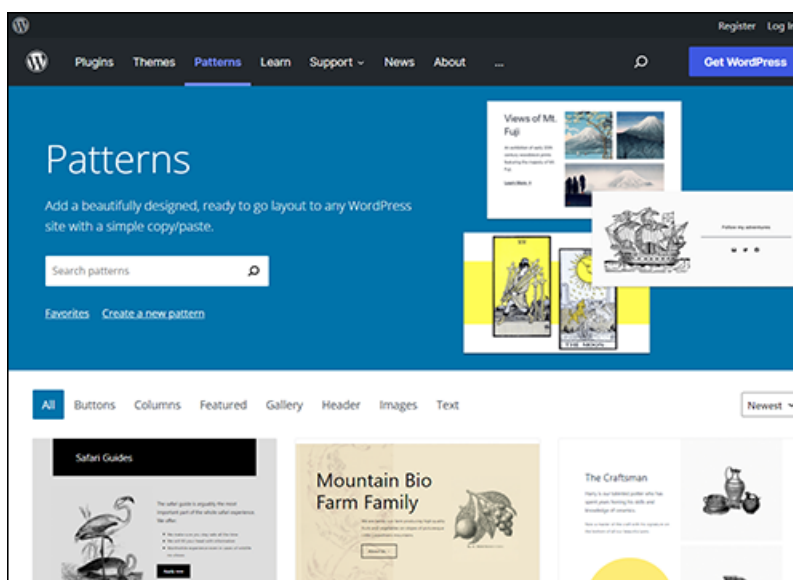


# WordPress Block Patterns



## Tutorial Contents



In this tutorial, you will learn about using WordPress Block Patterns – a collection of predefined blocks and layouts that you can insert into posts and pages and customize with your own content.

Refer to the tutorials below if you need help with this section:

- [What's New In WordPress – WP 5.9](#)
- [The WordPress Block Editor](#)
- [How To Use WordPress Blocks](#)
- [WordPress Block Themes](#)
- [The WordPress Site Editor](#)
- [Video Course – WordPress Gutenberg](#)

\*\*\*

## What Are Block Patterns?

---

Block Patterns are a collection of predefined blocks that you can insert into posts and pages and then customize with your own content.

Using a Block Pattern can reduce the time required to create content on your site and are a great way to learn how different blocks can be combined to produce interesting effects. To find more patterns, you can also use the *Block Pattern Directory*.

## The Block Pattern Library

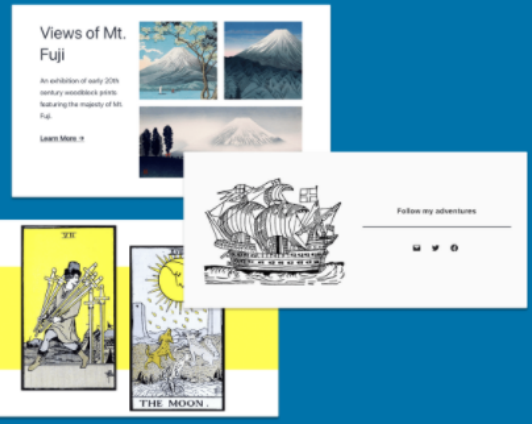
---

The [WordPress Pattern Directory](#) is the home of a wide range of block patterns built to save you time and add to your site's functionality. You can edit them as you see fit. So if you need something different in the header or footer of your theme, you can swap it out with a new one in just a few clicks.

# Patterns

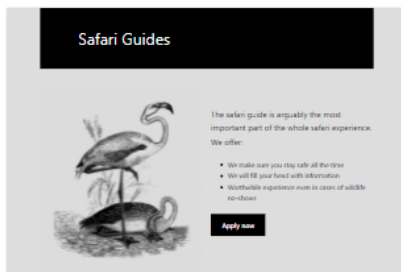
Add a beautifully designed, ready to go layout to any WordPress site with a simple copy/paste.

[Favorites](#) [Create a new pattern](#)



All Buttons Columns Featured Gallery Header Images Text

Newest ▾



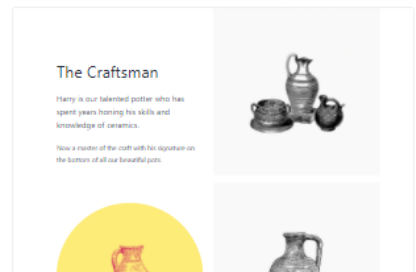
Featured service section with dark heading, image, description and a button

WebMan Design | Oliver Juhas ♥ 2



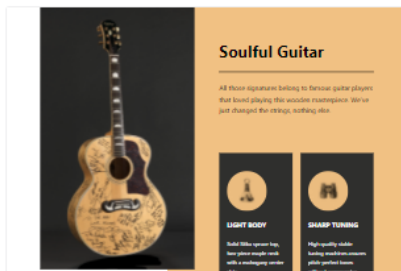
Main title with semi-covered background image, illustration and description with a button

WebMan Design | Oliver Juhas



About section with three images, one is rounded and duotoned

WebMan Design | Oliver Juhas



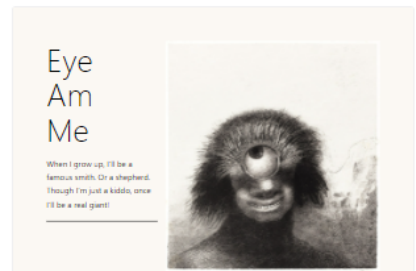
Large image with description and list of features

WebMan Design | Oliver Juhas ♥ 1



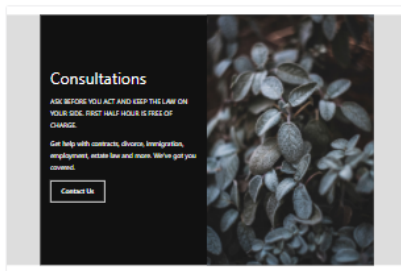
Main title with large image and image background

