

**Todo:** We need to add some instructions here about creating URLs with source tracking. We need to update this documentation to ensure it's accurate and cross link it here:

<https://docs.google.com/document/d/1RE2kiOTcOifS72LhUkhA6ag4gEoN1MwDnKt-IWvXPCI/edit>

[Corpsite - Content Creation Tech Talk](#)

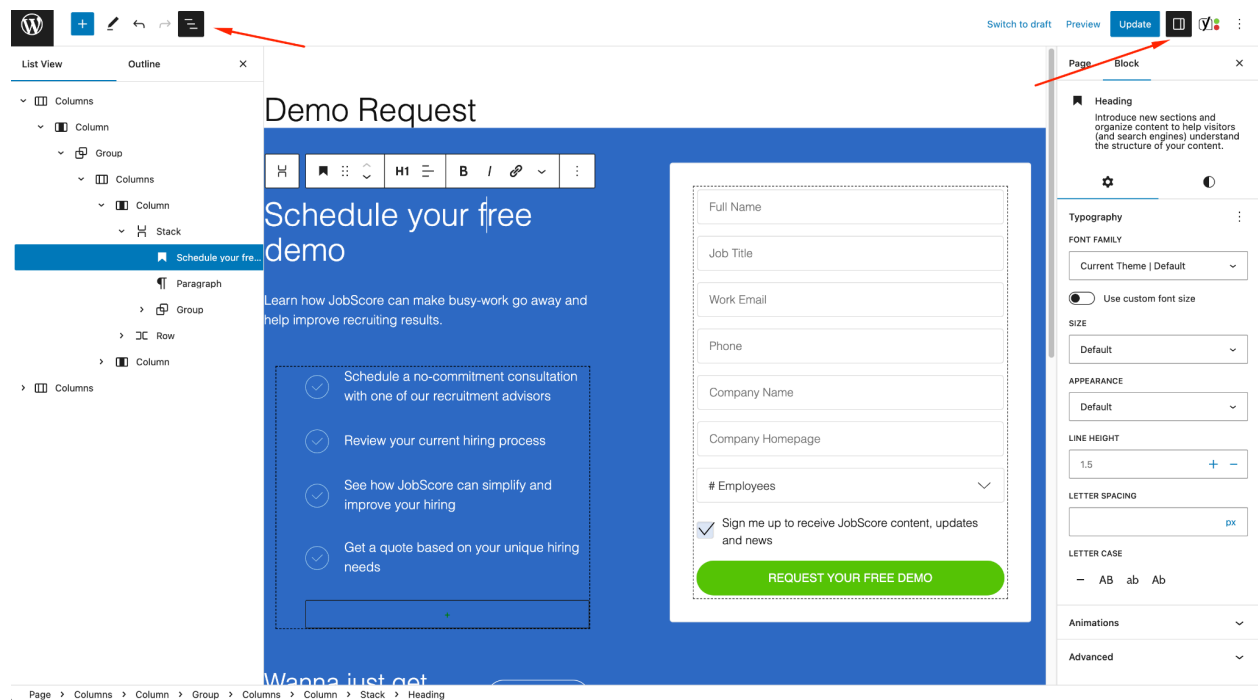
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## Introduction

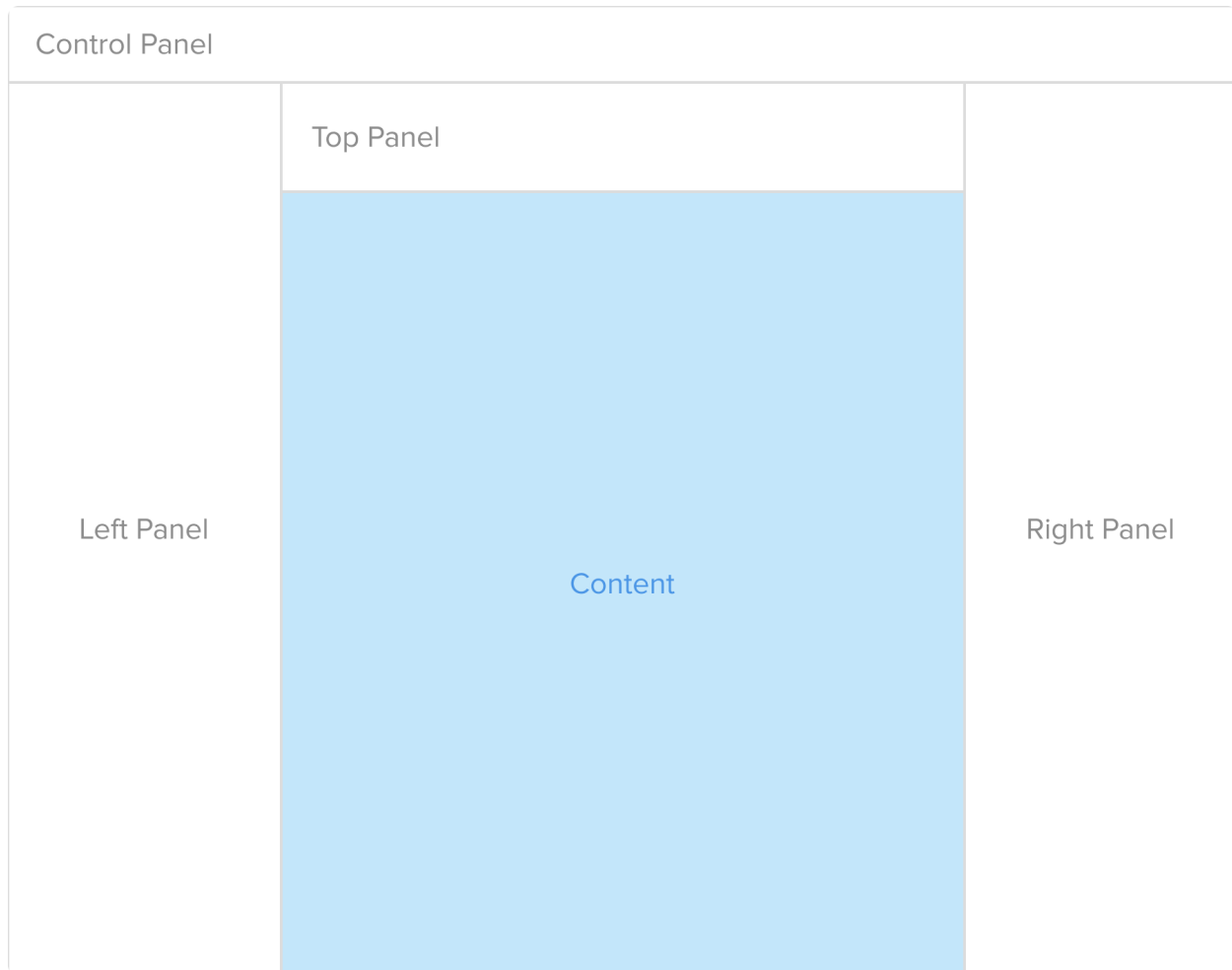
In 2023 we “re-platformed” the JobScore.com corporate website. The goal was to make it easy for both non-technical JobScore employees and 3rd party content creators to create and publish attractive content on the site *without assistance from engineers*.

After some research, we decided to start from a brand new WordPress instance and re-build every page using the [Gutenberg Editor](#), which provides a robust WYSIWYG editing experience.

This guide outlines how to create experiences using the left and right navigation panels of the editor, largely without using custom styles. You can open these panels using buttons in the control panel in WordPress when editing a page:



## Definitions



- **Control Panel:** The primary navigation of the WordPress editor. It's how you navigate (open and close panels + menus), perform primary actions (add blocks, undo, redo), as well as save and preview pages.
- **Top Panel:** An area above the content where controls to manipulate blocks are sometimes shown. When editing a block sometimes controls are shown in the top panel and sometimes they are shown in the right panel.
- **Left Panel:** An area that both:
  - Provides an interface to find a [block](#) or [block pattern](#) to insert into the content area
  - Shows the blocks included on a page (that are in the content area). It's easier to understand how blocks are used in the left panel than in the content area, and it's often easier to add, remove, and reorder from the left panel as well.
- **Right Panel:** An area that shows the available controls for a block you select in the content area or the left panel.
- **Content:** The primary editing area for a WordPress page. This is where blocks are shown in a rough-but-not-pixel-accurate preview... and they can be edited.
  - If you want to see how something will look when published, you'll need to preview the page in another tab.
- **Blocks:** The basic building blocks of the Gutenberg editor. Pages are an amalgamation of blocks. In design system terminology a block is an atom.

- **Block Pattern / Section:** Pre-set “groups of blocks” that can be dragged into the content area when making pages. In design system terminology a block pattern is a molecule.
- **Layout Blocks:** Blocks that help shape the layout of a section, controlling spacing, size, and alignment of content to fit the established layout for a page. It works as a container for other blocks, allowing even [nesting](#) of other layout blocks.
- **Content Blocks:** Blocks that compose the content itself, text, image, video, and buttons, these are the micro elements of a page.
- **Primary Navigation:** The tabs and navigation elements that are shown at the top of a page on JobScore.com. The version of the primary navigation that’s shown is determined by the [page template](#).
- **Footer:** The links and navigation elements are shown at the bottom of the page. The version of the footer shown on the page is determined by the [page template](#).

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## Tips for WordPress veterans

*If you’ve used WordPress before, there’s some stuff it would be best to **grok** before you can get to work.*

1. To easily maintain a fully responsive website we changed some of the “guts” of WordPress. This includes changes to [typography](#), [padding](#), [margin](#), [block spacing](#), and the [spacer block](#). The details are outlined in the [underlying changes](#).
2. When adding space or size values like padding or font size, make sure which [measurement unit](#) you will use to suit your needs better.
3. We’ve created custom [blocks](#) and [block patterns](#) that make it easier to build attractive, responsive pages without using custom HTML, CSS, or JavaScript.
4. Multiple [page templates](#) control the primary navigation and the footer.
5. We use [animations](#) on pretty much every page. We use the [Blocks Animation: CSS Animations for Gutenberg Blocks](#) plugin, which allows you to select animations in the right navigation. Standard animation behaviors are built into most [block patterns](#). This makes it easier to keep things consistent, and you shouldn’t have to think about animations if you build pages using block patterns (and not from scratch)
6. We use the [Yoast SEO plugin](#). We expect you to follow all [tagging guidelines](#) for the content you create. SEO performance is monitored using [AHREFS](#).
7. We religiously follow the recommendations of [Google Page Speed Insights](#). If you stick to the guidelines outlined here, your pages should be fast and you shouldn’t have to worry about performance.
8. After pages are created, we always run them through the [Corpsite Page Checklist](#) before publishing them. More instructions can be found below on the [Page Checklist](#)
9. All blocks have a set of rules on how their [height](#) and [width](#) work, make sure to know them before creating a page and editing these values.
10. Before changing anything on a page on the Staging server check if this page is already live in production, if it is you MUST copy it from Production to Staging to make sure you are making changes to an up-to-date page, some changes are made directly on Production when pages are released and they are not persisted/replicated on Staging.
11. Never choose black as the font color, always use the default color - it keeps the HTML clean.
12. You should never change the alt or title of an image during page creation, these metadata are added to the image itself through the Media Library.
13. Never choose white as the background color, always use the default color - it keeps the HTML

clean

14. Take care when switching between Stack or Row block or to a Group block, the Responsive Alignment control adds custom CSS classes that may persist and break the block after switching, you will have to open the Advanced controls in the right panel and remove the custom classes manually.
  15. Stuff not to use
    - a. Unbounce or other landing page builders: Use the landing page template
    - b. Form or lead capture plugins: Use one of the form patterns or ask engineers to build a new form pattern for you using some hidden blocks.
- 

## How to Create Content

You might receive tasks that involve updating a page's content or creating an entirely new page using blocks. When accessing the WordPress admin panel you will open the Page Editor by navigating to Pages and selecting the page you want or the button to create a new page.

Follow the [tips](#) mentioned above to create the content you need following our standards and rules.

## Page Creation

- Try using [Block Patterns](#) whenever possible, they will speed up the process and you will need only to change text and assets.
- You don't need to worry about the Header and Footer of the page, just remember to select the correct [page template](#) on the right panel on the Page tab.
- If you want to create a section from scratch remember to follow our [nesting](#) standards, start with a Group or Background Media with full width, then add the layout block you need to build the layout (Columns, Group, Stack, or Row) with animation applied, then any block you need to create the content.
  - There are exceptions where you might need to start with a Columns block full width, this is only recommended when the section you are building is multi-background-color horizontally.
- Get to know the default styles and behaviors that blocks have, like paragraphs and headings that have a padding-bottom by default, or Columns that have a default gap between them. If you want to change or remove these things you must do it manually through the right panel of the block.
  - To understand the blocks you are using always check the right panel to see all default values for each control so they become familiar to you.
- It is better to set text styles on [Layout Blocks](#) such as Groups, so all paragraphs inside inherit those styles making it easier to change later, you can even change some of the paragraphs' styles individually in case you need it.
  - You can even set the text link color (default and hover) through layout blocks, just keep in mind we have a default link color for black text and one for white text.
- Be aware of the default [content width](#), you can set a Layout Block width to be the navigation



width or full width if you don't want the default one.

- For [videos](#), if they are an animation that has no sound and should loop you can add the asset to the WordPress library and add the Video block to insert it to the page, if it is a GIF use the Image block.
- If you want the content to appear on a desktop and be hidden on a tablet or mobile use our [Content Visibility control](#)
- When adding links/buttons, if the URL that it goes to is inside our site ALWAYS use a relative path, if possible do the same for assets (images, videos, etc).
- If you want to add an [anchor](#) to a section of a page put an empty Group above the section and add the anchor to it with our custom class "Group-anchor".
- For 2-column sections that have an image on one side and other content on the other side make sure that on mobile the image column is ALWAYS the first one.
- Follow our design patterns for sections' colors, always intercalating between one with a dark background and one with a light background.

## Page Maintenance

- If you are going to make a big change, like re-creating a complex section or changing the layout of the content always preview before publishing.
  - if this new content needs to be reviewed, create a copy of the page and make your change on the copy, you can keep it as Draft or publish it as Private and send the URL to the reviewer.
- When changing assets like images, make sure that the size of the new image matches the old one in case the section was built with that in mind, otherwise, you may have to adjust the entire section and its content.
  - For images, make sure that you fill its 'alt' after the change, it is mandatory for SEO optimization and accessibility.
- Be careful when selecting a bunch of blocks to remove or reorder, the editor can break sometimes due to our work extending blocks or overriding default stuff from WordPress.
  - Fortunately, there is an autosave while you make changes so you can refresh and recover what you did, you may only lose the last change you made when the editor broke.
- When copying and pasting text to the editor make sure to press Cmd+Shift+V or Ctrl+Shift+V, otherwise, the text may persist the styles and settings from its source.

If a block appears broken on the editor, and above it appears the action "Attempt Block Recovery" only press it if you know what that block was doing and how the final content is expected to work, so you can check if the recovery messed up something and rollback if needed. If you are not sure or don't have the context of that page/section ask someone before trying to recover the block.



To learn more about how Indeed helps millions of job seekers and employers find the right fit every day, visit:  
<https://www.indeed.com/hire>

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Sometimes the block is working just fine but WordPress shows that error on the editor anyway, if it

works on the final result you can leave this error message untouched and make the changes you want on the page and save it.

This block recovery alert will also appear when the change on the page/block was done via code, some blocks or sections of our site, like the pricing table, need an engineer to help depending on the change you want to make, when the code is deployed the block on the page editor will need to be recovery to apply the code changes to it.

## Exercises

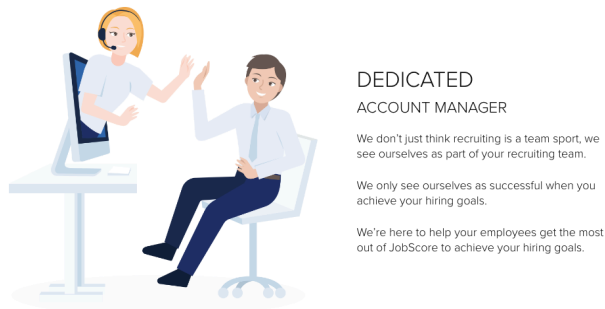
Getting better at creating content on Gutenberg comes with practice, feel free to access and study our [section guide](#) and [style guide](#) pages, also practice with some of the exercises below.

Try to do it yourself, and have fun!

## Section


**2-Column section with image and text** - Difficulty: Common

Example: <https://www.jobscore.com/enterprise/>



**Dark 2-Column section with image and text with links + button** - Difficulty: Common

Example: <https://www.jobscore.com/enterprise/>



## CUSTOM REPORTS & ANALYTICS

JobScore is designed to be the single source of recruiting truth by pulling information from other systems through powerful integrations.

We help you measure recruiting so you can spend wisely, improve continuously and stay compliant.

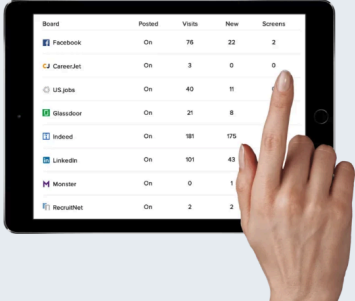
[LEARN MORE ABOUT OUR BI CONNECTOR](#)

**2-Column section with image and text, the image is aligned to the bottom and won't resize after a certain height value - Difficulty: Complex**

Example: <https://www.jobscore.com/features/job-posting-site/#auto-post>

### AUTO-POST TO FREE JOB BOARDS


- ✓ JobScore can automatically post your jobs to free job boards, easily saving your team 1 hour of data entry per job, per month.
- ✓ Job postings stay published as long as the job is open, so you don't need to worry about re-posting the same job multiple times.
- ✓ Don't want to post a specific job? No problem! Turn automatic job posting on or off whenever you want.




Board	Posted	Visits	New	Screens
Facebook	On	76	22	2
CareerJet	On	3	0	0
US jobs	On	40	11	
Glassdoor	On	21	8	
Indeed	On	181	175	
LinkedIn	On	101	43	
Monster	On	0	1	
Recruithunt	On	2	2	

**Row with a left side Image overlapping right side content - Difficulty: Complex**

Example: <https://www.jobscore.com/pricing>



Don't see what you need? Let us create a custom plan & quote to fit your needs.



# Page

Try recreating these pages on the Staging or local environment

**Difficulty - Common | Do not use Block Patterns**

Page: <https://www.jobscore.com/enterprise/>

**Difficulty - Complex | You can use Block Patterns**

Page: <https://www.jobscore.com/features/job-posting-site/>

**Difficulty - Edge Case | No block patterns will probably help, good luck**

Page: <https://www.jobscore.com/resources/customer-stories/spokeo/>

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## Underlying changes

*To create a modern experience we committed to making the website fully responsive. This means that most things including, typography, content, and spacing dynamically adjust as you adjust the browser width. To gracefully support this and afford control to content creators we had to make some non-trivial changes*

- The underlying changes make standard wordpress formatting controls more powerful across all blocks.
- The defaults for the underlying changes help make things look great on both mobile and desktop screens and stay consistent throughout the site.
- The underlying changes make it easier to override standards to customize designs without writing code.

## Responsive Typography

There is a default typography scale from Gigantic to Small. This scale is designed to correspond to a style (H1, H2, H3, H4, Default, and Caption font sizes)

Each of the range presets on the select has two different values in pixels (px): a desktop value and a mobile value.

Font size is responsive and scales linearly between the two values as you widen the screen.

You can also choose a custom font size outside the scale if needed by flipping the “Use custom font size” Switch (see screenshot).

The default value (aka “preferred”) is the font size that will be shown if the browser width is between the mobile and desktop breakpoints. You must enter all three values for custom font sizes.

All of these controls are available in the advanced heading, paragraph, and heading blocks.

Default

▼

Default

✓

Gigantic | 44 - 34 px | H1

Huge | 34 - 24 px | H2

X-Large | 24 - 20 px | H3

Large | 20 - 18 px | H4

Medium | 18 - 16 px | H5/H6 | Default

Small | 16 - 14 px | Caption

Animations

Typography

FONT FAMILY

Current Theme | Default



Use custom font size

SIZE

MOBILE

DEFAULT

DESKTOP

PX

VW

PX

## Responsive Padding

There is a default padding scale from Extra Small (XS) to Extra Large (XL). A "None" option is also included to help in some layouts.

Each preset on the scale has two values in pixels (px): a desktop value and a mobile value.

Padding is responsive and scales linearly between the two values as you change both the width and height of the browser window.

You can customize the top, left, right, and bottom padding individually using the XS to XL scale by clicking on the "Unlink sides" button.

You can also add values outside of the scale globally or for individual top, left, right, or bottom padding by clicking on the slider icon.

The same behavior is available for mobile devices. If no mobile padding values are set, the block will use the desktop value.

Padding controls are available in the group, columns, and column blocks.

### Spacing and Sizing

#### PADDING

☒ Desktop (Default)

☐ Mobile

### Spacing and Sizing

#### PADDING

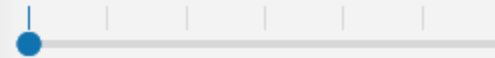
☒ Desktop (Default)



Unlink Sides

#### ALL SIDES

NONE | 0PX



☐ Mobile

### Spacing and Sizing

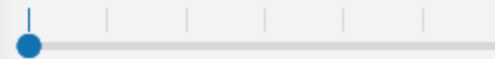
#### PADDING

☒ Desktop (Default)



#### ALL SIDES

NONE | 0PX



☐ Mobile

Set custom value

	<div data-bbox="883 226 1341 1241"> <div>Spacing and Sizing</div> <div>PADDING</div> <div> <input checked="" type="checkbox"/> Desktop (Default)           <div>↔</div> </div> <div> <div>TOP</div> <div>MEDIUM   60PX - 40PX</div> <div> </div> </div> <div> <div>RIGHT</div> <div>SMALL   32PX - 24PX</div> <div> </div> </div> <div> <div>BOTTOM</div> <div>MEDIUM   60PX - 40PX</div> <div> </div> </div> <div> <div>LEFT</div> <div>SMALL   32PX - 24PX</div> <div> </div> </div> <div> <input type="checkbox"/> Mobile         </div> </div>
<h2 data-bbox="203 1310 570 1356">Responsive Margin</h2> <p data-bbox="203 1398 764 1499">There is a default margin scale from Extra Small (XS) to Extra Large (XL). A "None" option is also included to help in some layouts.</p> <p data-bbox="203 1541 773 1608">Each preset on the scale has two values in pixels (px): a desktop value and a mobile value.</p> <p data-bbox="203 1650 784 1751">Margin is responsive and scales linearly between the two values as you change both the width and height of the browser window.</p> <p data-bbox="203 1793 789 1894">You can customize the top, left, right, and bottom margins individually using the XS to XL scale by clicking on the "Unlink sides" button.</p>	<div data-bbox="883 1318 1365 1577"> <div>Spacing and Sizing</div> <div>MARGIN</div> <div> <input type="checkbox"/> Desktop (Default)             <input checked="" type="checkbox"/> Mobile         </div> </div>

You can also add values outside of the scale globally or for individual top, left, right, or bottom margins by clicking on the slider icon.

The exact same behavior is available for mobile devices. If no mobile margin values are set, the block will use the desktop value.

Margin controls are available in the group and columns blocks.

## Spacing and Sizing

### MARGIN



Desktop (Default)



ALL SIDES



NONE | 0PX



Mobile

## Spacing and Sizing

### MARGIN



Desktop (Default)



Unlink Sides

ALL SIDES

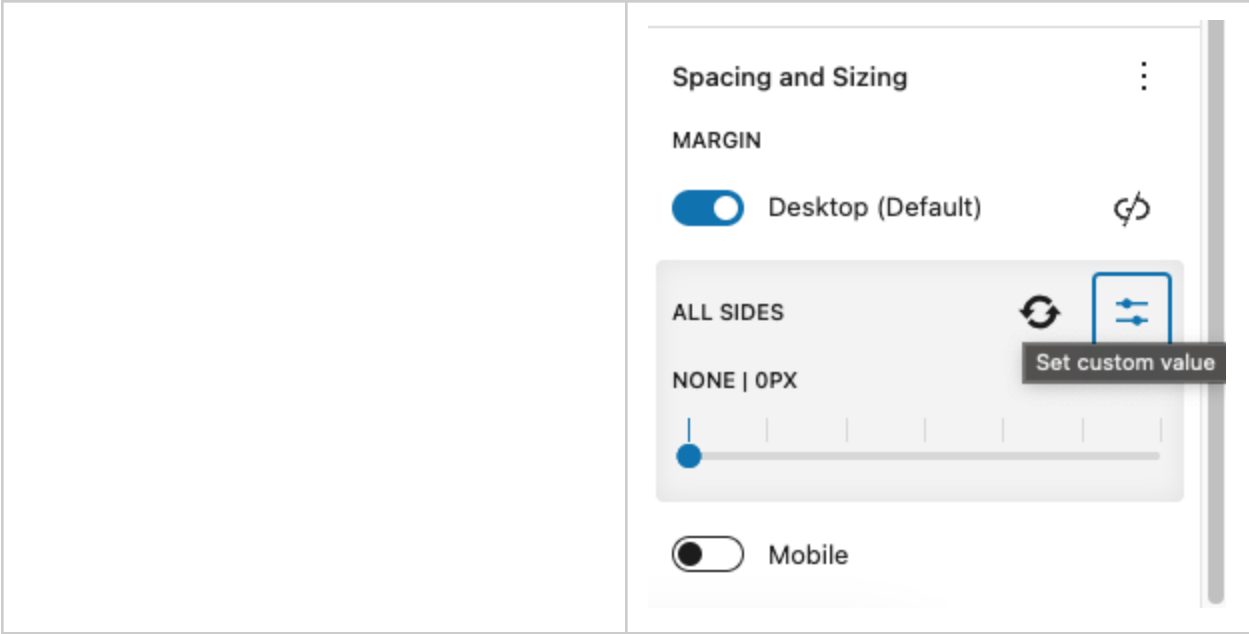


NONE | 0PX



Mobile





Spacing and Sizing

MARGIN

☒ Desktop (Default) 

**TOP**

SMALL | 32PX - 24PX

**RIGHT**

NONE | 0PX

**BOTTOM**

NONE | 0PX

**LEFT**

NONE | 0PX

☒ Mobile

## Responsive Block Spacing

There is a default scale from Extra Small (XS) to Extra Large (XL). A "None" option is also included to help in some layouts.

Each preset on the scale has two values in pixels (px): a desktop value and a mobile value.

## Block Spacing is responsive and scales linearly

Spacing and Sizing :

## BLOCK SPACING

☒ Desktop (Default)

☒ Mobile

between the two values as you change both the width and height of the browser window.

You can also add values outside of the scale by clicking on the slider icon.

The exact same behavior is available for mobile devices. If no mobile block spacing values are set, the block will use the desktop value.

Block spacing is available in the group, column, and columns blocks.

## Spacing and Sizing



### BLOCK SPACING



Desktop (Default)

#### SPACING



NONE | 0PX



Mobile

## Responsive Spacer

There is a default scale from Extra Small (XS) to Extra Large (XL). A "None" option is also included to help in some layouts.

Each preset on the scale has two values in pixels (px): a desktop value and a mobile value.

Height is responsive and scales linearly between the two values as you change both the width and height of the browser window.

You can also add values outside of the scale by clicking on the slider icon.

The same behavior is available for mobile devices. If no mobile height value is set, the block will use the desktop value.

## Spacing and Sizing



### HEIGHT



Desktop (Default)

X-LARGE | 92PX - 80PX



Mobile

## Spacing and Sizing



### HEIGHT



Desktop (Default)

#### CUSTOM

10

REM



Mobile

## Responsive Alignments

There is a content alignment/justification selector with left, center, and right justified options.

The same behavior is available for mobile devices. If no mobile justification value is set, the block will use the desktop value.

Responsive Alignment control is available on the right panel in the advanced heading custom block and the paragraph, heading, row, and stack blocks.

### Responsive Alignments



#### ITEMS ALIGNMENT



Desktop (Default)



Mobile



## Visibility

There is a content visibility selector that allows users to hide content on desktop, tablet, and/or mobile devices.

The content visibility control is available in the video, image, columns, column, group, row, and stack blocks.

This is useful when a section's layout needs to be very different on the desktop and mobile versions... and can't be easily manipulated using responsive controls like padding, margin, and justification - so you can create content that is desktop-only (hidden on mobile) and mobile-only (hidden on desktop)

### Content Visibility



Hide on Desktop



Hide on Tablet



Hide on Mobile

## Responsive Sizing

There is a spacing and sizing control where the user can set responsive width and height for some container blocks to limit its content size.

To add responsive behavior, set both min and max values. To force static sizing use a single value.

Usually, the user will set a min/max value pair for desktop/tablet and a separate min/max value pair for mobile breakpoints.

The spacing and sizing controls (width, min-width, max-width, height, min-height, max-height) are available on Group, Row, Stack, Columns, and Column blocks.

Users can use values on the Extra Small → Extra Large scale (like padding and margin), but results often don't work well. We recommend selecting custom values in px/rem/vw/vh.

The example here shows what it looks like when you select the width, but the controls are identical for all 6 values.

TOOLS

C

Padding

Block Spacing

Width ✓

Min Width

T

S

Max Width

Height

Min Height

B

Max Height

Reset all

### Spacing and Sizing

#### WIDTH

☒ Desktop (Default)

☐ Mobile

## Overflow Hidden

This control allows the user to set a negative margin to cut the top/bottom of an image.

The negative margin can be responsive and separate top/bottom value pairs can be set for desktop/tablet and mobile breakpoints.

This is useful when you want to “cut off” the top or bottom of an image for aesthetic reasons on a desktop, but want to show the entire image on mobile devices (or vice versa).

For this behavior to work the value must be negative. (e.g.  $-.5\text{rem}$ )

Overflow hidden only works on the image block.

### Spacing and Sizing

#### WIDTH

☒ Desktop (Default)

#### CUSTOM

REM



☐ Mobile

### Advanced Behaviors

#### RESIZING BEHAVIOR

Default Sizing Behavior

☒ Overflow Hidden

This will hide the overflowing part of the image. Set a negative margin to the top or bottom to control the cropping.

#### NEGATIVE MARGIN

☒ Desktop (Default)

#### TOP

REM

#### BOTTOM

REM

☐ Mobile

## Fullsize Column

This control allows you to make an image dynamically resize to fit its container by “zooming in”


For this to work the user must set a max height. The control can be responsive by setting different max heights for desktop and mobile. You can also choose how the image will “zoom in” - choosing to have the top and bottom cropped out or the left and right cropped out. If you don’t add these values it will zoom in towards the center of the image.

The full-size column behavior is useful when you want to show an image side-by-side with text, but have it extend to the end of the screen. The control dynamically resizes the image to fit the column, so it appears to “zoom in & out” as you adjust the width of your browser.

Full-size Column only works on the image block.

### Advanced Behaviors

#### RESIZING BEHAVIOR

Full Size Column 

#### MAX HEIGHT

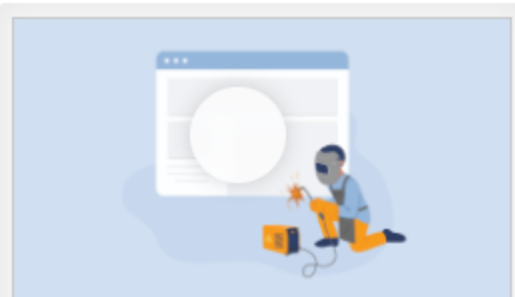
☒ Desktop (Default)

REM

☐ Mobile

#### POSITION

☒ Desktop (Default)



LEFT

%

TOP

%

☐ Mobile

## Crop Off Screen

By default images dynamically resize linearly. This control sets a point where an image will stop scaling in the browser.

Crop Off screen requires that the user set a minimum height and position. The position determines what part of the image you want to scroll off-screen. For instance, if you wanted the right of the image to scroll off screen in the right column, you'd set LEFT to 100%, if you want the left of the image to scroll off screen in the left column, you'd set LEFT to 0%.

The Crop Off screen behavior needs a minimum height, so when resizing the screen and the image reaches that minimum height it will start to crop horizontally to maintain that height.

Crop Off screen only works on the image block.

### Advanced Behaviors ^

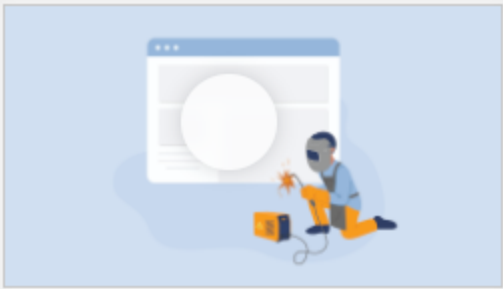
#### RESIZING BEHAVIOR

Non Resizable Height ▼

#### MIN HEIGHT

REM

#### POSITION



LEFT  %

TOP  %

## Page Templates

*Templates support different types of content on the site.*

### Blog

- Header:
  - Logo on the left that redirects to Blog homepage
  - Logo is different from the base one used on the rest of the website, to emphasize that the user is on the Blog site.
  - Two buttons on the right side, one for Login and the other that goes to the Get Started page.
- Footer: Links and an email capture form for nurture campaigns



- Usage: Blog Index, Filter Results page, and blog posts

## Default

- Header: Full Desktop + mobile navigation.
- Footer: Links and an email capture form for nurture campaigns
- Usage: for most of our [marketing pages](#) and [resources pages](#).

## Job Seeker Home

- Header:
  - Logo on the left that redirects to the job seeker homepage
  - Two buttons on the right, one to the JobScore homepage and the other to Job Seeker login
- Footer: Job Seeker pages links
- Usage: JobSeeker homepage

## Job Seeker Page

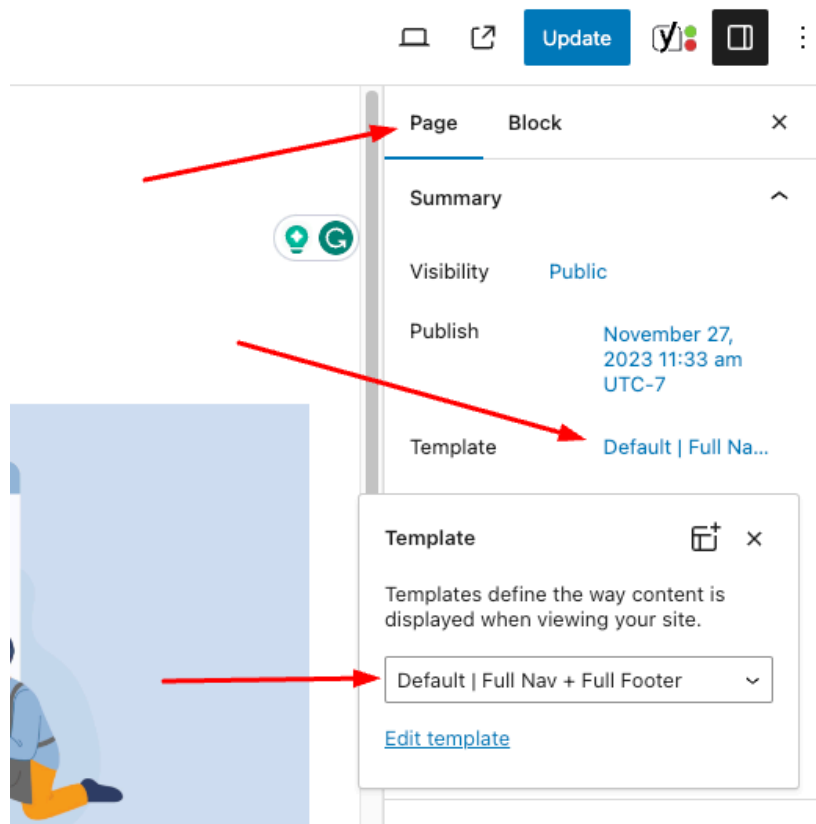
- Header:
  - Logo on the left that redirects to the job seeker homepage
  - Three buttons on the right, one to the Job Seeker Tour page, one to Job Seeker FAQ page and the last one to Job Seeker login
- Footer: Job Seeker pages links
- Usage: JobSeeker internal pages

## Landing

- Header:
  - Logo on the left
  - An optional, configurable call-to-action button on the right. Controlled by selecting page > call to action area in the right navigation.
- Footer: Minimal, required Links only
- Usage: [Landing pages](#) that support specific ad campaigns for specific audiences.

