

Using the Page Builder

DOCUMENTATION · PAGE BUILDER

■ What this guide covers

Your site is designed with YooTheme Pro, a visual page builder. Instead of writing code, you build pages by stacking blocks of content and arranging them on screen — and you see the result as you work.

This guide covers the essentials you actually need day to day: how a page is structured, how to add and arrange columns, how to place titles, text, images, and buttons, how to style what you have placed, how pages adapt to mobile, how templates let one design serve every product you sell, and how to save a layout so you can reuse it elsewhere.

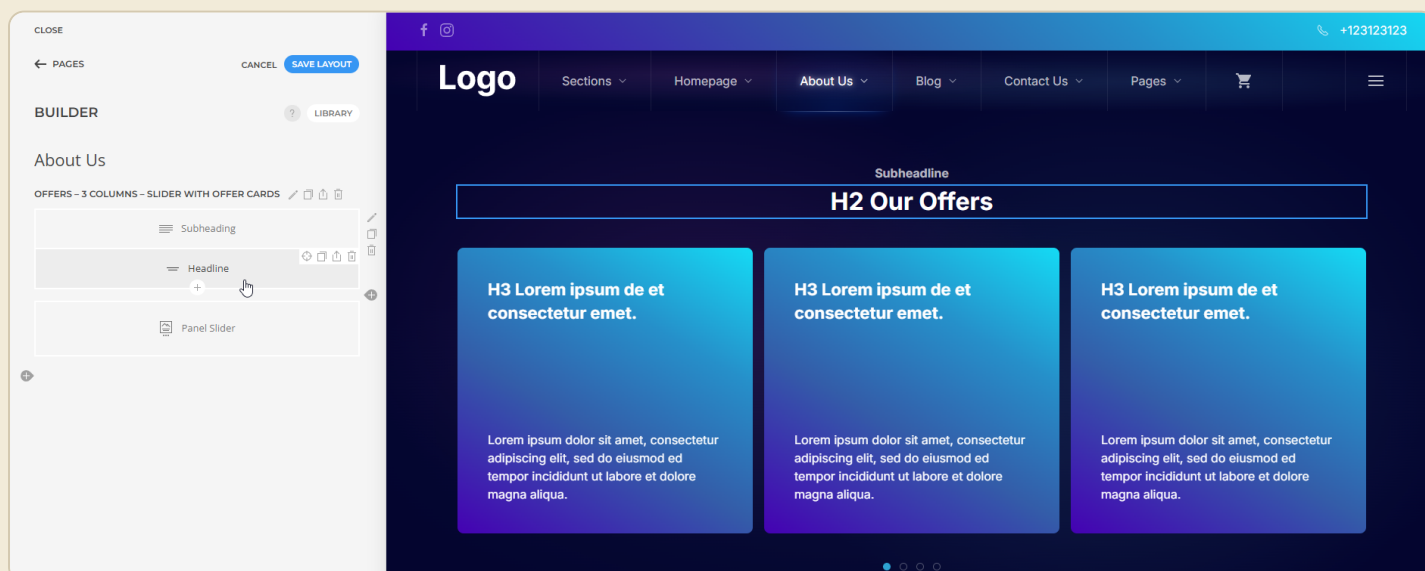
Two related guides sit alongside this one: *Adding Features to Your Pages* covers the Flowworx elements (booking buttons, product grids, forms), and *Pages & Menus* covers creating pages and navigation. This guide is about the builder itself.

This is the condensed, essentials-only version. Where you want the complete detail on a topic, YooTheme's official documentation is linked throughout and collected at the end under *Going further*.

✦ *The builder is powerful, and it is easy to change more than you intended. When in doubt, edit what is already on the page rather than rebuilding it — and for structural changes to a functional page (checkout, profile, shop), contact Creationworx.*

■ How a page is structured

Everything in the builder is built from four nested pieces. Understanding how they fit together is most of the battle.



Section, row, column, element — the four levels a page is built from.

- **Sections** — the largest blocks. A section spans the full width of the screen and groups everything inside it. Sections stack from top to bottom and cannot be placed inside one another. Think of them as the horizontal bands of your page.
- **Rows** — live inside a section. A row is where you decide on columns.
- **Columns** — live inside a row, side by side. One row can hold a single column or several columns next to each other.
- **Elements** — live inside a column. Elements are the actual content — a headline, a paragraph of text, an image, a button, or a Flowworx element like a booking button.

