

Adding Features to Your Pages

DOCUMENTATION · PAGE BUILDER

■ How features appear on your site

The platform handles all the logic behind bookings, products, courses, and checkouts — but for these features to appear on your website, they need to be placed on pages. This is done through the page builder using purpose-built elements that connect directly to your products and content.

Think of elements as building blocks. Each one is pre-built for a specific purpose — a booking button, a product grid, a form, a calendar — and you simply place it where you want it on a page and configure which product or content it connects to. No coding is involved.

■ How the page builder works

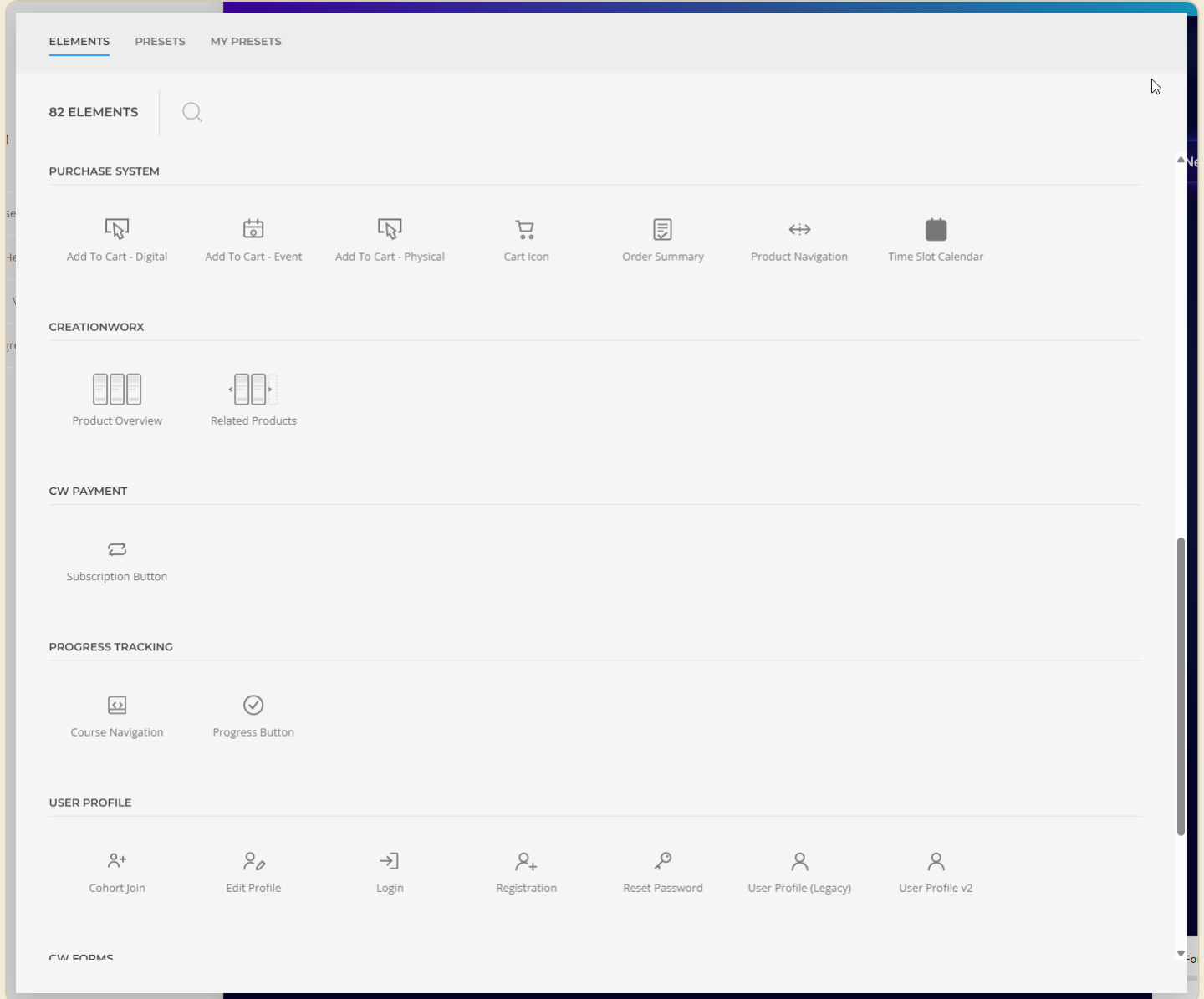
Your site uses YooTheme Pro as its page builder. When you open a page for editing, you are working inside this builder — adding sections, placing elements, and arranging content visually.

