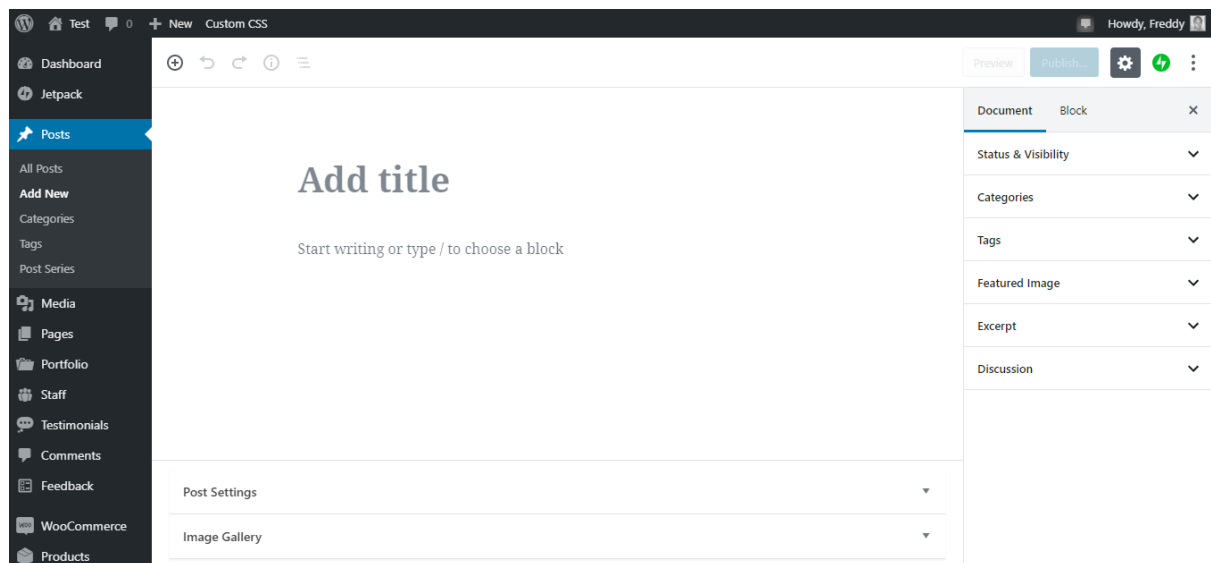


Step by Step Guide to the New content Builder called ‘Gutenberg’

What is the new content Builder?



You're looking at the new builder for posts

In terms of functionality, the Classic Editor and the New Builder do the same thing; both tools help you to create content in an easy and intuitive way.

What exactly is the new content builder?

The new content builder is the new standard editor for websites provided by ChurchWeb. It is called ‘Gutenberg’ named after the earliest printing press whose early job was to print the bible around 1450. This first mass produced bible was known as the ‘Gutenberg Bible’

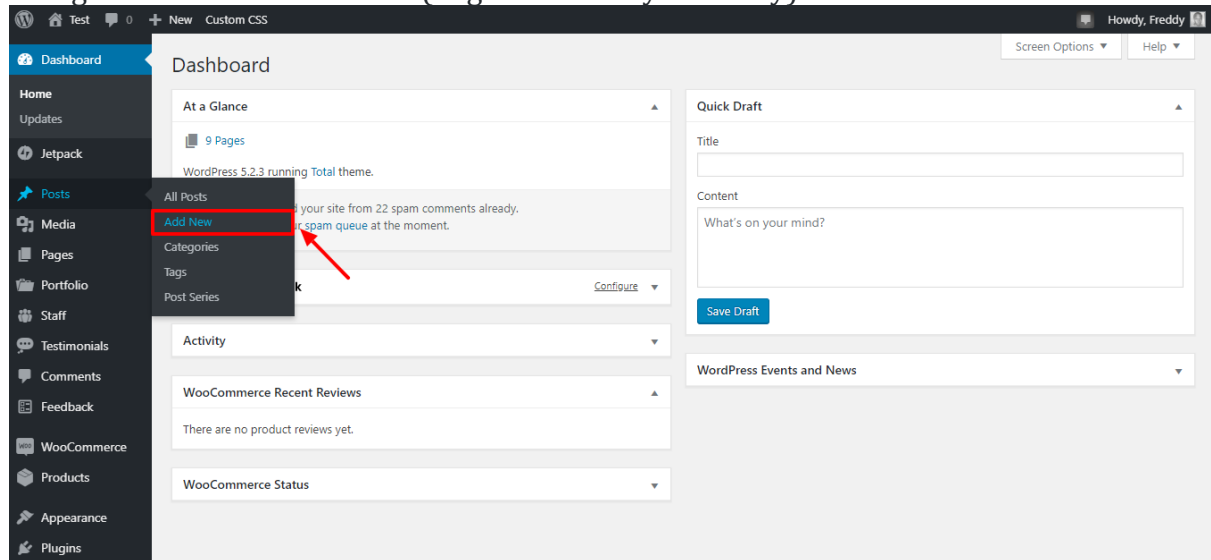
It's different to the ‘classic’ or traditional editor. One of the major changes is the move to using ‘blocks’ for different types of content. A collection of blocks can be used to build a post or a page.

It ships with more intuitive features than the Classic Editor, meaning you can easily create rich-media content and layouts whether you're working with posts or pages.

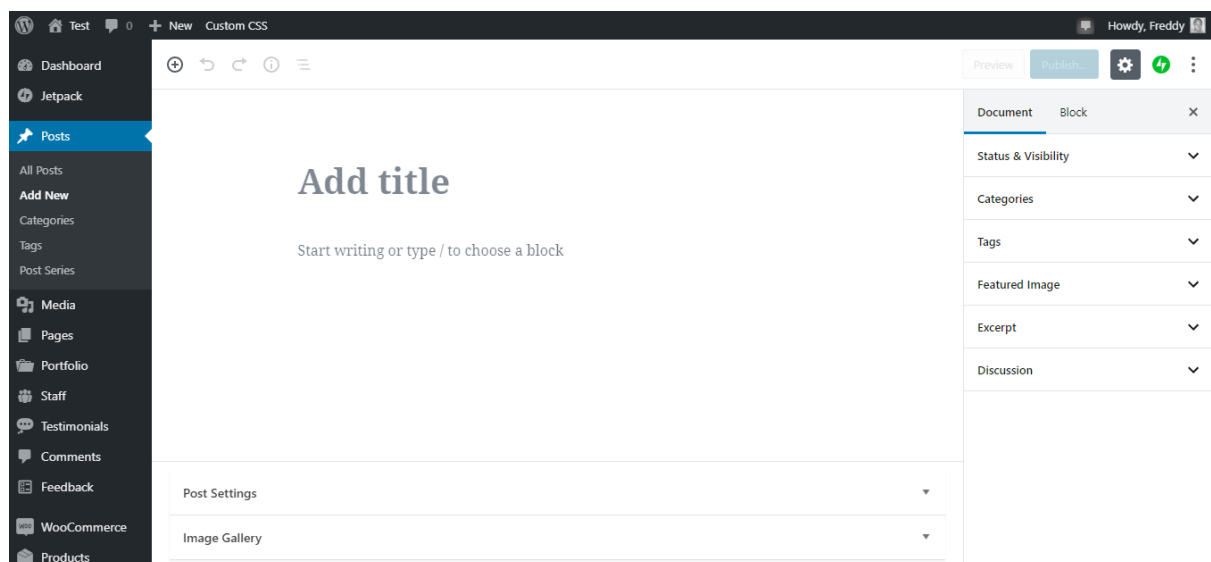
This document will take you through the basics of creating a post or a page with the new post and page builder.

