

WordPress & Gutenberg

How I Learned to Stop Worrying
and Love the Block Editor



The Events Calendar

by MODERN TRIBE

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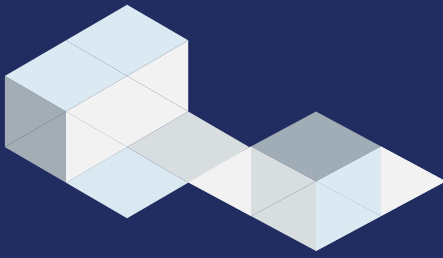
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Introduction

THE WAY YOU CREATE CONTENT IN WORDPRESS IS CHANGING

In 2003, a little-known software project called WordPress was born. Since then, it's grown to be the most popular content management system (CMS) in the world, [powering over 30% of the web.](#) ↗

Since the system's beginning, the content creation experience in WordPress has changed very little. If you want to create a blog post, you open the post editor, enter the title and body text into the appropriate form fields, add some tags or meta details, then publish the post.

The rest of the internet, however, has changed substantially since 2003. In the fifteen years since the initial launch of WordPress, there have been *massive* changes in everything from the way web browsers work to the way programming languages like JavaScript are used.

Oh... and smartphones became a thing, too.

Although the old way of creating content in WordPress, with form fields and meta boxes, has served us well, the popular CMS recently decided to take a big leap forward — in 2018, WordPress 5.0 will be arriving with an all-new block editor that takes advantage of the best the modern web has to offer.

WHO THIS BOOK IS FOR

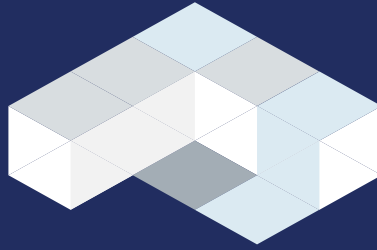
If you're a content creator, business owner, web designer, or site builder that uses WordPress, the changes coming in WordPress 5.0 will affect you.

This book provides an introduction and general overview of the new Gutenberg block editor in chapters one and two. The remaining chapters go into further detail on preparing your site, testing the Gutenberg plugin, and going live once WordPress 5.0 is released.

Those already working with popular pagebuilder themes such as Beaver Builder, Divi, or Elementor will find the concepts behind the block editor familiar — it also uses content modules with a drag and drop interface — but there are important aspects of the Gutenberg implementation you'll need to be aware of as the release date draws closer.

Whether you're just hearing about the new block editor, or are already on top of all things Gutenberg, we hope you find this eBook useful — for yourself, for your team, or for your clients.





CHAPTER 1

Introducing the Block Editor

BLOCK EDITOR? GUTENBERG? WHICH IS IT?

The new WordPress editor seems to go by many names. Perhaps you’ve heard it referred to as “Gutenberg” or “WordPress 5.0” or “the block editor.” What gives? Are these all the same thing?

Think of it like this: the block editor is the actual thing itself—the new, more visual editor that will be rolling out soon in WordPress version 5.0. The term “Gutenberg” is the codename for the actual development project of creating that editor.

Collectively, they fit together to answer what, where, and how WordPress is changing: the new block editor (what) will be released in WordPress 5.0 (where) as part of the Gutenberg development project (how).

Once version 5.0 is released the block editor will be the default editor in WordPress, so we’ll stick to using this terminology throughout this book.

SIDE-BY-SIDE: THE OLD EDITOR VS. THE NEW

1. The current form-based editor used to create and edit posts, pages, and more. The classic editor will be replaced by the block editor in WordPress 5.0.

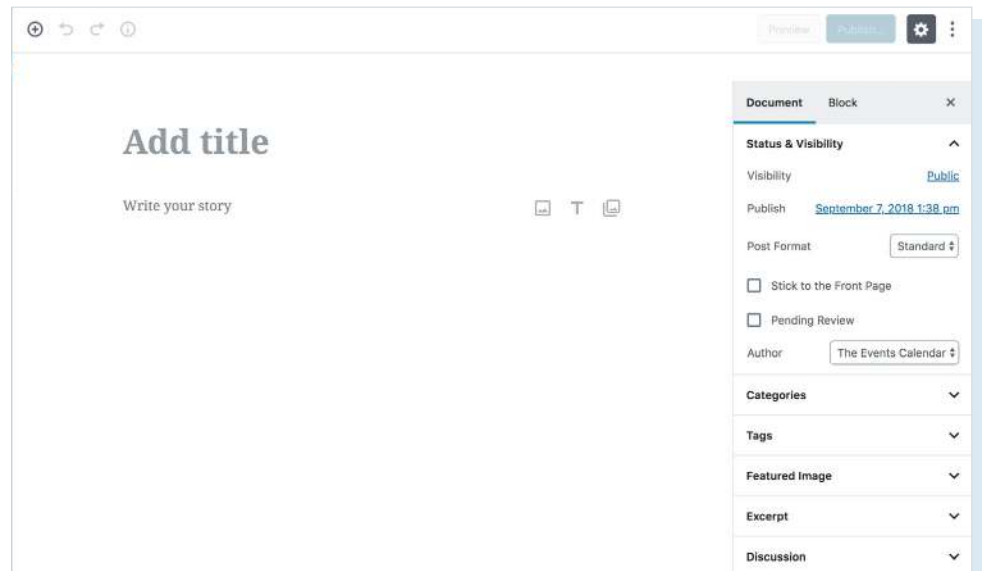
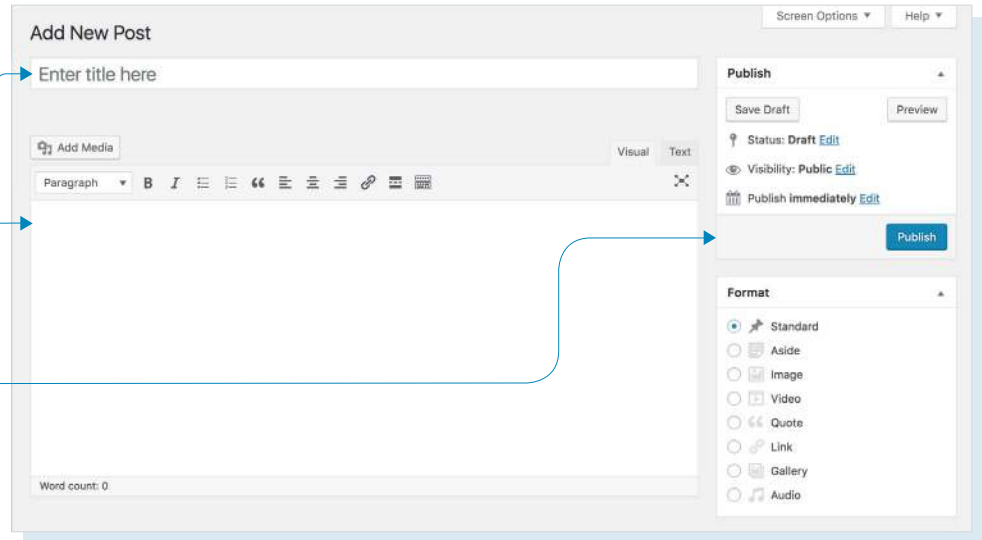
The classic editor is all about **data entry**. The title goes in one text box, the post content goes in another text box, and you can add excerpts, categories, and other details by modifying form elements in meta boxes.²

2. Flexible, modular edit screen elements that can be used to collect information related to the post being edited.

The block editor, meanwhile, is all about **page building**. Take a look.

The differences between the classic editor and the new block editor are easiest to understand with some visuals.

The classic editor¹ is the one you're already familiar with. When creating a default post, it looks like this:



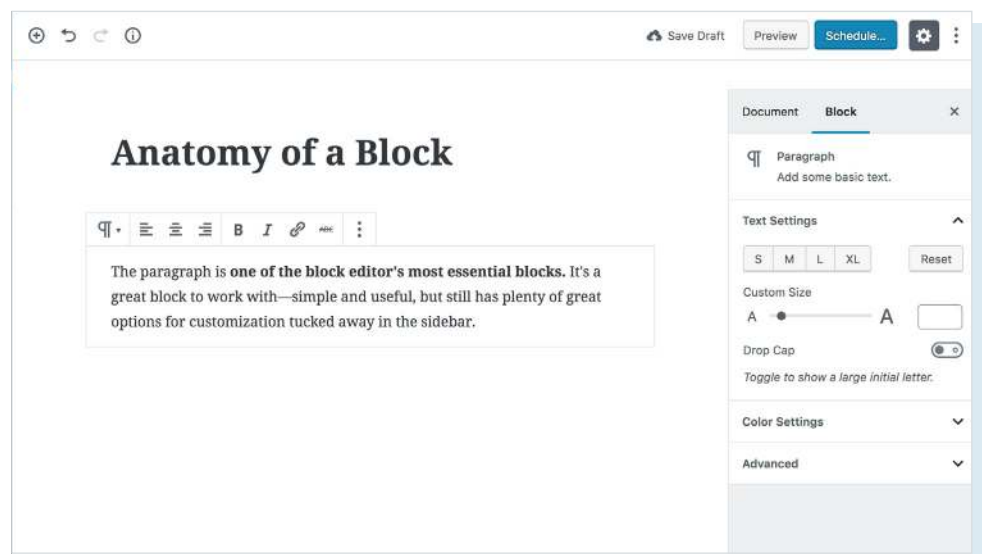
As you can see, it's not all *that* different from the classic editor. The title field is locked at the top, for example, and the sidebar has a number of elements to toggle and tinker with to modify the post.