The Flowworx elements appear in the element picker alongside standard content elements like text, images, and buttons. They are grouped under their feature category so they are easy to find.

✦ *The page builder is a visual tool. If you are making layout changes to an existing page, the safest approach is to edit what is already there rather than rebuilding from scratch. If you need a new page set up, contact Creationworx.*

■ Available elements

Below is an overview of the Flowworx elements available in the page builder and what each one does.



The Flowworx elements, listed alongside the builder's own.

Product buttons

Each product type has its own purchase button element:

- **Physical Product Button** — adds a buy button linked to a specific physical product. Shows the product price and an "Add to cart" action. Can also display as a full product card with pricing, weight, stock status, and a description list.
- **Digital Product Button** — linked to a digital product. Shows price and triggers cart addition. Card mode shows content count and course indicator.
- **Event Button** — linked to an event. Shows the ticket price, event date, and location. Card mode shows availability and a full event summary. Supports dynamic post ID so the same element works across multiple event pages.
- **Subscription Button** — linked to a subscription plan. Shows the price and billing interval. Card mode shows the plan features.
- **Accommodation Booking Button** — opens the booking modal for a specific accommodation. Card mode shows the price, check-in/out information, and minimum stay.
- **Timeslot Booking Button** — opens the timeslot calendar for a specific calendar. Supports both paid and free appointment modes.

Each button element connects to one product or listing. Changing which product it is linked to is done in the element's settings panel in the builder.

Product grids and overviews

- **Product Overview** — a tabbed grid that displays multiple products across different types, with an optional category filter bar. Used for shop or catalogue pages. *Covered in detail below.*
- **Related Products** — a slider that shows products related to the one currently being viewed. Useful on individual product pages to suggest other offerings. *Covered in detail below.*
- **Accommodation Overview** — a grid of all your accommodations with an availability date filter and amenity tags. Used for accommodation listing pages. Its Settings tab carries the same card controls as the Product Overview — columns per screen size, gaps, panel style, padding, title / description / price styles — and its colours are site-wide under **Style panel** → **Flowworx** — **Room Overview** (cards, image area, tags, room-type pill, availability bar, date calendar, filter pills).
- **Accommodation Detail** — a detailed summary of a specific accommodation, showing sleeping arrangements, amenities, services with images, and seasonal pricing. Used on individual accommodation pages alongside the booking button.

Content and learning

- **CW Form** — places a specific form on the page. Connects to a form you have created under **Offers** → **Forms**. The form renders fully on the page — clients fill in and submit without being redirected.
- **Progress Button** — a button that lets customers mark a lesson or content page as complete. Used on digital content pages as part of the course progress system.
- **Course Navigation** — a bar with "back to course" and previous / next lesson buttons. Goes on your digital content template alongside the Progress Button, so customers can work through a course without returning to their profile between lessons. See the Courses & Learning Programs guide.

Customer account pages

- **User Profile v2** — the customer's account dashboard: sidebar navigation, stat cards, purchases, bookings, appointments, courses, memberships and payment plans. Goes on your account page.
- **Registration** — a sign-up form that creates an account and logs the customer in.
- **Login** — a sign-in form with remember-me and a forgotten-password link.
- **Reset Password** — handles both requesting a reset link and setting the new password.
- **Edit Profile** — lets a signed-in customer update their name, email, phone and address.

All five are grouped under **user profile** in the element list. The Customer Accounts & Profile and Customer Registration & Login guides cover them in full.

✦ You may also see an element called **User Profile (Legacy)**. That is the older profile layout, kept so existing sites keep working. Use **User Profile v2** on anything new.

Navigation and structure

- **Product Navigation** — a previous/next navigation bar for moving between products of the same type. Used on individual product pages so customers can browse through your offering without returning to the listing.
- **Order Summary** — displays the order confirmation and thank-you content after a purchase. This one has a required home: it must go on a CW Template with the slug `order-summary`, because that address is built into the platform and is where customers are returned to after paying. See the Customer Accounts & Profile guide.
- **Cart Icon** — the cart icon that shows the number of items currently in the customer's cart. Typically placed in your site header. It is also available as a widget, which is usually the easier way to get it into the header — see the Site Header guide.

