



PRO Magento  
**PRO Magento**  
*Meetup #3*

# How does Magento Page Builder work?



**Paras Sood**

*Senior Software Engineer, Adobe*

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Products on Sale **Bestsellers**

## Women's Luma Tops & Jackets

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

[Shop Category](#)

**Juno Jacket**  
Rating: 87%  
3 Reviews  
As low as **\$77.00**  
In stock

**Olivia 1/4 Zip Light Jacket**  
As low as **\$77.00**  
In stock

**Jace Yoga Jacket**  
Rating: 87%  
3 Reviews  
As low as **\$32.00**  
In stock

**Nadia Elements Shell**  
Rating: 60%  
3 Reviews  
As low as **\$48.00**  
In stock

**Inez Full Zip Jacket**  
Rating: 67%  
3 Reviews  
As low as **\$19.00**  
In stock

ROW

**Page Builder content types drag-dropped in Admin**

**Frontend**

## Women's Luma Tops & Jackets

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

[Shop Category](#)

Products on Sale **Bestsellers**

**Olivia 1/4 Zip Light Jacket**  
As low as **\$77.00**

**Juno Jacket**  
★★★★★ 3 reviews  
As low as **\$77.00**

**Neva Studio Dance Jacket**  
★★★★★ 3 reviews  
As low as **\$69.00**

**Jade Yoga Jacket**  
★★★★★ 3 reviews  
As low as **\$32.00**

**Inez Full Zip Jacket**  
★★★★★ 3 reviews  
As low as **\$19.00**

Layout	Elements	Media	Add Content
Row	Text	Image	Block
Column	Heading	Video	Dynamic Block
Tabs	Buttons	Banner	Products
	Divider	Slider	
	HTML Code	Map	


**Drag and Drop**

### Women's Luma Tops & Jackets

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

[Shop Category](#)


Products on Sale
Bestsellers



**Clava 1/2 Zip-Infra Jacket**  
As low as **\$77.00**

XS S M L  
XS


Color swatches: Black, Blue, Pink



**Juro Jacket**  
★★★★★ 3 reviews  
As low as **\$77.00**

XS S M L  
XS


Color swatches: Blue, Green, Pink



**New! Studio Dance Jacket**  
★★★★★ 8 reviews  
As low as **\$69.00**

XS S M L  
XS


Color swatches: Black, Blue, Orange



**Jada Yoga Jacket**  
★★★★★ 3 reviews  
As low as **\$32.00**

XS S M L  
XS

Color swatches: Blue, Grey, Green



**Freez Full Zip Jacket**  
★★★★★ 3 reviews  
As low as **\$59.00**

XS S M L  
XS

Color swatches: Orange, Pink, Red

**Staging area**

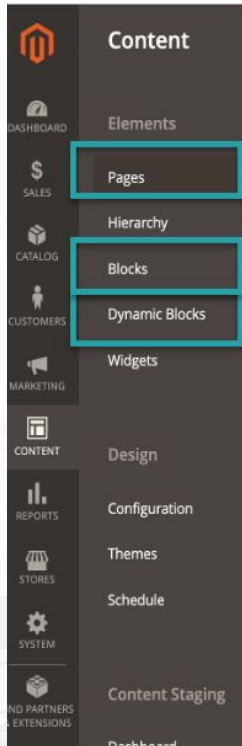
**2 Preview and Publish to the frontend**



