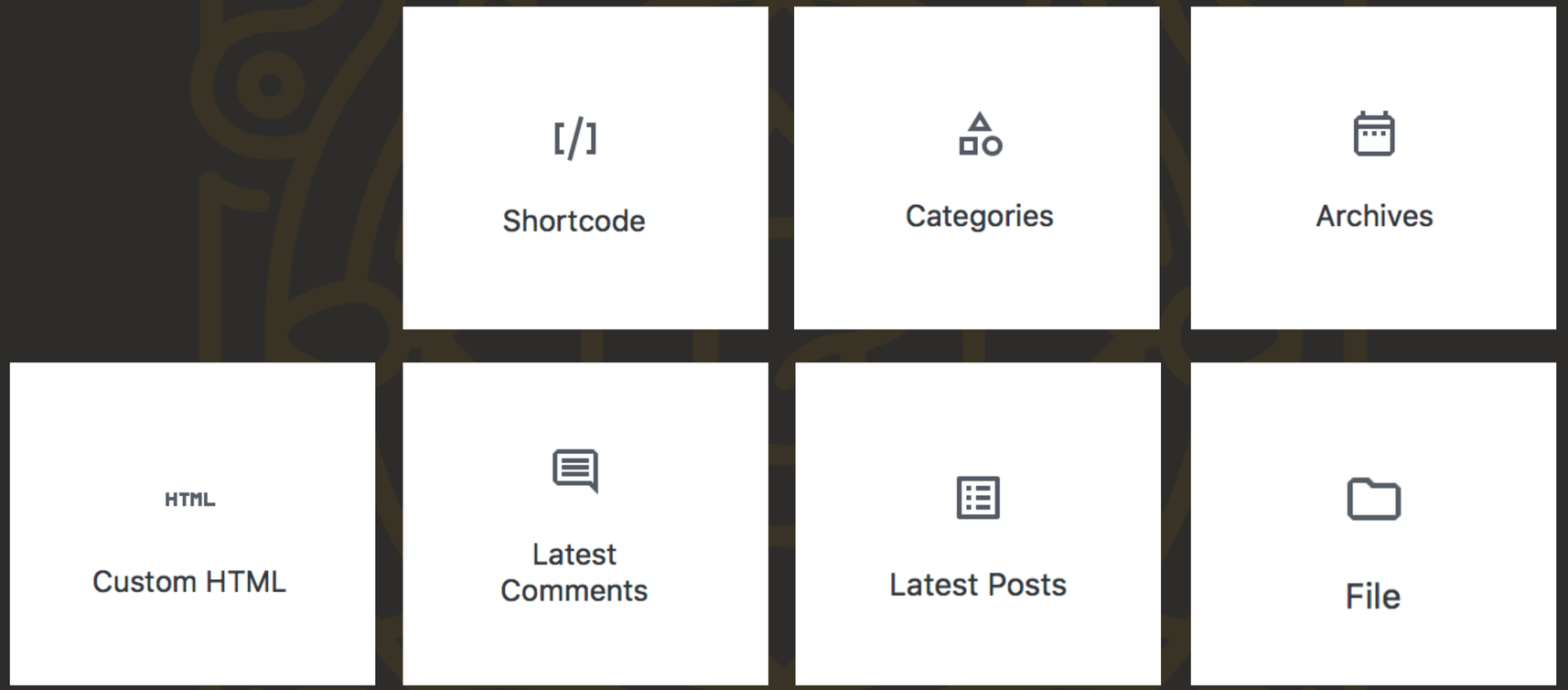






Upload an image

3. INTEGRATE OTHER POST TYPES


[/]
Shortcode
Categories
Archives
HTML
Custom HTML
Latest Comments
Latest Posts
File