How to Create content with the new content builder

Navigate to **Posts > Add New** (Pages work very similarly)



Doing so leads you straight to the new Content Builder shown below.



Adding a Title

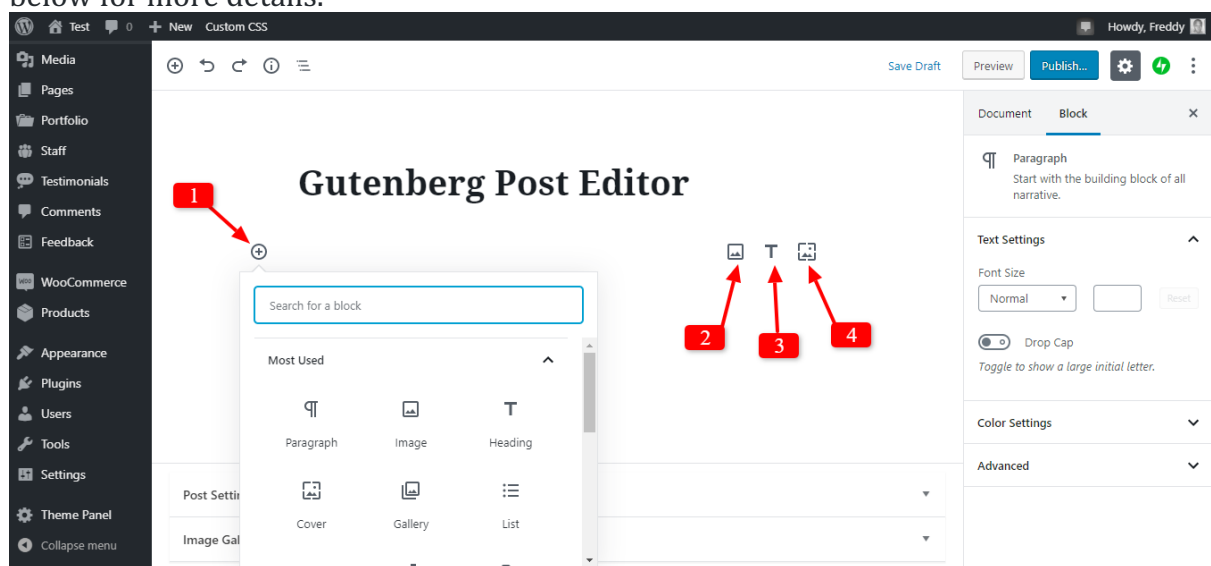
You can't write a post without a solid title. The good thing is the content builder makes it incredibly easy to add a title.

The first block you see is the **Title** at the top of the document as we detail in the image above. To create a title for your post, type inside the block. We've called our title for the purposes of this demo 'Gutenberg Post Editor')

After adding your title, hit the **ENTER** key to start a new line. The new builder preserves the navigation your familiar with in the classic editor

Adding a New Paragraph

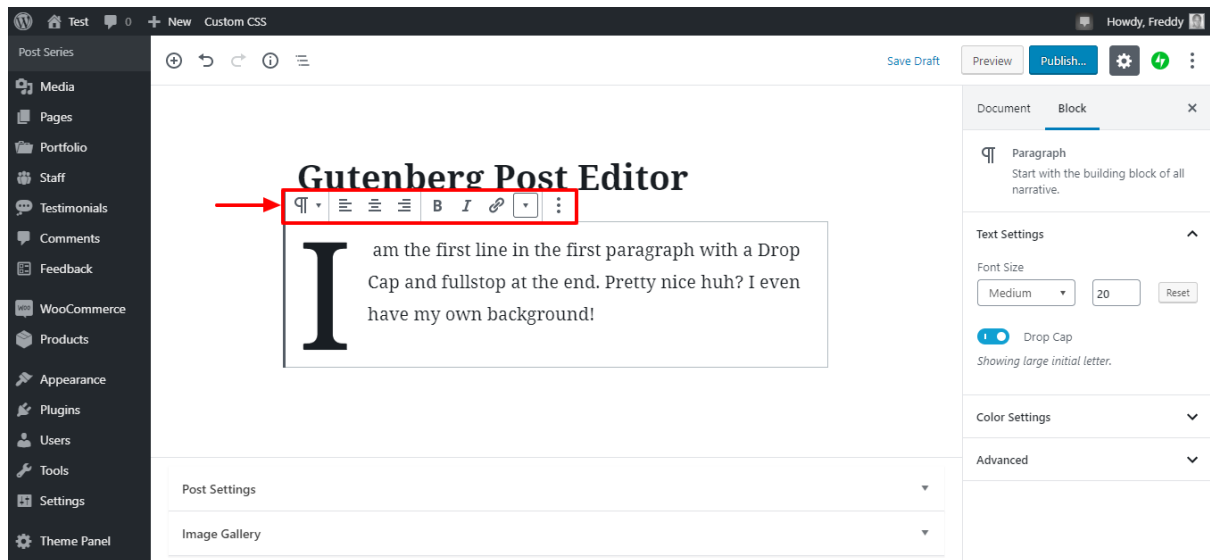
Hitting the **ENTER** key creates a new **Paragraph** block, as shown above. Before you type in any text, the block presents you a couple of options. See the numbered image below for more details.