## How to select a template

Visit a page. In the right panel make sure the page tab is selected. It's the "Template:" input. Clicking on the linked template name will open a popover where you can change the template or click to edit it.



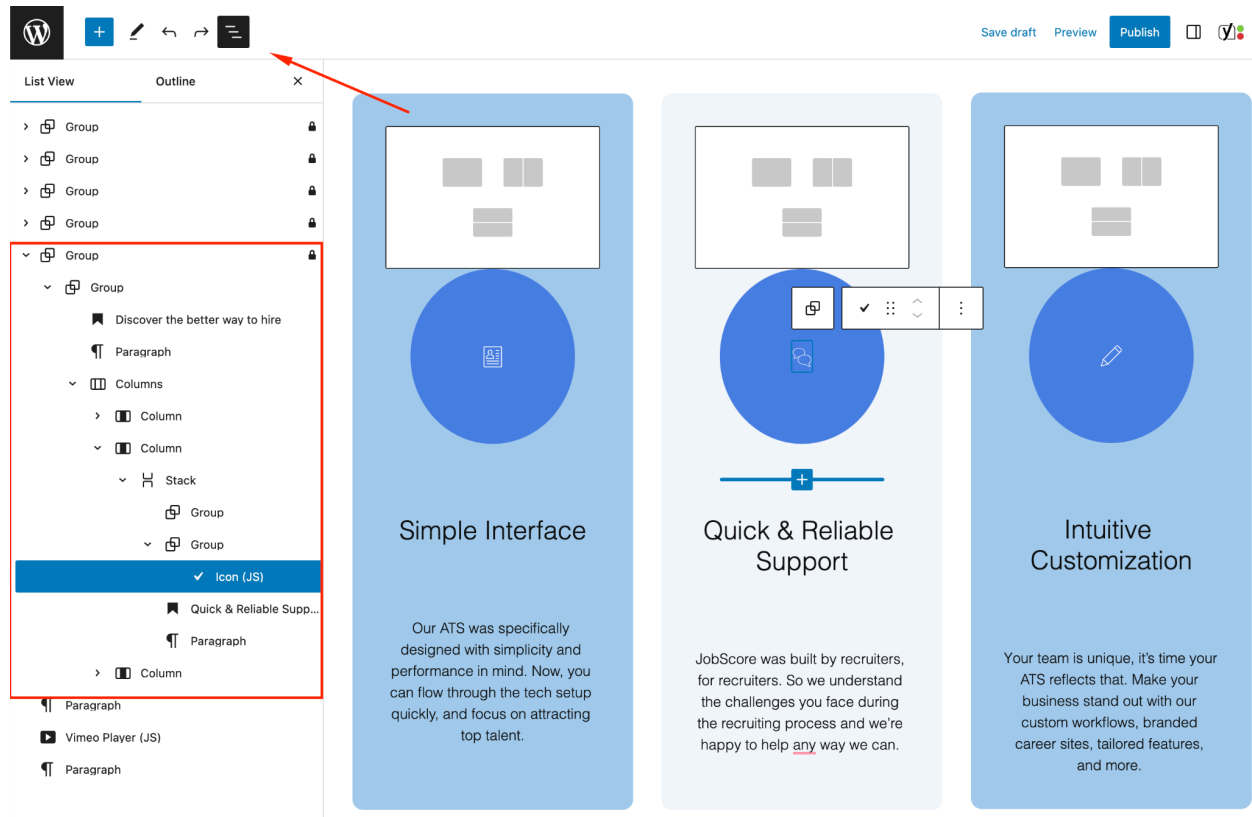
Please double, triple, and quadruple-check before editing any page templates as any changes you make will cascade throughout the website. You must inform an engineer that you are editing a page template because a unique backup process must be run to ensure your changes are not lost.

## Blocks

*Instead of creating experiences with HTML, CSS, and Javascript, almost everything is done with blocks*

### Navigating blocks

The left panel, also known as the list view, provides an overview of all the blocks on a page or post. This view offers a convenient way to search for specific blocks and navigate through your content efficiently. By accessing the left panel, you can quickly scroll through the list of blocks, helping you identify and locate the desired element without having to manually click through the content editor. This is particularly useful for long-form content:

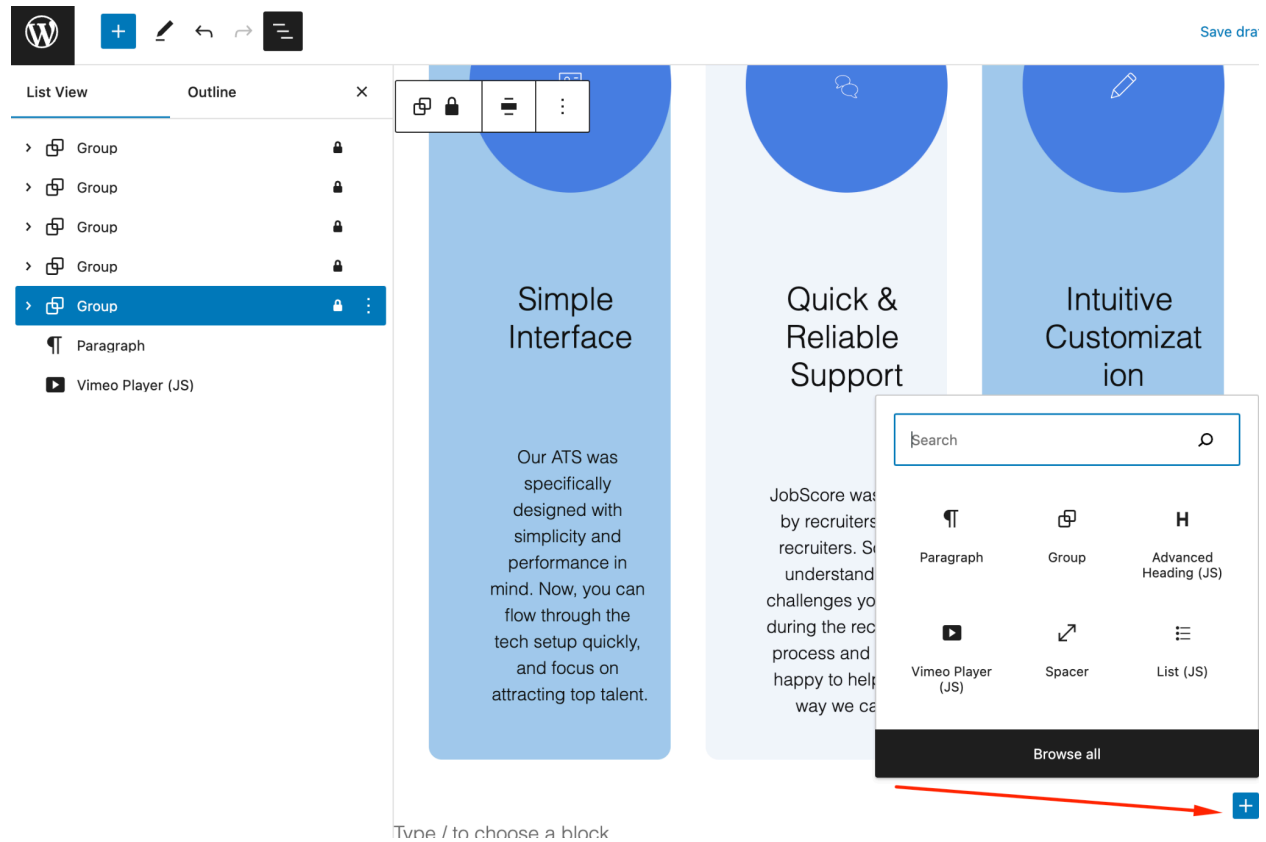


The inverse is also true. If you want to navigate to a specific part of the list view, you can often find it more quickly by clicking on an element in the content area.

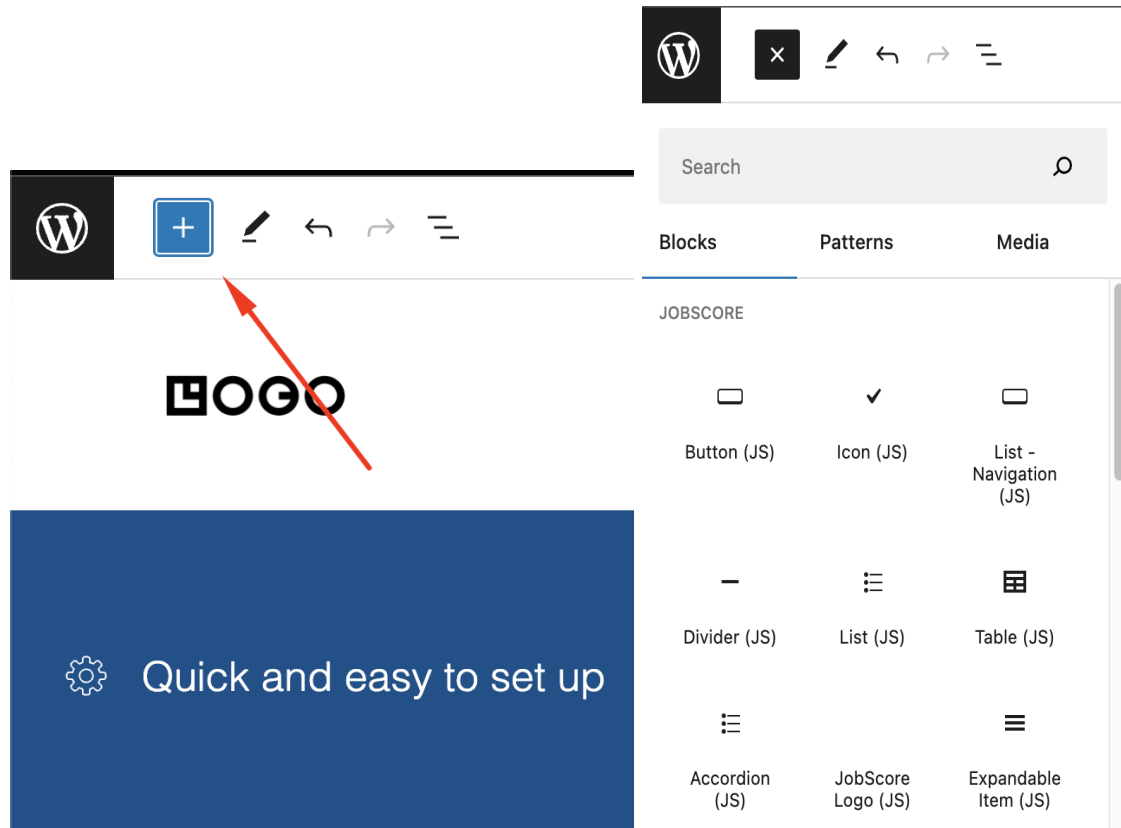
## Adding blocks

There are four ways to add blocks in WordPress:

First, you can add a block using the plus icon at the bottom right of the selected element on the content editor area:



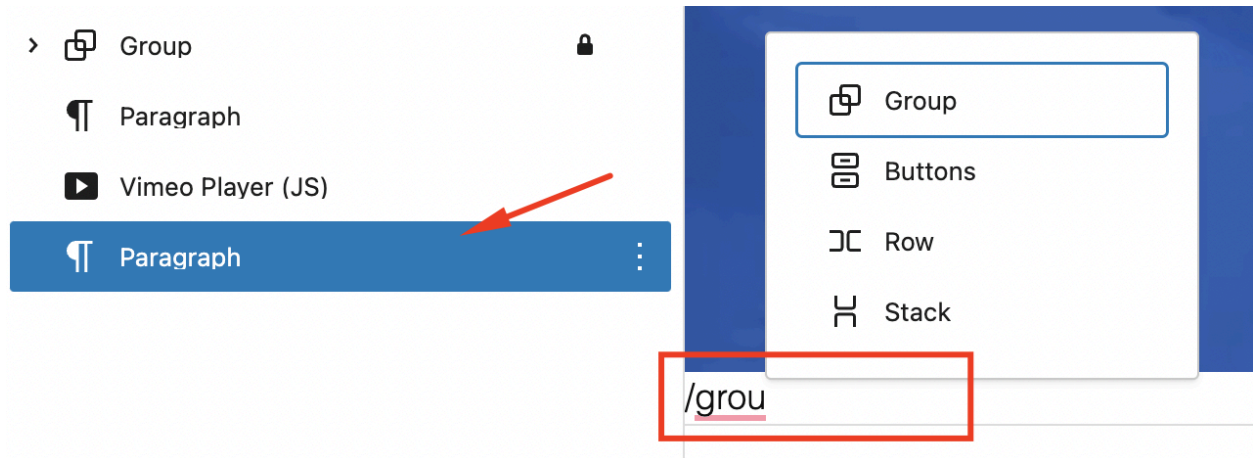
Second, you can add a block using the blue plus icon in the control panel:



Third, you can add a block using the "3 dots" action menu of any block in the left panel. The left panel is usually the easiest way to insert, remove, and reorder blocks because it's easiest to control where the block will appear:

The screenshot displays the WordPress Gutenberg editor. On the left is the 'List View' sidebar, which contains a hierarchical list of block types: Group, Columns, Column, Stack, and another Group. The 'Paragraph' block is currently selected and highlighted in blue. Below the sidebar, the main content area shows a 'SandBox' page with a heading 'DOLOR' and a paragraph of placeholder text: 'Donec et enim quis tellus iacul sapien. Vivamus nec urna finil'. A context menu is open over the paragraph, listing actions such as 'Select parent block (Group)', 'Copy', 'Duplicate', 'Add before', 'Add after' (which is highlighted with a blue border), 'Copy styles', and 'Paste styles'.

Fourth, you can select a block directly using the forward-slash ("/") key in a Paragraph block. This is handy when you already know the name of the block you are looking for



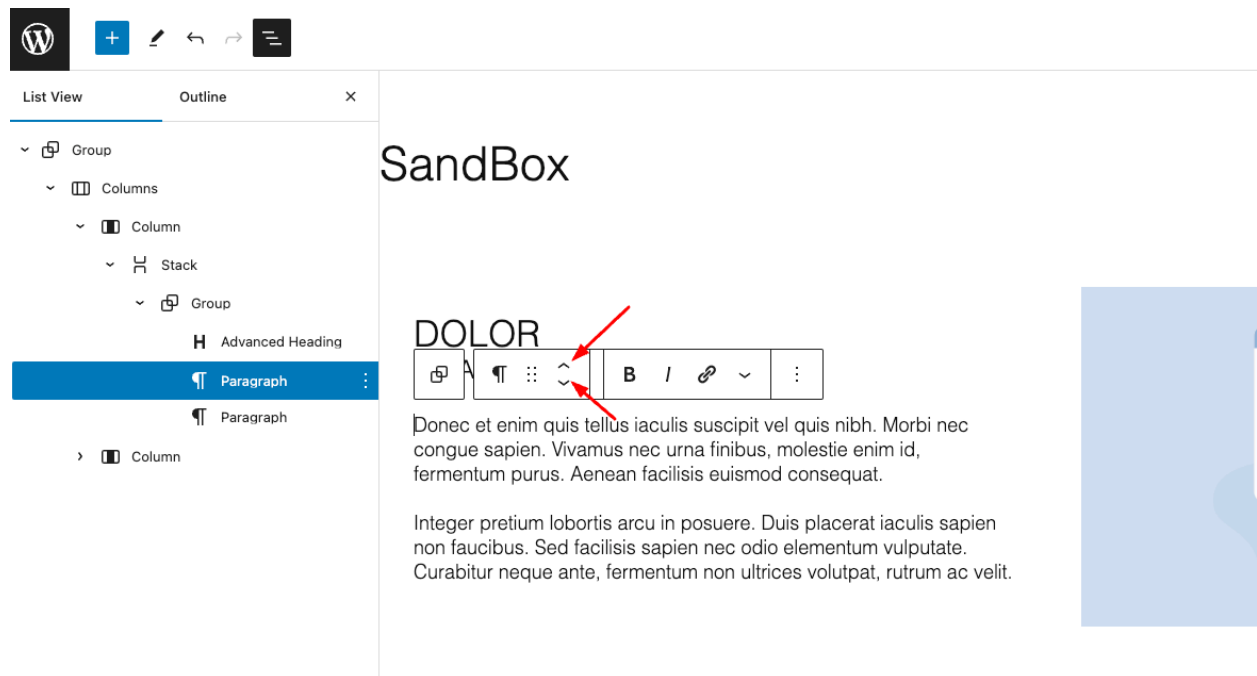
## Reordering blocks

There are two ways to reorder blocks in WordPress:

First, and easiest, you can drag and drop a block in the left panel/list view.



Second, you can click on the up/down chevron in the block control navigation that can appear above the selected block or in the top navigation of the page. You must select a block for this panel to appear.



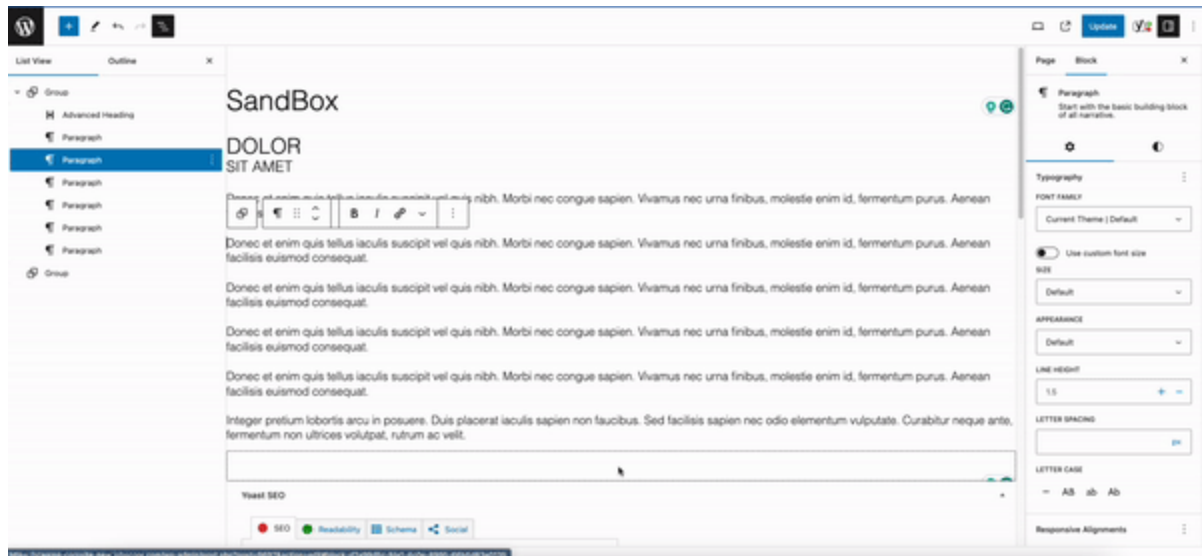
## Moving blocks using groups

It is not uncommon to need to move a “set” of blocks all at once. For instance on a page with 100 blocks on a page and wanted to move blocks 80-89 up 10 positions, effectively reordering content. For lack of a nice way to put it, there is no easy way to bulk-select blocks and drag them to a new location. The most reliable way to do this is to:

- Create a new group
- Drag all of the blocks you want to move into the new group (or select the blocks and choose to group them)
  - This “trick” doesn’t work if you select more than one paragraph block: [PT story to fix this](#))
- Move the group to the desired location (likely using the up/down control described under [reordering blocks](#))
- Ungroup the blocks.

Here’s an animated .gif of what that looks like when you do it

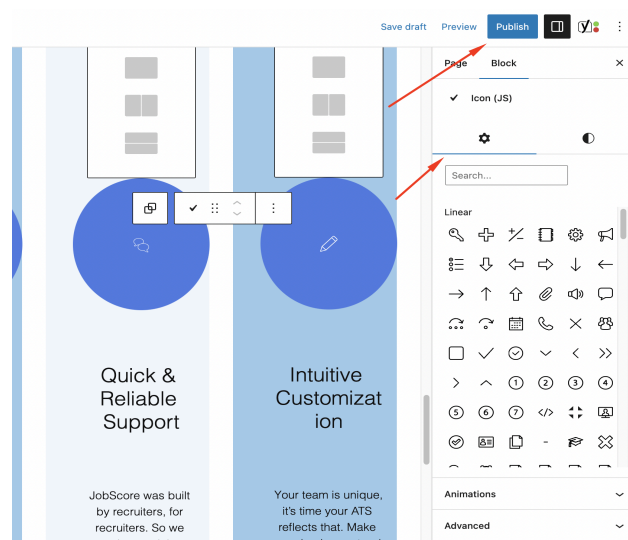




## Editing blocks

When you select a block the right panel allows you to manipulate it. If you select multiple blocks of the same type sometimes you can edit all of them with the right panel controls, but this doesn't work consistently, so we can't recommend doing that. [PT story](#)

When you click on any block, options to modify its appearance, styling, and behavior appear. This includes alignment, colors, borders, spacing, and more:



## WordPress Core Blocks

WordPress comes with a core set of blocks and we use many of them. However, because we've made [underlying changes](#), you can do more with them to support a responsive design.

- **Paragraph:** This is the most common [content](#) block used in WordPress. It is where you enter [text content](#). You can control the size, color, and style of your text here. It's perfect for creating the body of your posts or pages.
  - Underlying Changes: [Responsive Typography](#), [Responsive Justification](#)
  - Style: by default, paragraphs have bottom [padding](#) to ensure there is space between them.
- **Heading:** Headers are used to add hierarchy through titles and subtitles to your [text content](#). They come in different levels, from H1 (the largest and most important) to H6 (the smallest). Headers are essential for organizing your [content](#) and making it [SEO-friendly](#).
  - Underlying Changes: [Responsive Typography](#), [Responsive Justification](#)
  - Style: by default, headers have bottom padding to ensure there is space between them.
- **Background Media:** This block is used to add a large [image](#) or [video](#) to a [section](#) of a page. Other blocks can be placed on top of background images (like paragraphs, headings, or advanced headings). It's great for creating a strong visual impact at the beginning of posts or pages.
- **Columns:** The Columns block divides a [section](#) of a page or post into multiple [columns](#). This is useful when you want to display content side by side (horizontally), such as text and an image or video. Columns are frequently used to control the height and width of their embedded content.
  - Underlying Changes: [Responsive Padding](#), [Responsive Margin](#), [Responsive Block Spacing](#), [Responsive Sizing](#)
- **Column:** The columns block creates an array of nested column blocks. The Column block is most frequently used to control the content's relative [height](#) and [width](#). They can be set in terms of percentages or pixels. More complex formatting and content hierarchy can be accomplished by [nesting](#) additional columns or other [Layout Blocks](#) within a column.
  - Underlying Changes: [Responsive Padding](#), [Responsive Margin](#), [Responsive Block Spacing](#), [Responsive Sizing](#)
  - *Important: Please do not use Margin or Padding on a column. Create a group inside the column and use controls on the group, not the column.*
    - *Columns have a bunch of pre-determined styles for them to work properly, among these styles are margin and padding, these guarantee the columns will have the correct gap between them, that they will change the axis of the spacing when on mobile screens, etc. Changing these styles can break their default behavior by overwriting what WordPress does.*
- **Group:** The Group block allows you to combine multiple blocks into a single group. This is helpful when you want to apply a common background, [spacing](#), or other styling to a set of blocks. Groups are used to create [sections](#) and manage page [layout](#). More complex formatting and content hierarchy can be accomplished by [nesting](#) groups.
  - Underlying changes: [Responsive Padding](#), [Responsive Margin](#), [Responsive Block Spacing](#), [Responsive Sizing](#)
- **Row:** The Row block is similar to the Columns block. It lets you stack multiple blocks vertically instead of horizontally. Rows are a good way to control the [height](#) of specific [content](#). More complex formatting and content hierarchy can be accomplished by [nesting](#) rows.
  - Underlying Changes: [Responsive Padding](#), [Responsive Margin](#), [Responsive Block Spacing](#), [Responsive Justification](#), [Responsive Sizing](#)
- **Stack:** The Stack block allows you to stack different blocks vertically. This is helpful when you want to have different blocks such as images, text, or even other stacks on top of each other and you want to [align](#) them to the center of a column or justify them to the top, center, bottom, or with the equal space between them. More complex formatting and content hierarchy can be accomplished by [nesting](#) stacks.

- Underlying Changes: [Responsive Padding](#), [Responsive Margin](#), [Responsive Block Spacing](#), [Responsive Justification](#), [Responsive Sizing](#)
- **Separator:** The Separator block is used to create a line that can be used to break up your [content](#). You can customize the color, style, and thickness of the line.
  - Underlying Changes: To make a line vertical add the "Separator--vertical-line" custom class in the "Advanced" dropdown in the right panel.
- **Spacer:** The Spacer block adds \*custom\* white space between blocks. It's handy when you want to add extra vertical space between [content](#) to improve readability or achieve a specific visual [layout](#).
  - Underlying changes: [Responsive Spacer](#)
  - *Important: Please avoid using spacers as they make things very hard to maintain. Try to make things work using [Responsive Padding](#), [Responsive Margin](#), [Responsive Block Spacing](#), [Responsive Justification](#), and [Responsive Sizing on Columns and Groups](#).*
- **Image:** The Image block allows you to insert a single [image](#) into your post or page. You can adjust the size, add a caption, and link the image to another page or a larger version of the same image.
  - Underlying changes: [Fullsize Column behavior](#), [Crop off screen behavior](#), [Overflow hidden control](#)
- **Video:** Allows you to add a video/animation from the site's server to the page content, you can set it to autoplay, to allow fullscreen, and other controls to be hidden/shown.
- **List:** Common list, can be ordered or just bullets, allows multi-level items for your [content](#). For a list with icons use the [List with icon](#) custom block
  - The right panel of this block is a little broken, a WordPress issue, the only thing you can customize is font style (size, color, height, weight, etc)

## Custom Blocks

*Sometimes we couldn't get core blocks to do what we needed, so we created new blocks to replace core blocks ... or created entirely new ones.*

- **Advanced Heading:** A [content](#) block that
  - Why: The WordPress core header block does not gracefully support line breaks with multiple fonts or icons - all of which we use frequently in our design.
- **Button:** A [content](#) block that
  - Why: The standard WordPress core button block does not support icons, so we extended it.
- **Icon:** A [content](#) block that
  - Why: The WordPress core image block does not support .svg icons; which we prefer for performance and flexibility reasons.
- **Image with Browser Style:** A [layout](#) control
  - Why: There was no way to enhance the image block in WordPress to add a container to make a screenshot look like it is inside a browser window (using css)
- **Overlap:** A [layout](#) control
  - Why: We had no way of making an element or group of elements to be slightly above another, breaking the standard structure and making the page to look more modern.
- **List with icon:** A [content](#) block that
  - Why: The WordPress core list block does not support using icons on lists
- **Media Carousel:** A [content](#) block that
  - Why: There is no WordPress core block to show multiple image(s) and/or videos

- **Embedded Video:** A [content](#) block that
  - Why: The standard WordPress core video block does not:
    - Support adding a shadow to a video
    - Made it easy to resize videos.
    - Work well with Vimeo
    - Support lead/nurture capture forms
- **Tabs Carousel:** A [content](#) block that
  - Why: To create a more modern type of content the standard WordPress blocks do not support tabs content navigation properly.

## Hidden Blocks

*To keep things simple and to avoid confusion & bloat some core WordPress blocks have been deliberately deactivated in case you were wondering. In WordPress, they are referred to as “unregistered blocks”. Some of our custom blocks are hidden in the left panel because they should only be used by engineers for uncommon behaviors where business folks will need to ask for help, they are listed here with “(JS)” in the name.*

Our goal is for you to not be able to do some “advanced” stuff in WordPress, so many things we don’t want content creators to use are not available when you log in. If you are aware of a more advanced block that you need to use, you can show them via Preferences > Blocks

- **List - Navigation (JS):** The standard WordPress list block will not work because in the primary navigation, we need linked lists that interact with each other.
- **Table (JS):** The standard WordPress table block will not work because we need to expand rows (pricing page)
- **Accordion (JS):** Used to open and close rows with an animation on the pricing page and job seeker FAQ page
- **JobScore Logo (JS):** The standard WordPress image block does not permit using alternative image to emulate hover behavior
- **Expendable Item (JS):** No WordPress blocks allow defining list items that are interactive and can show more content
- **Intercom Settings (JS):** All pages on the Corpsite open the intercom sales chat by default, if you insert this block on the page sales chat will never open
- **Carousel - List (JS):** Used for the customer "acquired by" logo scroll
- **Form (JS):**
  - Why: there was no plugin we identified that would meet our requirements for forms embedded on the site without major re-work.
  - Form and its children should be \*ignored\* by content developers - add forms using the [form block pattern](#).
  - Child blocks include:
    - **Form Select:** A custom block to insert a select field in a form
    - **Form Text Field:** A custom block to insert a text field in a form
    - **Form Checkbox:** A custom block to insert a checkbox field in a form
- **Quote:** The quote block from WordPress does not meet our needs. Instead of overriding the CSS of this block, we were able to create a quote block pattern that uses other blocks.
- **Code:** A block that renders code snippets respecting the code structure of a code editor. We don’t anticipate including code snippets in the Corpsite, so we’ve hidden it for now.
- **Preformatted text:** A block that renders preformatted text from other sources. We don’t

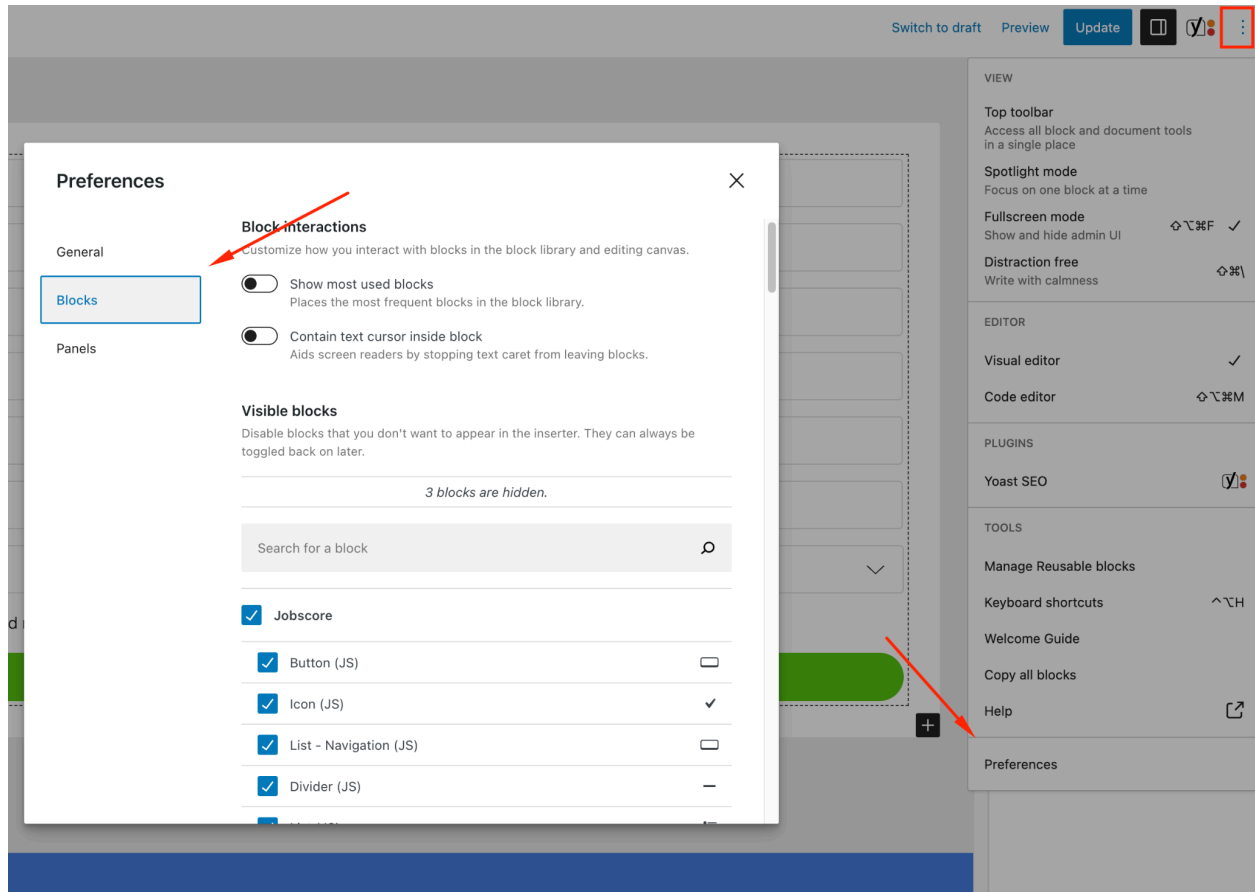
anticipate using it, so we've hidden it for now.

- **Table:** The WordPress table block is very simple and doesn't meet our needs. We've hidden it.
- **Gallery:** A very simple image gallery that doesn't meet our needs. We've hidden it and built our own "Media Carousel" custom block.
- **Verse:** We don't anticipate adding poetry to the site, so we've hidden it for now.
- **Audio:** Renders an audio player on the page, used to showcase music, interviews, or any audio file. Hidden for now, likely until we start posting podcasts on the site.
- **File:** Renders a link and a button to download a file, we added the action to download the file to our Button block, so this block is redundant. This block also was missing core functionality we needed including:
  - You can render the file as an embedded element alongside the link and button to download it
  - You can't customize the button, only the link
  - You can't hide the link or the button
- **More:** Will make the content before this block shown as an excerpt on the archives page. Not used as we've built our own [search service](#).
- **Next page:** Renders a link to the next/previous page of the same "category". Not currently used.

## How to Hide Blocks

*To keep things simple and to avoid confusion & bloat some core WordPress blocks have been deliberately hidden for non-administrators, but sometimes an administrator may want to have a better UI, here is how*

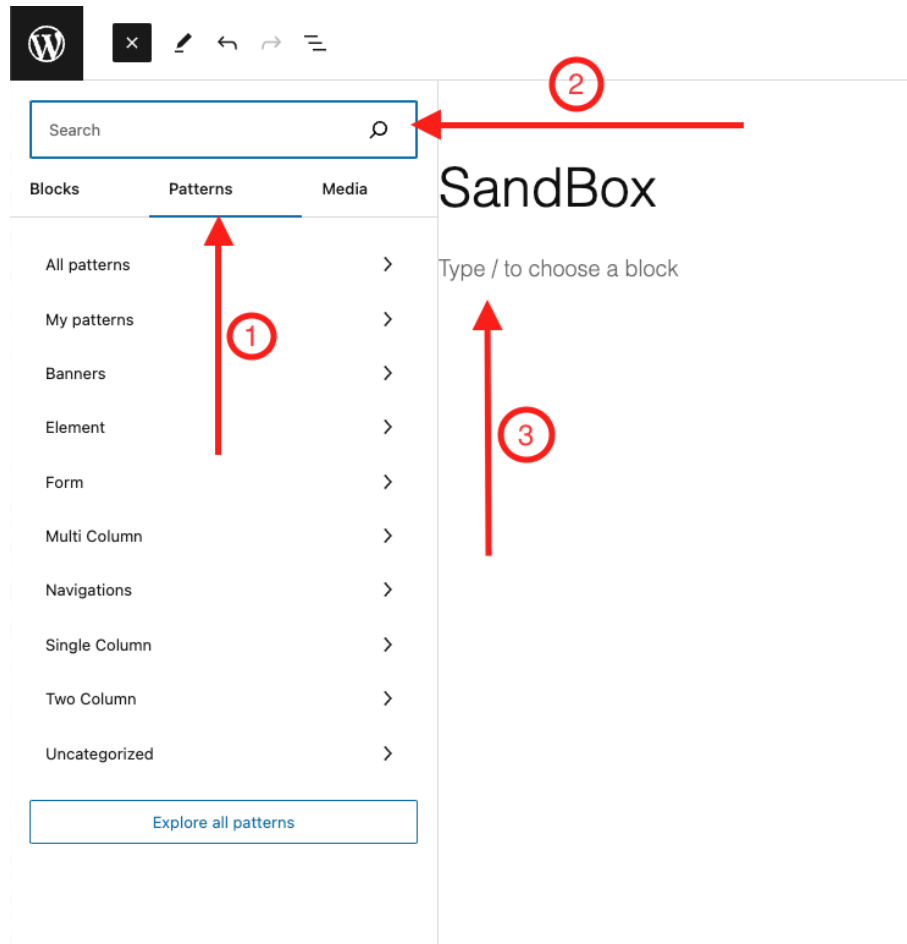
If you are an administrator and want to have the same UI as a user with lower access level, go to preferences > Blocks and hide all blocks but the ones listed on [WordPress Core Blocks](#) and [Custom Blocks](#)



## Block Patterns

*Most pages are built by using block patterns to create sections. Block patterns are never a “finished product” - they are a “starting point” that you customize by adding [content](#) and adjusting [spacing](#).*

- The mechanisms to find, insert, and delete block patterns are similar to blocks:
  1. You can add using the plus icon in the top left navigation or the bottom right and then use the left panel in the patterns tab,
  2. you can search either in the left panel or inline,
  3. You can use the “insert above” and “insert below” controls from the list view and type “/” to open the menu.