Portfolio

Writing

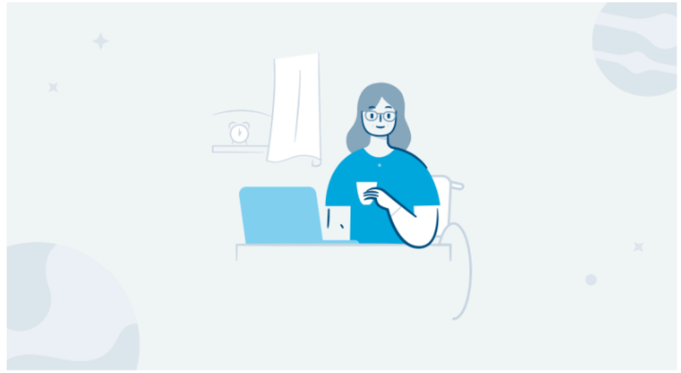
[/] Shortcode

```
[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

Three Ways to Keep Visitors on Your Site Longer

Types: Writing

Tags: Jetpack

View more articles

Take a look at my résumé Download Here

4. SPICE IT UP WITH MULTIMEDIA

Audio
Video

Add text or type / to add content

0:00 -1:01

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

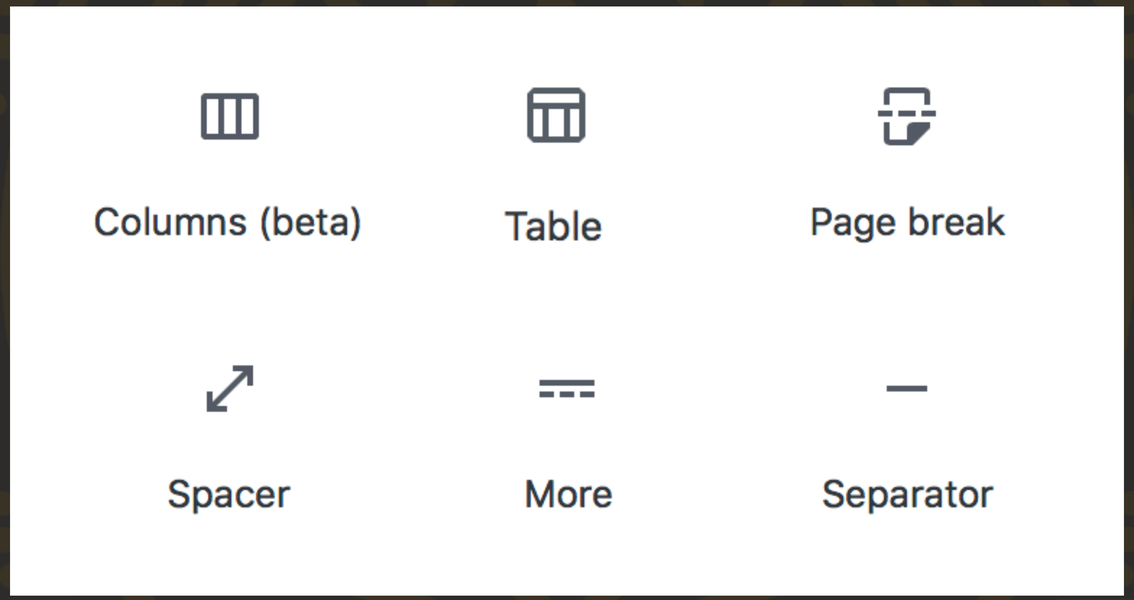
Metadata

Poster Image

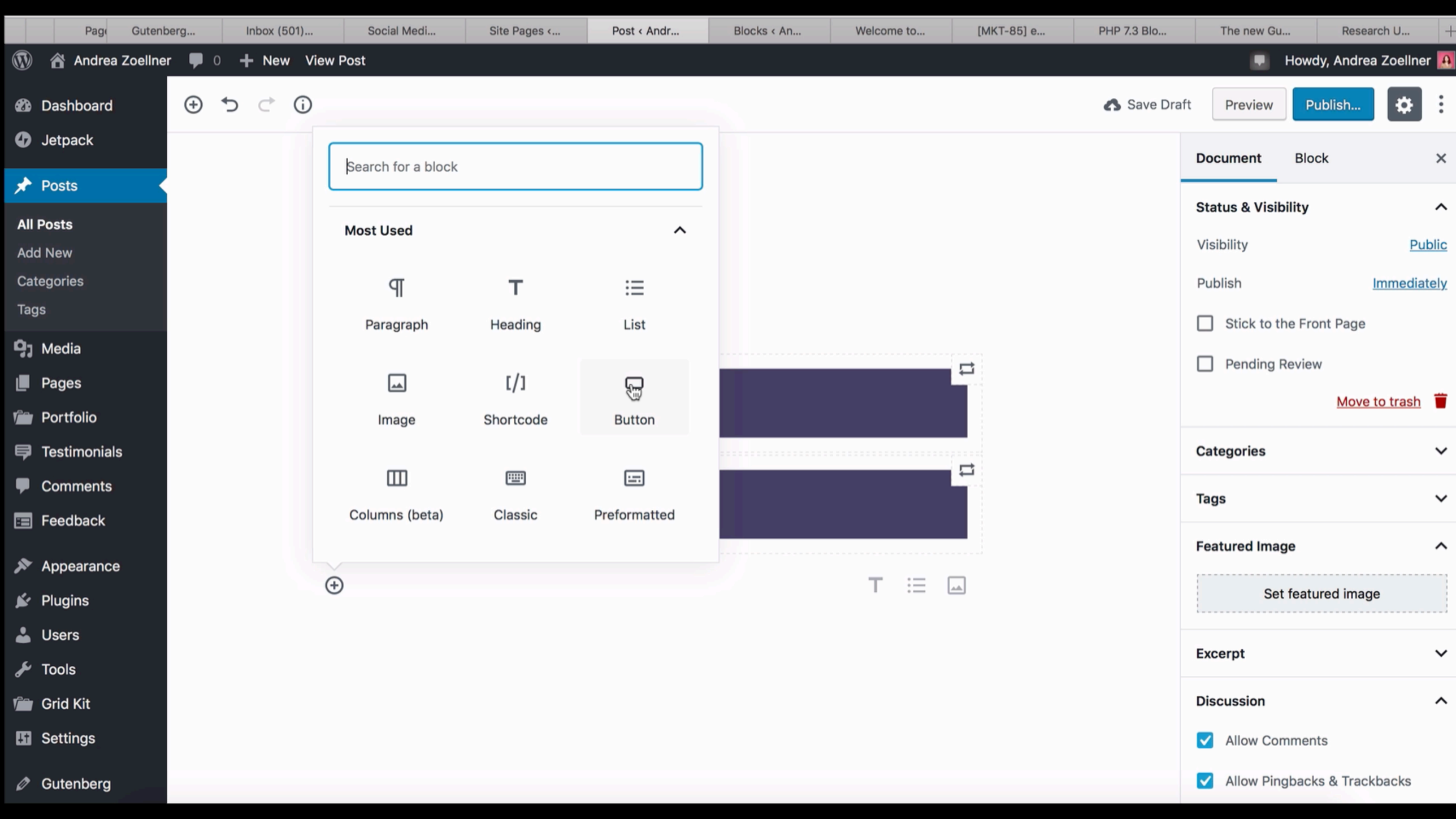
Select Poster Image

Advanced

5. ADD BREATHING ROOM


Columns (beta)
Table
Page break
Spacer
More
Separator

6. BUILD IN A CALL-TO-ACTION


Page
Gutenberg...
Inbox (501)...
Social Medi...
Site Pages ‹...
Post ‹ Andr...
Blocks ‹ An...
Welcome to...
[MKT-85] e...
PHP 7.3 Blo...
The new Gu...
Research U...
Andrea Zoellner
0
New
View Post
Howdy, Andrea Zoellner
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...
Search for a block
Most Used
Paragraph
Heading
List
Image
Shortcode
Button
Columns (beta)
Classic
Preformatted
Document
Block
Status & Visibility
Visibility
Public
Publish
Immediately
Stick to the Front Page
Pending Review
Move to trash
Categories
Tags
Featured Image
Set featured image
Excerpt
Discussion
Allow Comments
Allow Pingbacks & Trackbacks

7. SIMPLIFY YOUR WORKFLOW

Saved Preview Publish...

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!

@ANDREAZOELLNER

SiteGround