



Devising ideas into design.

# Elementor vs WPBakery

*Which plugin is the right fit for  
your WordPress installation?*

Crafting  
Creativity  
Since 2013.

B13 Studio is a testament to the expression of creativity.  
We exist to develop innovative designs that are as visually striking as they are user-friendly.  
Our unconstrained approach allows us to deliver a product that exceeds expectations and fosters collaboration.

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2026



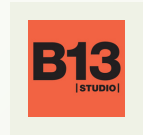
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Presented By:  
*B13 Studio*

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# What is WordPress?

## A. *WHAT IS CMS?*

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WordPress is a powerful, open-source content management system (CMS) that lets you build and manage websites without needing to code everything from scratch. It is one of the most widely used CMS platforms in the world; powering blogs, business sites, online stores, portfolios, and more.

## B. *WHAT CAN YOU DO?*

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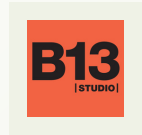
- Create and publish content
- Design your website using themes
- Add features using plugins
- Manage users, comments, and settings; all from a dashboard

Think of it like the “engine” behind a website - it handles the structure so you can focus on content and design.

## C. *WHAT CAN YOU BUILD?*

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- Blogs
- E-commerce stores
- Corporate Sites
- Membership sites
- Online courses
- Portfolios



# Why WordPress?

WordPress gives you total control over your website. Your content, your design, your data; it all belongs to you. You are not stuck dealing with platform rules or worrying about losing access to your own work. It is your space, and you run it the way you want.

A big reason people use WordPress is that it grows with you. You can start with something simple and turn it into a full business site, an online store with WooCommerce, or even a membership platform. You do not have to rebuild everything later; it expands as your needs do.

Design-wise, you're never boxed in. There are tons of themes to choose from, and you can customize almost anything. On top of that, plugins make it easy to add features like better SEO, contact forms, stronger security, or faster site performance. In most cases, you can do it all without touching a single line of code.

WordPress is also great for managing content. Writing posts, adding pages, and uploading images is a simple and streamlined process. Plus, it is built in a way that helps your site show up better on search engines, so people can actually find you online.

The platform itself is free to download, and you can choose hosting and tools that fit your budget. You're not forced into expensive plans just to unlock basic features, though having a developer help set things up properly is essential.

Because of its pay structure, simple user interface, and endless possibilities, WordPress works for everyone. If you are a beginner, it is easy to learn and use. If you are more advanced, you can customize the end process and build exactly what you want. And since there is a huge community behind WordPress, there is always help, tutorials, and support when you need it.

At the end of the day, WordPress is not just about building a website; it is about building something that lasts, something you control, and something that can grow with you over time.



# What is a Plugin?

Plugins in WordPress are add-ons that extend the functionality of a website without changing the core platform. WordPress starts as a basic system for building websites, and plugins allow you to turn it into almost anything, from a simple blog to a full eCommerce store or business platform.

Each plugin is designed to perform a specific function. For example, some plugins help with search engine optimization (SEO), others add contact forms, improve security, or enhance website speed. Instead of coding these features from scratch, users can install plugins to quickly add what they need.

Plugins in WordPress are easy to install and manage. You can browse thousands of free or paid options directly from the WordPress dashboard, install them with a click, and activate them instantly. Most plugins also include settings that let you customize how they work on your site.

One of the biggest advantages of WordPress plugins is flexibility. You can build and scale your website over time by adding new features as your needs grow. This makes WordPress a powerful solution for beginners and professionals alike, since it adapts to different goals and industries.

However, it is important to use plugins wisely. Installing too many plugins or relying on poorly maintained ones can slow your site down and introduce serious security risks. In some cases, depending on the plugin in use, a vulnerability can compromise your entire website. Keeping plugins updated and choosing trusted developers is essential to ensure your WordPress site remains secure, stable, and reliable.

For this material, we highlight two key WordPress plugins: **Elementor** and **WPBakery Page Builder**. While they allow visual, drag-and-drop page building, they still often require a developer's input or oversight for proper setup, customization, and long-term maintenance.



# What is Elementor?

Elementor is a plugin; a visual website builder for WordPress that replaces traditional coding with a drag-and-drop system, allowing you to design pages in real time while seeing exactly how the final site will look. Instead of working in the backend and guessing layouts, you build directly on the page using a live editor where every change is instantly visible.

It works through a simple structure of sections, columns, and widgets, where sections define the main layout areas, columns organize content inside those sections, and widgets act as the actual building blocks, such as text, images, buttons, videos, and forms. This setup gives you full control over spacing, alignment, typography, colors, backgrounds, and animations without requiring any technical knowledge.