- Are supposed to be "foundation legos" - we aren't trying to create every case, it's to have a good starting point to add content and make advanced tweaks if necessary.
- As all blocks and block patterns work on all page templates, it's okay to copy and paste sections from other pages and tweak them... as long as you know how to do the work from scratch.
- Make sure to test and verify that animation(s) are working properly when you publish a page - if you don't start with block patterns and build stuff from scratch, you'll almost certainly forget to do this.
- You can copy entire sections from one page to another (at your own risk) - they should work provided they were created with the most recent block patterns. Look at when the page was last edited... the older the page you want to copy content from, the more likely you are to have problems.

## Block Pattern Types

*There are a few different types of block patterns you can use as a starting point to create a page section.*

### Banner

- Shown
  - In the first position below the primary navigation, at the top of most marketing pages.

- Typically has a dark background with an H1 Header
- In the middle of a page or the last position before the footer at the bottom of a page.  
Typically includes one or more call-to-action buttons.

## Single Column

- Shown in the middle of a page.
- Typically has centered text and images/videos
- Has more complex variations with background colors and background (cover) images
- To accomplish many advanced layouts, you'll need to start with a single-column block pattern and [nest](#) other blocks and/or block patterns

## Two Column

- Shown in the middle of a page.
- Typically has an image, video, or form in one column and text in the other column.
- Has multiple variations based on overflow and resizing behaviors of images.

## Multi Column

- Shown in the middle of a page
- Typically has three columns, but patterns are built to be able to easily add and remove columns.
- Content in each column typically includes an image/icon and text

## Form

- Used \*inside\* other block patterns, typically inside columns
- 3 types based on what's supposed to happen on form submit: Demo request, signup & Nurture capture.

## Cards

- Shown in the middle of a page
- Typically is a Group with custom style and, text, icons/images inside it.
- E.g.: Cards with elevation, Quotes, etc.
- Used inside other layout blocks (Column, Group, Row, Stack)

## Backgrounds

### Colors (Light vs Dark)

- "Light" background means black text #000000.
- "Dark" Background means white text #ffffff.
- Try to start all pages with a dark section, so it's easier to read beneath the primary navigation (



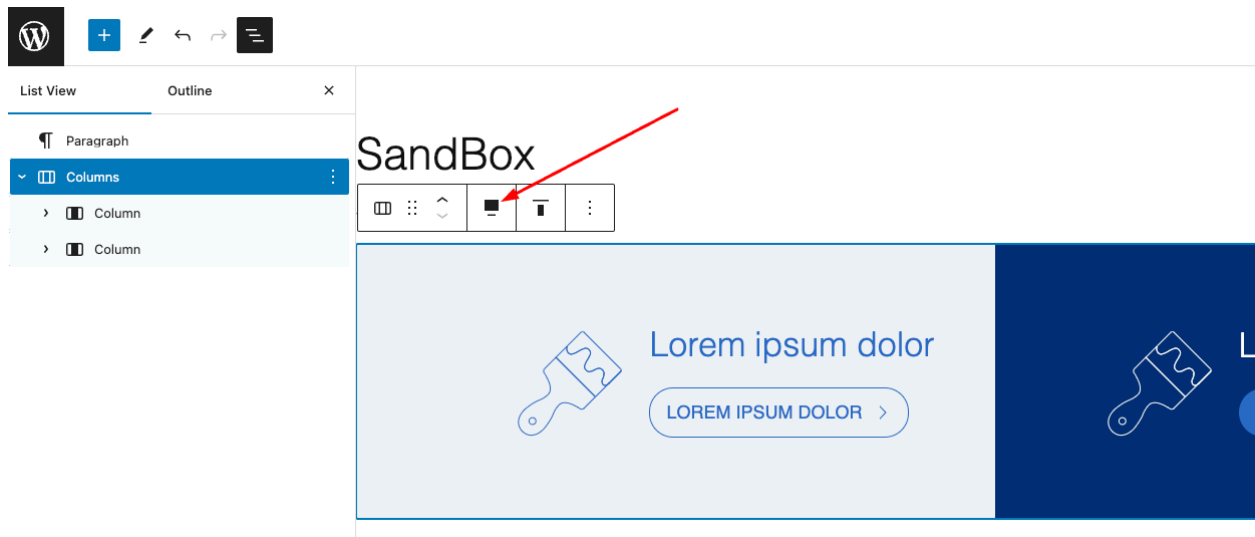
Which has a white background)

- Try to vary dark → light → dark so the reader knows when sections start and finish. If you need to do two sequential light sections, vary the background color (make one white, then another light blue or light gray)
- When you need to switch between a light and dark color for a section you will need to change the text color and icon color to fit the new background.
  - It is preferable to change the text color by setting a color on the container block (Group, Row, Stack, Column) instead of setting it on each text block.

## Multiple colors

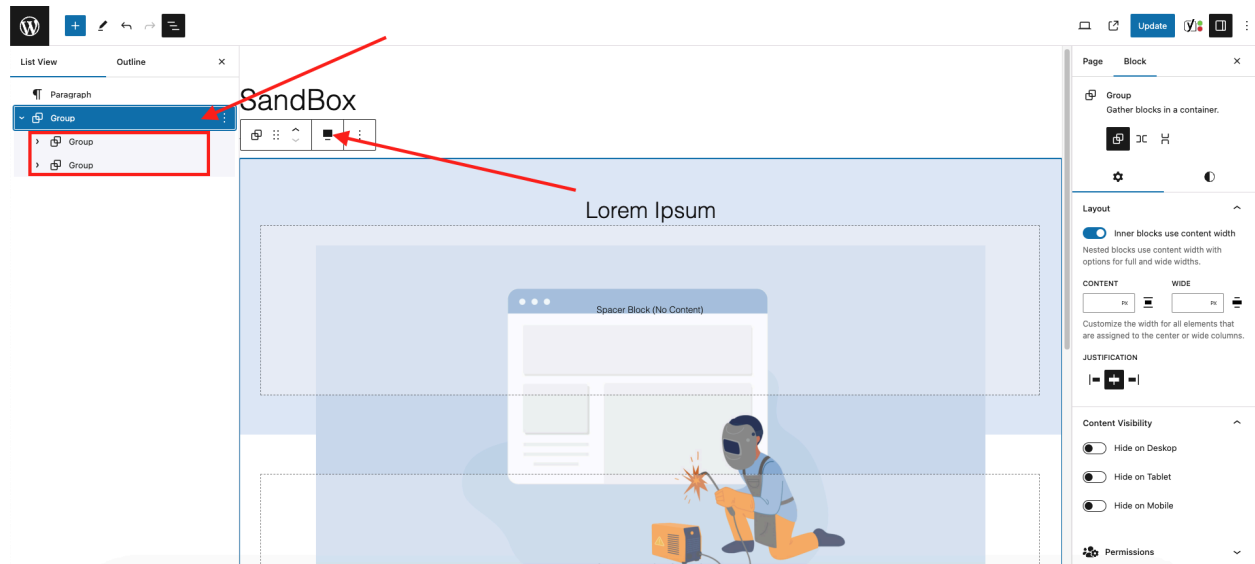
There might be situations where you want a section with more than a background color, either vertically or horizontally.

For horizontal sections, the best approach is to have the Columns block set to be full width and apply a background color to each nested Column block.



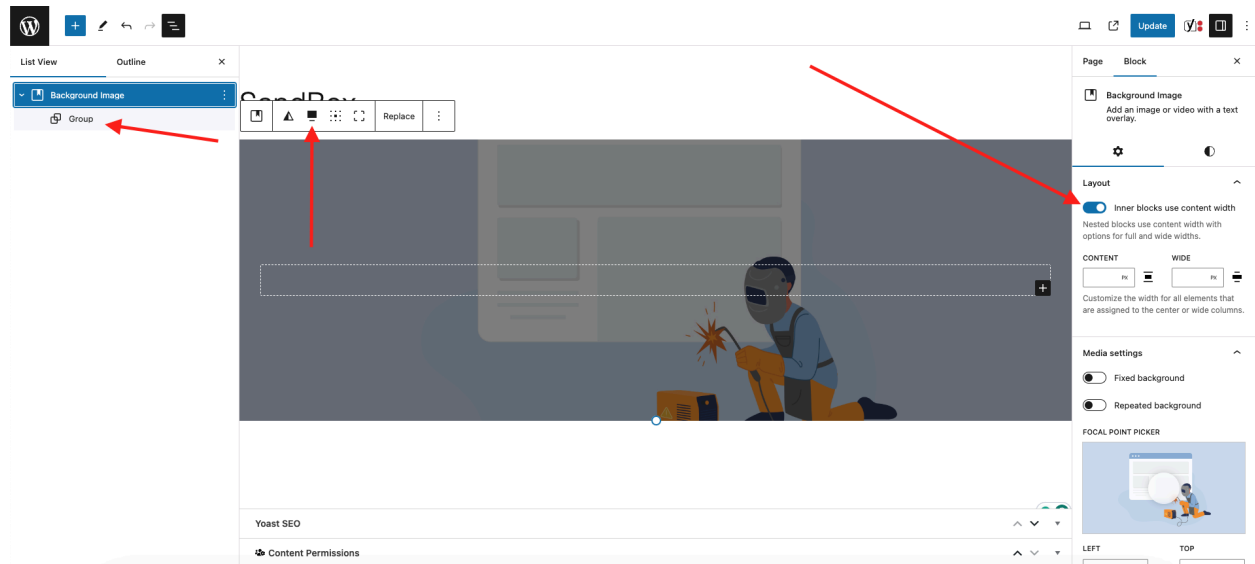
Depending on the situation you might consider changing the animation for this type of section, instead of a fade in up you can make each column's content do a fade in right/left. Avoid animating the block that has the background color, it looks weird, either animate the entire section or the content of each column.

For vertical sections with multiple backgrounds, you may use two or more Group blocks with background colors nested in a Group block that is the container of the section. All Groups are set to be full-width.



## Media

- It is not unusual to want to insert content *over* a background image. If you want to have multiple “sections” of content over an image (say a banner and some content formatted with two columns), you’ll need to add the Background image at the top level of the hierarchy and nest block patterns with it
  - Example: [Black Hole Background](#)
  - Example: [Work When You Want Background](#)
- If you want to change the background of a section from a color to an image you have two options:
  - Remove the group with the background color and add a Background Image block and set the image in that block's right panel.
    - With this block you have a lot more customization and control for the image
    - You can't set a background color in this block, if you want a color below the image (in case the image has transparency) you will need to nest the Background image block in a Group block with background color.
  - Add a background image in the Group's right panel.
    - You can have both background color and background image this way
    - You have no control over the image, you can't set its position, size, or anything, the image will follow the Group's dimensions only.
- To have the Background image fill the entire section and the content inside it respect the site indentation you must set the block to be full width, trigger the "Layout" switch in the right panel that makes all inner blocks follow the content width of the site, add a group inside the background image block.
  - The final structure looks like this: Background Image > Group



## Creating & Editing

**DO NOT CREATE BLOCK PATTERNS WITHOUT SOCIALIZING THEM FIRST. PLEASE ASK FOR PERMISSION, NOT FORGIVENESS.**

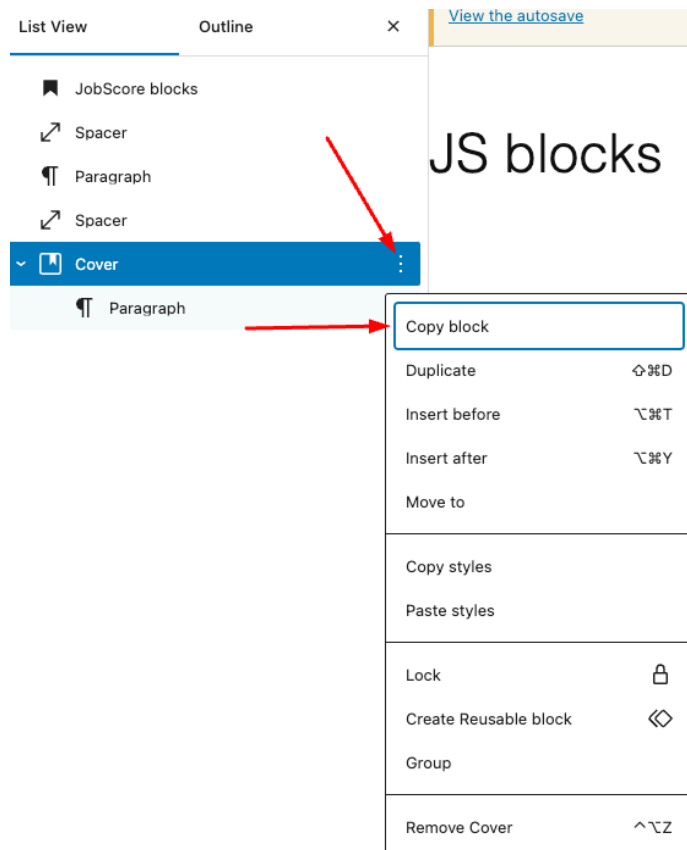
*It's very easy for WordPress sites to get out of control and hard to use if people start creating lots of block patterns. We need to communicate as a team to ensure everyone is using the same patterns in the same ways. There must be a good reason to create a block pattern (and convenience for you is NOT a good reason) - new patterns should only be used as foundational building blocks to create easy-to-maintain code, hence they must be reviewed and approved by engineers before you publish them.*

### How to create a block pattern

You can build the section or block you want as a new Block Pattern in the editor, but to register it as a block pattern you **MUST** call an engineer and send him the block you want to register.

Please consider and follow our naming conventions when creating block patterns.

To copy the block code in the editor you can click on the Copy Block button in the block menu.



## Layout

It's possible to accomplish virtually any layout you want using [blocks](#) and [block patterns](#).

## Breakpoints

Breakpoints enable responsive websites to adapt and optimize their layout for different devices and screen sizes. Our breakpoints are:

The layout is most commonly optimized for three breakpoints:

Size	Min (px)	Max (px)
XXL	1600	$\infty$
XL	1440	1599
L	1280	1439
M	1025	1279

S (Tablet)	782	1024
XS (Mobile)	0	781

- XS for mobile devices
- S for tablets in portrait mode
- M for tablets in landscape mode
- L for desktops

Beyond the L breakpoint, there may not be significant layout changes, but these breakpoints are maintained for consistency and completeness.

Transitioning from the M breakpoint to the S breakpoint typically involves preserving the base layout while adjusting the navigation. At this point, the mobile navigation style is introduced to accommodate smaller screen widths and touch interactions.

Moving from the S breakpoint to the XS breakpoint retains the mobile navigation style while triggering layout adjustments. Specifically:

- Columns are stacked on top of each other instead of being shown side by side.
- Videos are replaced by images to improve performance on slower mobile networks
- Spacing is adjusted, most frequently by reducing padding in groups, to remove unnecessary whitespace on small screens.

## Measurements

You can choose different units of measurement when setting height, width, or spacing values:

- Px: value in pixels, the element will occupy this exact quantity of pixels in the screen, it will not scale with the viewport.
  - So 1px represents one unit on a physical device, regardless of the device size.
- Rem: value in pixels related to the "root" value for font size. It may change depending on the device or browser because each can have a different root value.
  - Rem unit is a relative unit, it scales regardless of the physical display size.
  - Usually browsers have a root font size of 16 pixels, so 1rem equals 16 pixels.
  - Better for maintenance, if we change the root value in our site from 16px to 20px all elements with rem values will adapt properly.
  - We recommend using Rem instead of Px, but it is not necessary, and it can be a pain to always calculate how many Rem units represent the value in pixels you want.
    - Calculator: <https://nekocalc.com/px-to-rem-converter>
- %: Is a pixel value relative to the parent element size.
  - If the parent element has a width of 100px and the selected element has a width of 50%, the result is 50px.
  - Very useful to create resizable elements that change size based on its parent element.
  - In case the parent element is the page itself this value will be calculated based on the width of the page.
  - Allows for responsive design.
- Vw (viewport width): A fluid value that is calculated based on the current width of the viewport.
  - If the viewport width is currently 1600px and the element's width is 10vw, this will result in 160px.
  - Very useful to adjust the size based on the screen size.

- Allows for responsive design.
- Vh (viewport height): A fluid value that is calculated based on the current height of the viewport.
  - If the viewport height is currently 1600px and the element's width is 10vw, this will result in 160px.
  - Very useful to adjust the size based on the screen size.
  - Allows for responsive design.

## Layout Blocks

Once you add a [block pattern](#) to a page and add your [content](#) it likely won't look right. You'll need to make some tweaks to make things look fabulous on both the web and mobile. The first step is often to adjust layout blocks which include [groups](#), [rows](#), [stacks](#), [columns](#), and [background media](#).

All layout blocks include settings that impact the block as a "container." When these blocks are selected these values can be adjusted in the right panel. They include responsive [spacing](#), responsive sizing, background color, border radius, and border color.

Layout blocks also allow you to create "child values" that will be inherited by all of their [nested](#) blocks. These are limited to typography controls like font size, font weight, and font color.

Child values in layout blocks make it much easier to work with WordPress by "setting and forgetting" values for sections. For example, if you create a group with a dark background color and a light text color all of the text in all embedded content blocks will "just work" unless overridden. Using "child values" is the preferred way to work as it makes things easier to work with and maintain the website. So, if you need to change a section from dark to light, you'll only need to adjust the background color and the font color for a single group.

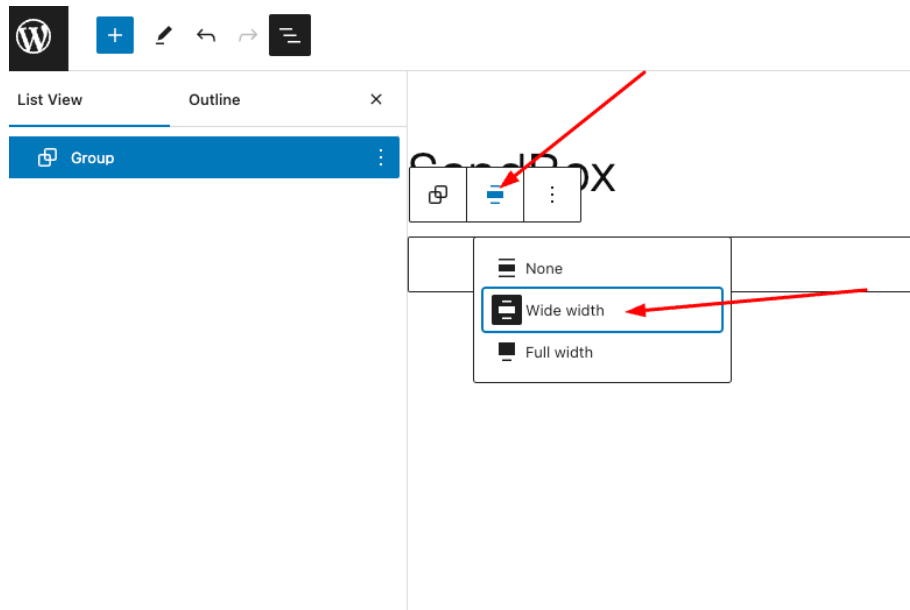
## How to Control the Layout

### Width

On our site we have the navigation width, which is the width of the header and footer of the website, content width which is content indented based on the navigation width, and the full width where content can reach the edge of the screen.

### Navigation width

The navigation width is 1440px (1504px - 32px of padding on each side), and this value can't be changed in the editor, if you want the content to follow this width just select Wide in the block's control.



## Page Content width

The default width of any page content is 1280px, this value can be changed through the editor but it is applied to a page template, if you do this please ask an engineer, when you update a page template we also need to update our source of truth for page templates in the code, but only do this if more pages will need it.

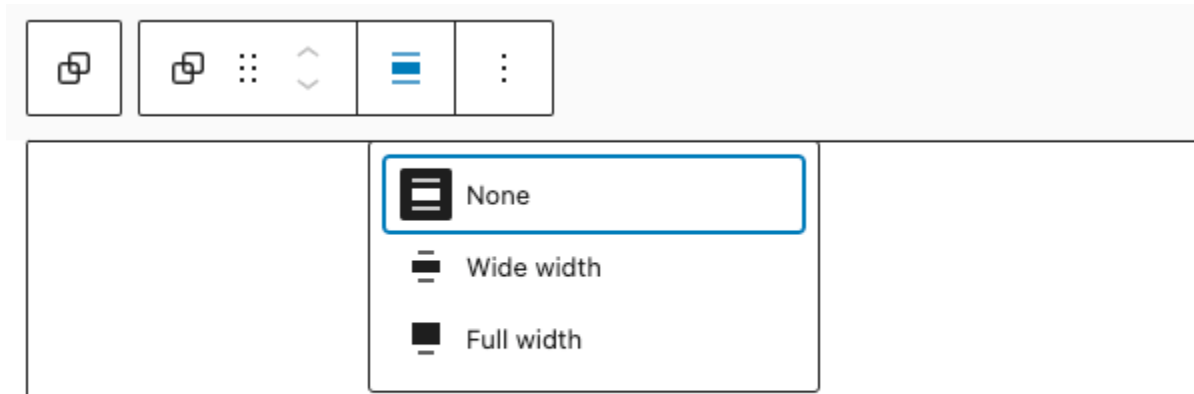
If you need to change this value for one page only, or a specific section of a page, then on the Group block that will be the container for this page content/section set it to Full width, and in the Layout switch on the right panel add the width value you want in the Content input.



## Layout width control

Although the default width for any page content is 1280px as explained above, you can set each block to follow this value or ignore it using these other two presets, Wide width (1440px, same as navigation) or Full width, to do this you have to open the align control in the block controls menu and select the option

you want. The option None will use the default value.



The blocks Group, Column, and Background Image can restrict the content width of their inner blocks, this control is enabled via the Layout trigger on the right panel when the block is selected.



We recommend caution when restricting content width via these inputs because they are not responsive, if you set the content width inside a Group to be 50% of its width it will apply this to all breakpoints.

This layout control means that when enabled, and no value to restrict inner content is added, all inner blocks will follow the default content width for pages (max of 1280px) and will have the align control shown above enabled to change this width to Wide or Full width if you want. If this Layout control is disabled the blocks inside the selected one will extend to the fill its width.

So, for example, if you have a Group block that is full-width and you enable its Layout control, all blocks inside that group will have a max width of 1280px. If you disable this control all blocks inside the group will have full-width like their parent block

Usually, you will enable this control for the first level/layer of blocks, like a full-width Group with a background color that represents the container of a section, but without adding any width value to



restrict the width of its inner blocks.

## Blocks' Width Rules

All blocks try to fit or adjust to where you add them and their width will usually fill the space of its parent block until reaching the [page content width](#) or the parent block's width in case the Layout control of it is disabled and it is larger than the page content width.

Both Layout and Content blocks' width will usually correspond to their parent blocks, the only exception being when their parent block is a Row or Stack, then their width will be a fluid value that will increase/decrease depending on its content, some content blocks like image and video can have a set value for width since these kind of blocks have a resizing behavior to adapt its size to better fit the layout, other content blocks like paragraph or heading don't have this type of control.

In other words, the rules for any block width are more straightforward:

- If a Layout block has the [Layout control](#) explained above, all blocks inside it will try to fill its width, if the Layout control is enabled the maximum width will be the value in this control or the default [page content width](#) (1280px), if it is disabled the maximum width of all blocks inside will be the width of the layout block in question.
  - Layout Blocks that apply this rule to its children: Columns, Background Media, and Group.
- All blocks (content and layout blocks) inside a Row or Stack will have a fluid value for width, adjusting based on its content.

## Responsive Width

All Layout blocks except Background Media can have a responsive width that you set through the Responsive Spacing and Sizing control on the right panel.

We encourage you to use this control when you need to overwrite a standard width behavior a block has due to the rules Gutenberg applies to them. Sometimes you want a Stack or Row to fill its container block even though its inner content is not big enough. It helps you create more stylized content and layout, and when nesting layout blocks inside each other you can better distribute them by setting specific width values for each other. It is very helpful to create columns with different widths for different screen sizes.

We recommend you always set custom values for width, min-width, and max-width. The preset values were created mainly for spacing, padding, and margin and won't do much for width or any other sizing control.

## Height

### Height Rules for Blocks

All blocks try to fit or adjust to where you add them and their height will usually adapt to the content you create. Content blocks' height will usually correspond to the content itself, it is a fluid value that will

increase/decrease depending on its content, some content blocks like images and video can have a set value for height since these kinds of blocks have a resizing behavior to adapt its size to better fit the screen, other content blocks like a paragraph or heading don't have this type of control.

Layout blocks on the other hand have a set of "rules" of how they should fit the page and most of them can use our Responsive Spacing and Sizing control that includes a control for Height, min-height, and max-height. You can overwrite the height value of these blocks using this control but it is not always the way to go, usually, Layout blocks that have fluid height values are the ones we prefer to set a value through this responsive control.

These "rules" vary according to the situation and controls/settings applied to the corresponding block. Depending on the type of content you are creating, getting to know these rules will simplify your understanding of how Layout blocks work and you will only use height controls when needed.

### Group, Row, and Stack

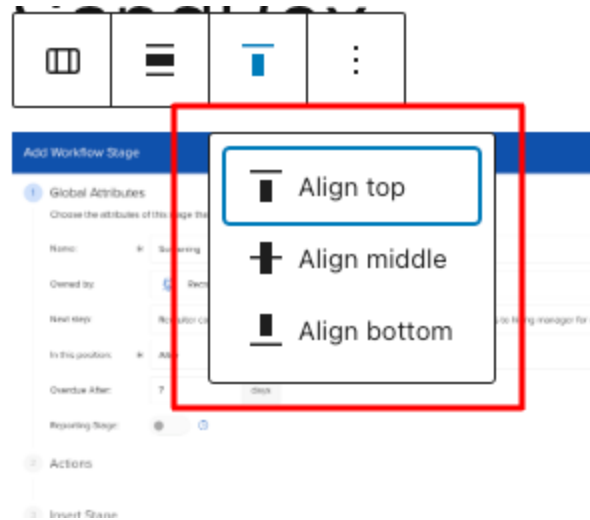
- These three layout blocks have fluid height values that will change based on their content. Since all of them are Group blocks with different orientations or alignments, the height rules they follow are the same.

### Background Media

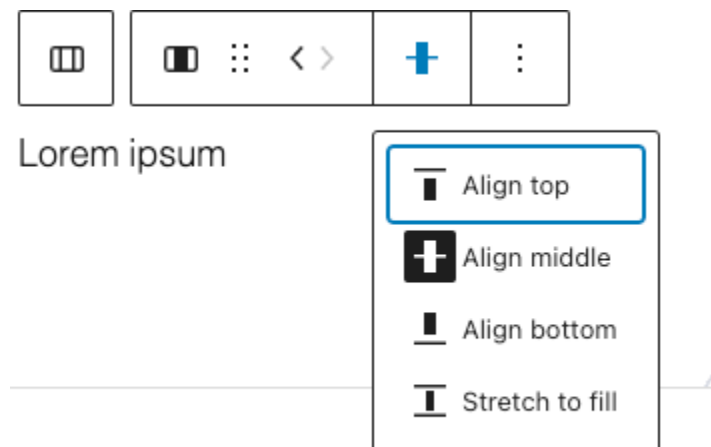
- Has a minimum height of 430px, you can set a different min-height value.
  - This min-height value is not responsive.
- You can't define a maximum or fixed height.
- Doesn't have support for our Responsive Sizing controls.
- If you want this block to have different min-height values for mobile and desktop:
  - Set the minimum height of it as the value you want for mobile devices
  - Add a Group block inside and enable the Responsive Sizing control, set its minimum height to the value you want for desktop and mobile.

### Columns and Column:

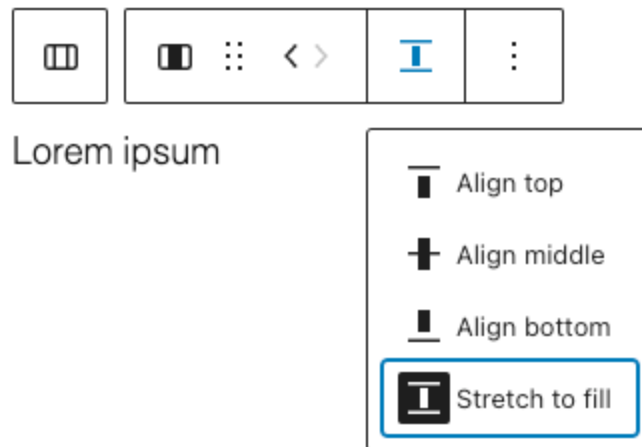
- All columns by default will always have the same height, the height of the tallest column.
  - If you add a Group inside a Column, the Group won't follow the Column's height, you can set a height value of 100% to the Group or add a custom class to the Columns block, we created it to force this behavior in all columns of a Columns block.
- If the "stack on mobile" behavior is enabled the height of each column will be fluid on mobile devices, adjusting to its content and not be based on the tallest column anymore.
- When using the alignment control in the Columns' control navigation to align to the top, center, or bottom, the height of all columns will change, instead of adjusting to the tallest column, each of them will have a fluid height based on its content, so they can be aligned properly.



- If you set an alignment to a single Column instead of the Columns block, only the height of that column will adjust to a fluid value depending on its content, so it can align properly.



- If you set the Column alignment to top/bottom/center so they will have a fluid height, you can set one of the columns' alignments to be "Stretch to fill", this will make this column's height adjust and follow the tallest of its siblings.



## Responsive Height

All Layout blocks except for Background Media can have a responsive height that you set through the Responsive Spacing and Sizing control on the right panel.

We encourage you to use this control when you need to overwrite a standard height behavior a block has due to the rules Gutenberg applies to them. Sometimes you want a Group to fill its container block even though its content is not big enough. It helps you create more stylized content and layout, and when nesting layout blocks inside each other you can better distribute them by setting specific height values for each other.

We recommend you always set custom values for height, min-height, and max-height. The preset values were created mainly for spacing, padding, and margin and won't do much for height or any other sizing control.

## Spacing

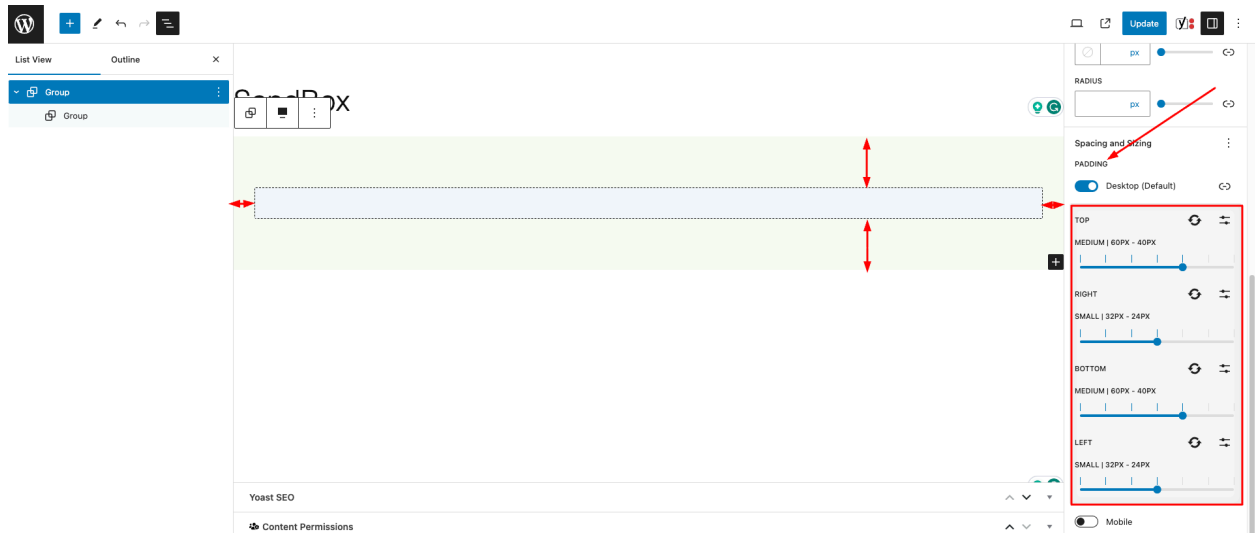
*To format content you have a few different tools in the Gutenberg Editor you can use to get things looking just right.*

In general, spacing should always be controlled using layout blocks NOT by adjusting content blocks. This is true for padding, margin, block spacing, and using the spacer block.

## Padding

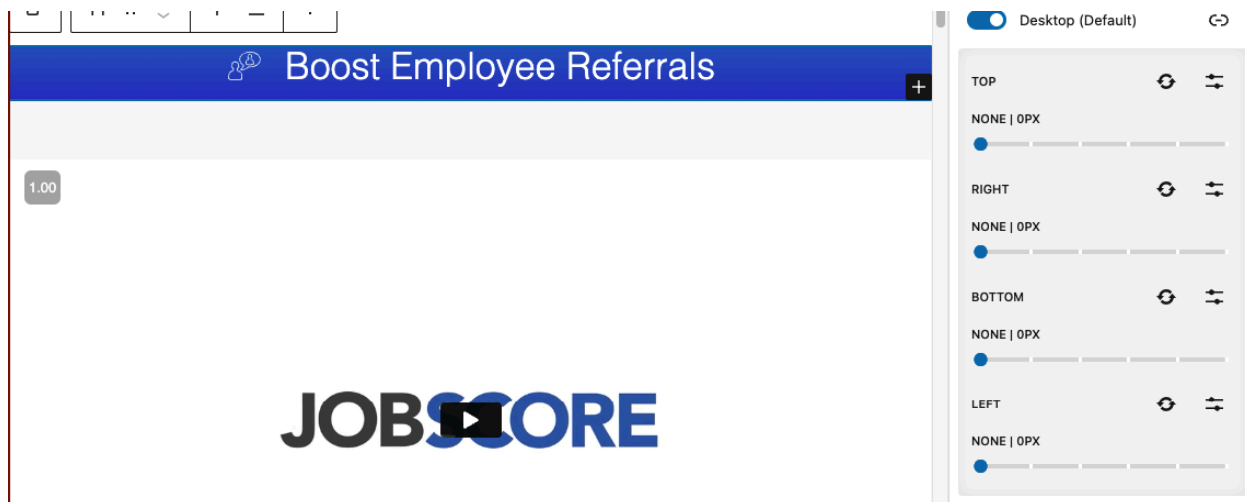
Questions it may answer: How to increase the section height? How to add spacing to the section?

Padding refers to the space between an element's content and its borders. It is used to create spacing and improve the visual presentation of elements within a layout. Padding is applied to all four sides of an element, allowing you to control the amount of space between the content and the borders independently.