Notes. You can:

1. Convert the new paragraph block into any other block, e.g., image, heading, form, list etc.
2. Use the shortcut to change the paragraph block into an image block
3. Change the paragraph block into a heading block, i.e., H2, H3, and H4
4. Transform the paragraph block into a cover image block

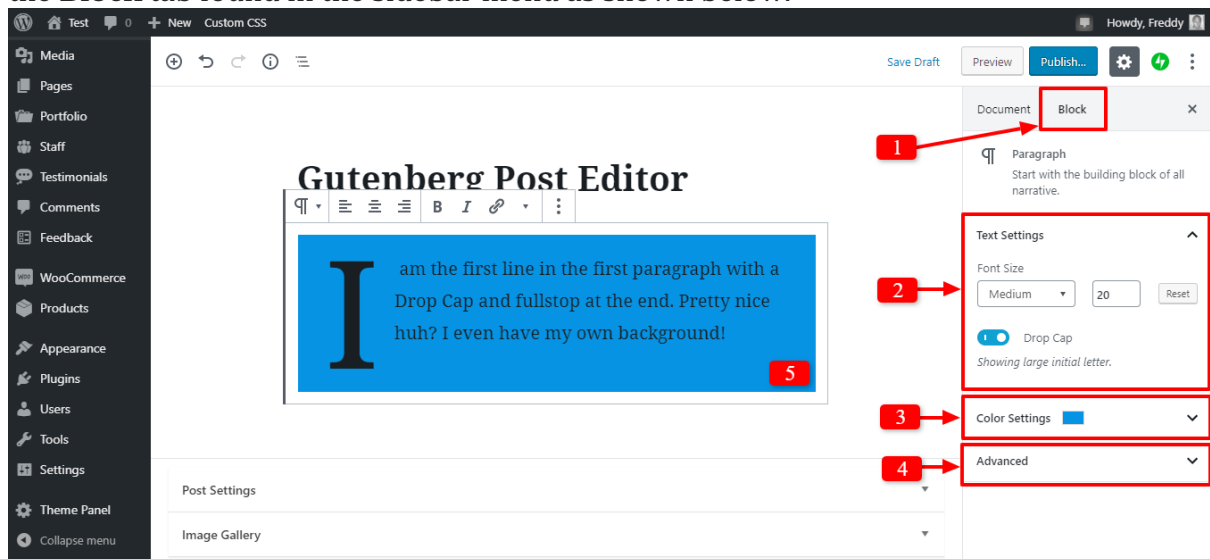
For illustration purposes, I will reserve the first paragraph for the post introduction. Once you add some text, a formatting toolbar appears as shown below.



Thanks to the formatting toolbar, you can:

- Convert the paragraph into a verse, quote, heading, list, code, and preformatted text
- **Bold**, *Italicize*, and underline content
- Align text left, right, centre and justify
- Add a link that can also open in a new tab
- Insert an inline image (yes, it exists!)
- Hide block settings
- Duplicate the block
- Insert a block before or after the current block. You can add a cover image block before the first paragraph if you so wish because it looks so good
- Edit the block as HTML
- Add the current block to reusable blocks so you can use it in other posts
- Remove the block entirely

You can further customize the paragraph block with the options available in the **Block** tab found in the sidebar menu as shown below.

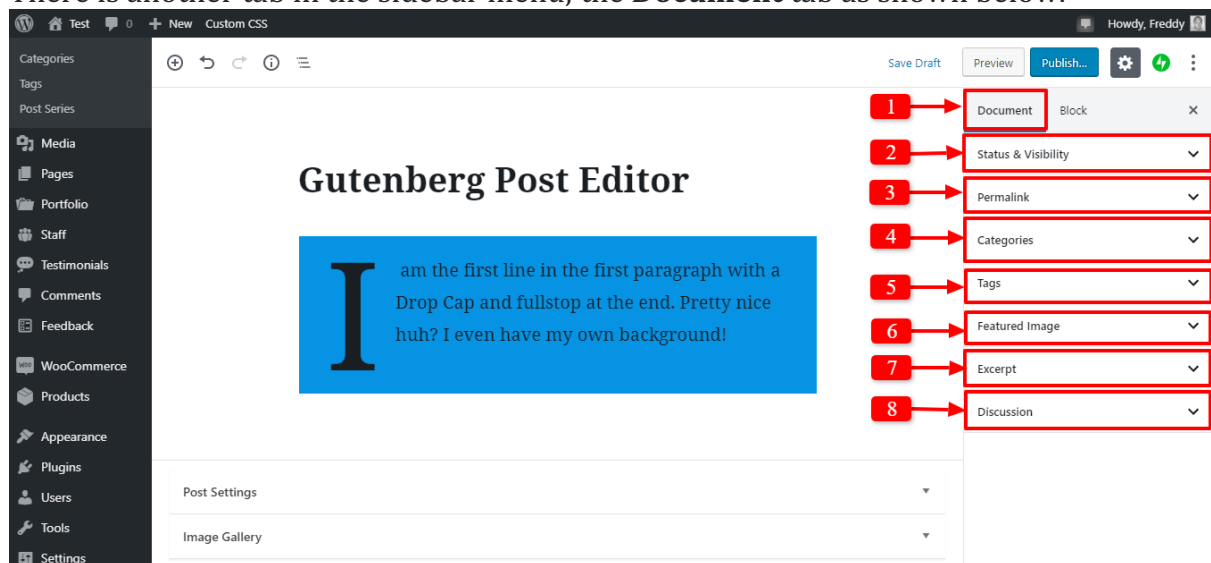


A few notes about the above image:

1. Choose the **Block** tab here to view all block options and settings
2. Select the font size and activate Drop Cap here if this suits the style of your church.
3. Add background colour to your paragraph. I set it to blue for illustration purposes. You can also customize the text colour. In both instances, you can add unlimited custom colours

The Document Tab in the Sidebar

There is another tab in the sidebar menu; the **Document** tab as shown below.



Here, the notes for the above image:

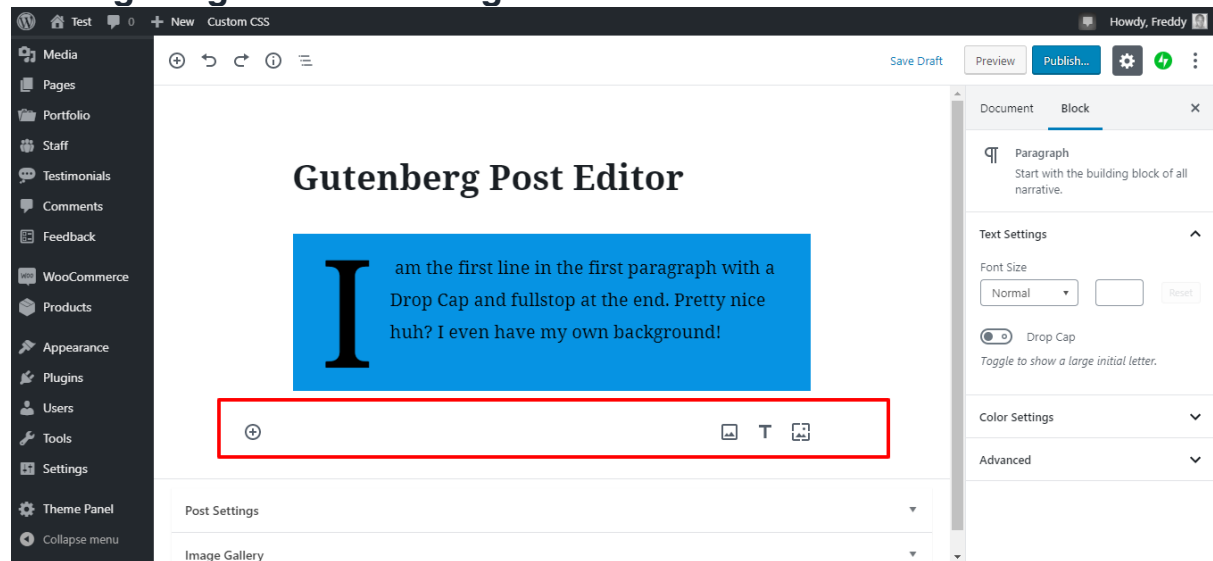
1. Click here to toggle to the **Document** tab
2. Here you can schedule a post, set visibility to either **Private** or **Public**, set a post to **Pending Review** status, choose the post format and create a sticky post
3. The section allows you to edit your permalink
4. You can select or create new categories here
5. Add tags to your post
6. Set featured image
7. Create a manual excerpt
8. Allow comments

