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Josh Hall - Will Divi Rebound (a look at Divi 5)

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It's so good to be here with you at the 2025 Page Builder Summit.

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I'm Josh and we're going to dive into Divi. We're going to look in a little bit more detail about where Divi is right now in the world of page builder land. And I'm actually going to give you a pretty in depth look at Divi5 which is where Divi is headed. So this is going to help those of you who are Divi users. If you're maybe you've played around with Divi 5 or if you're curious about where things are at and where things are headed to help you and your design agency, we're going to look at that and then those of you who are interested in other page builders, you're trying to decide the right one for you.

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We'll take a look at Divi5 and see if it looks like a good fit for you and your agency. Now it's important to note before we dive in. Divi was an OG in the page builder space and still is. It came out in 2013 and through 14. Divi itself was a game changing, innovative and revolutionary turn for WordPress with its advanced page builder features.

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But it's over a decade later. Things get outdated, things get slower and there's a tonne of new page builders, some that are incredible and really fast and really snappy and Divi is in the rebound. So the new version of Divi is going to be Divi 5 here and that's what we're going to dive into.

First things first, if you don't know me, I'm Josh. I help web designers build and grow their business up.

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I have a personal brand at JoshHall.co, which has a tonne of resources. And then I am the founder of Web Designer Pro which has all my courses, a community and coaching. Now the reason I'm showing you this too is that because in joshhall.co, at the time of recording this I use Divi4, but at webdesignerpro.com, I'm actually using Divi5. So we're going to take a look at both of those. Now if you're not familiar with me or my brand, real quick, before we dive in, I was actually a blog author for Elegant Themes.

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The creators of Divi dating back to 2016 is kind of how I got my star online. Eventually I started doing Divi tutorials. If you search Divi Tutorials, you should see my YouTube channel and some of my resources come up and I will have a playlist to all my Divi tutorials on my YouTube channel that is linked for you at the bottom of this presentation. I will be updating this more and more with Divi5 resources as they come along. So that's a quick background on me.

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Now let's get into Divi 5 and where things are at. Now. First off, Divi 5, the big question is, is it live? And it's kind of a mostly question, meaning Divi 5 is in a spot now at the time of this presentation going out for the 2025 Page Builder Summit. It is live in a sense that you can start using it today and ideally start using it for new sites where it is still in the rebound phase is going from Divi 4 to Divi 5.

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There are some migration options that we'll look at, but there's a lot like I'm still again using Divi for Joshhall.co, but Divi 5 at Webdesignerpro because on Joshhall.co I have hundreds of posts and between podcast, tutorials, etc. That I'm not ready to migrate to Divi5 just yet. But just know my recommendation is to use Divi5 for new sites if you like this and then you continue on using Divi4 until Divi5 is officially, officially live.

Now some Divi resources to help you out. This will be linked below as well.

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But there is a blog on Elegant Themes, the creators of Divi that have every new resource for Divi. So I'm going to recommend that you check this out. This will be linked as well for you. But they do have a full blog on there and then is it on this page? Yeah, the Divi 5 page does have the roadmap.

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So at the time of recording this we are in phase four out of five, the public beta and then the official release is phase five. They have no exact timeline on this, but from everything I've heard it's going to be. It would. I would be shocked if it goes past 2025, but again most of all the features and functions are in place, which is why in most cases you can use it live. So let's dive into a few things here.

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We're going to take a look at the interface of Divi 5 and then I'm going to share some of my favourite features of Divi 5 and I'm going to give you some real world look at my site and how I'm using Divi5 for my site at webdesignerpro.com. let's jump in and let's have some fun. Now you can download Divi5 here and sign up for it with your Elegant Themes account or you can also try the demo. So we're going to take a look. I'm actually on the demo site but again I will show you my site at WebDesignerPro.com. So this is the layout of Divi 5. One of the biggest changes up front is that Divi 5 is using this blue colour and I'm used to Divi being purple like my shirt. So if you are currently still on Divi 4, you're going to start a page and it's going to look something like this. This is the OG Divi Builder.