WebMan Design | Oliver Juhas



About section with large image and text in columns

WebMan Design | Oliver Juhas



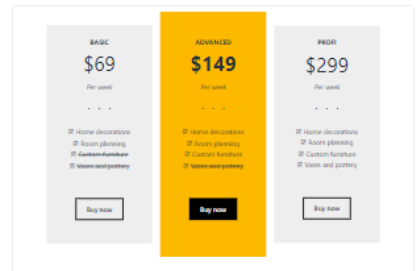
Multicolor call to action with an image

WebMan Design | Oliver Juhas



Contact section with office addresses and a map

WebMan Design | Oliver Juhas



Three pricing columns with middle one featured

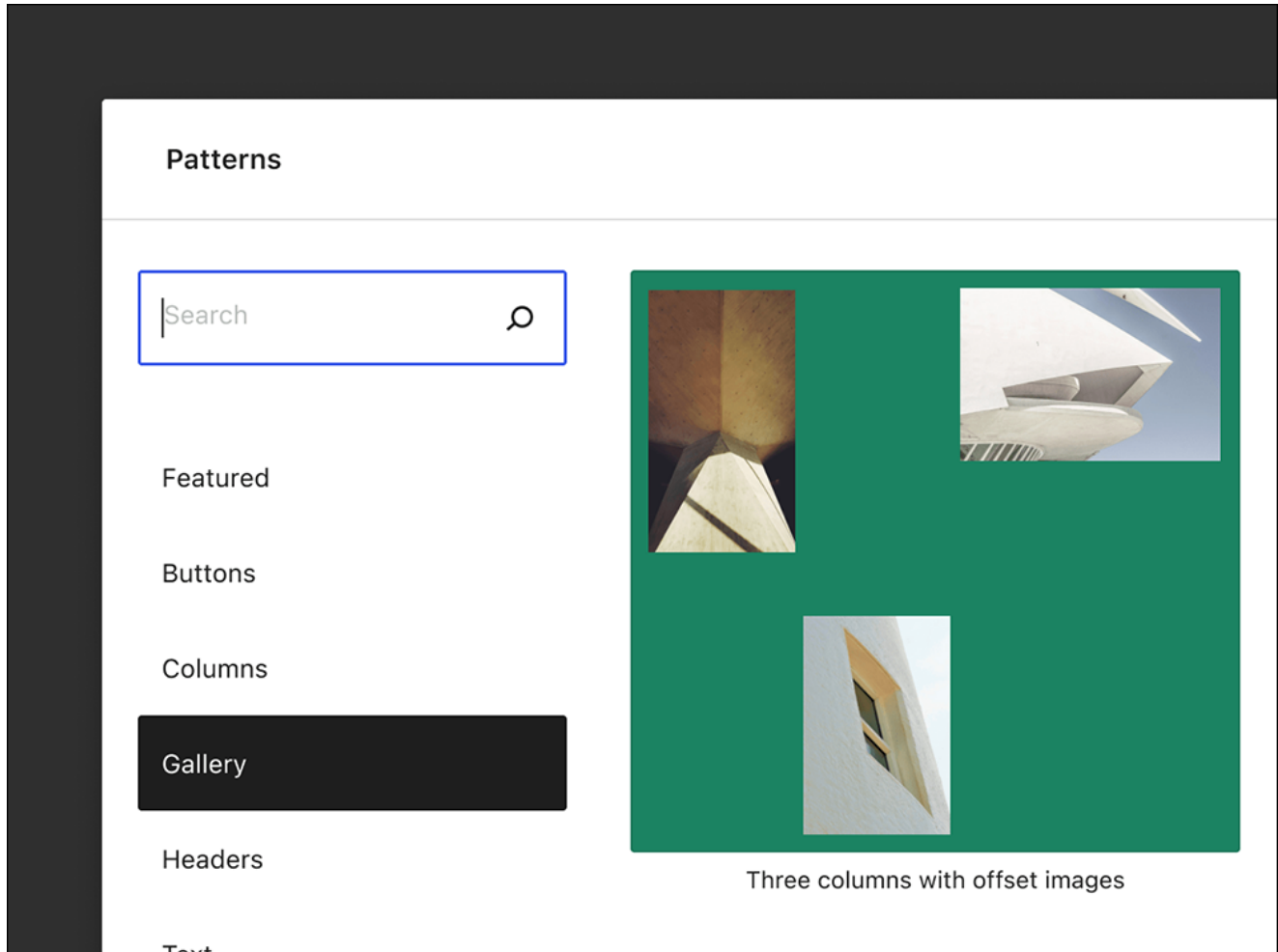
WebMan Design | Oliver Juhas ♥ 2





The WordPress Pattern Directory

With a nearly full-screen view that draws you in to see fine details, the *Pattern Explorer* makes it easy to compare patterns and choose the one your users need.



WordPress Block Patterns

**Notes:**

- After searching and finding a pattern you like in the Block Pattern Directory, select “Copy” to save it to your clipboard. You can then return to your page or post and use the paste function to add the pattern into your content.