As you can see, you have plenty of options to design a paragraph block (and the whole post) whichever way you desire.

Different blocks come with different settings as we'll learn in a minute.

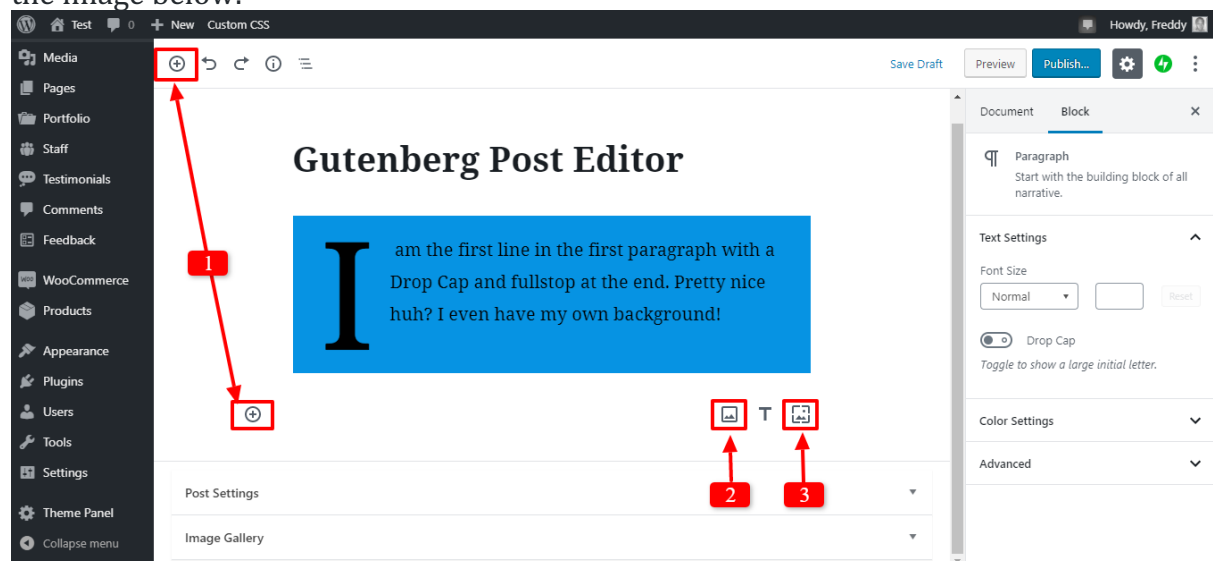
After the first paragraph, hit the **ENTER** key again to create a new line (or paragraph block). Now, let us add an image below the first paragraph.

Adding Images in Gutenberg



They say a picture speaks a thousand words, and a blog post without images is, well, drab. To add an image in your post (or page) you have a couple of options.

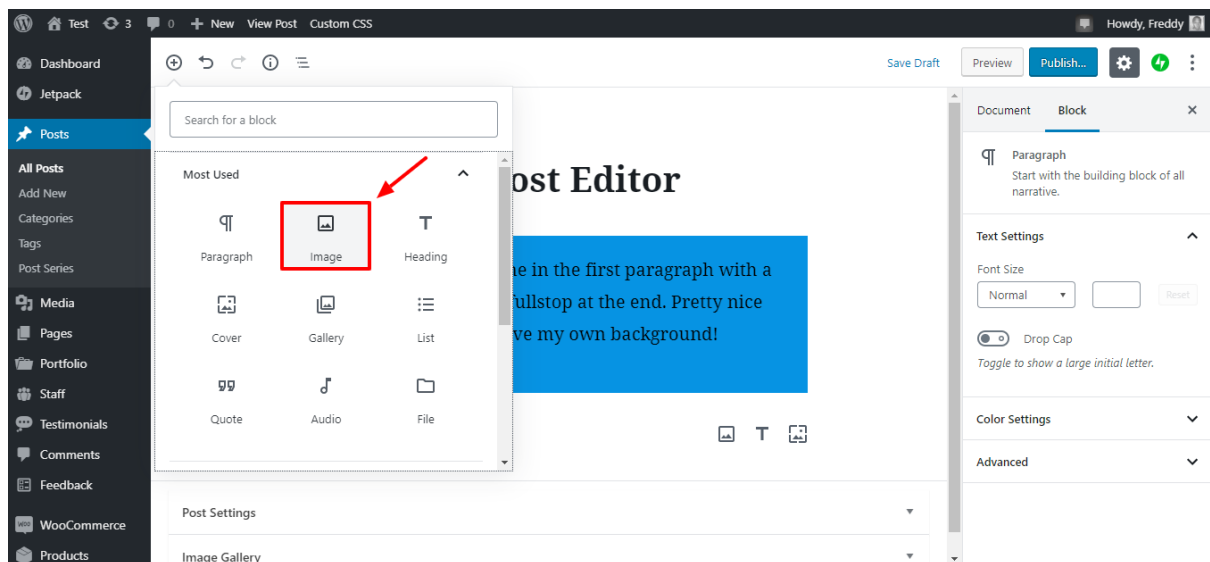
When you hit the **ENTER** key a few moments ago, you triggered a new paragraph block. You can add an image by clicking the plus (+), image or cover icons as we highlight in the image below.