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This is what it looks like on the back end. But reason I want to show you this is not much has changed in the way of truly what Divi is with how it's laid out with sections, you can do rows and then within those, roll those rows, you can have different modules and you can go from there and start styling them. One of the biggest difference here on the left bar

is in Divi 4 and actually we'll look at some of the things that are still similar in Divi 4. You'll see down here you can go to Divi Options, you can go to the Divi Builder which actually allows you to create different templates inside of Divi. And then you can go to the Theme Customizer along with some other settings.

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What is going to be new for Divi 5 and a large difference is the Theme Customizer. So you can go into general settings, layout settings, you can go into your header, navigation, footer, typography, etc. One of the biggest differences is in Divi 5, a lot of that is actually managed here natively. So it still works on Divi 5. You can still go into your Theme customizer.

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But a lot of that the plan is to be native in the browser because Divi 5 is actually structured like most other modern builders. Case in point, here's a look at Elementor. You'll notice modules and things on the left, the canvas in the middle, in this case, layers and sections on the right. Here's A look at Bricks, one of the rising stars in WordPress. A lot of colleagues absolutely love Bricks.

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Very similar with layout options, modules on the left, structure on the right, with mobile responsive views up here and other settings. Here's a look at Wix Studio. Even outside of WordPress, platforms are taking this same approach with modules and things on the left, canvas in the middle and then layers and different things on the right or the left. That is the way that Divi 5 is moving again from what it was previously. So we'll do a quick view of the interface and then I'm going to show you some features because there are some very, very cool features in Divi5 that are going to be.

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Well, they're game changing now, but they're going to be even more game changing moving forward. Number one is the layers. So yes, just like you saw there, you will have layers, easy access right here now and

you can just jump to these. Anywhere you are on the page, you can jump to it. We've got the Wireframe view.

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If you prefer to see your modules like this, you have some other options here, including hover over options. You can do the X ray view if you wanted to. If you're out of Wireframe View, you can see all the containers and how it is set up there. You can go into the builder settings. So As I mentioned, Divi5 is using the blue, but I'm.

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I'm still a purple guy for Divi, so I'm going to change it to purple. And now my builder, my Divi 5 builder settings here are going to be the purple and there's a lot more settings in here that you can get into as you explore Divi. There's even more in the new version of Divi that just recently dropped, that's not on the demo site yet. So again we'll take a look at that. But I just want to give you a quick overview of the interface for Divi 5 in case you're not familiar with it.

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One thing I'm going to do is go to dark mode here and in the way this works is anytime you click on an element, that's what you're going to see here. You're going to see the page, you're going to see the section this resides in, and then if I click each one of these elements, you'll see it highlights over here to show me each one of these. And I will say one of the biggest differences between Divi 4 and Divi 5 is how fast it is. In fact, my site right here, Web Designer Pro, let's do a quick scan because this is a big page. I've got big videos, I've got a lot of content.

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I've actually got a lot of videos that are loading via YouTube on here. Not even technically best practises, but for optimisation. But I show you this to say I've got a lot of stuff here on Web Designer Pro and if we go into where I manage my WordPress sites, manageWP, and if I take a look at performance here, let's do a check right now. Let's check live as I'm doing this with you, to see how WebDesignerProccom is loading with Divi 5.

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Because I'm telling you right now, it is dang fast. Heads up. I am using the SiteGround Optimizer plugin. I have good hosting with SiteGround and. And I use them using the Optimizer plugin.

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So those are helping because you can do a lot. But natively, Divi 5 is super fast. Check this out. Boom. Getting really good results on WebDesignerpro.com using Divi5 with again, a lot of stuff here, so you can get a bunch of videos to load that fast and a bunch of images.

