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Sign up

Webflow training: The essential no-code tool for your sites

2 days (14 hours)

PRESENTATION

Our Webflow training course will enable you to create professional, attractive websites, without having to write a single line of code. You'll be able to design, develop and manage your websites with ease. In this course, aimed at marketing, design and communications professionals, you'll learn how to use Webflow's main services, such as creating and customizing website templates, adding and managing content, and publishing websites live. You'll also discover how to integrate Webflow with other technologies such as [marketing automation tools](#) and e-commerce platforms, to create unique, personalized web experiences for your users. This 2-day training course will introduce you to the full range of Webflow functionalities, with a particular focus on best practices in web design, SEO and page load speed optimization. You'll also learn how to create advanced web interactions, such as smooth animations and transitions, to bring your designs to life. As with all our training courses, this one will introduce you to the [latest Webflow resources](#).

Objectives

- Understanding the Webflow ecosystem
- Customize website templates with advanced features
- Add and manage content intuitively
- Integrate Webflow with other technologies such as marketing automation and e-commerce
- Master the best practices of web design, natural referencing and website optimization. page load speed

Target audience

- Marketing managers
- Graphic designers
- Webdesigners

- Community managers
- Web project managers

Prerequisites

No prerequisites required.

Webflow training program

INTRODUCTION

- What is Webflow and why use it?
- The advantages and disadvantages of Webflow
- How Webflow facilitates the creation of responsive and dynamic websites
- The difference between Webflow and other website editors
- The basics of website creation
- Page structure
- Creating a design
- How to customize a template
- Webflow editor customization options
- Collaboration and sharing tools

USER INTERFACE

- Navigation through the user interface
- Creation of pages, containers and elements
- Design and layout tools
- Style options
- Navigation menu
- Color and font management
- Using the Webflow design grid
- Widgets and external integrations
- Using models

ADVANCED FEATURES

- Creating customized forms
- Collection management
- Animations and interactions
- Creating a multilingual Webflow site
- Parallax effects
- Shadow and highlight effects
- Creating action buttons
- Responsive design options
- Advanced design tips with Webflow

WEBSITE OPTIMIZATION FOR SEARCH ENGINES

- How to optimize META tags and descriptions for SEO
- Managing redirects
- Optimizing loading speed
- SEO options in Webflow
- Creation of XML sitemaps and robots.txt files
- Advanced SEO tips
- URL customization
- Common SEO mistakes to avoid

WEBFLOW INTEGRATION WITH OTHER WEB SERVICES

- Using Zapier to automate website-related tasks
- Webflow integration with Mailchimp for email marketing
- Webflow integration with Google Sheets for data management
- Using Webflow Ecommerce to create an online store and manage orders
- Creating a Webflow application

Companies concerned

This course is aimed at both individuals and companies, large or small, wishing to train their teams in a new advanced computer technology, or to acquire specific business knowledge or modern methods.

Positioning on entry to training

Positioning at the start of training complies with Qualiopi quality criteria. As soon as registration is finalized, the learner receives a self-assessment questionnaire which enables us to assess his or her estimated level of proficiency in different types of technology, as well as his or her expectations and personal objectives for the training to come, within the limits imposed by the selected format. This questionnaire also enables us to anticipate any connection or security difficulties within the company (intra-company or virtual classroom) which could be problematic for the follow-up and smooth running of the training session.

Teaching methods

Practical course: 60% Practical, 40% Theory. Training material distributed in digital format to all participants.

Organization

The course alternates theoretical input from the trainer, supported by examples, with brainstorming sessions and group work.

Validation

At the end of the session, a multiple-choice questionnaire verifies the correct acquisition of skills.

Sanction

A certificate will be issued to each trainee who completes the course.