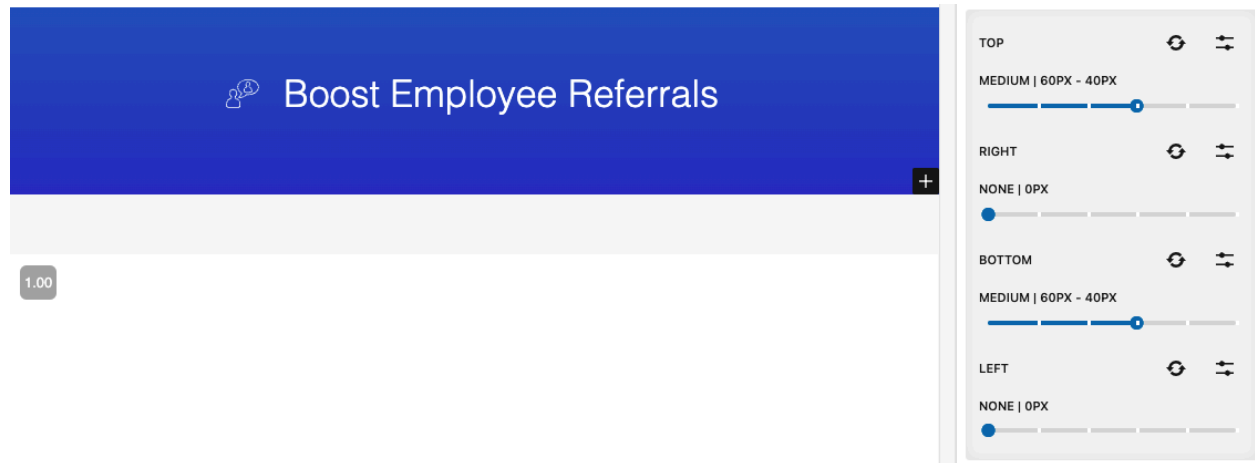


By adjusting the padding values, you can create breathing room around the content, making it easier to read and enhancing the overall aesthetics of the design. Padding is commonly used with various HTML elements to create sections, in WordPress it is used on a lot of Layout blocks, helping to maintain proper spacing and alignment within a webpage.

Without padding:



With padding:



## Margin

Questions it may answer: How to avoid a single block from reaching the edge of a section/page? How to set up a distance from a specific block towards others?

Margin refers to the space around an element, outside its borders. It is used to create spacing and improve the visual presentation of elements within a layout. Margin is applied to all four sides of an element, allowing you to control the amount of space around the content independently. Very similar to Padding but the space you set is not inside the element's borders but outside.

By adjusting the margin values, you can create space around the content so it becomes in evidence or create a distinct layout presentation for that specific element, enhancing the overall aesthetics of the design. Margin is commonly used with various HTML elements to separate content/sections, in WordPress it can be used on Layout blocks and text or media Content blocks helping to make that block in specific follow a distinct visual presentation due to having space around it.

Usually, you won't need to use Margin on any block, we built almost the entire site without it so we encourage you to only use on very specific situations, the most common of them is for [Overlapping content](#) which the use of margin is mandatory because it can be negative values, breaking the layout and creating innovative sections, otherwise, you should be using padding or block spacing for most/all situations.

Another (big) reason to avoid the use of margin is that WordPress forces some vertical margin behaviors on most of the blocks depending on where they are nested, the page layout structure or even the page template used, so to avoid breaking core WordPress stuff or applying margin values for WordPress to override later and you don't get what you expected, don't use margin controls.

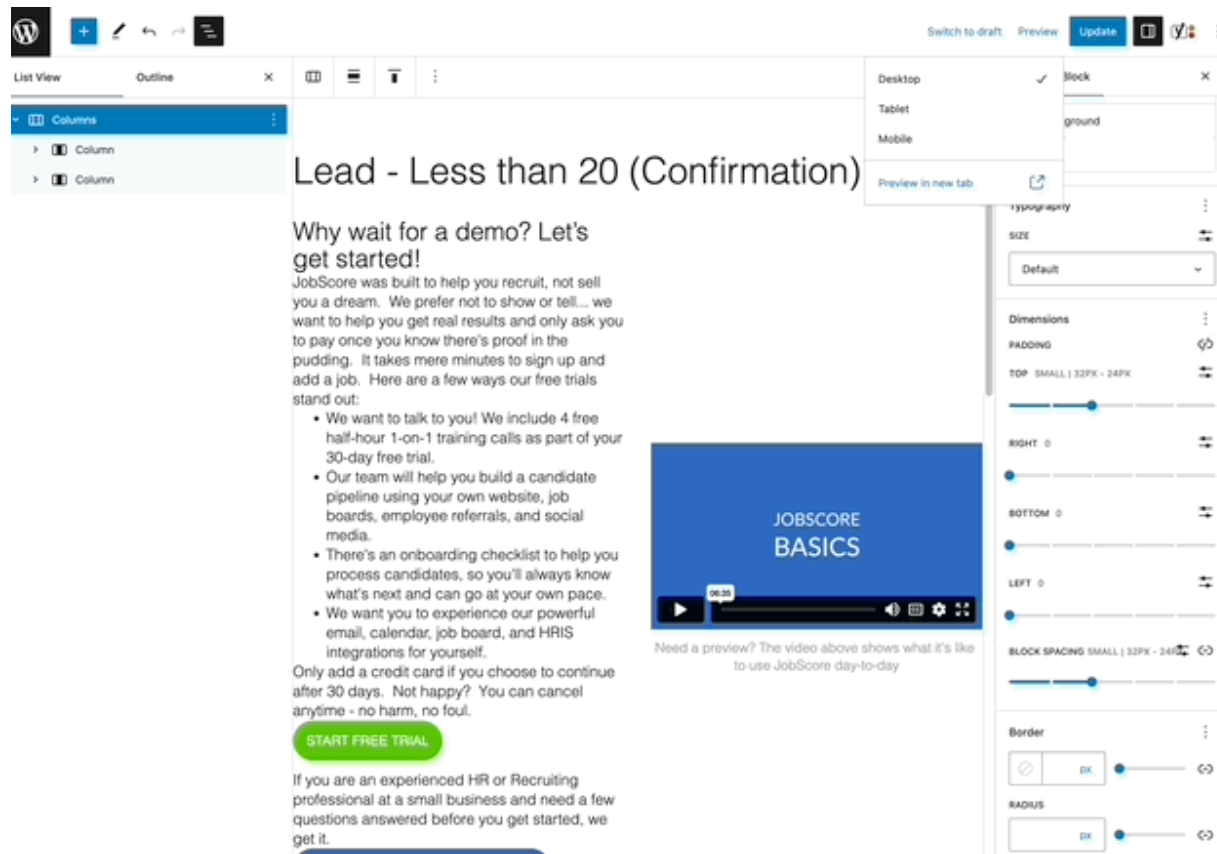
## Block Spacing

Question it may answer: How to add spacing between columns? How to add spacing between blocks?

This control can be applied to all Layout blocks, normally used in Group, Row, Stack, and Columns blocks to set a gap between children blocks, the control on the right panel is identical to the one used for

padding or margin, the space added will only be set between elements, e.g. the first element won't have a space added to the top of it, the same for the last element that won't have spacing added to the bottom of it.

Example of usage for the columns block:



## Spacer Block

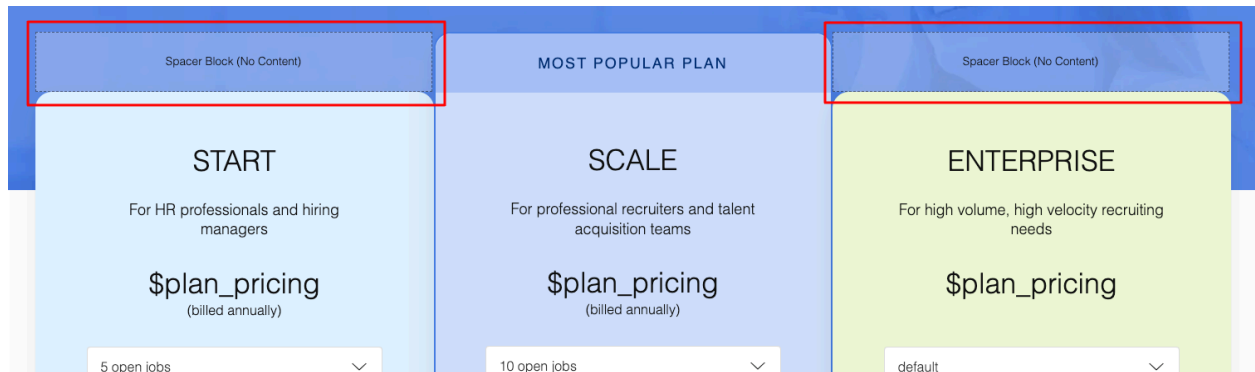
Questions it may answer: How to set up vertical space from a specific block towards others or the edge of a layout block/page? How to increase the distance between two sections?

The spacer block is a space you create on a page, or nested in a Layout block. It uses the Responsive Sizing control for height on the right panel and you can set a custom value for desktop/tablet and one for mobile, its width will be 100% its parent block's, unless you nest this block in a Stack or Row block.

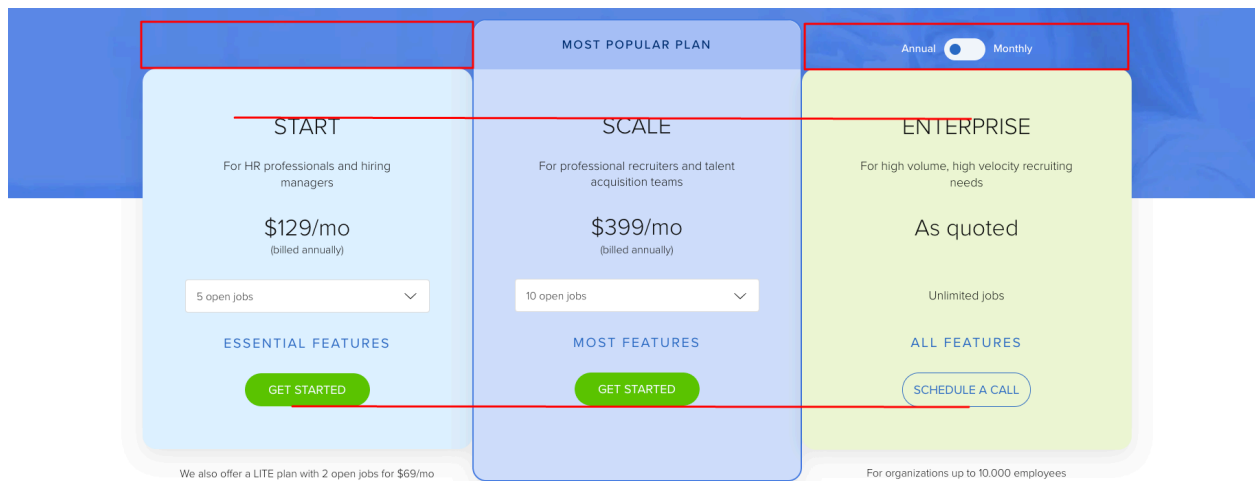
It is preferable to use this block to create more space between sections without the need to set huge vertical padding values for both sections 1st level blocks, or when vertical padding isn't enough to create the layout you want on a Layout block, which usually will not be the case. It is not needed in most cases.

It's used as well to fill a Layout block space without the need to add padding or empty content blocks in cases like a multi-column section with cards that are different from each other due to some having a header/footer elevation and others not, but you want all of them to have the same size or their content to be horizontally aligned. Another similar situation is a multi-column section with cards where one card

should be taller than the others even though it has the same content inside and the same padding values.



In the example above the middle card should be emphasized with an inner header that makes it taller than the others, but just aligning all of the cards to the center would not be enough, the smaller cards should begin when the header of the middle card ends, to guarantee that the Spacer block was added above the smaller cards with the same height as the size of the header (text size + padding values).



## Alignment

Some WordPress core blocks have been extended to allow independent alignment for mobile and desktop views, this control is called [Responsive Alignments](#). The blocks that exhibit this behavior are rows, stacks, paragraphs, headings, and advanced headings.

Content blocks such as paragraphs, heading, and advanced heading use this control to align themselves while the Layout blocks Stack and Row use this control to align their inner blocks. So any block that you want it to be justified/aligned to a side or center and doesn't have this control, try nesting it on a Stack or Row block and use this control on the right panel to align it.

There are some very common situations where you will need to adjust the alignment of a content block

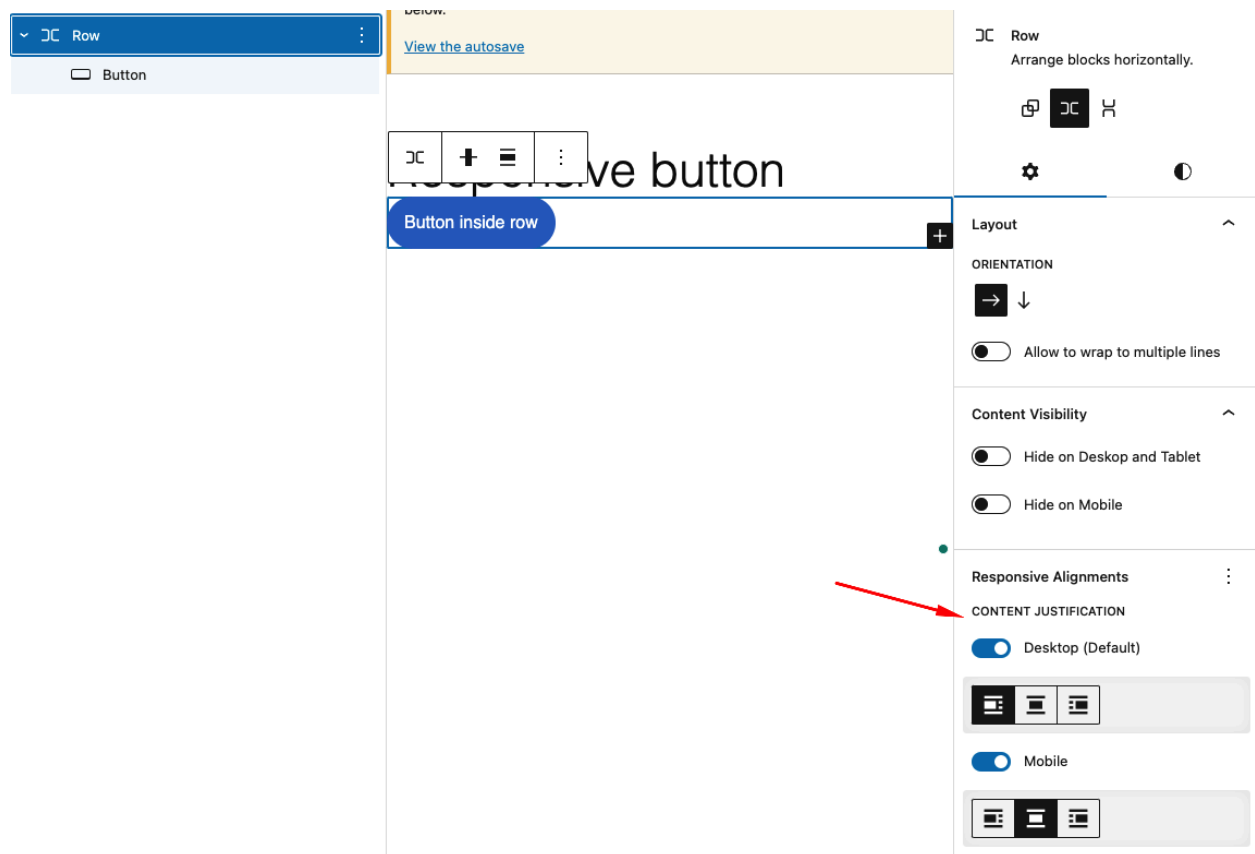


that doesn't have the responsive alignment control that we listed here, if you find a new common situation that is not present here, please add it and explain how to set it right.

## How to center a button on mobile

Some layouts take advantage of having the button left justified on the desktop and center justified on the mobile version, like CTAs on columns. When the columns block transitions to a mobile view the columns stack over each other.

To achieve this goal create a row and insert the button inside the row, the row by standard will have the same width as its parent block, this allows you to justify its inner blocks inside it. Set the row justification to be left justified on desktop and center justified on mobile.



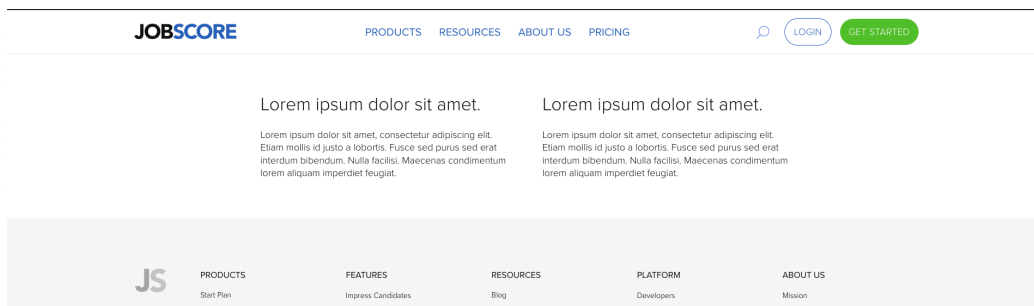
## How to align/justify the content of a column or group altogether

Some layouts take advantage of having a column's content that has a width lower than the column, each content element is left justified, but all of them are aligned to the center of the column. So the content will never reach the edges of the column and will be left justified by element but centered as a group inside.

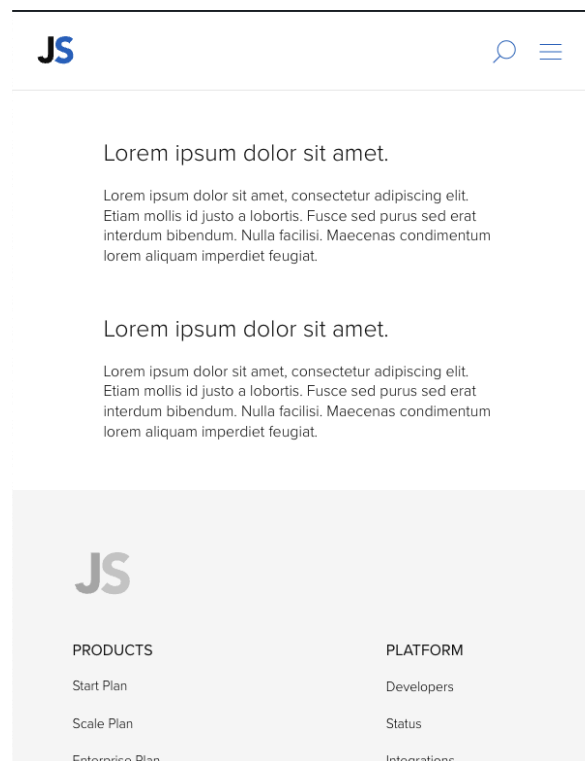
To achieve this combine all the blocks on that column with a Group block, set a width or max-width value that is lower than the column's width or a % value, wrap this new Group block with a Stack block and set

its justification to be left for desktop and center for mobile on the right panel.

Desktop:



Mobile:



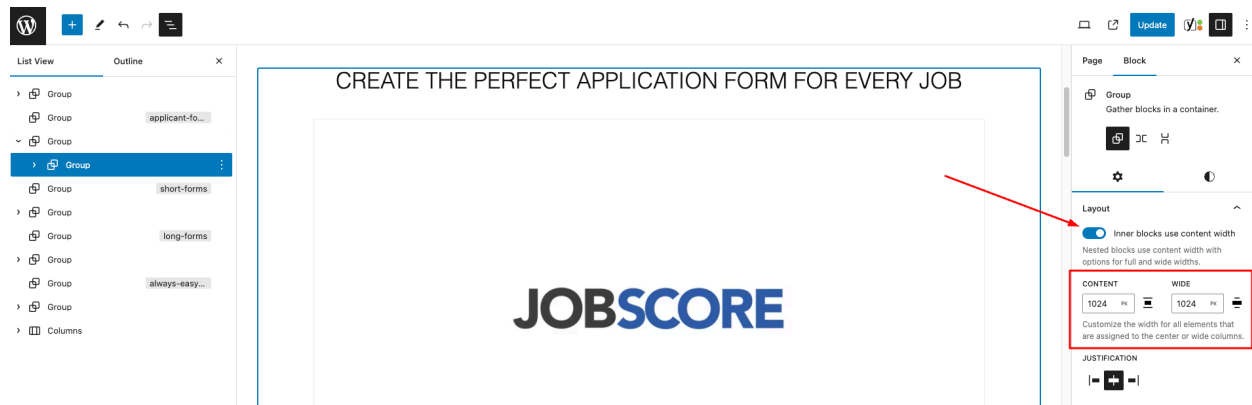
## Indentation

Although we have a content width that is lower than the navigation and so makes the content indented related to the header and footer of the website you can use some strategies to indent section's content related to one another or just have a narrower content for some specific pages.

## Restricting Content Width for Group, Column, or Background Media Blocks

Let's say you want to create a narrower section, you can use the [Layout control](#) to do just that. Select the

1st/2nd level [Layout block](#) of the section, enable the Layout control switch in case it is disabled, and add the content width value you want the section to have. Since the default content width is 1280px and you want a narrower width for this section you can add something like 1024px.



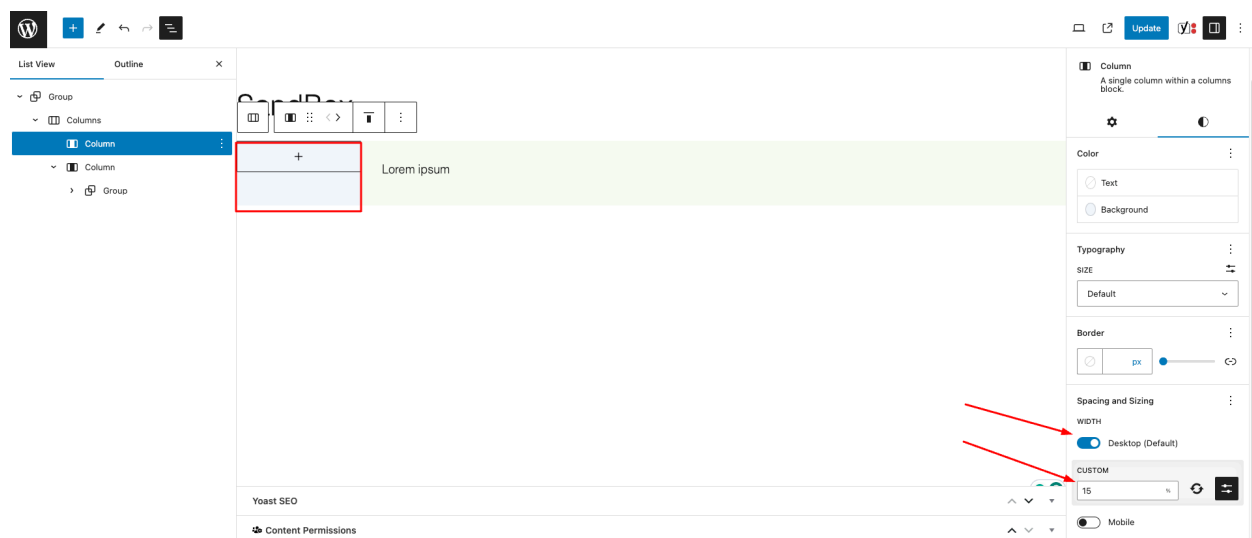
In case you want to have a larger section width than the default content width, use the 1st level Layout block to do this, set it to full width in case it is not, and then add the value you want its content to have.

Just remember that if you want the section to have the navigation width instead of content width just set the 2nd level layout block to be Wide, as explained in the [Width](#) section of this document.

## Columns

Another strategy to indent a section or some content inside a section is to use the Columns block.

Indentation using the Columns block consists of having an empty column to occupy some space from the other column that has the content inside, making it look indented. Usually, you set a width to the empty column to control how much space to indent the other column.



This can also be used when nesting Columns block inside a column, so you indent only that specific

column's content, it is good to create specific layouts.

Just remember that when using Columns to indent content the default behavior is that columns stack on mobile, if you want this to happen don't forget to set the column width for mobile to 100%, if you don't want them to stack disable the switch in the right panel of the Columns block.

This strategy is only recommended in specific situations, even when you set a fluid width to an empty column the result when resizing the screen may not be what you desire.

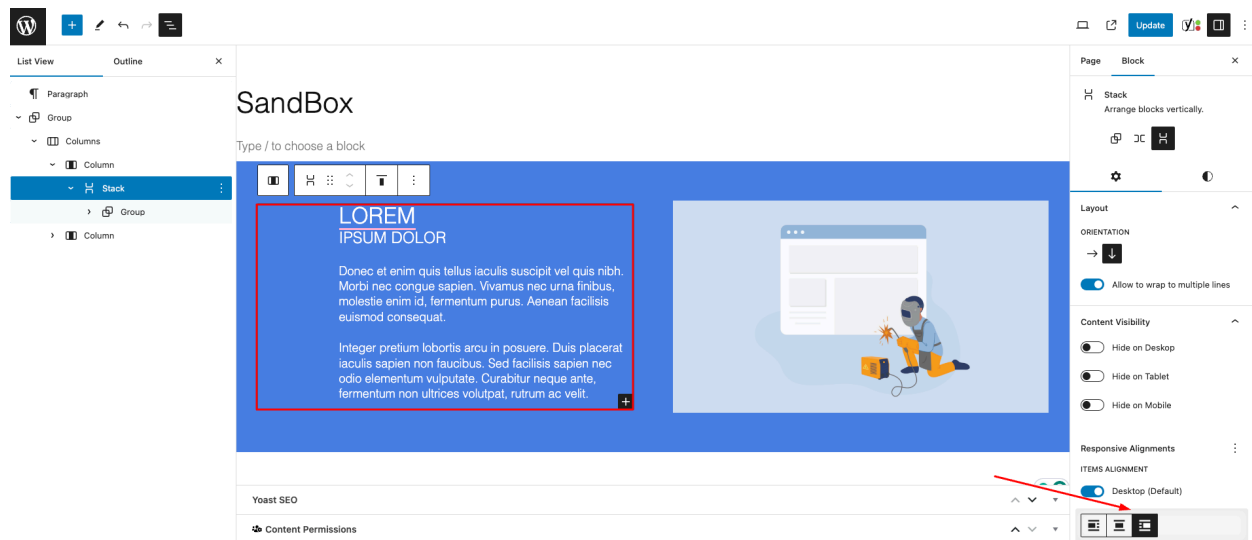
## Stack

Another way of indenting content is by using Stack blocks, this strategy is very useful when you want indentation to occur on larger screens but not on smaller ones without the need to set a space or anything like that.

This strategy consists of nesting a Group inside a Stack block, setting a fixed value for width or max-width to the Group block, then using the Responsive Alignment in the right panel of the Stack block, justify the Group and its content to left or right.

It is commonly used on 2 Column sections to make the text content narrower and aligned to the center of the screen on larger viewports, when you resize the browser screen to lower sizes the content will start filling the entire column.

As you can see in the example below, the text content is not filling the entire left column, the Group has a max width of 450px and the Stack justifies it to the right, creating an indentation that will be visible as long as the left column is larger than the Group's width.



You can use this approach in more situations like single-column sections or banners since it is good to justify content the way you want and restrict its size to not look awkward on larger screens.

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## Nesting

In WordPress, it refers to the practice of placing one or more blocks within another block to achieve specific layout objectives. Nesting allows you to create more complex layouts by combining different blocks and hierarchically organizing content.

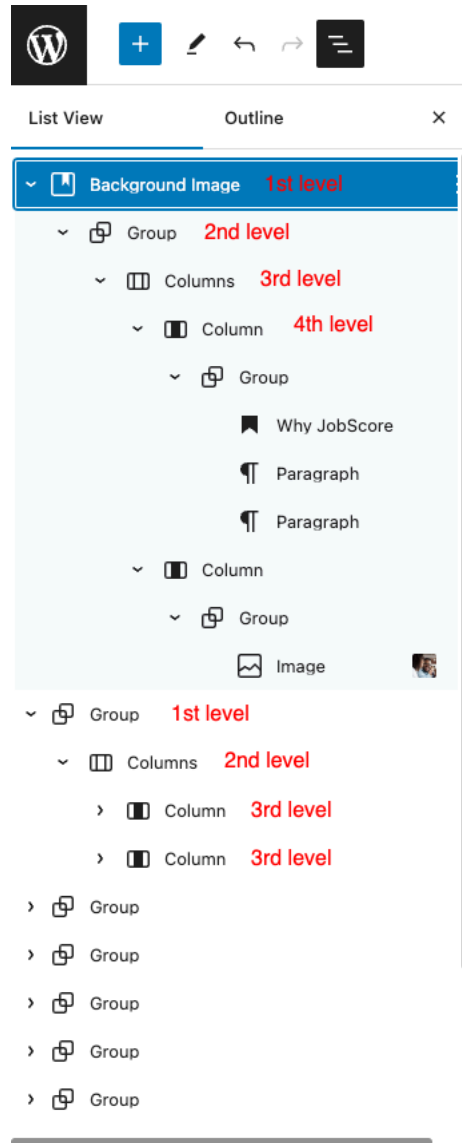
We recommend following the same structure when nesting blocks for the first 3 levels which you can customize as you see fit.

Level 1: is a Group or Background Media block with full width and a default padding applied.

Level 2: Contains other layout blocks like Group, Row, Stack, or Columns, depending on what layout you will work for the section, and will have animation applied to them.

Level 3: The third level onwards will have the content of the section.

If you have more than one block in level 2 of a section you must add animation to all of them, like when you have two rows of 2 Columns inside the same background color.



By nesting blocks, you can create more intricate and customized designs that meet your specific needs.

However, it's important to be mindful of certain considerations, such as indentation, spacing, and conflicting styles. You can also nest a block pattern inside another, just be mindful that some of these block patterns are to be used as entire sections, not inner block content.

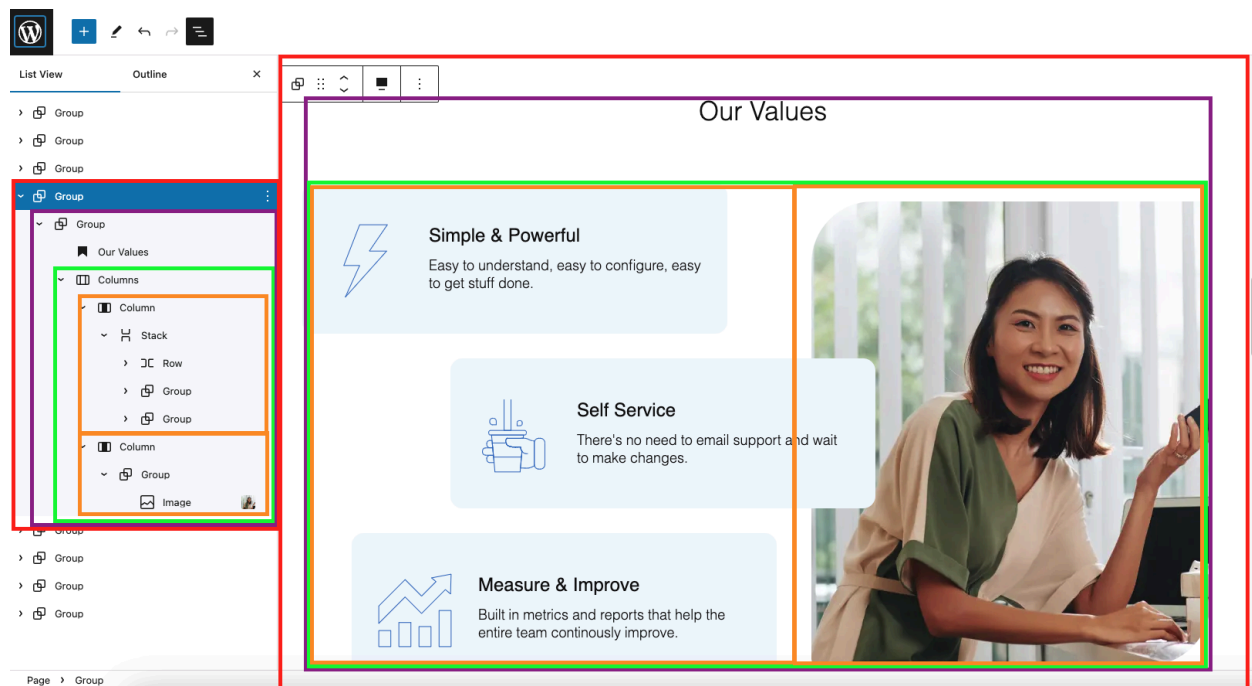
Nesting Example 1: [Our values Section](#)

To achieve this layout, we utilize the Gutenberg editor and employ the following nesting structure:

1. Group block with full width: We start by enclosing the entire section within an "Outer group" block. This serves as a container and helps establish the boundaries of the section. It also has a padding vertically and horizontally to give some space from the edges of the container for the content.

2. **Group block:** Inside the "Outer group" block, we insert another Group block. This enables us to stack the "Our Values" heading and the columns vertically, maintaining a consistent layout and applying animation on all the section's content.
3. **Columns block:** Within the Group block, we create a Columns block with 2 columns to showcase our values on the left and an image on the right. This block has a block spacing (gap) value to give some space between columns.
4. **Column with a Stack:** Within the left column, to ensure all cards can be aligned through a single block setting we combined them in a Stack block to adjust responsive alignment and give some block spacing (gap) between its inner blocks. Each card is a Group/Row block with a background color and icon and text inside. To create the [overlap effect](#) we used the Overlap Box custom block.
5. **"Column with a Group":** Within the right column, we utilize a Group block for the image and set a border radius to the top left and bottom right sides of it. The Group block wrapping the image provides a convenient way to manage the content spacing/sizing and apply custom classes or styling if required.

By nesting these blocks, we achieve a well-structured and visually appealing "Our Values" section on our website. The nesting allows for flexibility in design and ensures proper alignment and organization of the content. Refer to the image below to visualize the described elements and their relationships.



In summary, nesting blocks in WordPress allow you to create more intricate layouts by combining different patterns and organizing content hierarchically. However, it's important to be mindful of spacing and styling considerations when nesting block patterns to ensure a cohesive and visually appealing design.

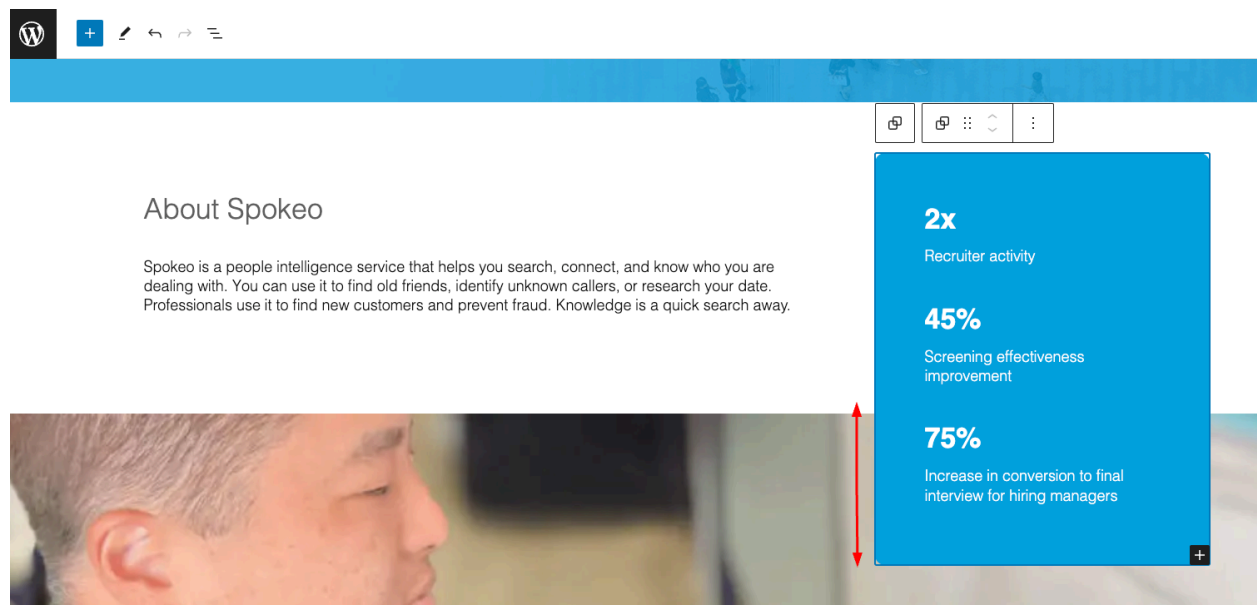
## Nesting block patterns

Since most of our block patterns are used as sections it is not advisable to nest a block pattern on another, the reason being that these block patterns have spacing and other settings applied that may break the layout by nesting them. If you want the same layout of a block pattern inside another it may be easier to try to create the structure on your own using the Layout blocks and Content blocks than to use a block pattern and have to remove some settings or styles.