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I say touche. Thank you, Divi5. So that's a little overview of the interface. Next we'll get into. Oh, actually one more thing I want to show you is because if you're used to Divi 4, you're probably used to seeing things.

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If we go back into my site, for example, we'll just take a look at my homepage. You're used to seeing the builder settings down here. Again, everything that is available to you in divi 4 is in divi 5. It's just rearranged a little bit. So that's what you're going to see over here.

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Normally I would go in here to do page layout, page changes and stuff like that. And I could technically make this look very similar to Divi 5 if I wanted to change this. But natively it's all going to be right up here for you, normally from what you would see in Divi 4. So let's take a look at some features that get into a little further with Divi 5. Again, it's super fast out of the box, but there's some features I want to drill into.

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And we're actually going to do this inside of webdesignerpro.com because as I mentioned, the demo does not reflect exactly where the releases are. If we go back to Divi 5, we are in the public beta, but I Think public Alpha is what the demo is set at least at the time of recording this watch. It'll probably be updated by the time you look at this. So let's go to Web Designer Pro. Com and again, I am using Divi5 now as we looked at, there are the same options that are in Divi four are over here for you.

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Now as I mentioned, normally in Divi 4 you would go into the theme customizer to start to set some general styles. That is still currently available in Divi 5, but I don't know how long because you'll see here Divi5 gives us some options to do it as we're on the page. One big thing here I wanted to make sure to highlight too, again is that Divi 5 does have a migrator. However, if you have a really complex site like I do at joshall Co with a lot of different post types, I would definitely do this on a staging or development domain. But I would take your time before bringing everything over to Divi5.

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It is if it's a really complex site, but again, new sites, you're good to go. So all of this is the same with Divi, including the theme options, the theme builder, the Divi library, all that's the same. Let's do a new page here and let's take a look at some of the features of the Divi 5 builder itself which are going to be pretty game changer. So when you activate Divi 5 you'll be natively on the WordPress page and you can just use Divi Builder and you're going to see my dashboard of Divi here. But oh, what's this?

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Something new I see, Josh, and that is the variable manager. These are global variables which have essentially replaced theme options. You can do a lot with this. This is a very, very recent release and actually I think, yeah, at the time of recording this and publishing this in the summit, this just came out. So I would recommend checking this video out because this will walk you through everything in a lot more detail.

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But this is where you can set up your headings, you can set up global border radiuses, button styles, body font, you can do all sorts of stuff right here natively in the global variations and then you can access that in each individual module. So it's very, very cool. But essentially I can create global text, global image styles, global linking styles. This pulls in my colours from my theme settings that I set up in the builder. You could do your fonts through this same thing.

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So very, very cool. All accessed natively Right here, page per page. That way you don't always have to go back into the dashboard of WordPress to access those things. But a couple things I wanted to show you with this newest version of Divi is you can get even more granular with breakpoints, which Divi had always infamously been lacking. You would generally have to CSS these.

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Now, we could get even further into certain breakpoints here if we wanted to. So you can do a lot without natively getting into css, which is pretty darn cool. Another really, really slick feature of Divi 5 is that you have these initial options to create row styles, but then you can now create what's called nested rows, which means you can put rows within rows. You'll find out more in the Divi resources here because this is going to be available in the public alpha version, where they get into nested rows in a little more detail. But essentially you'll be able to virtually create an endless row option.

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You have endless optionality with layout with what they're doing with Divi 5 using the new Flexbox Grid CSS system and everything else that's going on. So very, very cool. All that to say. This is a review of some of this. A lot of the other features have remained the same, they have cut down on animations.

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Although anytime you are in styling of something, you're always going to be able to go to the design settings and see everything from the text that's in in case this module, you'll be able to get into the sizing like normal spacing of the module itself. Box shadows, philtres, transformations and animations, it's all still there. And then you can actually globally turn off animations if you wanted to. Again, we don't need to go back into WordPress, we could do it right here, over to the builder settings and change some stuff globally across the full site. So I want to bounce you back over here to the homepage of Web Designer Pro and I actually want to show you some things I did with Divi 5 here again, this is a really, really large page and Divi 5 made my life so much

easier than, quite frankly it would have been in Divi4 managing a page this size.