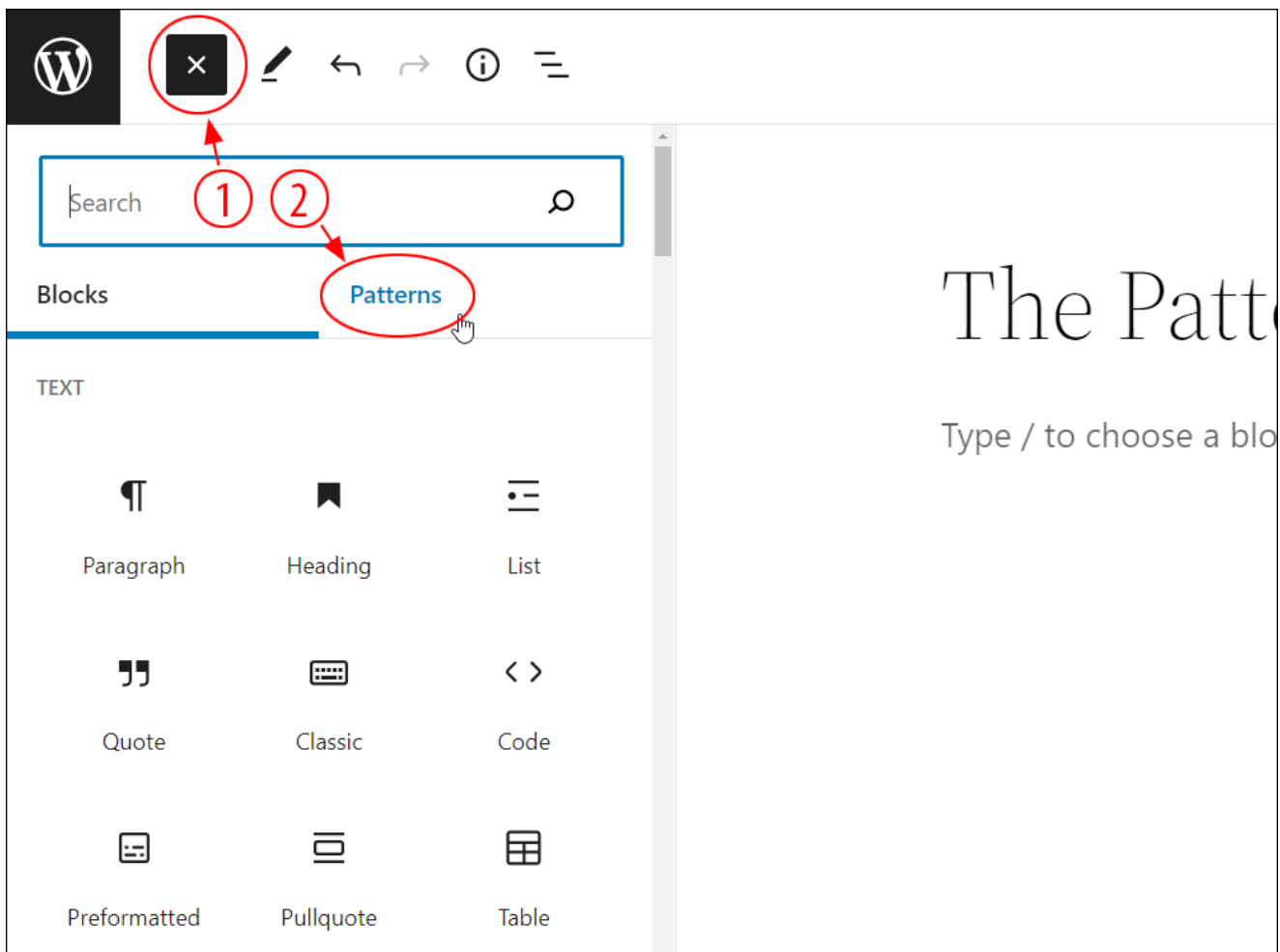
- You can use the default images provided within Block Patterns on your own site as these images are free to use. However, because these images are referenced from an external source (i.e. they are not added to your site's **Media Library**), there is always a chance these could change or be removed. For this reason, we recommend replacing block pattern images with your own content.

For more information about using the Block Pattern Library, see this [Pattern Library video](#) in our [WordPress 5.9](#) updates article.

## How To Add A Block Pattern

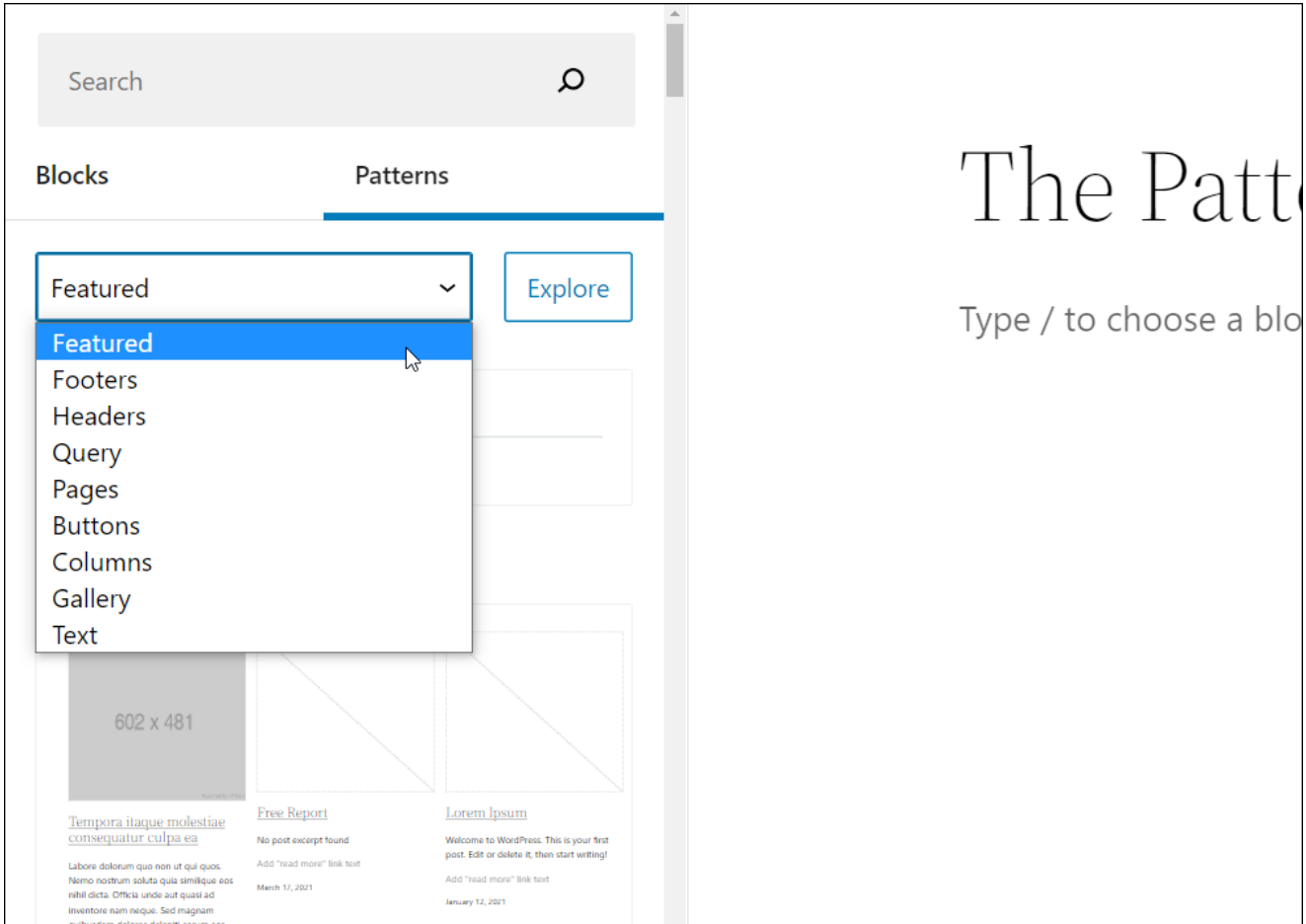
To insert a block pattern into your content:

Click the [+] icon (Add block or Toggle Inserter tool) to add a new block, (1) then click on the *Patterns* tab. (2)



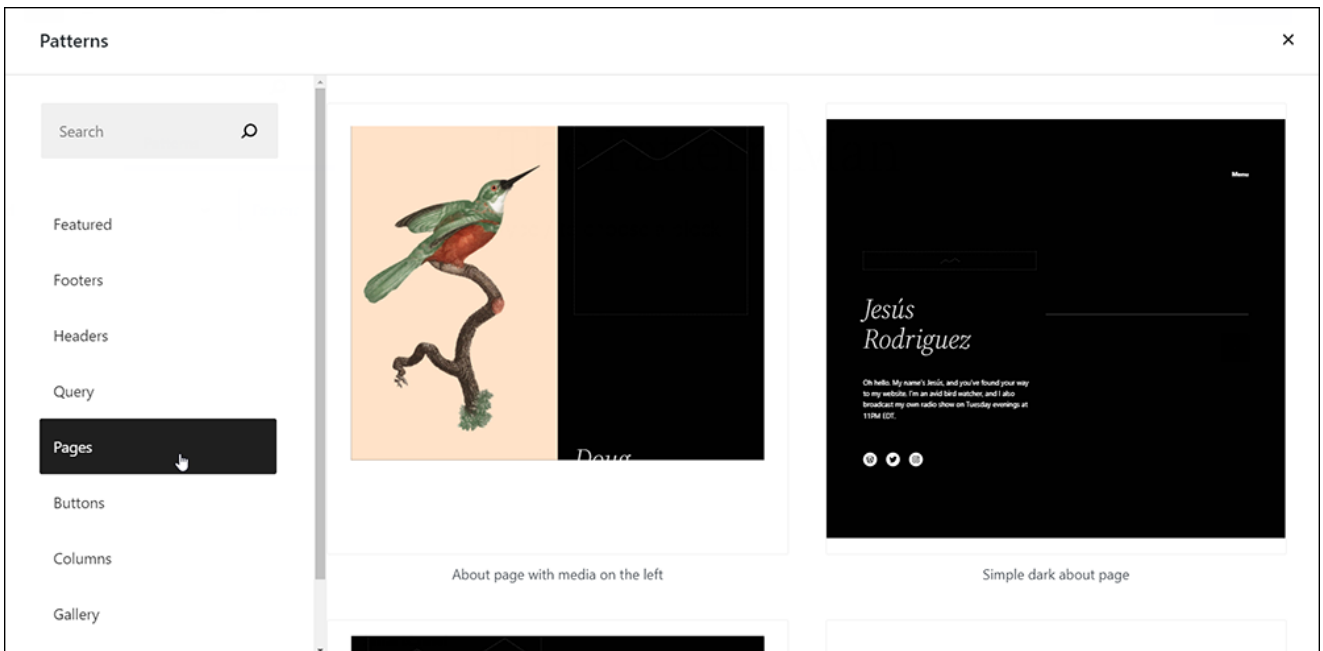
Open the Toggle Inserter tool and click on the Patterns tab

Use the dropdown menu to view and select patterns by category...



