Template Submission Checklist

Overview

Get your template to the Marketplace faster by ensuring that all items in the checklist below have been addressed before submitting.

Only templates that comply with our submission guidelines and quality criteria will be considered for publishing.

If you haven't familiarized yourself with all requirements, make sure to read through these resources before submitting your template.

[Submissions Guidelines](#)
[Quality Rubric Criteria](#)

Submission checklist

TLDR: Go through your template and check off the following items before submitting it to the Marketplace Team for review.

Guidelines and quality criteria:

- ☐ I have read the **[Submissions Guidelines](#)**
- ☐ I have read and understand the **[Quality Rubric Criteria](#)**
- ☐ I understand that my template may not be accepted if I do not meet all requirements

Info + Documentation:

- ☐ Read the "Description (**short**)" and "Description (**long**) to ensure it does not contain any errors.

- ☐ Licensing and Changelog (when added) pages should have the following custom head code: **<meta name="robots" content="noindex">**
- ☐ A **link to "Licenses"** page in footer
- ☐ **SEO title set on the home page** - {{Template-name}} - Webflow HTML website template or {{Template-name}} - Webflow Ecommerce website template for Ecommerce templates

Design + Usability

- ☐ **No layout bugs** in Desktop, Tablet, Mobile portrait or landscape breakpoints
- ☐ All dynamic pages should have content - **no blank pages**
- ☐ Use **one consistent class naming format** across the template, such as: *Default (Hero Container Element), Snake Case (hero_container_element), Pascal Case (HeroContainerElement), Camel Case (heroContainerElement), Kebab Case (hero-container-element), or BEM (block__element--modifier).*
- ☐ **Verify spelling and grammar** for headings. **Headings (outside of Rich Text) should be descriptive** and not use Lorem Ipsum. Paragraph text should be [lorem ipsum](#).
- ☐ If Multi Layout, must have a **minimum of 3 unique layouts** for at least 3 static pages. (You can find an example of a multi layout template on our [quality criteria](#) page.)
- ☐ On [Webflow Audit Panel](#) check for one H1 per page; **no skipped heading levels** (H2, H3…)
- ☐ On [Webflow Audit Panel](#) check for no missing alt texts
- ☐ Ensure **Nav, Footer and CTAs** are Components with title casing in names
- ☐ Interactions are **cleaned of unused animations**.
- ☐ **Unused styles**/classes are **cleaned** up.
- ☐ **Color**, **typography**, and **spacing** variables are **defined** and reusable.
- ☐ Variables use **Title Case**, human readable naming.
- ☐ **Variable Modes** exist for tablet, mobile landscape, portrait breakpoints.
- ☐ **Base styles** applied to HTML tags (body, H1–H6, p, links, etc.). **Variables** used to **define base tag styles**.
- ☐ **No more than 3 - 4 combo classes** stacked per element.
- ☐ Each static page has **meta title**, meta **description** & Open Graph tags.

- ☐ Each CMS page uses **dynamic SEO tags.**
- ☐ **Below the fold** images are lazy loaded; essentials only eager-loaded.
- ☐ **Custom branded 404 page** with full nav and CTAs. Images have defined width/height.
- ☐ **Modern image formats** used (WebP, AVIF, JPEG, PNG)
- ☐ Simple CSS transitions (e.g., `transform`, `opacity`) used for hover/press.
- ☐ Large videos are compressed, and have **pause/skip control options**.

Performance + Functionality

- ☐ **No Legacy interactions**. Use only Interactions 2.0
- ☐ If Ecommerce, **cart should contain standard elements** (items, subtotal, checkout buttons) and be functional. It should also be styled the same as the rest of the template.
- ☐ If Ecommerce, product template page should include: **Add to Cart** element, Product **description**, Product **image** (image only required for tangible products, e.g. not required for software)

Code/Technical

- ☐ If GSAP is included, add a "**How to Edit GSAP Animations**" section (or separate "GSAP Guide" page) with an element map, brief animation descriptions, code snippets for customizing variables (duration, delay, ease, ScrollTrigger, etc.), and clear steps for safely removing animations without breaking layout.
- ☐ No **page-level custom code** except for Antialising property and meta robots for Changelog and Licensing pages.
- ☐ No **site-level custom-code** except for font smoothing. Example: {-webkit-font-smoothing: antialiased; -moz-osx-font-smoothing: grayscale;}
- ☐ If Ecommerce, the following **steps should remain unchecked**: Add a business address, Add a shipping method, Review tax settings, Add payment provider, Add hosting, Enable checkout
- ☐ Custom **Favicons** are added and are displaying properly

☐ **Responsive images** enabled in Project Settings.

Safety/Legal

☐ **No trademarked logos**, branded content or premium stock assets - use fake logos or brands and use CC0 libraries instead

☐ **License page** - Add this exact text to the top: "All graphical assets in this template are licensed for personal and commercial use. If you'd like to use a specific asset, please check the license below."