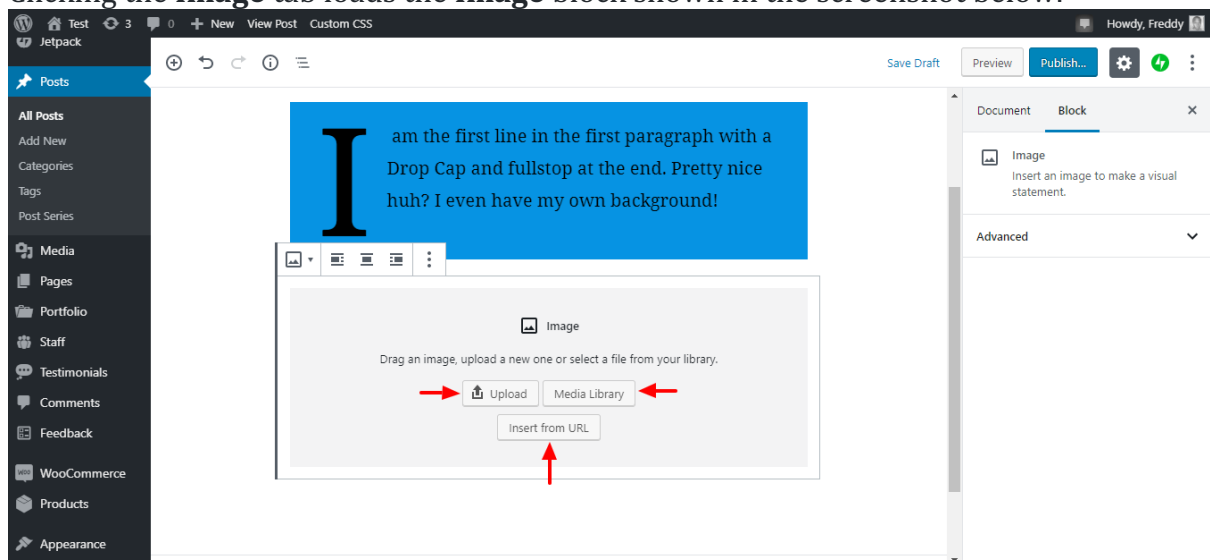
A couple of notes:

1. You can add an image via the plus (+) icons
2. Here, you can add an image easily
3. This option allows you to add a **cover** image (These are usually bigger than other photos. Plus, you can add text on cover images, BTW)

Go ahead and click any of the plus (+) icons. Next, click the **Image** tab, as shown below.



Clicking the **Image** tab loads the **Image** block shown in the screenshot below.



The **Image** block allows you to upload an image or add one from a URL or the media library. In the process, you can add alt text (important for SEO), caption, and description via the media screen settings, or the **Block** sidebar as shown in the following images.

What is alt-text? This is nothing new and was part of the classic editor too. If you don't already use alt-text for your images, we strongly recommend you start.

Alt-text is where you type a description of the image. 'a photo of the silver cross on the altar at St Matthews church, reflecting sunlight from a nearby window'. This is important for visually impaired people who use screen reader technology to visit websites. It is also important for all the major search engine, who penalise websites in the search rankings who do not use alt-text for images.

If you want your church to get noticed on the web, then alt-text is important.

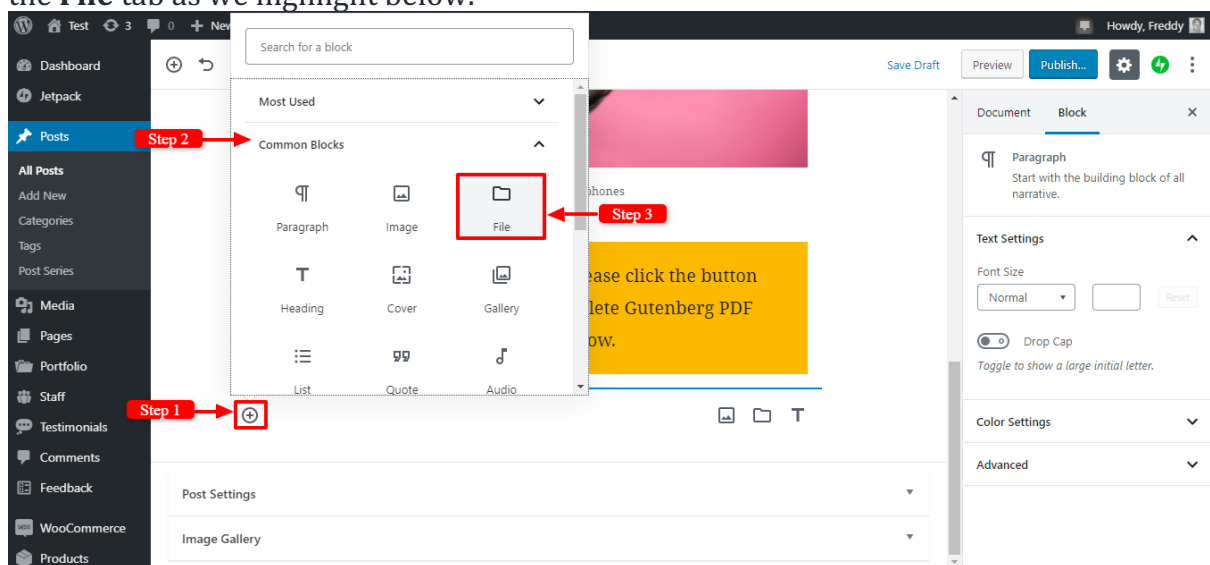
Remember ChurchWeb support is always available to help you, so if you get stuck or are feeling overwhelmed just reach out to us at support@churchweb.uk

After adding your image, the content builder adds a new paragraph block just below it. You can add whatever you want, but for illustration purposes, I added some text and then a button below that.

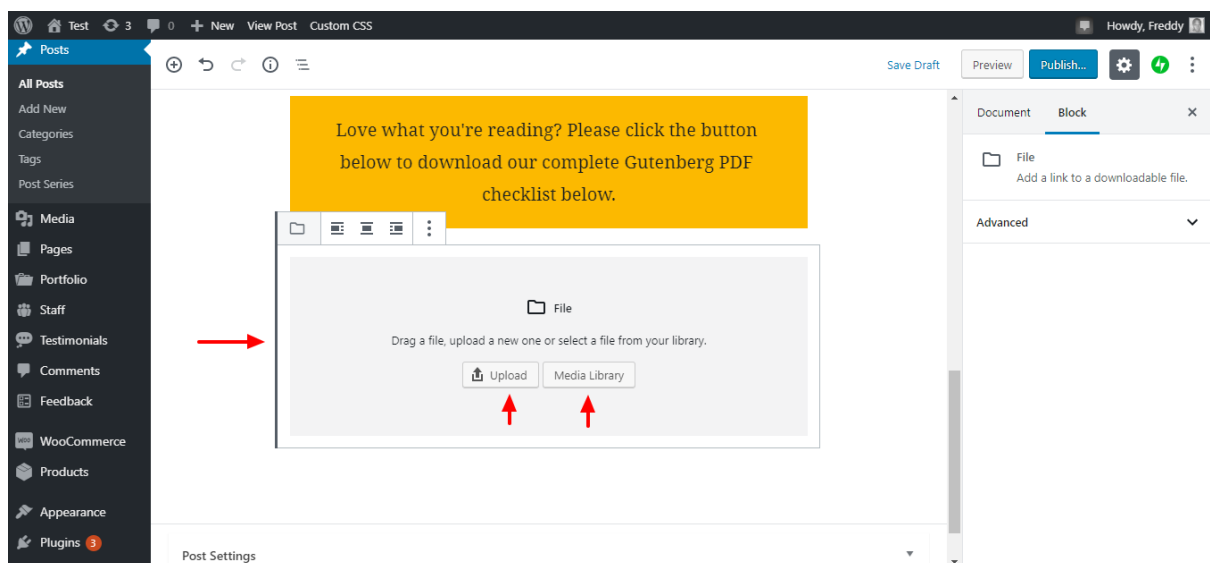
How to Add Downloadable Files, e.g. PDF, Images, Videos, etc

