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Reusable blocks and patterns in WordPress: save a layout once and use it again

Content, Themes & Plugins

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Reusable blocks and patterns in WordPress: save a layout once and use it again

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The short answer: if you repeat the same piece on several pages (a contact block, a notice, a list of benefits), do not rebuild it every time. In the WordPress block editor you can **save it as a reusable block** or pick a ready-made **pattern**. Change the reusable block once and it changes on every page where it is.

What the site needs

What	What to do
Reusable block	A saved block (or group of blocks). When you change it, **every page where you used it changes**. Good for contacts, notices and post footers.
Pattern	A ready-made block layout to insert (a pricing section, a call to action). When you insert it, **a copy remains**: changing it does not change the others.
Synced pattern	In recent versions, a pattern can be marked as synced and then behaves like a reusable block.
Where they are	In the editor, in the block inserter, under the “Patterns” and “Reusable” tabs; in block themes, also in the site editor.
When to use which	Want the same everywhere and to change it in one go? Reusable. Want a starting point you then adjust on each page? Pattern.

Getting started

1. **Open the page** and build the block the way you want, once: **Creating and editing pages in WordPress**.

2. **Select the block,** open the three-dot menu and choose “Create reusable block” (or “Create pattern”). Give it a clear name.

3. **Insert it on other pages** from the block inserter, under the matching tab.

4. **To change a reusable block,** edit it on one of the pages: the change applies everywhere. If you only want to change one page, detach it from that block first (“convert to regular blocks”).

5. **Check the pages** after a big change: a shared block changes everything at once, for better and worse.

Changing a reusable block changes every page.
A wrong price, phone number or sentence spreads everywhere. Make the change carefully, and take a copy first if the block is on many pages: **Updating without breaking anything**.

In block themes, the header and footer layout is also kept in templates: **Block theme or classic theme**. For the same effect of repeating a piece in the menu and sidebars: **Widgets and sidebars**.

NEED A HAND?

Want help organising blocks and patterns on your site? Open a ticket with the address.

Open a support ticket →

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