There are block patterns created to serve as content patterns, those were created with this in mind so you would add them inside other block patterns. The block patterns inside the Card category are the only ones created to be nested on other block patterns for now.

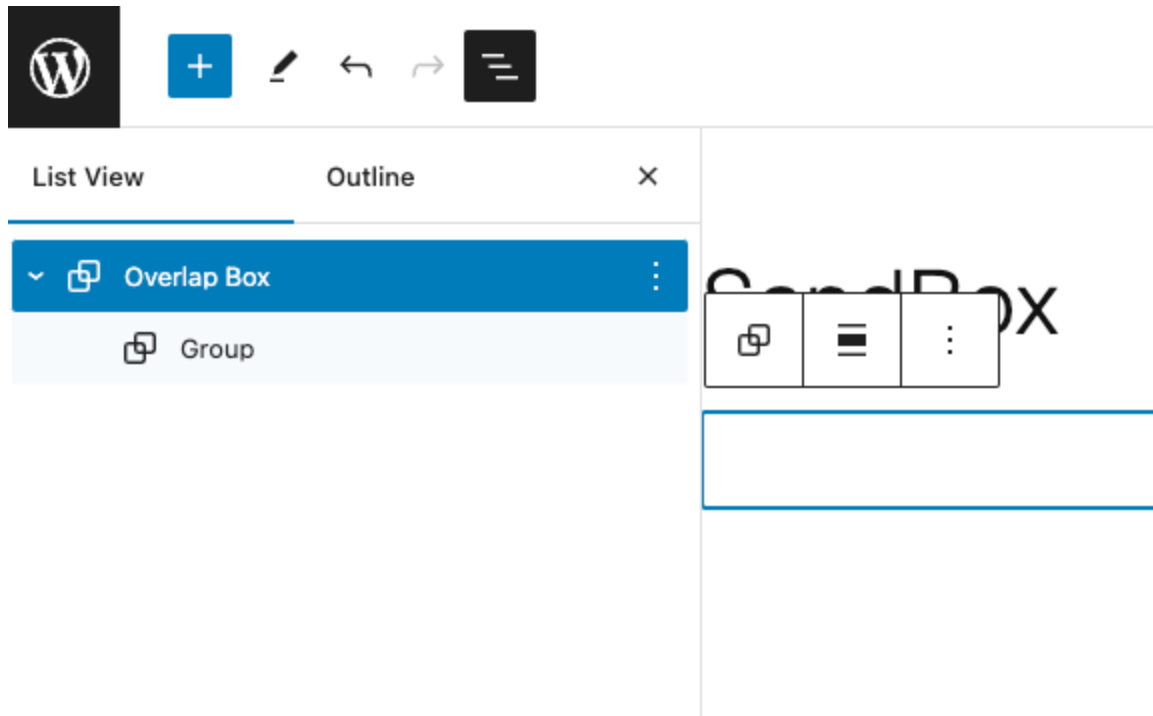
## Overlapping

Sometimes you want to break the standard structure of a page to show creativity and modern layout, this involves making content in a block overlap with another, like a card that overlaps an image full width below it or a balloon with text overlapping an image horizontally to simulates a conversation. The custom block Overlap Box helps you to create these modern layouts without compromising the page structure or other blocks inside the page.

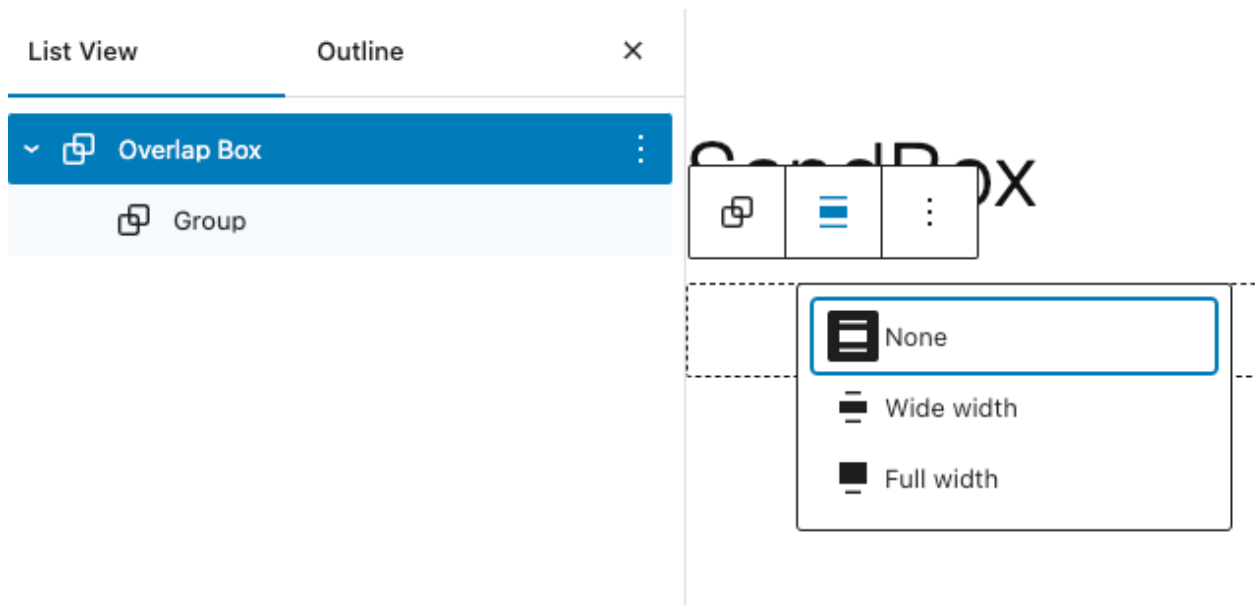


To create such a layout design you must use the Overlap Box block, it doesn't have all the controls of a Layout block like Group, that's why by default it will nest a Group block inside it for you to use when you add it to a page.





If you want to make an entire section overlap another, this block has the Layout control that most of the Layout blocks have, you can set it to Full width, Wide width (navigation width), or None that will use the content width. Using this you can nest a section inside an Overlap Box block and then make it overlap another section.



You can overlap content by using relative or absolute positioning, relative means that the overlap will obey its parent block's responsive and layout structure, absolute positioning usually won't do that.

## Position



### TYPE

Relative ▾

Relative ✓

This will make the content overlap based on negative offset values.

Absolute

This will make the content float based on the position values (Desktop only).

When using this block you MUST set a Z-index value, no matter if the positioning is Absolute or Relative. The higher the value the more "in front of others" the content will be, sometimes you might find it useful to use the Overlap Box to just set a z-index value so you can control which content goes above the other.

## Position



### TYPE

Relative ▾

Select the behavior of this block based on the position type. Changing this will reset the values below.

### Z-INDEX

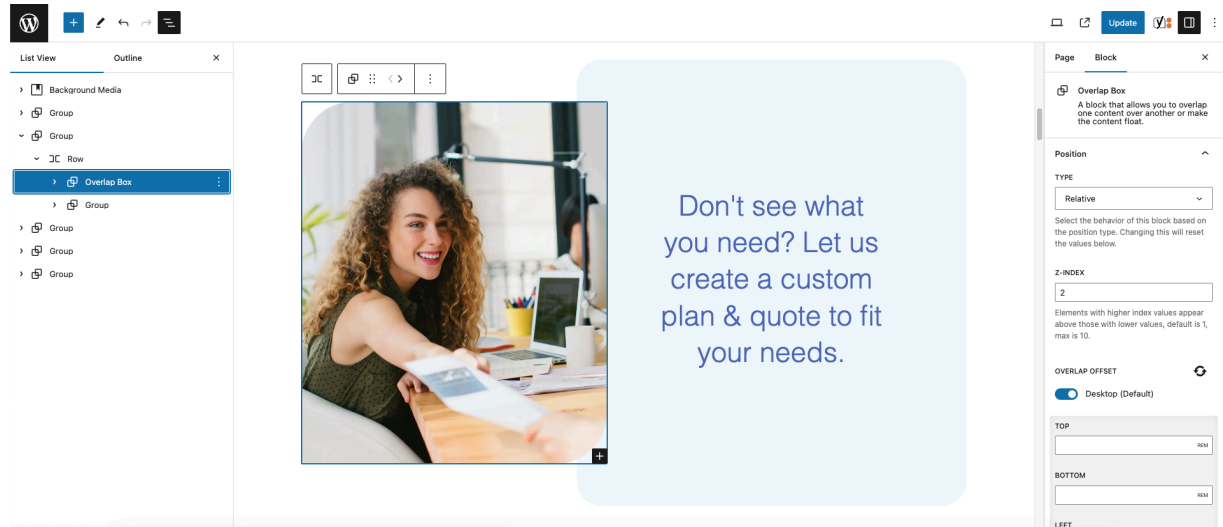
2

Elements with higher index values appear above those with lower values, default is 1, max is 10.


## Overlapping Content (Relative Position Type)

The overlap box block has its position set to be relative by default because it is the most used and easiest to control, this type of positioning allows you to set negative values to top, bottom, left, and right

margins, making the block break its section/container and overlaps another section/content to one of these directions.



This control can be responsive by setting different values for desktop and mobile breakpoints, if you want the behavior to be applied only to the desktop don't forget to set the mobile margins to zero.

OVERLAP OFFSET 

☒ Desktop (Default)

TOP  REM

BOTTOM  REM

LEFT  REM

RIGHT  REM

☒ Mobile

TOP  REM

BOTTOM  REM

LEFT  REM

RIGHT  REM

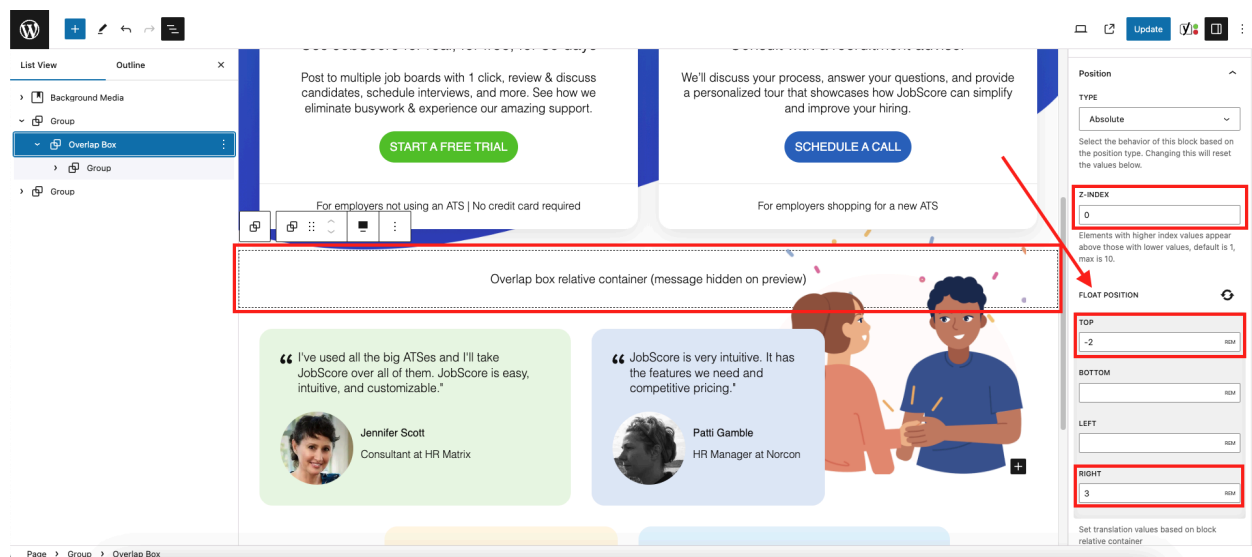
The image shows a detailed view of the 'OVERLAP OFFSET' settings. It is divided into two sections: 'Desktop (Default)' and 'Mobile'. Each section has input fields for 'TOP', 'BOTTOM', 'LEFT', and 'RIGHT' margins, each followed by a 'REM' unit. In the 'Desktop (Default)' section, the 'RIGHT' margin is set to '-5' and is highlighted with a red box. In the 'Mobile' section, the 'RIGHT' margin is set to '0' and is also highlighted with a red box.

Also, if you don't put a negative value in the input it won't overlap, the result will be as if you had added a common margin value to add space to a side of the content, not to overlap.

## Floating Content (Absolute Position Type)

For some specific cases, you may want an element to be floating in some direction related to a section/container, for this, you should use the Position Absolute type on the Overlap Box block, this control only works for desktop breakpoints and offers a way to position an element without taking the page structure into consideration.

When selecting the position absolute type the Overlap Box block shows a message inside a box in the editor to show you that the content inside will be positioned based on that box with the message. The position inputs are for the top, bottom left and right directions using our [measurement units](#), so if you add to the Top input the value 0 it will position the content of the Overlap box to the top edge of the box, if you add the value "100%" it will move to the bottom edge of the box. In the image below the Overlap Box is being used to make the image on the right be positioned to the right side of the box, behind the quote balloons using a Z-index value of 0 and a little upward.

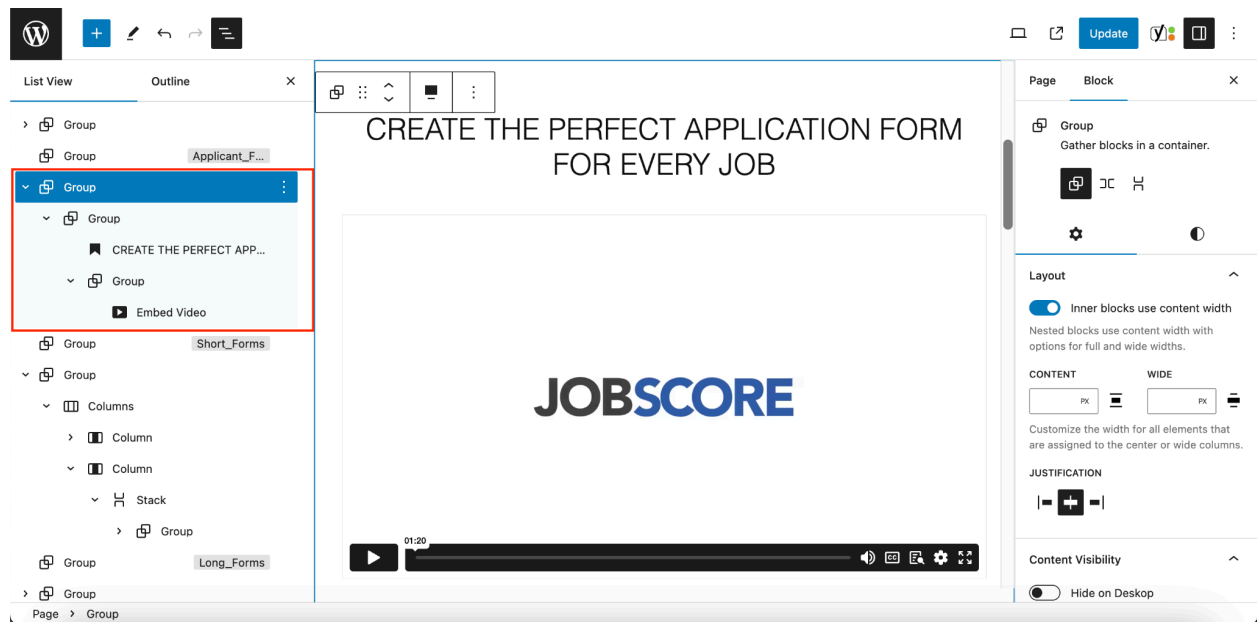


Since this control won't be applied on mobile breakpoint the Overlap Box block will work as a simple Group block with no setting whatsoever.

## Section Conventions

Following our [nesting](#) conventions we can create sections for a page, we also have [block patterns](#) for some sections and all of them follow these conventions. We will explain how these conventions are applied in practice and some decisions to adapt content to specific situations.

For instance, if you want a single-column section you will usually see the structure: [Group](#) (Full Width) > [Group](#) (with animation) > content.

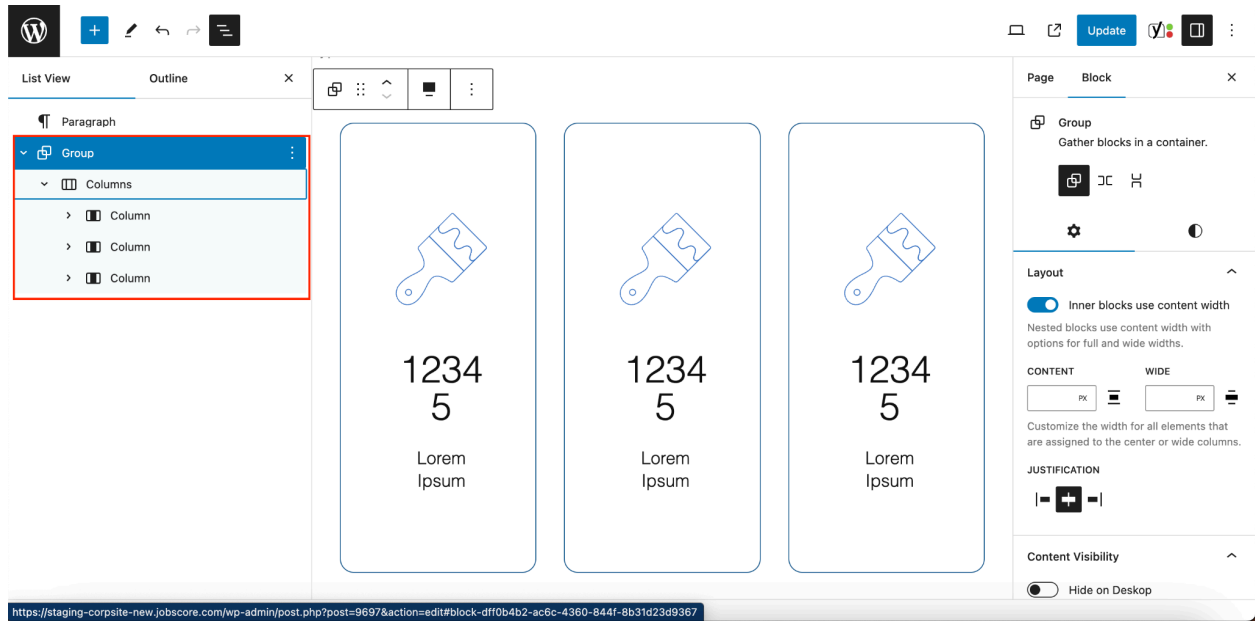


In the example above we have a single-column section with a Heading and Video blocks, we start the section with a full-width Group, another Group inside that by default will have the standard content width value (1280px) and we add the animation, then the Heading block and right below it another Group to wrap the Video block we want to add. This third Group block isn't mandatory, but since the Video block does not have any control for padding, max-width, or anything related to layout, we prefer to wrap it in a Group so we can handle these settings in the Group and the Video as its child block will persist the same thing.

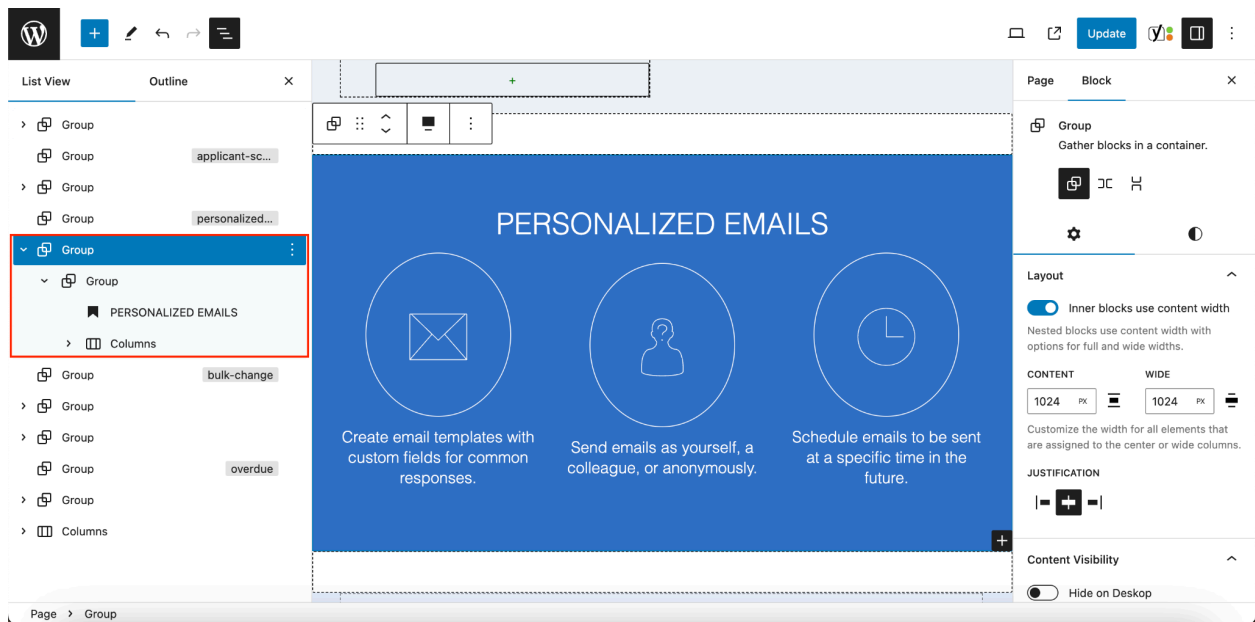
If the section will have a background color you must set it to the full width Group, so the color fills the entire section.

When working with a 2 or more columns section you will usually see the structure: [Group](#) (Full Width) > [Columns](#) > Column x N(number of columns) > content on each column.

When the section has 3 or more columns the common structure is very straightforward as shown above, since in most cases all columns will have the same width and very similar or identical inner content layout.

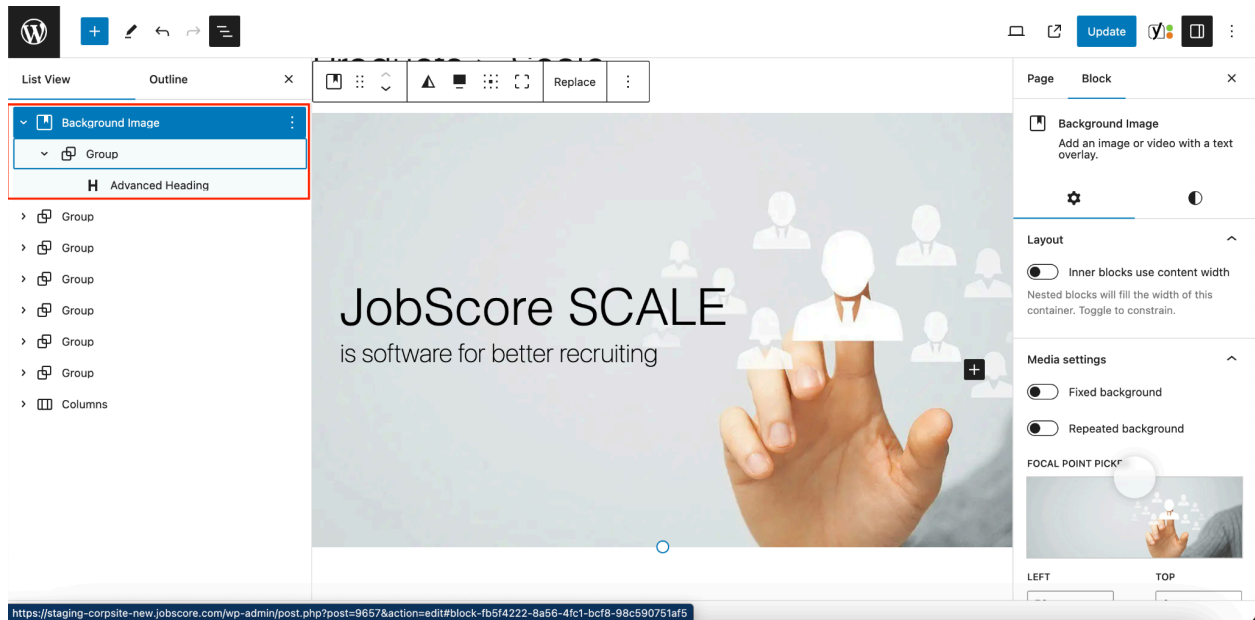


You can also use the single-column structure explained before for multi-column content when there is a heading in the same section above the columns. In this case, the Columns block doesn't have animation because it is now a 3rd level block in the structure. Group > Group > Heading + Columns

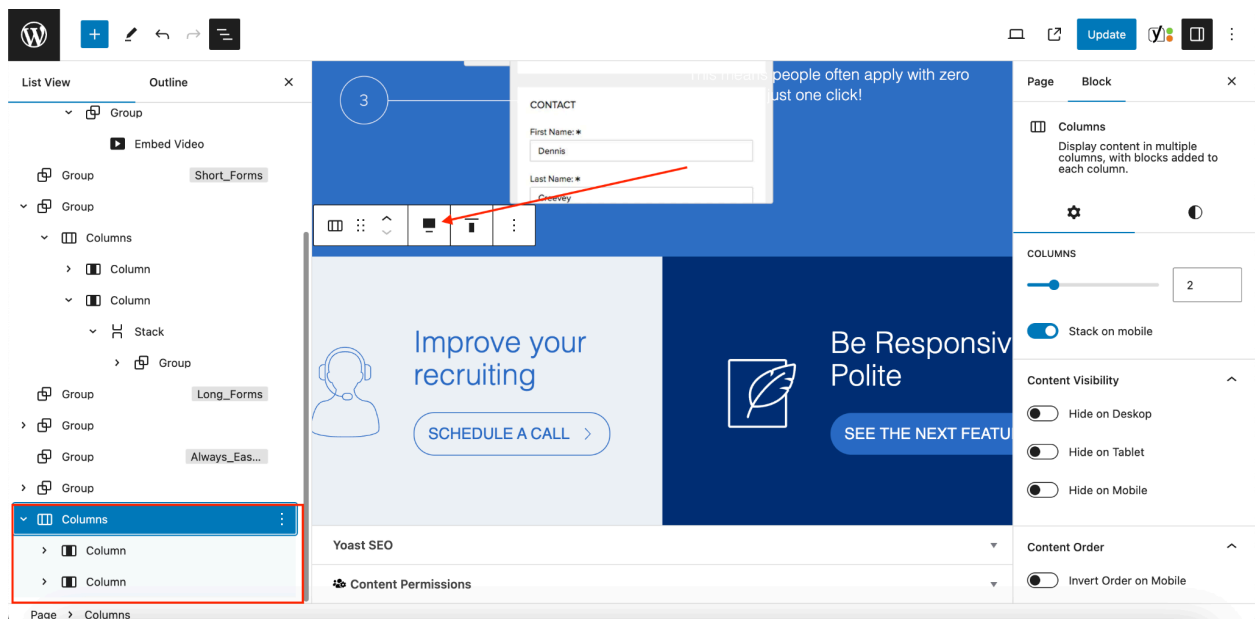


For 2-column sections we have a bunch of different strategies to achieve a variety of content layouts since this type of section is the most used in the entire site. The overall structure is the one explained above but inside each column of a 2 Column section there are some inner structures we created to adapt content to specific layouts.

There are two exceptions for all these structures, one is when you need a background image/video in the section, then the structure starts with the Background Image block, then a Group/Columns.



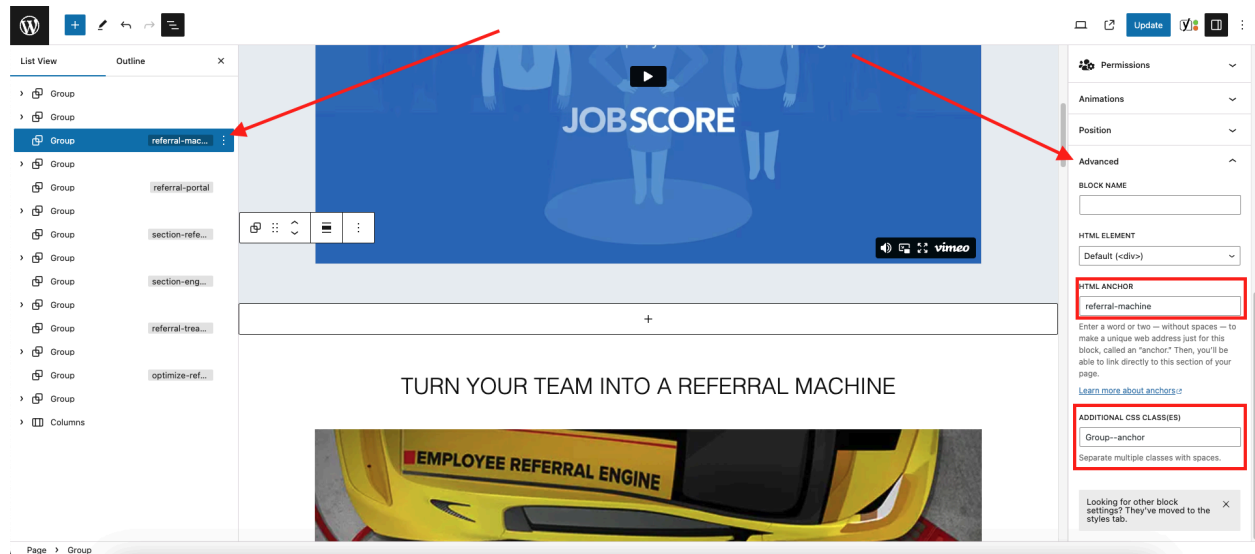
The other is a 2 Columns section where each column has a different background color, in this specific case the animation is played in the 3rd level block instead of the second as in all other cases shown in this document, the reason being that usually doesn't look good to animate blocks that reach the edge of the screen and have a background color. The structure in this particular situation is: Columns (full width) > Column (with background color) x N > Group (with animation) > content



The example above is present on all feature and product pages, there is a single pattern for this situation so we don't expect to have places with different layout for a 2-Column section with multi background color and full width.

## Anchors

To add an anchor to a section all you have to do is add a Group block directly above the section, on the right panel open the Advanced dropdown panel, there you have two fields you MUST fill, one is the anchor name input, the other is the custom class, you have to add "Group-anchor" class so when the page scroll to that section it will take into consideration the navigation height.



When adding an anchor name please use lowercase characters and separated by "-", never add whitespace on this input.

## Mobile Layout Tips

- If an image doesn't look good on mobile ask for a new image for that breakpoint, it is better than trying to make a single image look good on every screen size.
- Reorder columns on mobile to show the image column first then the text column, so we don't have situations where two images appear below each other.
- Heading and Advanced heading are aligned to the center on mobile by default, if you want to change this use the Responsive Alignment control on the right panel.
- If you want to have a section with an image that needs to reach the edge of the screen and for that you remove the horizontal padding don't forget to add it for the rest of the content and mostly for mobile breakpoint.
- Columns will stack on mobile by default unless you disable the control
- Row will stack its inner blocks only when they reach the Row's width limit, whether they are on a mobile breakpoint or not. You can disable that on the right panel and force content to never stack vertically.
- Guarantee the desktop version is finished before working on the mobile version.

## Content



*The website is mostly composed of text (typography), images, videos, and animations*

## Content Blocks

Once you add a [block pattern](#) to a page and adjust your layout blocks to make things look right, it's time to add and edit your content blocks. Content blocks include paragraphs, headings, advanced headings, icons, [lists](#), [lists with icons](#), [images](#), [videos](#), and [buttons](#).

All content blocks require that you enter content to be displayed, for instance, you'd need to include text in a paragraph or heading or select a file if you want to show an image or video.

All content blocks include values that impact how content is rendered. When the blocks are selected these values can be adjusted in the right panel. Controls include:

- Padding, margin, and typography controls like font size, font weight, and font color for the paragraph, heading, and advanced heading blocks.
- Border radius, border color, width, height, and aspect ratio for the icon, image, and video blocks.

Though it's possible to adjust many of these controls in content blocks it's generally not advisable to do so and it's best to adjust the layout blocks that contain them. For example, a small adjustment to the padding on a paragraph block can easily break the most carefully crafted [nested](#) column layout. Notable exceptions include:

- Adjusting font size directly on the advanced heading content block to successfully use multiple font sizes in headers.
- Adjusting font color directly on a paragraph to make some text stand out in a large text block inside a group.

Content blocks inherit "parent values" from the layout blocks they are [nested](#) in. Parent values are automatically inherited from their containing layout block, but are limited to typography controls like font size, font weight, and font color. Though it's possible to adjust these values in a paragraph, heading, or advanced heading block, it's almost always a bad idea.

Parent values in layout blocks make it much easier to work with WordPress by "setting and forgetting" values for sections. For example, if you create a group with a dark background color and a light text color all of the text in all embedded content blocks will "just work" unless overridden. Using "parent values" is the preferred way to work as it makes things easier to work with and maintain the website. So, if you need to change a section from dark to light, you'll only need to adjust the background color and the font color for a single group.

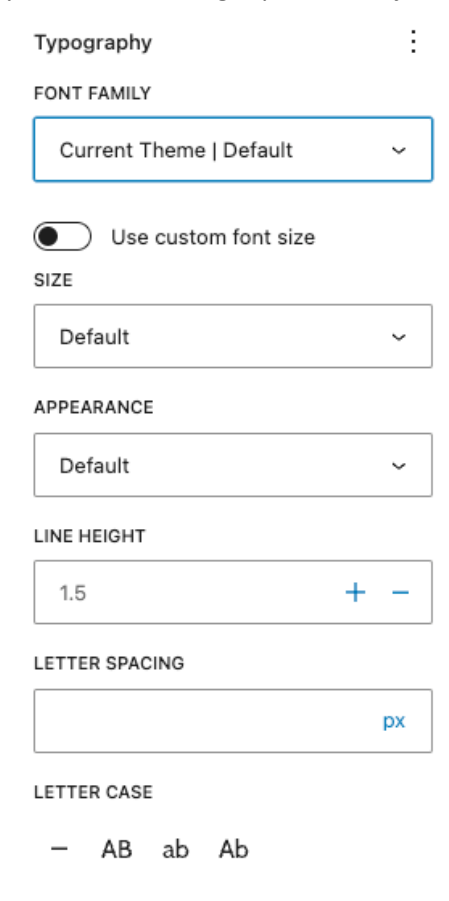
## Previewing & the WP Editor

- Don't trust the editor... always preview the page while working on it to see/test any change you make.
- Some changes may not appear in preview mode, if you are working on the Staging environment feel free to publish the page to simulate how it will work when released.
- The editor won't show correctly any responsive behavior you may expect, prefer to

- preview/publish and resize the screen to verify.
- When a block needs to be recovered due to some change in the code recently deployed make sure that after recovering if data is lost, test how the page/block behaves before and after the recovery in case you need to reinsert a setting like padding, font-size, etc.

## Text / Typography

All text blocks use the Typography control on the right panel to adjust the font and style the texts.