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Again, we've got layers ready to go, which some of this functionality is there, but being able to just zip through a lot of these things, if I wanted to go to these areas, if I wanted to look into each one of the options in here. One of the biggest changes and features that I love in Divi 5 are the presets so I can actually go here and choose a preset for like, I could choose heading presets, sub presets. These could be by certain pages or certain categories, and you can do it all within the actual Divi 5 builder itself. So, for example, we go to the button here. I think I've got this as my.

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Yeah, you can see right here, this is my primary green button. Now, if I were to create a new button, I could create a button based off of that preset, which are going to change certain things globally. You see right here, it's the default preset, but I could choose this one and it's going to bounce it over to what it was normally. But if I want to just make a button and make sure that it has the same preset. There we go.

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It's going to have all those styles that are global that I want to be global if I wanted to. And you could do similar things with CSS and other builders. But it's just a very, very slick feature of Divi 5, because you have all these presets at your disposal per module, per row, in per section, which is how Divi is set up. You've got sections, you've got rows, and you got the modules within them. Now, let's bounce back out here.

[00:18:02.170]

I do want to show you something that is available in Divi4. If you go to web designer pro courses, actually.com courses. I've got each one of my course curriculums on their own page. Now watch this. You'll notice that the menu has changed.

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The menu is now linking just to this sales page on this course, which then takes folks into Web Designer Pro. But I have a whole different

menu on here than I do on the homepage. If I go to the homepage, you'll see it looks a little bit different. Now, the way I've done that is in Divi. And again, you can currently do this in Divi 4.

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If you go to the builder, you can create different theme builders. So I have a custom header, which is what you saw on the Courses page, which is right here, that links down to certain places in the page. And that is all built right here in this custom header. And then I have the global footer that is in both of these templates. And you can see I've assigned this layout to only certain pages.

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So only this page and all my other course pages get this template that has this menu on it. Otherwise any other page, currently, the way I have it set up is going to have the normal menu, which is currently Just a landing page menu on the front page. So it's just one thing you can do with Divi 5. It's also available in Divi 4 as well. But I will tell you the global and theme options are way faster in Divi 5, which is really, really cool.

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Now, I want to give you just a quick teaser just as we get ready to wrap this up, because I'm just giving you kind of a preview of Divi 5 here. But I wanted to show you something that is going to be really, really helpful, which again, going back to these global variables, is to. Actually, we'll. We'll do a font. Let's do a font here, because this is where you could style heading ones and heading twos and headings threes.

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Instead of going into the theme customizer or doing it with css, we're going to take a look at fonts real quick and I'm going to add. We'll call this a. Let's do a high highlight. We'll just call it highlight. This is just something.

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If we want to have a fancy word or something, we'll choose that font. For now, we'll save this variable, apply changes, and with that set, I've just created a new page. Let's do. Let's pretend we want this to be that

variable that we just set up again. Normally you could go in here and you could choose text and you could go customise each one.

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You could make it a global style, but it was just a little complex unless you CSS to and gave this a class, which you could do here as well. But with these styles and with this selected. So I got the text selected. If you go into the text of this here with that variable that I set up, watch this. It's right here as my global font.

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So I can select this as my highlight. And then if I wanted to, let's say I wanted to change some of this up here. Let's make this text a little bigger here. So in short, I can style directly from the panel right here globally in this style.

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Again, instead of doing this with CSS or adding a class or something, it's basically the same idea, but I'll be able to change that here by inserting the different types of font directly right here in the module or, and if I go back into the variable manager, let's say I change this highlight font to this one. You'll see it'll automatically change this. Which means we're just seeing one instance of this. But this means that every instance that this is throughout the site. That is a highlight font that's styled right here.

