Create Web Pages for Your WordPress Website With Elementor

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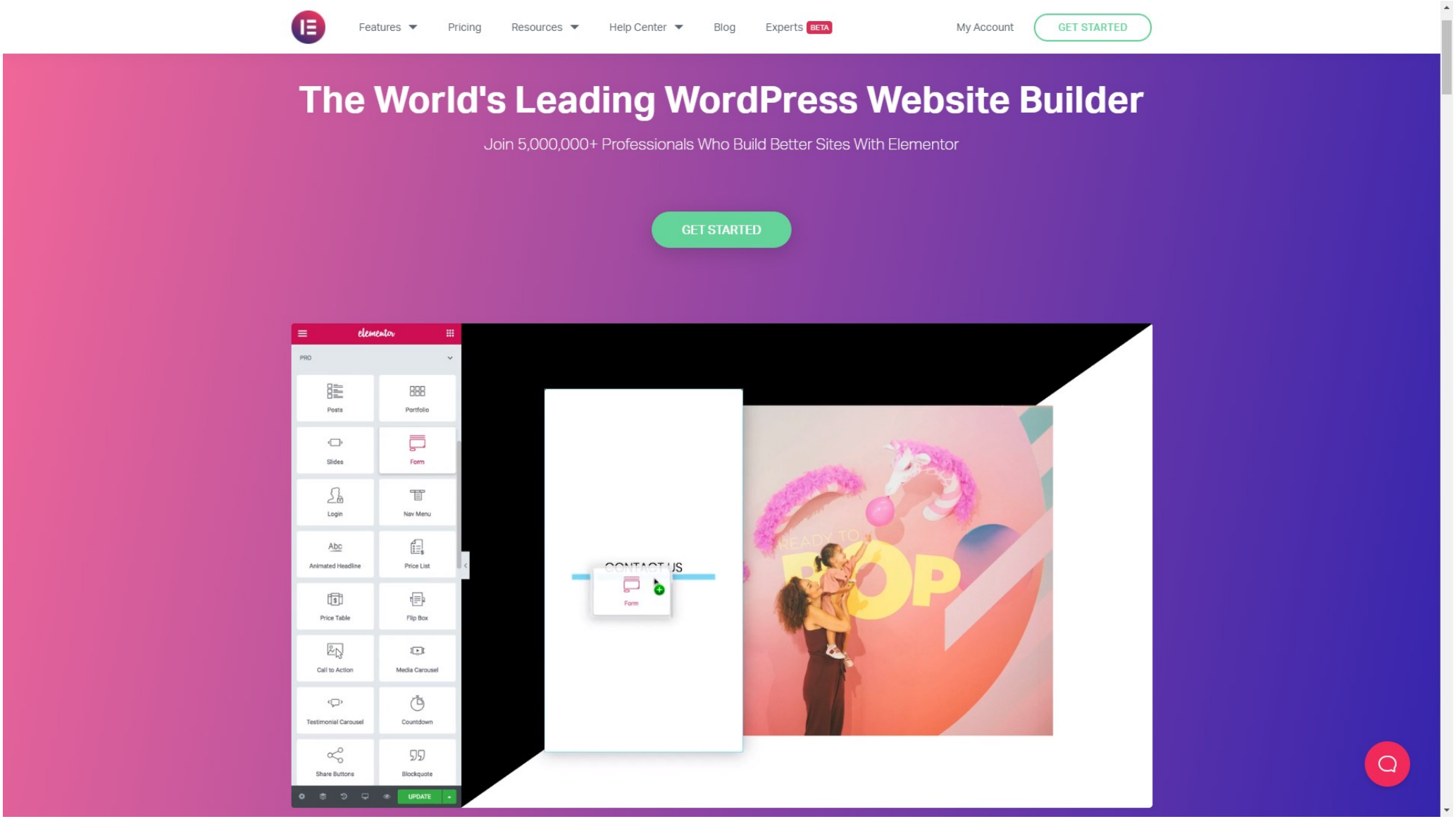
Ottawa PC Users' Group

Elementor - A WordPress Plugin

https://elementor.com/

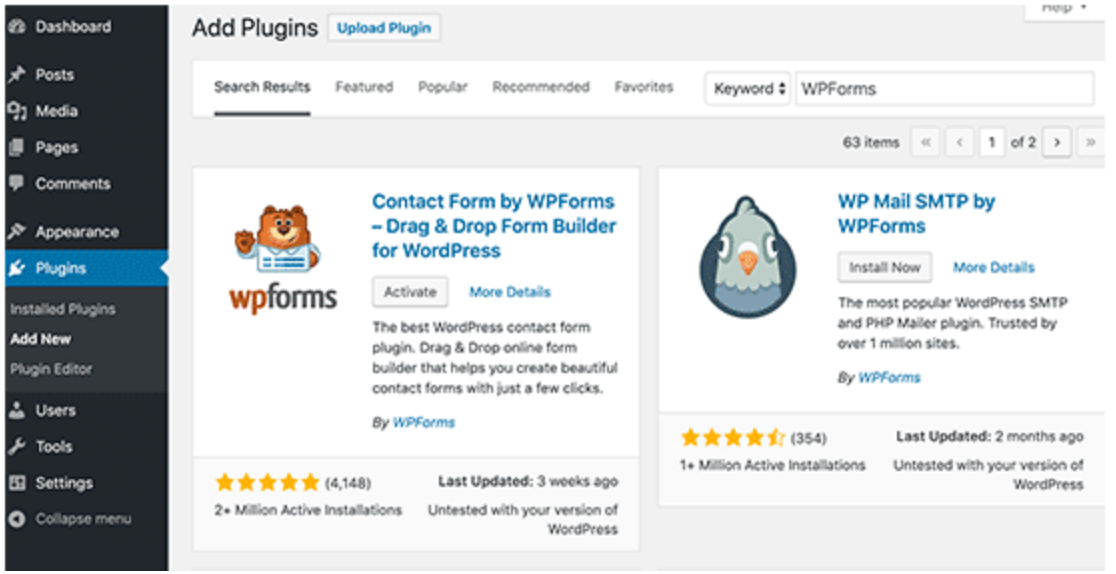


What is a “plugin”, you ask? ➡ https://www.wpbeginner.com/glossary/plugin/ :

A plugin is a piece of software containing a group of functions that can be added to a WordPress website. They can extend functionality or add new features to your WordPress websites.

WordPress plugins are written in the PHP programming language and integrate seamlessly with WordPress. In the WordPress community, there is a saying that goes around: “there’s a plugin for that”. They make it easier for users to add features to their website without knowing a single line of code.

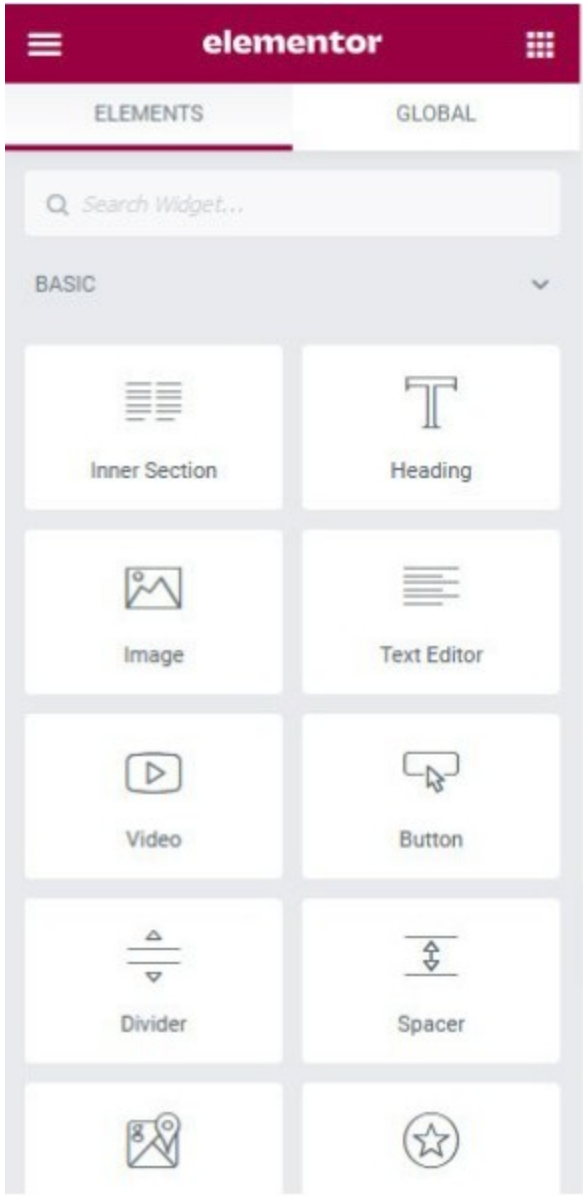
There are thousands of WordPress plugins available for free at the official WordPress plugin directory. At WPBeginner, we write about all the best WordPress plugins. We have even shared a list of all the plugins we use. Aside from free plugins, there are tons of amazing commercial ones available from third-party companies and developers.



Why Elementor?
Elementor is a WYSIWYG (WIZ+EE+WIG) editor (What You See Is What You Get) and eliminates the need to type HTML code. Widgets (or sections) for everything you want (e.g. text, images) can be dragged-and-dropped right onto the page. Even if you have NO knowledge of HTML, with a little practice, you will be able to create web pages. Although WYSIWYG editors have existed for over 20 years, Elementor does it in spades.

Elementor can also be used to create and design a **blog** page: https://elementor.com/blog/create-blog-page-wordpress/

For the complete write-up visit: https://smartslider3.com/blog/best-free-wordpress-page-builder-plugins/#elementor



Elementor – the most popular free page builder plugin

Elementor Website Builder
By Elementor.com

Download

Download

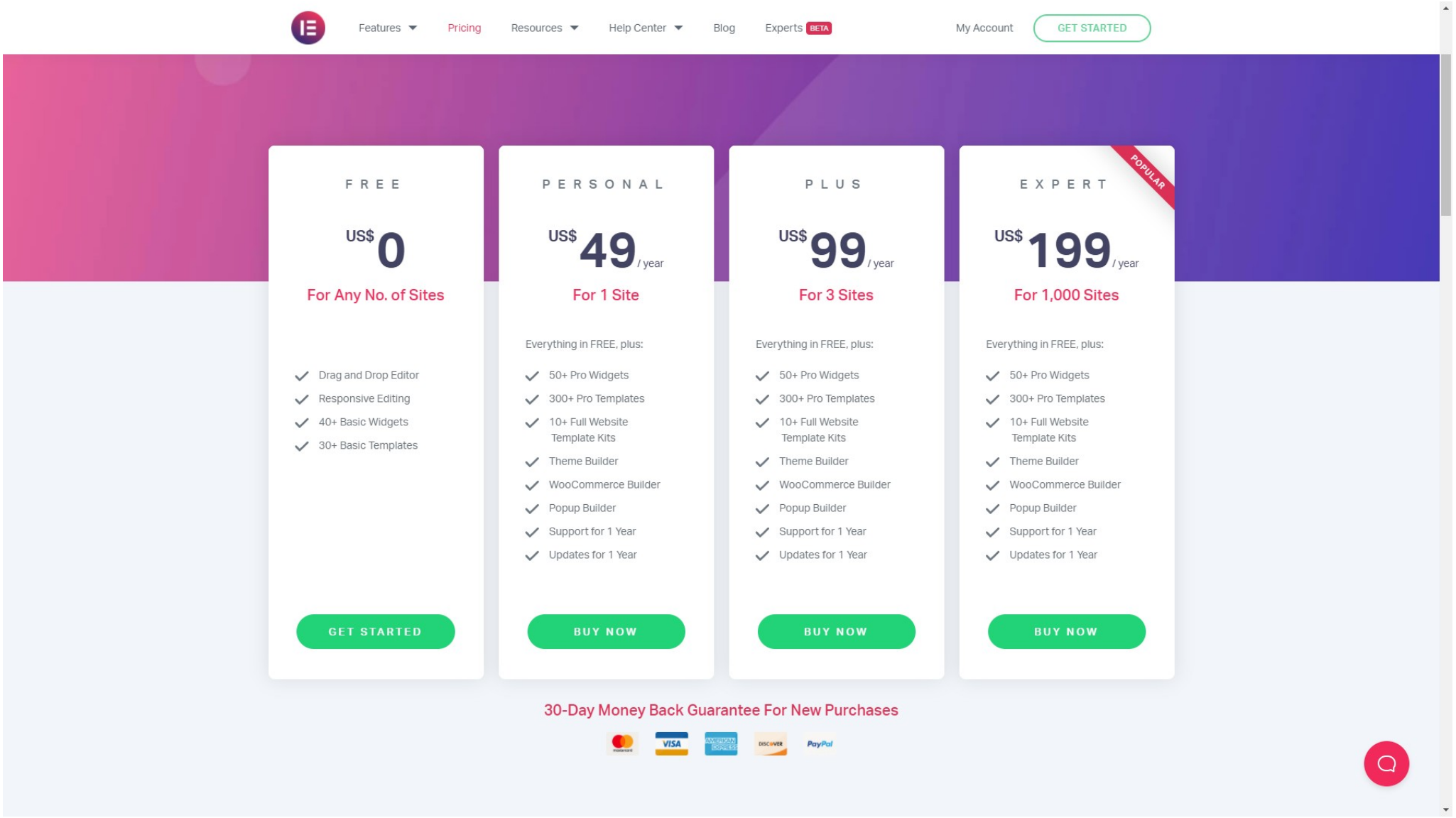
Elementor is the most popular page builder in WordPress.org's repository. There are currently 7 plugins there that have more than 5 million installations, and Elementor is one of them. So it's safe to say **Elementor is one of the most popular WordPress plugins**. Having so many users, Elementor managed to keep an impressive 5-star rating out of 5,465 reviews.

Interface of Elementor ★★★★★

Elementor offers a **visual frontend editor** to create pages. Many users prefer frontend editing, because they can see how the page is going to look like while they edit it. So, frontend editing saves time, because it removes two editing steps. You don't need to save and refresh every time you want to take a look at the page you're working on. Additionally, **you can edit textual layers inline** which is a great addition.

The new OPCUG website is hosted by Rebel.com.
It is a WordPress.org website and has the free Elementor plugin.

https://elementor.com/pricing/



https://elementor.com/pricing/

What's the difference between Elementor Pro vs Free?

Elementor's Free version offers limitless design possibilities. Elementor Pro, however, empowers you with more professional tools that speed up your workflow, and allows you to get more conversions and **sales**.
See full comparison here: https://elementor.com/pro-vs-free/

NOTE: The free Elementor plugin is only available on the WordPress.org platform, not WordPress.com.

Below is an excerpt from:
https://www.wpbeginner.com/beginners-guide/how-are-wordpress-com-and-wordpress-org-related/

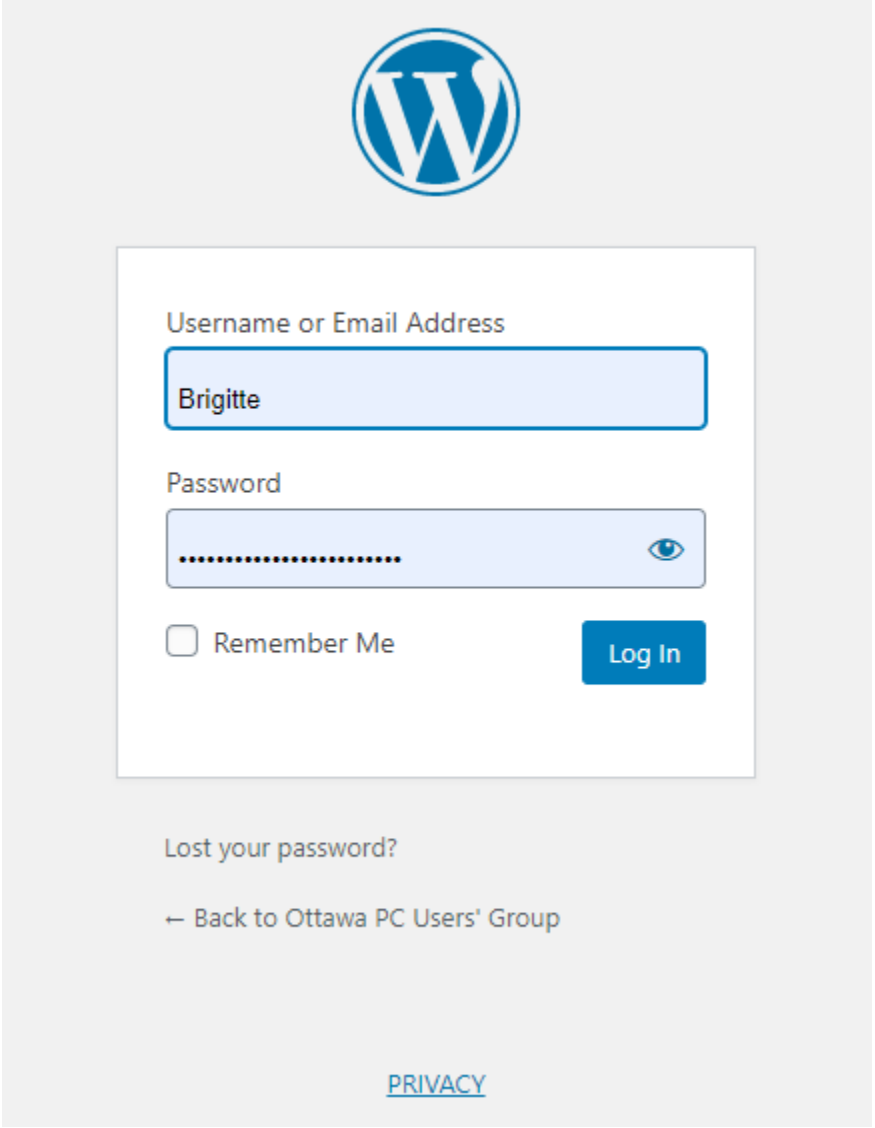
> WordPress.com does not offer you the freedom to modify your source code, or upload your own plugins, or extend the features.
>
> So What's Right For You?
>
> We always recommend our users to use WordPress.**org** aka self-hosted WordPress. It is very easy to install WordPress, and you have full control over your site. You can add plugins, custom themes, monetize your site, create your own membership site, and/or use one of our WordPress tutorials to extend the functionality without any restrictions.
>
> Since there are so many other people familiar with WordPress, it is very easy to get WordPress support granted that you ask the right questions. Read our guide on how to properly ask for WordPress support.
>
> We hope that this article helped you understand the relationship between WordPress.org and WordPress.com, and cleared all confusions.

For a more comprehensive overview of the differences between the two, visit:
https://themeisle.com/blog/wordpress-com-vs-wordpress-org/

So, if you want more control over your website, go to https://wordpress.org/ to create a free account. You will need a host to serve your website to the world (a web search for "web hosting Canada" will return many choices). The old OPCUG website was hosted by Toonie Hosting (https://www.tooniehosting.ca/). As the name implies, the cheapest package starts at $2/month. Toonie can host conventional or WordPress.org websites.

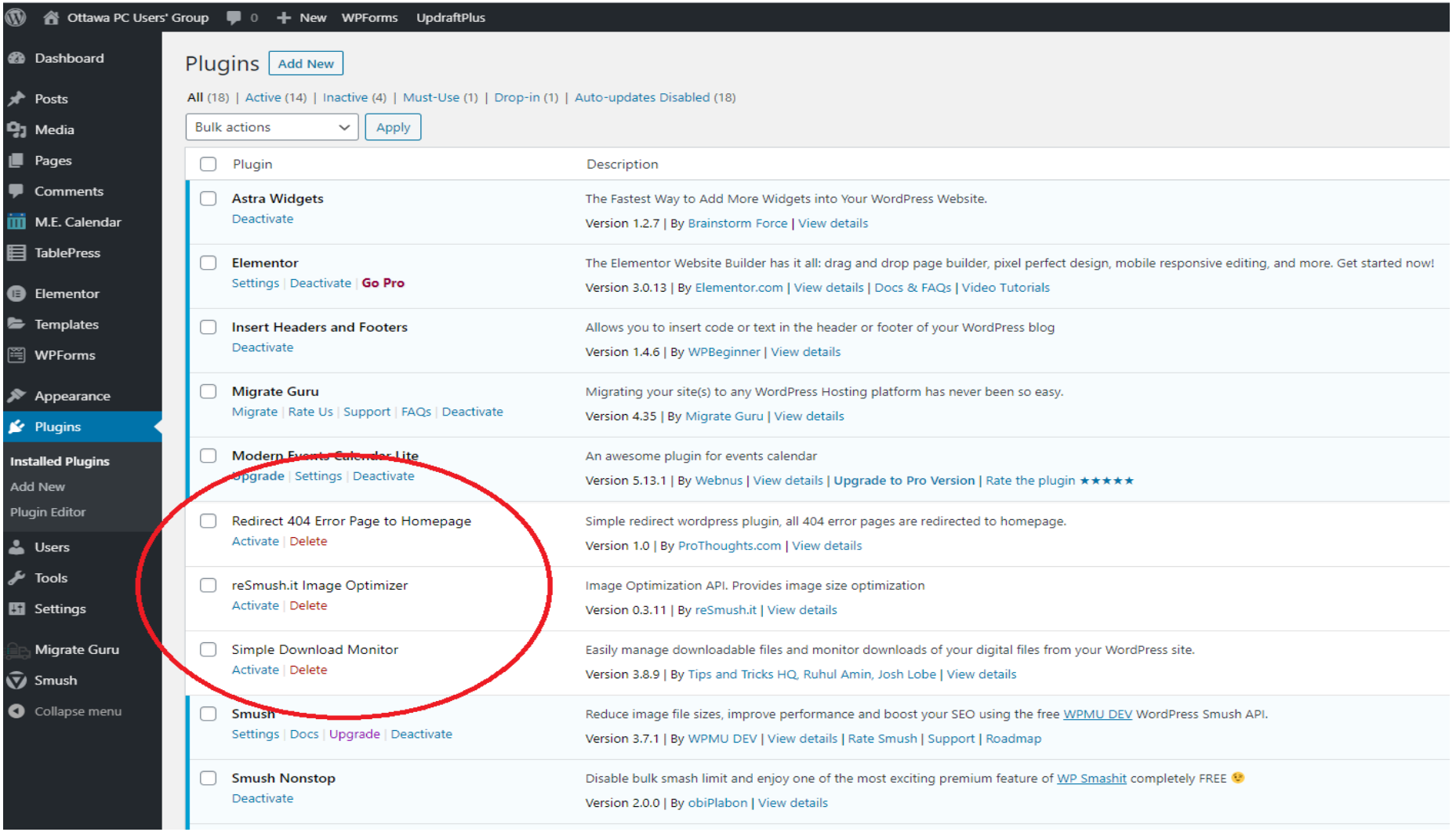
If you want WordPress.**com** to host and manage your website for a fee, go to https://wordpress.com/create-website/. Be aware that you will not have as much freedom over your website. The cheapest is the Personal Package for CAD $5/month.

