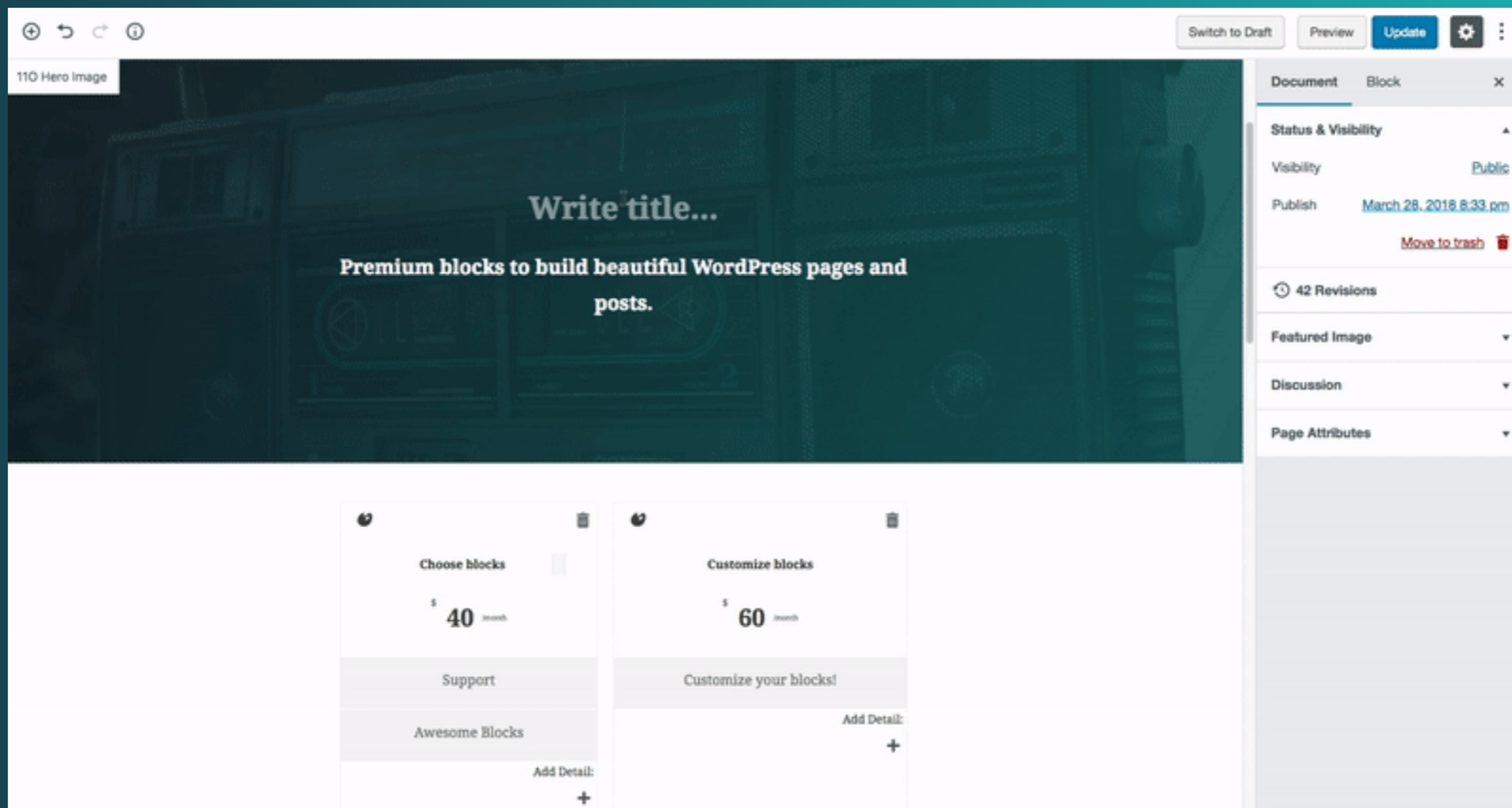


Gutenberg: The New WordPress Paradigm

It'll be better for the lot of us (eventually), I assure you



**Feel free to text me questions
during my presentation:**

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About me - Alonso Indacochea

- CEO at 11 online
- Started Block Party (<https://wpblock.party>) this year
- Working with WordPress since 2015
- Though I spend very little time writing code these days (probably good for the world), WordPress is still an important part of our business

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What is Gutenberg?

- New WordPress editor as of...?
- A What You See Is What You Get (WYSIWYG) Experience
- Content paradigm is BLOCKS!
- Comes with simple blocks, but you can use third-party blocks
- Lots of implementation controversy

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NIST

DEMO

Benefits for the content creators

- WYSIWYG (for real) in the editor, finally!
- Custom blocks to easily create content once difficult or impossible
- Potential WordPress page builder without the cruft (eventually)

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Changes for the developers

- React!
- Block-centric theme development
- Challenging implementation and support process
- Opportunities to build reusable custom blocks

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OPPORTUNITIES

Opportunities for entrepreneurs

- Biggest WordPress ecosystem

disruption since ...

- Yes, there is controversy. Indeed.

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BRAINSTORM

Lastly ...

- Why did I come to Sacramento to do this talk?
- Why is my company still passionate about WordPress and the ecosystem's opportunities?
- Who is WordPress for?

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QUESTIONS?

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