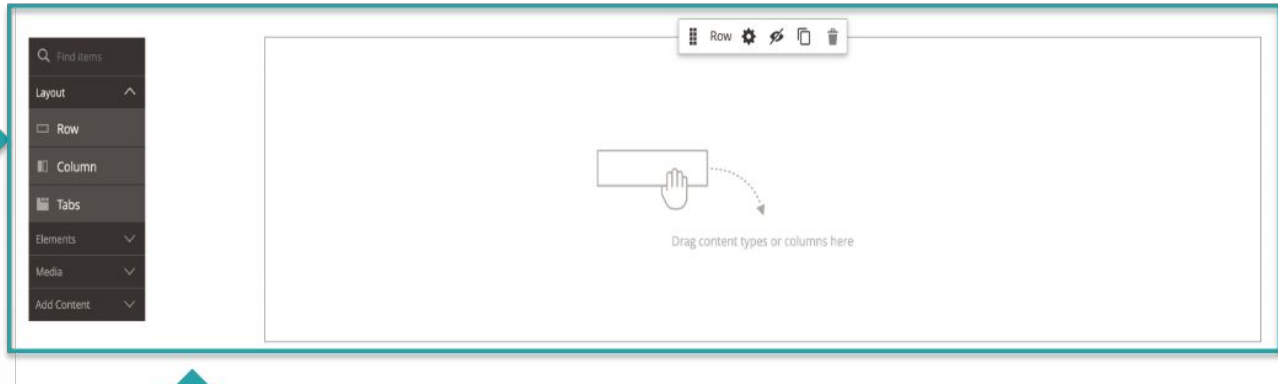
Drag content types or columns here



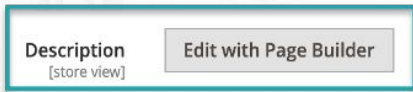
Areas Page Builder is available to be used in



The sidebar menu is divided into several sections. The 'Content' section is highlighted with a dark background and includes the following items: Elements, Pages, Hierarchy, Blocks, and Dynamic Blocks. Below this are Widgets, Design, Configuration, Themes, Schedule, and Content Staging. Other sections include Dashboard, Sales, Catalog, Customers, Marketing, Reports, Stores, System, and Partners & Extensions.

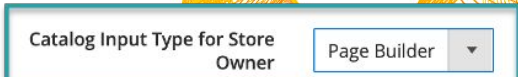


The screenshot shows the Page Builder interface. On the left is a 'Find items' sidebar with categories: Layout, Row, Column, Tabs, Elements, Media, and Add Content. The main workspace is a large white area with a toolbar at the top right containing icons for Row, settings, undo, redo, and delete. A hand icon is shown dragging a rectangular content type into the workspace, with the text 'Drag content types or columns here' below it.



Description [store view] Edit with Page Builder

**Product and Category descriptions**



Catalog Input Type for Store Owner Page Builder

**Product and Category attributes can have input type set to Page Builder**

Settings at: Stores > Configuration > General > Content Management > Advanced Content Tools

Google Maps API key and style – to add google maps widget to content via the Page Builder

Grid guideline configuration:

- **Default Column Grid Size** - default number of columns in grid
- In the **Maximum Column Grid Size** - largest number of columns in the grid

### Advanced Content Tools

Enable Page Builder [global]

Yes

Includes advanced tools to design page layouts, add Magento content (Product and Category data, CMS content and Blocks), and format text.

For Product Attributes — Page Builder can be selected as the "input type" to design layouts and create content.

Google Maps API Key [global]

Enter API key to use the Map content type. [Get API Key.](#)

Test Key

Google Maps Style [global]

Paste the Google Maps style JSON code here to change the look and feel of the Map content type. [Create Map Style.](#)

Default Column Grid Size [global]

12

Grid size determines the default number of columns available.

Use system value

Maximum Column Grid Size [global]

16

Maximum grid size determines the maximum amount of columns available.

Use system value

Find items

- Layout
- Row
- Column
- Tabs
- Elements
- Text
- Heading
- Buttons
- Divider
- HTML Code
- Media
- Image
- Video
- Banner
- Slider
- Map
- Add Content
- Block
- Dynamic Block
- Products