Once you've created a WordPress account, logging in to your WordPress website will give you access to the WordPress Dashboard.

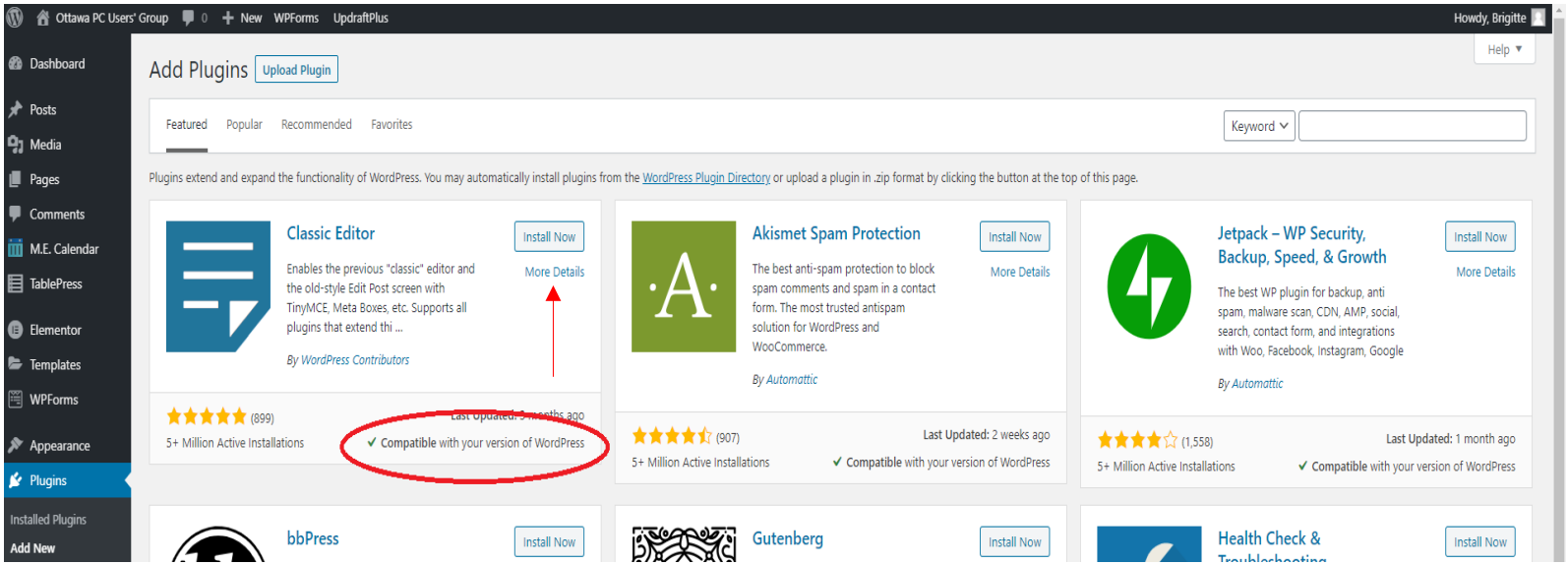


The WordPress Dashboard for OPCUG showing installed plugins

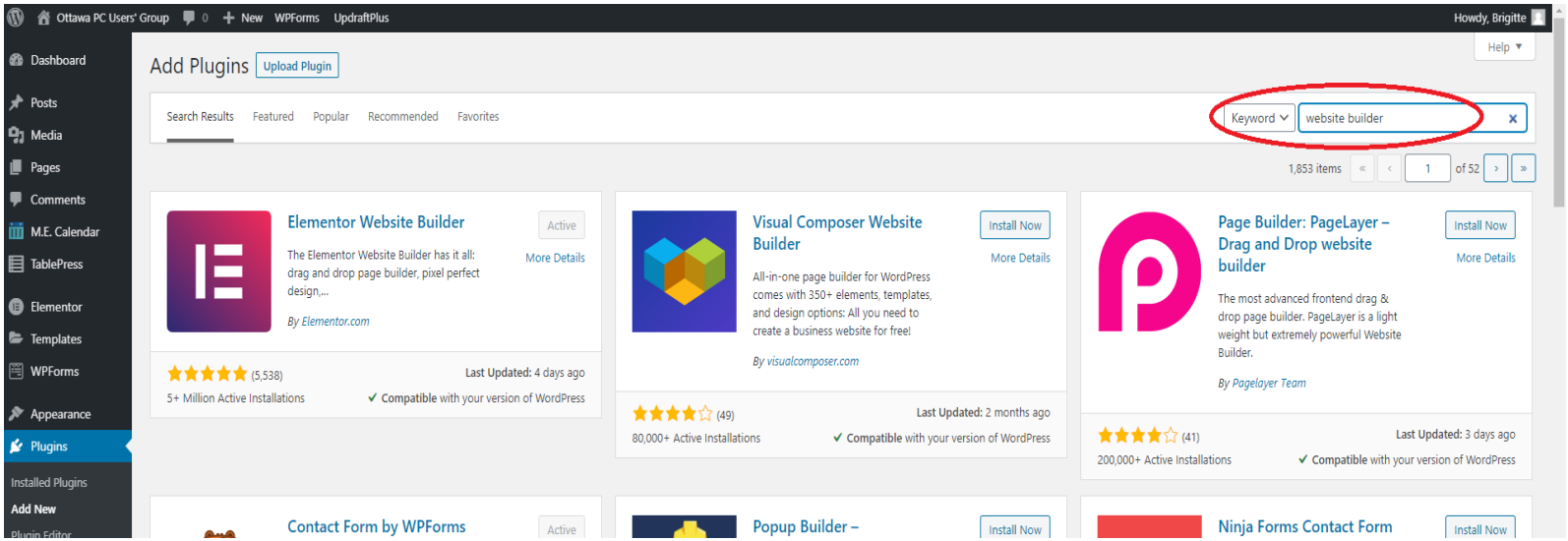
Three plugins have been deactivated (circled) because they were not very useful. I have the choice to either reactivate them or delete them.



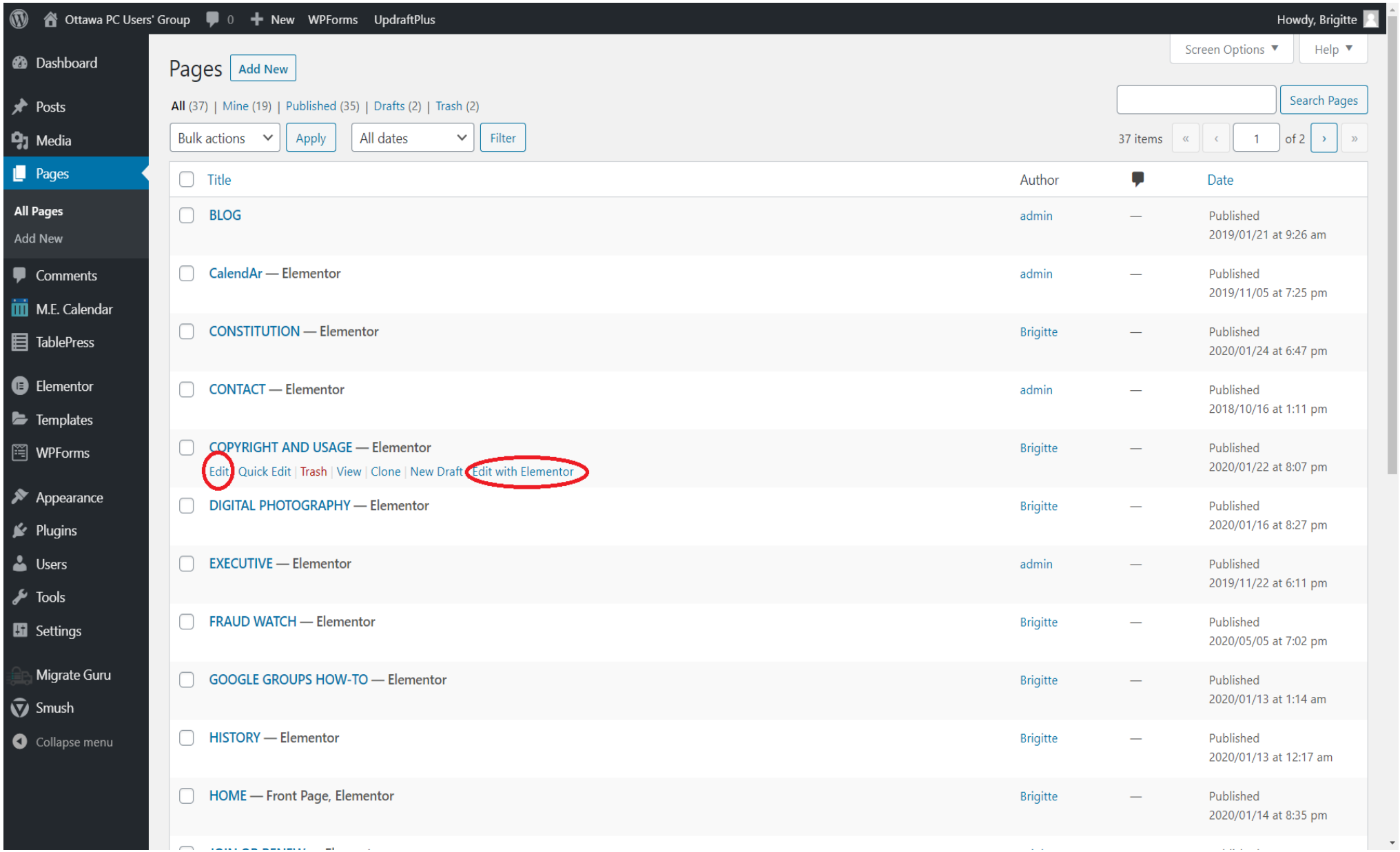
Plugins > Add New showing default "Featured" plugins. Plugins compatible with your version of WordPress are marked (red circle, top image). If you want to know the features of a plugin or whether it's free, click on **More Details** (red arrow).



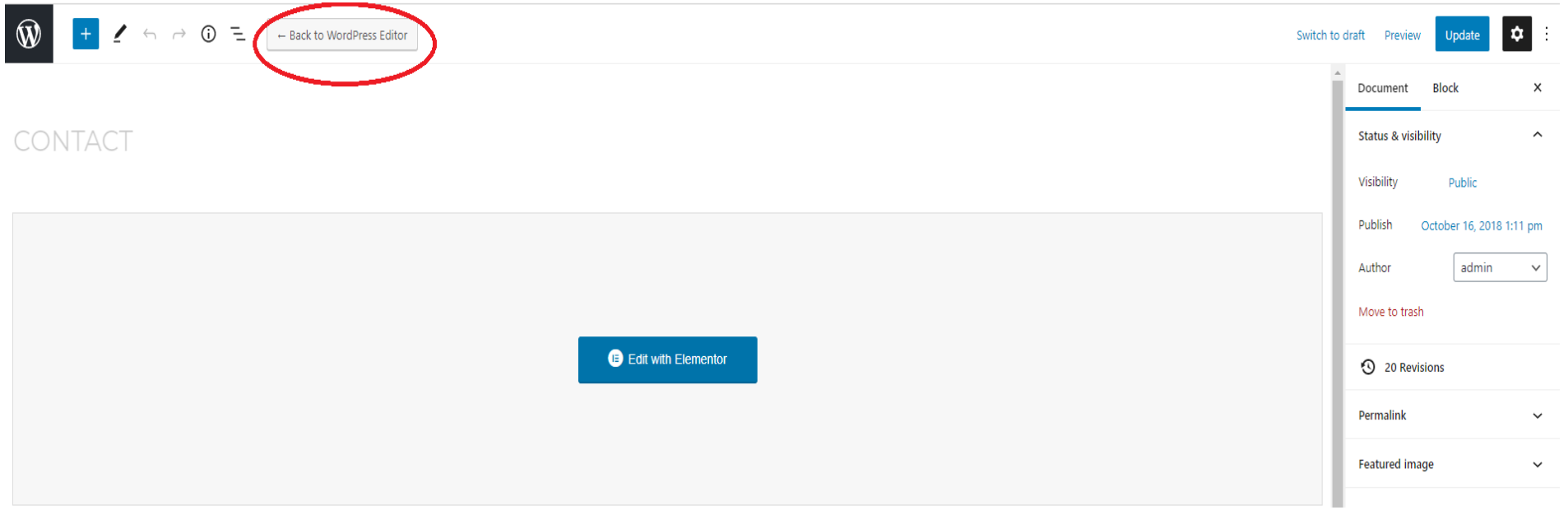
Showing search results for "Website Builder".



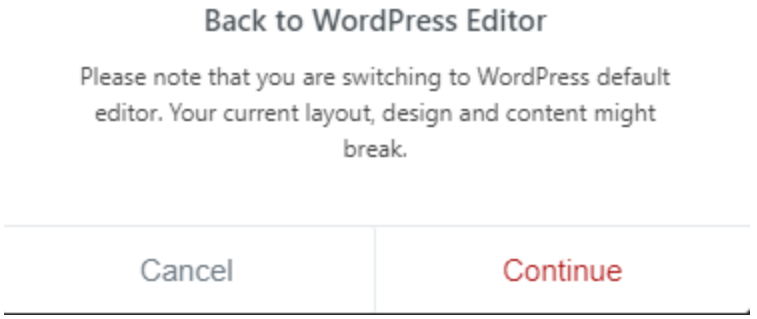
Below are some of the OPCUG web pages displayed in the Dashboard. There are two choices for editing a page (circled), but only **Edit with Elementor** is safe for pages created in Elementor. If you click on **Edit**, you will be brought to a page (next slide) where you will again be given the option to **Edit in Elementor**. ("Quick Edit" is for changing the page title and such, not for changing page content.)



After clicking on “Edit” from the Dashboard (previous slide), you are again given a choice of editor (Wordpress or Elementor). If you click on “Back to WordPress Editor” (wrong choice), you will be given a warning (2nd screenshot below).

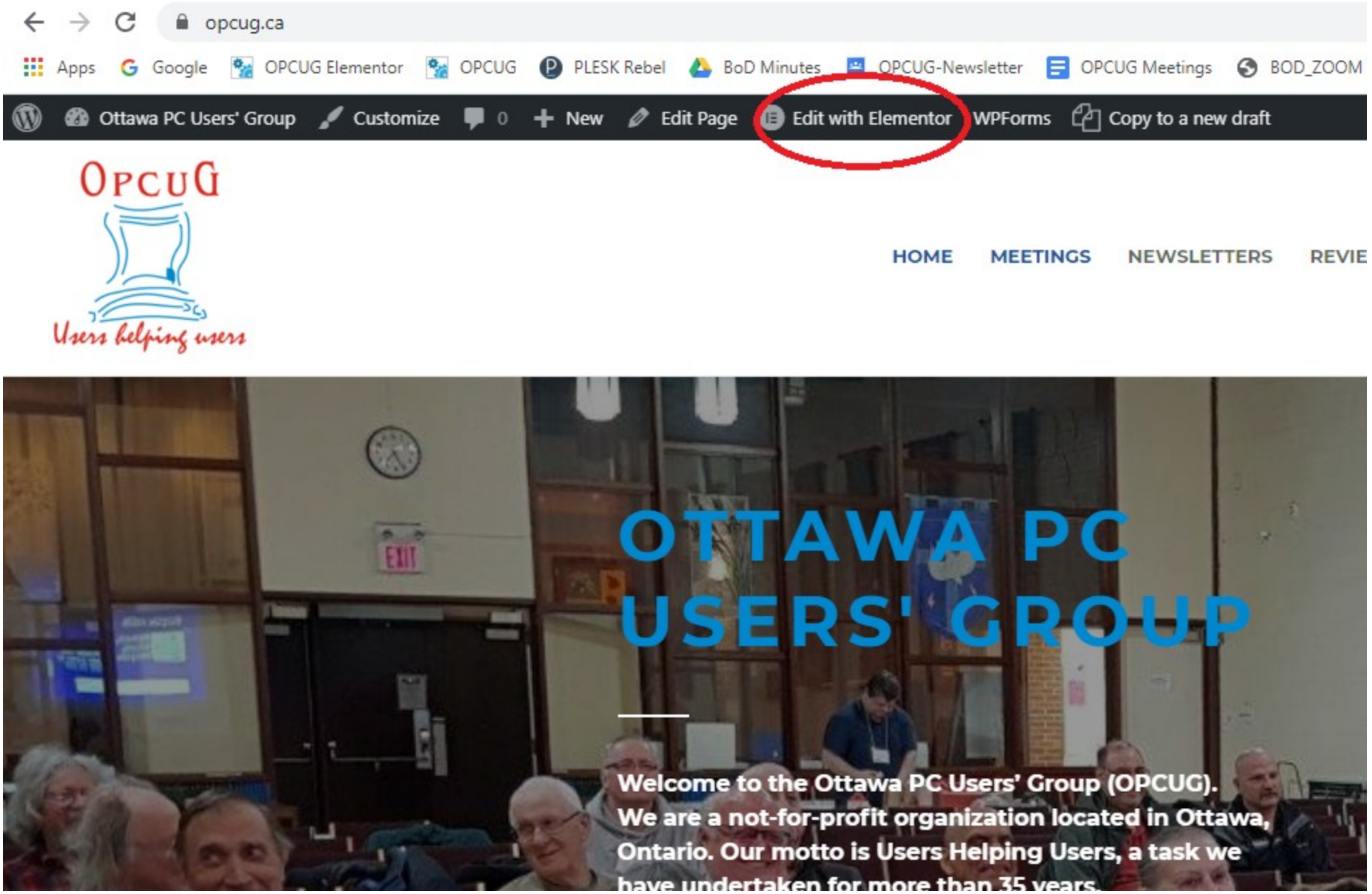


The WordPress default editor can “break” your web page! I’ve been there. Don’t do it!



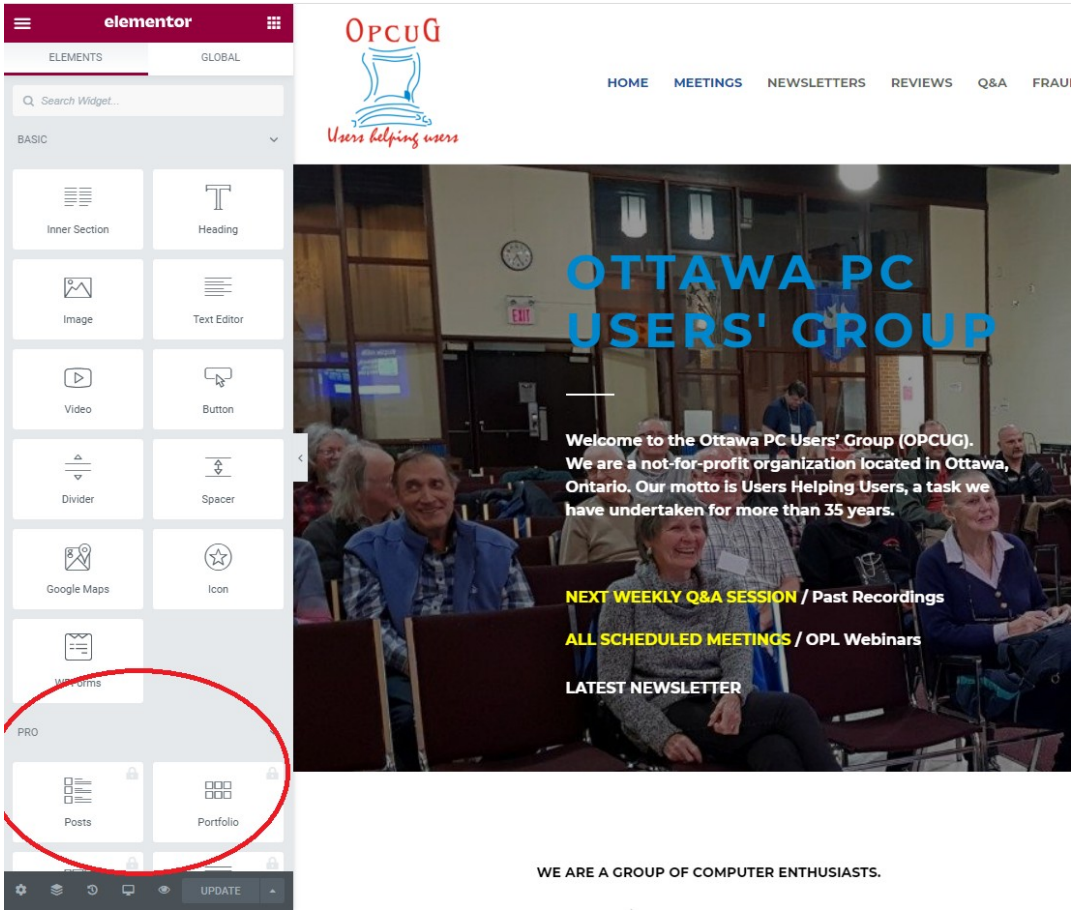
Always choose “Edit with Elementor”.

You can also edit a web page by opening it in a browser (after logging in to WordPress). This will load the black editing strip with the option to edit the loaded page. Remember to choose **Edit with Elementor**; “Edit Page” will damage your page in the WordPress default editor.

