Webflow

Visual Developer Certification

EXAM GUIDE · V1.1 · NOV 2026

TABLE OF CONTENTS

1 Introduction

About the Visual Developer certification 3

2 Exam details

Exam requirements and logistics overview 4

3 Exam content

Exam topics overview 5
Build & design topics 6
Content management topics 7
Site configuration & forms topics 8
Site delivery & collaboration topics 9
Quality & performance topics 10

4 Sample questions

Preview of real exam questions and answers 11–12

5 Exam tips

Tips for before, during, and after the exam 13–14

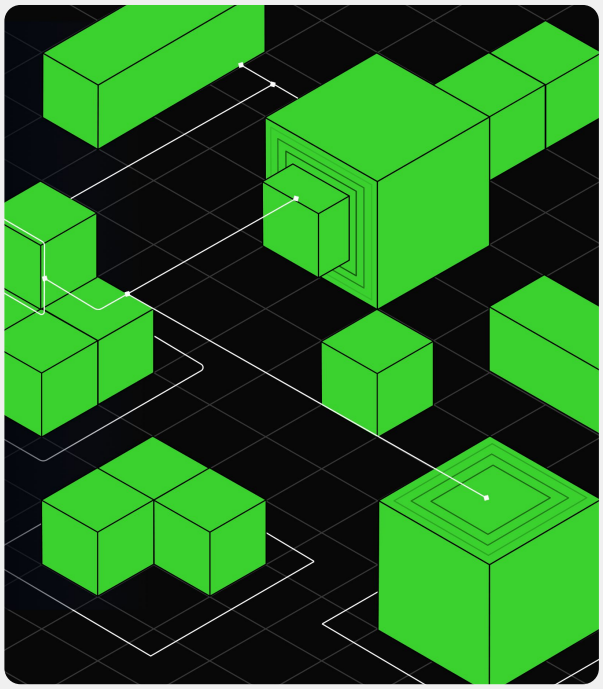
6 Additional resources

Other resources for preparing for the exam 15

Introduction

The Webflow Visual Developer certification verifies your ability to architect, build, and ship production-ready websites using Webflow's platform. To receive your Visual Developer certification, you'll need to pass an exam. The exam was developed by Webflow and informed by experienced builders to reflect real-world workflows.

This Exam guide is designed to help you prepare. Because this certification validates applied, real-world capability, review this guide carefully and identify areas to revisit before taking the exam.



Who is a Webflow Visual Developer?

A Webflow Visual Developer is someone who owns the build. While a Practitioner works within an established system, a Visual Developer designs and maintains the systems themselves.

They might structure scalable CMS architectures, implement design systems and components, and ensure sites are responsive, accessible, and production-ready.

In short, a Visual Developer does not just **use** Webflow. They **architect** in Webflow.

Exam details

Level	Intermediate (proficient)
Prerequisites	None required. However, 1 – 3+ years of experience building in Webflow is strongly recommended.
Cost	$100 USD
Location	AI-proctored online on Certiverse, a third-party partner, on your own device.
Scheduling	You may take the exam at a time that is convenient for you, but you must complete it within seven days of registering.
Testing rules	Review Certiverse's testing rules to ensure compliance with exam security and integrity standards.
Language	English
Format	50 multiple choice and multi-select questions
Duration	90 minute limit
Passing score	77%
Scoring method	Points are awarded for correct answers only.* There is no penalty for incorrect answers, and questions are not weighted.
Navigation	Sequential. You may use the **Flag for review** feature to return to previous questions.
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

15% Layout & styling
9% Interactions & animations
8% Components
6% Design systems

CONTENT MANAGEMENT

18% CMS
2% Localization

CONFIGURATION & FORMS

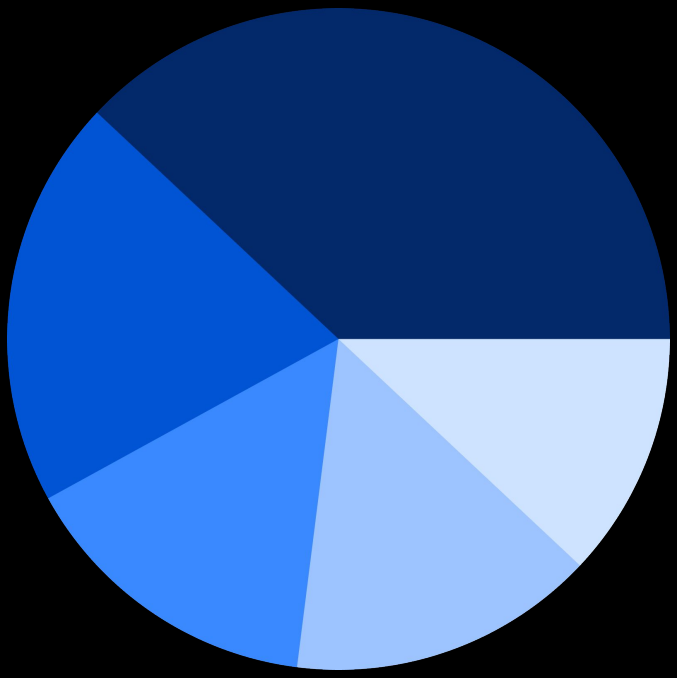
6% Page & site settings
5% Integrations
4% Forms

SITE DELIVERY & COLLABORATION

8% Stakeholder collaboration
4% Hosting

QUALITY & PERFORMANCE

15% SEO, accessibility, & performance



Preparing for the exam

How much you need to prepare depends on your experience building in Webflow. Review the topics and identify areas to strengthen before taking the exam.

