

Examples of block editor projects

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Learning objectives

After this lesson, you'll be able to:

- understand the possibilities of the block editor for different types of projects.
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1. Let's switch to the front end

We've come to the final module of this course! In the previous module, we were mostly staying in the back end of the WordPress block editor. So, now you should be able to create posts using blocks. In this lesson, we'll switch to the **front end** to take a look at some **examples** of posts created with the block editor. Let's dive right in!



Example 1: Joost.blog

The first example we'll discuss is a post the founder and CPO of Yoast, Joost de Valk, wrote on [his blog](#). We'll take a look at the post '[CMS market share: November 2019 analysis](#)', that he created with the block editor (see Image 1 for a screenshot of part of the post).

You may have noticed the colors of this post look slightly different from the colors in the post we made. That's because Joost is using a different **theme** on his blog. And that's another huge benefit of using WordPress, there are so many great themes to choose from! The theme layouts, combined with the block editor, allow you to make great posts and pages. If you want to learn more about themes, check out our [free WordPress for beginners training](#).

Example 2: Yoast's digital story

The second example we'll discuss in this lesson is the digital story we at Yoast created, titled '[Diversity, inequality, and prejudice: a sociological exploration](#)'. In the context of online publishing, a **digital story** is a story you tell using a combination of media. For example, our digital story includes text, images, videos, animations, and interactive elements such as quiz and trivia cards (see Image 2 for a screenshot of part of the post).

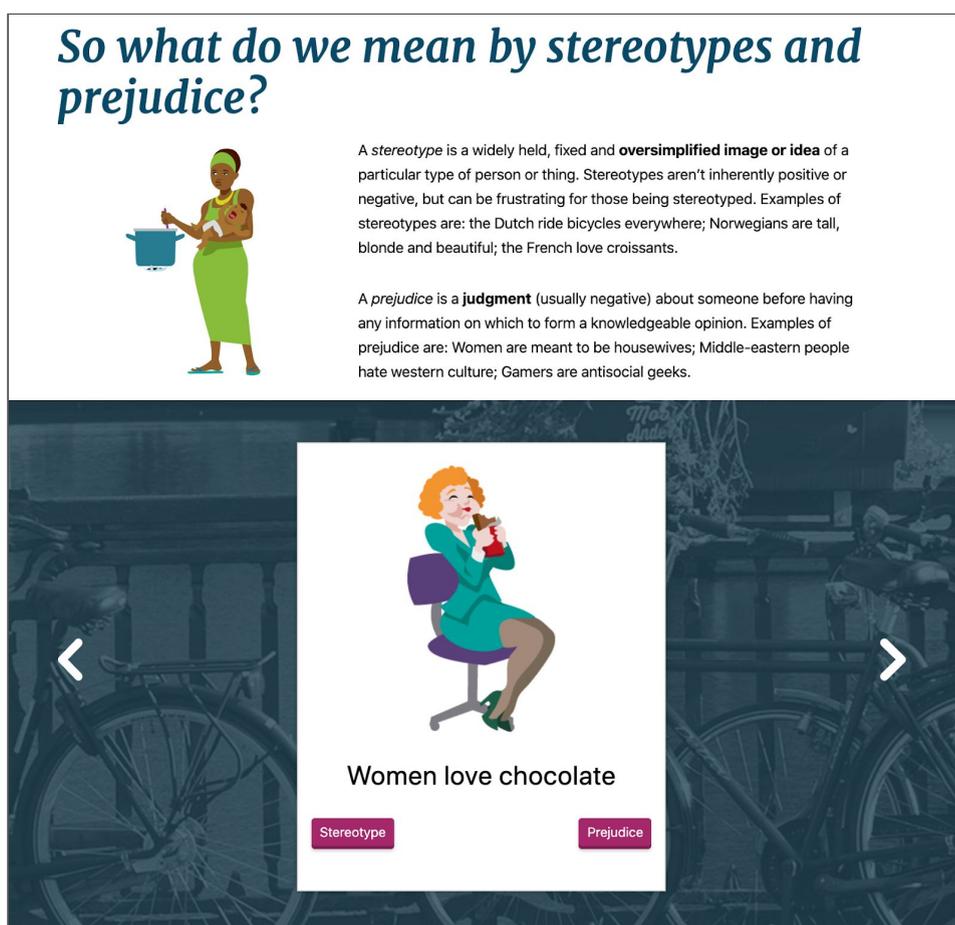


Image 2: Part of the digital story by Yoast on diversity, inequality, and prejudice created with the block editor

For the most part, we created this digital story with the default WordPress blocks. As you can see, each section of the story stands out with a different

background color. We were able to do this using a combination of blocks. The post also contains a combination of images and videos.



Image 3: Part of the digital story by Yoast on diversity, inequality, and prejudice created with the block editor (2)

For example, let's analyze a part of the story. Take a look at the screenshot in Image 3. This might look pretty complicated but it's actually just a column block that contains an image, a heading, and a paragraph, as you can see in the back end in Image 4. The different elements are then joined together in a group block.



Image 4: The back end of the digital story by Yoast

For some parts of the digital story, like the interactive sections, we used some extra plugins and some CSS. For example, to make the quiz cards, we

used Advanced Custom Fields, a plugin that lets you add custom fields in WordPress.

And some more examples...

There are tons of nice examples of content created with the block editor out there. Let's sum up a few more, that you can take a look at yourself by clicking the links:

- [State of the Word 2019](#)
Each year Matt Mullenweg, the co-founder of WordPress, addresses the WordPress community in a speech called The State of the Word at WordCamp US. For his 2019 address, he used a lot of cool-looking slides. And guess what, they were made using the block editor! Matt created his slides using a plugin called [Slides & Presentations](#), which adds custom post types and blocks to your editor.
- [Red Hook Initiative](#)
Red Hook Initiative is a community-based non-profit, focused on improving the lives of the residents of Red Hook, a neighborhood in New York City. Their site is created with the WordPress block editor too, and it looks amazing! They make excellent use of the different blocks, creating a well-structured, appealing site for their organization.
- [The Obama Foundation](#)
Another great example of an excellent website created with the WordPress block editor is the website of the Obama Foundation. Take a look at their [Chicago page](#) for example. This page consists of a video, headings, text, social icons, buttons, and images, all neatly structured via blocks!

2. Conclusion

Could you imagine publishing this kind of content before the block editor? In the past, only big companies with big budgets could spend money on design, layout, and user-friendly posts. But **the block editor has changed the game** and made it possible for anyone – including you! – to make rich, engaging, and useful posts and pages.

Key takeaways

- In this lesson, we've looked at some cool **examples** of content created with the WordPress block editor.
 - We've seen that the block editor has made it possible for everyone to make **rich, engaging, and useful posts and pages**.
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