Variations

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The Block Variations API allows you to define multiple versions (variations) of a block. A block variation differs from the original block by a set of initial attributes or inner blocks. When you insert the block variation into the Editor, these attributes and/or inner blocks are applied.

Variations are an excellent way to create iterations of existing blocks without building entirely new blocks from scratch.

To better understand this API, consider the Embed block. This block contains numerous variations for each type of embeddable content (WordPress, Youtube, etc.). Each Embed block variation shares the same underlying functionality for editing, saving, and so on. Besides the name and descriptive information, the main difference is the `providerNameSlug` attribute. Below is a simplified example of the variations in the Embed block. View the source code for the complete specification.

```
variations: [
□{
□□name: 'wordpress',
□□title: 'WordPress',
□□description: __( 'Embed a WordPress post.' ),
□□attributes: { providerNameSlug: 'wordpress' },
□},
□{
□□name: 'youtube',
```

```
□□title: 'YouTube',
□□description: __( 'Embed a YouTube video.' ),
□□attributes: { providerNameSlug: 'youtube' },
□},
],
```

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- `name` □□□ `string` □ – □□□□□□□□□□□□
- `title` □□□□□□□ `string` □ – □□□□□□□□□□□□
- `description` □□□□□□□ `string` □ – □□□□□□□□□□□□
- `category` □□□□□□□ `string` □ - □□□□□□□□□□□□□□□□□□□□□□□□□
- `keywords` □□□□□□□ `string[]` □ - □□□□□□□□□□□□□□□□□□□□□□□□□□□□
- `icon` □□□□□□□ `string` | `Object` □ – □□□□□□□□□□□□□□□□□□□□□□□□□□□□
- `attributes` □□□□□□□ `Object` □ – □□□□□□□□□□□
- `innerBlocks` □□□□□□□ `Array[]` □ – □□□□□□□□□□□□
- `example` □□□□□□□ `Object` □ – □□□□□□□□□□□□□□□□□□ `undefined` □□□□□□□□□ □□□□ API□
- `scope` □□□□□□□ `WPBlockVariationScope[]` □ - □□□ `block` □ `inserter` □□□□□□□□□□□□□□□□□□□□□
  - `block` - □□□□□□□□□□□□□□□□ `Columns` □ `Query` □□□□□□□□□□□□□□□□ □□□ BlockVariationPicker □□□□□□□□□□□□□□□□□□□□□□□□□□□□
  - `inserter` - □□□□□□□□□□□□□□
  - `transform` - □□□□□□□□□□□□□□□□□□
- `isDefault` □□□□□□□ `boolean` □ – □□□ `false` □□□□□□□□□□□□□□□□□□□□□□□□□□
- `isActive` □□□□□□□ `Function|string[]` □ - □□□□□□□□□□□□□□□□□□□□

□□□□□□□□□□□□□□□□ `variations`
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□□□□□□□□□□□□□□□□□□□□□ `wp.blocks.registerBlockVariation()`
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```
wp.blocks.registerBlockVariation( 'core/embed', {
□name: 'custom-embed',
□attributes: { providerNameSlug: 'custom' },
} );
```

Registering block variations in PHP

Block variations can also be registered from PHP using the `get_block_type_variations` filter hook. This approach is particularly useful when you need to dynamically generate variations based on registered post types, taxonomies, or other WordPress data.

Here's an example of how to register a custom variation for the `core/image` block:

```
function my_custom_image_variation( $variations, $block_type ) {
    // Only modify variations for the image block
    if ( 'core/image' !== $block_type->name ) {
        return $variations;
    }

    // Add a custom variation
    $variations[] = array(
□□'name'        => 'wide-image',
□□'title'       => __( 'Wide image', 'textdomain' ),
□□'description' => __( 'A wide image', 'textdomain' ),
□□'scope'       => array( 'inserter' ),
□□'isDefault'   => false,
□□'attributes'  => array(
□□□'align' => 'wide', // Identifies the link type as custom
□□),
    );

    return $variations;
}
```

```
add_filter( 'get_block_type_variations', 'my_custom_image_variation', 10, 2 );
```

The `get_block_type_variations` filter is called when variations are requested for a block type. It receives two parameters:

- `$variations`: An array of currently registered variations for the block type
- `$block_type`: The full block type object

Note that variations registered through PHP will be merged with any variations registered through JavaScript using `registerBlockVariation()`.

> Check the How to register block variations with PHP blog post for more info about this

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```
  attributes: {
    color: 'blue',
    className: 'is-style-blue-quote'
  },
  icon: 'format-quote',
  isActive: ( blockAttributes, variationAttributes ) =>
    blockAttributes.color === variationAttributes.color
},
],
```

□□ `isDefault`

□□□

□□ `isActive` □□□□

□□□□ `providerNameSlug`
□□□□

```
},
isActive: [ 'textColor', 'backgroundColor' ],
} );
```

textColor: vivid-red backgroundColor: cyan-bluish-gray
isActive
isActive Red/Grey Paragraph

isActive string[]
isActive
string[] function

#2
2026-03-26 17:08:43 UTC
2026-03-26 17:08:43 UTC