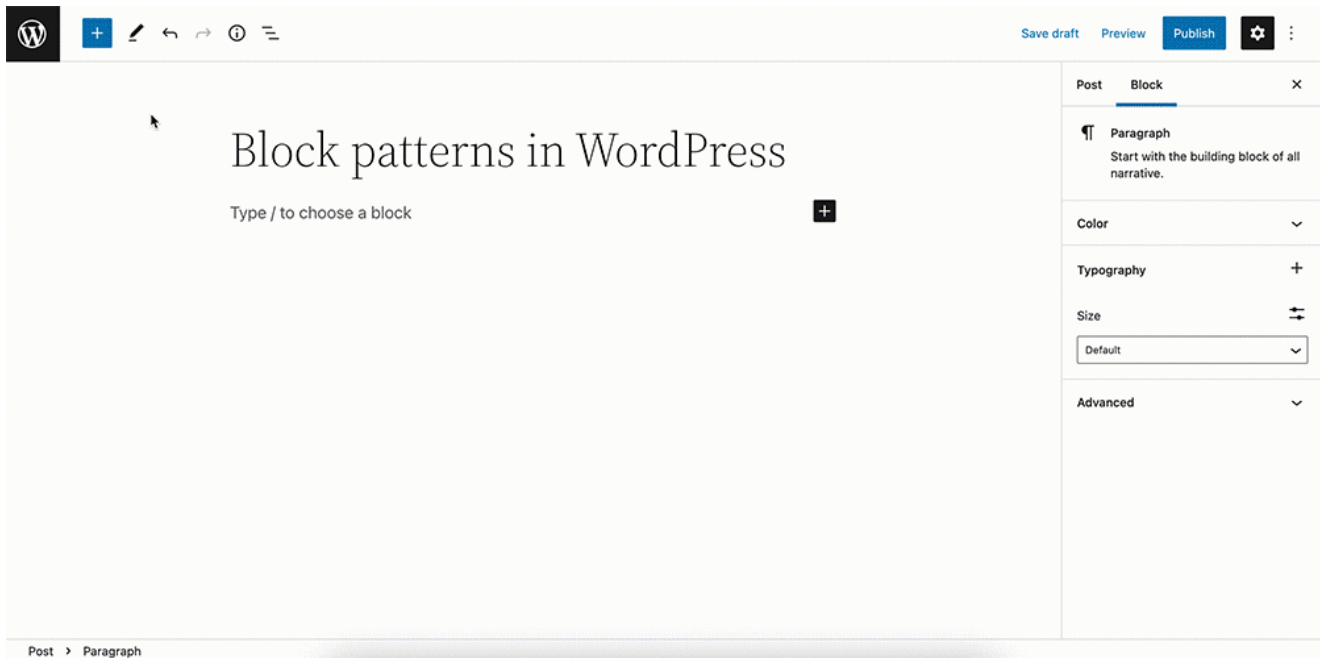
Use the dropdown menu to view patterns by category...

Or click *Explore* to open a modal that displays a larger view of each pattern.



Click the Explore button to view and select patterns.

Either click on the selected pattern to insert it where your cursor is located or drag and drop the pattern where you would like to add it to your content.



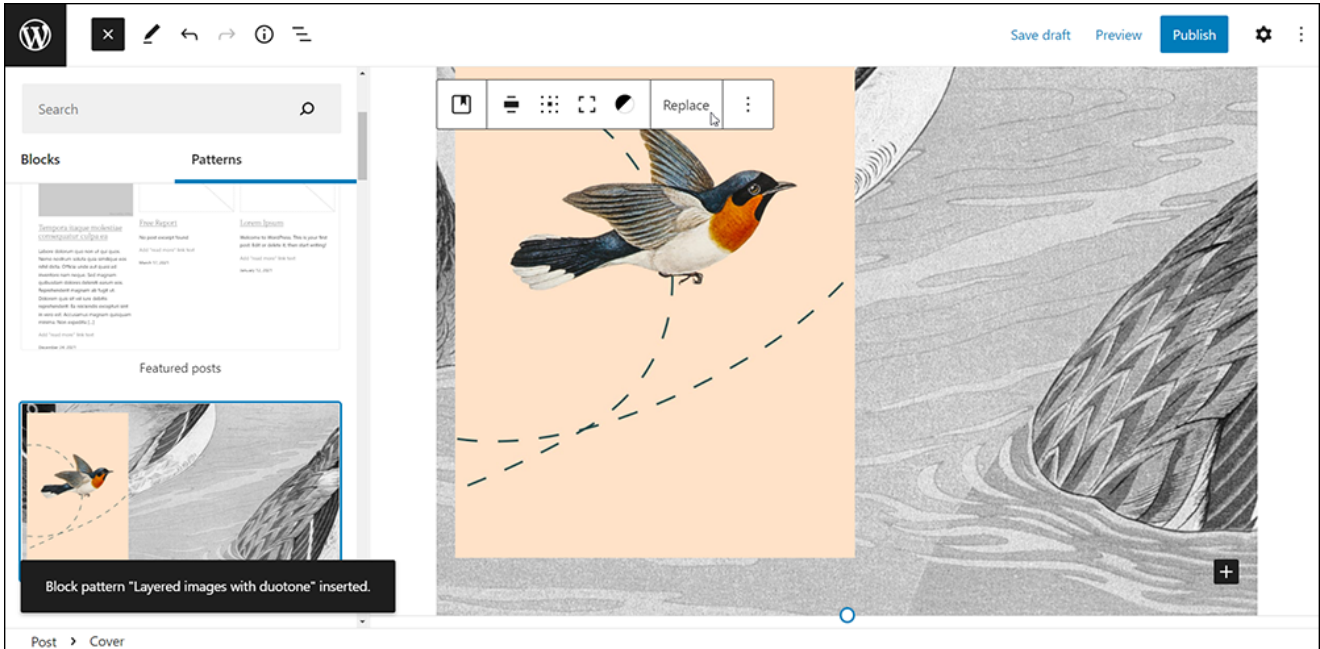
Adding Block Patterns

*Note:* The patterns displayed in the *Add block > Patterns* menu are based on your site's currently active theme.