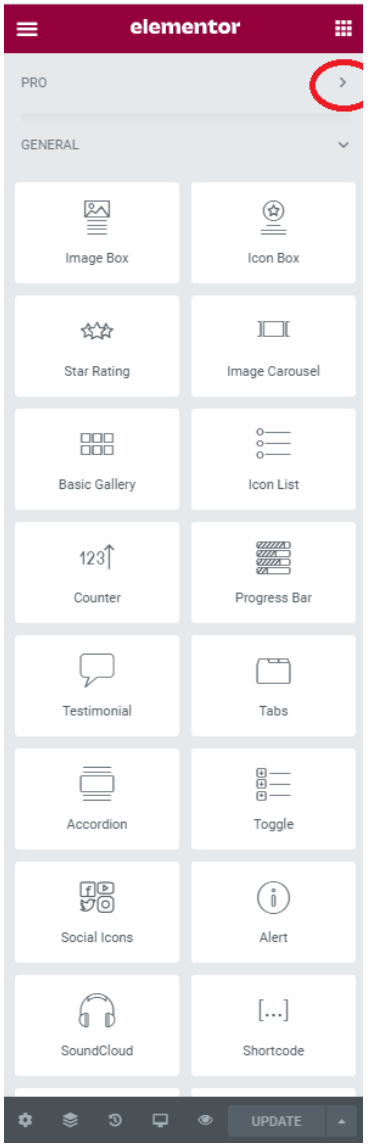


The OPCUG Home page loaded in Elementor

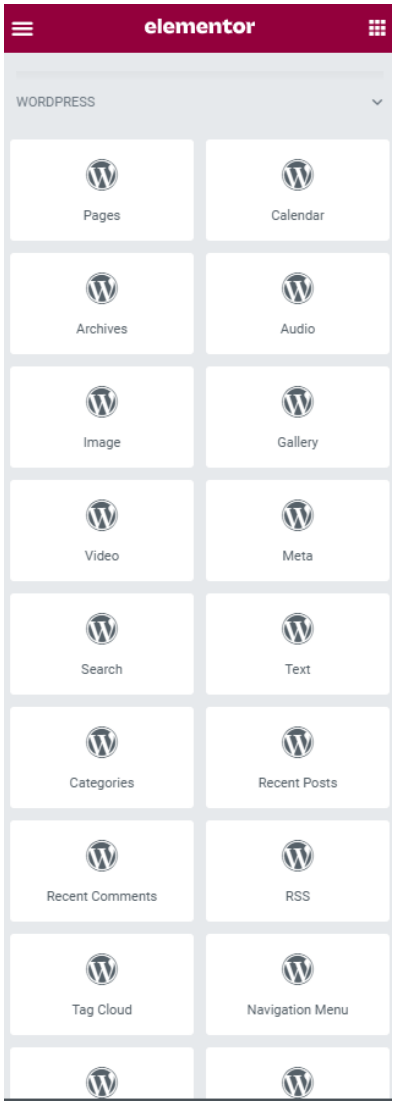
Note the design **ELEMENTS** (or widgets) available on the left, below. The BASIC ones are free to use. The PRO widgets (circled below) are not free (a padlock indicates their unavailability). More GENERAL widgets are listed below the PRO ones and are free as well (see screenshot at right).



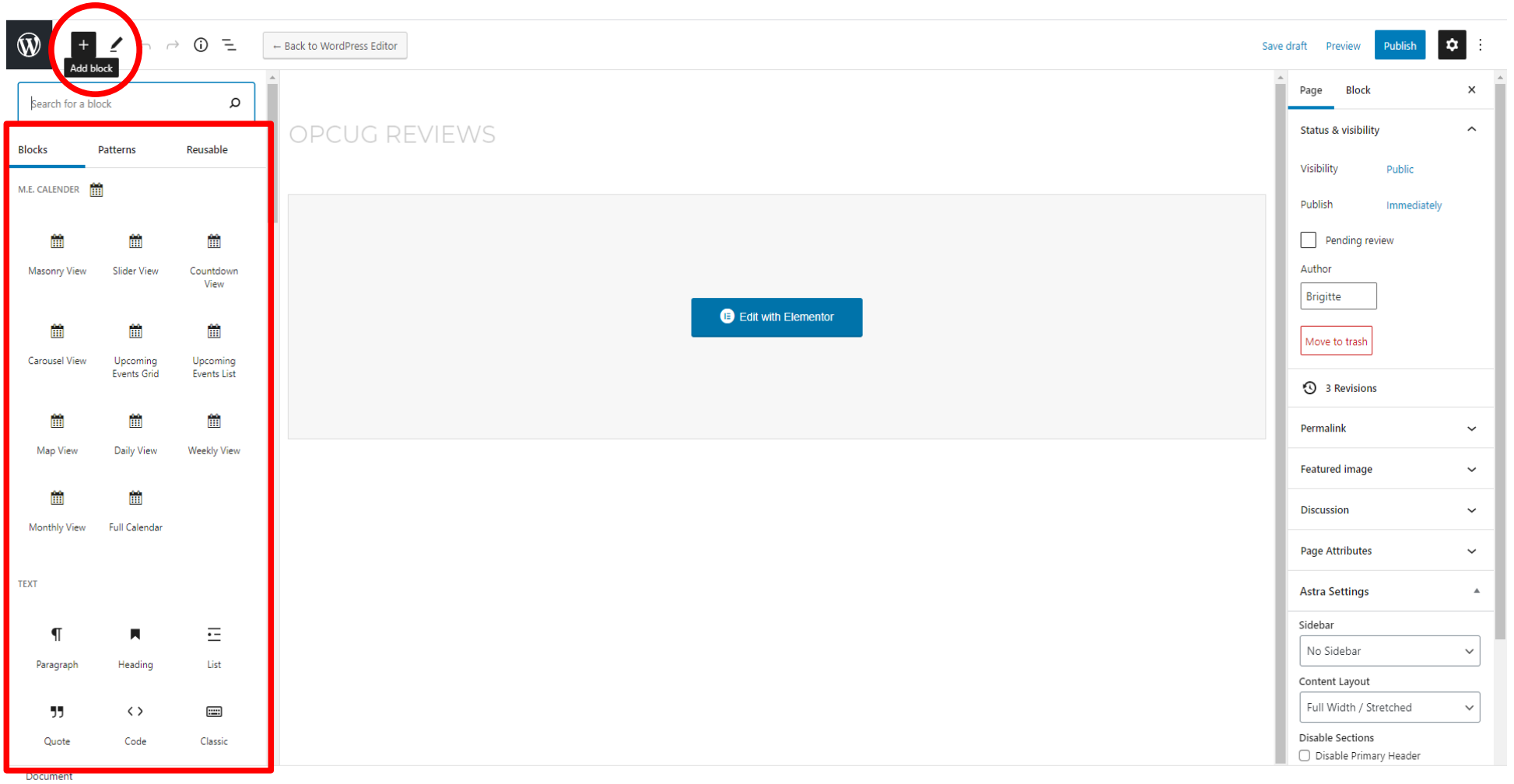
The GENERAL widgets are visible after collapsing the PRO widgets by toggling the arrow (circled) or by scrolling down.



And further down, there are 24 free WordPress widgets. Some are duplicates of those in Elementor, but may present a slightly different workspace in which to edit.



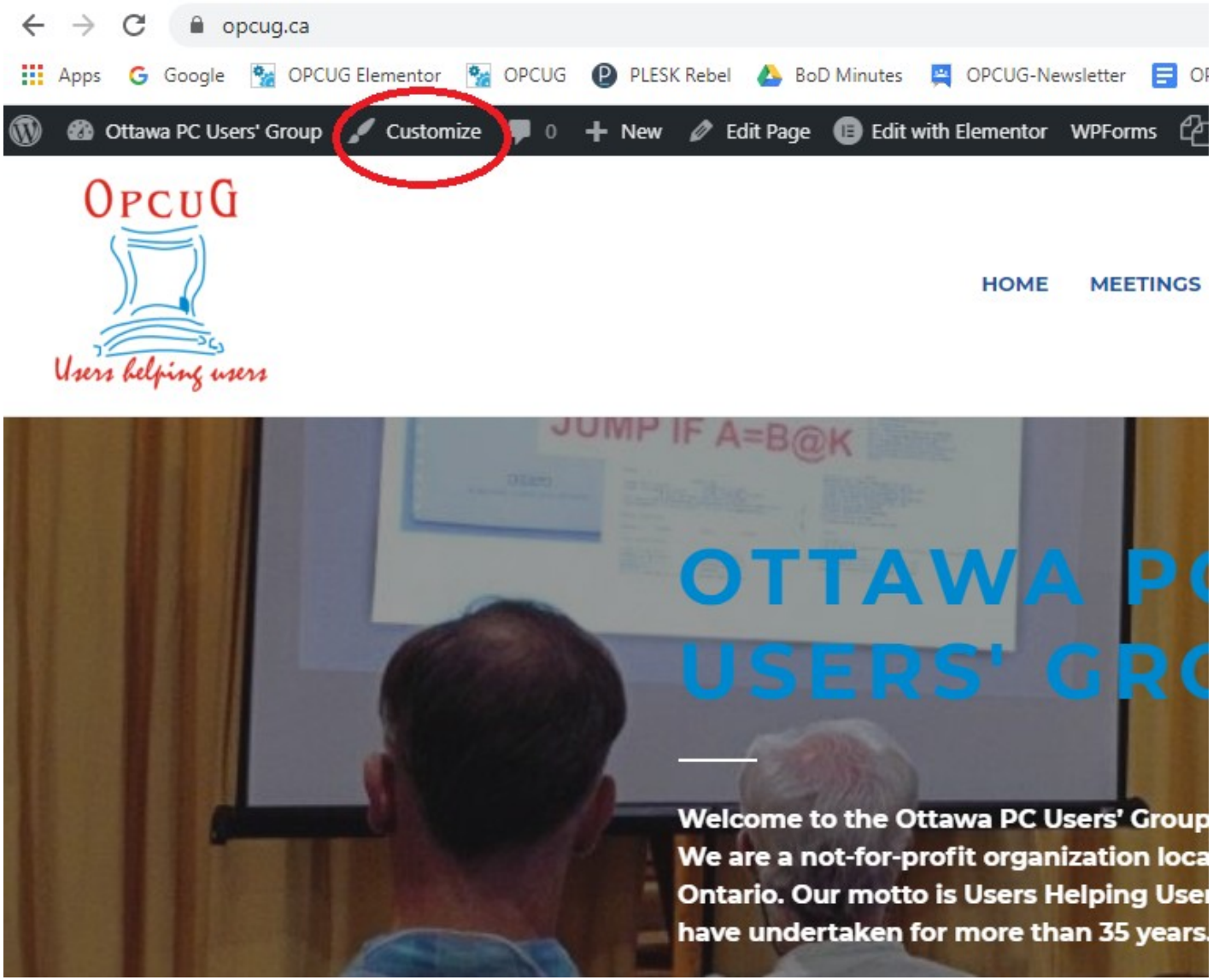
If you don't want to install the Elementor plugin, WordPress improved its default editor in December 2018 with the more user friendly Gutenberg editor. It uses "blocks" that are similar to Elementor's widgets. Click on "**+**" (**Add Block**) (circled) to reveal the blocks on the left side (square outline). I have never used blocks, so I don't know how they compare to Elementor's widgets in appearance or ease of use. For more information on the WordPress/Gutenberg editor, see:
https://winningwp.com/wordpress-blocks/
https://wordpress.com/support/wordpress-editor/



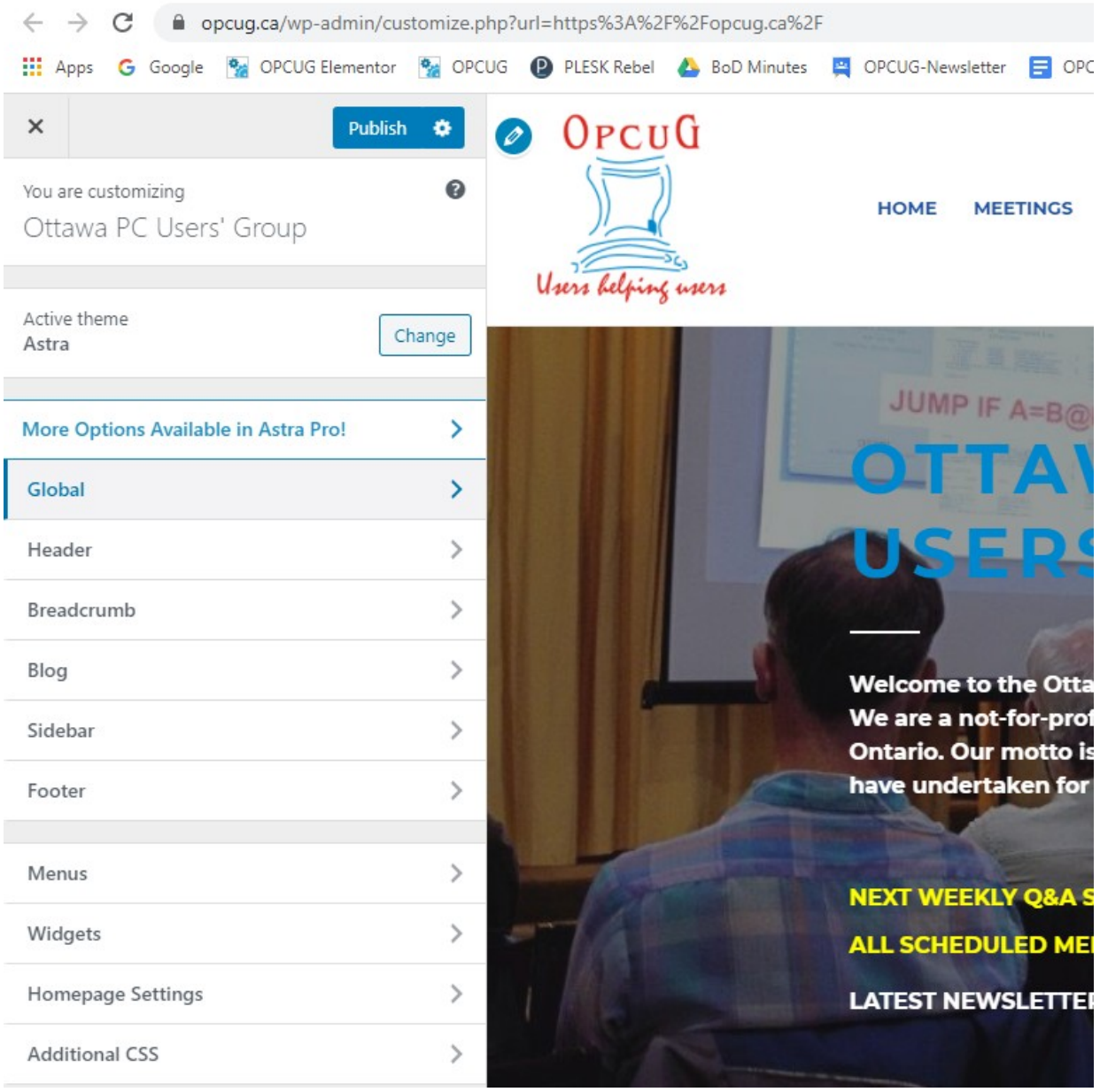
(there are many more blocks that are not shown in this screenshot)

CUSTOMIZE

The “Customize” option is not for editing a web page. It is for changing appearance and function settings of your website or blog (see next slide).

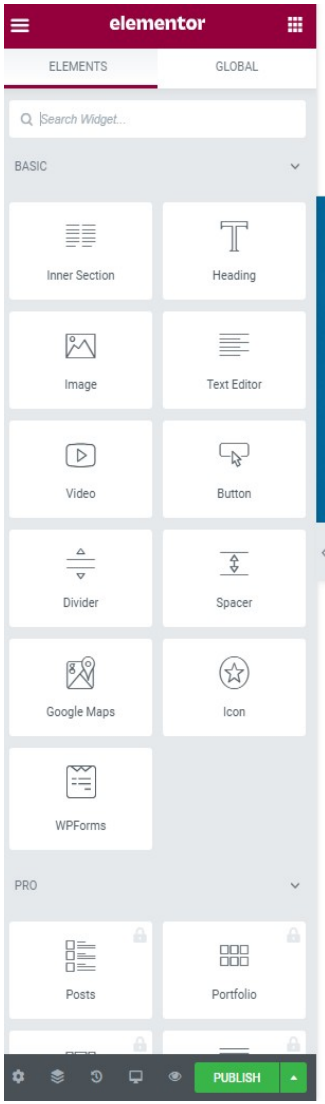


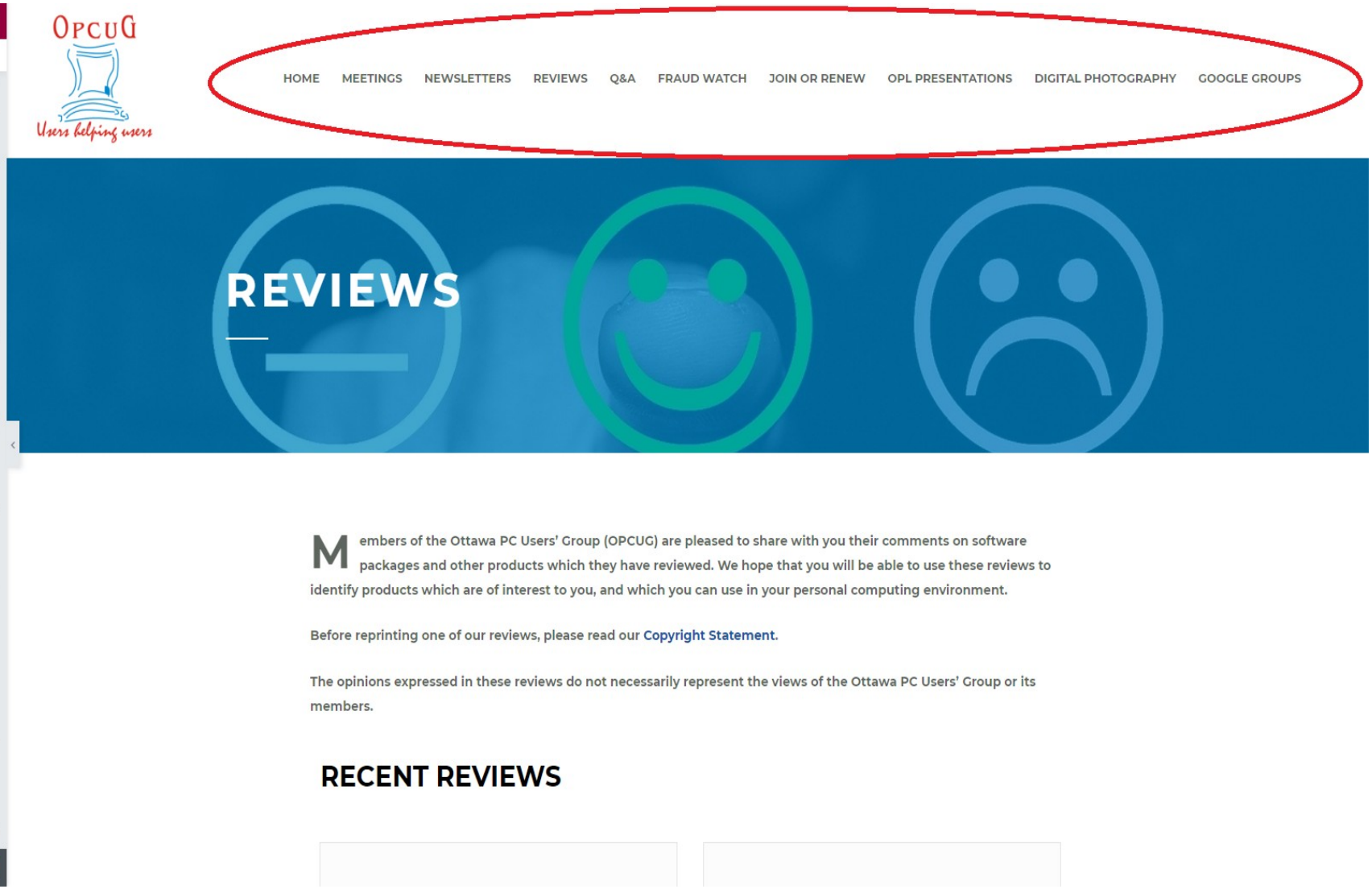
The “Customize” settings are general WordPress settings that you might recognize from Alan's blog presentation earlier. Below are the settings that can be changed on the OPCUG website. Here you can customize Primary and Footer menus, typography, website colours, and several other items. Any changes made here will be implemented on all pages of your website.



Let's dissect an OPCUG web page in Elementor.

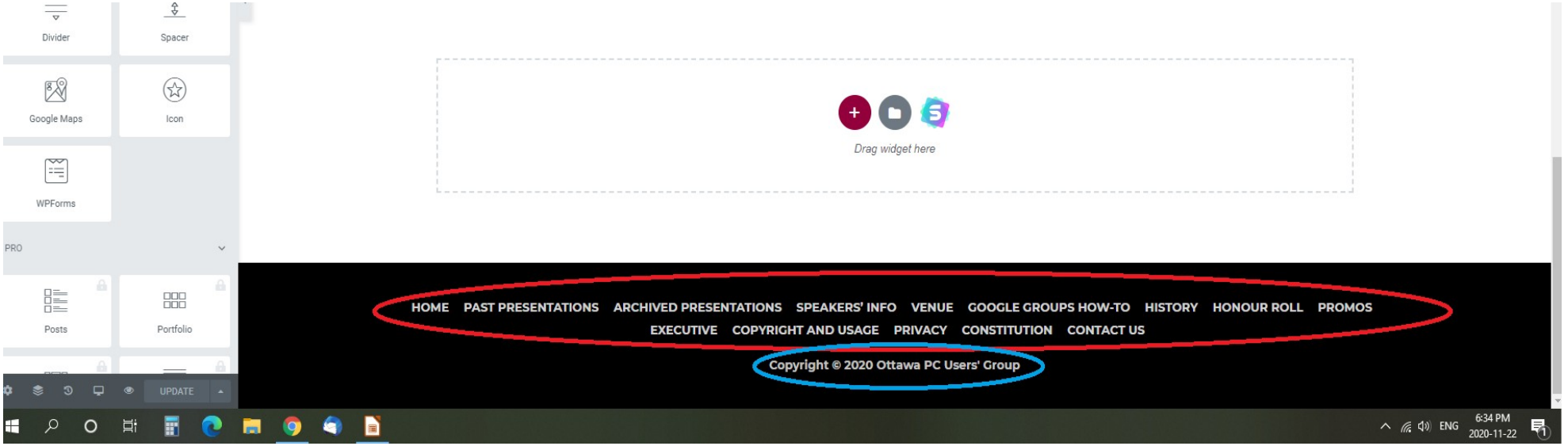
The Primary menu (circled) cannot be changed in Elementor. The Primary menu appears at the top of every web page. It can only be changed in “CUSTOMIZE” (see previous slide) where a change only has to be made once to be reflected on all your web pages.





