

Using Kadence To Create Stunning Websites for Your Clients - Nicola Tweed

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Hey, and welcome to my presentation. This is my second time joining you guys for the Page Builder Summit. Last year was so much fun and I got such great feedback, so thank you if you watched that video. Today, I'm going to be talking about using Kadence to create stunning websites for your clients. Okay, so you might remember that in 2018, December, WordPress launched Gutenberg, and it was quite intimidating. For so long, so many WordPress users decided to install the classic Gutenberg editor or the classic editor and revert back to the old because it was just so intimidating. Even for me personally, I resisted the Gutenberg blocks editor for so long. It was always this question like, Why did I resist it for so long? I think it was because I believed that I couldn't build a beautiful website using the blocks editor. What I did is I stuck with Beaver Builder, which was my page builder of choice.

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It's still a great page builder. I carried on working with that and creating websites for my clients with Beaver Builder. But then I played with the blocks on the side, and then I discovered Kadence, and I'd just like to say the rest was history. What I want to say is that tech is ever evolved and as a web designer or someone in the web space or in the tech space, it's really important for you to keep on top with what is happening and to be constantly searching for new tools. Not constantly searching, but just keeping your eye open for all of the new tools that are coming onto the market that are going to make your life easier and to improve your methods for creating amazing websites for your clients. I've put here in the top right, the future in the Block Builder, it's a question mark as well. I personally think it is. You may differ to me, but I do believe that the Block Builder has come in leaps and bounds and WordPress are making so many developments. With tools like Kadence, it just makes the whole process a lot easier. Okay, so before we jump into why I love Kadence, I just want to introduce myself.

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If you've never met me before, I am Nicola Tweed. I'm a web designer, a developer, a YouTube tutorial guide, and a WordPress coach. I am from South Africa. I am part-Spanish, South African, been living here my whole life. I'm really passionate about helping business owners start an online business and just the

absolute freedom that it can give you. I just want everybody in the world to do something that they are passionate about. I feel like by having a solid website, you can really use that as your platform to get into doing something you love. Outside of work, I am a mom to two little girls. They're a little bit older than they are in this picture. I love going to the gym and something I am also passionate about is learning and I am constantly learning new things and growing through that process. So if you watched my last page builder summit, you'll know that I love to keep things simple and Kadence helps me do that. And I'm a big, big, big fan of Kadence, which is what you're going to see in this presentation. Okay, so what exactly is Kadence? So Kadence is a comprehensive suite of tools, plugins, and theme designed to empower web designers and developers in creating dynamic and visually appealing websites.

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Not only is that for web designers, but Kadence is a great tool to use if you want to DIY your own WordPress website. We'll dive into why I think it's a great DIY tool. Kadence provides a lot of what we call starter templates for DIYs. Kadence provides a selection of themes and plugins, and they are both available in a free version and a premium version. You can try it out, see if you like it, and then upgrade, or you can just stick with the free version because you can do so much with the free version. Okay, so I started writing why I love Kadence and it just grew and grew and grew. I want to share with you why I love Kadence so much. The starting of is there is the most beautiful community. If you go on to Facebook, there is a Kadence Facebook group. Everyone is so willing to help and there are so many designers out there creating starter templates and cloud-based blocks and so many other things that help you build a website faster with Kadence. Their support is also top notch. You email them, you get such comprehensive help and it is very timely.

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Kadence is very simple to use, very, very simple, and you can build so much with just their free tools. It works with any theme. There's zero coding knowledge required in order to create a website. It makes WordPress a whole lot less intimidating. It's lightweight. These days, as a web designer, we have to think of so many things. We have to think of SEO, we have to think of conversion rates, accessibility, speed, et cetera. The great thing is, Kadence is a good base and it is lightweight and thinks about things like SEO speed and accessibility. Kadence offers starter templates, which is something we'll dive into and explain that to you. Kadence are constantly evolving and adding new things. They recently added AI, which is quite interesting. The theme is compatible with WooCommerce, and it's also a great theme and the blocks are very responsive. It has a free version and there are lots of feminine templates. I often found with other things like even Beaver Builder and Genesis, there weren't that many feminine templates. So, Kadence and why I love it, it goes even further. You can create your own templates super easily and you can sell them, which a lot of designers are doing at the moment.