Page builder panel

Find items

- Layout
- Elements
- Media
- Add Content

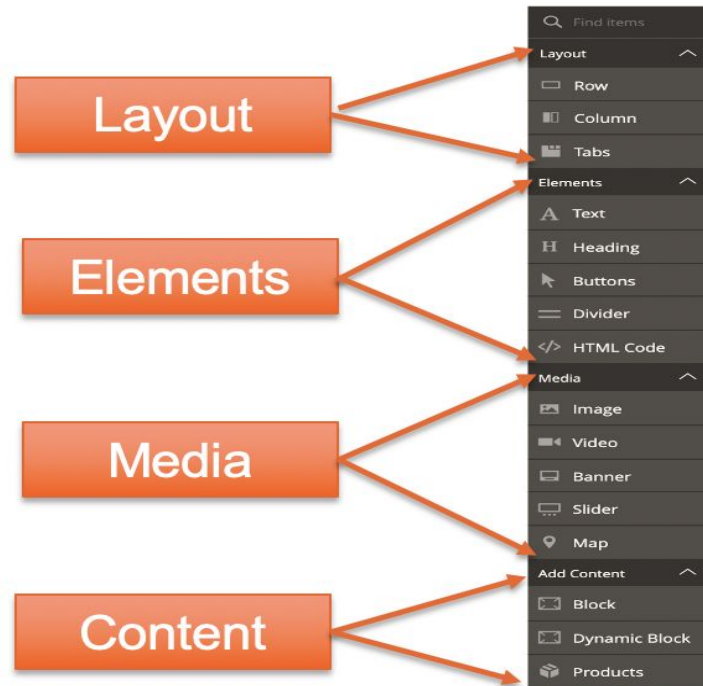
Stage

Page builder workspace



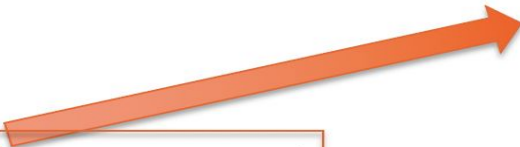
Drag content types or columns here

The Page Builder panel is organized into 4 main content types that can be dragged to the Stage