But look at the content area—it's no longer a simple text box, but a blank canvas for arranging and dragging elements called **blocks** (more on that in a sec). And where have all the meta boxes gone? Most have been replaced by blocks or have had their functionality moved into the sidebar. We'll explore the sidebar in a bit more depth momentarily, but for now, let's talk about blocks.

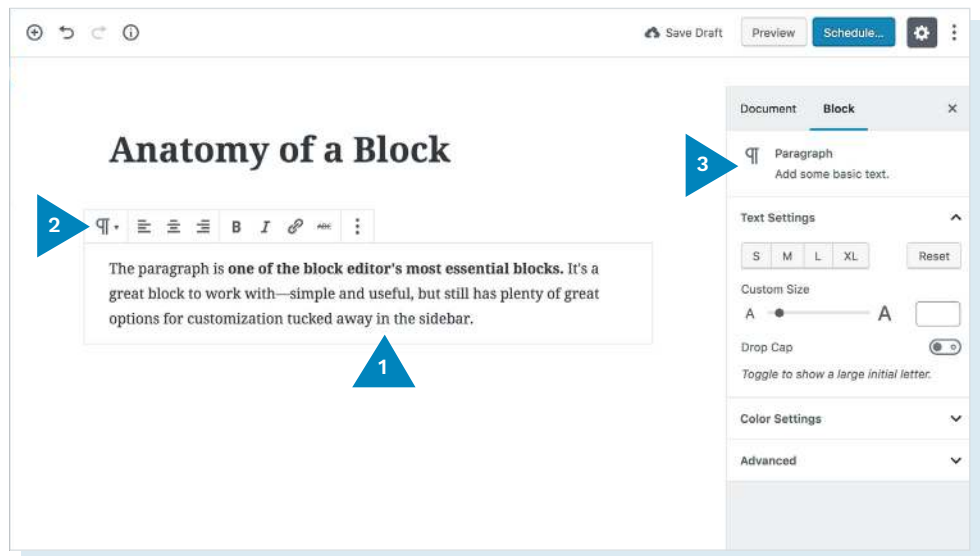
ANATOMY OF A BLOCK

In the new block editor, everything is a block Paragraphs, images, video embeds, pull quotes, email signup forms, and tables are all examples of content elements that each have their own block.

Let's add a paragraph to our blank post canvas to see a simple block in action:



There will be multiple types of blocks with many different specific options, toolbars, and features—but this general layout will be used on most of them.



- 1 **Block content** — A rich-text editor that is not unlike the classic editor’s main content-entry text box. In fact, it uses many of the same rich-text features that are in the classic editor.
- 2 **Toolbar** — When you mouse over content within a block, the toolbar becomes visible. Different buttons will be available for each block and some blocks won’t even have them. In this example, the buttons available in the toolbar allow for easy text formatting.

The leftmost icon allows you to transform the block into a different block type or, for some types, change the block style.

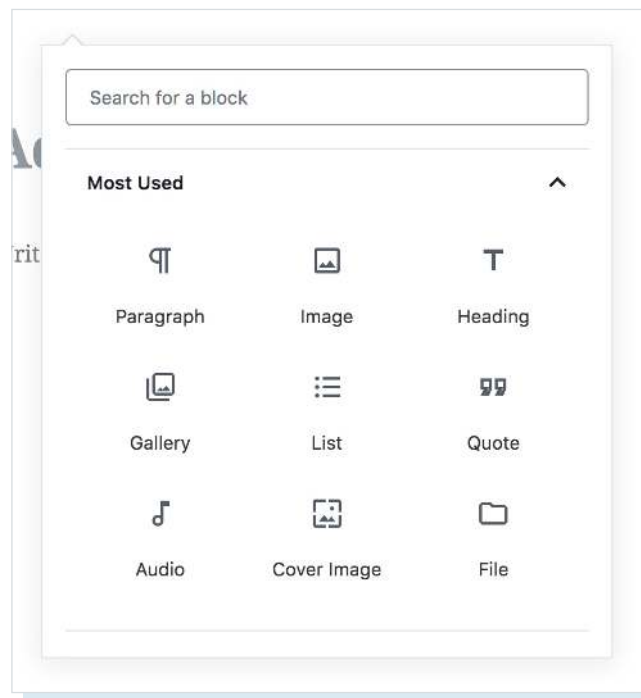
On the far right of the toolbar, you’ll find an ellipsis icon that lets you duplicate or remove the block, or add new neighboring blocks above or below. This is also where you’ll find options for creating a reusable block (more on that later) or editing the specific HTML for a block.



- 3 **Block settings** (also known as the Inspector) — This whole sidebar can be hidden or revealed as desired. It's full of advanced settings to further customize the display and functionality of the blocks you've added to your post. Settings here only affect individual blocks—adjusting the font size for this paragraph block, for example, will not affect other paragraph blocks on the same page.

POPULAR BLOCKS

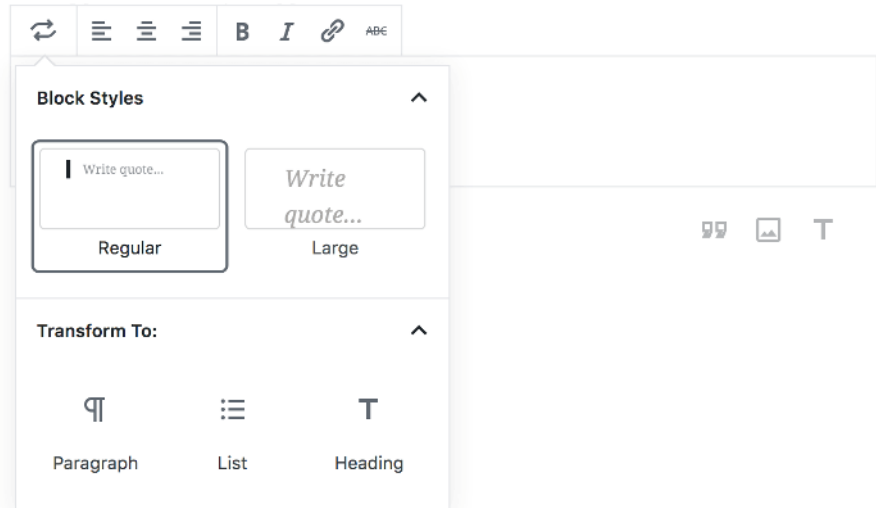
With the block editor, you no longer need to squeeze all of your text, images, and styling into the same space. Instead, several standard blocks will be at your disposal to help you create the best layout for your site.



Let's say you've got a killer blog post with quotes from several industry experts. You *could* enter all that content into the old editor and then add the blockquote styling manually, but thanks to the block editor, you have a better option: use the standard "Quote" block.



Adding a Block Quote



With the Quote block, you can select the style from the dropdown, quickly enter your text, and best of all, know exactly where to input the source of your quote.

Looks pretty good, doesn't it?

Block Quote Success!

Here's where our intro paragraph goes (in a paragraph block, of course).
We'll have a sentence or two, then hit our readers with our first quote.

Quotes from smart people add credibility to your post. To make them stand out, you can use a quote block like this one.

- Jen Roventine / The Events Calendar

Continue Writing

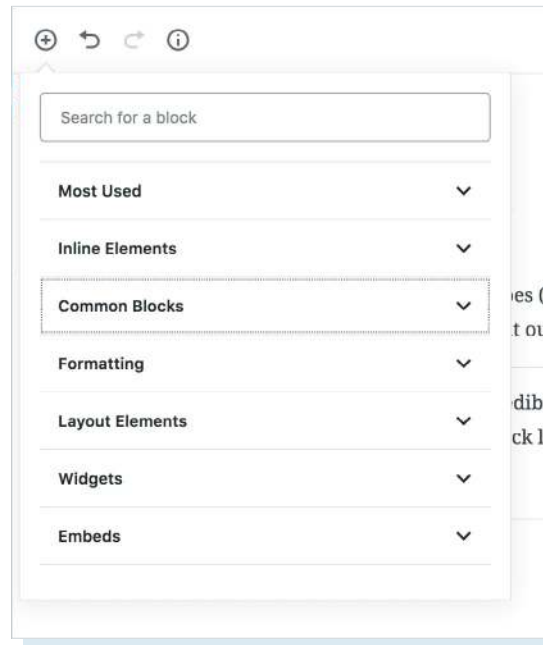


ADDING BLOCKS

On any post or page, click the “+” in the upper left corner to open the main block inserter. From here you can search or browse all available blocks. Your most commonly used blocks will be at the top — everything else is organized by category below. The block you select will be added at the bottom of your existing content.