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I don't need to go into the individual panel. All I need to do is go into the variable manager and then I can assign this. Let's do this one. Save it. Now, anytime we add highlight on any, any font anywhere throughout the site, it's going to change it automatically.

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So just a very, very quick brief overview of, of what this is going to look like in Divi5 with the variable manager. This is something that you'll be able to customise in your templates, in your staging sites and across all of your sites. It's basically, again, replacing in some ways the theme optimizer in Divi. Again, I don't know how long that's going to be active, but my guess is that Divi is going to be moving towards global variations

and there's a little bit of a learning curve to get used to this. But it's really similar to bricks and others that have some sort of global variation that you're able to tack onto different elements through the site.

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So we don't need to spend too much time on this. But I just wanted to show you one of the big changes in Divi 5 compared to what you may be used to in Divi 4. Because one of the biggest changes in Divi 5 is now anytime you make a change on responsive settings in Divi 5, it will automatically take when you're in the builder right here. This was not the case with Divi4. So if I go in here into this module and I get into the design and again, this is where those variables that we just looked at, I could start to assign this in here. I could now assign. Let's say I want this to actually be the. The highlight font. I could do that and it'll automatically change it right there.

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And I can extend that through these other sections as well if I wanted to. So very, very cool. It's basically a mix of using presets that affect the module and then these variables that affect the elements within the module, which is pretty cool. But anyway, what I was going to show you here is that anytime you make changes here, for example, let's just do this one. Let's adjust the font size.

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Let's just say on mobile we want the. Actually we'll do. How about we do the number text. Let's say we want the font size on that to be 42. On mobile we can adjust that there and I can actually copy module styles.

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Paste. Paste module styles. Now when I go back out to tablet and desktop mode. These should still be on desktop. This should still be.

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Yep, 54. But if we go to mobile, this is how easy it is to make changes on mobile. Now that number text is 42. And again, there's a variety of ways to go about that. But it's another big change and improvement in Divi 5,

which is you can do live mobile adjustments here that will take on these individual breakpoints.

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And again, you can go in here and add even more breakpoints if you want and style them directly right here. Then you can save it as a variable element or a preset. And then you're going to be able to do stuff very fast in Divi 5 as far as your workflows go. And while we're here, let me scroll down one important distinction between Divi 4 and Divi 5 is, for example, if we open this up, this is our testimonial module. Normally in Divi 4 you would click open a module and it would open up right in front of you.

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But I actually prefer this route to where you're going to be doing a lot more content work in the actual module right bar here when you are selecting a module. Now you can of course make changes live like this, directly into that module, but you'll see it over here. And I find that it's easier to work this way because again, you can get into your presets, you can get into your variations, you can get into design and all the stuff right here. It's actually way faster. I found to do it this way as well.

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So there's a big difference too between Divi 4 and Divi 5 without having this be a module that is kind of hovering right in front of this. And from here it's really nice to see the breadcrumbs as well, because I can now get into the settings of this row. You see, I just clicked into or the section which is the students results, you know, this entire thing here. And again, if I want to click into this row, you'll see things change here. If I want to click into this module, you'll see suddenly it opens up the page, the section, the row and the column where this module was inside of it.

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So yeah, I really, really like the new structure and new format. Again, it's. I think it's probably standard and safe to say these are best practises for web design nowadays. And that is what we're looking at with Divi5.

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So just a bit of a teaser here with Divi5, but those are the main aspects of how I'm using it again for both Web Designer Pro, what you're seeing here and then future sites as well. So I hope this just gives you a glimpse. Now we are in this one talking about Divi5 but one question you may have is how do I get clients to actually build my Divi sites depending on where you are in your journey? Well for that my friend, I actually have a mini course called My guide to getting Web Design clients. It's actually an entire module from my full business course and this covers it is a five part video lesson course with content and everything you need to get web design clients ASAP so you can start making money or more money for your Divi builds or whatever platform you're using.

