

Supercharge Your Content Updates with Page Builder

Page Builder, only available with Magento Commerce 2, makes content creation faster, easier, and less expensive.



Content is essential to eCommerce success.

Content helps consumers find you on Google—and it's a critical part of the customer experience. **87 percent** of consumers rate product content very highly when deciding to buy.¹ And **67 percent** say they want their content automatically adjusted to suit their current context.²

The bottom line? You need to continually create and publish new, relevant content—and get it online fast. If you have to write new code, grapple with a complicated interface, or work with a third-party agency every time you publish, you and your team can end up worrying about content updates instead of growing your business.

How can you get off the content update treadmill?

When you upgrade from Magento Open Source to Magento Commerce, you get Page Builder, a new content creation solution that can dramatically accelerate content updates.

This eBook provides an overview of Magento Page Builder—and how it can change your content updates forever.



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of consumers want their content automatically adjusted to suit their current context.²

¹ Cracking the Consumer Code 2017, Salsify. ² Consumer Demand for Personalized Content Reaches an All-Time High, CMO.com, February 8, 2018.

“The simplicity of even small tasks makes a significant impact. If you wanted to add a link to another page you had to either use a full link or a hyperlinked word. To turn that into a visually appealing button, you needed to go to your SI to get it hard coded. With Page Builder you can add, style, and edit buttons with just a handful of clicks without any waiting for designers and developers. That alone can save hours.”

–Sjoerd Alofs, CEO, Wallgroup

HOW TO SET UP PAGE BUILDER

To get started with Page Builder, you will need to work with a front-end developer. They will add all the styles from your theme into Page Builder and create reusable content types that your theme can support.

Once Page Builder has been connected to your theme, you’ll be able to drag-and-drop new content without additional coding. Magento Commerce documentation will walk you through the process.

To learn more, check out: [Page Builder Developer Documentation](#)



Discover Magento Page Builder.

Page Builder is a suite of content creation tools that make it easy for merchants to create and publish content pages without a developer. It's only available with Magento Commerce 2.

Flexible, drag-and-drop layouts

You can build a wide variety of page layouts by creating columns and moving elements around the page, no code required. These layouts are great for refining existing content types or designing new ones.

Build a wide variety of page layouts with flexible columns and elements, no coding required.

Reusable content blocks

When you create content blocks, you can save them in a library for future use, which makes page creation faster and more efficient as your library grows.

With Magento Page Builder, merchants can easily create and publish content pages—without a developer.

The screenshot displays the Magento Page Builder interface for editing a 'Home Page'. On the left is a vertical sidebar with navigation icons for Dashboard, Sales, Catalog, Customers, Marketing, Content, Reports, Stores, System, and Find Partners & Extensions. The main workspace shows a 'Layout' panel with options for Row, Column, Tabs, and Accordion. Below this is a 'Find Items' search bar and a list of elements including Media, Add Content, and Collapse. The page content features a 'New Arrivals' section with the heading 'Browse these new items while they last' and a 'Products' filter. Four items are displayed in a row: Wayfarer Messenger Bag (\$45.00), Rival Field Messenger (\$45.00), Overnight Duffel (\$45.00), and Go-Get'r Pushup Grips (\$19.00). The interface includes 'Back', 'Delete Page', and 'Save' buttons at the top right.

Point-and-click button creation

You can create attractive and engaging interactive buttons in just a few clicks rather than having a developer code them from scratch.

Plug-and-play product information

You can quickly and easily add product information and buy buttons to any content page—an approach proven to increase sales.

Support for multiple content types

You can add all kinds of content to your page, including video, banners, and images, to give shoppers a unique branded experience.

You can add many types of media content to your page, including video, banners, and images.

Background Color

Background Image
Maximum file size: 4 MB. Allowed file types: JPG, GIF, PNG.
Allowed file types: jpeg, gif, png.



new-main.jpg
1080x460, 0 Byte

Background Mobile Image
Maximum file size: 2 MB. Allowed file types: JPG, GIF, PNG.
Allowed file types: jpeg, gif, png.



wide-banner-backgro...
3194x4253, 1 MB

Background Size Cover Contain Auto

Add product information, media, and engaging interactive buttons to your pages with just a few clicks.