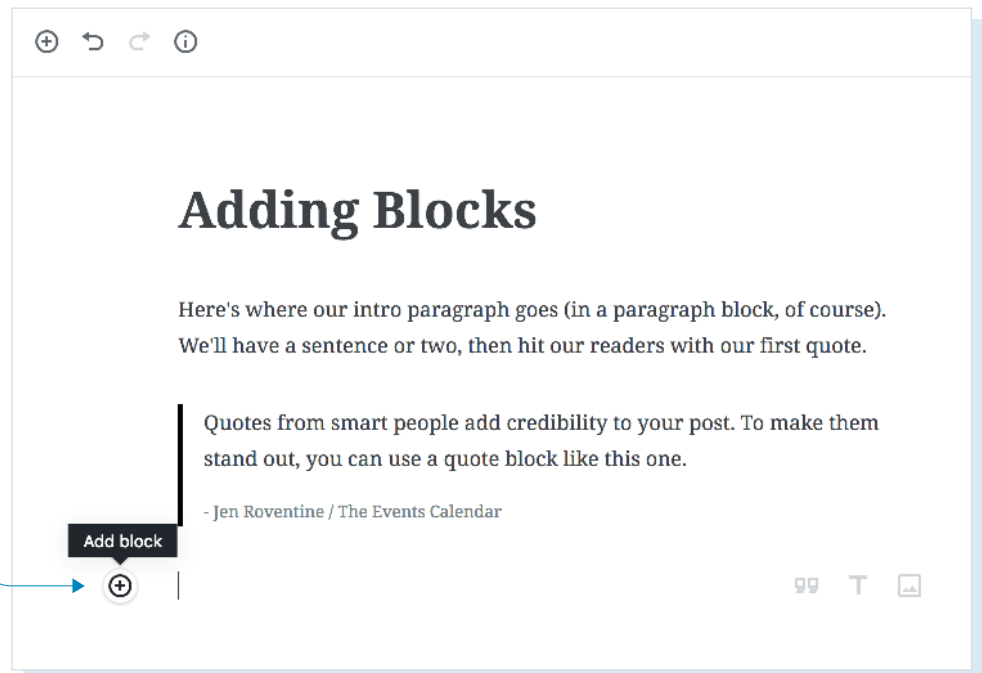
There are multiple points where you can add a block to a post or a page.

Main Inserter



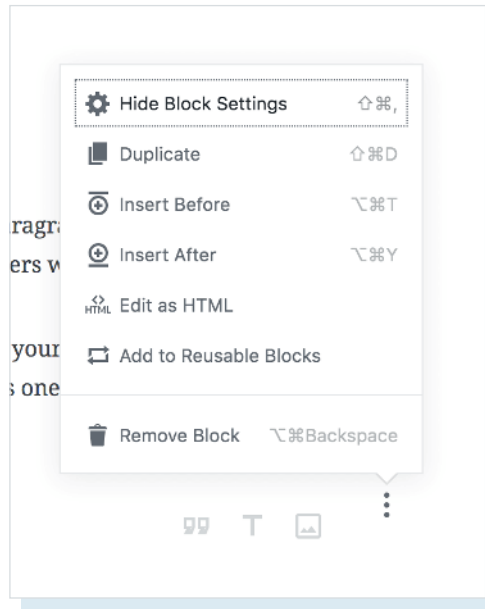
Sibling Inserter

When you hover over an existing block you'll see that same, now familiar, plus sign pop up. Clicking this icon is a quick and easy way to insert a new block right above your current one. By default, it'll be a blank paragraph block, but you can always turn it into something else by clicking the mini-inserter on the left, or one of the block icons on the right.

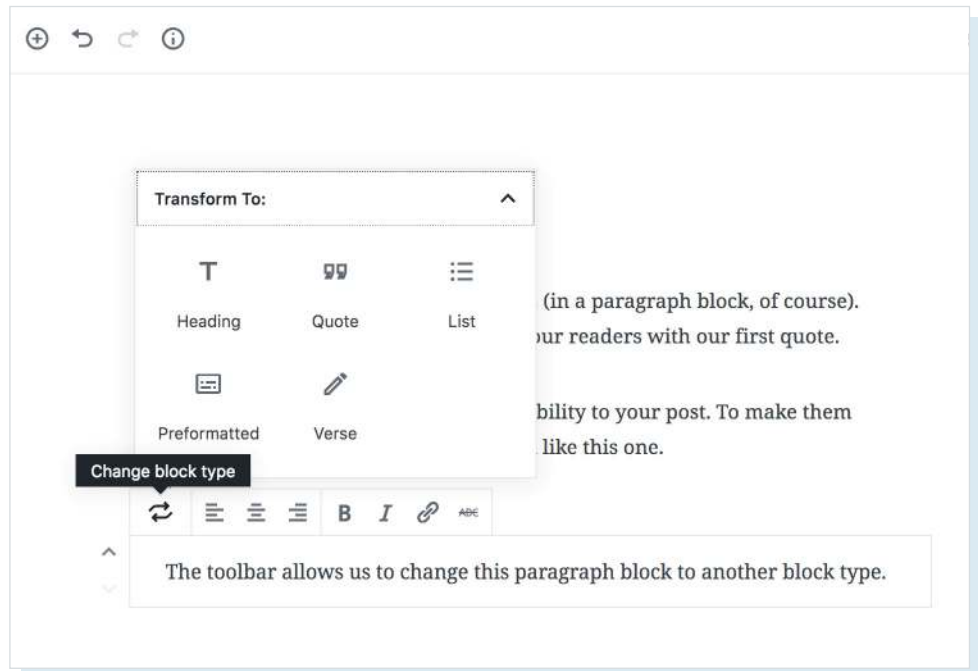


Block Menu

Yet another way to add a new block is via the block menu on the upper right side of any existing block. The menu provides a shortcut for adding a new block above or below the existing one.

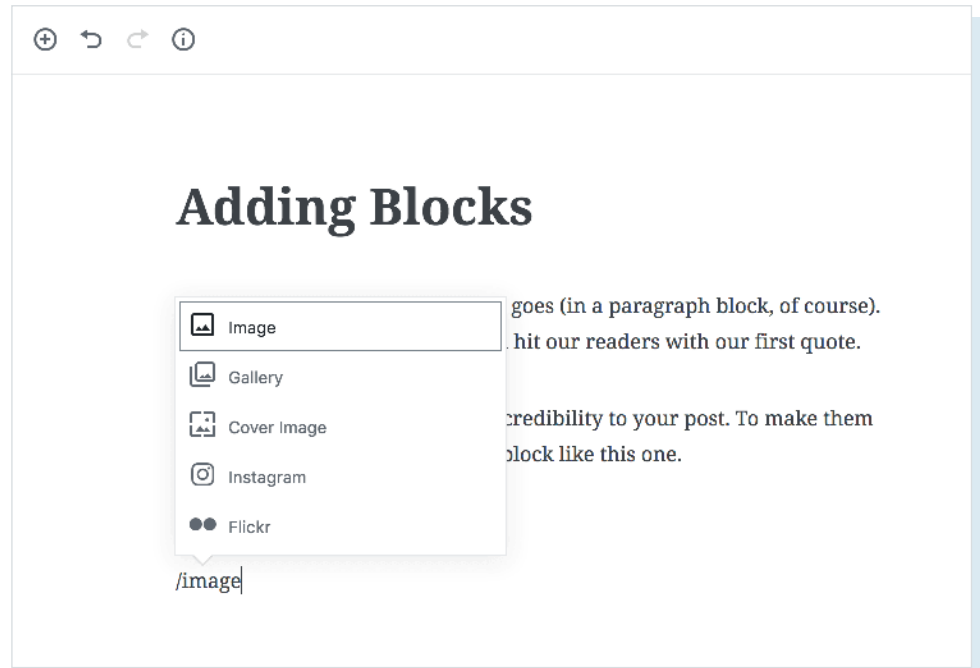


As with the sibling inserter, the new block always starts as a paragraph, but gives you the option to change it to any other block type.