The Footer menu

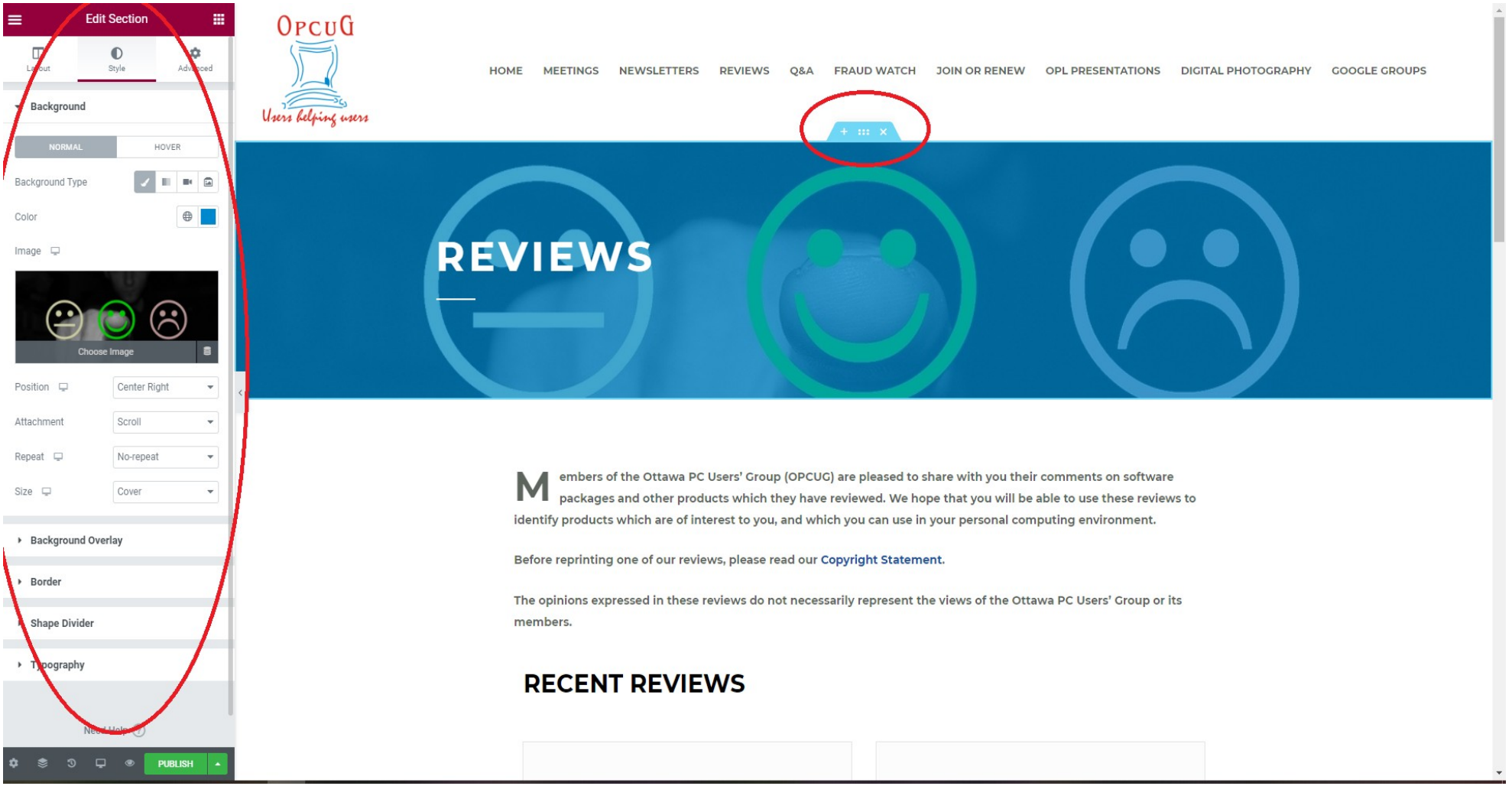
Likewise, the Footer menu at the bottom of each page cannot be changed in Elementor. It can only be changed in “CUSTOMIZE”. The Footer **menu** and the **Footer** are not the same. The Footer **menu** (containing links to pages) is circled in red, and the **Footer** (our club name and website copyright) is circled in blue. Both are listed separately in CUSTOMIZE.



Editing the page banner in Elementor

Hovering the mouse over the page will reveal all the sections within it. When you click on the **six dot grid** in a section tab (smaller circle) or any component within a section, the appropriate editing widget opens in Elementor on the left. In **Edit Section > Background** (larger circle), I chose a picture from our media library. In keeping with the club colour of our website, I chose a blue **Background Overlay** for the picture.

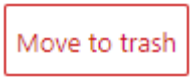
If you click on the "**+**" sign in the blue tab, you will create a new blank section above the existing one (the existing section moves down). If you click on the "**x**", you will delete the section. The next slide shows how to recover an accidentally deleted section.



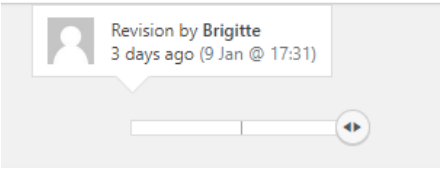
“Undoing” a change: Elementor’s powerful time machine

If my go-to **Ctrl+Z** panic move doesn't work to undo a change, there is a way to go back in time in Elementor. Click on the History icon (smaller circle, bottom) and all your changes will be listed above. You can then click on the change you want undone. For this example, I deleted all the reviews on (a copy of) our Reviews page. I did this in three steps that are listed chronologically from bottom to top (larger circle, top). First, I deleted an “Inner Section” and then two “Sections”. To restore a section, simply click on the one you wish to restore or go back to the beginning before you made any changes (“Editing Started”). If you want to go back even further to a revision you made days or even *months* ago, click on the **REVISIONS** tab (one o’clock position above the larger circle). On the real OPCUG Reviews page, I can go back to revisions made 11 months ago!

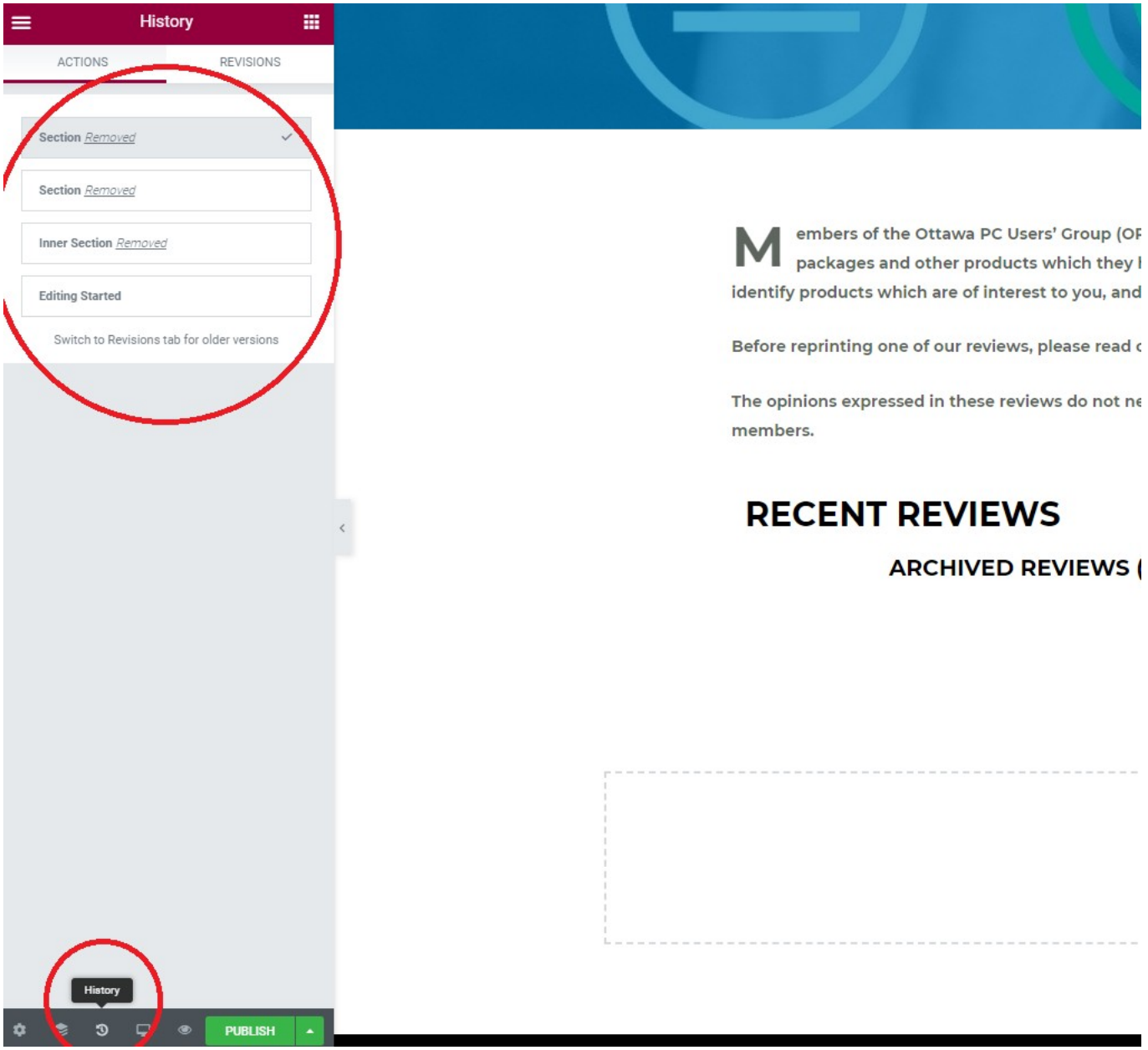
The WordPress editor also lets you undo changes. In slide 15 above, you can see that there are **3 Revisions** (on right side under **Move to trash**).



Clicking on “**3 Revisions”** brings you to another page with a timeline. Clicking on a revision point along the line shows the revision in HTML with the option to restore it. This is definitely not as easy or refined as Elementor’s “time machine”.

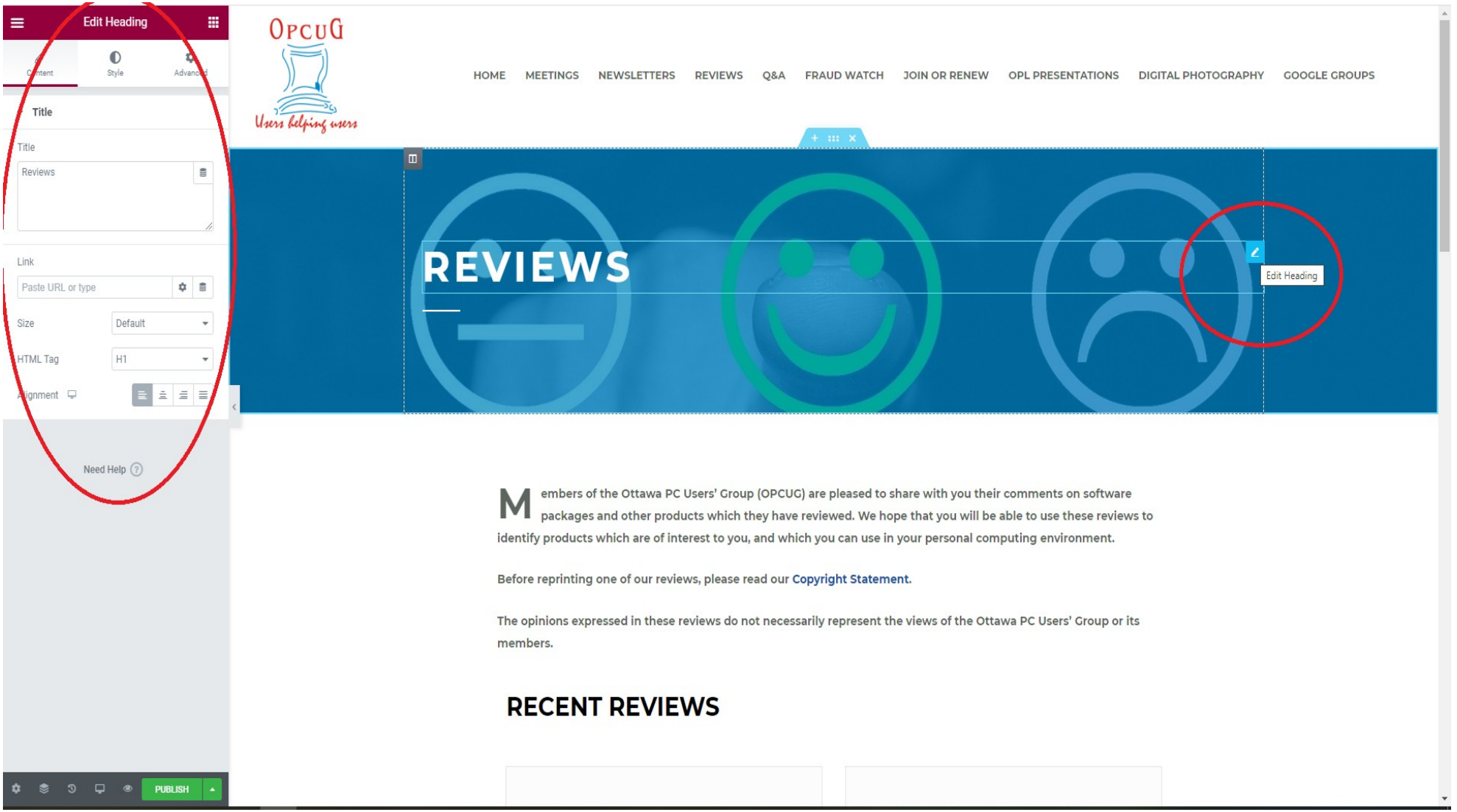


The revisions timeline in WordPress editor



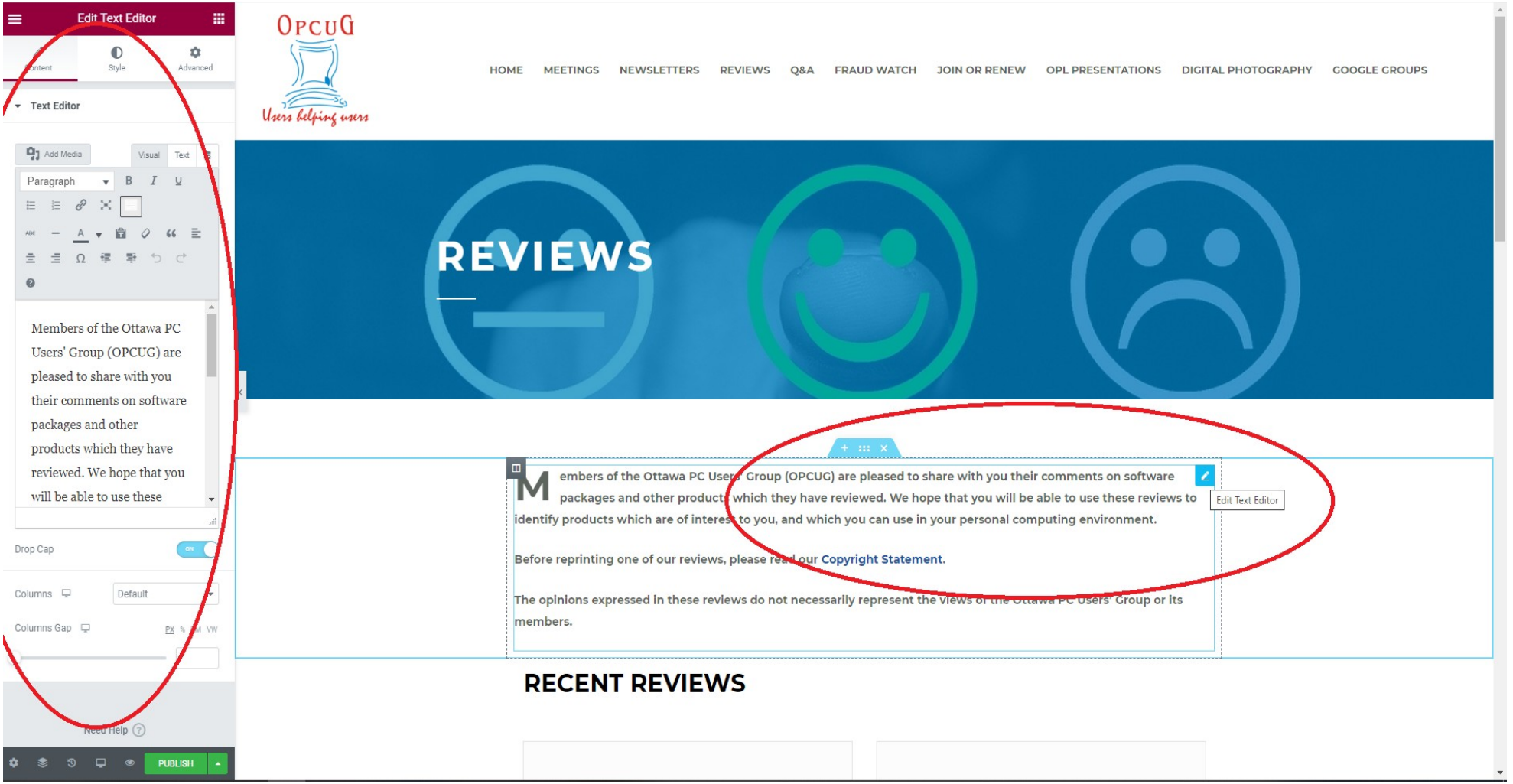
Editing the page title

Clicking on the pencil icon (smaller circle on the right) opens the **Edit Heading** widget on the left. You can either type in the text box on the left under “Title” (larger circle) or directly on the page itself.



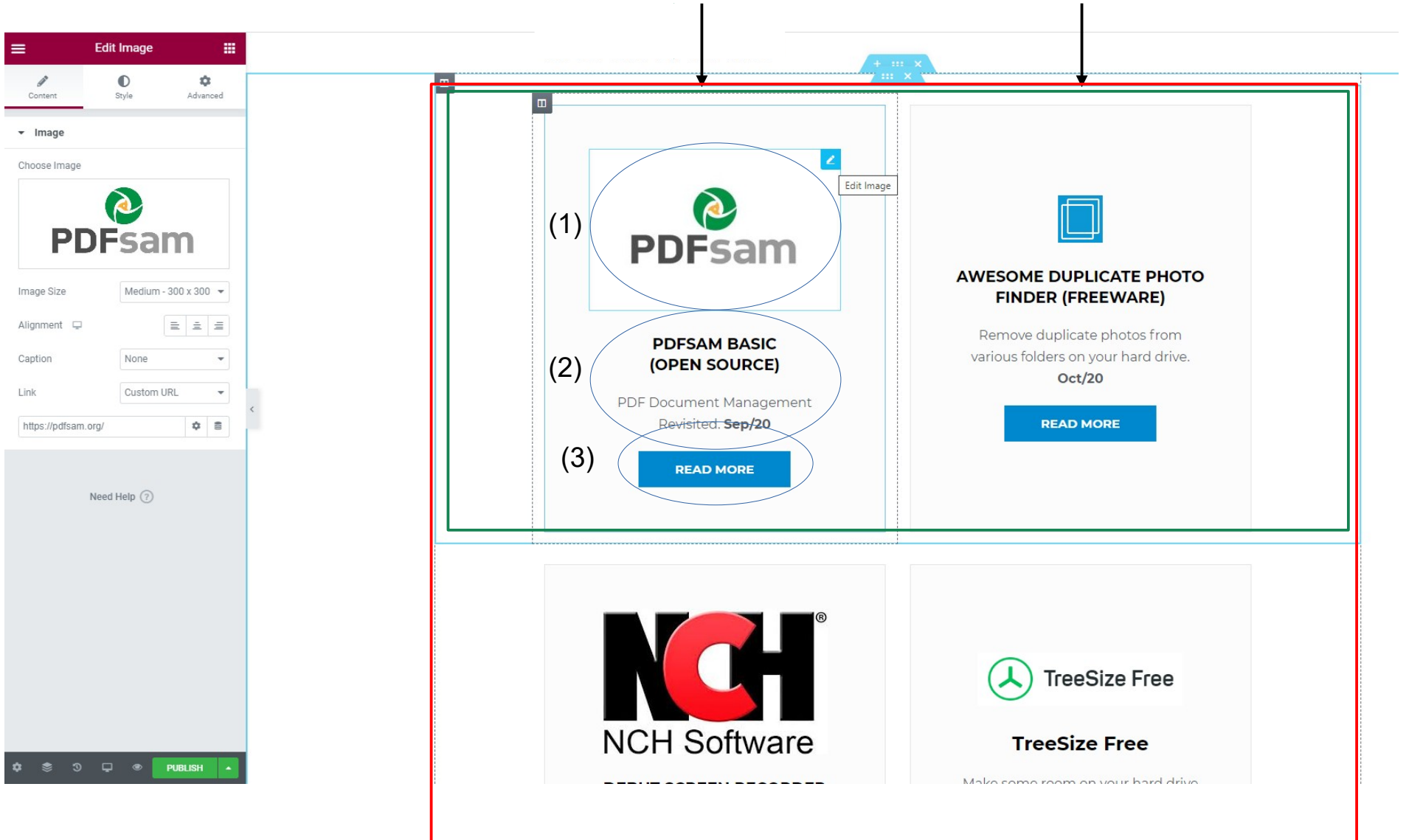
Editing a text section

Similarly, editing a text section can be done by typing in the text box on the left or directly on the page itself.