Quick, easy inline editing

You can edit existing content inline for fast, efficient updates.

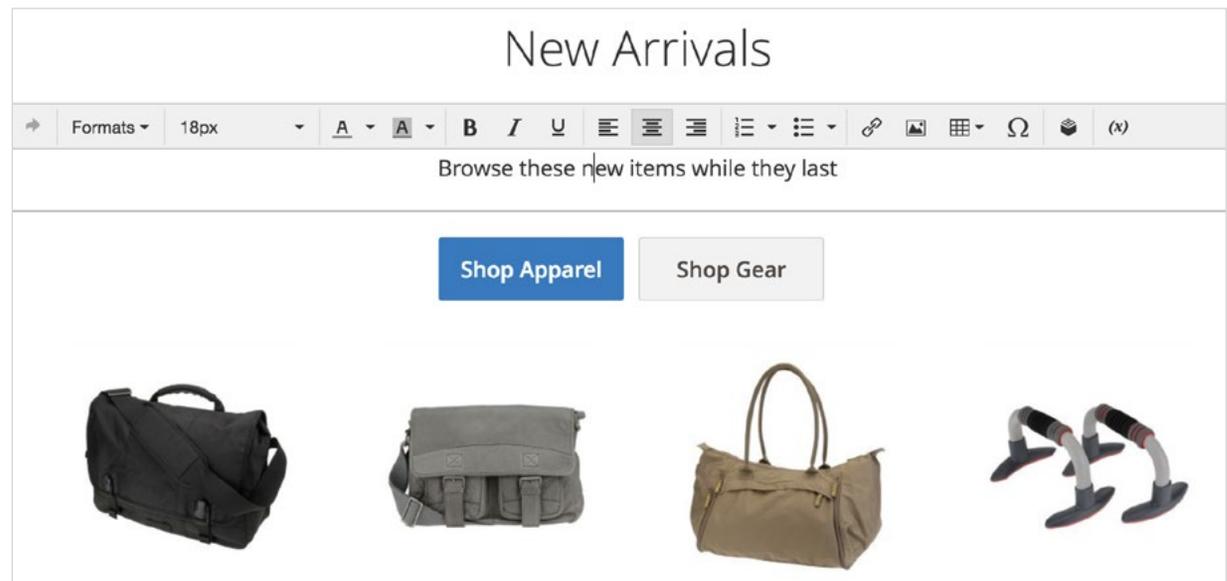
Preview before publishing

You can preview pages before they are published, giving you the opportunity to catch errors and make enhancements before your page goes live.

Deeply integrated

Not only does Page Builder bring new content tools to the table, it amplifies existing Magento functionality. Stage and preview your content updates for seamless transitions, or use Dynamic Blocks designed with Page Builder to deliver personalized experiences to visitors.

Edit content inline for fast, efficient updates.



Enhance existing Magento functionality to deliver seamless updates and personalize experiences for your visitors.

“Creating content was complicated—we had to know HTML and were not really autonomous. Most of the time when we wanted to try something new in a content page we were forced to go to the agency, which requires money and time. With Page Builder, the drag-and-drop interface gives us the flexibility to define layouts and put columns anywhere without relying on coding ability.”

–Benoît Ponsart, Director of Technology, Courrèges



How Page Builder transforms your content updates.

If you spend hours each week on designing and publishing content—or waiting around for a developer or third-party agency—adopting Magento Commerce with Page Builder can deliver major benefits.

Add and update content faster.

Instead of waiting for a developer or an agency to get around to your update, you can add or edit pages whenever you're ready. Also, because it's so easy to use, you can create new pages in minutes.

Create a more engaging branded experience.

By using Page Builder's flexible design tools, you can create unique and attractive pages in your brand's style as well as integrating video and banners. You can invent new content types, extending the capabilities of what's out of the box to fit your brand's style and voice.

Save money on agency fees.