The Slash Shortcut

If you prefer to do everything by keyboard, the Gutenberg team has built in a handy shortcut for creating new blocks. From any selected block, simply hit enter to create a fresh paragraph block. You can switch up the block type by typing a forward slash, followed by the name of your preferred block type. This advanced option is great for when you find yourself in a serious writing flow and want to keep rolling as you add more content.

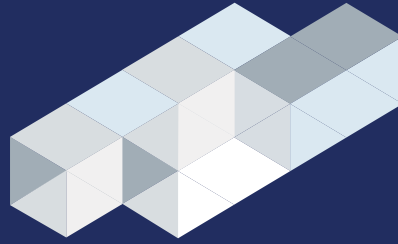


BEYOND THE BASICS

So far, we've covered the basics of the new block editor. You can find additional resources with more in-depth technical details on our site.

[Check 'em out](#) ↗





CHAPTER 2

New WordPress Super Powers

The new block editor isn't just *different* from the classic editor — **it's also a major upgrade**. There are loads of benefits you're going to love. Here are a few of our favorites.

NEW WORDPRESS SUPER POWERS

In the classic editor, the only straightforward part was writing plain paragraphs. Creating rich content was time-consuming and quite honestly, a pain in the butt. If you wanted to create lists, images, pull quotes, slideshows, and more, you usually had to use a combination of text, HTML, shortcodes, custom meta fields, and maybe even some custom CSS.

With the new block editor, it's easy to create rich content

and you *won't* need HTML or CSS to do it! This is a big deal — now with blocks alone, you can achieve stellar content layouts in mere seconds, and more importantly, the way your content looks in the new block editor closely resembles how your site visitors will see it on the front end.

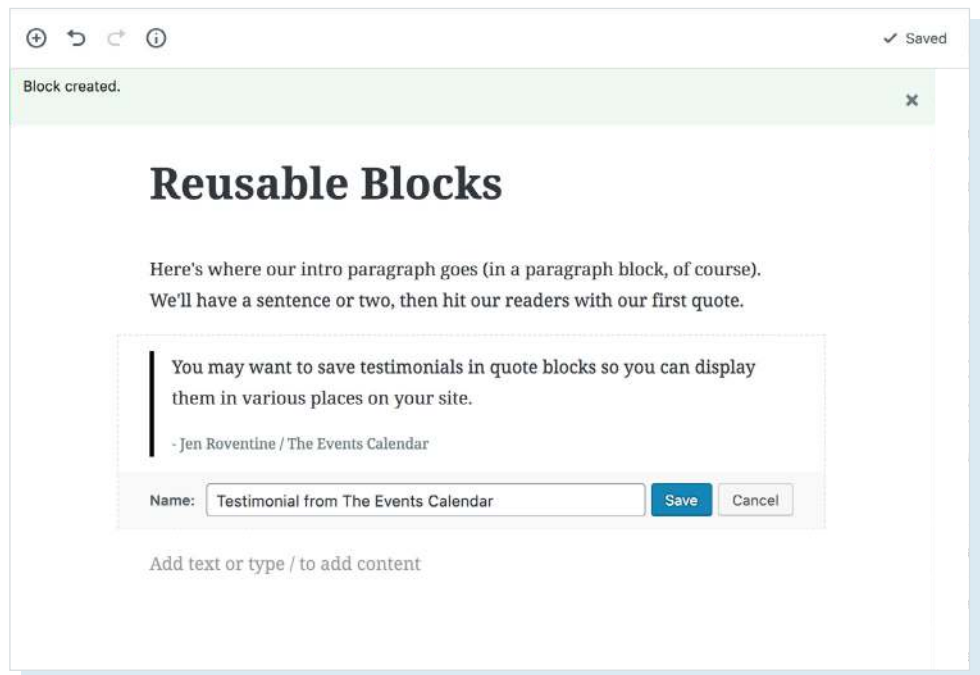
The time-saving implications here are massive: in the classic editor, you'd add some content, preview it, make some tweaks, preview it again, and repeat over and over. With the block editor, you can still preview posts, but you won't need to do it a million times because what you see when you're editing looks very similar to the final published product.

SAVE TIME WITH REUSABLE BLOCKS

In the block editor, you can save any piece of content as a “reusable block” — a block that, as the name implies, you can then reuse as many times as you'd like with just a click without having to re-configure it from scratch each time.

What kinds of content are we talking about? Think call-to-action CTA buttons, customer testimonials, contact forms, and more. With the block editor, you can set the block up once, save it with a custom name, and then select it from your block inserter like any standard block you would use throughout your site. Boom!





An especially powerful feature of saved blocks is how they sync with each other—when you change the color of your CTA button, for example, all of the other instances where you used that saved block on your site will also update to the new color. If you don't want that to happen, it's simple to convert a saved block back to a normal block so you can tweak content or settings individually.

NO MORE COPY AND PASTE FRUSTRATIONS

Copying content from external writing apps like Google Docs, Microsoft Word, Evernote, etc... and pasting it into the WordPress editor used to create a bit of a mess. Basic text formatting would disappear, and in its place, unexpected formatting issues would crop up.

Thanks to the new block editor's extensive support for copying and pasting content, you can kiss most of those headaches goodbye. Now formatting is preserved when you bring the content into WordPress, and rich content copied from other apps is also handled remarkably well.



PAGE BUILDING IS MORE FUN THAN DATA ENTRY

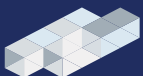
Whether you're writing simple blog posts or packing every page with complex content, the new editor is simply more *fun* to work in.

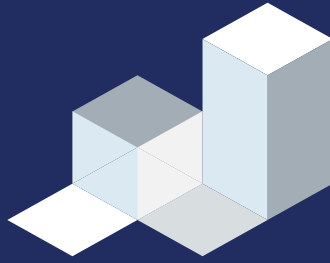
Creating content in the old editor, with its text boxes and form elements, felt a lot like data entry — utility took priority over aesthetics and user experience. The block editor balances all three extremely well, so instead of data entry, it's much closer to the experience of page building. You get the utility of simple form elements when needed, but get to drag and drop the elements on the page. There's also visual parity between what you see while you're creating and what renders on the front end when you publish.

The new block editor transforms the experience of creating content in WordPress — it's not just about data entry anymore; you can rearrange things to your heart's content, then revel in the glory of the awesome page you just built in real-time.

This is just the first phase in a long roadmap of planned features that go beyond the editor itself. For more on Gutenberg and WordPress 5.0, be sure to check out our resources on all things Gutenberg.

[Learn More](#) ↗





CHAPTER 3

Preparing for ← *and playing around with* *the New Block Editor*

Although the block editor won't officially be available until WordPress 5.0 is released, there's a plugin (similar to a beta version) available for you to start testing right now.

Before you jump in, it's important to remember that Gutenberg is no small project — adding the new block editor to WordPress core is a major undertaking, and yes, you'll likely need to make updates to your site to take advantage of the new features. But trust us, **it's totally going to be worth it.**

We've got your back — this chapter is all about getting your site set up to play with the block editor now so you'll be ready for WordPress 5.0 when it arrives.

Step 1 Set up a Staging Site

A staging site is basically a copy of your site where you can test changes so you don't accidentally break your live site.

Because it's an exact duplicate of your site's server, settings, and content, you can see how the new block editor will work on your specific site. And if there are any conflicts or bugs, you'll be able to identify and fix them before you roll out any changes on your live site.

If you've already got a staging site set up, go ahead and move on to step two. If not, we've got a [staging site setup guide](#) ↗ to get you started.

Step 2 Install the Block Editor Plugin

To test the block editor on your staging site, you'll need to install and activate [the Gutenberg plugin](#). ↗ This plugin is not just a simulation of the block editor, **it's the literal code that will be merged into WordPress Core** and become the real block editor. So when you test it out, whatever you experience will be an accurate representation of how the real block editor will behave on your site.

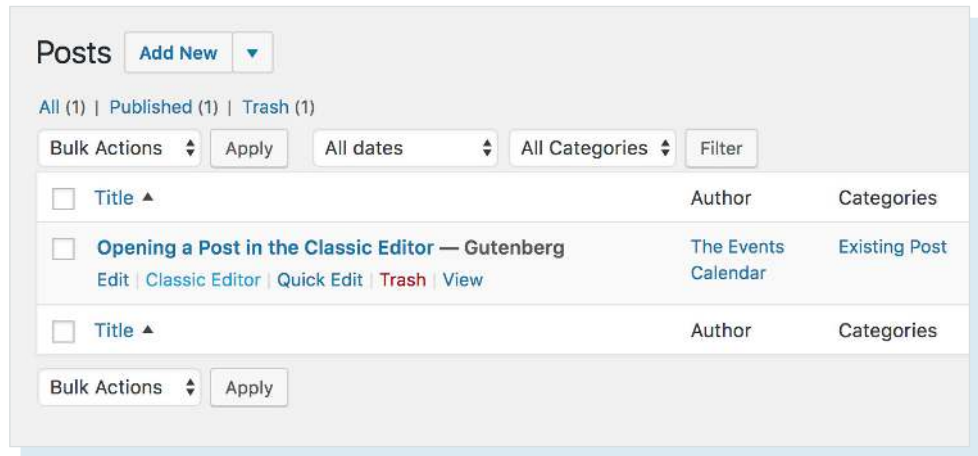
Step 3 Have Some Fun!