## How To Customize A Block Pattern

---

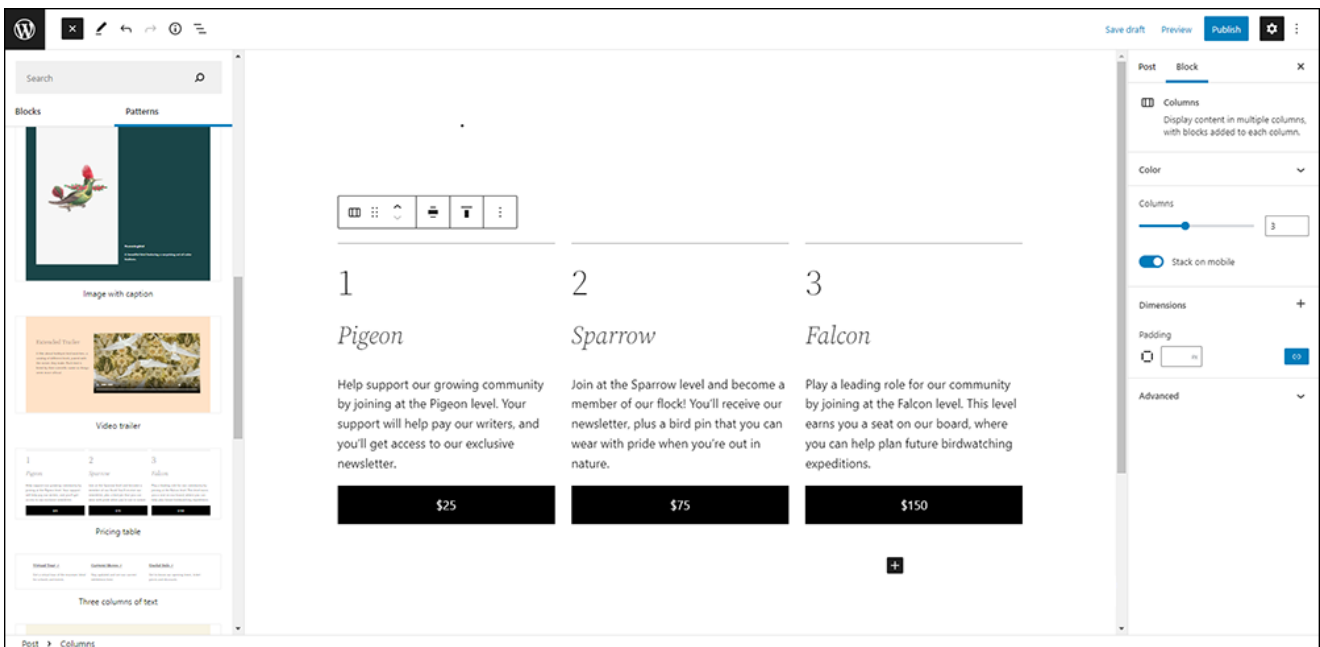
After inserting a Block Pattern, you can edit the blocks within the pattern just like any other block by clicking on the block to edit its settings and content.



A Block Pattern is just a collection of blocks, so you can edit the blocks to edit the pattern.

For example, the screenshot below shows a *pricing table* pattern created with different blocks, including a **Columns block**.

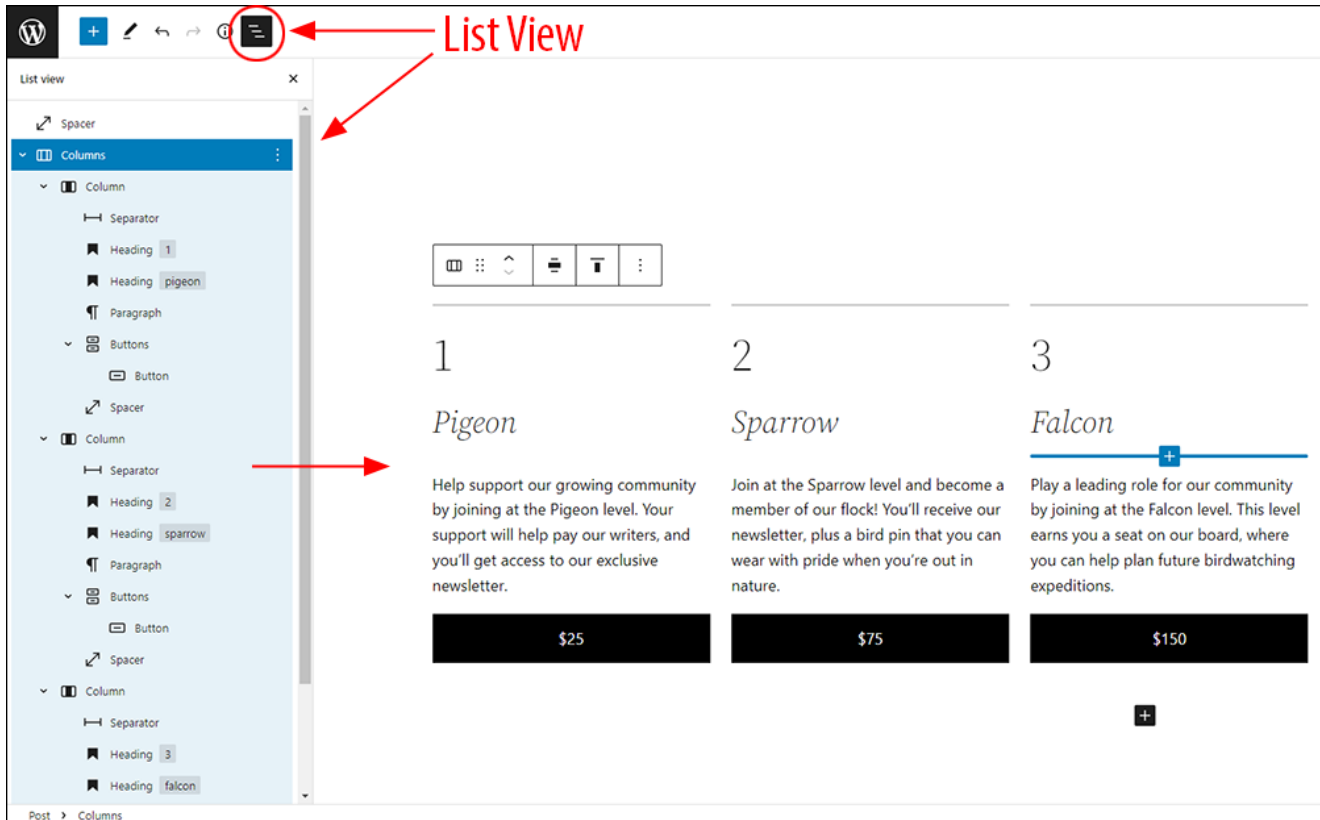
So, to edit the block pattern, edit the Columns block and its content and settings.