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Let's look at exactly what Kadence offers. Kadence offers a theme. Like I said before, it is a versatile, light, fast base to create your website. Then there's also Kadence blocks. Think of it as your Gutenberg blocks, but on steroids, Kadence offers 23 blocks to help you create stunning websites and pages and posts on your websites. Then you've got starter templates. You can literally launch your website in a matter of minutes. It's just by clicking one button and there's no need to know any coding for these. If you look on their website, we can see here to the right-hand side, they've got a whole bunch of different themes and templates to choose from. Some are free and some come with their pro version. Looking at pricing as well, it's free forever if you go with a couple of their starter templates, theme, and blocks, and then you've got your essential bundle, which adds all that, and then you've got \$199 per year for all of this. Obviously, this is at the time of creating this presentation, but this is what Kadence offers. What else is out there? With these several different people that I've just picked from here, myself included.

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I do have some starter templates on my own website, but you can see here is brand and build. They do a Kadence block library. Then you've also got Melissa Love who has come out with these stunning Kadence blocks and they're in the cloud and they're quite easy to just add to your website. Then basically you're just creating an About section, a blog post section, whatever, and you can quickly create the pages on your website. Then you've got Restored 316 and she has all different themes built in Kadence. We're going to start off by looking at the theme. I'm going to explain to you more about the theme, and then I'm going to dive into my screen and I am going to show you how awesome it is and all of the points that I touch on here. Okay, so first we've got the Kadence theme. Again, light, winged, versatile theme that gives you a really solid foundation to build on. I think my biggest love for this theme is the header builder. It's so versatile and you can create different header layouts for desktop and mobile. I found with other builders and with other themes, it's really difficult to manipulate the header to get it to exactly what you want it to look like.

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Then it comes down to the mobile version, and then you're just spending so much time on HTML and CSS and whatever you need in order to create a header that looks great on mobile. With the Kadence theme, it allows you to create one header for your desktop and then one for your mobile. They can be completely different. They can have different logos, they can have different icons, they can have different things in there. Obviously, browsing on your desktop is very different to browsing on your mobile device. It's also really easy to create transparent and sticky headers. You don't have to use any coding. You can just simply click one button. For brand consistency, you have the option to establish your global colors and your typography. We'll dive into this more when I show you it on my screen. But basically, you'll set your colors once. Also, Kadence has a specific nine-color palette. Once you've set your colors once, that will then pull through to the whole website. If I change the color here on the global palette, it will change throughout the website. Likewise with your typography. I think this is really great for keeping brand consistency.

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It's fully compatible with WooCommerce. If you're ever thinking about adding a shop to a client's website, this theme is really great. It could be their base, and then in time they can always add an e-commerce store and you know that it is compatible with work commerce. The theme also incorporates accessibility standards, making it easier for users with disabilities to navigate and interact with your website. Again, like I mentioned earlier, as a web designer or developer now, we really have to think of SEO speed, accessibility conversion rates. It's good to know that the theme has that accessibility standards. If you're thinking about adding a blog, there are various different blog layouts to choose from. If you want, you can use Kadence as your theme and then a builder as your page builder with it instead of using the blocks, which is what I did for quite a long time. I used the Kadence theme and then I added beaver builder to it because I found that my clients understood beaver builder and that they found it easier to use. Now I'm going to dive into my screen and I'm going to show you how to install the Kadence theme.

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Then I'm going to go through the header, footer builder, and creating those transparent and sticky headers, and then the global colors and typography. Okay, so here I am on a fresh, clean installation of WordPress. The first thing I'm going to do is just come to appearance and I'm going to install the Kadence theme. If you click on themes and then Add New, you'll probably see Kadence pop up here. There we go. Otherwise, you can just come to search themes and you can type in Kadence, click Enter, and then Kadence will pop up. We're going to install and activate this theme. Then I'm going to show you the header and the footer builder, the sticky headers, the transparent headers, and the global colors and fonts, and all that the theme has to offer. Remember that you can use the Kadence theme along with any page builder of your choice. You can use this and then use the V or use the B for builder. What we're going to do is come to the Customiser. In the Customiser is where you're going to see the Header Builder. We can see the header builder app at the top.