# Content Types

## Row Toolbox



## Edit Row ✕

### Appearance



### Background ⊖

### Parallax Background ⊖

### Layout ⊖

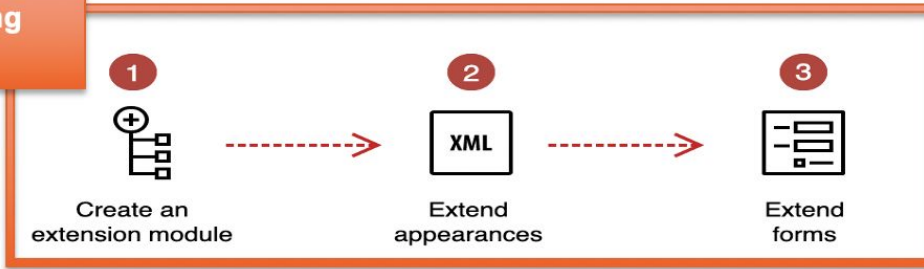
### Advanced ⊖



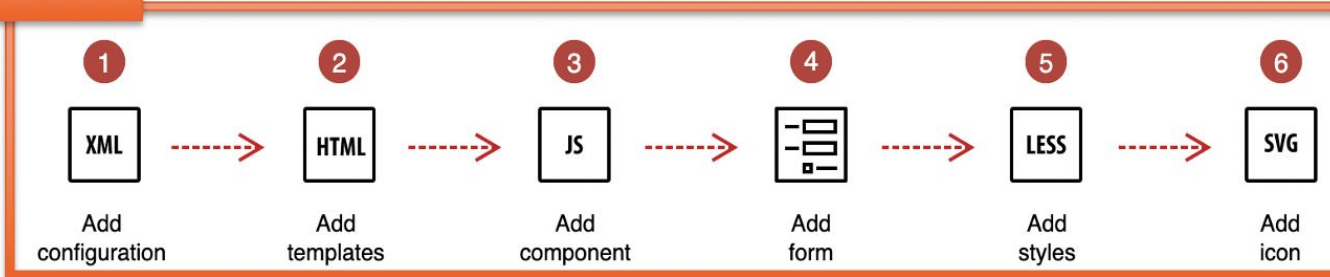


## Customizing Page Builder

### Extend an existing content type

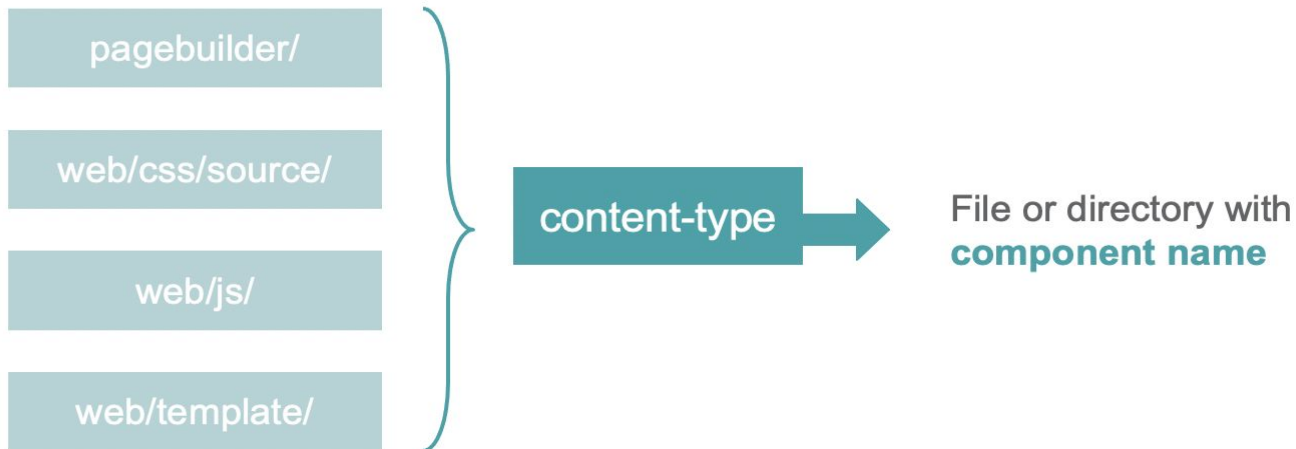


### Adding a new content type



## How the Design System impacts the theme?

Page Builder theme has always the same organization:



## What about styles organization?

Page Builder is a module, its main style file is **web/css/source/\_module.less**  
Use this file to merge your content type styles into the pub/static output with all the other module styles

```
//_module.less
```

```
[...]
```

```
@import '_icons.less';  
@import '_layout.less';  
@import 'slick/slick.less';  
@import 'content-type/_import.less';
```

```
[...]
```



### **\_import.less**

Orchestrate the merge of all your content type styles

Each content type has its own \_import.less to merge each appearance styles



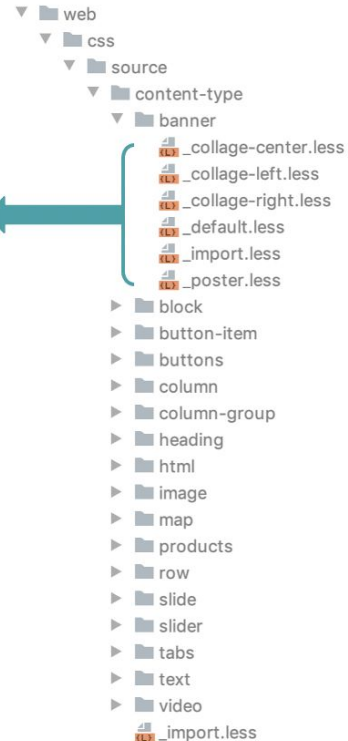
## Example: Banner

```
// content-type/_import.less
```

```
@import 'banner/_import.less';  
@import 'block/_import.less';  
@import 'buttons/_import.less';  
@import 'button-item/_import.less';  
@import 'column/_import.less';  
@import 'column-group/_import.less';  
@import 'heading/_import.less';  
@import 'html/_import.less';  
@import 'image/_import.less';  
@import 'map/_import.less';  
@import 'products/_import.less';  
@import 'row/_import.less';  
@import 'slide/_import.less';  
@import 'slider/_import.less';  
@import 'tabs/_import.less';  
@import 'text/_import.less';  
@import 'video/_import.less';
```

```
// content-type/banner/_import.less
```

```
@import './_default.less';  
@import './_poster.less';  
@import './_collage-center.less';  
@import './_collage-left.less';  
@import './_collage-right.less';
```



## Where can you find a part of the Page Builder theme?

### module-page-builder (core)

#### **view/adminhtml**

- all default admin theme
- all default storefront render templates

#### **view/frontend**

- all default storefront styles

### <Vendor>/<theme>

#### **web/css/source**

- override of default storefront styles

### <Vendor>/<module> >

#### **view/adminhtml**

- customization of default admin theme
- customization of default storefront render templates
- styles of admin new extension or content type

#### **view/frontend**

- extend of all default storefront styles
- styles of storefront new extension or content type

