

# Elementor 2

## 1. Recap

Yesterday we looked at creating a basic page using Elementor, today are going to look at some of the other layout tools inside Elementor to create more complex pages.

How did you find your last session?

Give me one thing you took from your last session.

## 2. Today's to-do list

We will look at Elementor and create some more dynamic pages on our site.

## 3. Learning objectives:

By the end of this session, you will

Understand how to use the additional tools in Elementor.

Identify other site builders that are available.

## 4. Adding some extras

Yesterday we looked at some of the basic layout tools in Elementor, the rows and text editors and adding single images. Today we want to start looking at more complex layouts, animations, accordions, galleries and carousels.

Look at most websites and there will be some form of animation or slider, something dynamic that catches the attention. In the latest version of Google Analytics, our sites get scored on interactions. Just viewing our page isn't enough for Google anymore and it wants us to get more engagement with our pages, and get people to do stuff. That's where video links and buttons, clicky images and whizzy stuff all help to get us better search results. It's about our user experience as much as our search optimisation.

We can also save elements as templates and blocks to reuse in our pages. So if we are going to create a nice call to action box at the bottom of our home page, we might want to use that throughout so that our format is always the same. We can save that element and then add it to any page on our site.

[Demo how to save an element and how to add it to a page]

Elementor allows us to add all manner of extra elements to our pages to add functionality and interest. As with all plugins, there is a Pro version that adds even more cool stuff. We are just going to look at the free plugin today so you can all access the tools and add them to your pages.

Let's have a look at some of the bits and pieces we have to play with.

[Trainer demo the rest of the elements, image carousel, counter, progress bars, tabs accordion etc.]

## 7. Activity One

First Let's re-create yesterday's CactusKing basic content page. We want to utilise the save feature and create a library of elements that we can reintroduce to a new page. Once you have recreated your page we can start adding some extra functions.

Time for this activity: 30 minutes

### **8. Activity two**

Now you have your page I want you to add the following elements. You can choose where you put them, this is about making your page more interesting and user-friendly so you can be creative and design your page rather than copy something else.

There is a file of extra images for you to download and use and some fresh content for the accordion, tabs and testimonials.

I want you to include;

An image carousel

An FAQ accordion

A testimonial slider

A dynamic element either a counter or a progress bar

One other element that you would like to try.

Time for this activity: 60 minutes

### **9. Other site builders are available**

Elementor isn't the only builder we can use. As we mentioned yesterday there are multiple others to choose from and depending on the theme you choose you may have one of them pre-installed. We are just going to run through some of the other options that are out there so you can recognise them. We can't install them all because it would give your site a nervous breakdown and it would all fall over, plus some of them are paid for extras so I'm just going to give you an overview of each one.

#### **WP Bakery/Visual Composer.**

A really popular builder that is used a lot. It's quite often pre-loaded into premium themes. It has a nice drag-and-drop system that works in a similar way to Elementor although you don't get the same 'work in live view' setup. You have the option of what it calls Backend Editor like this view or Frontend Editor like this one that allows you to preview what you are doing. It doesn't always allow you to edit as much as the backend editor but great for making little tweaks. It has lots of clever features and funky elements and you can create some really interesting and functional pages. As you can see you get the same row and block structure as Elementor. The only drawback to an otherwise really good site builder is that you have to pay for it. You can get a free version pre-built into a theme but it won't get access to all the updates that come along and sooner or later it will cause issues. There isn't a proper free version available, there is an old version of Visual Composer floating about in the plugin store but it isn't a recent one

### **Beaver Builder**

And yes, it really is called that, a free builder that is mainly pre-built into cheaper premium themes. It's not as intuitive as WP Bakery and Elementor. It does work in a similar block and column format but it can be a bit clunky and you often have to drill down multiple boxes to find the section you want to add/edit. The free version doesn't have as many tools and elements as the others.

### **Divi**

Not always a popular choice. It's a bit Marmite, you either love it and absolutely swear by it or you hate it and won't touch it with a barge pole. Divi has been around a long time and is one of the original site builders. It has a front-end visual editor so you can edit your site in real-time, and preview what you are doing. It also has a global element and styles editor so you can make site-wide design changes without needing to tweak each element or section. There is a huge range of pre-designed layouts with new layouts added all the time along with royalty-free imagery, icons, and illustrations.

There are others like Oxygen which is more targeted at developers and coding, and SeedProd which is designed for landing pages but not effective for a full site build. Some hosting companies offer their own builder like Bluehost and some themes use their own in-built system like Enfold which is super slick and includes everything so there's no need for extra plugins.

Whatever you choose, make sure it's one to suits you and what you want to do. Just because one is the trendy thing right now, doesn't mean it's the best one. Make sure you pick something that works with other important features like WooCommerce and something scalable so if you need to expand into something a bit more complicated you can.

### **10. Show and tell / group feedback**

Does anyone have a site to share?

(Encourage at least one learner to share their activity answers/content and get the group to comment, critique or share ideas)

### **11. Any Questions?**

### **12. Coming up soon to extend these skills**

Tomorrow we will be working on a mini project so you can explore Elementor and Block Editor further and experiment with layout tools and formatting.

### **13. Quiz**

No quiz today.

### **14. Final thoughts**

Quick whiz around the room, any comments on today, what do you feel you have learnt today?

### **15. Don't forget**

Make sure you complete today's exercises, you will be adding to them again tomorrow. Links to download a copy of today's notes and slides are at the bottom of today's session page.

Today's session page in your learner dashboard has a useful links document that will cover all the tools, resources and articles we have discussed in the session and some useful guides and articles to take you further.

Make sure you revisit your FABs and set yourself some goals specific to today's session.

### **16. Extra help**

If you need any help with anything from today's session feel free to message me in the WhatsApp group. If you have any other issues or problems related to the course or the tools speak to Andrew and Irfana, they are here to help you.

### **17. Up next**

See you tomorrow for a mini-project to test your page-building skills.