So the nesting always runs: **section** → **row** → **column** → **element**. A simple page is one section, with one row, with one column, holding a few elements.

■ Opening the builder

To edit a page's design, open the page and click **Edit with YooTheme** (see the *Pages & Menus* guide for creating and opening pages). The builder opens as a live preview of your page — what you see is what visitors will see.

As you move your mouse over the page, a small **toolbar** appears on whatever you are hovering — a section, a row, a column, or an element. That toolbar is how you act on that specific piece.

When you make a change, **Save Layout** and **Cancel** buttons appear at the top right:

- **Save Layout** keeps your changes and applies them to the live site.
- **Cancel** discards every change made since your last save.

✦ *Saving the layout saves the page content. It does not save site-wide theme settings — those are saved separately. For everyday page edits, Save Layout is all you need.*

■ Adding content

Adding a section

Hover near the bottom of an existing section and click the **Add** (+) icon in the bottom-left corner. A new section appears below, ready for a row.

Adding a row

Hover over a section and click the **Add** (+) icon in the bottom-right corner to add a row inside it.

Adding an element

Click inside an empty column. The **element picker** opens, showing all available elements — basic ones like **Headline**, **Text**, **Image**, and **Button**, and the **Flowworx** elements grouped by feature. Click the one you want and it is placed in the column.

✦ *If a column already has elements, use the **Add** (+) icon on the element toolbar to add another one above or below it.*

■ Working with multiple columns

Columns are how you place content side by side — text next to an image, three features in a row, and so on. The number and width of columns is a property of the **row**.

Choosing a column layout

Hover the row, open its settings, and click the layout preview to open the **Row Layout** picker. It offers three kinds of layout:

- **Equal** — splits the row into up to six columns of the same width (two halves, three thirds, and so on).
- **Variable** — splits the row into up to six columns of *different* widths (for example, a wide column beside a narrow one).
- **Fixed** — up to three columns where one column has a fixed width and the others fill the rest.

Pick the arrangement you want and the row updates immediately.

Fine-tuning widths

For a multi-column row, the **Edit Layout** button lets you set widths precisely — as fractions (Halves, Thirds, Quarters, Fifths) that should add up to the full width, or as fixed sizes (Small through 2X-Large), with **Auto** to size a column to its content or **Expand** to fill the remaining space. You can set different widths per device — covered in *Mobile and tablet* below.

Spacing and alignment

- **Column Gap** — the space between columns when they sit side by side.
- **Row Gap** — the space between columns once they stack on smaller screens.
- **Show dividers** — draws a line between columns.
- **Alignment** — expand the columns to fill the row, centre them, or align them to the left.

Content width

A row's **Max Width** controls how wide its content runs: **Default** (the standard content width), **Small**, **Large**, **X-Large**, **Expand** (full width with padding), or **None** (full width, no padding). Use **Default** for most content; use the wider options for hero areas or full-width imagery.

Want the full detail on column layouts, widths, and spacing? See [Rows](#) in YooTheme's documentation.

■ Adding titles and text

Titles — the **Headline** element

The **Headline** element is how you add a title or heading. Its key options:

- **Content** — the heading text itself.
- **HTML Element** — the heading level, from **H1** down to **H6**. This sets the *semantic* level for search engines and accessibility, independent of how big it looks. As a rule: one H1 per page (the main title), H2 for major sections, H3 for sub-points.
- **Style** — the visual size and weight, drawn from your site's style kit. Because style is separate from the HTML level, you can make an H2 look large or small without changing its meaning.
- **Decoration** — optionally add a small divider, bullet, or line to dress up the heading.
- **Link** — turn the heading into a link if you need to.

✦ *Keep headings consistent with your style kit rather than overriding sizes case by case. Consistent headings are what make a site feel designed rather than assembled.*

Body text — the **Text** element

The **Text** element holds paragraphs, using a familiar rich-text editor — bold, italic, lists, and links, much like any word processor. Useful extras:

- **Drop Cap** — enlarges the first letter of the paragraph as a decorative initial.
- **Columns** — flows the text into two or more columns, with an optional divider between them.
- **Text Style** — applies a predefined style (for example, a larger lead paragraph).

■ Other everyday elements

- **Button** — a call-to-action button. Set its **text**, its **link**, and its **style** (the styles come from your style kit, so buttons stay consistent across the site).
- **Image** — place a picture. Set the **image** itself, optional **alt text** (a description used for accessibility and search), an optional **link**, and a border treatment (rounded, circle, pill). An image can also open enlarged in a popup.
- **Divider** — a simple horizontal line to separate content. It has a **Style** and, for smaller dividers, an **Alignment** (left, centre, right).