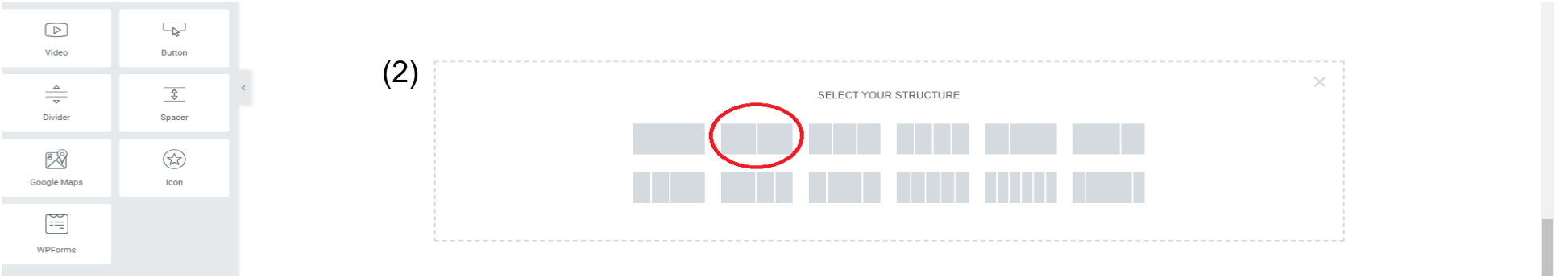
Sections within sections within sections

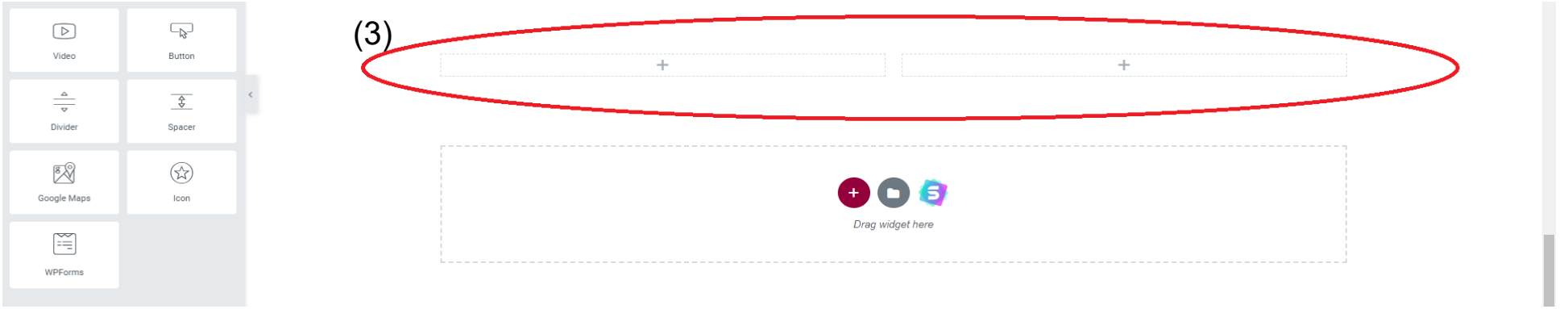
This is similar to cells, rows, and columns within tables in conventional HTML. Here we have a main column (“table”) that extends to the bottom of the page (outlined in red), an inner section (“row” – outlined in green) containing 2 columns (black arrows), each of which contains a few “cells” (circled): an image box (1), a text box (2), and a blue button labelled READ MORE (3).



Adding a new section

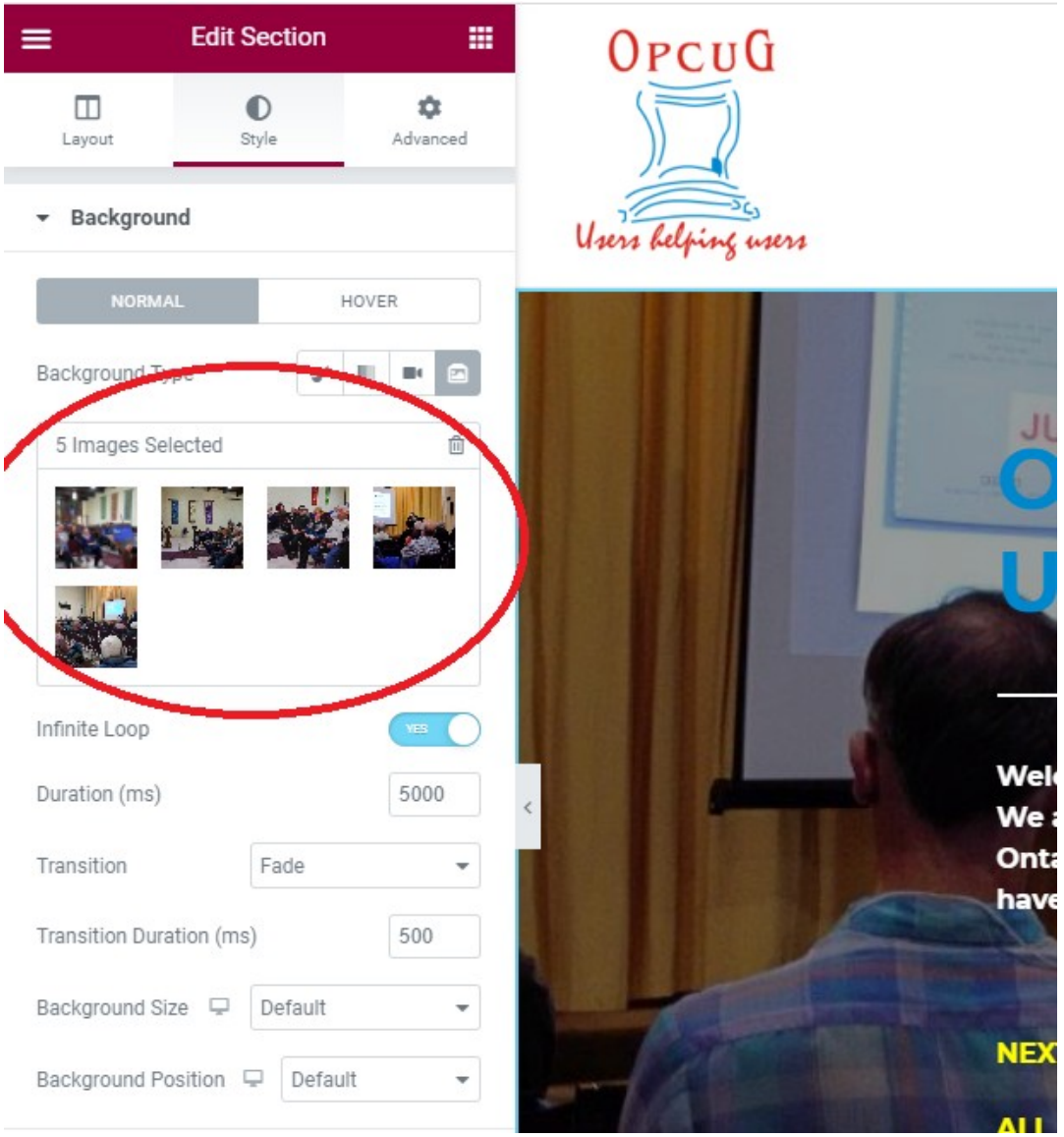
The option to (1) **Add New Section** or **Drag widget Here** is always present at the top of a new page or the bottom of an existing one (a new blank section can be added above an **existing** section by clicking on the "**+**" sign in the **blue tab** [see slide #20]).
Clicking on "**+**" (**Add New Section**), gives you a box with a choice of structure (columns) for the section (2). Let's choose 2 columns. This results in a section containing 2 columns with a "+" sign in each (3). You can then drag-and-drop widgets into the columns (such as image, text, video, etc.).





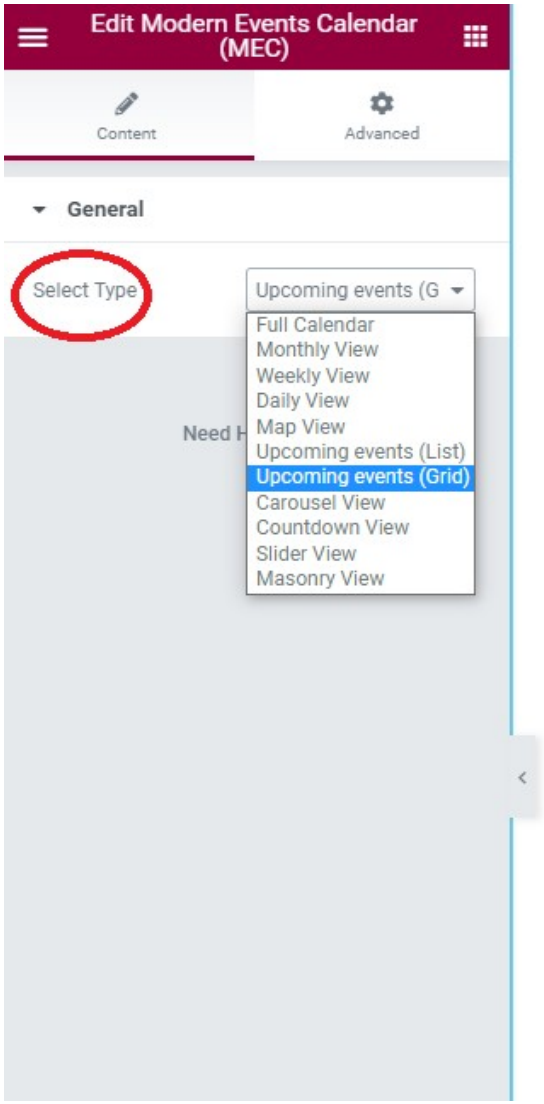
A slideshow instead of an image

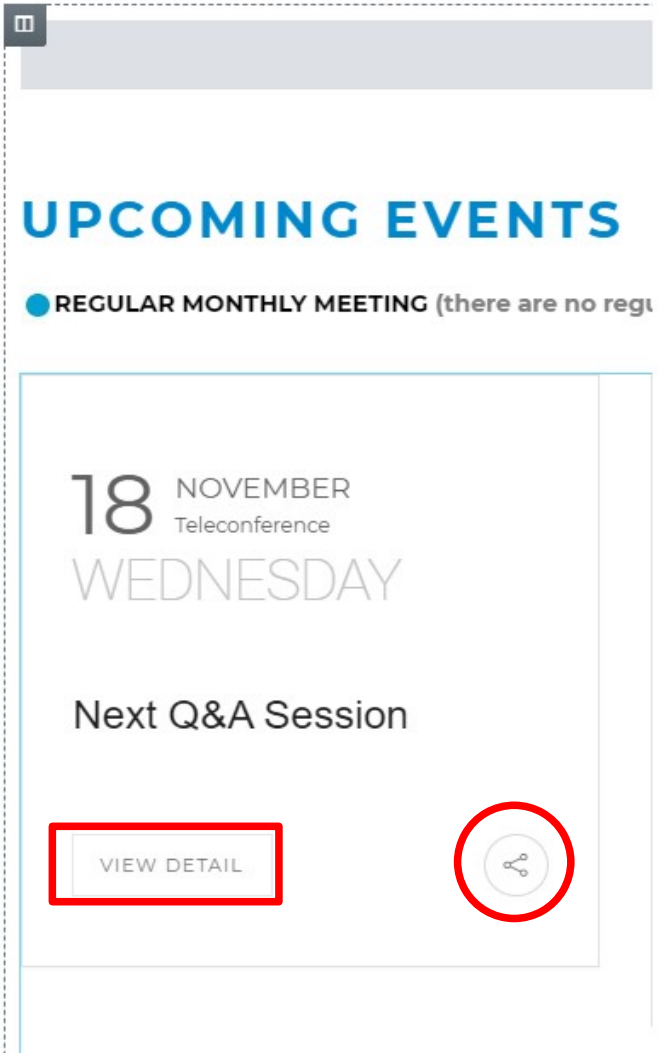
A slideshow adds an interesting feature on a Home page. This is the slideshow section on the OPCUG Home page. Circled are the 5 images chosen for the slideshow from our Media Library.



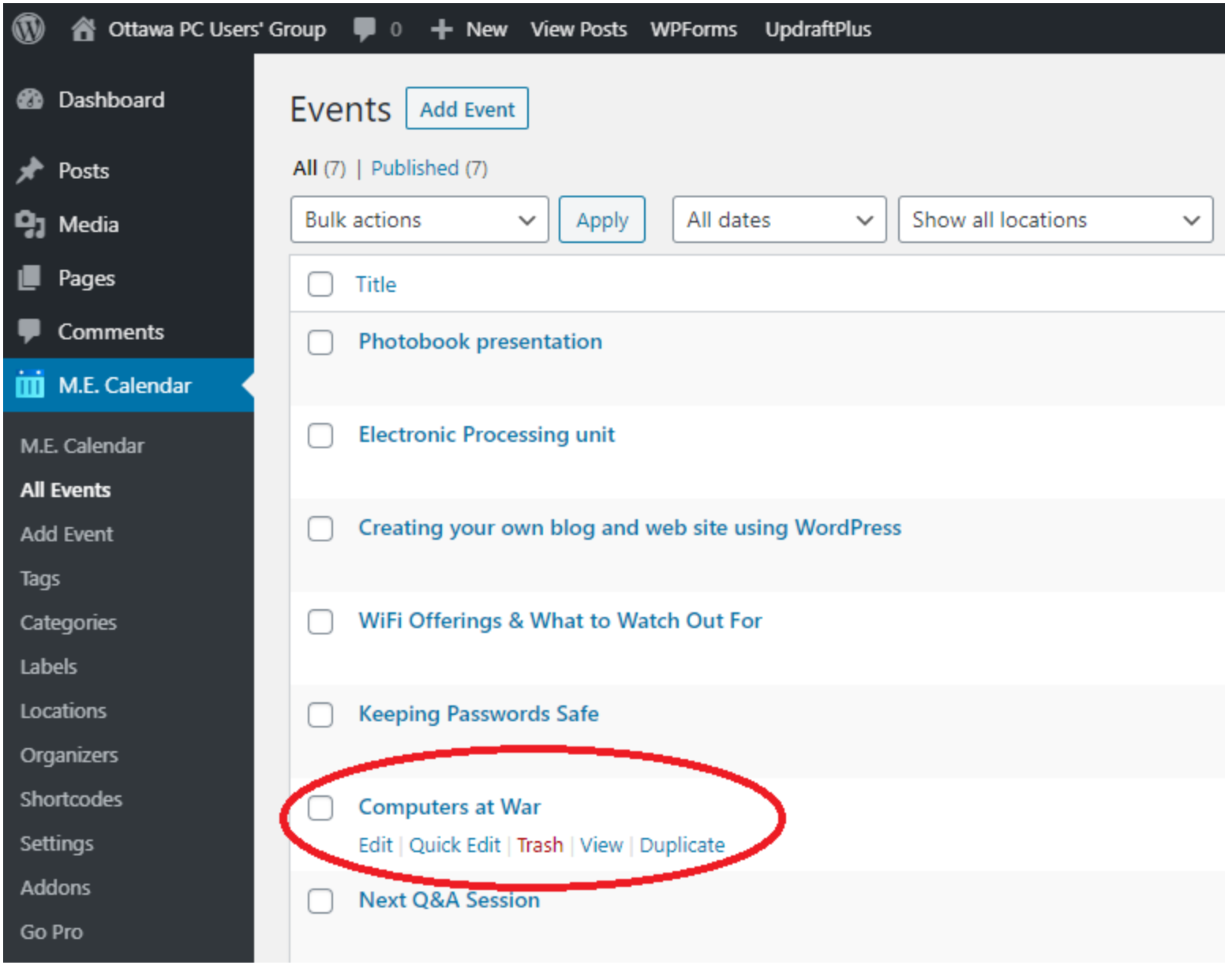
An automated calendar for events

The OPCUG uses the free version of the Modern Events Calendar (MEC) plugin to post events". MEC events cannot be added or removed in Elementor (only the type of calendar can be selected; in this case "Grid", highlighted in blue below, left). Calendar plugins are convenient in that events can be shared on social media (using the share icon) and events that have passed disappear automatically. Details of each event can be seen by clicking on **View Detail**. Events are added to the calendar from the WordPress Dashboard (next slide).

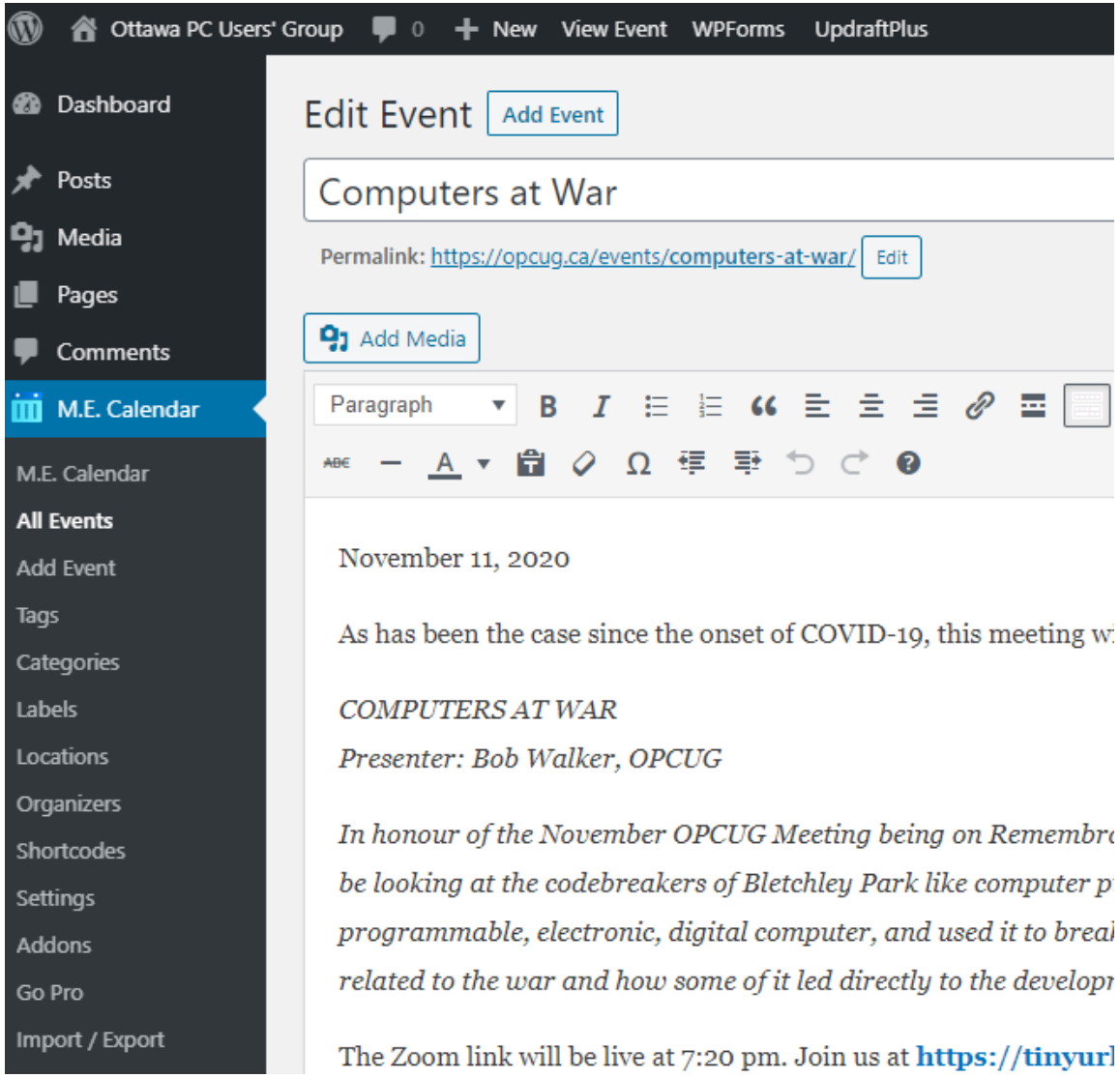


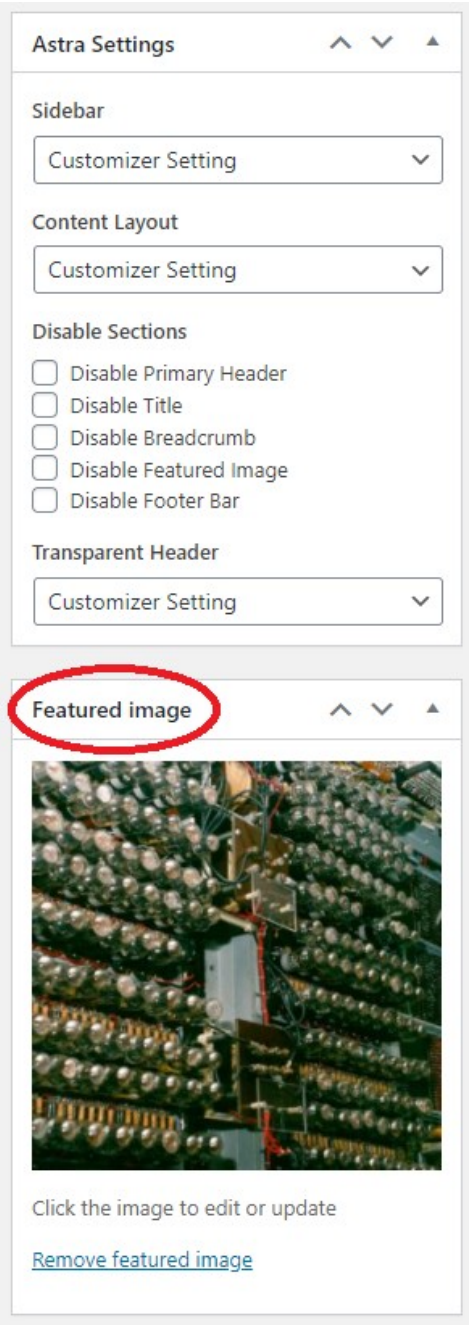


This is the Modern Events Calendar (MEC or “M.E. Calendar”) plugin in the Dashboard where new events can be added. Let’s look at the details of “Computers at War” by clicking on “Edit” (next slide). Note that “Edit with Elementor” is not an option here because MEC events cannot be edited in Elementor.

