

# Webflow for marketers: CMS management, content publishing and SEO

This training is designed to address the everyday challenges marketers face when managing website content. You will learn how to take full control of your company website and landing pages built in Webflow.

You'll gain the skills to independently update content, publish new materials, and optimize your site for SEO — all without relying on developers, waiting for updates, or dealing with technical friction.



## Training recipients

The course is designed for marketing specialists, content managers, SEO specialists, and all members of marketing teams who work with website content on a daily basis. It's an ideal solution for those who want to manage a Webflow website independently and efficiently, without needing any coding skills.



## Benefits

- You will gain the skills to manage content independently (CMS) in Webflow.
- You will learn how to efficiently edit and update existing pages and publish new materials, such as blog articles or case studies.
- You will master the basics of SEO optimization directly in Webflow to improve your website's visibility in search engines.
- You will understand how to maintain visual consistency (branding) across all subpages.
- You will become independent from the IT department or external agencies in day-to-day website management tasks.



## Training program

- Webflow Basics - interface and first steps
- CMS Management - simple and efficient content handling
- Editing and Updating Pages Without Coding
- SEO in Webflow - optimizing your site for search engines
- Hands-on Practice and Content Publishing
- Branding and Visual Consistency
- Integrations with Marketing Tools
- Case Study: Event Landing Page



## Expected preparation of the participant

No special preparation is required from participants.



## Duration

1 days / 6 hours

## Language

Training: English

Materials: English