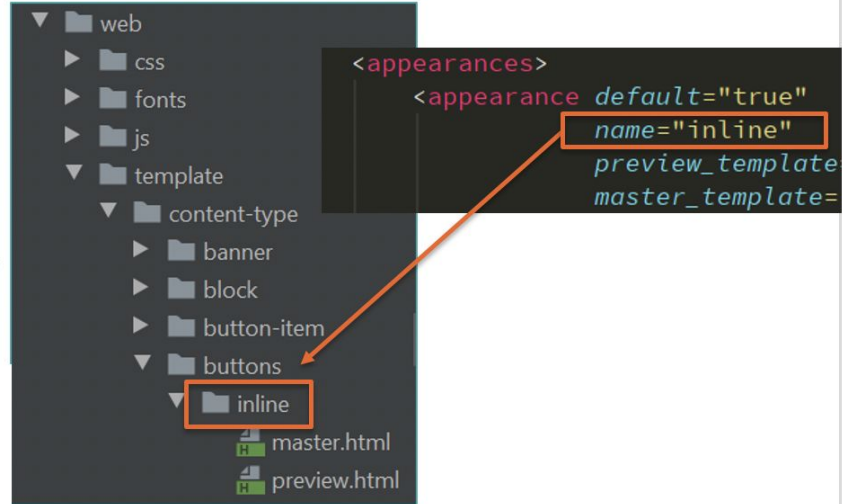


## Creating admin templates

- `preview.html` vs `master.html`
- Directory name must match appearance name
- Use `default` for content types with only one appearance

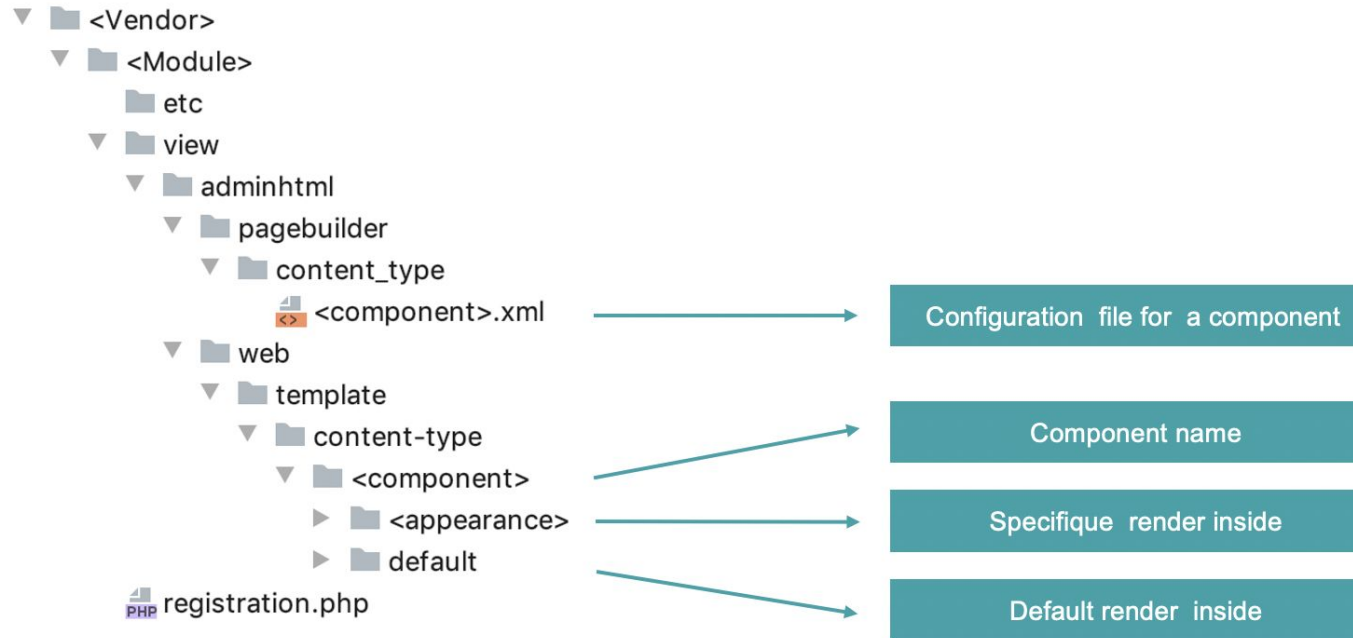


← Directory name convention for content types with only one appearance



```
<appearances>
  <appearance default="true"
    name="inline"
    preview_template
    master_template=
```

