



Practitioner Certification

EXAM GUIDE V1.2 JULY 2025

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Introduction

The Webflow Practitioner certification verifies your ability to use Webflow's powerful platform to deliver and manage professional sites and solutions. In order to receive your Practitioner certification, you'll need to pass an exam. The exam was designed by a group of industry professionals and members of the Webflow community.

This Exam guide is designed to help you prepare for the exam. No matter your current Webflow experience level, we recommend that all candidates review this Exam guide carefully and identify which areas they need to revisit before taking the exam.

Exam details

Level	Beginner (foundational)
Prerequisites	None; however, preparing for the exam is recommended
Cost	\$100 USD
Location	AI-proctored online on Certiverse, a third-party partner, via <u>your own device</u>
Scheduling	You may take the exam at a time that is convenient for you but you <u>must complete it within seven days of registering</u>
Testing rules	Review <u>Certiverse's testing rules</u> , which are designed to increase exam security and validity
Language	English
Format	50 multiple choice and multi-select questions
Duration	90 minute limit
Passing score	75%
Scoring method	Points are awarded for correct answers* (no penalty for incorrect answers); questions are not weighted
Navigation	Sequential; however, you can use the Flag for review feature to return to any question
Reference materials	Reference materials are not permitted; the secure browser prevents access to other applications during the exam
Validity	2 years

*You may be presented with a small number of unscored questions for internal data gathering purposes.

Exam content

BUILD & DESIGN

- 9% Classes & styles
- 7% Design systems
- 4% Build & design
- 4% Interactions
- 4% Responsive design
- 2% Components
- 2% Custom code
- 1% Variables

CONFIGURATION

- 11% Site settings
- 7% Page settings
- 4% Element settings
- 3% Forms

CONTENT MANAGEMENT

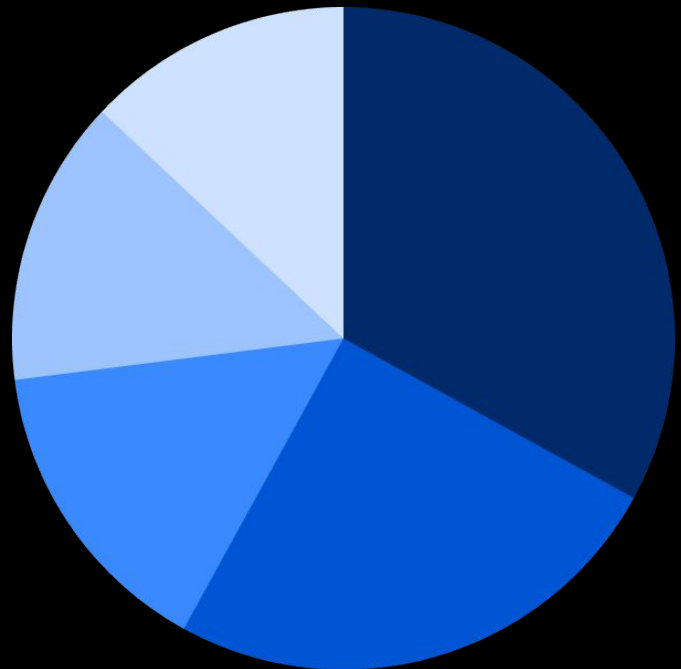
- 8% CMS collections
- 4% Content editing
- 2% Assets
- 1% Localization

SITE MANAGEMENT

- 8% Collaboration
- 6% Hosting & publishing

QUALITY & PERFORMANCE

- 7% SEO
- 3% Accessibility
- 3% Apps & integrations



Preparing for the exam

How much you need to prepare for the exam depends on your current experience level in Webflow. It's recommended that you identify the topics from this list that you're less familiar with and create a study plan based on them.

Exam content

1 of 5: Build & design

Use Webflow tools and features to create and style professional sites.