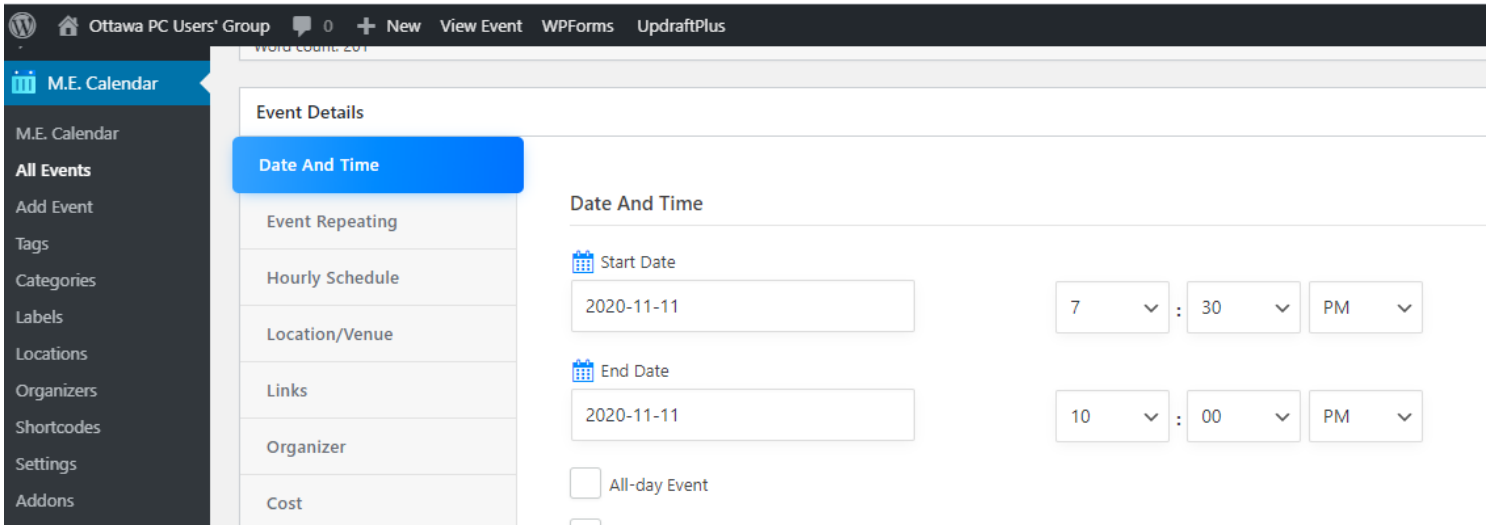


The event was given a title and description. A “Featured Image” was chosen from our Media Library (to which I had previously added an image of the Bletchley Park Colossus Computer).

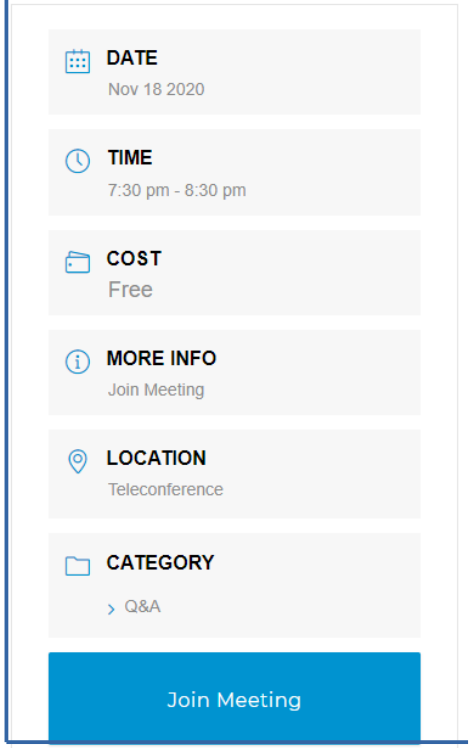




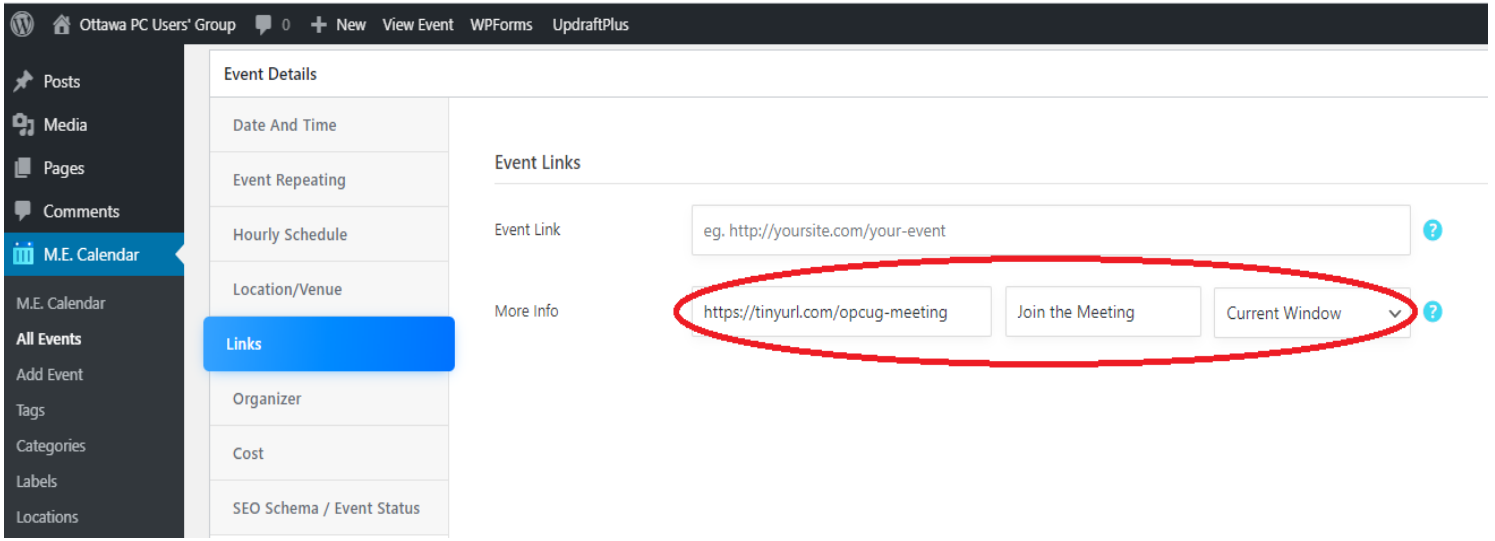
Below the description is a section entitled **Event Details** where the **Date and Time** are set.



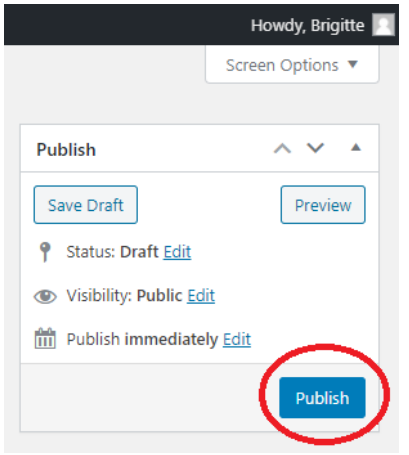
Everything entered under Event Details in the 2 screenshots at left appears in the right sidebar of the event page.



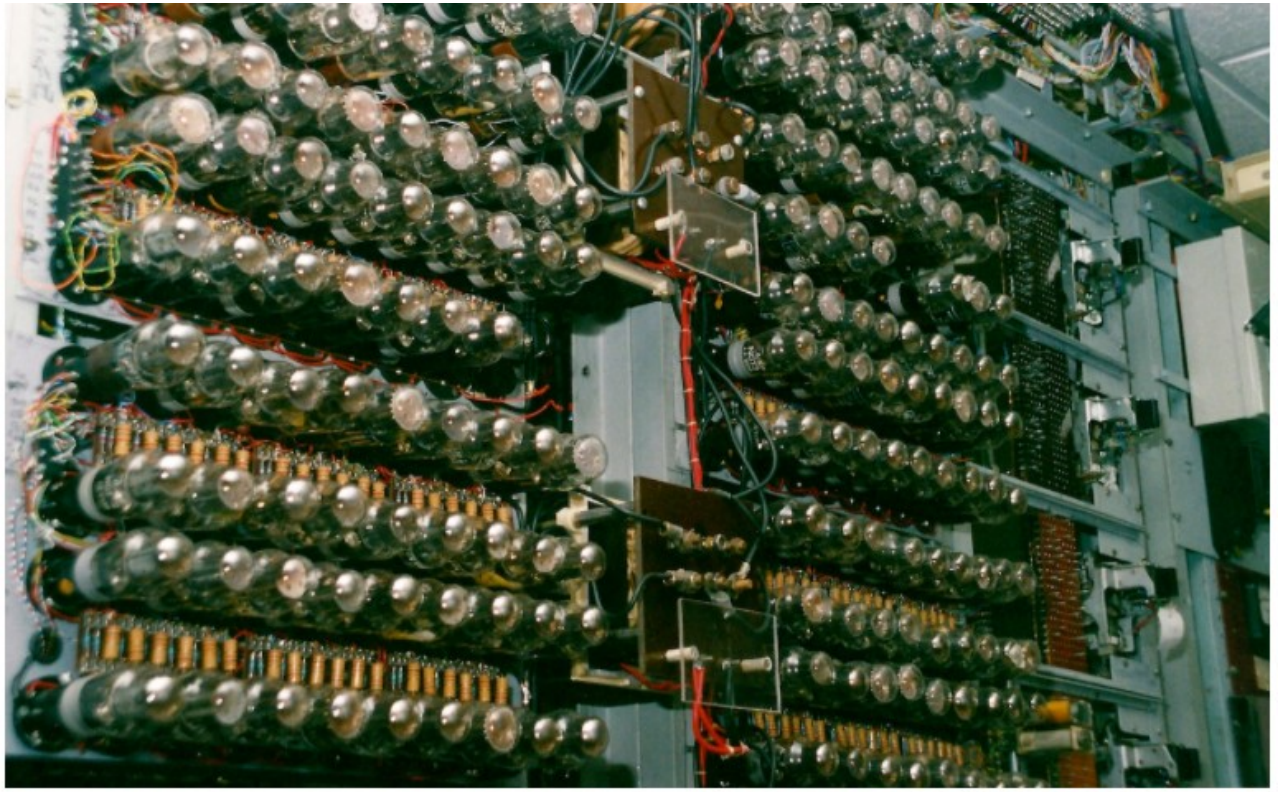
In the same section under **Links**, we create the link behind the blue **Join Meeting** button that appears on the event page.



Click "Publish" to post the event on your website.



The event page as it appears when you click on **View Detail** in Upcoming Events on Home page (bottom of page cropped out)



COMPUTERS AT WAR

November 11, 2020

As has been the case since the onset of COVID-19, this meeting will be via Zoom teleconference (connection details below).

COMPUTERS AT WAR
Presenter: Bob Walker, OPCUG

In honour of the November OPCUG Meeting being on Remembrance Day, we'll look at how the development of early computers was brought about by World War Two. In particular we will be looking at the codebreakers of Bletchley Park like

DATE
Nov 11 2020

TIME
7:30 pm - 10:00 pm

COST
Free

MORE INFO
Join the Meeting

LOCATION
Teleconference

CATEGORY
› Regular Monthly Meeting

Join the Meeting

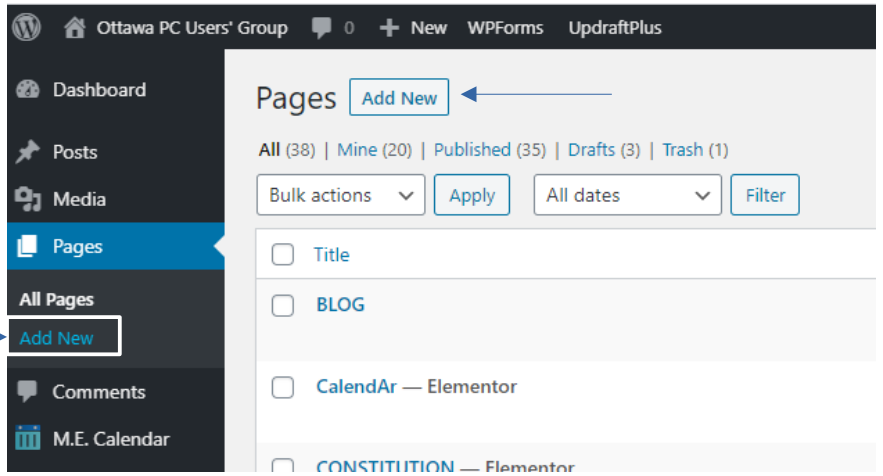
SHARE THIS EVENT

Let’s recreate part of the Reviews web page based on what we’ve just examined. It will contain:

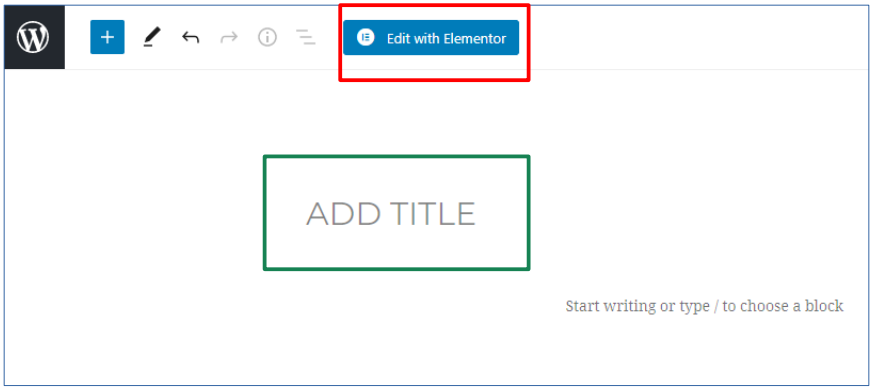
1. a banner image
2. some text
3. some pictures
4. columns
5. a Primary menu
6. a Footer menu

Adding a New Page

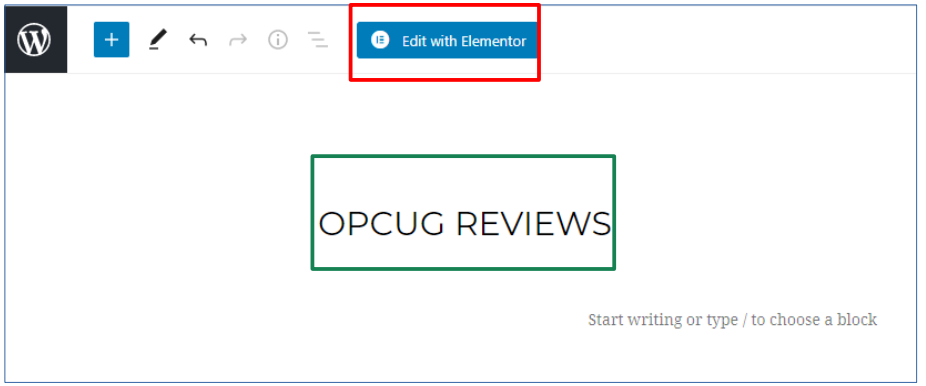
In the WordPress Dashboard, go to **Pages>Add New**



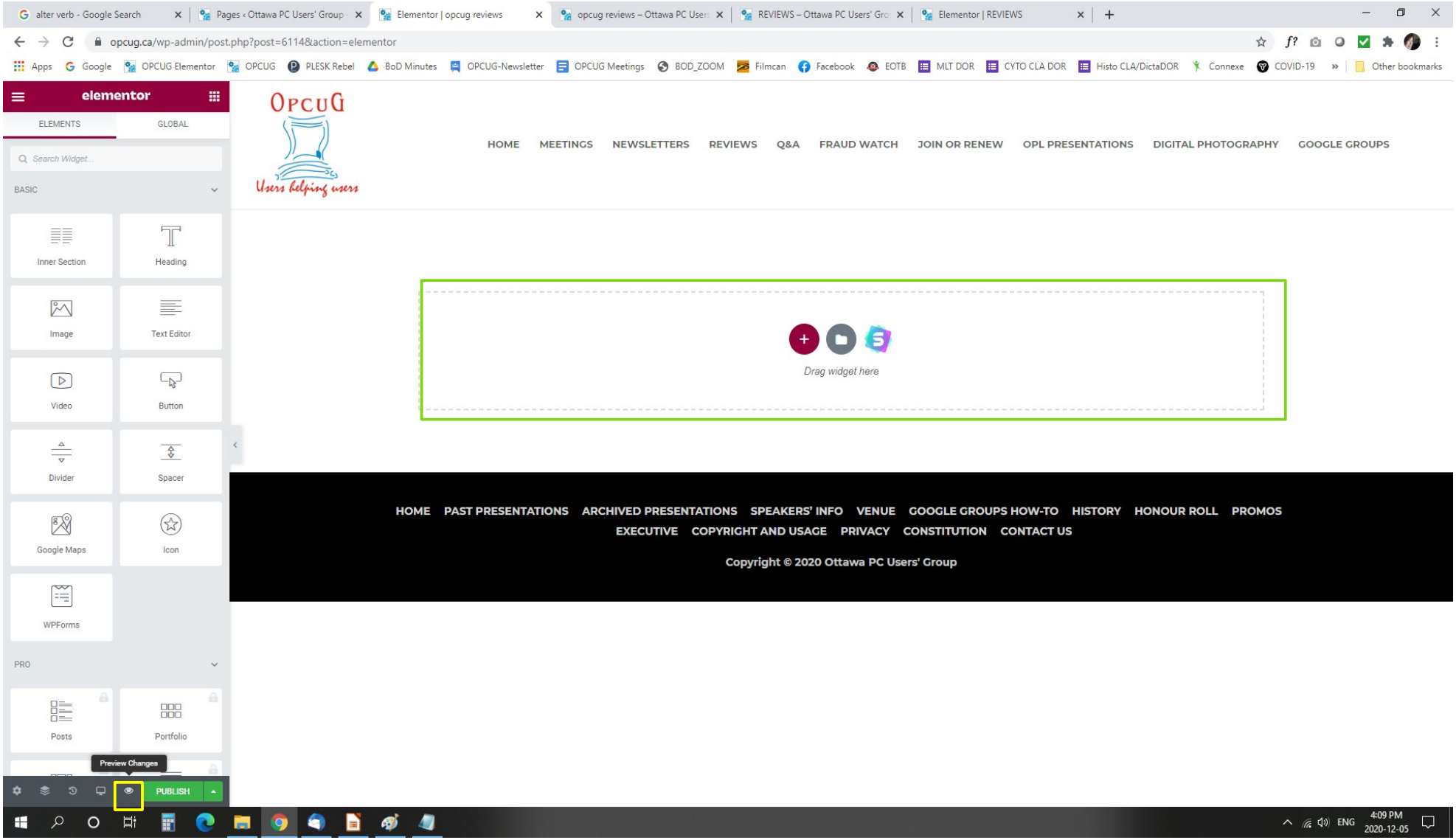
You will be brought to a familiar page (see slide #12). Fear not, just type the **title of your page**, then click **Edit with Elementor**.



I named it **OPCUG REVIEWS**, then clicked on **Edit with Elementor**, which opened the page in a new tab in my browser (see next slide).

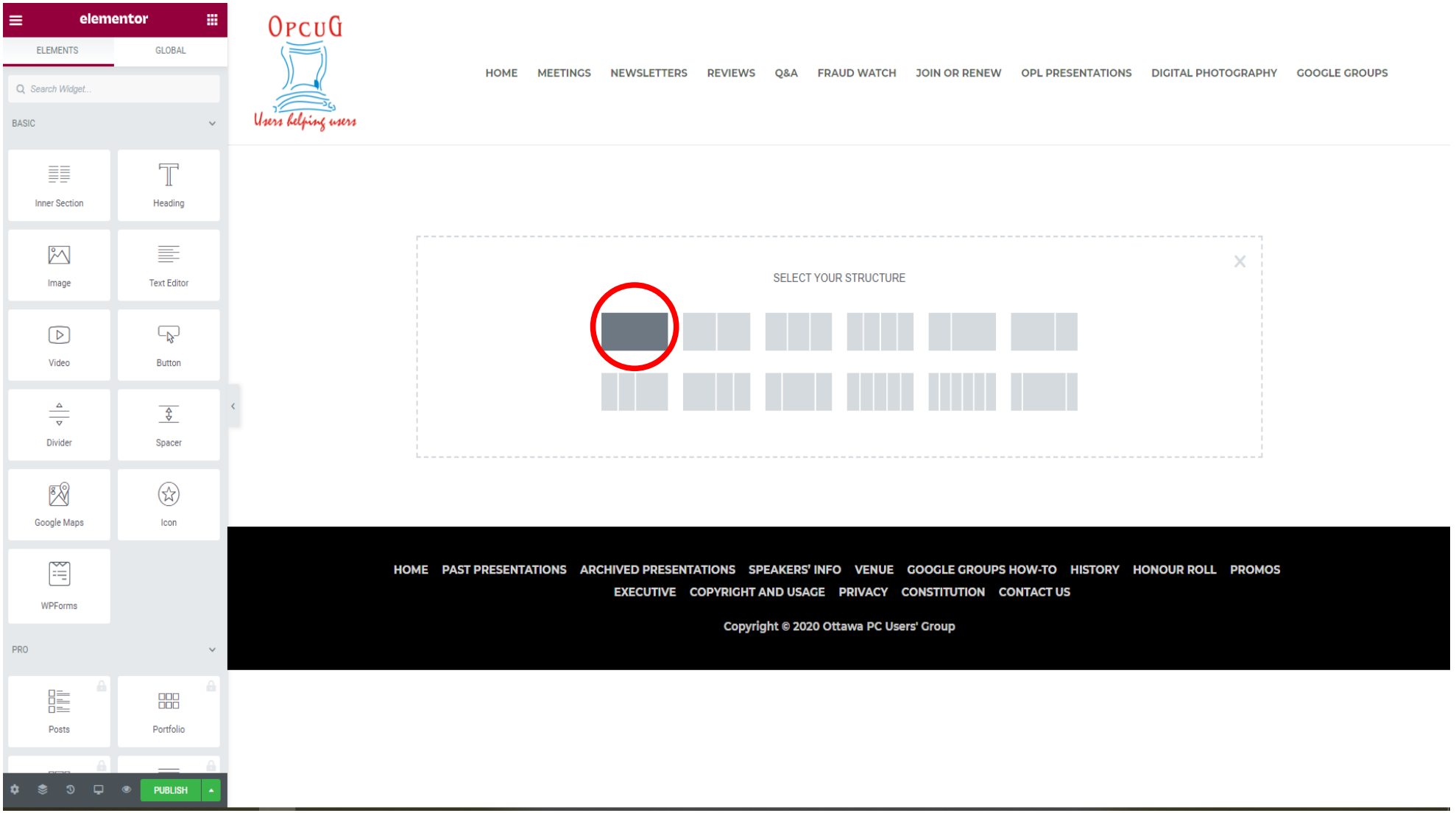


Because the Primary and Footer menus already exist on the OPCUG website, they load in Elementor along with the new page (the black Footer menu will move down to the bottom when content is added). The Add New Section block (outlined in green) is there and will remain on the page as you add content. The page will not be published until you click the green PUBLISH button (bottom left of page). You can save your changes by clicking the ▲ arrow beside the PUBLISH button and choosing **Save Draft**. You can preview the page before publishing it by clicking the **Preview Changes** icon (outlined in yellow beside the green PUBLISH button).

