

training code: DM-NC / ENG DL 1d_web / EN

Webflow for marketers: CMS management, adding content, and SEO

This training addresses the everyday challenges marketers face when managing website content. You'll learn how to take full control of your company website and landing pages built in Webflow. You'll be able to update content on your own, publish new materials, and optimize your site for SEO — all without involving developers, waiting for fixes, or dealing with technical stress.



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 getting started
- CMS management – simple content administration
- Editing and updating pages without coding
- SEO in Webflow – search engine optimization
- Hands-on exercises and publishing content
- Branding and visual consistency
- Integrations with marketing tools
- Case study: a landing page for an event



Expected preparation of the participant

No special preparation is required from participants.



Duration

1 days / 6 hours

Language

Training: English

Materials: English