■ Configuring an element

When you click on any Flowworx element in the builder, a settings panel opens. It is split into two tabs:

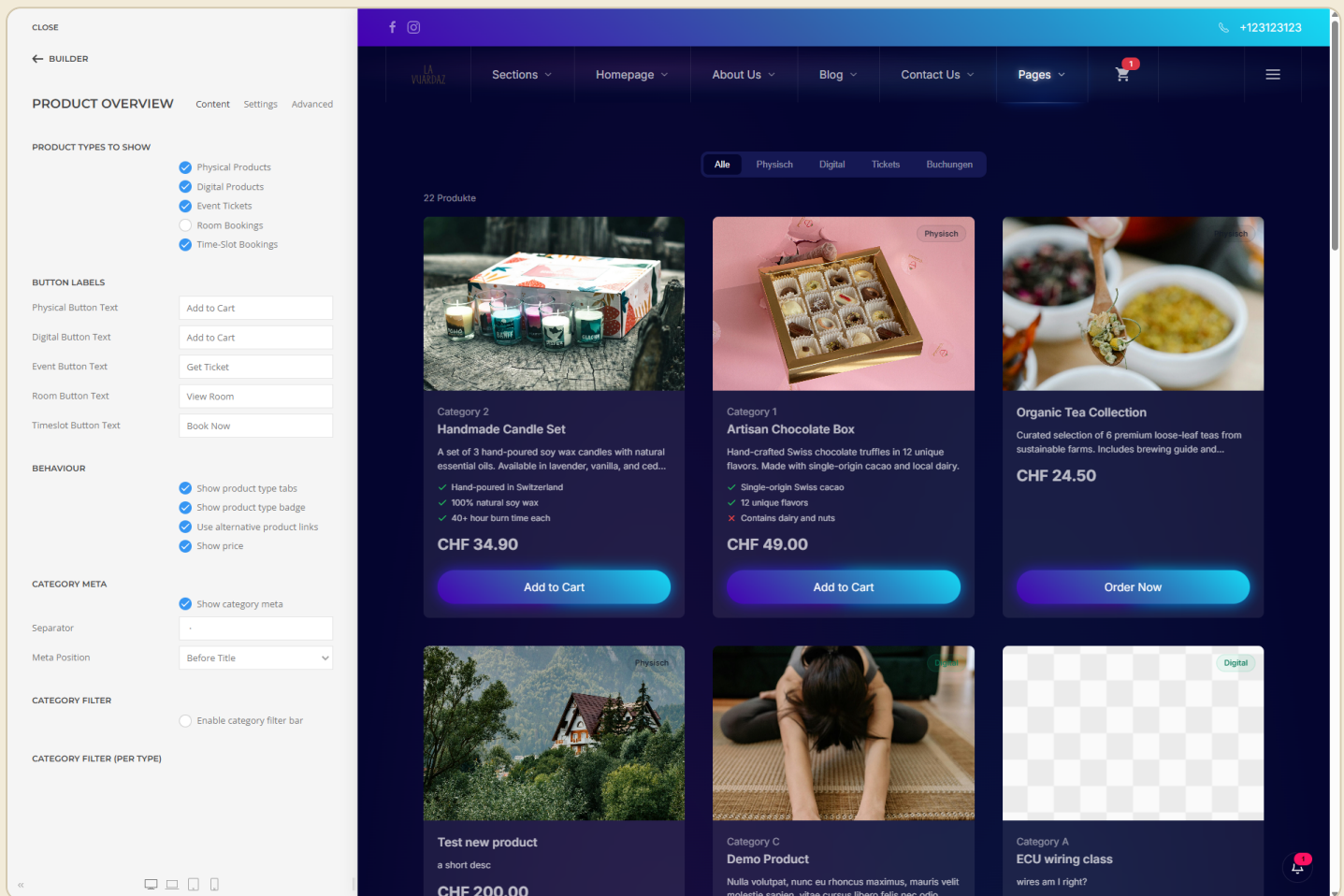
- **Content** — what the element shows: which product it connects to, which types appear, what the buttons say, which parts are visible
- **Settings** — how it looks: colours, borders, corner radius, button styles, spacing

Changes take effect when you save and publish the page.

The two grid elements — Product Overview and Related Products — have far more of both than the rest, so the sections below go through them properly.

■ Product Overview in detail

The Product Overview is your shop or catalogue page: a grid of product cards, optionally with tabs across the top for filtering by product type.



The Product Overview element and its settings panel.

Content tab

Product Types to Show

A switch per type — physical products, digital products, events, accommodations, timeslot calendars. Turn on the ones this grid should list. A single grid can mix all five, or show only one.