Once you've got the Gutenberg plugin installed, get in there and create something awesome!

In addition to building a new page or post, you'll see the difference between editing existing posts in the block editor vs the classic editor. By default, existing posts will open in the block editor. You can choose to open them in the classic editor instead by selecting the classic editor option from the menu.



Pro Tip: Once WordPress 5.0 is available, you'll also want to repeat your testing using the core 5.0 update in place of the Gutenberg plugin before updating your live site.



Step 4 Test Out Your Plugins and Themes

Now is the time to **proactively** test plugin and theme integration with the block editor. While WordPress 5.0 updates the core WordPress software for your site, plugin and theme updates are handled individually by their respective authors and you may see different levels of compatibility based on the specific plugin or theme.

3. Try the new Gutenberg block editor with The Events Calendar now by downloading our [Events Gutenberg extension](#). ↗

Many plugin authors have a page on their website to share updates on their compatibility progress and goals. This is where you'll typically find opportunities to test any beta versions or extensions they've made available.³

Gutenberg + The Events Calendar

Events Gutenberg EXTENSION

A New Events Calendar Experience

Instant gratification—try the **block editor for events** before anyone else with our Events Gutenberg extension.

Current version: 0.2.6-alpha
Release date: August 8, 2018
Highlights: FOUR new features!

TRY IT NOW

Going Gutenberg: Our Journey

Behind-the-scenes details of our ongoing work to ensure a smooth Gutenberg transition for our 600,000+ users.

- Implementing Classic Blocks
- New Concept: Block Dashboards
- Tackling Design Challenges
- Replacing Meta Boxes
- And more!



If you haven't already done so, research your site's theme and plugins to see if there are any concerns about how they'll be affected by the block editor. **This is especially important for anyone using a “page builder” theme** — try to learn as early as possible if you will need to change your theme or make any adjustments to ensure it continues working well in WordPress 5.0 and beyond.

Pro Tip: Our [Testing for Conflicts](#) [↗](#) guide can help you determine whether the issue is a conflict or legit bug. Once you've sussed that out, you can report issues on [WordPress.org](#), [↗](#) the [Gutenberg GitHub repo](#), [↗](#) or with a specific theme author as needed.

Unfortunately, there are some themes and plugins that won't be compatible with the new block editor when it arrives. As you're testing the new block editor on your site, you may run into problems. That's a *good* thing, because it gives you a chance to contact support and resolve them before you make changes to your live site.

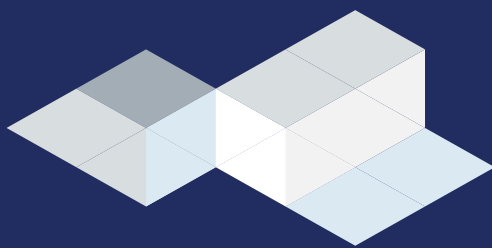
Step 5 Keep an Eye Out for Changes

Remember, the Gutenberg project is actively under development. It's entirely possible parts of the block editor implementation may change before WordPress 5.0 is released — once you've downloaded the plugin and started testing it on your site, keep an eye on your inbox for news from our team and visit our [block editor info page](#) [↗](#) for details on the latest developments.

TO DO LIST:

- ✓ Set up a staging site if you don't already have one
- ✓ Take the block editor plugin for a spin
- ✓ Start testing specific plugin extensions like Events Gutenberg for The Events Calendar
- ✓ Visit our [block editor info page](#) [↗](#) for the latest news and updates.






CHAPTER 4

Going Live with Gutenberg

Now that you've tested everything on your staging site and ironed out any issues with plugin or theme conflicts, you're ready to update your live site to WordPress 5.0.

4. Our [block editor news page](#)  is updated regularly to keep you in the loop on the latest developments and expected WordPress 5.0 release date

Note: The official release date for WordPress 5.0 has not yet been announced. You will not be able to perform the upgrade steps described in this chapter until the update is available from WordPress.⁴

Step 1 Make a Complete Backup

If you don't have a complete backup of your site and database, **stop here**. Do not pass Go. Do not collect \$200. In fact, do not do anything else until your backup is complete. For more information on backing up your site and your database, head over to [Appendix B](#). ↗

While the odds of anything going awry when updating to WordPress 5.0 are pretty low, it's still possible something could break on your site. Trust us — if something does go wrong, you'll be **so glad** you took the extra couple of minutes to make a good backup.

Step 2 Flipping the Switch

Once WordPress 5.0 is available, you'll have a few paths to take depending on your needs and goals.

Option A: Jump Right In

You've tested everything on staging, audited your plugins and themes to confirm compatibility, and you're ready to go — let's do this!

After you celebrate adding all the sweet functionality the block editor has to offer to your site, set aside some time to run WordPress 5.0 through the paces. If you notice any funny business, you can always roll back to the previous version and try one of the other options we have listed below.

Option B: Selectively Phase It In

The folks at Automattic, the team behind WordPress VIP and WordPress.com, have made a plugin called [Gutenberg Ramp](#) ↗ that lets you activate the block editor selectively — you can choose to activate the block editor on only certain post types, for example.



5. Experience creating events in the new block editor today by downloading our [Events Gutenberg extension](#). [↗](#)

The Events Calendar is a good one to start with, since the event post type will be totally compatible with the block editor⁵ when WordPress 5.0 rolls out. If you use other custom post types that aren't compatible yet, you'll want to stick to the classic editor.

Learn more' and a blue 'Save Changes' button." data-bbox="310 181 911 430"/>

Gutenberg Ramp

Use these settings to enable Gutenberg for specific post types.

Enable Gutenberg on

- Posts
- Pages
- Venues
- Organizers
- Events

For more granular control you can use the `gutenberg_ramp_load_gutenberg()` function. [Learn more](#)

[Save Changes](#)

This selective activation option is excellent, as it lets you control where and when the block editor takes over on your site. You can even roll it out literally one post at a time if that's what works best for you. Once you're ready to activate the block editor on all areas of your site, you can deactivate the Gutenberg Ramp plugin (restoring the block editor as the default for your site) and enjoy one less plugin to maintain.



Option C: Reverting Back to the Classic Editor

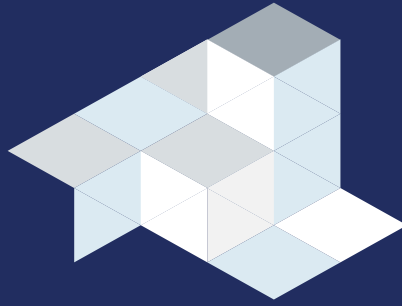
If you're not ready for the block editor when WordPress 5.0 arrives, then you can keep using the classic editor until you feel comfortable switching over. Here's how:

- 1 **First, create a full backup of your site.** Opting out of the block editor will still require updating to WordPress 5.0 and installing new plugins on your site, so making full backups is a smart move before doing anything else.
- 2 Add [the Classic Editor plugin](#) ↗ and activate it.

Please Note: At the time of writing, the Classic Editor plugin page on WordPress.org states that it is not intended for use on production sites. We've tested the plugin and find it to be very stable, but if the warning is still posted after 5.0 is released, proceed with caution. And please, seriously, for real... **ensure you have made a full backup of your site** before tinkering with this!

Our team here at The Events Calendar is always looking for new sites to showcase. Once you're live with the new WordPress block editor, share a few snaps of your event pages with us.