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You can see a pencil tool. Then if you come down at the bottom, you can see the pencil tool for the footer builder. On the left-hand side is where we can define our global colors and fonts, which is something that I love. You can also manipulate your posts and page layouts. Let's start off with here the header builder. If we click on this, then the header builder pops up and we can see we can start building out the desktop version and we can start building out the tablet or mobile version. If we go here, we can see plus icons. The header builder is built up of a top row, a main row, and a bottom row. You don't have to use each row, but if you wanted to build out a header that has three different rows and different things in each row, you can use that. Basically, what you need to do is just add elements to your header. To do that, you'll just come to whatever part of the header you want to add it to, and you'll click on the plus icon. The plus icon then brings up the different elements that you can add.

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You can add things like a secondary navigation, search, a button, social media, and HTML. Now, if you upgrade to the pro version of Kadence, you can add a whole lot more to the header. In addition to that, once you install WooCommerce, you also get the option to quickly add a cart, which I think is really effective for an e-commerce store. It instantly shows you that it's an e-commerce store. When people add things to their cart, they've got the cart icon in the top right-hand corner or wherever you've put it, and they can easily get to their cart. You'll click on this plus icon and then you'll just simply choose whatever you want. Let's say it's a search bar, and you can see the search bar is added at the top there. You can then click on the cog icon here. Then to the left-hand side, that changes and you'll be able to give it a search label. You'll be able to change the search icon, and then you'll also be able to change the design. You can change the icon sizing, colors, padding, margins, text colors, and more dull background colors. Again, here we've got our primary navigation.

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You can select what that's linked to here, so we can select a menu, we can create a primary menu, and add that. We can also play around with our drop-down options and the design of our menu. Here we've got the logo, so we can either click at the top here or we can click on this cog icon and that changes it. We can change title font. Or if we go to the general tab, we'll be able to select a logo. There are many different types of headers that you can build and you can play around by just simply moving things around. Sometimes you want the logo in the middle, a search icon to the right-hand side, and maybe the primary menu down below here. Let's move that over there. You can see how quick and easy it is to move things around. Now, if you click on this tablet mobile, you'll see that it changes. We can also select a logo that is different on a mobile device versus desktop. We say we can have just a logo or a logo and title, and we can have a different logo there. We also have a trigger here, and when someone clicks on this, that obviously will drop down.

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We've got Off Canvas here. This is the canvas that pops out and we can add different things to it. We can add, say, for example, a button there. When someone opens it, there's a button and there's that. You can create all different kinds of things. You can pop everything into the off canvas, select your social media icons, your button, etc. You can create a completely different layout for your mobile device, which is something that I really like because sometimes it doesn't work as well from desktop to mobile and you want to save as much retail space at the top. That's the header builder. The footer builder works the same. Let's go back to our desktop. If we click on this button here, we've got different areas here. With this, we add widgets. Whatever you can add to a widget, you can add to your footer. You can build out quite dynamic footers. You can use the Kadence Block Builder and add Kadence blocks to your widgets. You'll simply click on the plus, choose Widgets, click here. It then opens the Widget Editor. You can either edit it here or you can go back to your parents and go to Widgets and then you can add a block.

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At the moment, we don't have Kadence blocks installed, but we've got all the general ones. If we want to add a list or a gallery or a quote or something like that, you can simply do so and then type in here and you'll see it pop up on the front end. We can look on mobile. You can't create a different footer depending on mobile. It's the same as desktop. You can just manipulate it depending on responsiveness. Now, let's look at another favourite point of mind, which is your colours and your buttons and your typography. Like I mentioned before, you can set your global colours. Kadence has a really handy article which I highly recommend you check out. This basically explains why it's nine-colour palette. Basically, you've got your two accent colours here. That's for buttons and hover effects. Then you've got your text colours, so those four colours. Then your three last colours are the colours that are more background colours. You can see they're already set here. But if we change this colour, so maybe make it a pink colour, and then I'll have a colour, a little bit of a darker pink. There we go.