✦ *There is no separate "spacer" element. Control spacing with the margin settings on an element (in its Settings tab) and with the padding on sections and rows. This keeps spacing tied to the design system rather than scattered through the page.*

■ Moving, copying, and deleting

Every section, row, column, and element has the same hover toolbar. The actions you will use most:

- **Edit** — open the settings. For a section or row, click the toolbar; for an element, click its name.
- **Copy** — duplicate the item with all its content. The fastest way to repeat a styled block.
- **Delete** — remove the item and everything inside it.

- **Save in Library** — store the item to reuse later (see *Saving and reusing layouts*).
- **Add** — add a new section, row, or element next to this one.

To **reorder** by dragging:

- **Sections** — grab the section by its name and drag it up or down.
- **Rows** — grab the empty space just below the row.
- **Elements** — grab the element itself and drag it to a new column or position.

■ Editing and styling an element

When you edit any element, its settings open in three tabs:

- **Content** — what the element shows (the heading text, the image, the button label and link, and so on).
- **Settings** — how it looks and behaves: text alignment, background, margins, and similar display options.
- **Advanced** — finer control, including custom spacing, animation, and a **Disabled** switch that hides the element without deleting it.

Most of the time you will only touch **Content**. Reach for **Settings** to adjust spacing or a background, and lean on the styles your site already defines rather than setting colours and sizes by hand — it keeps every page consistent.

■ Flowworx styling controls

Alongside your theme's own style settings, Flowworx adds its own groups for the parts of the site it renders — the checkout, the booking calendars, the customer profile, notifications, and general shared settings such as the product image aspect ratio.

These are site-wide rather than per page. Setting a card corner radius or an accent colour there applies it everywhere that component appears, so your shop, your booking flow and your customer profile stay visually consistent without you styling each page.

You will rarely need to open them: they are configured during setup to match your design. The one people do reach for is the **General** group's image aspect ratio, which controls how product images are cropped across all the grids.

✦ *Changing a setting here affects every page at once, which is the point — but it also means a change made to fix one page can alter several others. If you are unsure what a control governs, contact Creationworx rather than experimenting on a live site.*

✦ *Individual elements can still be styled on their own **Settings** tab. Prefer that when you want one grid to look different, and the site-wide controls when you want a consistent change everywhere.*