This new content builder makes it much easier to add downloadable files to your post or page.

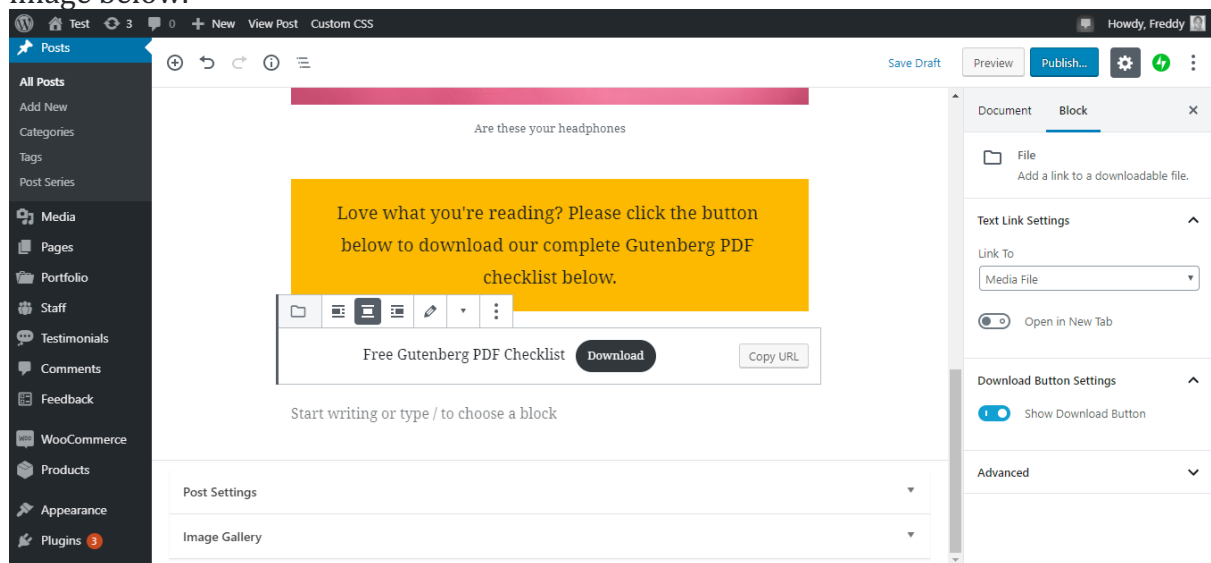
In a new **Paragraph** block, click the plus (+) icon, navigate to **Common Blocks** and hit the **File** tab as we highlight below.



Doing so launches the following block:



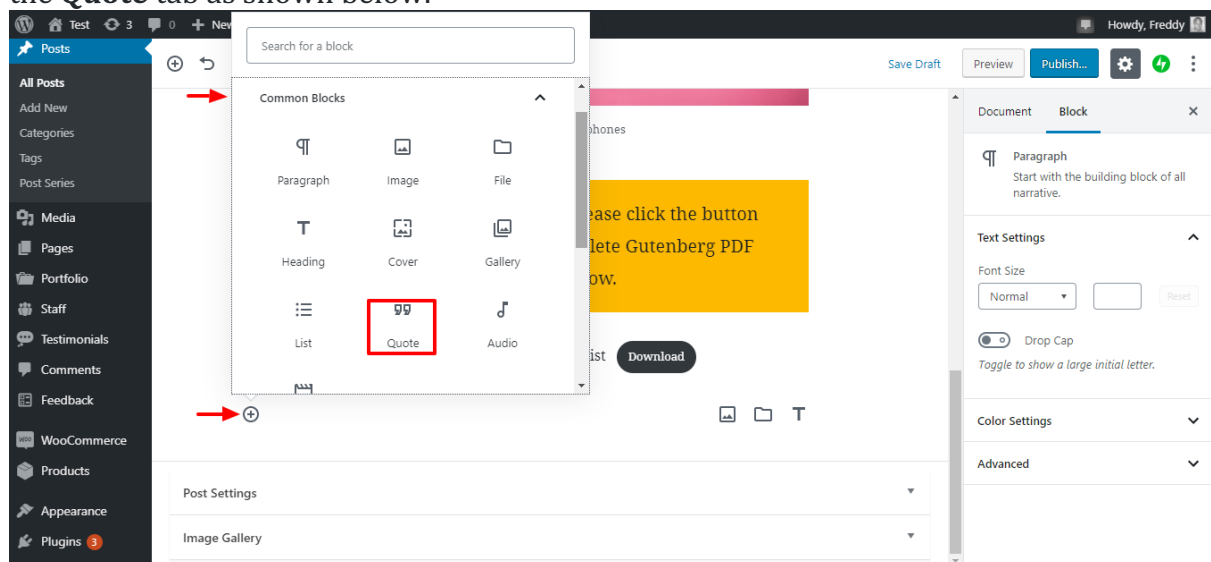
From the **File** block, you can upload a new file or add one from your media library. After adding your file, Gutenberg adds a cute **Download** button automatically as seen in the image below.