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You can see that already it changes down at the bottom so the links will all be pink. Then if you hover over them, they'll be that red colour. You can also pop in different palettes. If I click on two, you'll see changes here. If I choose a different colour there, we can see now as we hover and we can flick through palettes depending on whatever we want. This is the article that Kadence has which explains the accent, contrast, and base colours. Once you start to use the Block Builder and you choose, say, for example, a heading colour from your global palette, and then you come back to the Customizer and you change it here, it will then change throughout the whole website. This is really great because it keeps you on brand. The next thing to look at is buttons. This again keeps you on brand, making sure that all your buttons look the same throughout the whole website so you can set exactly how you want your buttons to look throughout the website. Then when you use the Kadence Block Builder, I'll show you how you can simply and quickly choose the theme layout of your buttons.

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Okay, so you have options of background color, text color, border colours, radius, font, and your padding. Now, one thing I don't think I've mentioned yet, which is quite nice with Kadence, so looking at your typography, Kadence comes with all of the Google fonts. I highly recommend my clients go with the Google font just because it's free and it's fast loading. As you can see, you can choose from any of the Google fonts. You can just scroll down and pick whichever one you want. I'm going to go for OpenSans, and you can see that changes on the front end. You have quite a variety of styling options. You can choose the weight. We'll go 300. You can then choose the size. You also have the option of choosing other units of measurement. Let's rather go for 16 pixels. You can also choose what sizing you want it to be on responsiveness. So wherever you see a tablet icon or a mobile icon, you can click between that and then select the unit of measurement and how much you want it to be. You can change the line height, you can change the spacing, and you can change the text transformation.

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Now, remember, when you put paragraph text anywhere on your website using the Block Builder, it will look like 16 pixels, open, sans, 300 weight, unless you change it. Again, this keeps the consistency. We can do the same for H1 fonts, H2 tags, H3 tags, et cetera, up to H6. We can also change these tags as well. Another thing is great is you can flip between, depending on the device, what the size is. Here we go. We can change that to maybe 28, and then on mobile, we'll change it to maybe 26. You can change between that quite easily. Again, keeping that brand consistency and making sure that each H1 tag looks the same, H2, et cetera. You can also choose the color, and we'll choose that from the global palette. That is the global customizations and the header. The one thing I do want to show you with the header, so if we come to the Header builder, click on that and we go back, we can play around without any coding or anything through the transparent header. We can enable a transparent header. This obviously won't show up here, but it's just one click.

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We can disable it on different pages depending on what we want. Then as well, we've got the sticky header. We can enable a sticky header depending on the row. If we want it to be the middle row, so main row. Once we scroll down, it'll pop into action. Obviously, I don't have that much content on this website, but there's different options and we can also enable it on mobile devices. It's just one-click things. There's no extra coding that you need to add into this theme in order to get those functionalities to work. Now, there's different things as well. I mentioned archive layout posts. If you've got your blog post, you can play around with how that looks. This is my blog post archive page at the moment. I can inbox it or I can box it. I can make it a bit narrower. I can decide how many columns I want it to, and I can choose the elements that actually show on this archive page. There is a lot that you can do with the Kadence theme. I think it's a lot more powerful than some of the other themes out there. Like I mentioned before, once you install WooCommerce, there will be another section which pops up here and it shows WooCommerce, and then you'll be able to manipulate things for your e-commerce store.

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That's a brief overview of the theme. I'm now going to dive into the blocks. Now we're going to look at Kadence blocks. If you imagine the Gutenberg blocks, the Kadence blocks are just supercharged, ordinary blocks. You'll see when I show you on my screen why I love the blocks, why I would add the Kadence blocks over just using the standard ones that come with WordPress. While there is a pro version of the Kadence blocks, the free version is absolutely ideal for beginners embarking on their journey. You'll notice as you grow and you create more blocks, you might want to upgrade to the pro version. The free version comes with 23 free blocks to use to create posts and pages on your layout. Again, compatible with any theme. Again, you could use a different theme and then use the Kadence blocks to maximize your efficiency and your effectiveness when creating your WordPress websites. There are three aspects that I always say you need to get familiar with. Once you get familiar with these three parts on the web, on the back end, the blocks editor, then you can move around really quickly and you can create pages and posts really fast and exactly how you want them to look.