A pricing table block pattern created using the Columns block.

*Tip:* When editing patterns, use the *List View*. This will make it easier to see where you are in the pattern and what block or block element you are editing.





Use the List View to make editing block patterns easier.

### Notes:

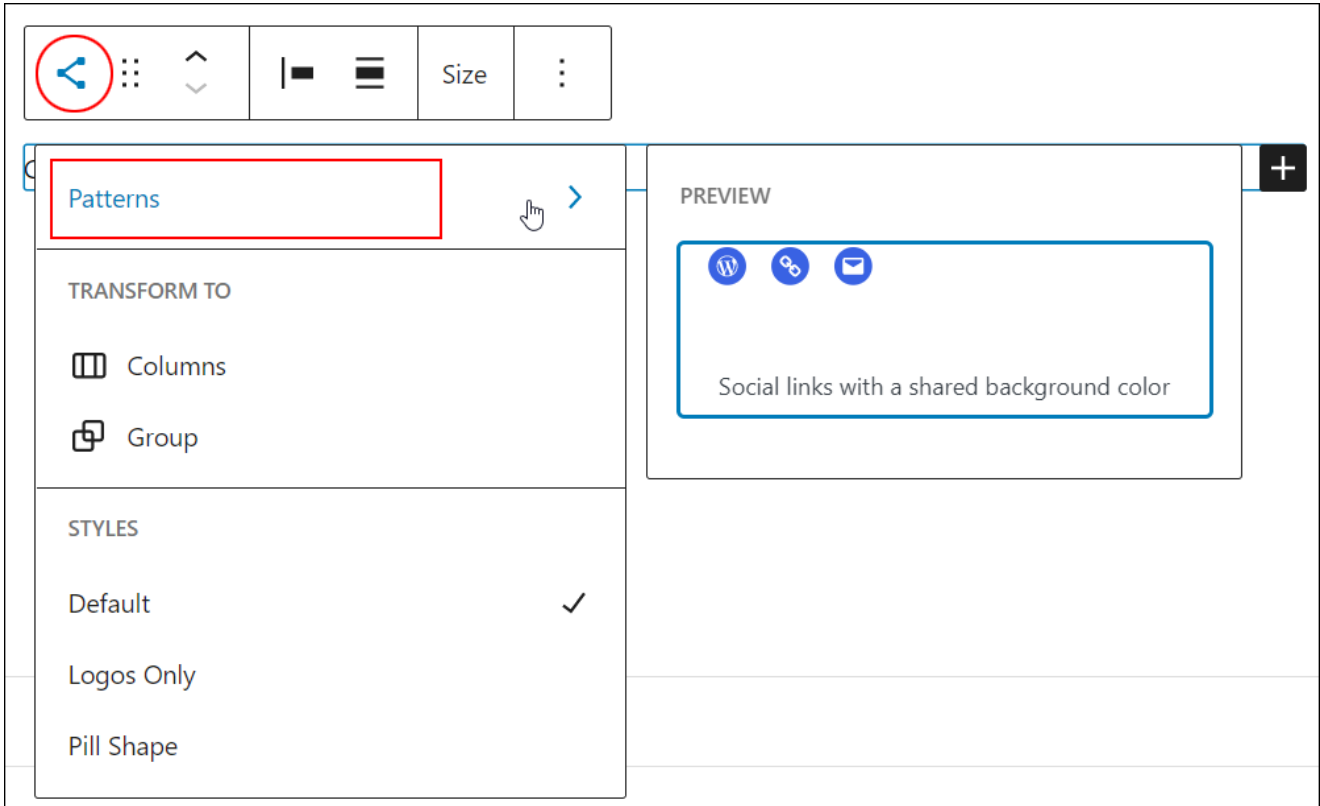
- You can add multiple blocks (and Block Patterns) to your page and place these anywhere you want.
- New Block Patterns are continuously being added and existing Block Patterns can change or be removed. However, once you add a Block Pattern to your site, there is no link to the original pattern in the Add Block menu, so any subsequent changes made to the pattern in the Add Block menu will not impact any pattern added to your site's pages or posts.

For more information on using the Block Editor, see this tutorial: [The WordPress Block Editor](#)