Button Labels

A label per product type, so events can say *Get tickets* while physical products say *Add to cart* in the same grid.

✦ *An individual product can override this with its own **Add to Cart Button Label - Override** field. That is the field to use when one product needs different wording — not a second element.*

Behaviour

- **Show product type tabs** — the All / Physical / Digital / ... tab bar. Turn it off to show every selected type together in one grid.
- **Show product type badge** — the small corner label naming each card's type
- **Show price** — hides the price and the seasonal pricing list below it when off. Useful for a catalogue where prices are quoted rather than listed.
- **Use alternative product links** — controls where a product's **Card Button Alternative Link** takes effect. On: the card button goes straight to that URL in a new tab, skipping the product page. Off: the card button opens the product page as normal, and the buy button there goes to the URL instead. See the note below.

Category Meta

Prints each product's category names on its card.

- **Show category meta** — the switch
- **Separator** — what goes between multiple category names, e.g.  or . Spaces are preserved exactly as you type them.
- **Meta Position** — before or after the card title
- **Style** and **Color** — under the Settings tab; see below

Category Filter — its own section further down.

Settings tab

✦ **Colours are no longer set here.** Every card, tab, badge and chip colour now lives in one place for the whole site: **Style panel** → **Flowworx** — **Product Overview**. Set them once and every Product Overview and Related Products element on the site follows. The Settings tab keeps the settings that are genuinely per-placement — how many columns, how much space, which card style. See *Styling your product cards* below.

Grouped by what they affect:

- **Grid** — how many cards per row at each screen size (phone portrait, phone landscape, tablet landscape, desktop, large screens), plus **Column Gap** and **Row Gap**. Each screen size can *Inherit* from the next smaller one, so you usually only set two or three of them. The gaps use your site's own grid spacing, so they match every other grid on the page.
- **Card** — **Panel Style**, **Card Padding**, **Text Style**, and the **Title / Description / Price Style** dropdowns with margins. Covered below.
- **Featured Card** — the tag's wording and its own **Panel Style**, for featured products only (see below)
- **Category Meta** — **Style** (the same size and font choices as a heading — from large display sizes down to small meta text) and **Color** (your palette's text colours: muted, primary, and so on)
- **Event date & time format** — how the date and time chips read on event cards
- **Button** — the button style used by every card's call to action

■ Styling your product cards

Product cards are styled the same way the customer profile is: you pick from your theme's own styles rather than entering colours by hand. The point is that a card looks like it belongs on your site without you designing it twice.

There are two places to look.

Site-wide: Style panel → Flowworx — Product Overview

Open the **Style** panel in the page builder and find **Flowworx — Product Overview**. Everything colour-shaped is here, and every change applies to every product card on the site — both grid elements, every page:

- **Cards** — surface, border colour and width, corner radius, and the title / text / price colours. Also the shadow a card lifts with on hover.
- **Featured Card** — the same set again for featured products, plus the tag's background and text colour. Each one starts by matching the regular card, so change only what should differ.
- **Hero** — background and placeholder-icon colour for the image area, which is what shows when a product has no image
- **Meta Chips** — the small date / time / location / duration pills
- **Type Badges** — corner radius plus a background, border and text colour per product type, so each type's badge can be its own colour
- **Tabs** — the All / Physical / Digital pill bar
- **Filter Bar** — how faded the inactive category buttons are
- **Count Line** — the "12 products" line above the grid
- **Slider Arrows** — the Related Products arrows

Most of these start from your **Flowworx — General** settings, so setting your heading colour, text colour, border colour and corner radius there once gets the cards most of the way on its own.

✦ *The type badges are the deliberate exception — they keep their own colours (green for digital, rose for tickets, and so on) rather than following your theme, because those colours carry meaning. Change them here if you would rather they matched your palette.*

Per placement: the element's Settings tab

Panel Style decides what paints the card:

OPTION	WHAT YOU GET
Flowworx Default	The card as the style kit paints it — the settings above. This is the default.
None	No surface at all. The card content sits directly on the page background. Useful on a section that already has its own panel.
Card Default / Primary / Secondary / Hover / Overlay	Your theme's own card styles, background and text colours included
Tile Default / Muted / Primary / Secondary	Your theme's tile styles, same idea

Picking anything other than *Flowworx Default* hands the card over to your theme completely — the style-kit colours step aside rather than showing through underneath.