The image shows a 'Typography' control panel with a vertical list of settings. At the top is the title 'Typography' with a three-dot menu icon. Below it is the 'FONT FAMILY' section with a dropdown menu showing 'Current Theme | Default'. Next is a toggle switch for 'Use custom font size', which is currently turned off. Below that is the 'SIZE' section with a dropdown menu showing 'Default'. The 'APPEARANCE' section has a dropdown menu showing 'Default'. The 'LINE HEIGHT' section has a text input field with '1.5' and '+' and '-' buttons. The 'LETTER SPACING' section has a text input field with 'px'. The 'LETTER CASE' section has a dropdown menu with options: '—', 'AB', 'ab', and 'Ab'.

### Font Size

As mentioned above on the [Underlying Changes](#) topic, there are six scale presets for font size, they are responsive between mobile and desktop breakpoints. Every text block has a default size applied to it that is one of these size presets, so it is easier to reference them.

There are situations where a page has a lot of text, like an article, and to improve the readability you may need to change the preset size to a higher one than the default, we recommend choosing one size above since it is not that big of a difference from our standard and makes the page easier to read.

SIZE

Default

Default

GIGANTIC | 44PX - 34PX | H1

HUGE | 34PX - 24PX | H2

X-LARGE | 24PX - 20PX | H3

LARGE | 20PX - 18PX | H4

MEDIUM | 18PX - 16PX | H5/H6 |

Default

SMALL | 16PX - 14PX | Caption

## Custom Font Size

We don't recommend using the custom value for font size, these presets were defined to cover 80% of our page needs, but there may be cases where you will need a very large font size that none of our presets will suffice, you can enable the custom font size trigger and type the size for desktop, mobile and a fluid value in between based on our [Measurements](#). The Default input is the preferred value, it is a fluid value that the text will resize based on the viewport width (vw), the max value it can reach is in the desktop input you added and the min is in the mobile one.

☒ Use custom font size

SIZE

DESKTOP	DEFAULT	MOBILE
<input type="text"/> PX	<input type="text"/> VW	<input type="text"/> PX

## Font Weight (Appearance)

All text blocks use font-weight light (300) as default, you can change this on the right panel in the Appearance select, we recommend using Regular for text-heavy pages and Bold when you want to highlight information.

#### APPEARANCE

Default

Default

Thin

Extra Light

Light

Regular

Medium

Semi Bold

Bold

## Font Family

The default font family is Proxima Nova, there are a lot of others but you should only use those for very specific purposes, pages that are not part of the "core" of the website, otherwise, let's keep the default one for design consistency.

## Line Height

The default line height for paragraphs is 1.3 (130% of the font size), and for Headings is 1.1 or 1.2 depending on the heading level.

The line height input is a numeric field, so you can only add numbers, this will result in a height related to the font size, e.g: line-height 1 means it is 100% the font size, if the font size is 16px then the line height will also be 16px.

#### LINE HEIGHT

1.5

+

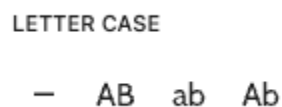
-

## Letter Spacing

For the distance between letters, the default value is 0, you can add values using the [Measurement](#) units we have in the input field, we recommend using PX.

## Letter Case

If you want to force the text to be uppercase, lowercase or capitalized use this control. Avoid writing a text using capslock from the keyboard if you want it all in uppercase, it makes maintenance easier in the future.



## How to copy content

Copying content from other sources is fine as long as you use the "copy with format" feature:

- On Windows: ctr + shift + V
- On MacOS: cmd+shift+option+V or cmd+shift+V

If you copy with format, the paragraphs will inherit color and may inherit other font attributes such as font size and font height.

## Lists

The default block in Gutenberg doesn't provide the necessary functionality for creating lists with aligned icons. To fulfill this specific requirement, we have introduced a custom lists block that allows for precise alignment of icons within lists, called List with Icon block.

### List Variants

There are three variants for List with icons that you can control on the right panel, Text, Link, and Link Inverted. You will commonly use the Text variation since it is the most customizable and complete one, you can have a link on the text for each item in this variation, so you don't need the other two variants.

The Link and Link Inverted variants were created to address a very specific situation we have on some pages that have a list of clickable items, it is different from having a link inside a paragraph on a list, the entire item is clickable.

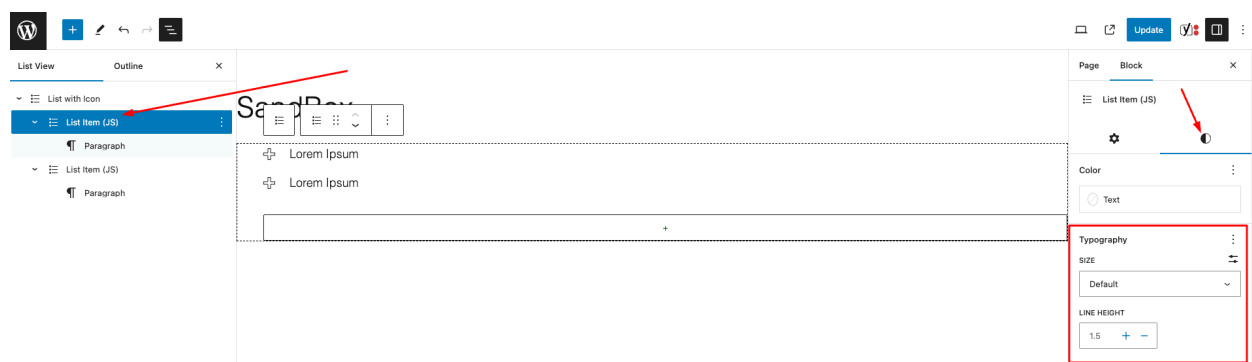


These variations don't have many controls to change their style, you can control the paragraph size and color, but you can't make any changes to the icon style, another exclusive thing about these variations is that the icon has a circle around, the alignment is always to the center in relation to the text so you can't change it, and you can trigger a second text in the same item as shown on the image above, but you can't change its style.

So only use these variants if you want something exactly like the image above, it is a very specific layout/design.

## Changing the icon size

To make adjustments to the size of icons within a list, follow these simple steps: start by opening the list view and expanding the desired list. Next, select the specific list item that contains the icon you wish to modify. Once selected, navigate to the style tab where you'll find the option to adjust the font size under Typography settings. By altering the font size, you can effectively change the size of the icons within the list without modifying the paragraph size. You can also set a line height for the icon, the default one is 1.3. The font size and line height added to a list item won't affect the paragraph inside since it has its own Typography settings.

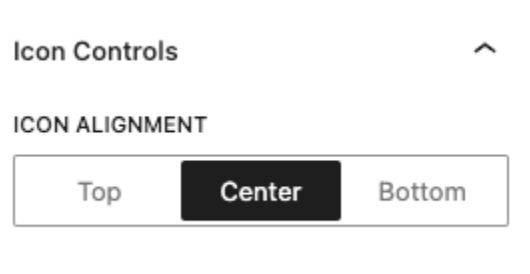


## Aligning icon and paragraph

When using the List with Icon block you will usually add 1-2 lines for each item and for that very reason, the default alignment between icon and text is to the center.

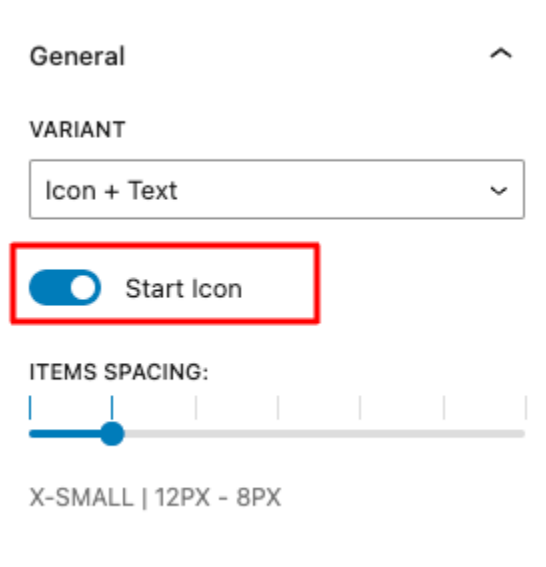
But when the text has more than 2 lines it might look weird to have the icon aligned to the center, to

change this alignment just select the option you want on the right panel of the List with Icon block.



## Removing icon

If you don't want the icon on the list you can disable it by clicking on the switch on the right panel.



## How to control the space between items

Sometimes you might want to have more or less space between the items on a list, instead of adding padding-bottom/top on each item individually we created a control called Items Spacing for this block on the right panel.

This control uses the same input as the Padding and Margin with the same preset values, you can't add a custom value though. The default preset is the X-SMALL.



# Buttons

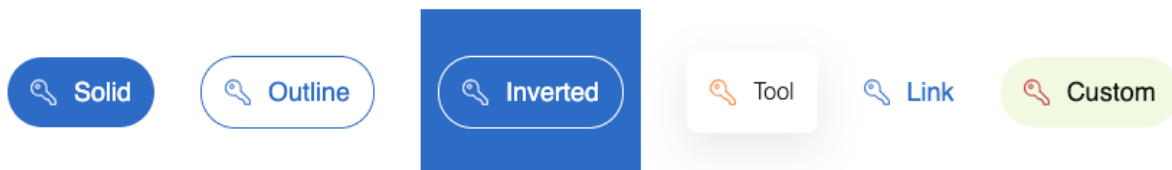
## Visual Presets

To guarantee that all buttons follow the same design and are consistent throughout the website we created style presets for you to use for the most common situations on pages. You can switch between these visual types on the right panel of the Button block. You can't customize the style of most of them, with some exceptions that will be explained below. You can change font settings that are not related to colors for any type of button.

## Types

Define the "layout" of the button like padding and border-radius, as well as visual feedback when interacting with it, which may/may not have style customization.

- **Solid:** Button with dark background color and white icon and text color, rounded borders. It is the most used type, usually as a call to action. Can change color between presets of color schemes. On hover change the background color to be a little lighter.
- **Outline:** Similar to the Solid type but the background color is transparent, and has dark text, icon, and border color. Used on sections with light background. Can change color between presets of color schemes. On hover change the background color to be a light version of the text and border color.
- **Inverted:** The visual opposite of the Outline type, white border, icon, and text colors with a transparent background. To use on section with a dark background. On hover lowers the opacity of the button a little.
- **Tool:** Background, icon, and text color can be customized, has less rounded borders than the other types, icon color can differ from text color, and can have box shadow. On hover, the button animates with a very small slide-up animation.
- **Link:** Has blue text and icon color, no background or border color, has no horizontal padding, you can't change any color. On hover, the blue color is lighter.
- **Custom:** Almost fully customizable button, colorwise, you can set the icon, background, and text colors for default, hover, and pressed states. Can't customize the border color, it is always transparent. Mainly used for specific situations where the Solid type's color schemes won't work, like Customer Stories pages.

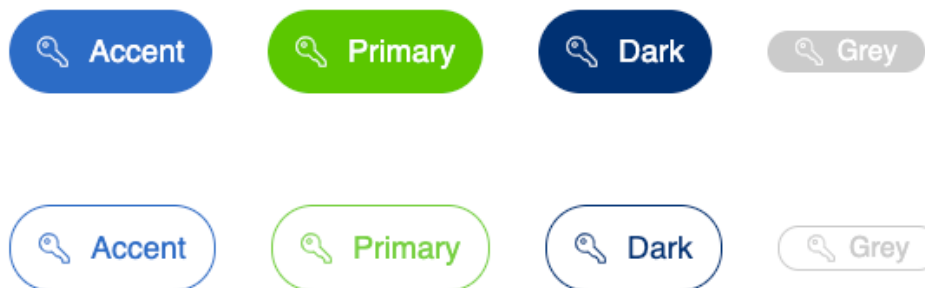


## Color Schemes

Available for the **Solid** and **Outline** types, you must select one color scheme to be applied since these two types only allow font customization.



- **Accent:** Blue color, used mostly to invite users to other pages of the website, to get to know our company in more detail or navigate through a tour
- **Primary:** Green color, used as a call to action to invite users to buy your product, this color scheme makes the button stand out from the other elements of the page, it is "primarily" the action you want the user to make, so it has to be easy to identify.
- **Dark:** Dark blue color, used in situations where the Accent color scheme won't work, like a section with the same background color as the Accent scheme.
- **Grey:** Grey color, this color scheme is useful to add links to pages that complement the content it is in. Mostly used on the Features tour to ask the user to check on the Product Plans before moving on the tour. This color scheme doesn't call too much attention and that's its purpose, it can be also used as a chip for things like blogs or search categories on a page that are related to its content.
  - This color scheme changes the default size of the button from Medium to Small.



## Action Types

Buttons are used for more than just linking the users to other pages, you can select the action a button should have on the right panel right below the visual and style controls.

- **Link:** Open an internal or external URL when clicked
- **Submit:** Submit a form when clicked
- **Clear:** Reset a form to its initial state when clicked
- **Lightbox:** Open a lightbox with an embedded Vimeo video when clicked
- **Download:** Download a file when clicked

## How to change font settings

The Button block has the same Typography setting that text blocks have on the right panel, you can change font size, weight, family, line height, and letter case in the same way. Just need to enable the setting controls by clicking the switch to show Font Settings.

Font Settings

Show advanced typography controls

Typography

FONT FAMILY

Current Theme | Default

Use custom font size

SIZE

Default

APPEARANCE

Default

LINE HEIGHT

1.5

LETTER SPACING

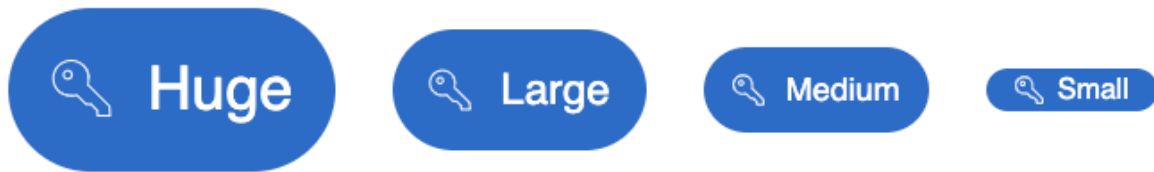
px

LETTER CASE

— AB ab Ab

## How to change button size

We created four size presets for buttons, these presets change not only the size of the button itself but also the icon and text inside, so keep in mind that changing the font size of a button will override this behavior.



All buttons' initial size is the Medium preset, you can't customize the size of a button except for its width, on which you can define a min and max value and also trigger a control to force the button to be full width in relation to its parent block, you can't set a custom default width value. There is no responsive setting with breakpoints for desktop or mobile for the button size control.

#### WIDTH

☒ Full width

#### MIN WIDTH

REM

#### MAX WIDTH

REM

## How to wrap text

By default all text inside the button won't break the line, so if you add a long text to the button it will increase its width but it reaches the edge of the parent block, or if the screen size is smaller than the button, the button will overflow and break the layout. To avoid this from happening we added a control on the right panel which will make the text break the line when there is no more horizontal space for the button to occupy.

Button

---

Visual ^

TYPE

Solid v

COLOR SCHEME

Accent v

☐ Hide Text

☒ Wrap Text  
Permit line break for text

## How to create an icon-only button

There may be situations where you want a button with only an icon, to do that there is a switch to hide text on the right panel.

Button

---

Visual ^

TYPE

Solid v

COLOR SCHEME

Accent v

☒ Hide Text

☐ Wrap Text  
Permit line break for text

This control can be applied regardless of the button type, color scheme or action type.



# Images

- WordPress includes a built-in media gallery. Only include images stored in the library.
- If you are tasked to create an asset that uses a screenshot refer to [this document](#).
- Compression: WordPress already compresses images using a plugin.
- Image Formats: JPG or PNG

# Videos

Which videos should be added to the media library and which to Vimeo?

All videos that are meant to play as animations like gifs (muted, loop, and autoplay) should be added to the media library, you can add very short videos as well but any other type of video should be added through Vimeo using our Embed Video block.

## Embedded Vimeo

How to create videos in Vimeo?

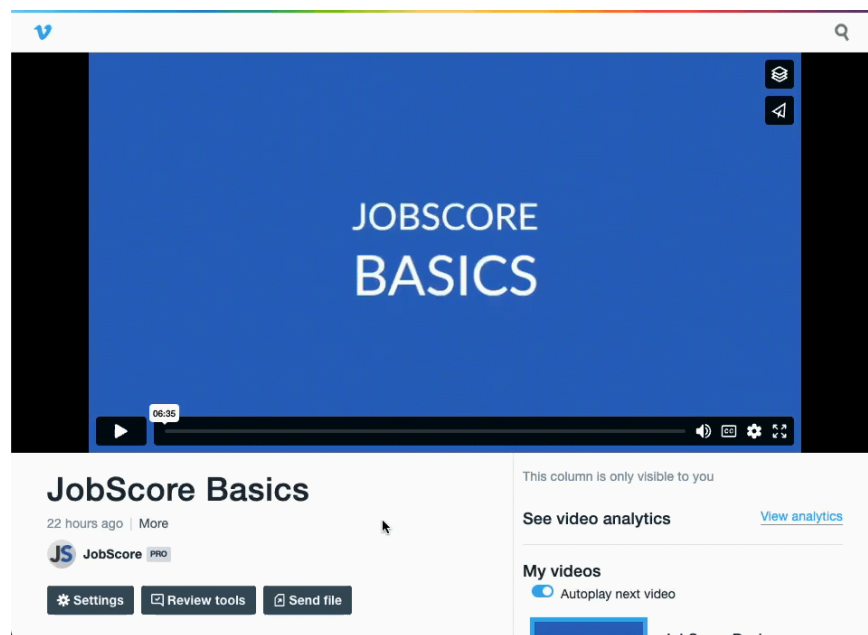
First, log in to the [Vimeo website](#), and click on New Video in the top navigation bar. Add the video you want and make sure to set its privacy to "hidden from Vimeo", unless that video is meant to be public.

The image shows the Vimeo website interface. At the top, the 'New video' dropdown menu is open, showing options: 'Upload', 'Create video', 'Record screen', and 'Create event'. Below this, the 'Library' section displays a grid of video thumbnails. One video, 'optimize-sourcings-strategy-v8', is highlighted. The video player for this video is shown below, featuring a 'Hide from Vimeo' button and a 'Manage privacy' button. The video content includes a pie chart showing '\$48 candidates from 7 sources' and a line graph showing 'View candidates over time'.

How to remove all of the extraneous controls that appear over videos so they are clean?

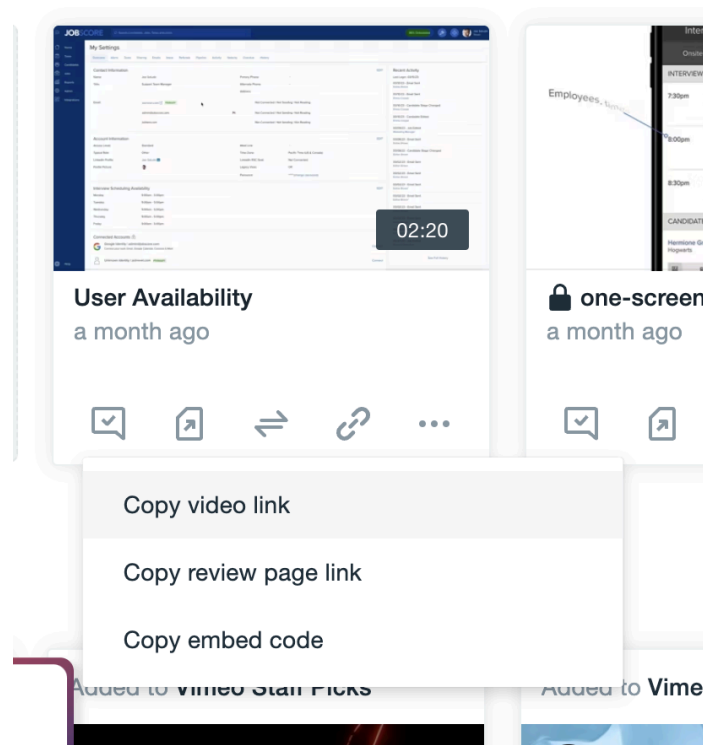
To remove all the extraneous controls that appear over videos, you'll need to log in Vimeo and change the settings:

1. Access the video you want to edit (e.g. <https://vimeo.com/821009906>).
2. Once logged in, a "Settings" button will appear below the video. Click on it.
3. On the right vertical toolbar, click over "Player" -> "Appearance".
4. Once there, you'll have to click over each section to toggle on/off the options.
5. We usually turn off everything in the top left and right corners. Depending on the type/length of the video, you may want to keep the Playbar, Volume, and Fullscreen options. For long videos with voice-over, you may want to keep the Playbar, Volume, and Fullscreen options. For short videos, loops, and with no audio, those controls can be hidden.

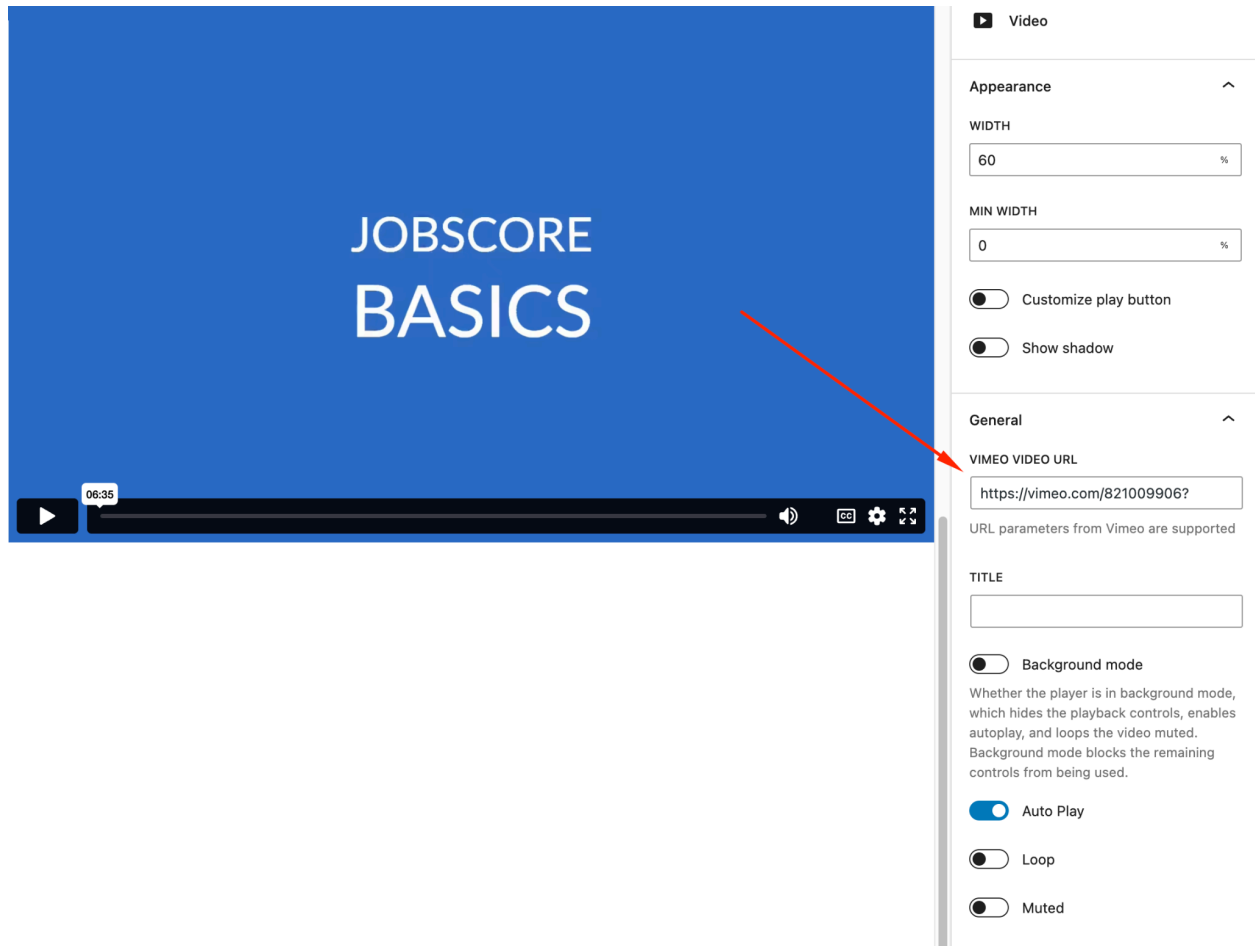


JobScore uses Vimeo to host all videos shown on our website. If you want to embed a video, you'll need to add it to Vimeo first. Login with the password in the marketing folder in 1password.

To make it easier to work with Vimeo videos we added a custom block called "Video". To work with this block, first copy the video URL on the Vimeo account (you will need to be logged in):



Then, the block will prompt you to insert the URL for the video here:



This block is compatible with two types of URLs: the original version and the embedded version. You don't need to modify any settings within the block for it to function properly:

- Original URL <https://vimeo.com/xyz>
- Embedded URL <https://player.vimeo.com/video/xyz>

## Private Videos

By default, all videos you add to be used on the website should be made private. If sales or success need to have the videos be public, they can make that change themselves.

The Vimeo Video component will work whether the video file is private or public on Vimeo. But please, make sure that the private video is set as "hidden from Vimeo" on its privacy settings.

Follow video naming and tagging conventions

## Autoplay videos

The goal is to have most videos play automatically when they appear in the browser (on page load if



above the fold or on scroll)

To add behavior to Vimeo, the custom block presents two options "Background mode" and Autoplay:

- Background mode should be used to simulate GIFs, which automatically start muted, loop, and have the Vimeo controls hidden;
- Autoplay should be used for videos that you want to display the Vimeo controls (play/pause/volume).

## Animation Files

Animated .gif guidelines (size), .webm, .mp4

### How to add GIFs

GIFs are added using the Image block and have most of the same image controls/settings on the right panel.

### How to add animated videos

If you added an animation using the .mp4 or .mov format make sure to use the Video block from WordPress, on its right panel you can set it to autoplay, mute, and loop.

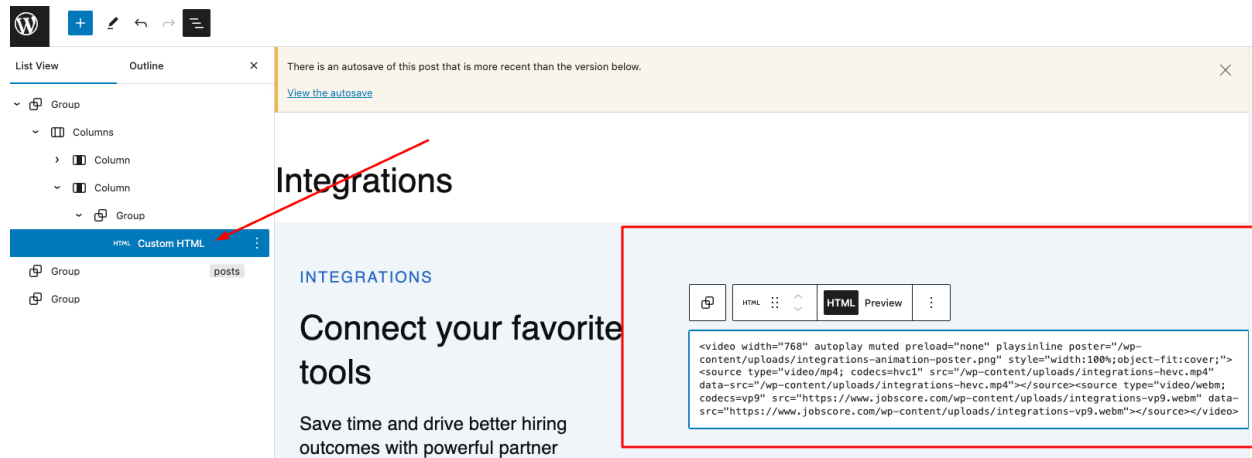
If for some reason the Video block doesn't appear in your block list go to Preferences in the three dots menu on the top right corner, select Blocks and search for Video, select it and now it will appear in the block list.

### How to add videos with transparent background

Videos with transparent backgrounds cannot be added using the core video block or our custom block through Vimeo. The only way to add videos with transparent backgrounds is by using the Custom HTML block and writing the HTML video tag manually. The reason for this is that Video with this type of feature demands some very specific settings and formats:

- .Mp4 files CANNOT have an alpha channel, meaning this file format can't have a transparent background.
- .webm and .mov can have alpha channels, but WebM, the lightest format, doesn't work on the Safari browser. So you must ensure that the video has two sources to use depending on the browser of the user. That's why we must use the Custom HTML block.
- Custom HTML block gives you more control over the video tag to allow other customizations.

A good example of this type of content lies on the [Integrations page](#) banner



How to convert and compress a video with no background that works on all browsers?

When you receive the animation/video file with the .mov format it probably will have a huge file size, download the app [Rotato Converter](#) (Mac only AFAIK), install it, drag the file to it and it will start the process of compressing, and converting it to the necessary formats for you to add to the website.

This app will create a .webm and a *hacked* .mp4 file. This mp4 is a .mov masked to be a .mp4 format so it will work easily on Safari.

## Forms

You should never have more than one type of form on a page

You should always add forms using a forms block pattern.

The block pattern(s) have every field we've deemed you might need in a form. You can remove fields if you need to by clicking on the field and deleting it.

There are three types of forms on the JobScore website

You should only change the form block, do not change properties inside the button, other than the text and color.

The form block allows you to prepare actions to be performed on submit:

- Send Lead to HubSpot (usually nurture capture)
- Send Lead to Closeio.io (usually sign up and leads)
- Send Email to Sales on new lead

When the lead is saved to the ATS database, it will record their origin.

- Signup form will save as a signup lead
- Nurture capture will save as nurture capture lead
- To save as a demo lead, just leave signup and nurture capture blank

Marketing Metadata Settings
^

☒
Send lead to HubSpot

Used for Nurture Opt-ins

☐
Send lead to Close.io

Used for Sales Leads and Signups. This will also always email sales

☒
Send email to sales on new lead

Used on all forms both Sales Leads, Signups and Nurture Opt-ins

☐
Signup Form

A form can be for Signups, lead capture or nurture capture. Disable the switch to see the other options. This will also always send the lead to Close and email sales

☒
Nurture Capture

If this switch is turned off, the form will submit a standard lead capture. If this switch is turned on, the form will submit a Nurture Opt-in. This information will be visible on closeio

There are a couple of restrictions (due to refactoring complexity):

- Whenever you send a lead to sales, an email will be sent to sales;
- Whenever you use a signup form, the lead will be sent to close and an email will be sent to sales.

Used for Nurture Opt-ins

☒
Send lead to Close.io

Used for Sales Leads and Signups. This will also always email sales

☒
Send email to sales on new lead

Used on all forms both Sales Leads, Signups and Nurture Opt-ins

#### Sign-up forms:

- A new jobscore account is created
- Depending on the value(s) they enter in the form they are navigated to:
  - Agency / Search firm landing page
  - Educational landing page
  - A page on hire.jobscore.com to continue creating their account
- They are added to our CRM, close.com
- An email is sent to [sales@jobscore.com](mailto:sales@jobscore.com) to review and process the lead.

#### Lead forms:

- Depending on the value(s) they enter in the form they are navigated to:
  - Agency / Search firm landing page
  - A page for small companies with less than 20 employees
  - A self-booking form
- Prospect details are added to our CRM, close.com
- An email is sent to [sales@jobsore.com](mailto:sales@jobsore.com) to review and process the lead

#### Nurture capture forms:

- Depending on the value(s) they enter in the form they are navigated to:
  - A custom page defined in the form (Success URL field)
- Prospect details are added to Hubspot
- An email is sent to [sales@jobscore.com](mailto:sales@jobscore.com) to review and process the lead
- In the future: Prospect details are added to our email nurturing system

#### Adding & Removing Form Fields

- Add: Ask An Engineer
  -
- Remove: As long as there is no validation, remove it. (NEVER the email field)

#### Adjusting Form Field Validation

- Ask an engineer?

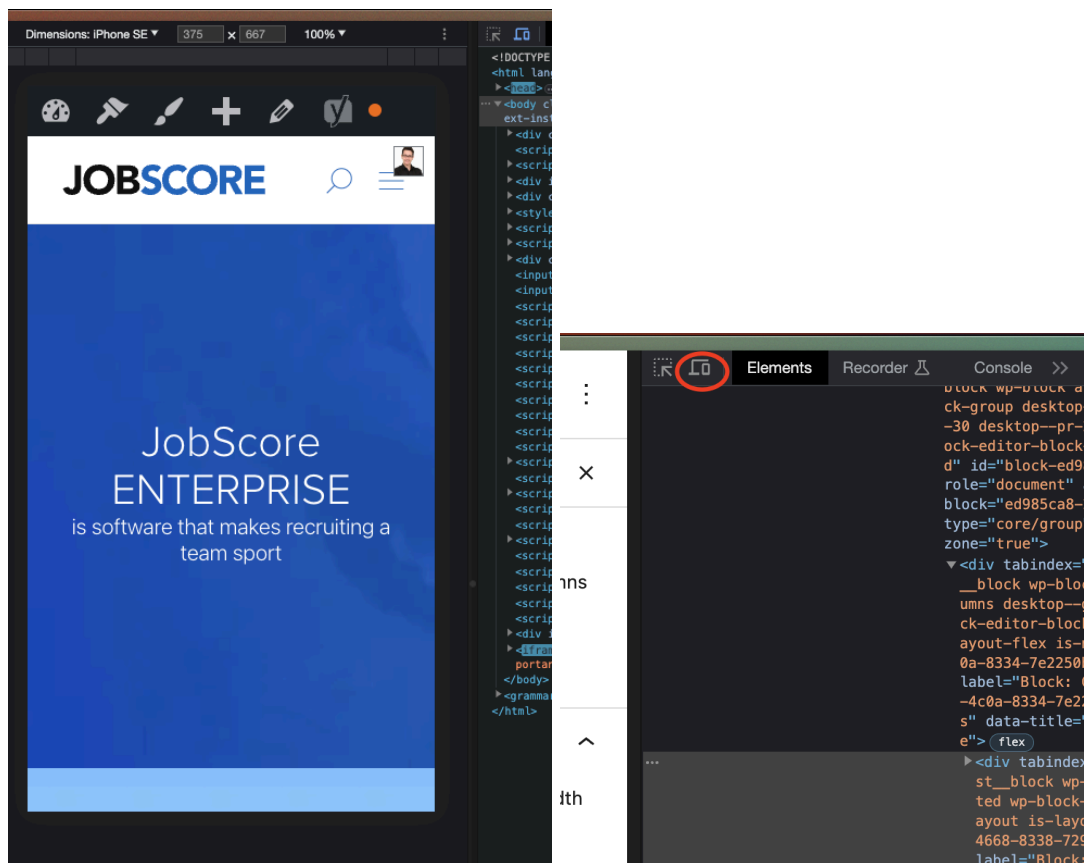
#### Adjusting Form Navigation behavior

---

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## Mobile

Creating a page using only the desktop view may create great pages that suck on mobile. Always preview the mobile version too by resizing your browser window or using the mobile toolbar..



The images of a page should always appear before the text. By just using the block patterns and swapping the order of the columns to look good on the desktop version, you may infringe upon this rule. To make it right, you can use the "Invert Order on Mobile" toggle for the "Columns" block.

Page

Block

×

Columns

Display content in multiple columns, with blocks added to each column.

COLUMNS

2

Stack on mobile

Content Order

Invert Order on Mobile


Animations

Advanced

Looking for other block settings? They've moved to the styles tab.

×

<div class="calendly-inline-widget" style="min-width: 320px; height: 1100px;" data-url="https://calendly.com/jobscore/enterprise-discovery?hide\_event\_type\_details=1"></div><script type="text/javascript" src="https://assets.calendly.com/assets/external/widget.js" async=""></script>



Hi, I'm Sanj. I'd like to connect to understand how you recruit and share how JobScore can help you simplify and improve your hiring.

A little about me:

I'm from Palo Alto, CA but currently reside in the Seattle area. When I'm not helping folks recruit, you can find me hiking, playing guitar, kayaking, cycling, reading, or traveling.

I look forward to learning about your hiring goals & process, then sharing how JobScore can help you click less and recruit more. Please pick a 1/2-hour time slot on my calendar to the left.