Elementor also includes a large library of pre-designed templates and blocks that allow you to start quickly with professional layouts and then customize them to match your brand. This speeds up the design process significantly while still giving you full flexibility to change anything you want. Included with Elementor are responsive editing tools so you can adjust how your website looks on desktop, tablet, and mobile devices, ensuring a smooth experience across all platforms.

With Elementor Pro, the tool becomes even more powerful, now allowing you to design global parts of your website like headers, footers, blog layouts, and dynamic pages. It also integrates deeply with tools like WooCommerce, letting you build custom product pages and online stores visually. You can also add advanced features like forms, sliders, popups, and dynamic content that pulls information directly from your site.

Elementor turns WordPress into a fully visual design platform, giving you professional-level control over your website without requiring coding skills, while still allowing advanced users to build highly customized and complex layouts when needed.



# What is WPBakery?

WPBakery Page Builder is another popular visual website builder for WordPress, similar in purpose to Elementor, but with a slightly different approach to how you design and structure pages.

Instead of being fully front-end focused, WPBakery lets you build pages using both a backend editor (more structured and grid-based) and a frontend editor where you can see changes live as you work. It operates using a drag-and-drop system built around rows and columns, where you insert content elements like text blocks, images, buttons, and other modules into a structured layout. This makes it easier to create organized page designs, especially for users who prefer a more controlled, analytical approach rather than freeform visual editing.

WPBakery also comes with a wide range of built-in content elements and supports many third-party add-ons that expand its functionality. You can extend it to include sliders, pricing tables, animations, and more advanced design features depending on your needs. WPBakery allows you to integrate many themes and plugins, including e-commerce setups using WooCommerce, which allows you to design product pages and layouts within the same system.

While it may feel less modern compared to newer builders, WPBakery is still widely used because of its stability, theme compatibility, and long-standing presence in the WordPress community. It is often bundled with premium themes, making it a common choice for developers and businesses that want a reliable, structured page-building tool rather than a fully open visual design experience.

WPBakery provides a solid, structured way to build WordPress pages using drag-and-drop tools, focusing more on layout control and compatibility rather than the highly visual, real-time design style of newer builders like Elementor.



# Elementor vs WPBakery

Elementor and WPBakery Page Builder are two of the most widely used page builders inside WordPress. While they serve the same purpose, building websites without coding, the way they work and feel is quite different.

Elementor is a modern, visually-based builder where you design your website directly on the front end. Everything is drag-and-drop, and you can see your changes instantly as you build. This makes it very intuitive because you are not guessing how the page will look; you are designing it live.

It gives you detailed control over spacing, typography, colors, animations, and personalized design for mobile, tablet, and desktop. Elementor boasts a large library of widgets and templates, which helps speed up the design process and makes it easier to build professional-looking websites efficiently.

WPBakery, on the other hand, is a more traditional page builder that relies heavily on a structured row-and-column system. It was designed earlier than Elementor, so the workflow of WPBakery is naturally more technical and less visually fluid. While it does offer a frontend editor, many users still work in its backend editor, where you can build layouts in blocks and then preview the result. This makes it stable and predictable, but less flexible compared to modern visual builders.

In terms of creativity and design freedom, Elementor generally offers more advanced styling tools and a smoother user experience. It allows deeper customization without needing extra plugins, while WPBakery often depends on theme support or additional add-ons to achieve similar design effects.

Elementor generally tends to integrate more with modern tools like WooCommerce, giving users more control over product pages and layouts. WPBakery still has its strengths, especially in older premium WordPress themes where it is pre-installed and fully supported.



# What can we conclude?

Elementor is generally the better long-term choice for most people working with WordPress because it offers a more modern, flexible, and intuitive way to build. It allows you to design visually in real time using a drag-and-drop interface, granting many creative freedoms. This is especially beneficial for users who want control over layout, spacing, typography, and responsive design without touching code.

Elementor provides a wide range of built-in design tools and widgets, along with extensive template options that help speed up development while maintaining a professional look. It supports advanced features: animations, popups, global styling systems, and full-site editing. These many options make it suitable for everything from simple landing pages to complex business websites and e-commerce stores using WooCommerce. Because of this, it fits well with modern web design expectations where speed, flexibility, and visual control are important.

In contrast, WPBakery Page Builder is more traditional and structured, relying heavily on a row-and-column layout system. While it still gets the job done and is widely used, it does not offer the same level of visual fluidity or creative freedom. Much of its process feels more technical, and customization often depends on the theme or additional add-ons rather than built-in flexibility.

WPBakery Page Builder is still a great choice, especially when it comes to maintaining existing websites or working within established WordPress theme frameworks. It has stood the test of time as a reliable and widely compatible theme and continues to be a solid option for creating structured, stable website builds.