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Because remember when we started, I said I was so intimidated and reluctant to actually learn the blocks because I didn't think I would be able to create the layout that I could with Beaver Builder or with any other page builder that I had used in the past and also as fast as I could. But when I started to learn these three aspects, which is your hierarchy, your styling, and your block integration, which I'll show you on the screen in a moment. Once I learned these, I could quickly, easy, click around and get exactly where I wanted to go. The more websites that I have created, the faster I can build a website with the Kadence blocks. I think what's also nice as a web designer or even a DIYer is the reusable blocks. You'll create it once and then you'll duplicate it. Again, something I'll show you on the screen. If you create an About section on the homepage and you think, Well, I'm just going to use that same About section on another page or whatever it is, you can copy that and you can paste it onto another page. You can also copy blocks from another website and put it onto a new website.

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You've also got the cloud. Really, it's endless with the blocks. Then you can also create block defaults. If you want all of a specific block to look the same, you can set block defaults. Now, just also to explain the blocks are when we look in Beaver Builder, it's like a module. A block could be an image, text, a heading, etc. Let's dive into my screen and I'm going to show you how the blocks work and how to really maximise your effectiveness and your efficiency when using the Block Editor. Here we are again, my fresh clean installation. We've got the Kadence theme already installed on our website. We're going to go to our plugins, and what we're going to add is the Kadence Blocks plugin. We're going to go for the free version. I'm not going to be showing you the pro version for this video, I'm just doing the free version. We're going to come in here and we're going to type in Kadence, and then we're going to install and activate the Kadence Blocks plugin. We can see here it is here. We'll click Install and then we will click Activate. I'm going to show you the three areas that I always think you need to get familiar with in order to quickly build out your websites and build up websites that are dynamic and as per your designs.

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We're just going to activate this. Once we've done that, we are going to come to the page or posts and we're going to click Add New. Once we have here, if you click on the plus icon here, the toggle block inserter, we can then see a whole bunch of Kadence blocks. If we haven't got this installed, we'll just have these general WordPress blocks installed. These come standard with every WordPress installation. Here, so there's 23 to choose from things like row layouts, icons, progress bars, table of contents, et cetera. There's quite a few to choose from. When it comes to the free version, of course, there's way more in the pro version, so if you want to check that out, I highly recommend you do. Okay, so three places you need to get familiar with. For me, first is your hierarchy. Let's just go ahead and what I'm going to do is I'm going to add a row. Whenever I look at my websites, I always look at them as rows. Then within those rows are columns. It could be one column, it could be six columns. Within those columns are blocks. Now, block is an image, text, testimonials, anything like that.

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We start off by adding a row. I'm just going to do this quickly, and then I'll show you the places you need to learn. We're going to add a block, and we're going to add a row block. Within that, we're going to just say these two columns. In this one, we are going to add a text heading. This is a heading. Then underneath that, we are going to add some copy as a paragraph. Then we're just going to make that paragraph. In this one, we are going to maybe add an image. We're going to select an image from our... Let's just find a quick image. Let's go for this image here and click Open. I've just uploaded an image, so we got one from my desktop. Okay, so we start off by looking at hierarchy. Now, there are two places to see the hierarchy. The hierarchy enables you to quickly drill down and get to the specific row or block that you want to edit. Okay, so there are two places. There's first down at the bottom here, so you've got your row. Then you can see within that there is a section. The section is essentially the column.