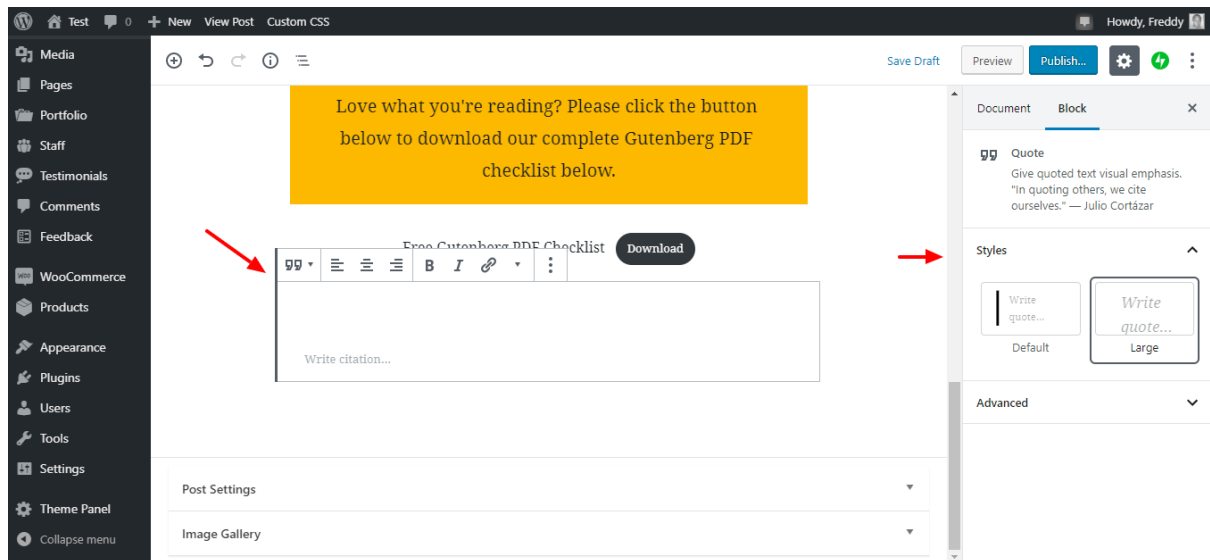
You can play around with the options. For instance, you can edit/delete the “**Free Gutenberg PDF Checklist**” title as well as the **Download** button.

Adding a Quote

Next, let's add a quote because they are charming, catchy, and help you to drive the point home. In a new line, click the plus (+) sign, navigate to **Common Blocks** and hit the **Quote** tab as shown below.



Doing so adds the **Quote** block in your post as we highlight in the screengrab below.



Notice the quote block settings in the right sidebar above?

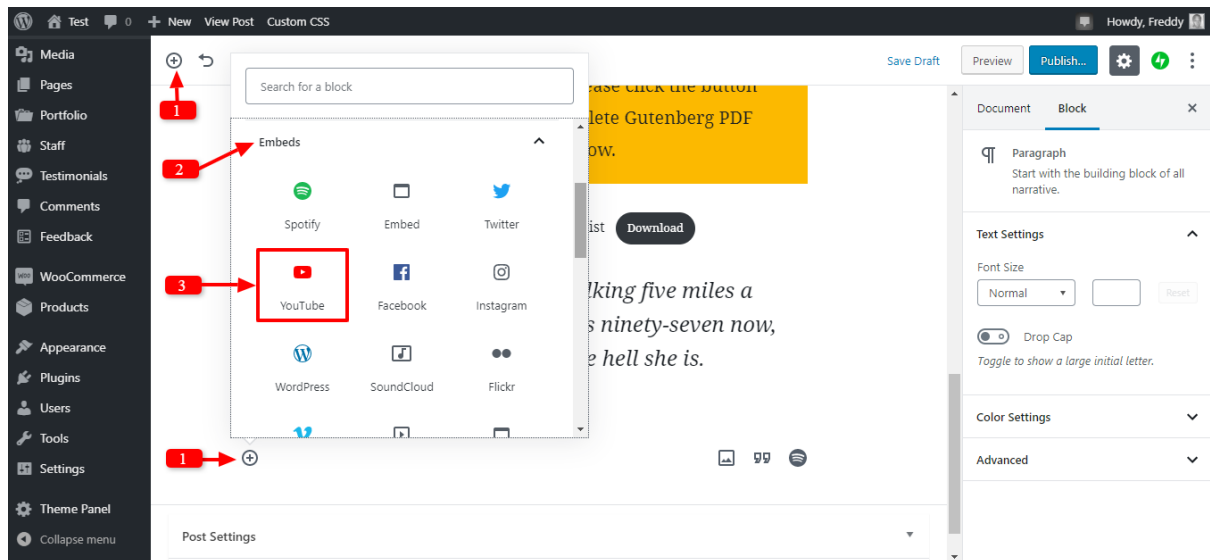
To add your quote, type inside the block.

This will look different on every church website depending on the design criteria set for your church. Test things out before publishing a post or a page to make sure you're happy with its appearance. ChurchWeb is available to re-design your website or take it to the next level whenever you are.

Adding Media Embeds

The new builder comes with several blocks to embed videos and other media. During this Covid-19 emergency, many churches have expanded their online provision. Whether you use Vimeo, or YouTube, Facebook, SoundCloud, or something else we have you covered. If you don't see the embed option you need – let us know and we'll add one for you.

To embed content such as a service recorded online, click the plus (+) icon, navigate to **Embeds**, and choose the provider you use. In this instance, I've chosen YouTube, as shown below.



Next, copy-paste the YouTube video URL and click the **Embed** button

As soon as you hit the **Embed** button, the link is converted into a video automatically and will appear as a video on your website.

How to Add A Button

You shouldn't have a hard time adding blocks at this point. Just click the plus (+) and choose your block.

So, how do we add a button?

In a new line (or block), click the plus (+) icon, either scroll through this list until you see the 'button' block or type 'button' into the search bar at the top of the block list

Doing so leads you to the **Button** block as we detail below.

As you can see from the image above, you can edit the button text and add a link. Additionally, you can customize the button via the sidebar menu to the right of the screen.

After a couple of clicks, here is what I got.

By the way, if you use hard-to-read colour combinations on your buttons, the content builder **will let you know**. If it highlights this to you, it's best to change the colours to make it easier to read, as church engines will penalise your website in the search engine