Overall, Elementor stands out as the modernized and user-friendly solution. It combines ease of use with powerful design capabilities. WPBakery, however, remains a dependable but more outdated option best suited for legacy websites or simpler, structured layouts that do not require advanced visual design control.



# Meet the crew



**MARCO**

Developer/Marketer



**MATTEO**

Content Writer



**DAVIO**

Q/A/Testing



**WINSTON**

Business Support



Mail

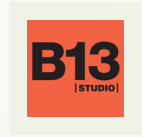
[info@b13studio.com](mailto:info@b13studio.com)



Website

[www.b13studio.com](http://www.b13studio.com)

A Creative Marketing Firm



# How can we help you?

Our studio can bring your brand to life online through web development using WordPress, combined with modern page-building tools like Elementor and WPBakery Page Builder.

With Elementor, we create highly visual, flexible, and modern websites using real-time drag-and-drop design, allowing us to build responsive layouts, interactive sections, and fully customized pages that reflect your brand with precision. With WPBakery, we also support structured, grid-based builds, especially for clients working with established or legacy themes, ensuring stable layouts and reliable performance across existing WordPress environments.

Our technical expertise allows us to choose the right tool based on your project needs, ensuring your website is not only visually strong but functional, responsive, and optimized for user experience. We guide you from strategy to execution, making sure every decision supports your brand identity and business goals.

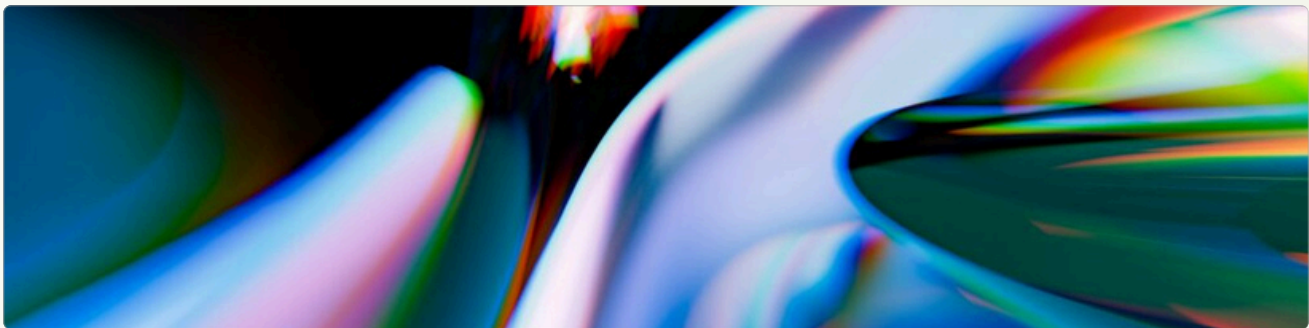
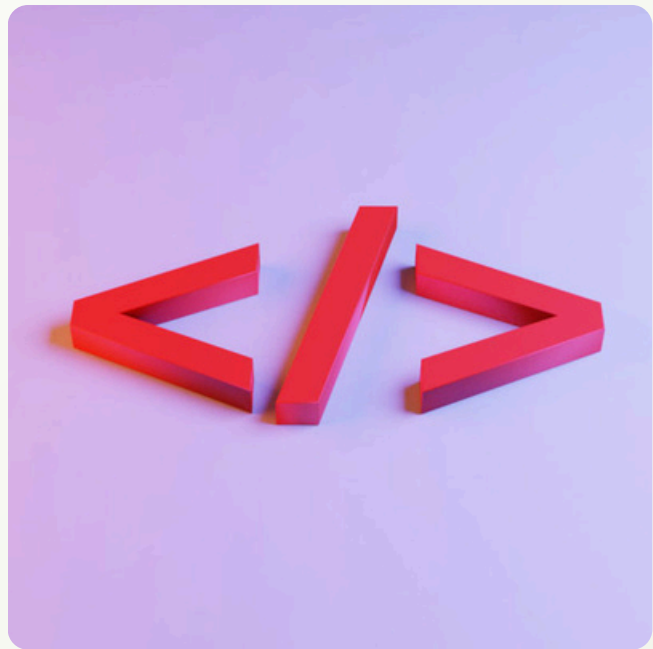
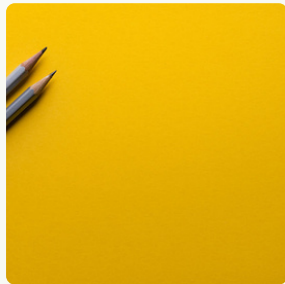
*We cater to our clientele.*

*We are a creative business and brand.*

*We are B13 Studio.*



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