Card Padding — the space around the text inside each card, using your site's own spacing scale.

Text Style — *Light* when the cards sit on a dark background, *Dark* when they sit on a light one. It covers the tabs and the count line above the grid as well as the cards. A card using *Flowworx Default* keeps its own text colours, since its background has not changed.

Title Style, **Description Style** and **Price Style** — the same heading and text sizes you get everywhere else in the builder, from large display sizes down to small meta text. **Title Margin Top / Bottom** adjust the spacing around the product name.

■ Related Products in detail

A slider of product cards, for placing on an individual product page to suggest others.

Content tab

Source

- **Product Type** — which type to pull. *Auto* detects the type of the page it is on, which is what you want on a product template: one element then works across all your product pages.
- **Number of Products** — how many to pull
- **Button Label** — the card call to action
- **Exclude current post from results** — leave this on, or the page will suggest the product the visitor is already looking at
- **Use alternative product links** — as on the Product Overview

Card

- **Show product type badge**

Category Meta — the same controls as the Product Overview: switch, separator, position, style and colour.

Settings tab

- **Card** and **Featured Card** — exactly the same dropdowns as the Product Overview: panel style, padding, text style, title / description / price styles. The two elements render the same card, so they share one set of controls and one set of site-wide colours.
- **Category Meta** — style and colour
- **Slider** — **Visible Slides** (how many cards on screen at once), **Column Gap**, **Show navigation arrows**, **Show dot indicators**, **Autoplay slides**
- **Button** — the button style used by every card's call to action

✦ *Card colours are site-wide, under **Style panel** → **Flowworx** — **Product Overview** — the same place the Product Overview reads them from, so the two elements match by default. See Styling your product cards above.*

✦ *Related Products has no "show price" switch — its cards always show the price. If you need a priceless card, use a Product Overview instead.*

■ Featured products

Flagging a product as featured does two things at once: it stands out in your shop grids, and it becomes eligible for promotion inside customer profiles.

Tagging a product

On the product itself — physical, digital, or event — find **Featured product** in the General Product Options and turn it on. That is the whole action. There is no separate featured list to maintain.

What it does on your shop pages

On both the Product Overview and Related Products, a featured product's card gets:

- A **tag** in the top corner of the image, reading *Featured* by default
- Its own **card styling**, independent of the regular cards

You control them in two places:

On the element, under **Settings** → **Featured Card**:

- **Tag Label** — the tag text. Leave it empty for *Featured*, or write something more specific: *Best seller*, *New*, *Editor's pick*.
- **Panel Style** — *Inherit from Card* panels featured cards like every other card, which is how they have always looked. Pick one of your theme's card or tile styles to make them stand out.

Site-wide, under **Style panel** → **Flowworx** — **Product Overview** → **Featured Card**: the card's surface, border, corner radius and title / text / price colours, plus the tag's own background and text colour.

✦ **Every Featured Card colour starts out matching the regular Card colour.** So you can change only the border and have everything else stay consistent with your other cards. You do not need to re-enter your whole card design.

✦ *The tag sits top-left and the type badge sits top-right, so the two never collide. A featured product with the type badge on can show both.*

What it does in customer profiles

The same toggle feeds two blocks on the customer's account dashboard:

- **Promoted product** — one digital product, shown prominently at the top of the dashboard with its image, description, price and a button
- **Featured Products** — a row of featured physical, digital and event products, newest first

Both blocks filter out products the customer already owns, and skip events that have already happened — so a customer is never advertised something they have bought or missed. You control the headings, how many appear, and light or dark text on the profile element. See the Customer Accounts & Profile guide.

✦ *This is the part worth planning. One toggle decides both "this stands out in the shop" and "this is what we promote to existing customers." If those should be different products, be selective: flag the ones you actively want to sell next, rather than everything good.*

✦ *The toggle also appears on subscription plans, but neither grid element nor either profile block lists subscriptions — so turning it on there has no effect.*

■ Category filters

Product categories let visitors narrow a grid down. Each product type has its own category taxonomy, managed in the admin under that product type: *Physical Product Categories*, *Digital Product Categories*, *Event Categories*, *Room Categories*, *Timeslot Categories*. Categories can be nested.