■ Mobile and tablet

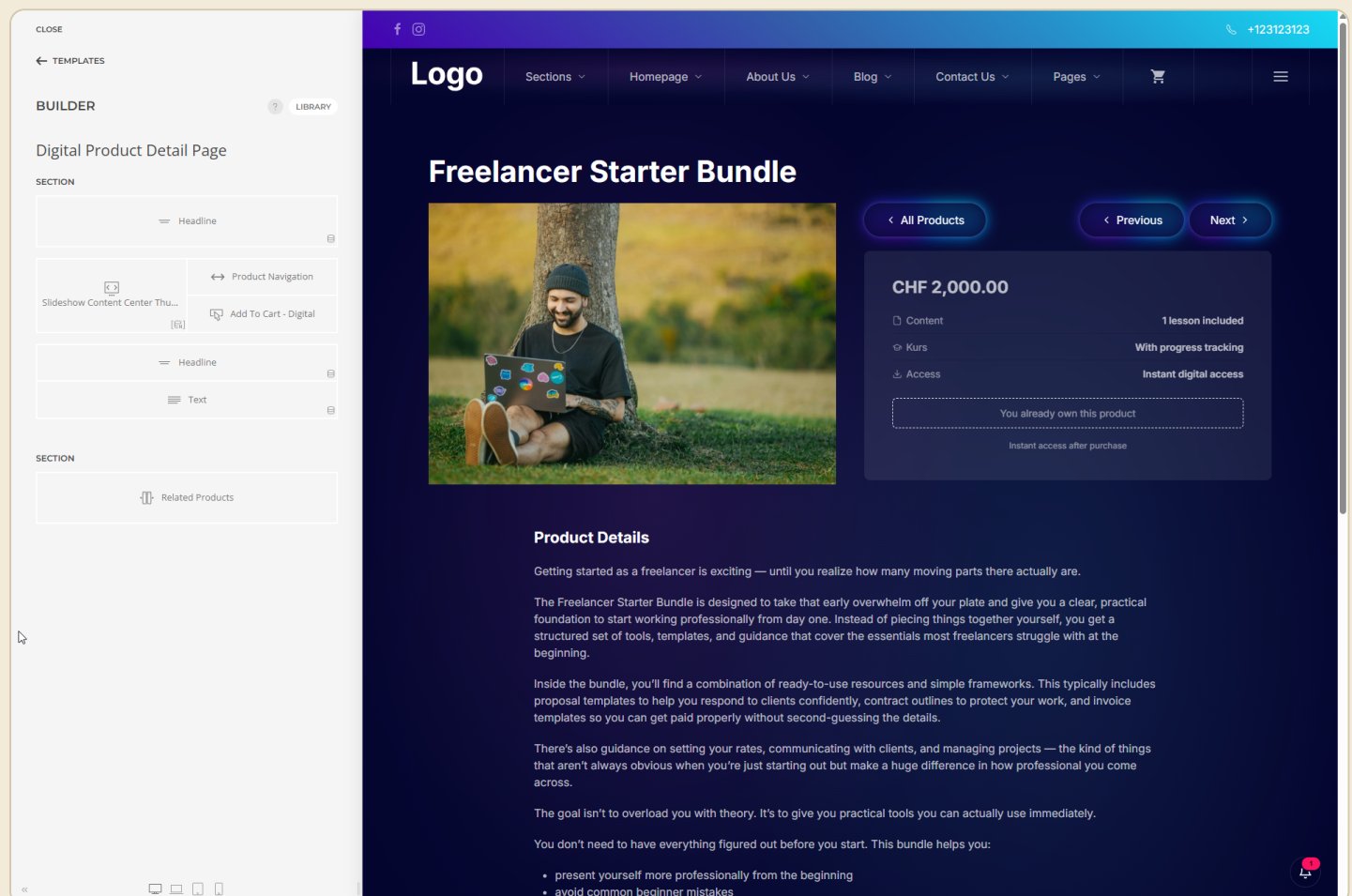
Your pages need to work on phones as well as desktops, and the builder handles most of this automatically.

- **Automatic stacking** — when the screen gets too narrow for columns side by side, they stack on top of each other. You do not have to do anything for this to happen.
- **Per-device widths** — in **Edit Layout**, you can set a different column width for each screen size (desktop, tablet, phone). If a size is left blank (shown as →), it inherits the width from the next larger size — so you usually only set the largest size and adjust smaller ones where needed.
- **Device preview** — switch the builder preview between desktop, tablet, and phone to check how a page looks before publishing.
- **Show or hide per device** — an element or column can be hidden on specific screen sizes when it does not belong there.

✦ *Always preview a page on the phone size before saving. Most layout surprises — a headline too large, columns that should stack sooner — show up there first.*

■ Templates — one design for many products

Everything so far has been about building *one* page. Templates are how you design a layout **once** and have every product of a given type use it.



One template drives the layout of every product of a given type.

This is the single biggest time-saver in the whole system, and it is worth setting up properly before you add products in volume.

The problem templates solve

Without a template, every new physical product means building a page: place the image, write the heading, lay out the description, drop in the buy button, add the related-products slider. Twenty products means doing that twenty times — and when you want to change the layout, twenty times again.

With a template you build that arrangement once and bind it to the product type. Every physical product on the site then renders through it automatically, pulling in its own image, title, description and price.

What adding a product then looks like

Once a product template is in place, creating a product is no longer a design job:

- 1 Go to **Offers** → **Products**, click **Add product**, and pick the type in the dialog
- 2 Type the title
- 3 Write the description in the ordinary editor field
- 4 Fill in the product fields — price, weight or dates, stock, images
- 5 Publish

That is all. The product has a complete, properly designed page immediately, and it matches every other product of its type. You never open the builder for an individual product.

✦ *This is the arrangement to aim for. If you find yourself building a page for each product, something is not set up — a template would remove that work entirely. Contact Creationworx if your products are not yet on one.*

Where templates live

Templates are managed in the theme's **Customizer**, under **Templates** — not under Pages, and not in the builder's layout library. From there you can add a template, assign it to the content it applies to, set which template wins when more than one could apply, and enable or disable it without deleting it.

Assignment is what makes it a *product* template: you point it at a post type — physical products, digital products, events, accommodations, digital content — and every post of that type uses it.

How a template pulls in each product's own content

A template is a layout with placeholders rather than fixed content. Its elements are bound to **dynamic content**, meaning "the current post's title" rather than a title you typed. When the template renders for a specific product, each placeholder resolves to that product's own values — title, description, featured image, and the product fields.