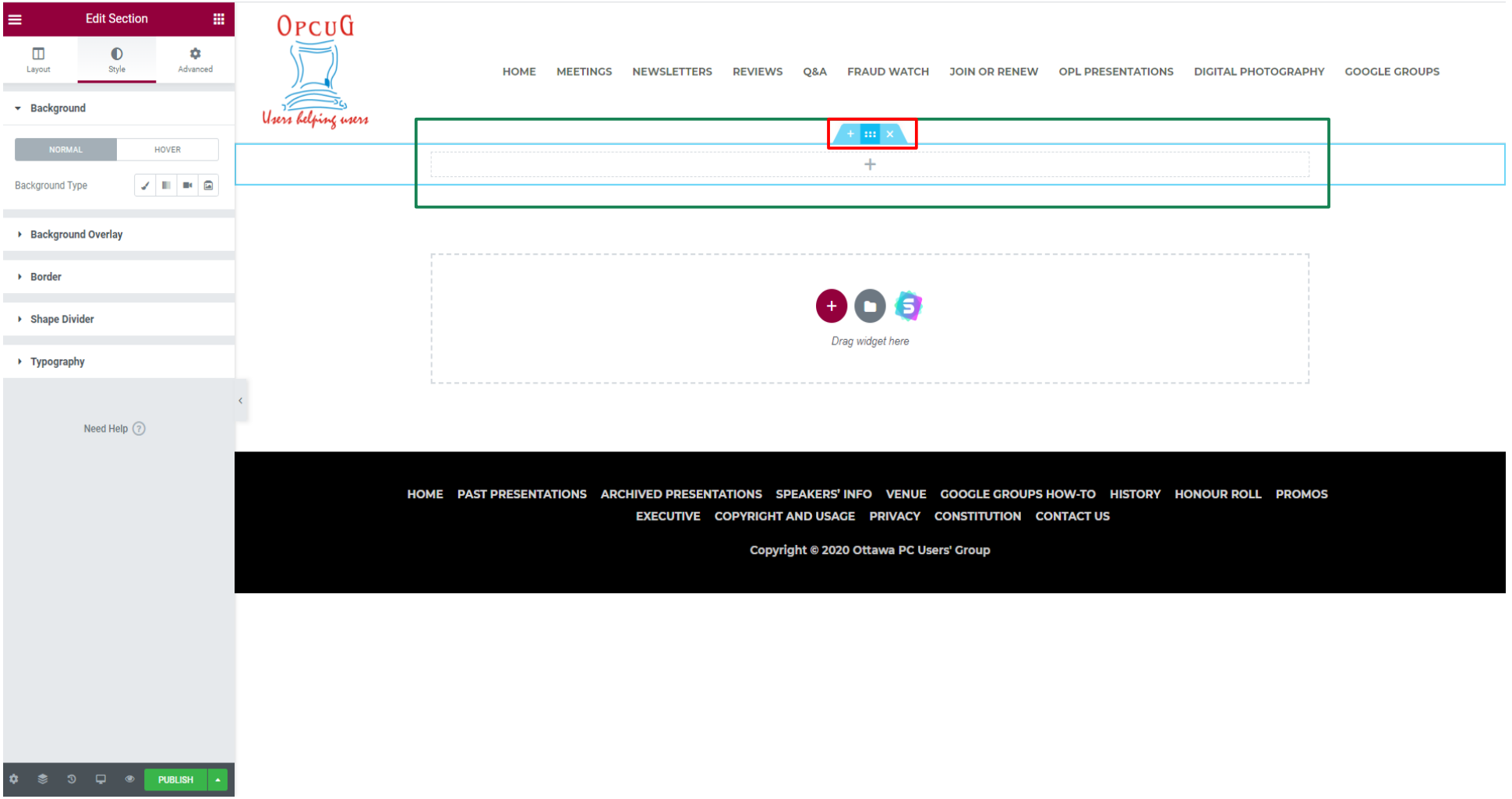


Adding the banner section

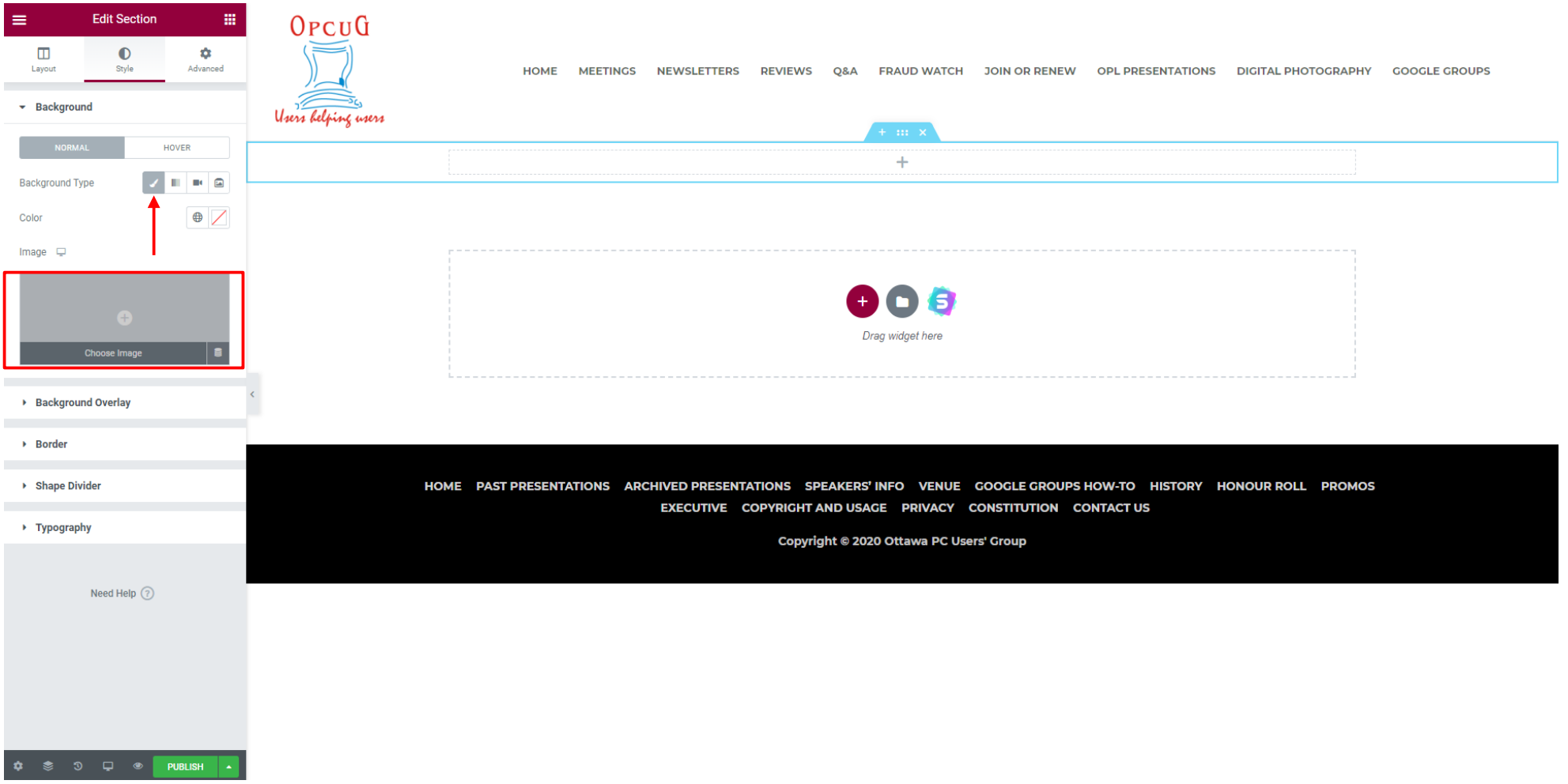
After clicking on “+” **Add New Section** (in the previous slide), I select the structure of the new section (a single column).



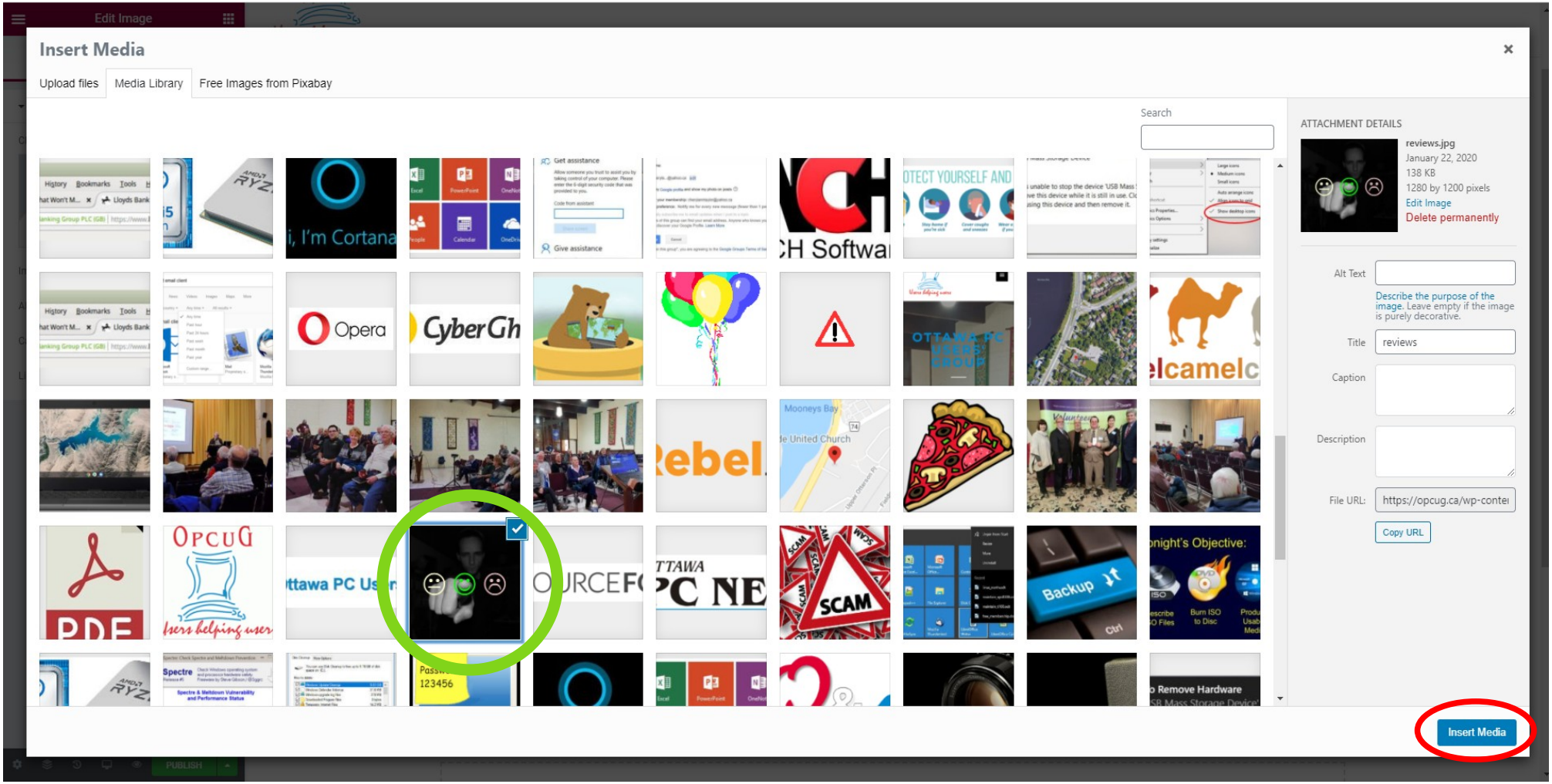
I am presented with a new section containing a single column (outlined in green). When I click on the 6 dots in the blue tab (outlined in red) of the new section, I am brought to **Background** in the **Edit Section** of the Elementor dashboard on the left.
Notice how the **Add New Section** block remains on the page.



Under **Background** in the Elementor dashboard on the left, choose **Classic** (red arrow below) for **Background Type**; this will bring up the **Choose Image** window (outlined in red) which will bring up the Media Library (next slide).



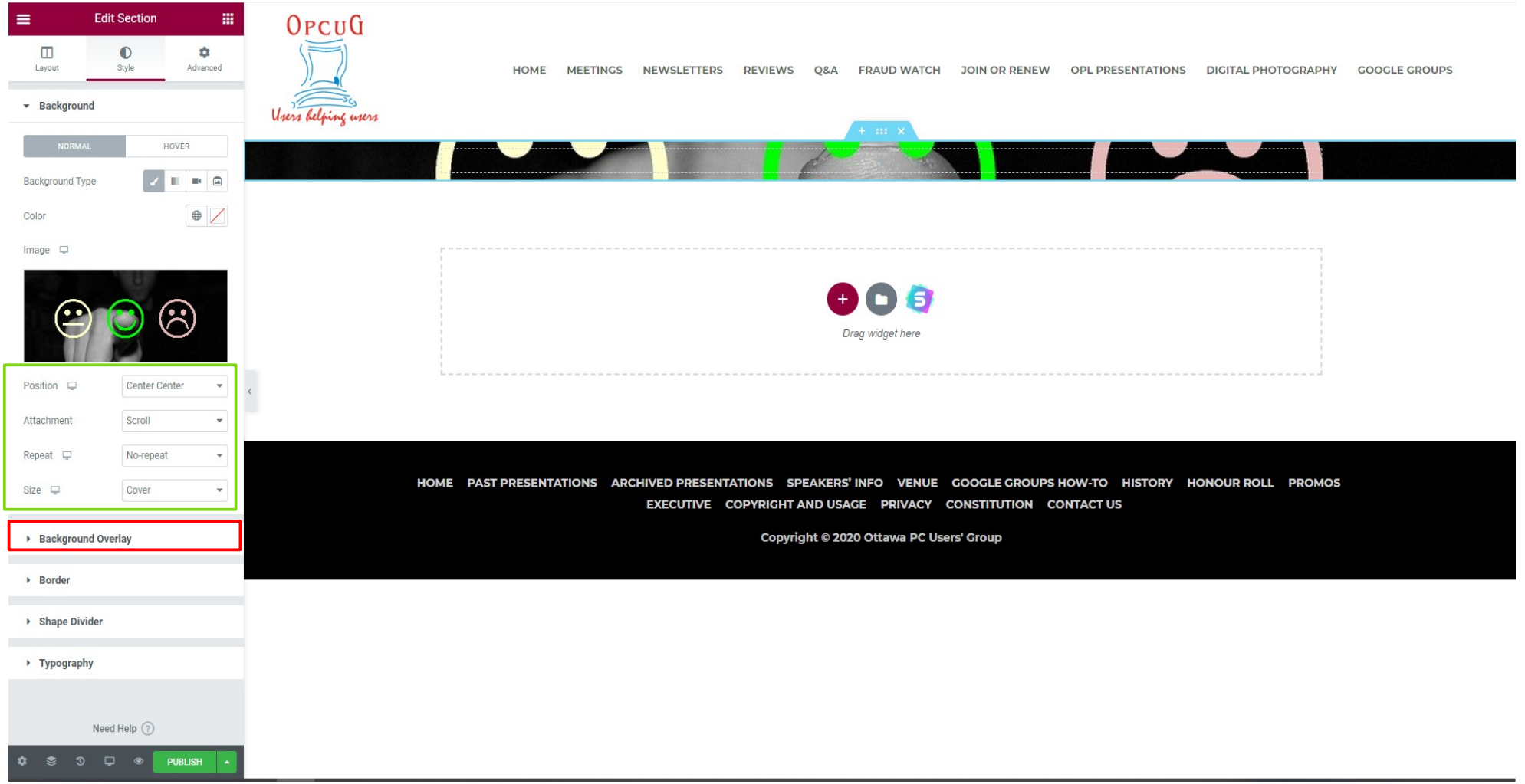
In the Media Library, I choose an image (green circle) and click on Insert Media (red circle, bottom right). There is a search field to help find an image.



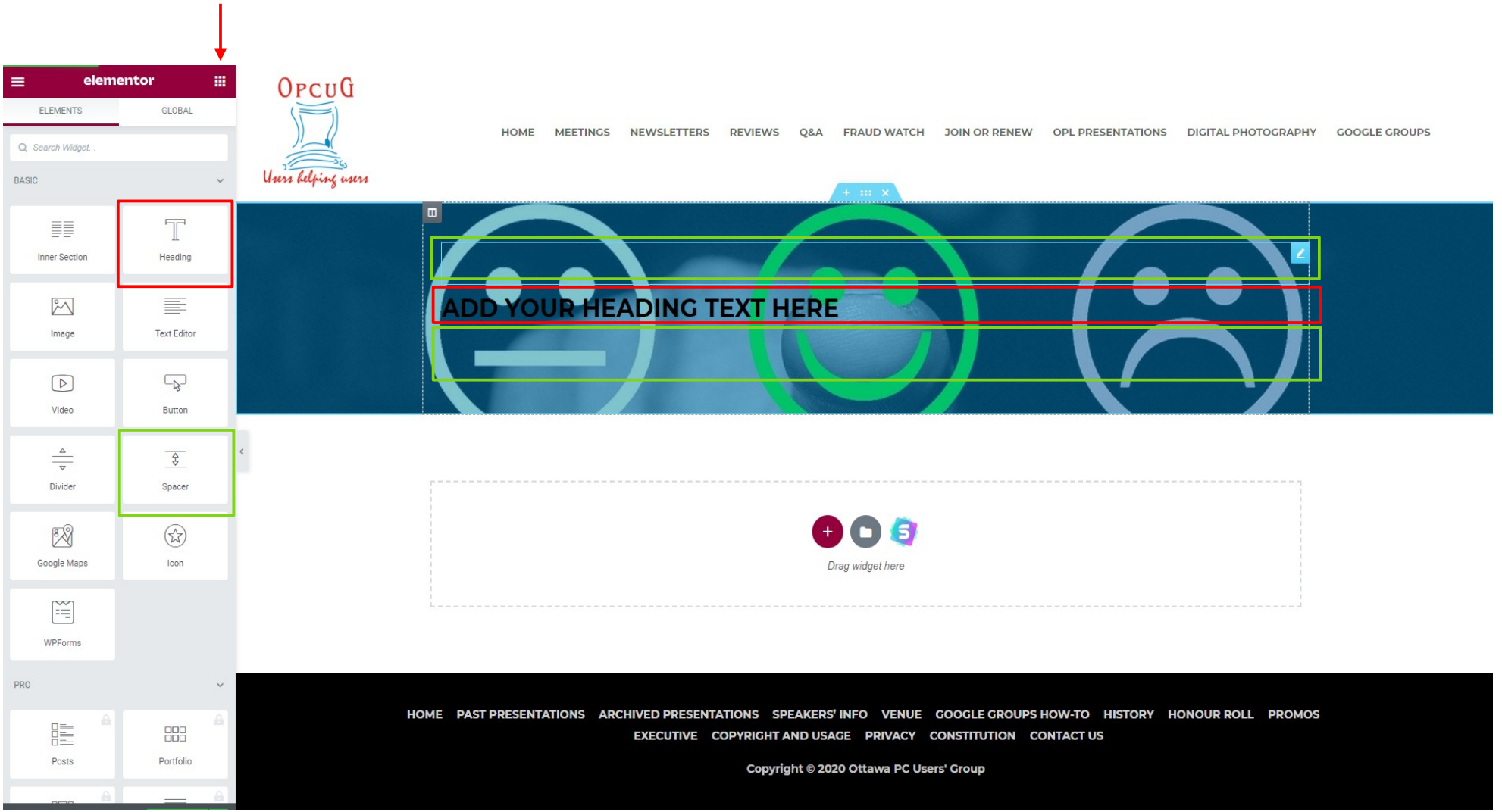
Once the image is inserted, the following parameters (outlined in green below, left) must be filled:
Position: (several choices: centre, left, right, etc)
Attachment: (scroll [with the page] or fixed)
Repeat: (repeat, or no-repeat)
Size:(e.g. cover, contain, custom)

Background Overlay (outlined in red) is optional (the blue overlay on the next slide is the club colour).