Topic & description	Key terms & features	Resource
1.A - BUILD & DESIGN		
Design and build efficiently and effectively within Webflow; export code and assets; enhance navigation and site search experiences	Export code, empty state (collection), search results page, site search	Webflow 101 7 ways to improve website navigation
1.B - CLASSES & STYLES		
Effectively create, name, use, and manage; use classes and combo classes as part of a design system; organize and streamline classes	Selector, class, combo class, edit class, remove class, duplicate class, global class, delete class, style selector	Classes
1.C - COMPONENTS		
Ensure reusability, consistency, and scalability with components; create, use, and configure components	Component, components panel, component instance, props, slots, style variants, group components, share components (libraries)	Components overview
1.D - CUSTOM CODE		
Use custom code to extend Webflow's native capabilities and meet project needs; insert custom code; use the code embed element	Code, code embed, code editor, HTML, CSS, Javascript, rich text element, dynamic embeds, code embed dimensions, integration	Custom code embed
1.E - DESIGN SYSTEMS		
Create, implement, and manage design systems; create and apply a basic style guide; utilize libraries and reusable components	Typography, HTML element tags, CSS, color schemes, components, variables, libraries, layouts, static page templates, responsive design	Design systems: What it is, examples, & how to create one

Exam content

1 of 5: Build & design – continued

Use Webflow tools and features to create and style professional sites.

Topic & description	Key terms & features	Resource
1.F - INTERACTIONS		
Create dynamic and engaging experiences while prioritizing performance and accessibility; create element and page triggers	Interactions panel, animation, trigger, interpolation, ease, smoothing, parallax, page load, show/hide, scroll	Interactions & animations
1.G - RESPONSIVE DESIGN		
Design to maintain a consistent and quality user experience across various breakpoints and device types, including navigation	Responsiveness, breakpoint, fixed, relative, reflow, flexbox, box model	Intro to responsive design
1.H - VARIABLES		
Create CSS variables to store reusable values and enhance consistency and efficiency in your design work	Variable types, create, update, reorder variables, link and unlink, variable modes, aliases, use variable in interactions, share variables	Variables

Exam content

2 of 5: Settings & configuration

Customize settings and options at the element, page, and site levels.

Topic & description	Key terms & features	Resource
2.A - ELEMENT SETTINGS		
Use pre-built interactive elements to enhance your site; add semantic tags and IDs to elements, adjust link settings, and create anchor links	Element types (Section, container, button, etc.), element ID, drag and drop, custom attribute, search index setting, editor settings, semantic HTML5 tag	Web elements
2.B - FORMS		
Effectively manage form submissions; integrate reCAPTCHA to enhance security; export submission data; customize notifications; integrate with techstacks (e.g., CRM systems)	Form block, success message, error message, field label, input, file upload, reCAPTCHA, submit, autofocus, form submission data, redirect, custom action, app connections	Forms overview
2.C - PAGE SETTINGS		
Manage and configure page-specific settings; control page visibility; restrict access for specific users; enhance how a page appears on social media platforms; save a page as draft, etc.	Sitemap, indexing, site search, open graph image, page folder, draft, duplicate a page, assign homepage, code editor, password protection, SEO settings, custom code	Pages panel overview
2.D - SITE SETTINGS		
Manage and customize essential settings for functionality, security, and branding; navigate site settings; manage backups and transfers; configure advanced publishing options	Staging subdomain, Webflow branding, time zone, language code, custom security header, site access password-protect, favicon, SSL, save and restore, minification, apps and integrations, code editor, API access, webhook	Full site build

Exam content

3 of 5: Content management

Add and manage site assets, content, and CMS collections.

Topic & description	Key terms & features	Resource
3.A - ASSETS		
Utilize the assets panel and CMS image and file fields to host digital assets; efficiently compress and upload assets; add alt text	Add assets, asset settings, supported file types, compression, search for assets, delete assets, filter and sort assets, password protection, restricted access	Asset privacy Assets panel
3.B - CMS COLLECTIONS		
Create, manage, and display dynamic content on your site; create collections of different types of content (e.g., blog posts, authors, etc.)	Create collections, collection settings, collection fields, collection templates, collection name, collection item, collection URL, collection fields	Collections overview
3.C - CONTENT EDITING		
Use edit mode to manage text, links, and images; restrict elements so they are not editable; customize component properties and update SEO settings in edit mode	Edit settings, edit permissions, edit mode limitations, publishing in edit mode, edit text, edit links, edit images, edit collection items, SEO title and meta description	Edit mode
3.D - LOCALIZATION		
Use site localization features to customize your site for your visitors' languages and regions	Localized SEO and locale routing, display name, subdirectory, localize content and styles, display image, localize collection content, localize page settings, locale switcher, translation	Localization overview

Exam content

4 of 5: Site management

Manage collaborative team workflows, including site publishing.