## Decoration

## Shadow

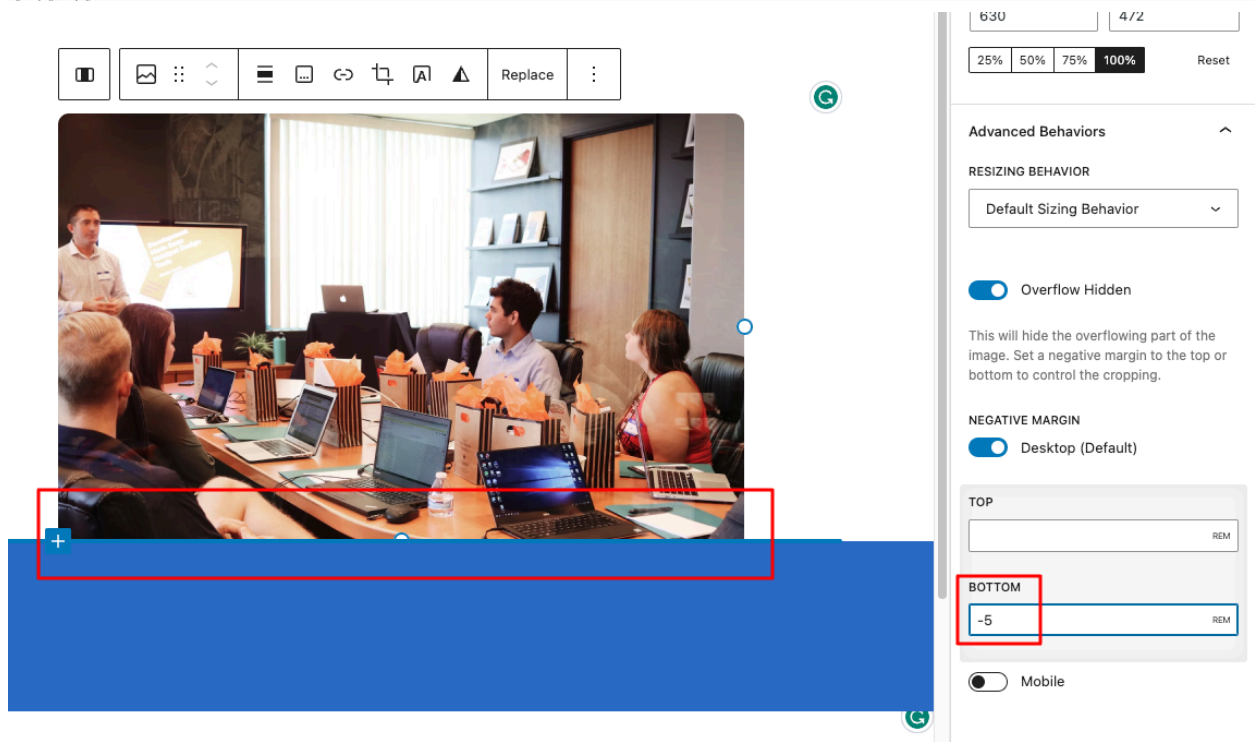
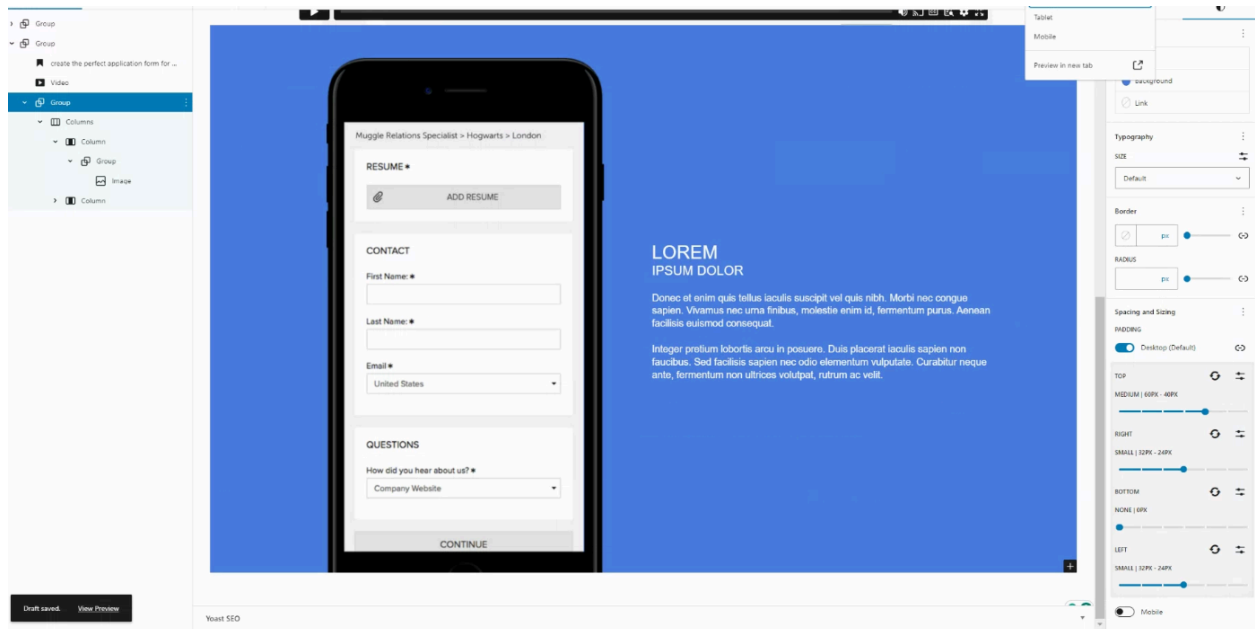
To add a shadow to a card element you created open the Advanced section in the right panel, and add the custom class "Group--with-shadow".

## Images

### Overflow Bottom

This behavior is used when the image should overflow another section vertically but the overflowing part of the image is hidden or below the content. The trigger of this behavior can be found in the panel of the image block, under Advanced Behaviors.





In the example above we hid the bottom part of the image by setting an offset of  $-5\text{rem}$  ( $-80\text{px}$ ), by comparing this image with the one above it you can see that the bottom part was cut.

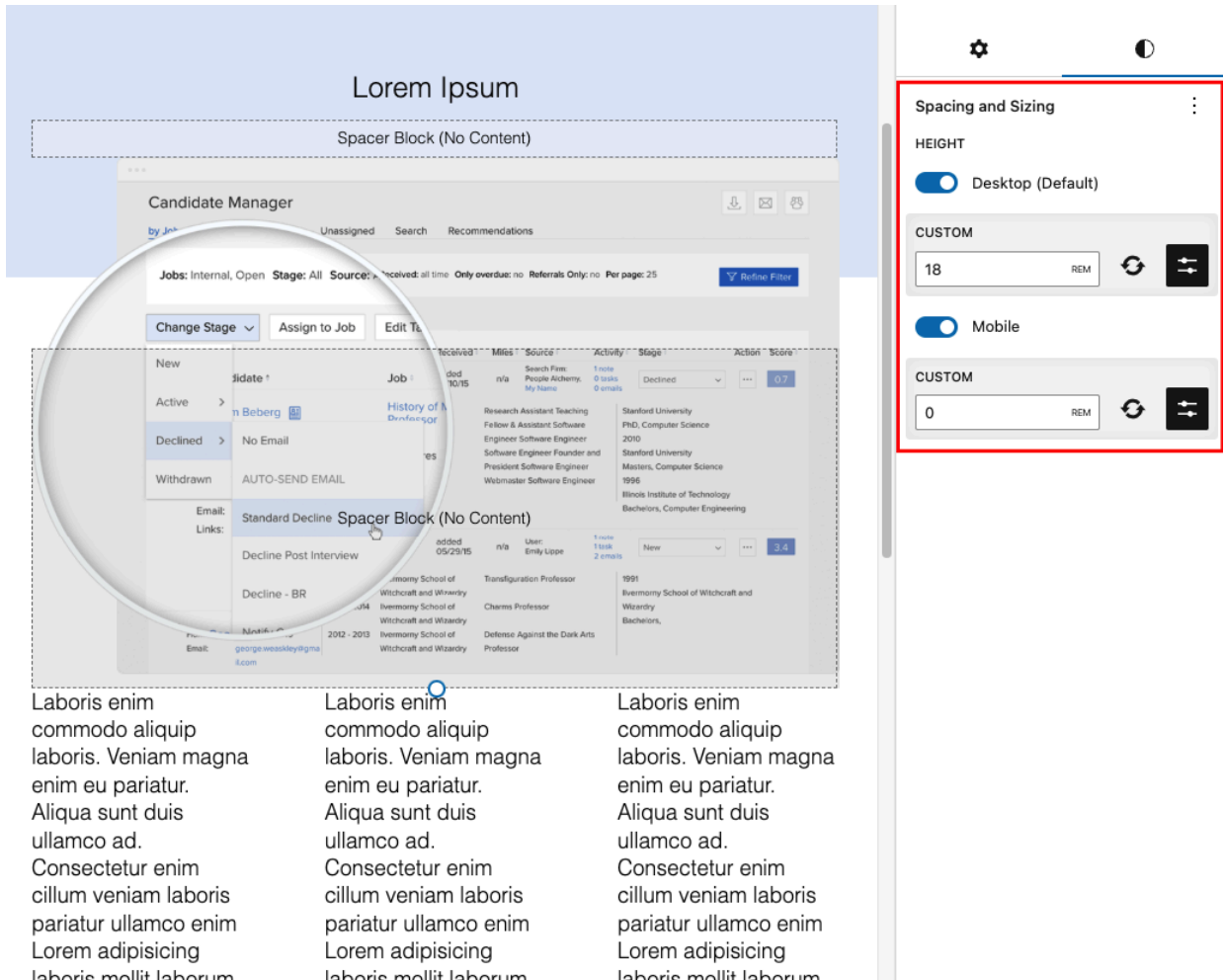
## Overflow Horizontally

To make an image overflow horizontally, use the patterns "Two columns | Light/Dark with Overflow Image" and replace the image with the one want.

Image over two background colors



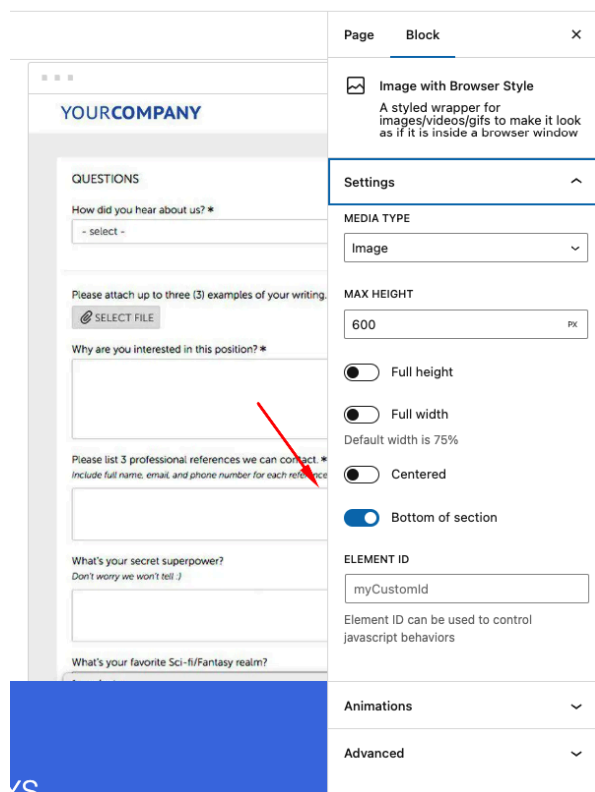
Utilize the Single Column | Image with Two Color Background pattern and replace the image. Since each image has a different height, you might need to adjust the second spacer configuration and preview how it responds to different screen sizes



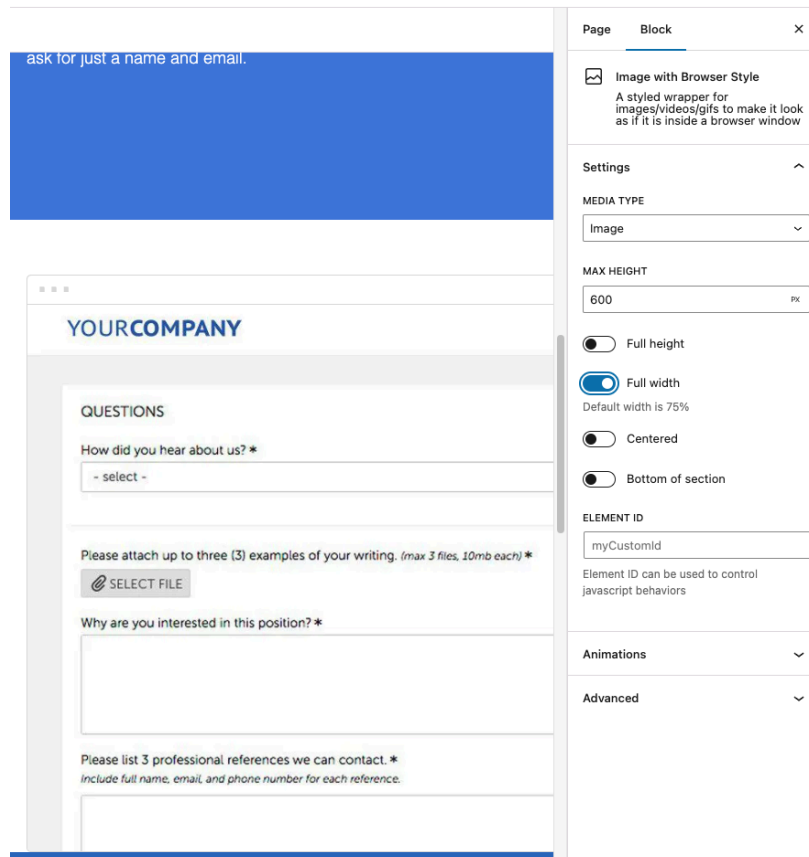
## Image with Browser Style

Instead of adjusting our screenshots to try to include a browser window, we've created a custom block called Image with Browser Style. There are some caveats when using this block:

- To overflow the bottom, you only need to toggle X and remove the parent group bottom padding on the desktop (you may need to keep it on mobile)

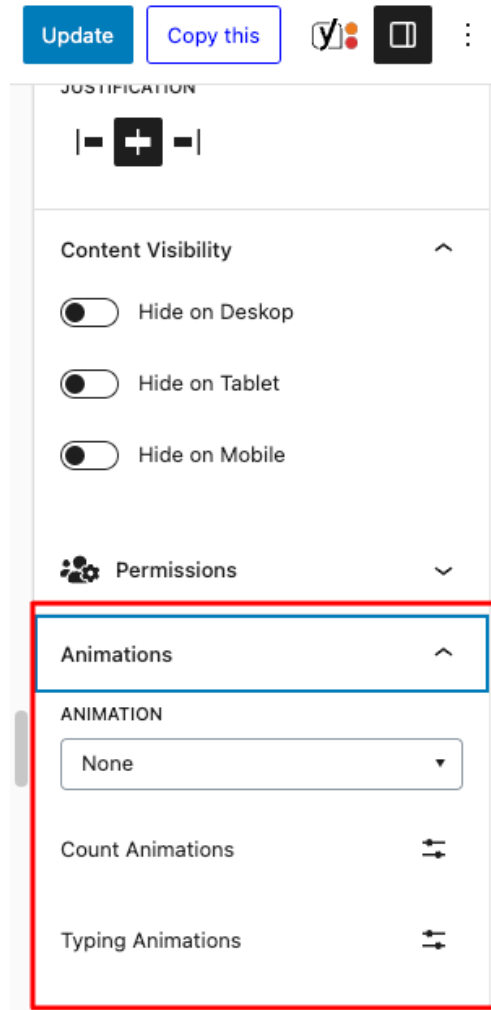


- To overflow horizontally, use the patterns "Two columns | Light/Dark with Overflow Image", delete the image and create a new Image with Browser Style, then toggle "Full width".



## Animation standards

We are using the [Block Animation](#) plugin to add animation to blocks through the editor, in the right panel of a selected block.



Below are some tips when adding animations:

- You should not animate Group blocks that start a section, the animation must be in the Group/Columns inside it. You can find an explanation as to why do this in the [nesting](#) section of this document
- Use the "Fade In Up", with "Fastest" speed.
- All blocks that represent a single element, like a paragraph, heading, image, etc, shouldn't be animated, instead, add animations to a group of elements, so they will appear together and the user can recognize that all of them are part of the same content/subject.

## Custom Classes

Custom classes can be applied to blocks through the right panel, inside the Advanced control menu.

There are custom classes that are applied via code to some block patterns and pages, those classes won't work if you add them anywhere else, so if you want some specific behavior you saw on a page or block

pattern and none of the custom classes listed below generates that experience, ask an engineer to do it for you.

The naming convention we are using makes it explicit what block this custom class should be used and what it does. {Block-where-it-is-applied}--{behavior-it-adds}

- **Columns--wrap-on-tablet:** Make columns wrap on tablet breakpoint, normally they only wrap on mobile breakpoint.
- **Columns--three-columns-tablet-last-column-wrap:** Applied to the Columns block when having three columns, making the third one wrap and go full width on the tablet breakpoint.
- **--Columns--force-child-columns-same-height:** Make blocks that are inside a Column block to fill 100% of its height, even if the content is not enough to do it.
- **Columns--center-children:** In case you set a fixed width value to columns and they won't fill the page width you can use this class to center the columns.
- **Separator--vertical-line:** Make the Separator block vertical, default is horizontal.
- **Group--with-shadow:** Adds block shadow to a Group block, the values are hardcoded, if you need a different box shadow ask an engineer.
- **Group--anchor:** Applied to Groups that serve as anchors for sections. It calculates the navigation height and applies it as spacing so that the section won't start behind the navigation after loading the page or scrolling to that section.
- **Group--overflow-hidden:** Hides any content that overflows the Group, very useful when setting border-radius so any image or colorful content that has squared borders will be cut off on the corners of the parent Group.
- **Group--flex-with-justify-content-space-between:** Applied to Row or Stack blocks, it is used when you want the internal blocks to have equal space between them, filling the entire width or height of the block.
- **Group--flex-with-justify-content-space-around:** Applied to Row or Stack blocks, it is used when you want the internal blocks to have equal space between them but without filling the entire width or height of the block.
- **Row--mobile-force-wrap:** Applied to Row blocks, it forces all **Group** blocks inside to wrap on the mobile breakpoint.
- **Row--mobile-invert-order:** Applied to Row blocks, it inverts the order of the blocks on the mobile breakpoint.

## Search Engine

### How to set a Website Page to be indexed?

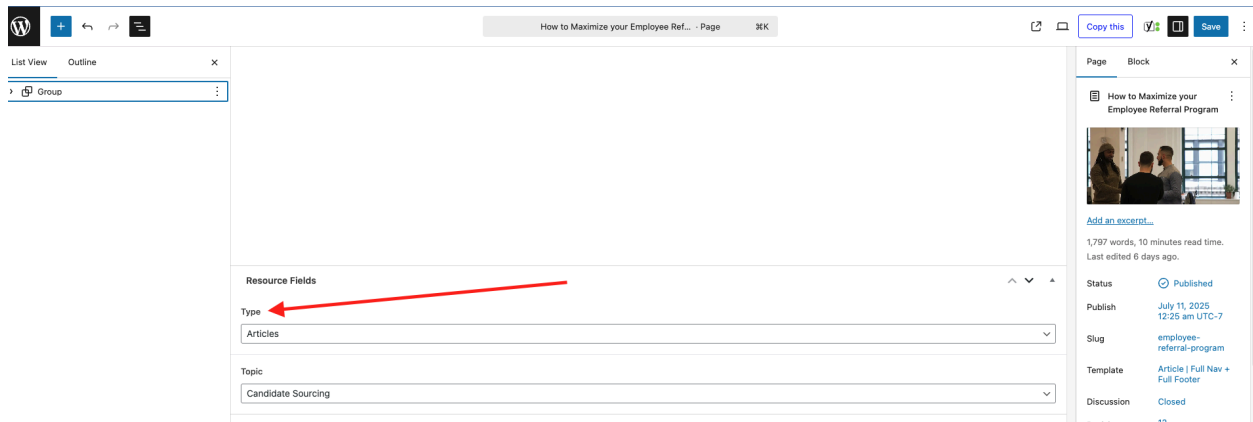
All pages, when published, will be by default indexed by our search engine, no need to do anything extra. Indexation happens every morning.

### How to set a Resource Page to be indexed?

Before publishing the page, make sure to have set the parent page as one of these:

- Articles
- Customer Stories
- Ebooks
- Videos

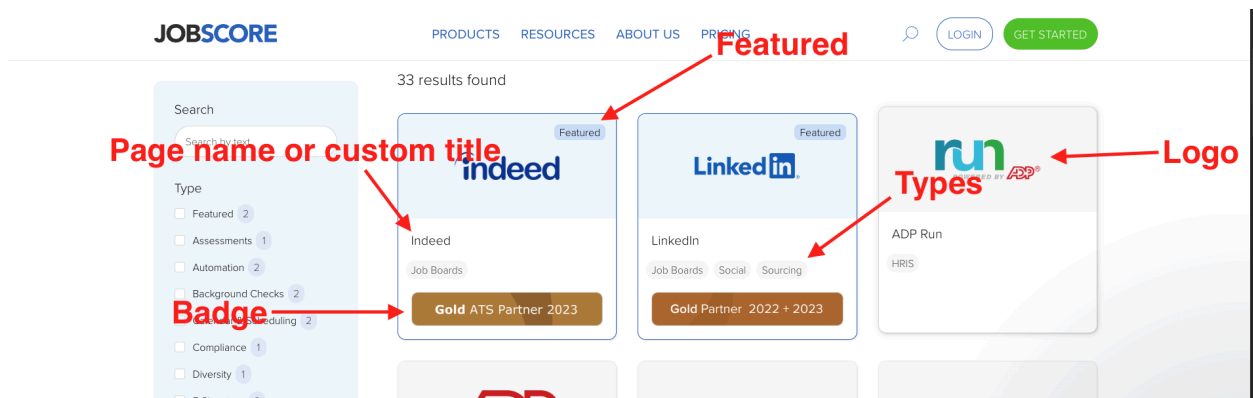
You also must set the Type of the page (same name as the parent page) before publishing it. Additionally, if the page is of Article type, remember to also set the page template to 'Article'.

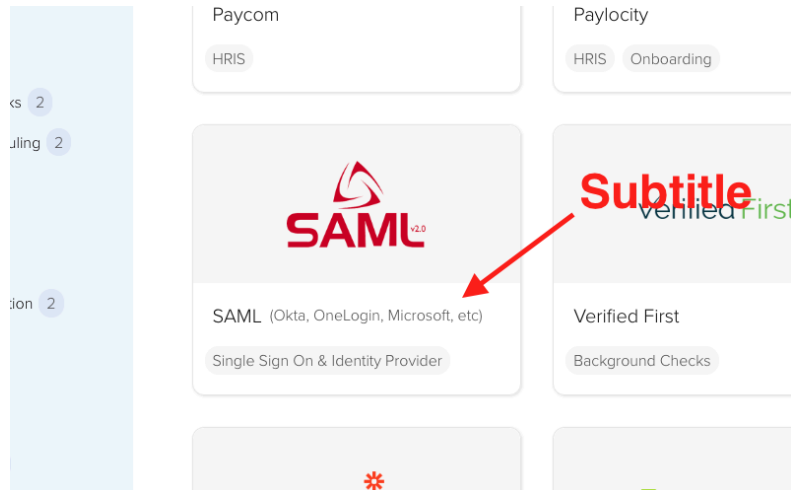


Topic is not mandatory, only if you want this page to be easily found in the resources list using the topic filter.

## How to set an Integration Page to be indexed?

To index a page to be shown as a card in the Integrations list, you must first know the elements that an integration card/item can have.





Most of these elements are custom fields that appear in the page editor when you set the parent page to 'Integrations'.

Integration Card Fields

Integration Card: Title  
Indeed

Integration Card: Subtitle

Integration Card: Type (Press Alt / Cmd for multiple selection)  

Featured (Highlighted)

Assessments

Automation

Background Checks

Calendar & Scheduling

Integration Card: Badge (Optional)  

indeed\_gold\_partner\_2023\_2

File name: indeed\_gold\_partner\_2023\_2.png

File size: 3 KB

- The logo in the card will be the featured image set on the page, so make sure to set one.
- The Integration name shown in the card will be either the Title provided in the custom field or the page title you set.
- The card subtitle will appear on the card by the title's side, with a lower font size and a lighter gray color. It can be set only by the custom field in the page editor
- The integration types you select will appear as chips in the card, if you select the Featured type specifically, the chip will appear on the top right corner of the card, in a blue background and that card will appear in the top of the list alongside other featured cards.
- In case you want to add an image like a badge, use the badge custom field and select the file you want.

## How to control what will appear in the title of a search result?

Our search engine looks for every page's H1 to index it as the title and show it in the search results, if you want a specific title to not be indexed, add the custom CSS class "skip-search-title" to the element in the page editor.

## How to control what will appear in the summary/description of a search result?

Our search engine looks for every text inside a page to index it as the summary or description and show it in the search results, if you want a specific text to be skipped or not indexed, add the custom CSS class "skip-search-content" to the element or its parent block in the page editor. If you want a whole section to be skipped, add that custom class in the first level Group block of that section.

## How to control the thumbnail of a search result?

For all pages, the thumbnail will be the Featured image you set when publishing the page, in most cases if the featured image is not set the system will use the first image it finds inside the page's content, if there is no image in the content we render a placeholder image depending of the type of content (Integrations, Resources, Features, Articles, etc). The exception is the main search results page, which we are always showing placeholder thumbnails for all pages until we create/set featured images for all pages of the site.

If you want our engine to skip a certain image you can either use the custom CSS class "skip-search-content" in the image block, or add the image you want as thumbnail to the top of the page's content and hide it using the Visibility Control panel in the right.

The screenshot shows the JobScore page editor interface. On the left is a sidebar with a 'List View' and 'Outline' tab. The 'Outline' tab is active, showing a list of blocks: 'Thumbnail', 'Paragraph', 'Paragraph', 'Paragraph', 'Paragraph', 'Video', 'Paragraph', 'Video', 'Paragraph', 'List', 'Paragraph', 'Paragraph', and 'Paragraph'. The 'Thumbnail' block is selected, and a red arrow points to it. The main content area shows the title 'Use Questions & Answers to Score Candidates' and a paragraph of text. Below the text is a 'Scoring Criteria' table. On the right is a 'Post' and 'Block' tab. The 'Block' tab is active, showing a 'Thumbnail' placeholder. A red arrow points to the 'Thumbnail' placeholder. Below the placeholder is the 'Content Visibility' panel, which has three options: 'Hide on Desktop', 'Hide on Tablet', and 'Hide on Mobile'. The 'Hide on Desktop' option is checked.

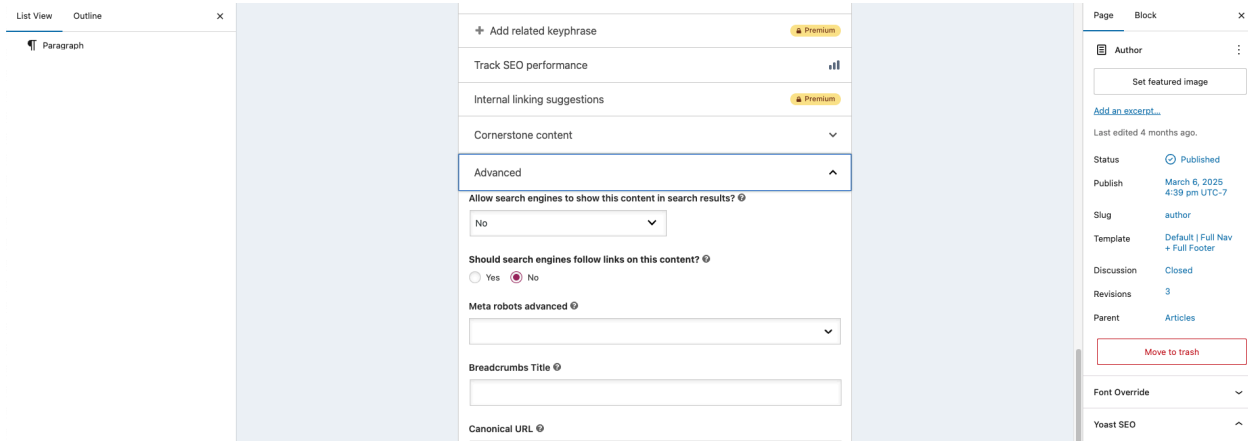
Criteria	Term	Importance	Action
Location: New York, NY, 10018	25 mile radius	80	<input type="checkbox"/>
Skill	front desk	50	<input type="checkbox"/>
Skill	receptionist	50	<input type="checkbox"/>

IMPORTANT: When adding a thumbnail, either a GIF or image, keep in mind that the file size MUST be below 1MB and the image dimensions don't need to be fullHD (1080) or wide. For more information about this refer to [Adding thumbnail images](#)



# How to include/exclude a page from search results?

If you want a page to not be index you can just change the SEO setting in the bottom of the page editor to not allow search engines to find the page.



But if you want the page to be found by Google and other search engines, but not for it to be indexed by our search engine to be shown on search results page, you will need to ask an engineer to create a new rule in the code for the page you want, it can either to skip that URL or every URL from a certain path, or to index it in a different way to show as a result in a specific page like we do for blog, resources and integrations.

## Process

### Adding image as thumbnails

When adding an image specifically to be used as thumbnail in a search results page keep in mind that we MUST follow some rules to not hurt the page speed and overall performance of the site

The image/GIF MUST have a file size 500KB at max. But for Blog thumbnails specifically some GIFs can become unreadable in the Blog index page, so at least below 1MB for those. Keep in mind that when adding an image/GIF to the site we already have a WordPress plugin that will compress the file, so check the final size and quality after uploading and image.

Most of the thumbnails of the site are squared, so they have the same height and width. Keep that in mind when setting a thumbnail, for almost every search page the thumbnails have 256x265, instead of setting a full HD image as thumbnail you can reduce its size before compressing it, the 256x256 dimensions may already result in a small file size. The only exception is the Blog index page, which have bigger thumbnails, for those use 640x360.

### Converting MP4 to GIF to use as thumbnails

If you are using Mac, download Gifski, open the app, drag and drop the mp4 file, change the settings,

quality, resolution, etc to reduce file size, remember that we are aiming for 500Kb or lower size, for Blog posts thumbnails it can reach to 1MB max

## Page Checklist

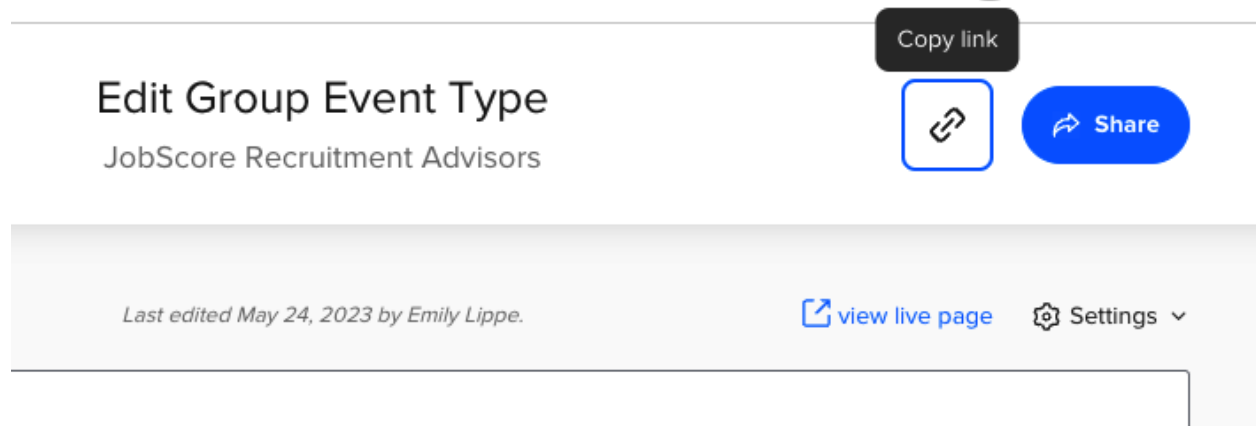
After finishing a page you should start working on its [checklist](#) to guarantee everything is fine, some of the items on that list will only be possible after the page is launched or even sometime after that. So not only you are responsible for the page itself but its checklist, keep updating it while working, maintaining, and monitoring it.

To start filling the checklist spreadsheet of your page first you must create a copy of our [template](#) inside the folder [Corpsite Pages Checklist](#) and change the name to "*PageName* - Page Checklist". If the page is associated with a tour or under a category of some sort, add this to the name of the file, e.g.: Products > Start - Page Checklist.

## Changing the Calendly link

JobScore drives new prospects to self-schedule meetings with team members. Who is responsible for taking these meetings can change. Normally business users can simply log into calendly and change the user associated with an event. These are instructions for when we need to change which calendly event is being used on a specific page, which should be a last-resort option to make changes.

There is a block that embeds the calendly iframe called Custom HTML, to change the event employed on the widget, first find the event name you want to use. Go to the event and click on the "copy link" button



The copied url should be `https://calendly.com/jobscore/<eventName>`

Finally, change the event name next to `jobscore/` with the correct event. Do not change anything after the question mark!

```
<div class="calendly-inline-widget" style="min-width: 320px; height: 1100px;"
data-url="https://calendly.com/jobscore/enterprise-discovery?
hide_event_type_details=1"> </div>
<script type="text/javascript"
src="https://assets.calendly.com/assets/external/widget.js" async=""></script>
```

## SEO Tagging Guidelines

- [Maybe a good start here >>](#)
- We keep track of stuff using Ahrefs (login is in 1password)

SEO for Images

SEO for Videos

SEO for Pages

SEO for Blog Posts

How the sitemap works

## Bulk Create/Edit Pages or Posts

Explain [Spreadsheet](#)

Show import process

<https://www.wpallimport.com/documentation/wp-all-import-in-depth-overview/>

<https://www.wpallimport.com/documentation/yoast-wordpress-seo/>

<https://www.wpallimport.com/documentation/how-to-import-gutenberg-blocks/>

Explain and link Shortcode and gutenberg block syntax for body content

Explain import functions

## Production Deploy

The deploy process for corpsite refresh is basically a two-step process. First step is to deploy to corpsite-staging-new. The second step is to reuse the generated deploy package for a production deployment.

### Deploy to corpsite-staging-new

On the JobScore/corpsite github repository, just merge any pending "Production Deploy" pull request. After a while, a PR comment will be included if the deployment finishes successfully.

## Deploy to production

After corpsite-staging-new deployment is done, from the “Production Deploy” pull request used, open the jenkins CI details of the most recent commit in there.

Merge pull request #741 from jobscore/feature/add-tags-filter-to-search Verified ✖ e36b439

jobscore-ci added the **production deploy** label yesterday

Merge pull request #743 from jobscore/feature/add-tags-filter-to-search ✖ 78289ac

matramos1 merged commit ad... 1 of 2 checks passed

**Some checks were not successful**  
1 failing and 1 successful checks

- ✖ **reg** — Regression testing failed [Details](#)
- ✓ **continuous-integration/jenkins/branch** — This com... [Details](#)

jobscore-ci commented 5 hours ago Author ...

The deployment has finished successfully.