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Then within that section, you've got an image, and it's an advanced image. We know it's a Kadence, I'll select a block because it's got the advanced in brackets. At the moment, it's showing me that I have the image selected. If I look here on the right-hand side, then the styling is open. If I wanted to say, for example, style the column, so maybe give the column a background, then what I would do is click on section down at the bottom, and then I can come here and style it. Alternatively, there's another way to get to the hierarchy is there's these three lines here. They call it the document overview. Here we can see we've got a rollout, two sections. If we click on this, we can see this is a heading, some more copies of paragraph. If I click on that, I can get to the image quickly and I can style it. We can also rename these. There's three dots here and we can rename this to maybe the hero section. That makes it easier for us to come and find exactly what we need and what we need to move around or to style.

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The hierarchy is the first thing. The second is the right-hand side, and this is the styling. Now, each block has its own styling capability. Some have more, some have less, but most of them have this Layout tab and then they've got a style tab and the Advanced. Advanced is usually where you're doing your spacing and your padding and your margins. Your styling is your colors, your fonts, things like that. Your layout is guttizing or we're lacking more the functionalities. If we click on the image, we can see we've got a general tab, we've got a style tab, and an advanced tab. We can click on this and we can choose exactly what we want to style. By adding a link, we can change the fixed ratio so we can make it square. Then we can style it as well by giving it a background color, a border radius, box shadow, etc. The next section you want to look at is adding blocks to a page. There are different ways of doing this. The first is just looking for the plus icon on the screen and then adding a block there. Otherwise, you can come up here to the toggle block inserted.

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That gives you a bit more of a range to choose from. Then the next is to click Enter, put forward slash, and then you can type in the block that you are looking for. Say, for example, you want to add image, you just type in the word image, and then you can add it. Another thing I want to show you is the difference between, let's say, for example, a generic block that comes with WordPress and one that comes with Kadence. You'll see that there is an image block that comes with every standard installation of WordPress. We'll click Image here and let's choose an image from the Media Library. We'll choose the same image. We'll click Select. Now, if we look on the right-hand side and the styling options, there's not many styling options that we have. See, we can change the styles, we can add alternative texts, we can change the aspect ratio. Whereas if we click on this one, we have way more options. We can change link settings, we can change border mask settings, which is quite cool. You can change the mask of that, and you can even add in your own custom mask shape.

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There's quite a bit more you can do with a Kadence block. Okay, so before we finish up with showing you the block editor, I do want to show you two other things that's quite cool. If you wanted, say, for example, all of your image blocks to be standard like this and to have the mask shape of Bloob 3, what we can do is we can come to the Advanced tab here and we can come to Block defaults and we can save as default. We can say, okay, cool, yes, we would like this to be a block default. Then if we go here and we add in an image block, so a Kadence image block, we can select an image, which is going to go with the same image that we've already uploaded. There we go. It's already got that BLOB3 mask. That's really great if you want to keep consistency and make your process of developing your website way faster. The other thing is saving the rows. If you come up to here and we've selected a row, we can click on the options and we can create a pattern or a reusable block. We can create a block and then we can go onto another page and we can use that block on another page.

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We'll click on this. We can name our pattern. Let's just call it random pattern. What we can do is we can sync that pattern. If I change it in another place, it's going to change on this place. I prefer to unsync these because sometimes I want to change images or I want to change copy. Then I'll click Create. I'm just going to save this page and I am going to go back to my WordPress. I'm going to add a new page and I'm going to come in here to add a block, come into the toggle block inserter. I'm going to go to patterns, go to my patterns and there's my pattern and there we go. Again, another quick and easy way to create one section and then reuse it throughout your website. Now, we're going to move on to starter templates. I think you're going to love this. This is really going to speed along your process of developing websites for your clients. Now, the third thing we're going to look at is your starter template. This is what I'm most excited about, and I think this is what most of the Kadence community and the designers out there are excited about, is creating templates that really speed up the process of creating your websites, whether you're creating it for a client or you're creating it as a DIYer.