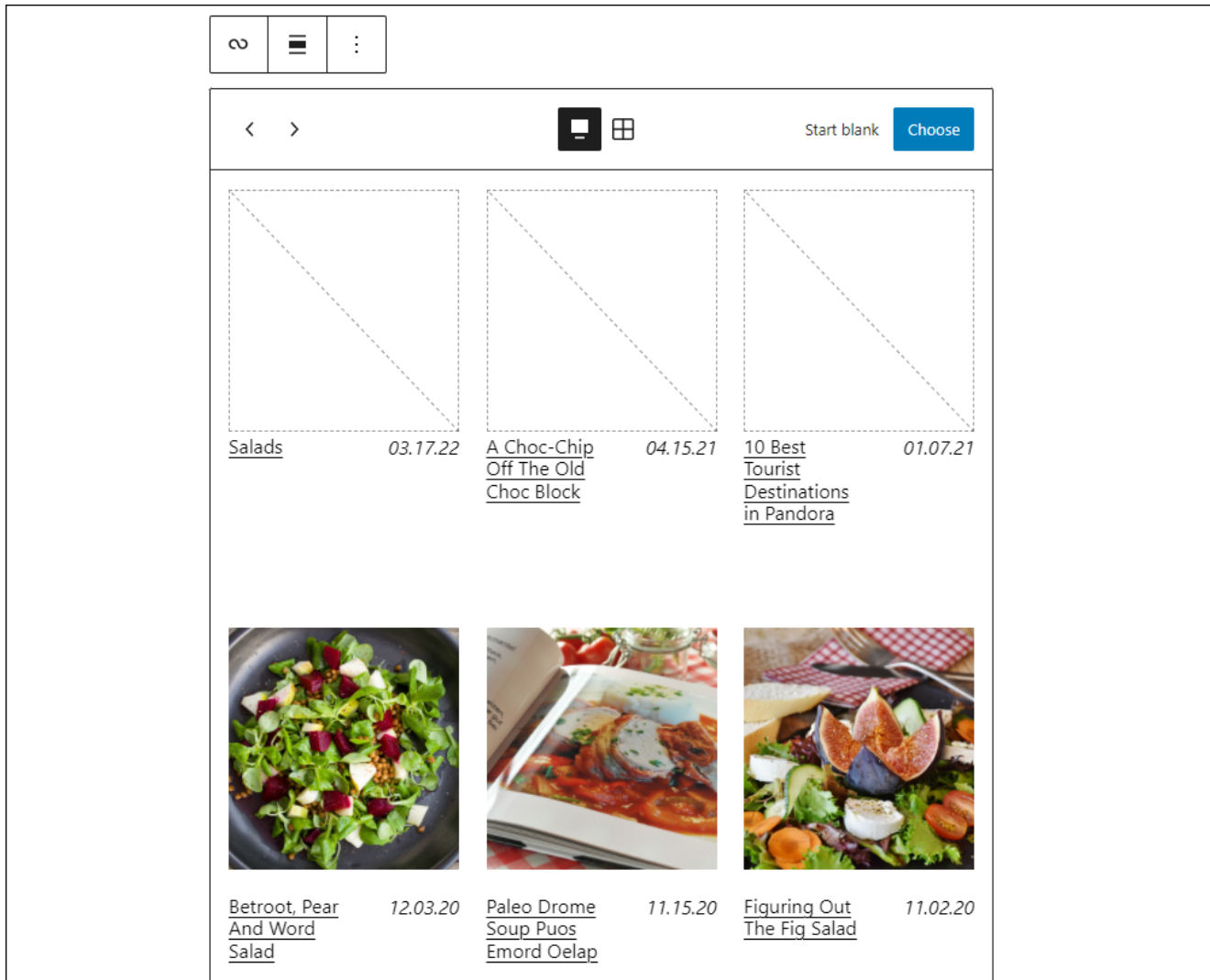
## How To Find Contextual Patterns

Some blocks have patterns built into the settings of the block itself. For example, the *Social Icons block* and *Query Loop block* have this functionality built-in.

To find the contextual patterns for the *Social Icons* block, select the transform menu in the block toolbar and navigate to Patterns at the top.



For the *Query Loop* block, patterns are shown as part of the configuration of the block itself.



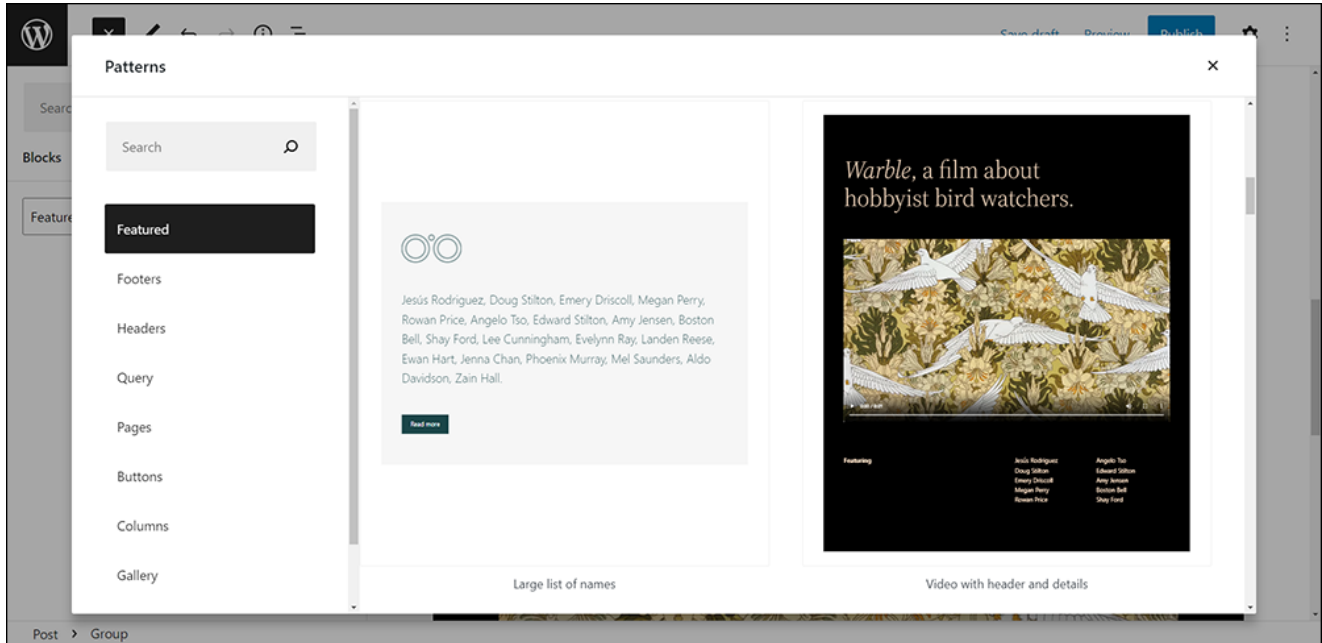
The Query Loop block uses built-in patterns.

Learn more about the [Query Loop block](#).

## Block Patterns – Additional Information

- For a video introduction on the Pattern Library, see this [Pattern Library video](#) in our [WordPress 5.9](#) updates article.
- For a short workshop on using Block Patterns, go here: [Introduction to Block Patterns](#)

Congratulations! Now you know how to use WordPress Block Patterns.



## Block Patterns

\*\*\*

Updated: April 9th, 2023