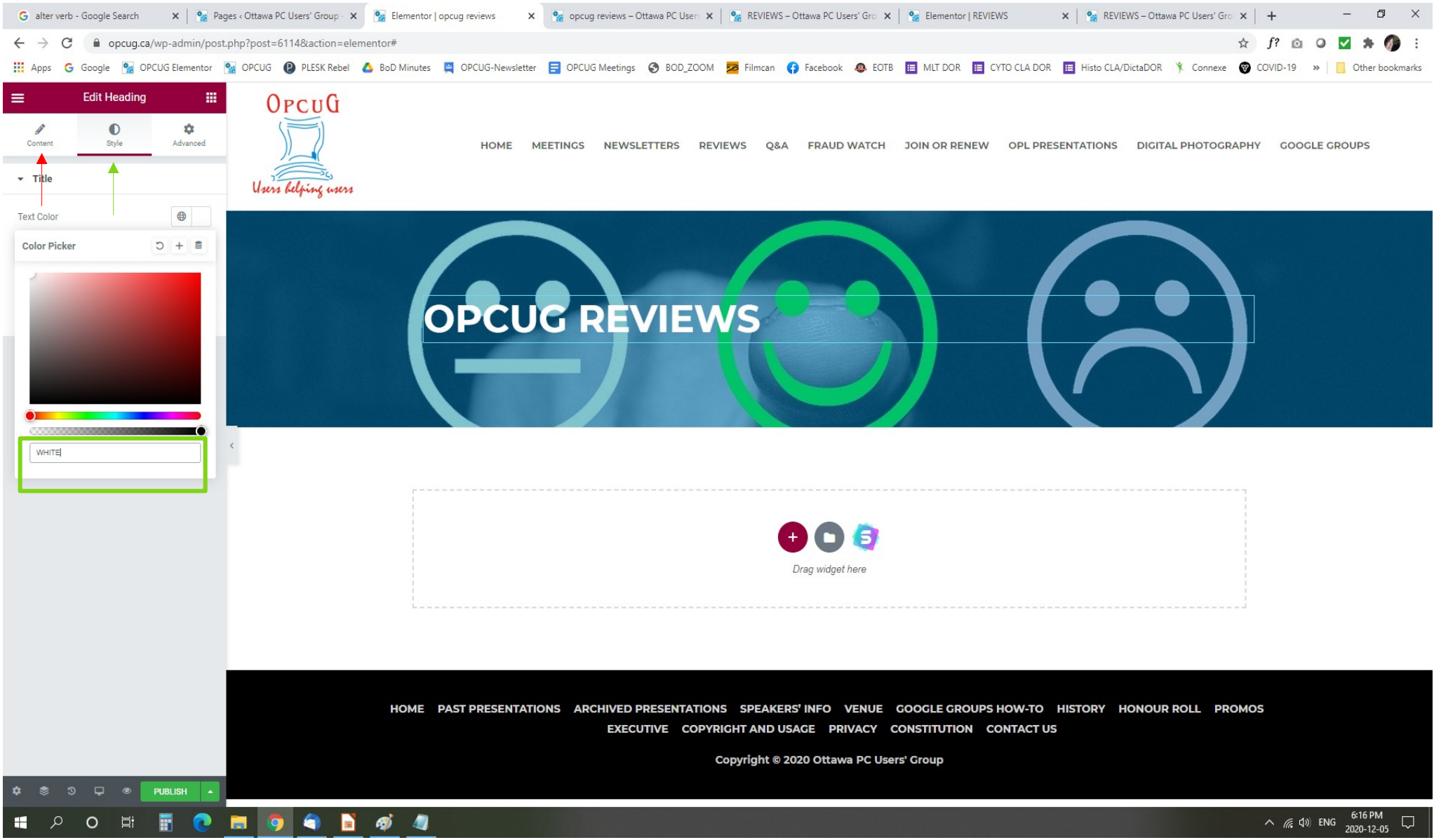
The section containing our banner image lacks height and our picture is not adequately revealed. We'll add a header and spacers to expand the section (next slide).



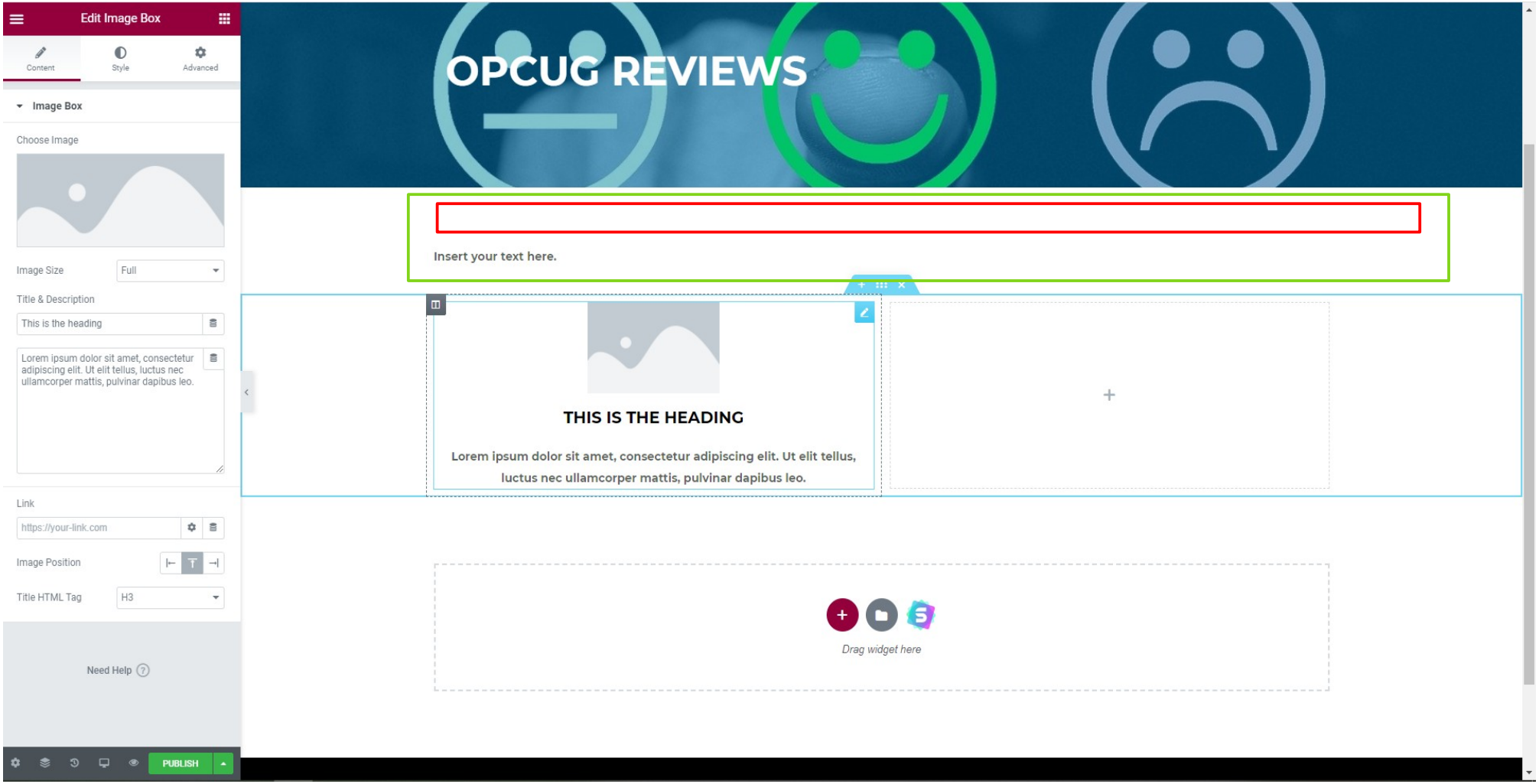
To add a header and spacers, click on the grid icon (red arrow) in the Elementor dashboard. **Drag-and-drop** the following widgets into the image section: a **Spacer** (outlined in green in the image and in the dashboard), a **Header** (outlined in red) below it, and another **Spacer** below the Header. The section is now expanded sufficiently to reveal the image. The height of the spacers can be adjusted to reveal more or less of the image. The default spacer height (roughly outlined in green in the image) is 50 pixels.



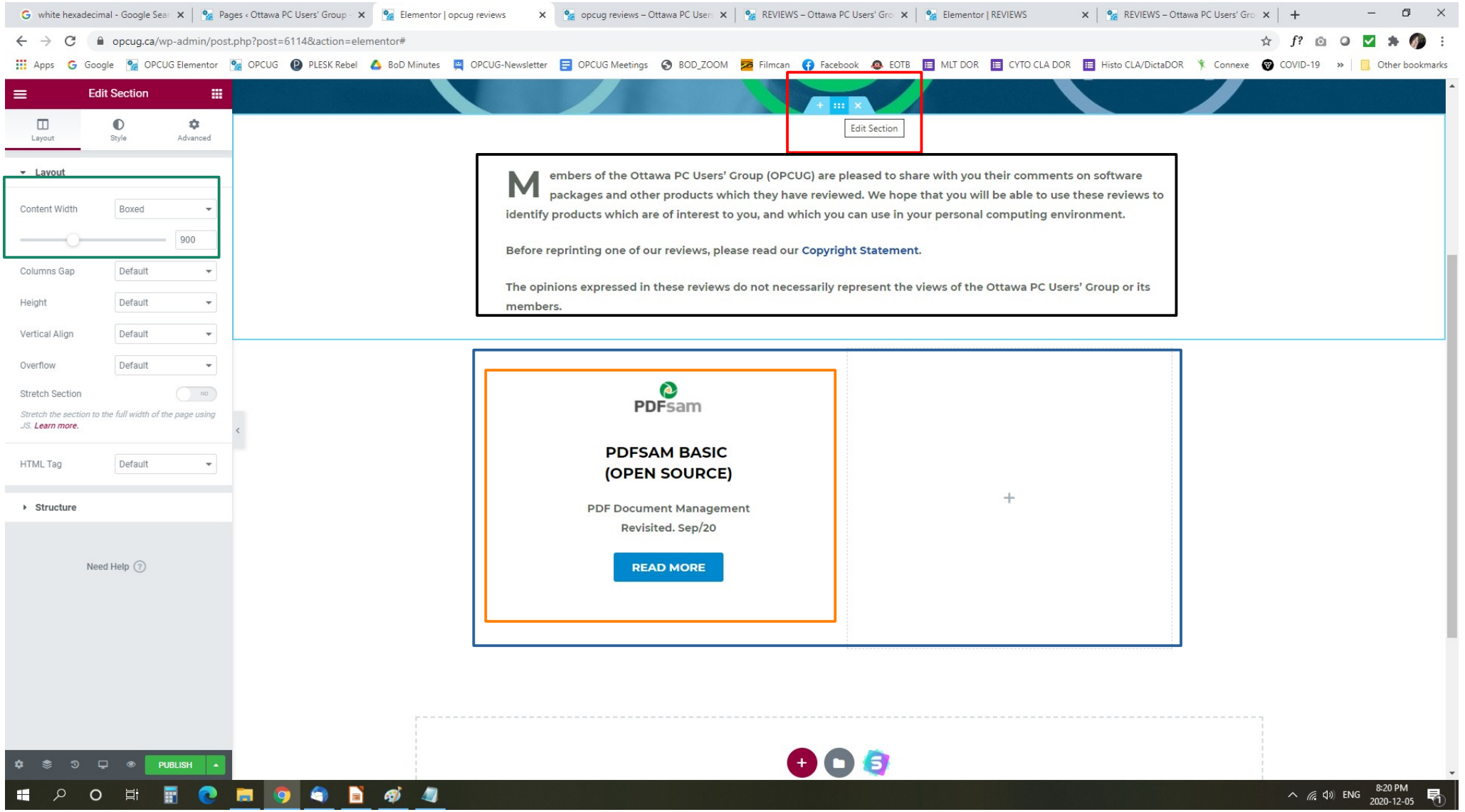
In **Edit Heading**, I typed **OPCUG REVIEWS** as a title under **Content** (red arrow). Under **Style** (green arrow), I chose white for text colour in the **Color Picker** field (outlined in green). You can type the name of a colour or a more precise hexadecimal value (#xxxxxx), or you can choose a colour with your mouse from the Color Picker window (simply move the slider below it to the colour you want).



Using the ever present **Add New Section** box, I added a section with a single column (outlined in green) to which I added a Text Editor (represented by “Insert your text here”). I added a Spacer above it (outlined in red) to lower the text from the banner image. Below that section I added another section containing two columns. In the left column, I added an **Image Box** which has room for **an image and text** that can be inserted from the Elementor dashboard at left.
Next slide: I will choose an image for the review, type the name of the reviewed product in THIS IS THE HEADING, and add a brief description of the review below that. Below the text, I will add a blue Button and label it READ MORE.



I added an introductory paragraph to the Text Editor box (outlined in black). In the section below, in the left column (outlined in orange), I added the PDFsam logo to the Image Box, the name of the program with a brief description in the Text Box, and a blue READ MORE button linked to the review article. Repeat the steps to add another review to the second column.
I reduced the width of the top Text Editor section to 900 pixels (outlined in black) by clicking on the 6 dots in the blue section tab (outlined in red) and typing "900" under Content Width (outlined in green) in the Elementor dashboard. I also reduced the width of the section below it to 900 pixels (outlined in blue). A wider section would have room for more columns and, hence, more reviews.



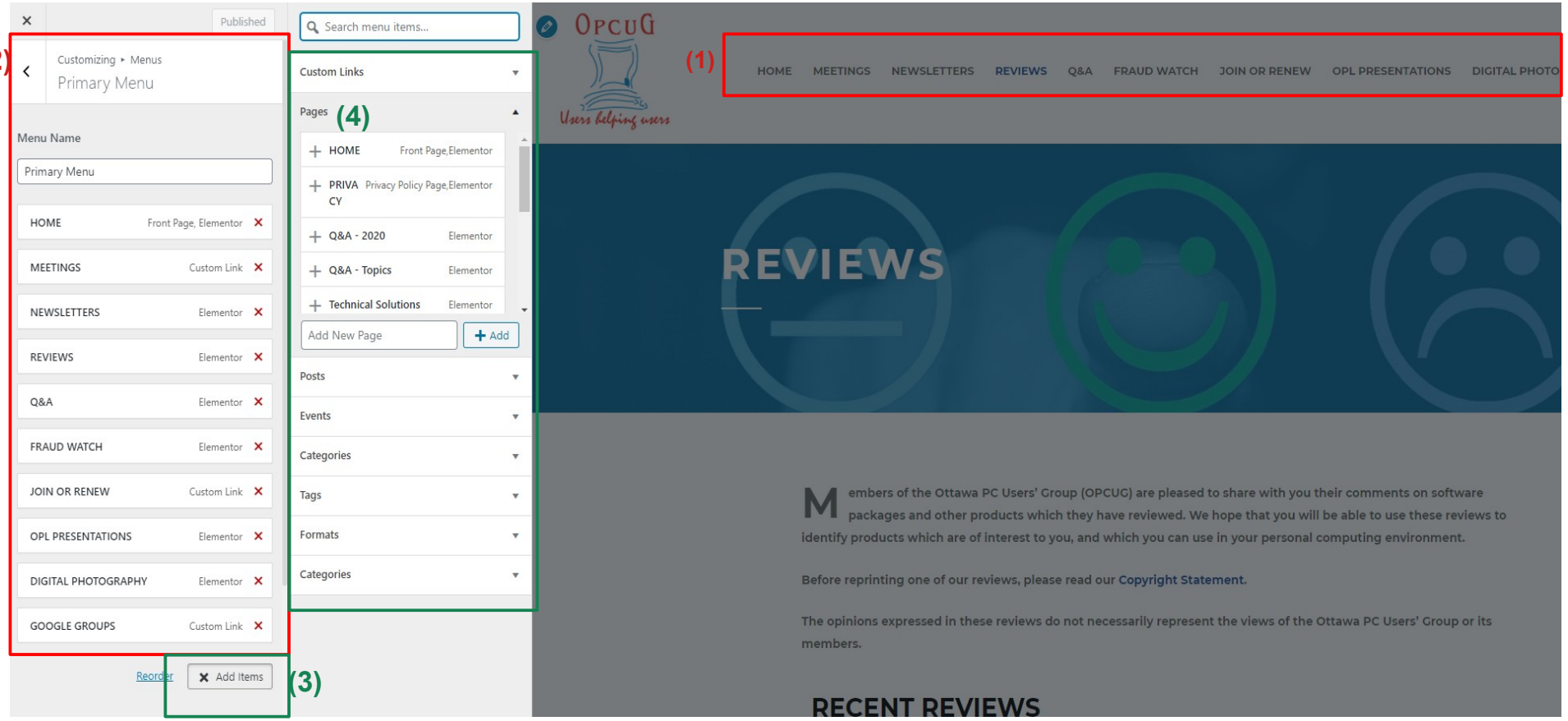
Adding a Primary menu

(because I am using the OPCUG website for this demonstration, I cannot reconstruct or alter the Primary menu for this presentation)

Let's pretend we have created several pages for our new website. To help visitors navigate the site, we will build Primary and Footer menus.

The Primary menu appears at the top of all web pages. It should contain links to the more important pages on your website (e.g. most of the pages in the OPCUG Primary menu are updated regularly). More static pages can be linked from the Footer menu (next slide).

Below is the Primary menu displayed in "CUSTOMIZE" (see slide #17). It contains links to several web pages (1) that were chosen on the left (2). Clicking on **Add Items** (3) brings up the section to the right (4) where more pages from the website can be added. Other items can be added such as Custom Links (to other websites, e.g. OPCUG Google Groups), Events (current ones from the Events Calendar), etc.



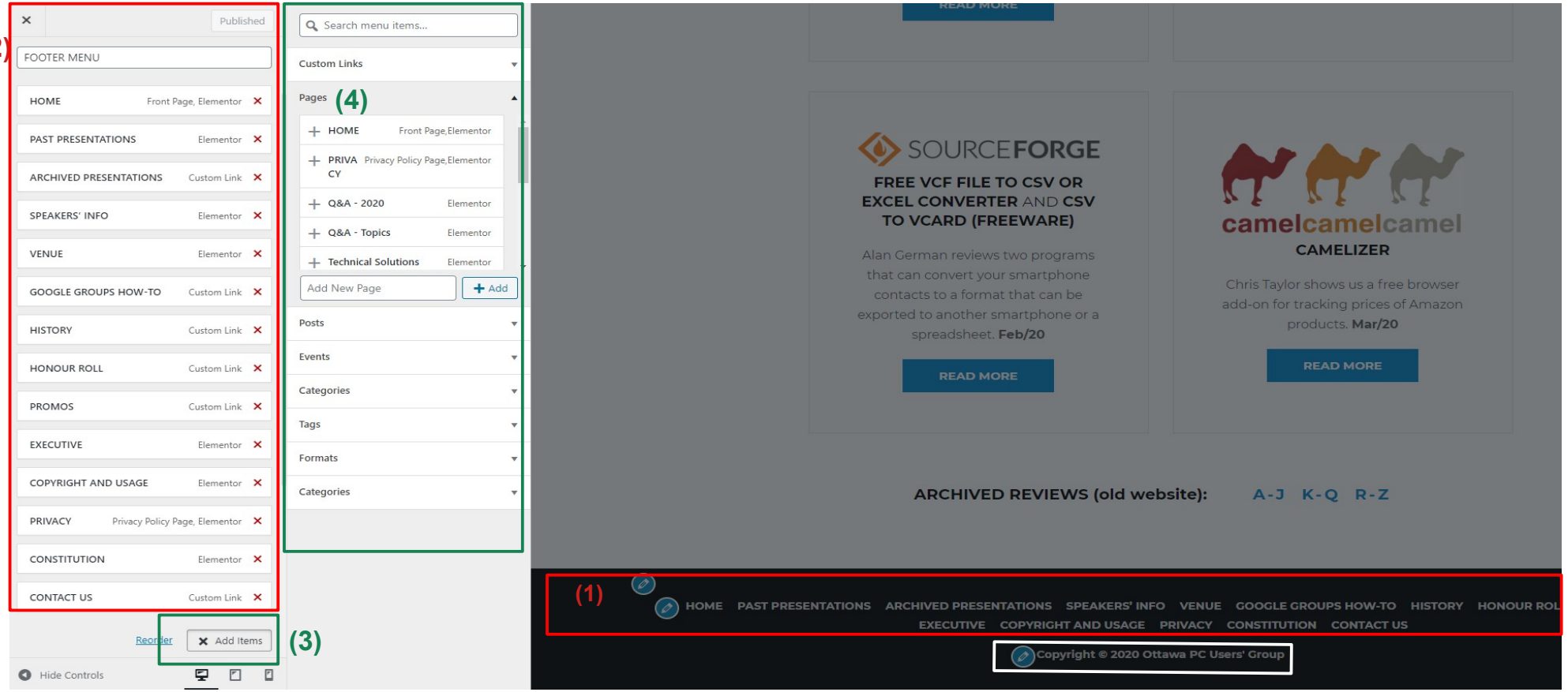
Adding a Footer menu

(because I am using the OPCUG website for this demonstration, I cannot reconstruct or alter the Primary menu for this presentation)

If there are many pages on your website, you can put links to more static pages here. The footer menu appears at the bottom of all web pages.

Below is the Footer menu displayed in “CUSTOMIZE”. It contains links to many web pages (1) that were chosen on the left (2). Clicking on **Add Items** (3) brings up the section to the right (4) where more pages from the website can be added. Just like in the Primary menu, other items can be added such as Custom Links, Events, etc.

Note that the item outlined in white is not part of the Footer **menu**, but is a **Footer** with our club name and website copyright.



This is the new web page as it appears in a browser. The Footer menu has migrated to its place at the bottom of the page.

Members of the Ottawa PC Users' Group (OPCUG) are pleased to share with you their comments on software packages and other products which they have reviewed. We hope that you will be able to use these reviews to identify products which are of interest to you, and which you can use in your personal computing environment.

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PDFsam

PDFSAM BASIC (OPEN SOURCE)

PDF Document Management Revisited. Sep/20

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That's all Folks!