The Flowworx elements are built for this. Each buy button has a product selector whose first option is **Current Post (Dynamic)**:

ELEMENT	SET IT TO	RESULT
Add To Cart – Physical / Digital, Event, Subscription button	Current Post (Dynamic)	The button sells whichever product the page is showing
Related Products	Product Type: <i>Auto</i>	Detects the current product's type, so one slider works for every type
Product Navigation	—	Cycles through products of the current type automatically

Pick a specific product from the dropdown instead and the element is pinned to that one product — right for a landing page, wrong for a template, where it would make every product page sell the same item.

✦ *The dynamic option is also the default behaviour when no product is selected, so a button on a template generally does the right thing already. Set it explicitly anyway — it makes the intent obvious to whoever opens the template next.*

Which templates a Flowworx site usually has

One per product type you sell, plus one for lessons:

- **Physical product** — image, description, price, add-to-cart, related products
- **Digital product** — the same, usually with the *Already Owned Message* configured on the button
- **Event** — description, dates, location, ticket button
- **Accommodation** — accommodation detail element plus the booking button
- **Digital content** — your lesson layout. This is the important one for courses: put the **Progress Button** and **Course Navigation** elements here and every lesson gets them, rather than adding them page by page. See the Courses & Learning Programs guide.

Editing a template

Changing a template changes every product that uses it, at once. That is the point, and also the risk.

✦ *Before restructuring a live product template, save a copy of its layout to the library first (see below). If the change goes wrong it goes wrong across your whole catalogue, and the library copy is the quickest way back.*

✦ *Preview a template against a product with unusually little content and one with a lot — no image, a one-line description, a long description, six pros-and-cons entries. A template that only looks right for your best-filled product will look broken on the others.*

Full reference: [Templates](#) and [Dynamic Content](#) in YooTheme's documentation.

■ Saving and reusing layouts

Built something you want again? You do not have to rebuild it. The **layout library** lets you save and reload designs.

Saving

- **A whole page** — open the layout library and click **Save Layout** in the upper-right corner.
- **A single section** — hover the section and click its **Save in Library** icon. This is the handier option for reusing one block (a styled call-to-action, a pricing row) across pages.

Loading

Open the **Library** and choose from two tabs:

- **My Layouts** — your own saved layouts and sections. Click one to load it.
- **Pro Layouts** — YooTheme's prebuilt designs to start from (this tab needs an active YooTheme licence key).

When you load, a setting in the lower-left lets you choose **Replace layout**, **Insert at the top**, or **Insert at the bottom** — so a loaded block can be added to a page without wiping what is already there.

Moving layouts between sites or pages

- **Download** — hover a saved layout and click **Download** to export it as a `.json` file. **Download All** exports everything at once.
- **Upload Layout** — click **Upload Layout** in the upper-right to bring a downloaded `.json` file in. This is how you carry a layout from one site or project to another.

✦ *Saving a section to **My Layouts** before a big edit is a cheap insurance policy — if the edit goes wrong, you can reload the saved version instead of rebuilding.*

More on the layout library, including the cloud-based Pro Layouts: [Layout Library](#) in YooTheme's documentation.

■ Undo and working safely

- **Cancel** discards every change since your last **Save Layout** — your escape hatch if an edit went wrong and you have not saved yet.
- Prefer **editing** existing content over rebuilding a page from scratch. Rebuilding is where layouts break.
- Some pages carry Flowworx elements that make them work — checkout confirmation, the profile page, the shop. Change the content on these freely, but leave their structure alone unless you are sure.
- For a new page from scratch, or a structural change to a functional page, contact Creationworx rather than risking a live page.

■ Going further — YooTheme's own documentation

This guide is the condensed, essentials-only version. When you want the complete reference for a topic, YooTheme's official documentation covers every option in full. (These pages are in English.)

- [Introduction & overview](#) — the documentation home
- [Page Builder](#) — sections, rows, columns, and elements
- [Rows](#) — column layouts, widths, gaps, and responsive behaviour
- [Elements](#) — the settings shared by every element
- [Basic Elements](#) — Headline, Text, Image, Button, Divider, and more
- [Element Library](#) — the element picker and saved presets
- [Templates](#) — creating templates, assigning them to content, priority and status
- [Dynamic Content](#) — binding elements to the current post's own fields
- [Layout Library](#) — saving, loading, downloading, and uploading layouts