CHAPTER 5

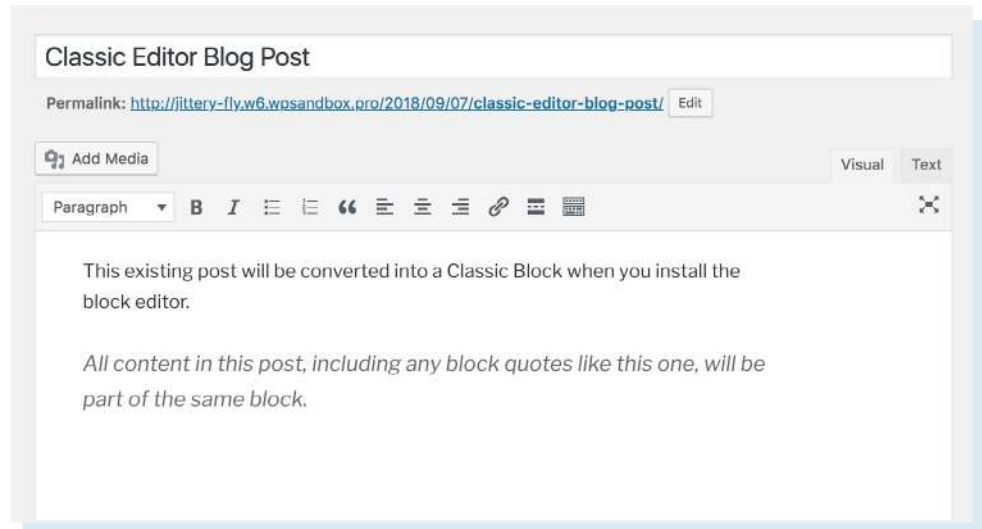
Managing Pre-Existing Content

One of the most popular questions about the Gutenberg project is how existing content will be handled once the block editor arrives. Backwards compatibility (aka making sure nothing breaks) has always been a top priority for the WordPress core development team and they've assured everyone that upgrading to WordPress 5.0 will not negatively affect existing content on current sites.

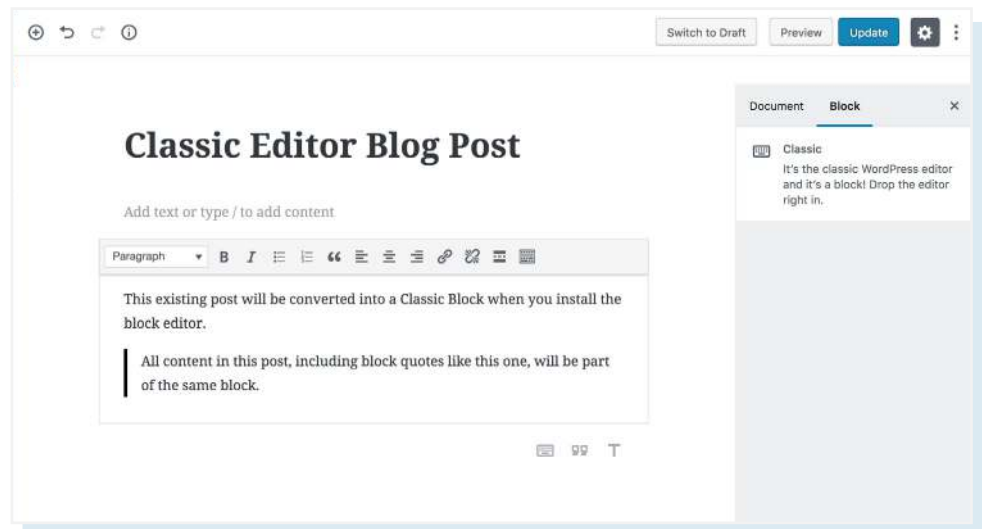
**YOUR
CONTENT IS
SAFE**

Because of the emphasis on backwards compatibility, **any content you've created on your site before the arrival of the block editor will be safe.** It will be automatically moved into a block called the "Classic Block." The Classic Block is the equivalent of taking the classic editor and cramming it into a single block.

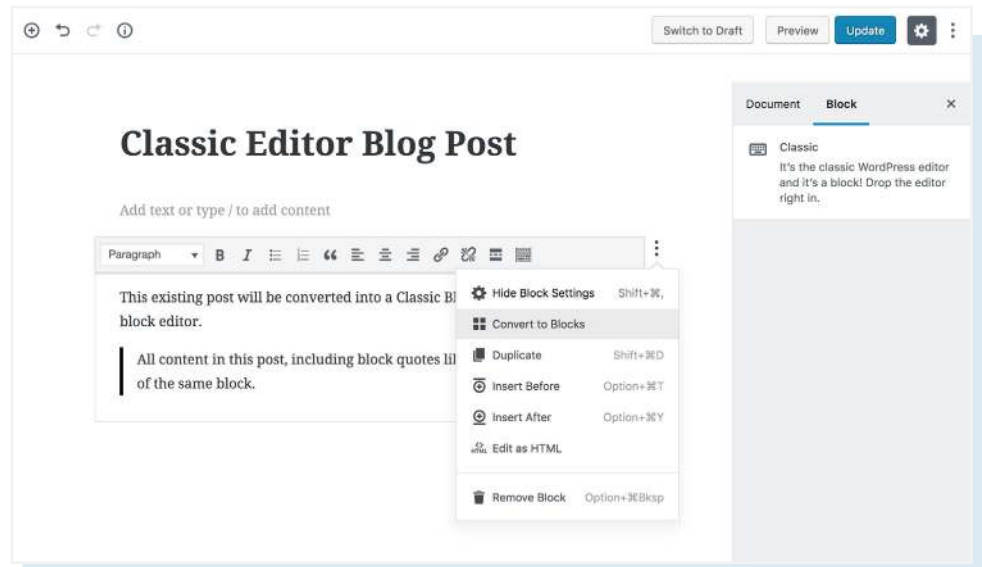
Take this simple post in the classic editor, for example:



When this site is updated to WordPress 5.0, this post's content will be the same — it'll just be available in the Classic Block as shown below instead of the classic editor. You'll even see the same buttons along the top available in both the classic editor and the Classic Block:



This content can remain in the Classic Block indefinitely, or you can use the block menu to break it out into new blocks for more editing flexibility.



The important takeaway is that the content will still exist without issue after upgrading to the block editor — a huge sigh of relief for all of us!

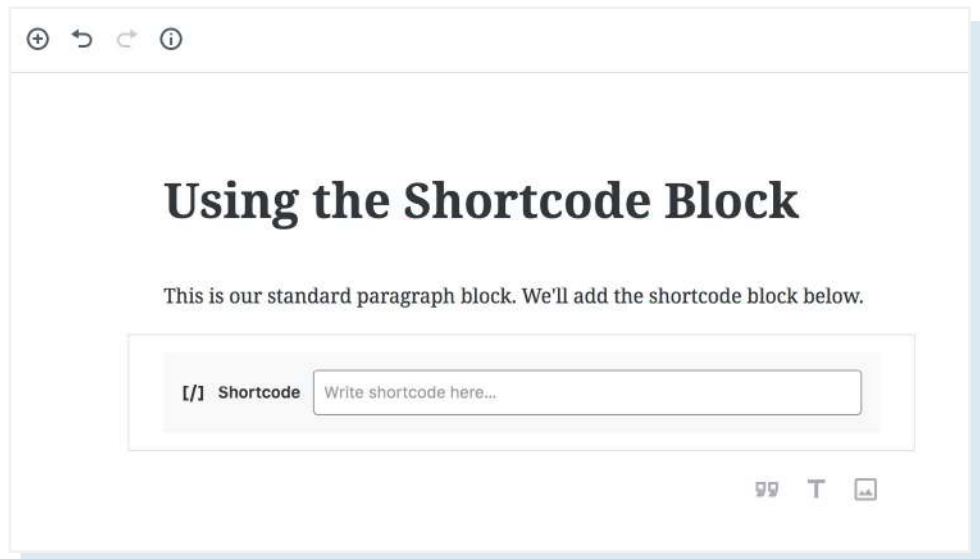
A WORD ON SHORTCODES

6. WordPress-specific codes that let you add rich content or display elements to post content without writing actual code.

Before the block editor, shortcodes⁶ were a common way to achieve layout elements like custom columns, rich content like slideshows and embeds, and so on. You'll still be able to use shortcodes in the block editor,[↗] although the method is a little different.

Any shortcodes you already had on your site will move into the Classic Block along with the rest of your content. You can also use shortcodes through the new Shortcode Block, which makes it easy to insert and arrange your shortcode elements.





It's worth noting, as the block editor becomes more and more pervasive, it's likely that many shortcodes will be replaced by equivalent blocks. Our `[tribe_events]` shortcode for The Events Calendar is a good example—it will eventually be replaced by a calendar block for ease of use in the new block editor.

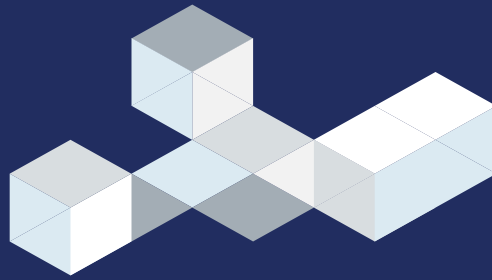
BACKUPS ARE YOUR BEST FRIEND

7. For more information on site backups, see Appendix B.

You've probably noticed a theme here — **it's always smart to make a full backup of your WordPress site and database before upgrading.** You should do this before updating *any* plugin, theme, or WordPress itself on your site, but it's especially important for WordPress 5.0 given the huge scope of changes included in the update.⁷

Curious about the work that developers have put into ensuring backwards compatibility? We've published an [entire series of posts](#) detailing changes we've made so our 600,000+ customers experience a smooth transition to the Gutenberg block editor.