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This covers selling websites with confidence how to find clients more specifically your ideal clients. I'll share my proven strategy for filtering out bad fit leads so you're not wasting time on discovery calls. Hands up anyone if you've been there before or maybe you're there now. I'm going to teach you how to convert more proposals that are proven conversion strategies and tips for high converting proposals. And we're going to talk about how to get higher paying clients.

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This is all wrapped up in this five part mini course. Normally I sell this for 97 bucks, but for you as a summit goer you can have this for only 27 bucks. You'll get instant on demand lifetime access to this mini course. All you have to do is go to this link joshhall.co/pbs, short for Page Builder Summit and use the coupon code PBS-2025. That will tell me that you came from this summit.

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This is a limited time offer but that's going to give you this deal of getting my entire mini course for only 27 bucks. That way when you're learning Divi and building your business you can confidently and effectively get web design clients. And as a bonus I'm going to give you 30 days free access to all my courses in Web Designer Pro. So I have a suite of courses, if you're not familiar, that cover everything from the basics of Divi all the way to my web design process which you can make your own SOP. My website design course which is a UX UI course.

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I have a web Designer Foundational SEO course. This is my. This is actually reframed now as my DNS course where we talk about everything that's under the hood of websites. We get further into CSS if you want to learn css, but my big courses are my business course, my maintenance plan course to help you build recurring revenue and even those of you who are a little more advanced, maybe you're ready to scale. I have my scaling course.

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You get access to every single one of these courses when you purchase my guide to getting web Design clients Again. This is your discount code. I will then immediately follow up with an email to where you'll get your access link to get all my courses. If you like this presentation and you're curious about divi, you can still go through my Divi course. I have not made version 5.0 yet for my Beginners course, mainly because I'm waiting for the for it to get a little further along before I revamp the course.

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However, everything that you learn in my Divi Beginners course if you'd like to go through that, is still applicable and still covers a lot of what we looked at today. It's just the foundation of Divi and then I will be updating this soon with Divi 5 resources so that's available for you again. You get the bonus to jump into all my courses on me, free for 30 days. This is your, this is your deal. This is your discount.

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So I hope to see you in there. Also as I promise I made this available for you. It's just a down and dirty quick resource guide based off of this presentation. This has a link to the Divi resources that I mentioned including where to get the recent resources and news, the the demo, some of my links to help you out. It also includes your offer with the link and your code to use and you can connect with me on a few socials that I'm active on right now. I also have my YouTube channel, the web Design Business Podcast which is the podcast I host, and a free newsletter if you would like some additional resources.

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This is below for you under this presentation as well. So we just scratched the surface here of Divi 5 again. The rule of thumb right now is that if you are building new sites with Divi, you're pretty much good to go. If you have larger complex sites with Divi4, I would stick with that until the official release of Divi 5 is live. Otherwise, if you've got fairly simple sites, you can use the Divi 5 migrator as we saw here to help you migrate from Divi 4 to Divi 5.

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But it is way snappier, way faster. The core features that you love about Divi are still in place, they're just realigned a little bit. But all of the work under the hood have been going on over the past couple years. I know the team at Elegant Themes has been working so hard to make sure this not only rivals some of the new page builders in WordPress, but is going to exceed things and stay innovative for a long time. It's one reason that I've stuck with Divi and the team at Elegant Themes.

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I just trust them. I've been using them for over a decade and I have no plans to change that. Divi5 has already been really, really helpful for me with building webdesignerpro.com out way faster and really snappy. You saw some of the results, so I know it's going to help you out as well. Again, there's a tonne of awesome page builders.

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I don't think there's a right or wrong, but if you're a Divi user, I hope this gets you pumped if you like what you saw. Again, we really didn't design anything, but you just got a feel for some of the features. Check some of the resources out I have below for you. I think they're going to help you out to see if Divi5 is right for.