With Page Builder, you can rely on nontechnical staff to build new pages rather than outsourcing the work to a web development or digital marketing agency.

Free developers to focus on technical challenges.

Freed from the need to design and code web pages, your developers can focus on using technology to solve business challenges rather than to make day-to-day content updates.

Quickly create unique and attractive pages in your brand's style without having to rely on a developer or outside agency.

MAGENTO COMMERCE CUSTOMERS SHARE THEIR EXPERIENCES WITH PAGE BUILDER.

“Adding content is very important and Page Builder makes it much easier. We don’t need HTML knowledge to build a beautiful page.”

–Sjoerd Alofs, CEO, Wallgroup

“In the past, we always needed to ask a designer for a mock-up, then have a developer hard code anything more than minor content changes. With Page Builder we can easily build flexible, engaging, and creative content pages ourselves.”

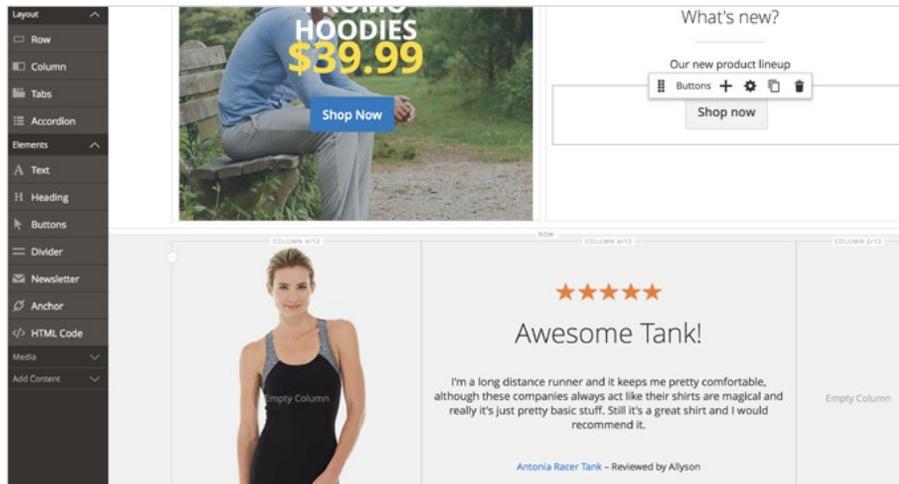
–Eric van der Palen, Sr Manager, Online Marketing and eCommerce, Brabantia

“Before Page Builder I would build very basic non-responsive pages in Magento that were not designed for the modern web user. The pages and blocks were not truly responsive and were difficult to lay out and format. The whole process was a hassle.

“With Page Builder, I can build a modern page in minutes; easily drag and drop in fully responsive blocks, graphic assets, products, and text. Depending on how much content I want to share on the page, the whole process takes 20–60 minutes, virtually eliminates the need for a front-end developer, and is light years ahead of a standard WYSIWYG editor.

“I’m very happy with Page Builder and think Magento has really improved the day-to-day workability of the platform with this feature. I’m excited to see the future improvements to the module.”

–Tim Reibling, CEO, VegaDirect



READY FOR PAGE BUILDER?

To get Page Builder, **you must upgrade from Open Source to Magento Commerce.**

Learn more about Page Builder and evolving to Magento Commerce:

[Page Builder >](#)

[Magento Commerce >](#)

[Migrate to Magento Commerce 2 >](#)

[Demo >](#)



ABOUT MAGENTO

Magento, an Adobe company, is a leading provider of commerce innovation to merchants and brands across B2C and B2B industries and was named a leader in the 2018 Gartner Magic Quadrant for Digital Commerce. In addition to its flagship digital commerce platform, Magento boasts a strong portfolio of omnichannel solutions that empower merchants to successfully integrate digital and physical shopping experiences. Magento is the #1 provider to the Internet Retailer Top 1000, the B2B 300, and the Top 500 Guides for Europe and Latin America. Magento is supported by a vast global network of solution and technology partners, a highly active global developer community, and the Magento Marketplace—the largest eCommerce marketplace for downloadable extensions. More information can be found at

www.magento.com