## How to Override



## | Example: banner.xml

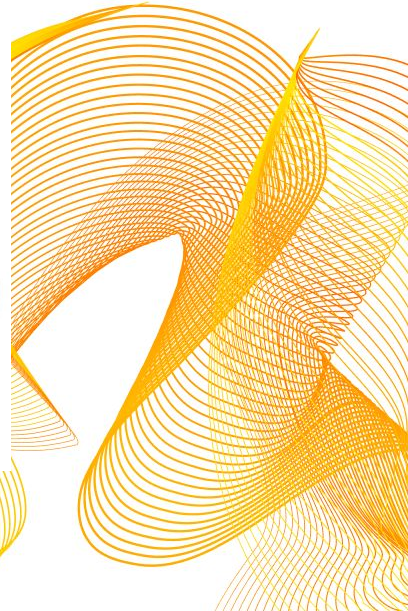
```
// view/adminhtml/pagebuilder/content_type/banner.xml
```

```
<config xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"  
  xsi:noNamespaceSchemaLocation="urn:magento:module:Magento_PageBuilder/etc/content_type.xsd">  
  <type name="banner">  
    <appearances>  
      <appearance name="collage-right"  
        master_template="Module_PageBuilder/content-type/banner/collage-right/master">  
      </appearance>  
    </appearances>  
  </type>  
</config>
```

Component Name

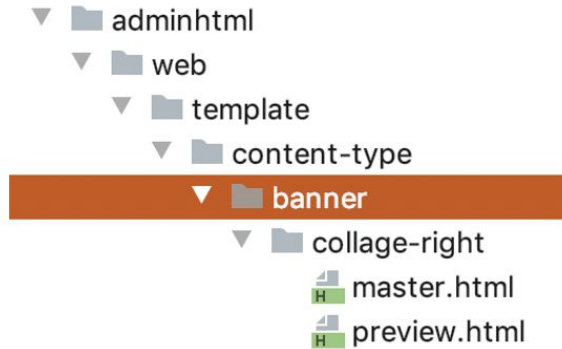
Appearance Name

Template path





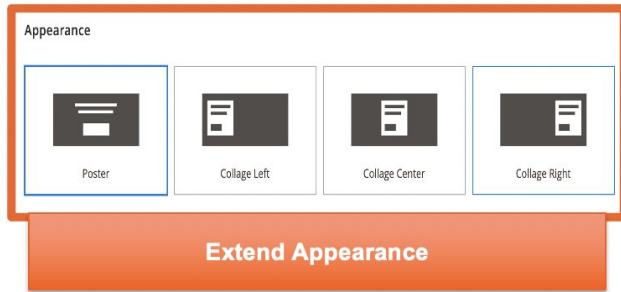
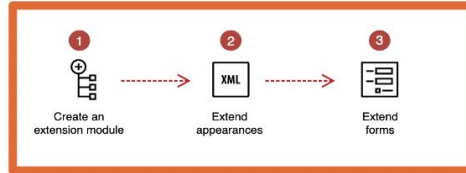
## Example: template for banner on your storefront



By convention  
the storefront render  
is always  
**master.html**



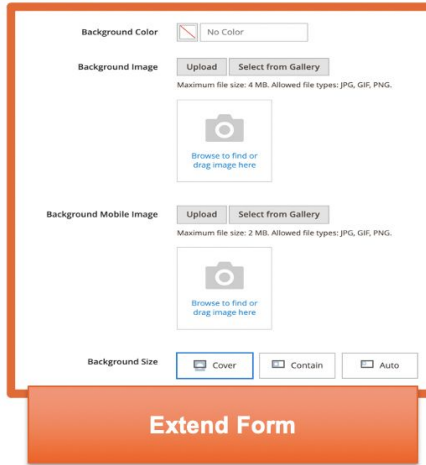
## Extending a content type



Appearance

Poster Collage Left Collage Center Collage Right

Extend Appearance



Background Color

Background Image    
Maximum file size: 4 MB. Allowed file types: JPG, GIF, PNG.

Background Mobile Image    
Maximum file size: 2 MB. Allowed file types: JPG, GIF, PNG.