Topic & description	Key terms & features	Resource
4.A - COLLABORATION		
Collaborate with your team, clients, and stakeholders; manage site roles; use collaboration tools	Site roles, workspace roles, site modes, content editor, page building, page branching, reviewers, approvals	Collaborate on your site in Webflow
4.B - HOSTING & PUBLISHING		
Identify and use hosting options; configure domain settings; manage SSL certificates; ensure smooth deployment	Custom domain, SSL hosting, SSL certificates, publish, unpublish, review changes, staging environment, staging subdomain, branch staging, publish to select domains, publishing workflows	Webflow hosting overview Publishing overview

Exam content

5 of 5: Quality & performance

Maximize your site's performance with integrations, accessibility, and SEO.

Topic & description	Key terms & features	Resource
5.A - ACCESSIBILITY		
Optimize for accessibility & usability performance; proactively prevent issues and fixes; identify and resolve accessibility concerns	Contrast ratio, vision preview, legible text styling, screen reader, motion warning, zoom, alt text	Accessibility at Webflow
5.B - APPS & INTEGRATIONS		
Enhance functionality with apps; create private apps; install third-party apps; connect forms to external CRMs; integrate tools	Webflow Marketplace, integration IDs, third-party apps (e.g., Zapier, Google Analytics, payment gateways, or CRM systems)	Webflow apps overview
5.C - SEO		
Implement SEO best practices; optimize content for search visibility; ensure sites are performant, e.g., high search rankings and excellent user experience	Paid search, organic search, Google site verification, Google Analytics, 301 redirect, schema markup, meta title, description, sitemap, alt tag	SEO checklist

Sample questions

SEO & PERFORMANCE

Multi-select

1. What are some ways to improve search engine optimization?

- a. Write alt text that describes images
- b. Set proper heading tags
- c. Write meta descriptions
- d. Ensure the color contrast is above WCAG AA level
- e. Keep all unnecessary code in your site

DESIGN SYSTEMS

Multiple choice

2. How can you maintain consistent design elements across a Webflow project?

- a. Create a combo class
- b. Create a global class
- c. Create a component
- d. Copy and paste wherever applicable

CLASSES & STYLES

Multiple choice

3. What does creating a Variable allow you to do?

- a. Save frequently used values such as colors or fonts for use across your site
- b. Upload and manage custom fonts
- c. See and manage all CSS classes on your site
- d. Automatically create classes for frequently used CSS styles

Sample questions

CMS COLLECTIONS

Multiple choice

4. How do you only display items that match specific criteria in a Collection list?
- a. Specify the sort order
 - b. Add a filter to the Collection list to match the criteria
 - c. Create multiple Collection lists for each type of criteria
 - d. Set items you don't want displayed to draft

