GO BEYOND: Build Smarter
Cutting edge pattern management and creation
Learn how you can leverage the latest pattern features with an exciting new developer tool by WP Engine

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The block editor is a place to use blocks
A complex block layout

Image, heading, text, button.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Sample Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris finibus dolor ex, non hendrerit purus vulputate blandit.

Learn More

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Learn More
WordPress Blocks are like Lego
Blocks are parts of a webpage
Some blocks are invisible, used only for positioning other blocks.
Each block has its own set of controls
Starting from scratch is difficult
While powerful, blocks can be difficult to use

This is why patterns were invented
Patterns are pre-built groups of blocks
Browse, and insert one with a single click
Patterns are pre-built groups of blocks
Insert with a single click
Block Patterns can help agencies help their clients, help themselves

Give your clients the ability to help themselves with a library of design parts they can self-assemble
But while patterns are easy to use, they are not easy to create.

They are even harder to manage over time.

For developers, there’s no workflow or tooling for working with patterns.
Here’s how you currently build a pattern for WordPress (the hard way)

1. Create a new PHP file in a code-editor like vscode
2. Put a specific file header at the top of the file.
3. Create a temporary page in WP to use as your “work space”
4. Build out the pattern blocks and make it look pretty
5. When finished, switch to code-view and copy the block code
6. Copy the block code from the WordPress editor into the file
7. Save the file to your theme’s /patterns directory
8. If your pattern contains images, change the URL for each image in the pattern code to a PHP tag
9. Move those images to your theme as well
10. For any tweak to the pattern, repeat steps 3-9.
As you can see, this is far from an ideal workflow for modern WordPress building.

That’s why we built Pattern Manager, a UI for creating and maintaining pattern collections inside WordPress.
Pattern Manager Demo
Pattern Meta Properties

**Title**
- A human-readable title for the pattern

**Categories**
- An array of registered pattern categories used to group block patterns
  - What categories are available? Where can these be found on a typical dev site?

**Keywords**
- An array of aliases or keywords that help users discover the pattern while searching

**Description**
- A visually hidden text used to describe the pattern in the inserter
Pattern Meta Properties

**Viewport Width**
- An integer representing the scaled width for previewing the pattern in the inserter

**Post Types**
- An array of post types that the pattern is restricted to be used with

**Block Types**
- An array of block types that the pattern is intended to be used with
  - What is the actual intent behind this setting?

**Inserter**
- By default, all patterns appear in the inserter, but you can hide a pattern so that it can only be inserted programmatically by setting this value to false
Recap
Patterns are a game-changer for Builders. Create and reuse larger layout elements across a theme. But, there’s no workflow or tooling for working with patterns.
Pattern Manager slides into your workflow
Want to try out **Pattern Manager**?

Download it now, and be sure to let us know what you think.

https://wpengine.com/builders/pattern-manager/
Thank you.

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