Background Size

Extend Form

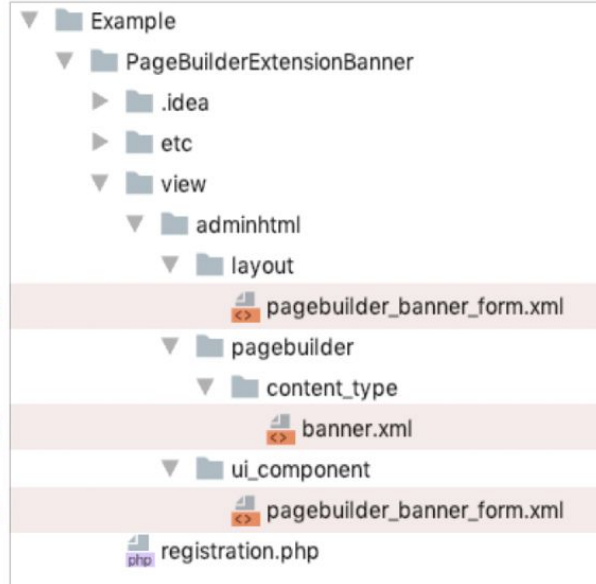


## Step 1 – Create an extension module

Empty extension module



Completed extension module



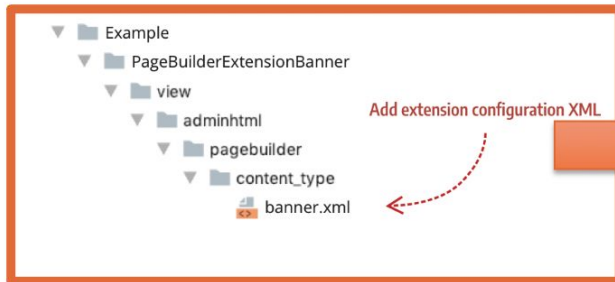
Extend forms 3

Extend appearances 2

Extend forms 3



## Step 2 – Extend Appearances



Add extension configuration XML

```
1 <?xml version="1.0"?>
2 <config xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance" xsi:noNamespaceSchemaLocation="urn:magento:module:Magento_PageBuilder/etc/content
3 <type name="banner">
4   <appearances>
5     <appearance name="collage-left">
6       <elements>
7         <element name="wrapper">
8           <style name="max_height" source="max_height" converter="Magento_PageBuilder/js/converter/style/remove-px"/>
9         </element>
10      </elements>
11    </appearance>
12    <appearance name="collage-right">
13      <elements>
14        <element name="wrapper">
15          <style name="max_height" source="max_height" converter="Magento_PageBuilder/js/converter/style/remove-px"/>
16        </element>
17      </elements>
18    </appearance>
19    <appearance name="poster">
20      <elements>
21        <element name="wrapper">
22          <style name="max_height" source="max_height" converter="Magento_PageBuilder/js/converter/style/remove-px"/>
23        </element>
24      </elements>
25    </appearance>
26    <appearance name="collage-centered">
27      <elements>
28        <element name="wrapper">
29          <style name="max_height" source="max_height" converter="Magento_PageBuilder/js/converter/style/remove-px"/>
30        </element>
31      </elements>
32    </appearance>
33  </appearances>
34 </type>
35 </config>
```


Like layout files, Page Builder configuration files are merged

Override appearance properties in your module's page builder config files




## Step 3 – Extend Forms


Appearance ←----- appearance\_fieldset




Poster



Collage Left



Collage Center



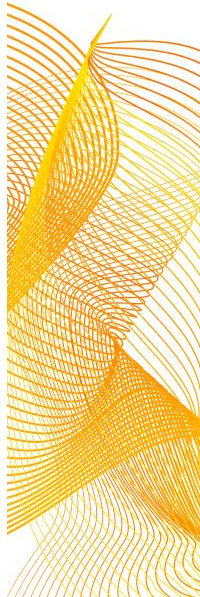
Collage Right

Minimum Height  px

Maximum Height  px

**Override form properties in your module's UI component configuration**

```
view
└─ adminhtml
   └─ layout
      └─ pagebuilder_banner_form.xml
      └─ pagebuilder
         └─ ui_component
            └─ pagebuilder_banner_form.xml
```





Thank you!  
Questions?