CHAPTER 6

A Work In Progress

The Gutenberg team has lots of talented developers and designers working hard ↗ to make the block editor as robust and user-friendly as possible. That said, phase one of the Gutenberg project is still a work in progress and the core development team still has some things to sort out before moving on to even bigger changes coming in the next phases of the project.

ACCESSIBILITY IS UNDERWAY

8. WordPress accessibility refers to the practice of making your WordPress website and its contents accessible to all users, ↗ including those with disabilities—specifically those with visual impairments.

The core Gutenberg development team has acknowledged that extensive work is still needed ↗ to meet basic accessibility⁸ standards. Thankfully, WordPress is committed to maintaining a high level of accessibility and they have a dedicated team focused on improving the accessibility of WordPress, including plugins and themes.

MOBILE EDITING AND CONTENT CREATION NEEDS IMPROVEMENT

The experience of entering and editing content in the block editor on mobile devices isn't *terrible*, but it's not particularly enjoyable, either. As of this eBook's publishing, only quick edits and touch-ups to existing content are truly easy to do on, say, an iPhone — for any serious composition, using the official WordPress iOS or Android apps is a much better experience.

AMBIGUITY AROUND META BOXES

Have you ever added an excerpt or a featured image to a post? Those are both achieved using specific meta boxes in the classic editor. The question of whether meta boxes would be supported was a major discussion topic when the Gutenberg project was first announced.

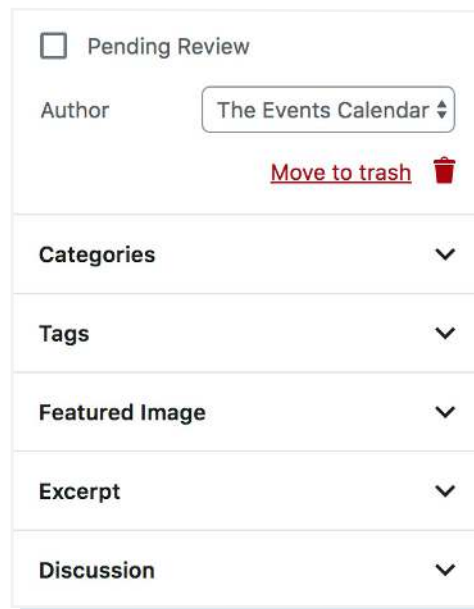
The Gutenberg development team addressed this concern briefly in the [Gutenberg Handbook](#), [↗](#) stating that they “plan to continue supporting existing meta boxes while providing new ways to extend the interface.”

Continued support is great news for everyone — bloggers, e-commerce store owners, plugin creators, theme authors, and more — because meta boxes are such an important feature of the classic editor. But while it's comforting to know that existing meta boxes “will be supported,” it's unclear what that support entails or what this means for the long term.

For now, meta boxes appear at the bottom of the block editor, separate from the main content but still accessible. There's no specific timeline or other details about when and how meta boxes will be deprecated, or if they ever will be.



The arrival of the block editor itself is a big sign that it's time to move away from meta boxes. Familiar meta boxes like the Excerpt and Featured Image are already integrated into the block editor as Document Settings. Many plugins authors (ourselves included) are also working to move elements out of meta boxes and incorporate them fully into the block editor interface. As more folks move in this direction, meta boxes could become largely obsolete.



LOOKING BEYOND THE EDITOR

The arrival of the block editor isn't just about, well, *the editor*. That's only one phase of the Gutenberg development project.

The underlying code changes and drag-and-drop approach to building content will eventually serve as the **foundation to evolve the rest of the WordPress admin interface**, and possibly even the way themes are built and customized.



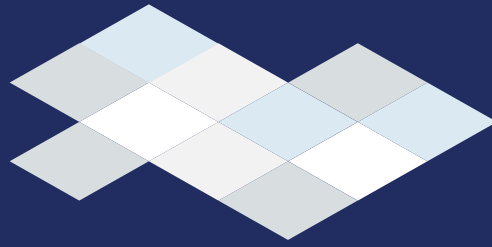
In the words of the [Gutenberg team](#), ↗

*“With the editor, we lay the foundation for bigger things when it comes to page building and customization. A rough roadmap is: **v1)** post and page editor **v2)** page template editor, **v3)** site builder.”*

Now, these further changes are a long ways off — but the sooner we adapt to the new way of building content with the block editor, the more prepared we’ll be for the underlying and shared concepts that will be the cornerstones of these other huge changes.

The grand vision of the Gutenberg project goes far beyond the introduction of the block editor in WordPress 5.0. For a peek at the path WordPress is charting for the future, check out Mel Choyce’s [preview of the post-Gutenberg world](#). ↗





CHAPTER 7

Looking Forward!

WordPress is all about democratizing publishing. In their words:

“WordPress is software designed for everyone, emphasizing accessibility, performance, security, and ease of use. We believe great software should work with minimum set up, so you can focus on sharing your story, product, or services freely.”

The block editor represents a huge leap forward, empowering users — even those with less technical prowess — to build or manage their website.

SHIFTING THE PARADIGM

Being plugin developers ourselves, we're excited to see the Gutenberg project pushing WordPress into a new era of publishing. We've faced the challenges ↗ of preparing The Events Calendar and our other plugins for the new block editor head-on, propelling us to level up our own game, and go all-in on new technologies and better code.

The very foundation of WordPress is changing. As more people embrace Gutenberg, new opportunities will continue to prompt businesses to improve products and services. These advancements will have positive effects throughout the entire WordPress community for both users and developers alike.

HATS OFF TO THE GUTENBERG TEAM

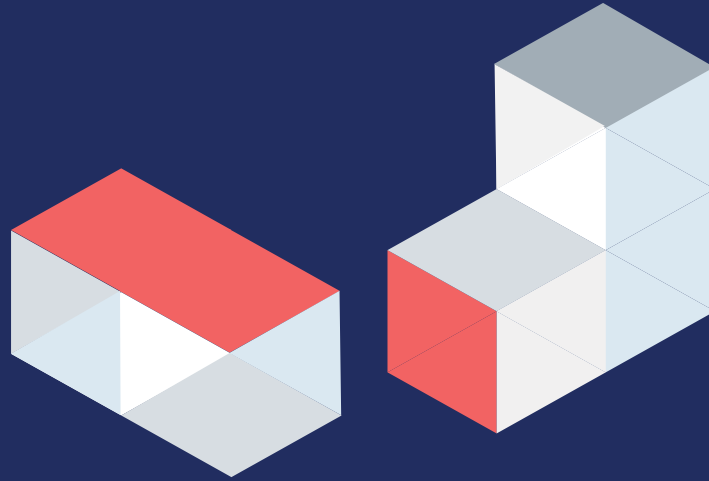
The talent and dedication of the people building out the block editor cannot be overstated: These folks have built **a truly impressive, modern, and empowering editor that makes creating content in WordPress *fun* again.**

If you haven't already, start testing the new block editor on your site. Not only will you get to tinker with the updated publishing experience, you'll be able to hit the ground running once WordPress 5.0 is released.

Don't miss the latest news, updates, and release date announcements—visit our Gutenberg resource page for the most up-to-date info on the new block editor.

Head there now ↗





Who We Are

Modern Tribe has been making lean, expertly-built WordPress plugins since 2001. Our 100% remote team works across timezones to build some of the most popular calendar and event management plugins in the world, including The Events Calendar, Events Calendar PRO, and Event Tickets Plus.

When we're not catering to our hundreds of thousands of awesome Events Calendar users, you'll find us building more customized solutions for the likes of Harvard Law School, eBay, and Microsoft.

Mad props and serious shoutouts to George Gecewicz, Jen Roventine, Leah Koerper, Rachel Fell, Jackie Menth, and Rachel Martin-Austin for contributing to this ebook!

Want to know more about our team?

[Head on over to our site ↗](#)

OUR CALENDAR PLUGINS & ADD-ONS

[The Events Calendar ↗](#)

is our flagship plugin. It's a free, fully-functional, professional-level calendar plugin that's easy to use, extensible, and completely customizable.

[Events Calendar PRO ↗](#)

adds a slew of advanced features for The Events Calendar, including recurring events, advanced widgets, additional views, shortcodes, premium support access, and more.

[Community Events ↗](#)

adds an event submission form to the frontend so users can add events to your calendar without needing admin access.



OUR TICKETING PLUGINS & ADD-ONS

[Filter Bar](#) ↗

adds a configurable set of filters to your event pages. It also allows users to search for events by Event Category, post tag, venue, organizer, day of the week, time of day, and price.

[Event Aggregator](#) ↗

lets you easily import events from around the web from Meetup, Eventbrite, iCal, Google Calendar, and more.