RESPONSIVE DESIGN

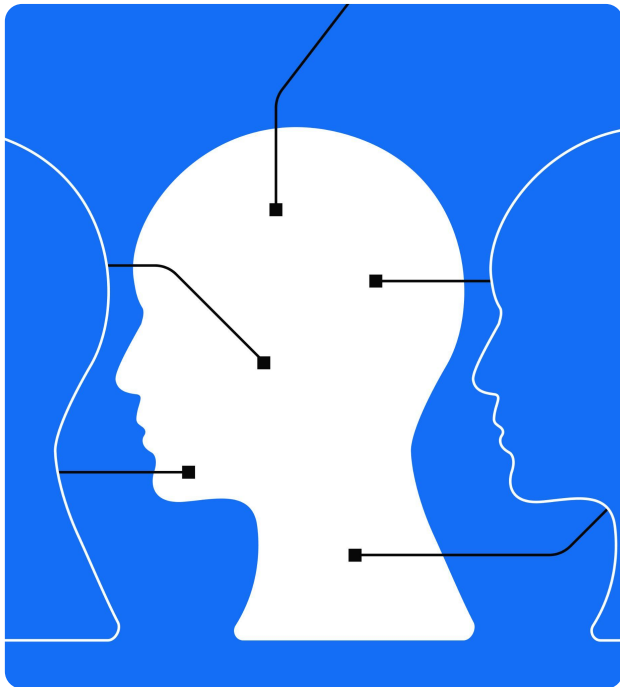
Multiple choice

5. If you delete an image on the mobile landscape breakpoint, on which breakpoint will the image still be visible?
- a. Desktop
 - b. Tablet
 - c. Mobile portrait
 - d. None of the above

Answers to practice questions:

1. a, b, c 2. c 3. a 4. b 5. d

Exam tips: before, during , and after



Before the exam

Identify exam topics. Use this exam guide to identify the specific exam topics you need to review or study.

Practice in Webflow. Reading articles and taking courses is helpful, but there is no substitute for getting into Webflow and practicing the skills covered on the exam.

Know what to expect. Review [Certiverse's testing rules](#) prior to taking the exam, so you can anticipate and optimize your testing environment.

During the exam

Read each question carefully. Make sure to read each question carefully, and if necessary, re-read it before answering.

Use process of elimination. In multiple-choice questions, eliminate the wrong answers first to improve your chances of selecting the correct one.

Manage your time. Keep an eye on the clock but don't rush through questions. If you get stuck, move on and use the Flag for review feature to return to difficult questions later.

Exam tips: before, during, and after

After the exam

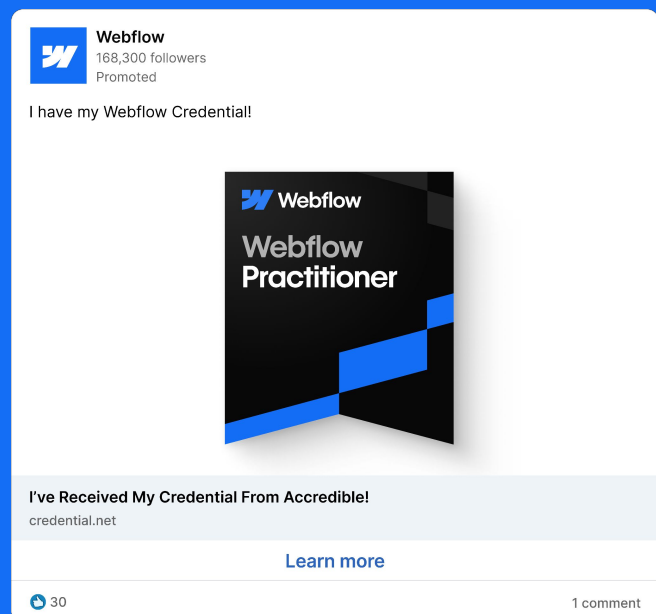
Examine your score report. Use the breakdown of correct answers within each topic to identify strengths and areas for improvement.

If necessary, retake the exam. If you did not pass, you may register for the exam again and retake it 24 hours or more after your first attempt. Your number of attempts is unlimited.

Celebrate and share.

Congratulations! Share your certification with your professional network.

[Learn how →](#)



Additional Resources

Explore these resources for additional learning and support.

Contact the team

General Webflow support

[Webflow support](#) | [Webflow](#)

Webflow Certifications program

Certifications@webflow.com

Certiverse-specific support

[How to contact Certiverse](#)



Webflow University

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Browse articles about Webflow features and capabilities

[Find information →](#)



Webflow Forum

Discuss ideas and questions with your peers

[Get answers →](#)



Webflow Community

Access livestreams and learn about upcoming events

[Find events →](#)



Ready to test your knowledge?

The exam is open to anyone ready to test their skills – whether you design, develop, or optimize sites for yourself, clients, or businesses. No matter where you're starting out, this credential can help you advance in your career, enhance your credibility, and showcase your abilities to potential employers, clients, and colleagues.

Register now →

Join the community

Check out our [discussion forums](#), learn more at [Webflow University](#), follow us on social, or reach out at contact@webflow.com.