From within jenkins, look for the “Package” step, and copy the staging\_artifact\_id, as shown below, it should have the following format:

corpsite-refresh-staging-master-78289ac3d3c831b089bf15bc2bcbc6bbddc0eaf0.tgz

nt Sync Uploads Folder Check .webp images Check localhost images Build Fetch screenshots Compare Versions **Package** Deploy En

Fetch from branch changes

Fetch production screenshots

Package - 10s Restart Package 🔗 📄

- > Get contextual object from internal APIs <1s
- > Check out from version control 3s
- > Checks if running on a Unix-like node <1s
- > docker inspect -f. "\$JD\_TO\_RUN" — Shell Script <1s
- > build\_artifact — Restore files previously stashed <1s
- > aws s3 cp --no-progress corpsite-refresh-staging-master-78289ac3d3c831b089bf15bc2bcbc6bbddc0eaf0.tgz s3://staging-corpsite-artifacts/ — Shell Script 3s
- > STAGING\_ARTIFACT\_ID: corpsite-refresh-staging-master-78289ac3d3c831b089bf15bc2bcbc6bbddc0eaf0.tgz — Print Message <1s
- 1 [2023-10-19T22:03:11.004Z] STAGING\_ARTIFACT\_ID: corpsite-refresh-staging-master-78289ac3d3c831b089bf15bc2bcbc6bbddc0eaf0.tgz
- > STAGING ARTIFACT URL: https://staging-corpsite-artifacts.s3.amazonaws.com/corpsite-refresh-staging-master-78289ac3d3c831b08... — Print Message <1s

Having the artifact id, go to rundeck, choose [Deploy to Production REFRESH](#), paste the artifact id in the “Artifact Name” field and click “run job now”.

After deployment to production is complete, just check if changes were applied to the corpsite. By default, Cloudflare cache is cleaned up during the process, but if any manual cache clean up is needed (css or javascript files returning 404), it can be done from within <https://www.jobscore.com/wp-admin/options-general.php?page=cloudflare#/home>.

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## OLD AND DEPRECATED

### When to use Groups

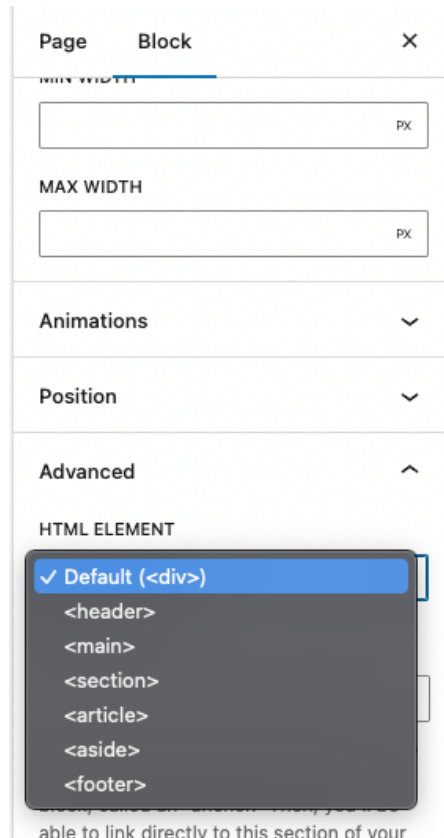
When you want to set/adjust the size for and space between a set of blocks in a section you can combine them in a Group block and define these settings in the right panel of the Group and it will affect all blocks inside it.

Usually used to control width/height as well as setting padding and block spacing (gap) for a group of blocks.

Every Section should start as a Group block with Full width with the padding control enabled to set the default padding for sections, except when you want a background image then the Background Media block is used.

You can't control the alignment of the inner blocks in a Group, the only alignment control it offers is horizontal and it only works if you restrict the width of the inner blocks to be lower than the Group itself, this alignment control is not responsive and we recommend that you never use it.

Groups represent a <div> in the HTML, but you can change the HTML tag it will represent in the Advanced settings.



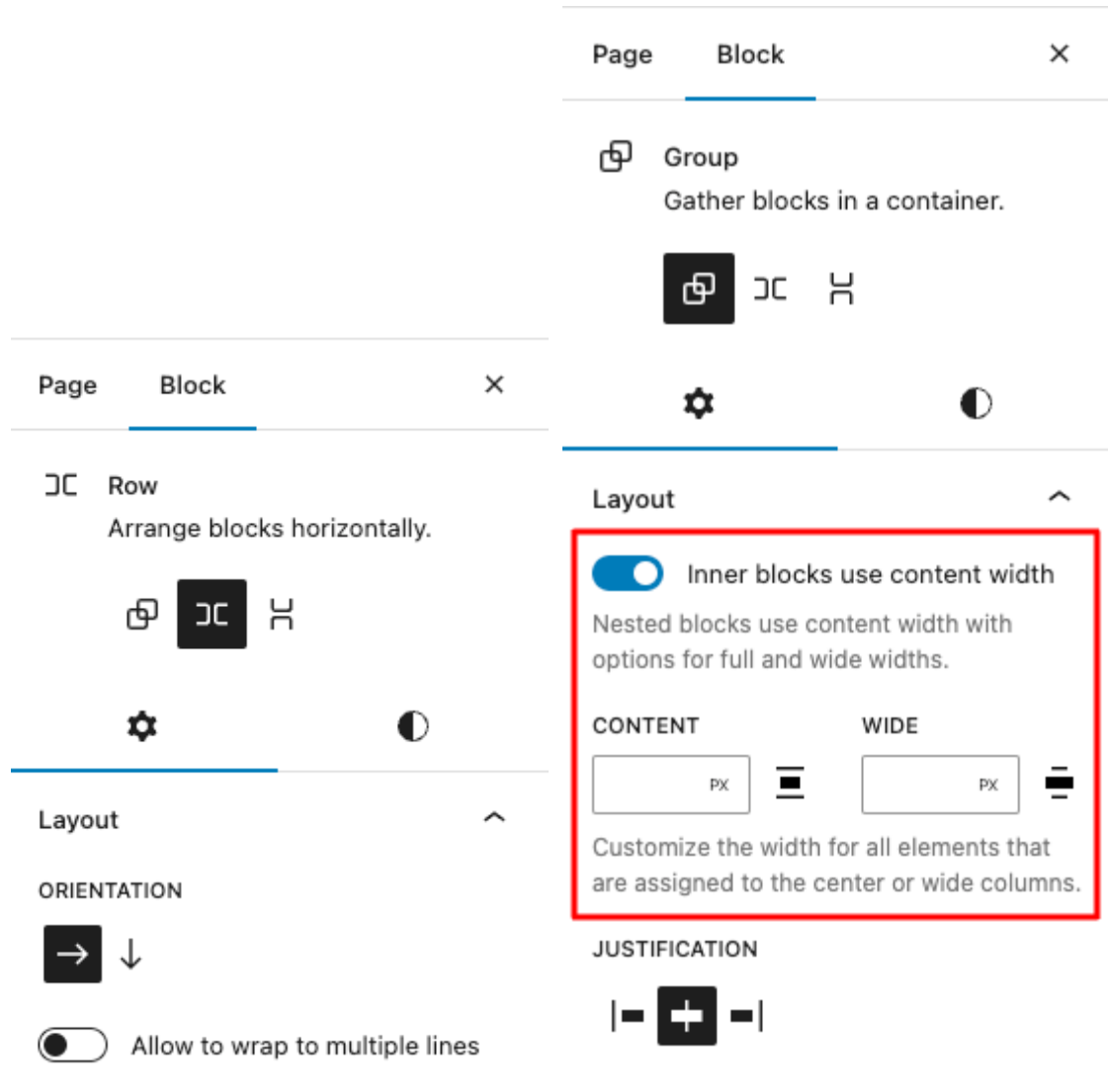
## When to use Rows

When you want to combine two or more blocks but also want them to be side by side instead of stacked, the Row block is a Group block that allows that, it combines blocks in a left-to-right orientation and also allows you to align and justify its inner blocks with a responsive alignment control in the right panel.

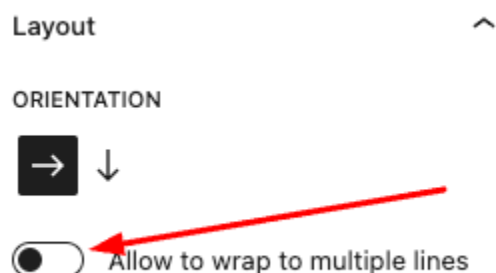
You can use this block in case you have an element block like Button that doesn't have an alignment control to center it in the screen, you wrap it in a Row block and set the alignment to center.

The Row block has the width of its parent block by default, you can control width/height as well as set padding and block spacing (gap) for all nested blocks just like the Group block.

You cannot customize/restrict the width of the content inside a Row block as you can do in the Group block. Every inner block will try to fit horizontally in the Row block, if the width of the Row is reached the content will break the line.



Rows will only wrap content when it is larger than its width, but you can force it to not wrap in the right panel.



Rows represent a `<div>` in the HTML with the "display: flex" style and horizontal orientation applied, but you can change the HTML tag it will represent in the Advanced settings just like you can with Group.

## When to use Stacks

When you want to combine two or more blocks but also want them to stack, the Stack block is a Group block that allows that, it combines blocks in a top-to-bottom orientation, and it wraps content horizontally in case a max height is reached, and also allows you to align and justify its inner blocks with a responsive alignment control in the right panel. Essentially it is the same as the Row block but the orientation is vertical instead of horizontal.

You can also use this block in case you have an element block like Button that doesn't have an alignment control to center it vertically and horizontally in the screen, you wrap it in a Stack block and set the alignment to center.

The Stack block has the width of its parent block by default, you can control width/height as well as set padding and block spacing (gap) for all nested blocks just like the Group block.

Just like the Row block, you cannot customize/restrict the width of the content inside a Stack block as you can do in the Group block. Every inner block will try to fit vertically in the Stack block, if the height of the Stack is reached the content will wrap to the side. You can force it to never wrap, the control to do this is the same as the Row block, in the right panel.

If you want to group blocks and align them vertically/horizontally with responsive alignment controls use the Stack block instead of Group.

Stacks represent a <div> in the HTML with the "display: flex" style and vertical orientation applied, but you can change the HTML tag it will represent in the Advanced settings just like you can with Group and Row blocks.

## When to use Columns

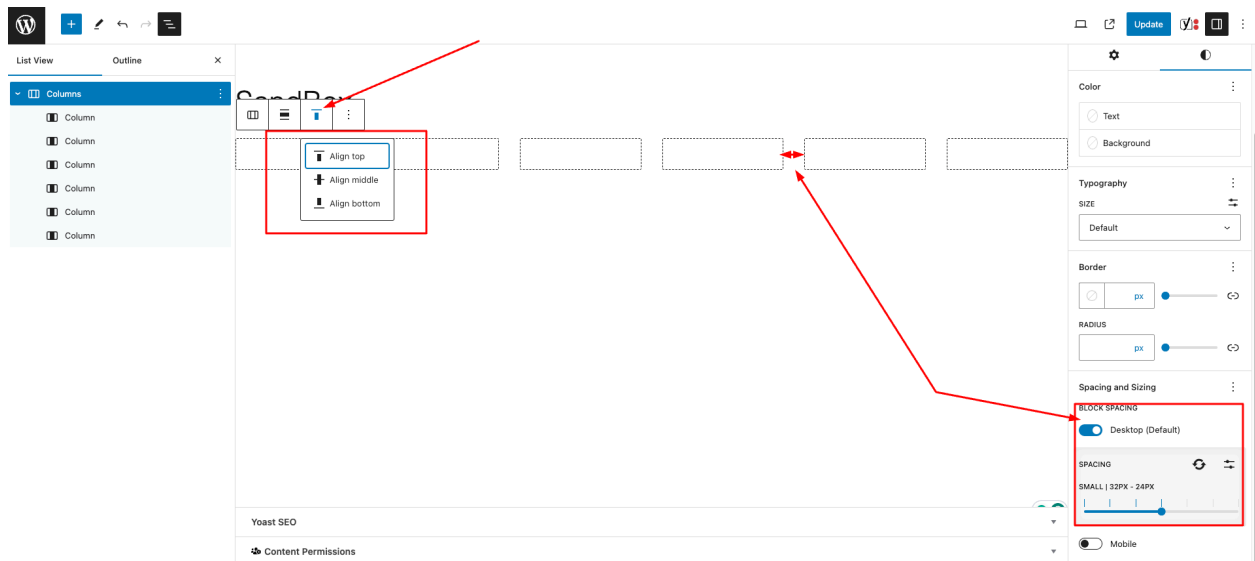
When you need to structure content on a section in columns oriented horizontally that will change or not to a vertical orientation on smaller screens, you can set up a maximum of 6 columns and for each, you can set different spacing/sizing and alignment behaviors using the right panel. This enables you to create lots of different layouts for sections, although we usually separate content in 2 or 3 columns only.

You can invert the order of the columns when they stack on smaller screens by triggering a switch in the right panel, or you can force this block to never wrap its inner columns in the same panel.



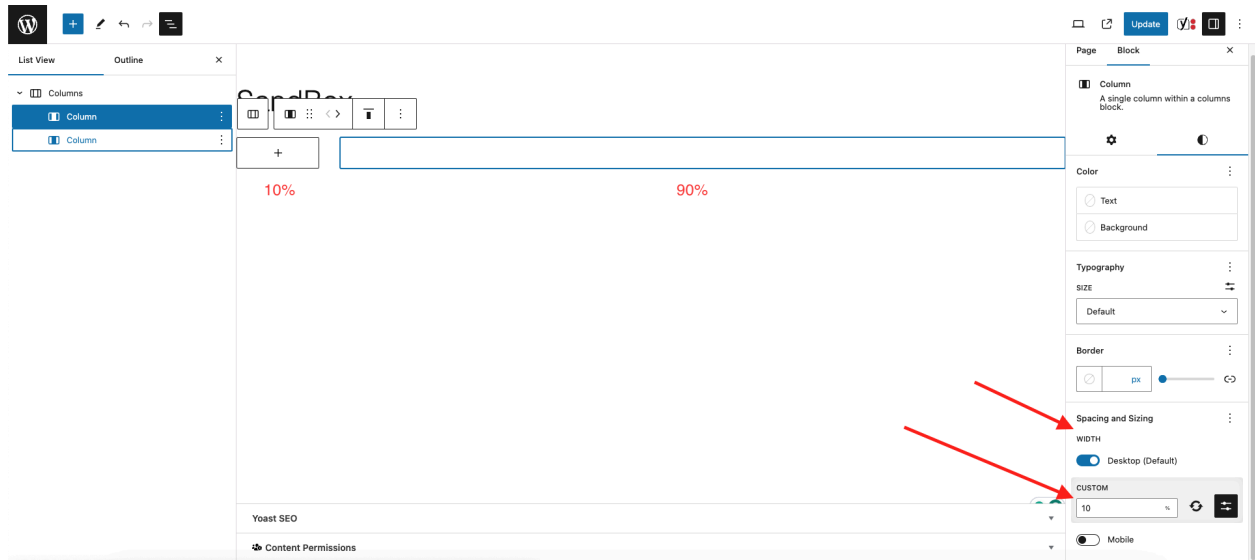


You can align its inner columns vertically and control the gap between them using the controls on the block navigation and the right panel.



You can set responsive padding/margin just like in the Group block using the same controls under Responsive Spacing and Sizing on the right panel. But we strongly recommend that you don't use this for Columns or its inner Column blocks, it is preferred to wrap the Columns block with a Group and set the padding in the Group block, or nest a Group for each Column block in case you want to add responsive padding for each column's content.

You can control the size of each Column block by selecting them and under Responsive Spacing and Sizing on the right panel add width/height controls, when you set the width to a column all others will try to equally fill the rest of the horizontal space, this makes things easy since you will only have to worry about setting width for the specific columns you want while the others fill the rest of the space that's left.



## When to use Background Media

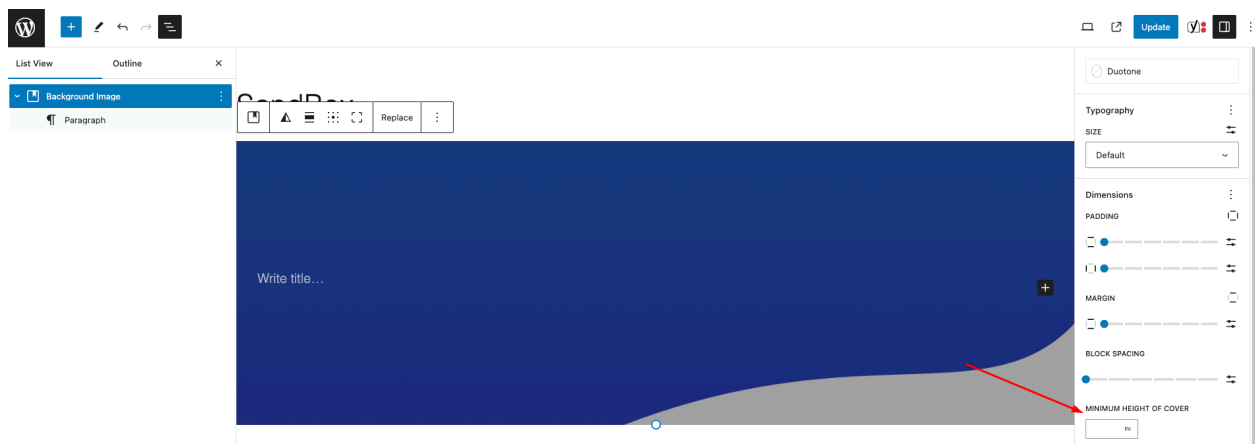
When you want a section to have an image/video in the background, while the content is above it.

It works like a Group block, but without its responsive spacing and sizing controls, you can restrict its inner content width just like a Group block allows you to.

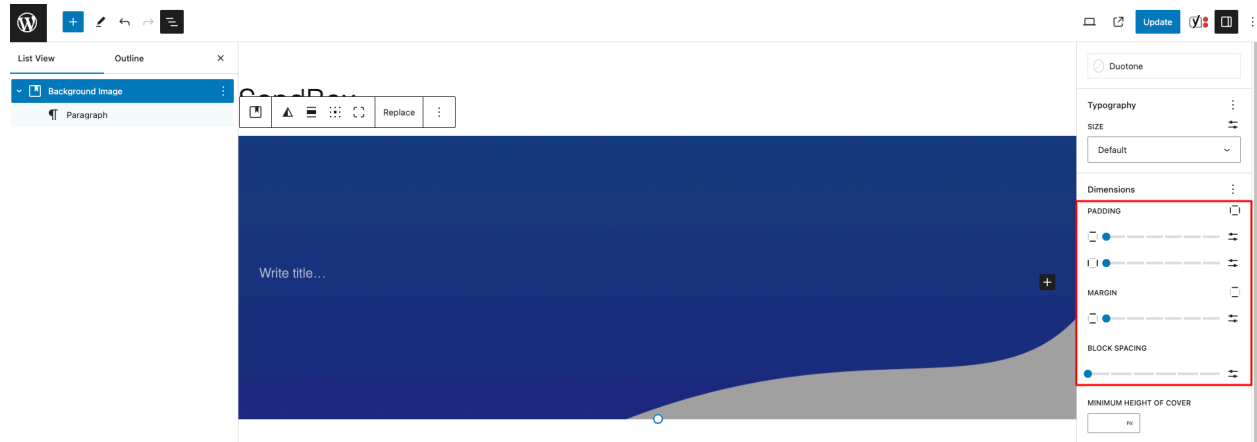
You can define the image position of your background and how it will respond when resizing the screen.

You can set an overlay color to your background image, in case you want white text but the image is too bright for a user to read the text you can define a dark overlay color and control its opacity, the overlay color is applied above the image but below the content.

You usually will need to set a minimum height for this block for the image/video in the background to appear properly the way you expect, in case you don't set a value WordPress will use the default one (430px).



This block has padding, margin, and block spacing controls that use our responsive preset values, but these controls are not our Responsive Spacing and Sizing controls, so avoid trying to set a custom value for these controls, if you don't want one of the presets nest a Group inside the Background Media block and set the responsive control you want there.



## Marketing Pages

*Most of the website. This includes the homepage, get started page, pricing page, about us page, feature pages, and more.*

TEMPLATES: Default

PARENT PAGES:

## Landing Pages

*Pages that support paid advertising campaigns. They are outside the core navigation and only have 1 call to action buttons*

TEMPLATES: Landing | Logo + Customizable CTA + Simple Footer

PARENT PAGE: Landing

How to edit the button in the primary navigation

How to link to a form embedded on the page

How to set things up if you aren't going to embed a form on the page.

How to measure performance in google analytics (write up how to instructions to pull up and analyze reports)

## Resource Pages

*Pages that house sales support assets and SEO-optimized pages we want to rank for specific terms*

TEMPLATES:

PARENT PAGES: Resources

TAGS:

CATEGORIES:

As mentioned on the [page templates section](#), there is a template called resource that makes easier to create simple content (centralized text and media with different background colors). There are two types of resources:

- Pages that are not posts but leverage the resource template
- Pages that should appear as posts under [jobscore.com/resources](https://jobscore.com/resources)

The first case is pretty simple, use the resource template and set the desired url.

For pages that should appear as posts, follow this five steps list:

- Create a page using the resource template, select the parent page (resources) and set the desired url;
- Create a new post, set its title, image and excerpt (location shown on the the image below), as well as type and topic;
- Change the post url to be exactly the same as the page url;
- Select the category resource
- Publish page

WordPress Gutenberg editor interface for a new post. The left sidebar shows the 'Resource Fields' section with 'Type' set to 'Ebooks' and 'Topic' set to 'Candidate experience'. The right sidebar shows the 'Post' tab with 'Categories' set to 'Resources' and a 'Featured image' placeholder. Red arrows point to the 'Type' and 'Topic' dropdowns in the left sidebar, and the 'Resources' category checkbox and 'Featured image' placeholder in the right sidebar.

How to add new types and topics?

## Blog Posts

*Pages with Product updates, company updates, and stories we want to share with our blog subscriber audience.*

- Must be attributed to 1 or more categories
- Must be attributed to an author
- Follow screenshot guidelines
- Follow animated .gif guidelines
- Follow video guidelines
- Add to our social channels (linkedin, twitter, facebook)

## How to edit site navigation

*In all likelihood, you shouldn't. Ask a developer for help. The navigation should be edited extremely infrequently*

## Desktop Navigation

Changing the article and CTA

## Mobile Navigation

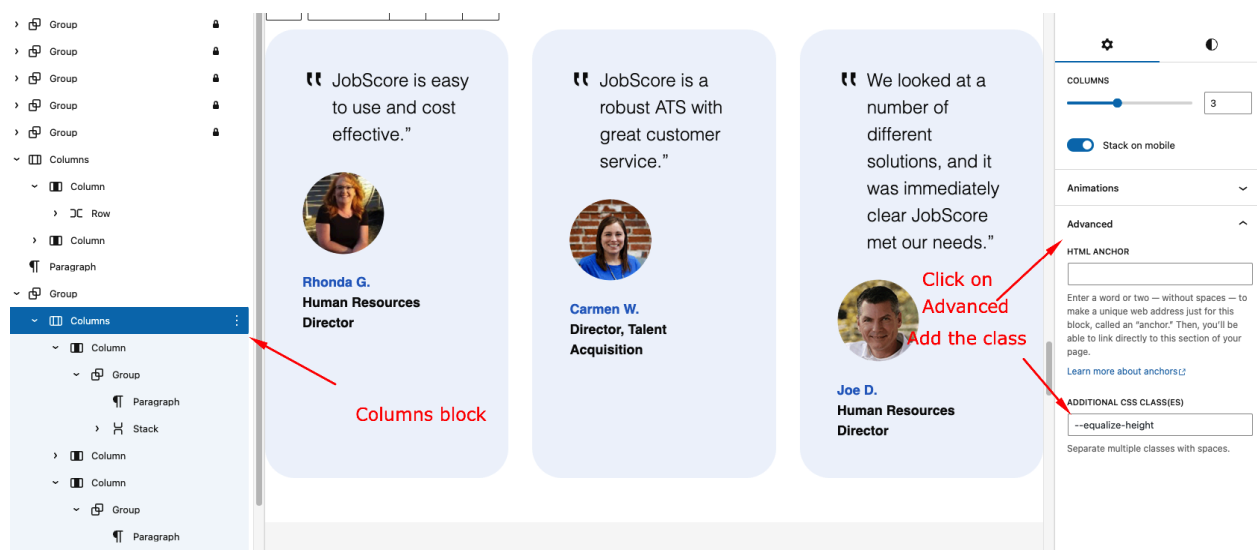
Changing the article and CTA

## Class customization (WIP) - Will be split in other sections

Keep all columns with the same height

The columns block does not guarantee that all columns will have the same height, which can be awkward when cards exist inside the columns, each card end up having different heights. To prevent this issue from happening, add the following class to the columns block:

*Columns--force-child-columns-same-height*



Have three columns on desktop and only two on mobile

The columns block does not have a property to change how many columns will be displayed on desktop, tablet and mobile. To have three columns on desktop, two on tablet (the last will be displayed in the whole content width) and one column on the mobile, add the class (it does not need to be for colorfulCards):

*ColorfulCards*

## Desktop view:

### A user-friendly solution with the right features

Daigneault needed a solution that was user-friendly with the right functionality because he knew his team was too busy to spend a lot of time learning a new system. "JobScore is very lean," said Daigneault. "It has a lot of functionality -- but it's very user friendly." Daigneault attributed the ease of use to "bread crumbs" built into the product that pointed him at what he needed to do next.

Joe also knew that the solution would be easy for candidates because job postings looked great and offered a "one click" job application experience. He said he hasn't had a single candidate mention that the job application process was difficult or confusing.

### Pre-built, Instant ADP integration

Professional Plastics relies on ADP for its Human Resources Information System (HRIS) and complex, multi-location payroll needs. Joe knew he needed a solution that would instantly integrate. "I stumbled across JobScore in the ADP marketplace," said Daigneault. "The ADP marketplace is neat-- it's like the app store on your iPhone. You search, click on an icon and instantly connect ADP to an app-- it's all integrated. It just works."

The JobScore  $\leftrightarrow$  ADP Integration also helped streamline the onboarding process for Professional Plastics - because when you hire someone in JobScore, the candidate's information is passed over to ADP and you just keep going.

### Instant, quality, job visibility

With JobScore, the Professional Plastics team can instantly post jobs to job boards the moment they open. "We can totally customize the job posting however we want," said Daigneault. "We've even added a small library of pictures and videos that we include in our job postings, which makes them a lot more polished and keeps our message consistent." Once the job posting is created, JobScore immediately publishes it to 15 different job boards and gets it indexed on search engines. "We're getting really good traction from the job boards," said Daigneault. "And if you do a simple Google search for jobs in our location, we're now showing up near the top of the list."

## Tablet view:

### **A user-friendly solution with the right features**

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## Features footer (two columns with icons and buttons)

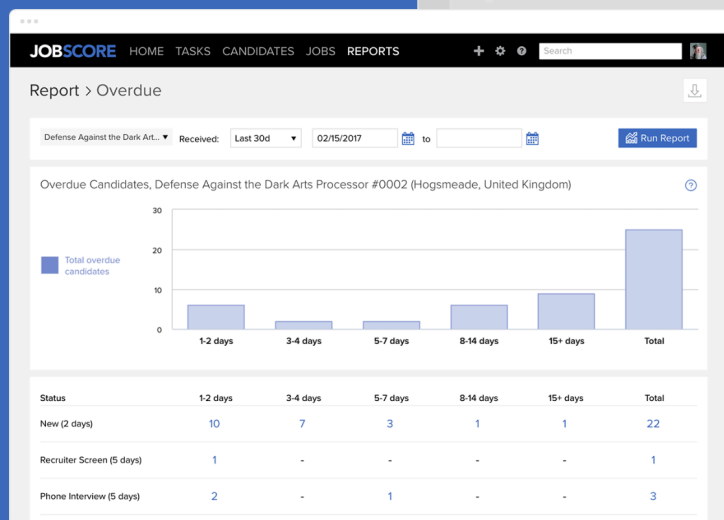
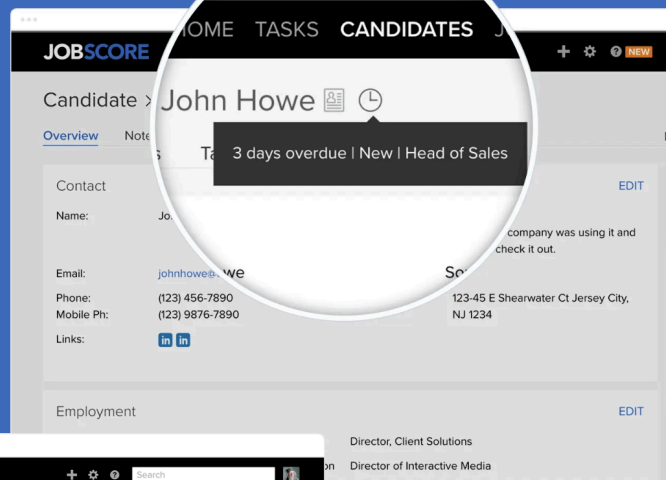
To create a features page footer, you should use the pattern because this requires a complex nesting of blocks and classes, the pattern is called: *Banner | Footer | Multi Color*

## Overlapping Images with text

To achieve two images overlapped and additional text to the sides, like the image below, do not try to use classes, use the *Single Column | Dark with Stacked Side by Side Images* pattern



JobScore allows you to set the maximum time a candidate should be in each workflow stage, after which they become "overdue."



The Overdue Report shows how many people are overdue in each stage. Click on any number to see the detailed list of candidates.

## Blocks responsive controls

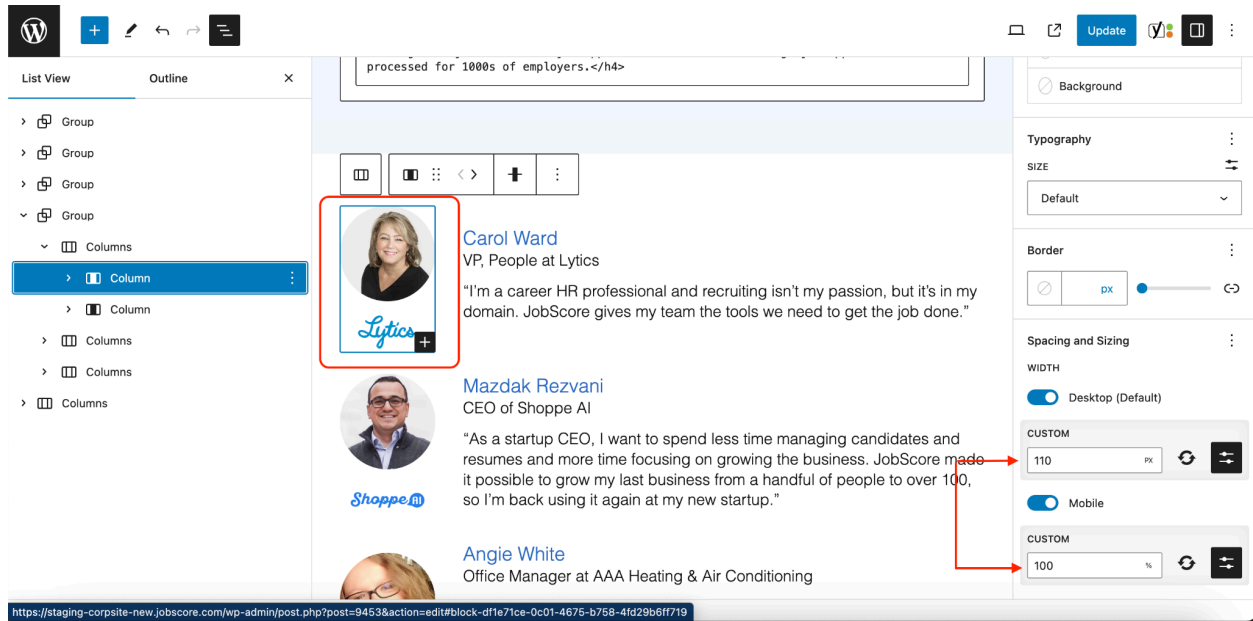
### Height and Width

Blocks that you use to nest other blocks (except the Background Image block) have the "Spacing and Sizing" panel which allows you to specify the width, min-width and max-width, as well as height, min-height and max-height of the block, this is useful in many case scenarios to customize the layout for specific pages and the main reason for nesting container blocks inside each other.

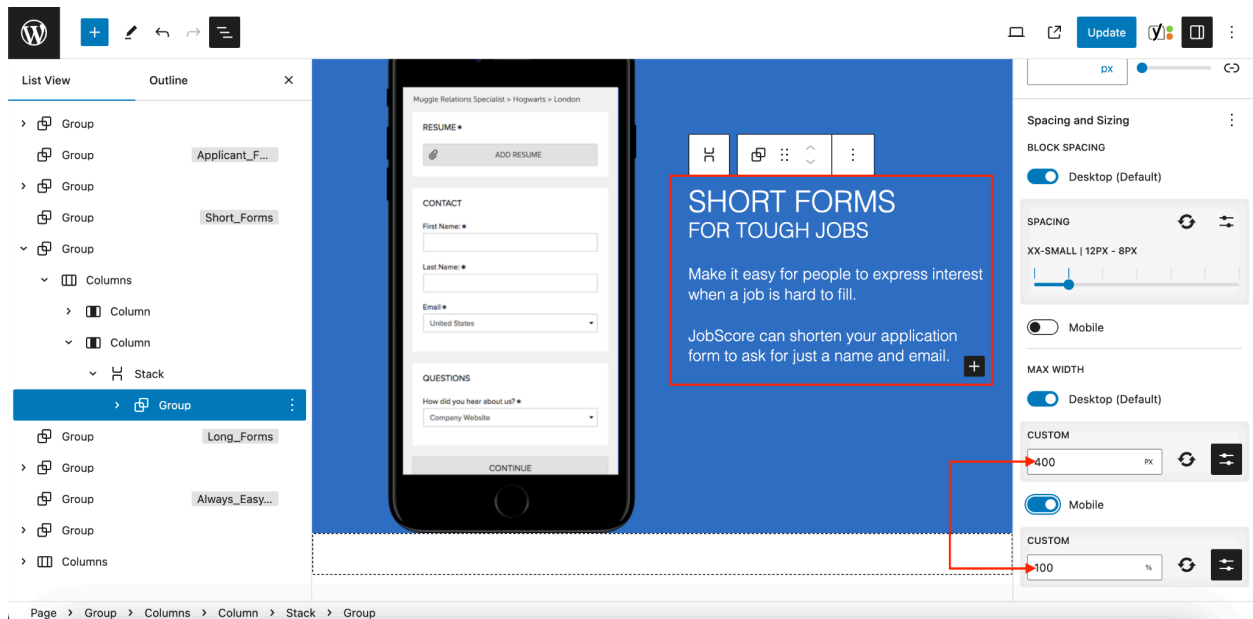
For height, it's highly recommended to avoid using the mobile settings, it's best to set only the desktop version of the min/default/max values and have the mobile inherit (you don't have to do anything), otherwise the layout may have awkward behaviors around the [breakpoints](#). As for width usually you will add a value for desktop and enable mobile to make the width be 100% in case the desktop value is a % value or a pixel value lower than mobile's screen's width.

Common situations where we use responsive sizes:

- A column that must occupy a specific % of the row on larger screens usually needs to be set to 100% on mobile devices.



- A group content inside a 2 column section that must be indented and aligned towards the center of the screen on desktop but must reach the edge of the screen for mobile devices.



## Padding, Margin and Block Spacing

For these three controls we have some preset values that are the current design standard for these

properties, but you can add custom values for them as well, but we strongly advise against this so everybody follow the "design system" of the corpsite. If you need a new preset, or adjust an existing one's value discuss this with the team and ask an engineer to do the addition/change.

The Gutenberg component we use for this allows a max of 7 presets, we currently have 6.

- XX-SMALL | 12PX - 8PX
- X-SMALL | 24PX - 16PX
- SMALL | 32PX - 24PX
- MEDIUM | 60PX - 40PX
- LARGE | 80PX - 64PX
- X-LARGE | 92PX - 80PX

We recommend the use of padding and block spacing for every situation that you need a space to indent or separate content, the margin control exist but is susceptible to cause problems between blocks and page structure , one reason being that WordPress sometimes overrides margin values or add some properties we don't control that break with our presets or custom margin values.

## Hide content on mobile or desktop

A content visibility control was added to the groups core block in order to have the ability to hide sections on mobile and desktop devices;

You can control if you want to show the section in mobile devices, in desktop devices and even if you don't want to show the section in any device (hidden HTML).