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The starter templates is a plugin that comes from Kadence. You basically install it on your website and then you choose a template. It is one-click to import a whole template or you can import page by page. Then we're also going to, when I show you my screen, we're going to look at the Kadence Cloud and what that offers in terms of also using their templates, their blocks to recreate pages really quickly. Let's dive into my screen. I'm going to show you the starter templates, how that works, and the Kadence Cloud. Here I am back on my screen, and I'm going to show you the starter templates. These are quite exciting to be presenting. When you install Kadence theme, you will also see this box that says, Do you want to install the Kadence starter templates? This is a plugin. If this doesn't pop up, don't worry, you can always go into plugins and find Kadence starter templates. I'm going to go ahead and just install the starter templates. Then I just want to show you in another browser the available Kadence starter templates. These are the starter templates that Kadence offers. If we click on the free tab here, we can see there's quite a couple of awesome free themes for you to choose from.

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Basically, it's one click. Then all you need to do is go in and change some text and change some of the images. Okay, so there's quite a few of those here. Then if we look at the top, we've got different areas that you can click on and find ones that are in line with your business. Okay, so now I've gone and I've installed the Starter Template plugin. I'm just going to filter these by free ones. Let's go for the free only. Then I'm going to choose a specific one that I want to use. I'm going to go with this interior design. If I click on it, it's then going to pop up. I can change the color scheme if I'd like, so I can change it there, quite like this color scheme. Then if you want, you can always change this after importing, so that's fine. I can also change the font family. Let's go with this one. This one. Let's go with that. Then I can do either a full site import or I can do a single page. If I click on single page, then it brings up all the different pages and I can just import the portfolio or the clients or our services.

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Let's go back and I am just going to go back to my starter templates and I am going to choose my free one. This is the one here. Then I'm going to do a full site import. I'm going to click Full Site. Then the import details you can go through that. It'll show you which you do need. You can import the customizer settings and the content as well. Then you just need to accept the privacy policy. If you want to subscribe, you'll pop in your email address. I'm going to skip and I'm going to start importing. Now, this importing process can take up to five minutes to do. It depends on the starter template that you are importing. If you ever run into any issues, it could be because of your PHP settings. You want to check that out in your C panel. Okay, so that starter template has been installed. Now we can click on this button that says, finished, view your site. You can see that popped up. All you need to do now is go into the Block Builder, so edit your page, and you can just change your images and change your text and buttons, et cetera.

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That's pretty simple. Now I want to show you the design library. I'm going to create a new page, just click Add New Page, and I'm going to go into design library here. I'm going to click on Design Library. Sometimes this happens where an error comes up. All you need to do is just refresh that and sync it with a cloud. Basically, this syncs it with Kadence. Let's try this. That's popped up and Kadence have built out all different sections. You've got here sections, cards, columns, media and text, etc. If you're looking for something specific, you can come along here and you can find it. Let's say, for example, we are looking for testimonials, so click on Testimonials, and then that will bring up different layout of testimonial blocks that you can simply click on, and then that will be added to your website. Again, here we've got free and we've got pro versions. We've got some free versions here, and then there's a little green button here that says pro. We would need to upgrade in order to use those. But let's for example, we wanted to use that. We'll just simply click on that.

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It prepares the content and then it adds it to our website. We can do that again with the design library and maybe look for a hero section. Let's go with this hero section here, prepares the content, adds it in there, and I can move that up. Let's say we got testimonials, so I can go through this. I've added a couple of sections, so I can publish this. Let's have a view of the page. It still has my same header that came from the importer, but it's got those blocks that I have got from the Kadence Cloud. This makes it really, really easy to create layouts. All I need to do is come, change the image, change the text, and I am good to go. There are lots of others out there creating starter templates and also creating cloud libraries. That's what makes Kadence so exciting. Before I finish off my presentation, I just want to share some other things that are so amazing about Kadence and that you can do with Kadence. There is also Shopkit. Shopkit allows you to change the layout of the product pages and account pages and things to do with your e-commerce website.

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Then you've got Mega Menus. That's creating some really amazing dynamic menus. Kadence Conversions is good for pop-ups and generating leads. Then you've got custom fonts. If you've got outside fonts that you want to upload to your website, you can do that with the Custom Fonts plugin. Then you've got the theme builder, which is what a lot of designers are using these days to create templates and sell those online. Thank you so much for watching my presentation. I hope that you go and check out Kadence and all that it can offer. Until next time, thank you so much.