

PLATFORM

Lineup: Designer, CMS, canvas editing, Ecommerce, Localization, Analyze, Optimize, AI, Apps, DevLink, Cloud, MCP server. SaaS: Webflow hosts the published static and CMS pages on a CDN; no server code runs on a Webflow page.

Workspace plans (people and tools): Starter, Core, Growth, Freelancer, Agency, Enterprise.

Site plans (hosting, limits): Starter (free webflow.io), Basic (no CMS), **Premium** (replaced CMS and Business), Team, Enterprise. **Ecommerce:** Standard, Plus, Advanced. **Add-ons:** Localize, Analyze, Optimize, AI credits.

May 2026 plans: new purchases 2026-05-13; old CMS/Business sites move to Premium after 2026-06-29; Freelancer/Agency and pre-2023 pricing from 2026-11-16.

Seat	Roles
Full (paid)	Owner, Admin, Site manager, Designer
Limited	Marketer, Content editor (was Can edit)
Free (100/ws)	Reviewer (was Commenter)
Client / Guest	Freelancer and Agency Workspaces only

Site admin is now **Site manager**. Custom roles (up to 20): Enterprise. Developer workspaces: unhosted sites, no code export.

Sunsets: Logic 2025-06-27 · User Accounts 2026-01-29 · legacy Editor (?edit) 2026-10-05 · API v1 2025-03-31 · MCP /sse 2025-11-24 · devlink sync removed in CLI 2.9.0.

INTERACTIONS

Interactions with GSAP (Jul 2025; GSAP free since 2025-04-30): **trigger** → **target** → **action** on a timeline.

Triggers: Click, Hover, Page load, Scroll (start/end, scrub, pin), Mouse move, Custom event. **Actions:** Move, Scale, Rotate, Opacity, Colour, Split text, Stagger, Lottie, Rive; variables animatable. Breakpoint settings; presets; respect prefers-reduced-motion.

Still Classic: shared-library and page-branching interactions at comparison time, older sites. Method: initial state → final state → transition. Recipes: parallax, hide-on-scroll header, back to top.

Media: Lottie, Spline, Rive, background video; host big files elsewhere; add poster and pause for motion-sensitive visitors.

CUSTOM CODE

Where: Site settings head and footer, Page settings head and footer, Code Embed element, custom attributes: **limit 50,000 characters** per box and embed (was 10k/20k). Registered scripts via Data API. Preview host differs from the published domain.

Rules: pin library versions, use SRI, defer scripts, no secrets in client code, jQuery ships with Webflow, JS minified by default. Unofficial: `Webflow.push()`, `Webflow.require('ix2')`.

Reverse proxy: Enterprise custom hosting or your own proxy with `Href` prefix; keep `Host` and cache headers aligned.

TOOLING & PLATFORM CODE

CLI: `npm i -g @webflow/webflow-cli@2.15.0`; `webflow auth login|status|logout`; `sites list|get|publish`; `cms collections|fields|items`; `assets upload|list`; `forms list|submissions`; `extension init|bundle|serve|list`; `devlink export|import`; `library share|bundle|log`; `cloud init|deploy`; `apps init|deploy|env`. `Flags --json --no-input --dry-run --region eu`; `env WEBFLOW_API_TOKEN, WEBFLOW_SITE_ID`.

webflow.json: extension `{"name","apiVersion":"2","publicDir":{"dist","appIntents","appConnections"},"DevLink":{"siteId","devlink-export":{"rootDir":"/webflow"},"components":"*","ts":true,"cssScopes":true}}` · code components `{"library":{"name","components":["./src/**/*.webflow.tsx"]}}` · Cloud `{"cloud":{"framework":"nextjs"}}`.

Code component: `declareComponent(Comp,{name,props:{label:props.Text()}})` from `@webflow/react`; prop types `Text`, `Link`, `Variant`, `Visibility`, `Slot`, `Image`, `Number`.

Designer API: `webflow.getSelectedElement()`, `webflow.getAllElements()`, `webflow.createStyle(name)`, `webflow.getDefaultVariableCollection()`; Apps use OAuth, hybrid apps pair an extension with a server; Marketplace review before listing.

DevLink: exports components as React + CSS (`devlink export`); code export is the whole static site. **Cloud:** Next.js, Astro, Vite on Cloudflare Workers from GitHub; mount path or standalone; wrangler.json bindings `d1_databases` (SQLite), `kv_namespaces`, `r2_buckets`.

MCP: `claude mcp add --transport http webflow https://mcp.webflow.com/mcp` (OAuth; not /sse). Tools: data, designer, utility; Agent Presence in the activity log.

Headless: Content Delivery API for published reads; Data API for writes; webhooks to revalidate (`revalidateTag`). **Testing:** Playwright against staging, API mocks via `baseURL`, CI secrets in the store.

DESIGNER

Panels: Add, Navigator, Pages, Assets, Components, Variables, Libraries, Style, Style selectors, Settings, Audit, Interactions. `Cmd/Ctrl+E` Quick find · `Cmd+Z` undo · `C` comment mode · `Esc` deselect · `Alt` while dragging a spacing value changes both sides.

Box model: content, padding, border, margin; `box-sizing: border-box`. Block vs inline; flex for 1D, grid for 2D; Quick Stack for fast flex.