[Event Tickets](#) ↗

provides a simple way for visitors to RSVP or purchase tickets to your events.

[Event Tickets Plus](#) ↗

lets you sell tickets to your events using your favorite e-commerce provider — no third-party websites or extra ticketing fees required.

[Eventbrite Tickets](#) ↗

allows users to create and sell tickets with Eventbrite right from the event editor in WordPress and also lets you import events directly from Eventbrite.com.

[Community Tickets](#) ↗

extends the functionality of Community Events and Event Tickets Plus so users can create and sell tickets for the events they submit to your calendar—without needing to access your WordPress admin dashboard.





Appendix A

Glossary of Terms

Accessibility: WordPress accessibility refers to the practice of making your WordPress website and its contents accessible to all users, including those with disabilities — specifically those with visual impairments.

Block: The basic unit of content in the WordPress block editor. Blocks, when composed together, form the content of a post, page, or other post type. Blocks combine the functionality of — and in many cases, replace — shortcodes, custom HTML, and embed codes.

Block editor: The editor coming in WordPress 5.0, which replaces the “classic editor.”

Classic editor: The form-based editor for creating and modifying posts, pages, and more in WordPress before the arrival of the block editor in WordPress 5.0.

Gutenberg: The code name that’s been given to the development project of creating the block editor. The project is named after Johannes Gutenberg, the man who invented the printing press.

Meta box: Handy, flexible, modular edit screen elements that can be used to collect information related to the post being edited. [\(WP Handbook\)](#) ↗

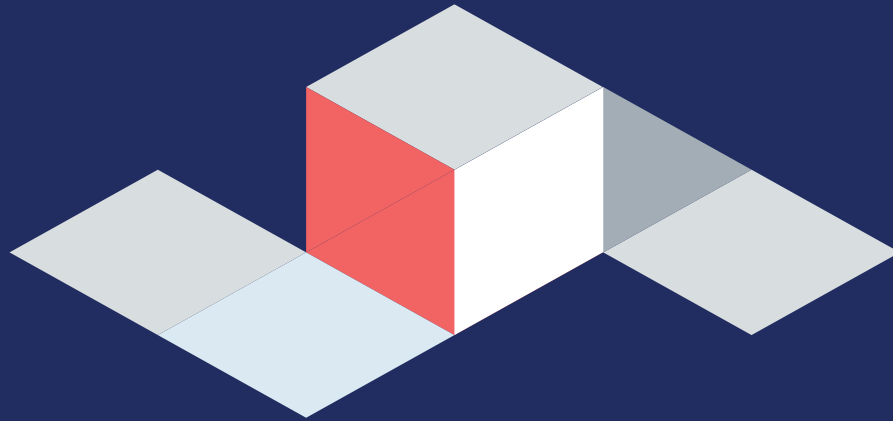
Rich content: A loosely-defined term meaning content that contains different types of media in one place. An example would be a single blog post that has text, video embeds, emojis, and gifs all on one page.

Selected block: A block that a user is actively modifying. In this state, the block toolbar and other tools for modifying, removing, or moving the block are available.

Shortcodes: WordPress-specific codes that let you add rich content or display elements to post content without writing actual *code*. Using the [gallery] shortcode in the editor, for example, will generate a photo gallery on the front-end without you having to write actual code for a gallery.

WordPress core: The WordPress Content Management System itself, as opposed to things *added to WordPress core* like plugins and themes.





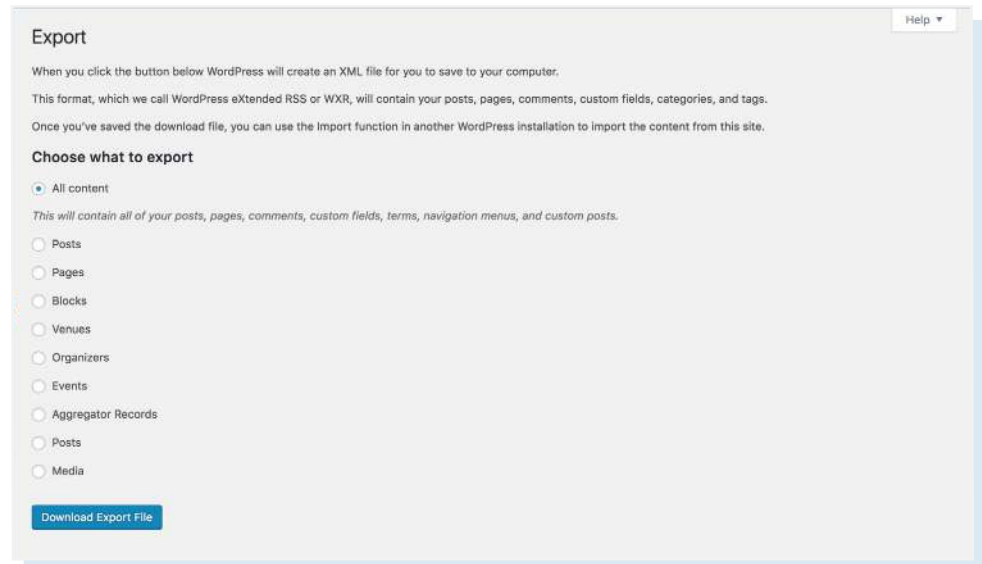
Appendix B

Site Backups

Before updating any plugin, theme, or WordPress itself on your site, it's important to always make a backup.

QUICK CONTENT BACKUP

It only takes a few minutes to create a backup of your site's content using native WordPress export functionality. From wp-admin, go to Tools → Export, then choose to export "All Content," as shown in the following screenshot.



This will download all of your site's content as an XML file to your computer. If you ever need to restore any of your site's content, you can simply import that XML file back into your site using the [free official WordPress Importer plugin](#). ↗

FULL SITE BACKUP (RECOMMENDED)

Using WordPress' built-in export tool is a quick, efficient method for backing up your site content, but it doesn't back up the rest of your site. A truly **complete** backup will save your content *and* all of your user info, plugins, themes, options configurations, and other site data that is just as important as the content itself.



There are several options to make a complete site backup:

Web Host

Many web hosts offer backup services—simply drop customer support a line and ask if they can do a full database dump for you. Many will happily follow through in no time.

WordPress Plugins and Services

There are many free and premium plugins you can use to get free backups for your site, and some even have paid services that will perform updates automatically in the background. Examples of the former can be found at the [WordPress.org plugins repository](#), ↗ while examples of the latter include [VaultPress](#), ↗ [UpdraftPlus](#), ↗ [BackWPup](#), ↗ and many more.

Manual Database Export

If you're comfortable taking the reins yourself, you can use the WordPress Codex's excellent guide on manually [backing up your database](#) ↗ to download your own copy of your site's data and content.





Appendix C

Further Reading

NEWS & OPINIONS

Articles and other resources that dive into the broader goals of Gutenberg and the implications for the block editor.

- **All Things Gutenberg** — Our frequently updated news page filled with block editor resources.
<https://theeventscalendar.com/gutenberg-block-editor-news> ↗
- **Gutenberg News** — A site by the folks at Array Themes that compiles all kinds of news and tutorials about the block editor.
<http://gutenberg.news> ↗
- **Gutenberg Times** — A frequently-updated site publishing the latest news about the block editor and its adoption by the WordPress community.
<https://gutenbergtimes.com> ↗
- *Is Gutenberg the End or a New Beginning for WordPress?* by Delicious Brains
<https://deliciousbrains.com/wordpress-gutenberg> ↗
- *The Time to Go All-In With Gutenberg is Now* by The Events Calendar (that's us!)
<https://theeventscalendar.com/block-editor-gutenberg-all-in> ↗
- *We Called it Gutenberg for a Reason* by Matt Mullenweg
<https://ma.tt/2017/08/we-called-it-gutenberg-for-a-reason> ↗
- *Page Builders in a Gutenberg World* by Beaver Builder
<https://www.wpbeaverbuilder.com/page-builders-gutenberg-world> ↗



TECHNICAL DOCUMENTATION & RESOURCES

For developers and others who want to better understand the block editor on a code level.

- *The official WordPress.org Gutenberg Handbook*
<https://wordpress.org/gutenberg/handbook> ↗
- *Gutenberg Editor Technical Overview* by Make WordPress Core
<https://make.wordpress.org/core/2017/01/17/editor-technical-overview> ↗
- *The Learning Gutenberg Series by CSS-Tricks*
<https://css-tricks.com/learning-gutenberg-1-series-intro> ↗
- *Creating a Custom Gutenberg Block in WordPress* by Delicious Brains
<https://deliciousbrains.com/custom-gutenberg-block> ↗
- *Gutenberg: Making Consistency Easy* by Josh Pollock (iThemes training)
<https://training.ithemes.com/webinar/gutenberg-making-consistency-easy> ↗