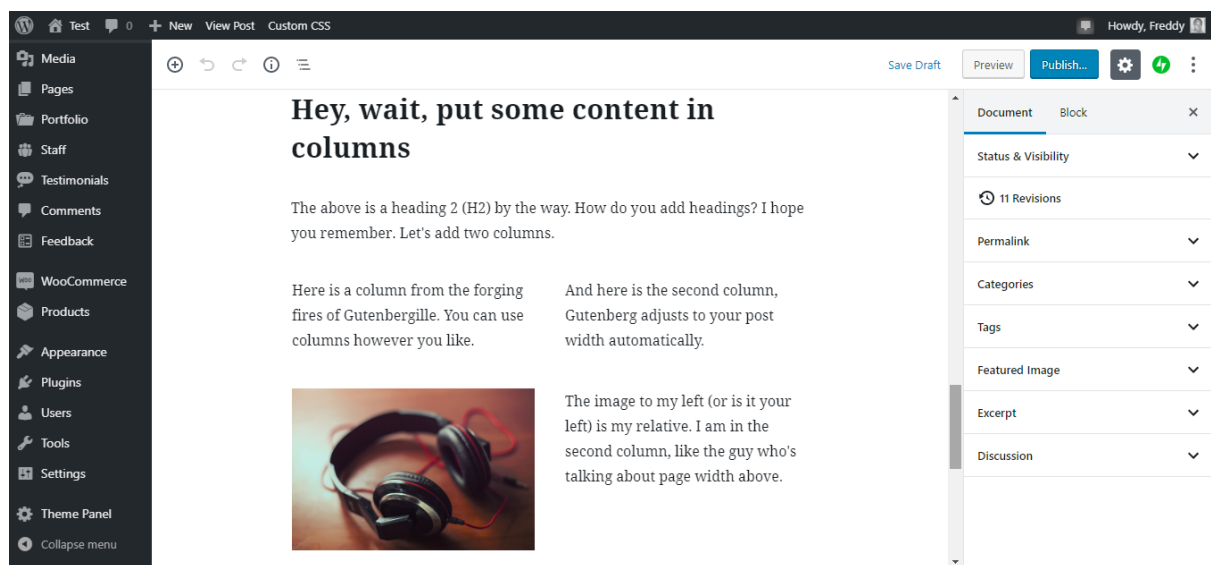
rankings if the colour combinations are hard to read. If you have any questions about this, or need some advice – don't hesitate to reach out to us at support@churchweb.uk

How to Add Columns

With a button in place, let's add some columns. I will add two columns, so follow carefully.

Here's what to do. Click the plus (+) icon, navigate to the **Columns** block

Gutenberg adds two columns by default. See the image below, and remember, I have added content into the columns already.



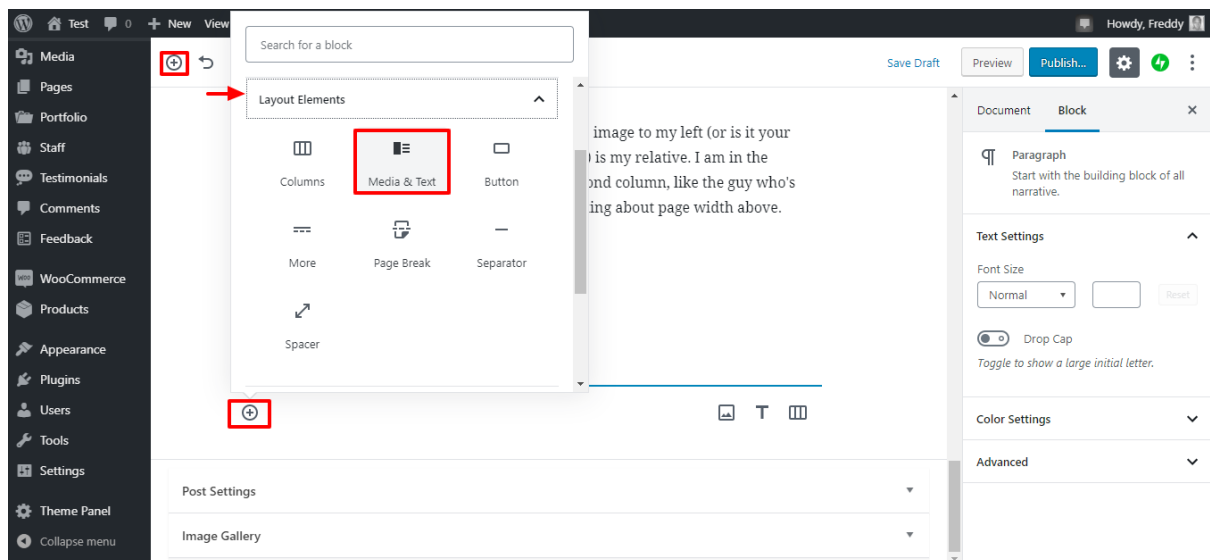
Not bad for a few seconds of work. But perhaps you don't wish to create columns. Maybe you want to display an image next to some text.

Is there a block for that? Yes, there is!

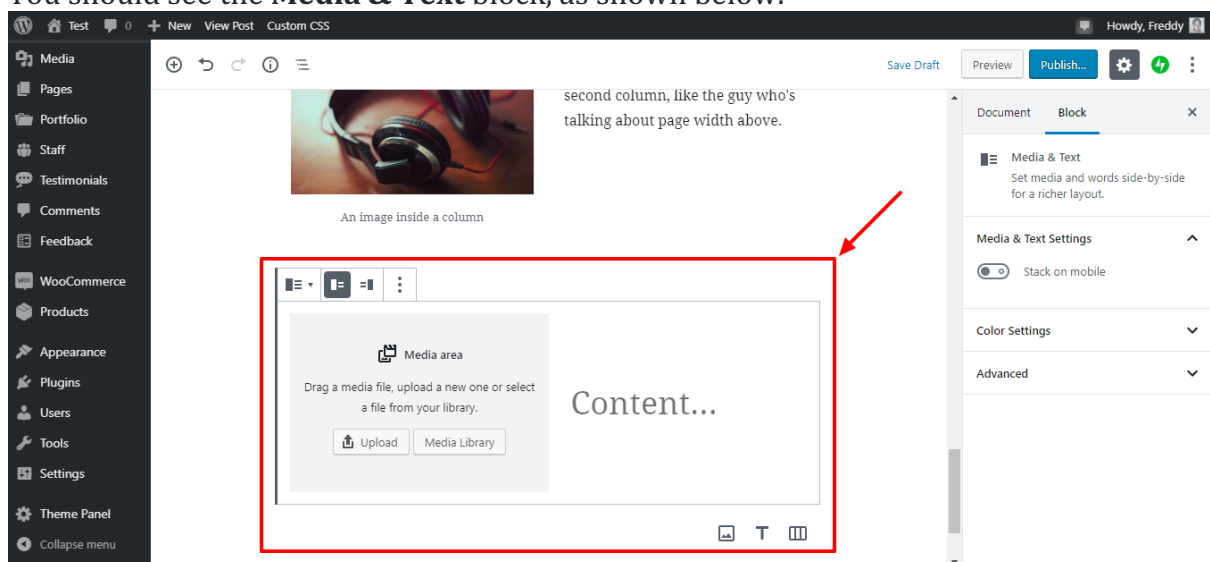
How to Add an Image Next to Text

Are you looking to add an image next to some text? If so, you will love the following section.

As usual, click the plus (+) icon, navigate to **Layout Elements** and click **Media & Text** as shown below.



You should see the **Media & Text** block, as shown below.



Next, upload your image/video/media or add one from the media library.

This should be enough to get you started, and of course we are praying that the transition is really smooth for you.

If this is making you nervous or you could do with a hand, we're keen and waiting to help you, so just contact us if you need any help or guidance. You can contact us direct via email at support@churchweb.uk or by clicking this link: <https://churchweb.uk/support/>