Breakpoints cascade down: base Desktop (no fixed width) → Tablet `max-width 991px` → Mobile landscape `767px` → Mobile portrait `478px`. Optional larger: 1280, 1440, 1920 (`min-width`, cannot be removed once added). Set the base first, read inherited values, override only what differs.

Designer	CSS
Class	<code>.name</code>
Combo class	<code>.name.is-x</code>
State (hover, focus, pressed)	<code>.name: hover</code>
Nested selector	<code>.name .child</code> or tag selector
All Tags / Tag	element selector, e.g. <code>h1</code>
ID	<code>#id</code> (avoid for style)

Naming: u- utilities, is- combos, BEM-like or Client-First; Designer hyphenates spaces.

Images: alt text at upload, decorative option, AVIF/WebP conversion in Assets (2024-07-31), lazy by default, `srcset` responsive images.

Fonts: upload or self-host for privacy; load only the weights you need; variable fonts supported.

CMS

16 field types (API type): PlainText, RichText, Image, Multimage, VideoLink, Link, Email, Phone, Number, DateTime, Switch, Color, Option, File, Reference, MultiReference.

Limit	Value
Fields per Collection	60 (was 30)
Starter	50 items, 20 Collections
Premium	20,000 items, 40 Collections (site-wide pool)
Team	100 Collections
Collection list	100 items unless paginated; 20 lists/page (40 Enterprise and next-gen)
Nested lists	up to 10, 3 layers (next-gen CMS)
CSV file	4 MB

Model first: entities, fields, relations (Plants → Zones, companions multi-ref). **Template page** per Collection binds fields; "other items" list excludes the current item. **Conditional visibility:** is set / switch / option; Advanced keeps hidden elements in HTML. **Dynamic embeds:** insert fields in Code Embeds.

CSV: slugs for references, update via Item ID, backup first. **States:** draft, staged, published, archived, scheduled (Premium+). Publish: site, single page (Team+), items, scheduled.

DATA API v2

Base URLs: `https://api.webflow.com/v2` (production) · `/beta` (no SDK) · `https://api-cdn.webflow.com/v2` (Content Delivery, published content, cached, not rate limited when cached). Auth: `Authorization: Bearer <token>`.

Tokens: site token (one site), Workspace token (Enterprise; several sites), OAuth Data Client app. **Scopes:** sites, pages, cms, assets, forms, components, custom_code, ecommerce each `:read|write`, plus `authorized_user:read`. Introspect: `GET /v2/token/introspect`.

Rate limit per key: 60/min Starter and Basic; 120/min CMS, Ecommerce, Business tiers; Enterprise custom. Headers `X-RateLimit-Limit`, `X-RateLimit-Remaining`, `Retry-After` (~60 s). Site publish: 1/min. Page size `limit` max 100.

Code	Meaning / action
400	bad_request, fix payload
401	not_authorized, fix token
403	forbidden, fix scopes
404	resource_not_found
409	conflict, re-read, retry
429	wait Retry-After
500	internal_error, backoff

OPERATIONS

Forms: Form block, labels, file upload (10 MB per file); notifications; spam: honeypot, reCAPTCHA, Turnstile; `form_submission` webhook; custom form action possible.

SEO checklist: title and description per page and template (field tokens), Open Graph, one H1, canonical, sitemap, robots, noindex, alt text, 301s, structured data; AEO analytics via Analyze.

Redirects: 301 only; single and wildcard with capture groups `/blog/(.*)` → `/journal/%1`; CSV import; order matters.

Backups: auto and manual; restore needs Site manager; IDs kept for backups after 2024-03-25; reCAPTCHA keys reset; scheduled items re-queue. **Branches/releases:** Team+.

Code export (paid Workspace): keeps HTML/CSS/JS, interactions, images; **loses** CMS, ecommerce, forms, search, password pages, locales, code components (use DevLink).

Localization: locales with subdirectories, localized CMS and alt text, `hreflang`; Team includes 2 locales. **Hosting:** staging webflow.io, custom domain, DNS A/CNAME, TLS automatic, CDN.

Launch: Audit, alt text, contrast, 404, redirects, SEO, forms test, domain and SSL, analytics, backup, Lighthouse.

CHANGED SINCE OLDER TUTORIALS

Symbols → **Components** (2022) · Designer redesign (2023-10-05) · **Variables** (2023), modes (2025) · Localization (2023) · seats (2024) · fields 30 → 60 (2024-07) · GSAP free (2025-04-30) · **Interactions with GSAP** (2025) · API v1 unsupported (2025-03-31) · Logic sunset (2025-06-27) · User Accounts sunset (2026-01-29) · `devlink sync` removed (CLI 2.9.0) · legacy Editor gone (2026-10-05) · Premium/Team plans (2026-05-13) · custom code 50,000 chars.

VARIABLES & COMPONENTS

Variables (5 types): Color, Size, Number, Font, Percentage; in **collections** (e.g. `brand`, `spacing`) with **modes** (Day/Night; manual or breakpoint modes); aliases; function variables; output as CSS custom properties.

Components (were Symbols, Nov 2022): **properties** (text, image, link, visibility, variant), **slots** (children from the page), **style variants** (e.g. `compact/feature`), scoped interactions.

Libraries: share components, variables and assets between sites from a Workspace; update centrally or in bulk. Availability by plan is stated inconsistently, re-check.

Design system: variables for tokens, utilities for layout, components for patterns, library for reuse, documented naming.