Adding a filter bar to a Product Overview

Under **Content** → **Category Filter**:

- **Enable category filter bar** — the switch
- **Taxonomy Slug** — which taxonomy to filter by, e.g. `event-category`. It must be one registered on the product types the grid is showing.
- **Restrict Filter to Terms** — an optional comma-separated list of category slugs, applied to every product type in the grid. Leave it blank to offer every category found on the listed products.
- **Term Filter Mode** — what that list means:
- **Include** — only cards with at least one of those categories are shown, and the filter bar offers only those categories, in the order you listed them
- **Exclude** — cards with those categories are hidden
- **"All" Button Label** — the text on the button that clears the filter
- **Filter Button Style, Filter Button Size, Filter Bar Position** (left, centre, or right)

✦ *Include mode with an explicit term list is the one to reach for when you want a curated page — "our three retreat types, in this order" — rather than a filter bar that grows every time someone adds a category.*

Filtering only some product types

The term list above applies to the whole grid, and that is a problem on a mixed grid. Category slugs belong to one taxonomy: a list of event categories means nothing to a physical product, which holds no event categories at all. In Include mode that counts as "no match", so every physical and digital card is filtered out and those tabs come up empty.

Content → **Category Filter (Per Type)** solves this. Each product type you have switched on gets its own pair of controls — a **Mode** and, where relevant, its own **Terms** list:

MODE	WHAT THE TYPE DOES
Use all-types setting	Follows the shared list above. This is the default, so nothing changes until you pick something else.
All categories	No term restriction. Every category found on that type becomes a filter button.
Include listed terms	Only cards holding one of that type's listed categories are shown.
Exclude listed terms	Cards holding one of that type's listed categories are hidden.
Not filtered	The type steps out of the category filter altogether: its cards always show under All , it contributes no filter buttons, and it disappears while any category button is active.

So for a grid of physical products, digital products and tickets where only the tickets should be narrowed down: set **Tickets — Mode** to *Include listed terms*, put your event category slugs in **Tickets — Terms**, and set **Physical — Mode** and **Digital — Mode** to *Not filtered*. The filter bar then offers only your ticket categories, and the physical and digital cards stay on the page.

✦ Each type's Terms field is read against that type's own taxonomy, so you can restrict two types at once with categories from two different taxonomies in the same grid.

✦ Remember that a category button filters the whole grid. Clicking one shows the matching cards and hides everything else, including types set to "Not filtered". If you want a type to always be on screen, leave the filter bar on "All" as the landing state — which it is by default.

■ Sending visitors elsewhere instead of to the cart

Some products are not sold through your checkout — they are ticketed by an external provider, sold on another platform, or taken by enquiry. For those, set a **Card Button Alternative Link** on the product itself.

The link is always honoured somewhere. What the element's **Use alternative product links** switch decides is *whether the product page stays in the journey*:

SWITCH	CARD BUTTON IN THE GRID	BUY BUTTON ON THE PRODUCT PAGE
On	Goes straight to your URL, new tab. Product page skipped.	Not reached
Off	Opens the product page as normal	Goes to your URL, new tab

So it is not an on/off for the link — it is a choice about whether visitors see your product page first. Turn it on when the external destination should do all the selling; leave it off when your own page is worth reading before they leave.

✦ *Either way the product never enters the Flowworx cart, so no order is created, nothing is tracked, and no access is granted. These products are signposts, not sales. Anything you need a record of has to go through the checkout.*

✦ *The switch is per element, and the link is per product. One grid can therefore treat every alternative-link product one way — you cannot skip the page for one product and keep it for another within the same grid.*

✦ *Accommodations are the exception: their card button honours the switch, but the booking button on an accommodation page always opens the booking calendar and cannot be redirected.*

Hiding a product from grids entirely

A product can be kept out of all grids with the **Hide From Overview** toggle on the product itself. It is removed from overview grids, related-product sliders, previous/next navigation, and archive pages — while still being reachable at its own URL.

Use it for products that should only be sold through a specific landing page or a direct link.

■ Image aspect ratio

Product images across the grids share one aspect ratio, set globally rather than per element — so your shop, your related-product sliders and your accommodation grids all crop the same way and the grid stays even.

It lives in your site's styling controls, in the Flowworx **General** section, under **Images**. The default is 3:2.

✦ *Because it is global, changing it re-crops every card on the site at once. That is the point — but preview a page with mixed portrait and landscape product photos before settling on a tall ratio.*

■ Elements vs. pages

Elements do not create pages — they are placed on pages that already exist. If you need a new page (e.g. a new event landing page), the page needs to be created first under **Pages** in the admin, and then the relevant elements are added to it in the builder.

See the [Pages & Menus](#) guide for how to create and manage pages.