Explore the Visual Developer certification learning path for structured prep and an informal practice test.

Exam content

1 of 5: Build & design

Create maintainable, scalable, and responsive production sites.

Topic & description	Key terms & features	Resources
1.A - LAYOUT & STYLING		
Create responsive layouts and scalable class structures across breakpoints	Flexbox, grid, box model, breakpoints, relative units, style inheritance, class management, combo class	**Courses** Make your site responsive Lay out & style your site
1.B - INTERACTIONS & ANIMATIONS		
Create dynamic experiences while prioritizing performance and accessibility	Triggers, actions, motion timing, easing, scroll effects, motion settings, motion considerations	**Course** Interactions & animations **Article** The Webflow Way – Interactions
1.C - COMPONENTS		
Build and manage reusable components for consistency and scalability	Component instances, component properties, slots, style variants, shared libraries	**Articles** Components overview The Webflow Way – Components
1.D - DESIGN SYSTEMS		
Implement consistent typography, color systems, and reusable style foundations	HTML tags, typography scales, global styles, variables, reusable patterns	**Course** Design systems for teams & AI agents **Article** The Webflow Way – Design Systems

Exam content

2 of 5: Content management

Structure and manage dynamic content for scalable site architecture.

Topic & description	Key terms & features	Resources
2.A - CMS		
Create, relate, and manage Collections to support dynamic content architecture	Collections, Collection fields, reference fields, multi-reference fields, Collection lists, filters, Collection templates	**Course** Design & manage CMS content **Article** The Webflow Way – CMS
2.B - LOCALIZATION*		
Understand how localization affects content structure and routing	Locale settings, subdirectory routing, localized SEO settings, locale switcher	**Course** Localize your site **Article** The Webflow Way – Localization

* Localization is assessed at a conceptual level. The exam validates that you understand when multi-language support is needed and how it affects site structure and routing.

Exam content

3 of 5: Site configuration & forms

Configure settings that control visibility, behavior, and external connections.

Topic & description	Key terms & features	Resources
3.A - PAGE & SITE SETTINGS		
Manage indexing, visibility, metadata, and site-level controls	Sitemap settings, indexing controls, Open Graph settings, custom code, SSL, staging subdomain	**Course** Custom code in Webflow **Article** The Webflow Way – Site-level SEO*
3.B - INTEGRATIONS		
Connect Webflow to external tools and data systems	Webflow Apps, API access, analytics integrations, CRM connections	**Course** Intro to Webflow integrations **Article** Webflow Apps overview
3.C - FORMS		
Build forms and configure and manage form submission behavior	Form block, success and error states, reCAPTCHA, redirect settings, custom actions, export data	**Course** Forms **Articles** How do I add forms in Webflow?

* While SEO represents its own topic, site settings influence SEO. This article explains best practices relevant to both site settings and SEO.

Exam content

4 of 5: Site delivery & collaboration

Coordinate workflows that support team collaboration and production.

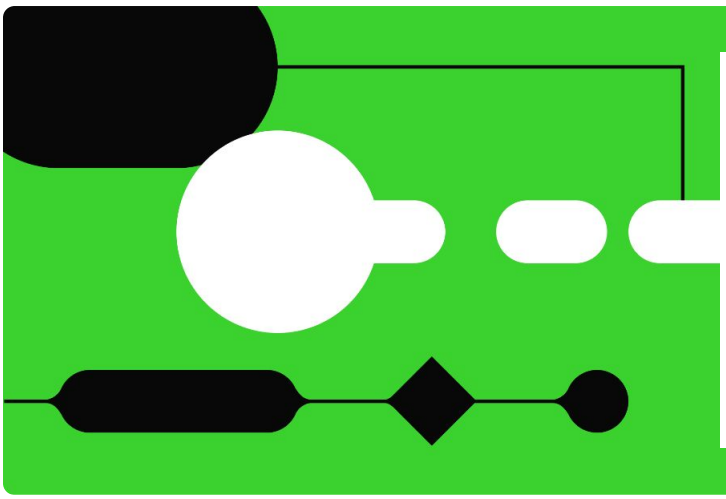
Topic & description	Key terms & features	Resources
4.A - STAKEHOLDER COLLABORATION		
Manage stakeholder access, permissions, and publishing workflows	Workspace roles, site roles, content editor role, Designer role, Reviewer role, branching, approvals	**Course** Collaborate with your team **Article** The Webflow Way – Collaboration
4.B - HOSTING		
Configure domains and manage publishing workflows	Publish to staging, publish to custom domain, SSL certificates, domain settings, restore backup	**Course** Prepare to publish your site **Article** Webflow hosting overview

Exam content

5 of 5: Quality & performance

Maximize your site's reliability, usability, and performance.

Topic & description	Key terms & features	Resources
5.A - SEO, ACCESSIBILITY, & PERFORMANCE		
Implement discoverability, usability, and performance best practices	Meta title, meta description, 301 redirects, schema markup, contrast ratio, alt text, code minification	**Course** Webflow SEO fundamentals **Article** The Webflow Way – SEO



Get exam-ready

Explore a curated learning path, including courses that support the skills covered on the exam and an informal practice test.

Start learning →

Sample questions

CMS

Multiple choice

1. **When architecting a resource center with articles, authors, and topics, which structure is most scalable?**
    a. Create one Collection and separate content types with text fields
    b. Duplicate articles for each topic to simplify filtering
    c. Create separate Collections linked with reference fields
    d. Build static author pages and manually link each article

LAYOUT & STYLING

Multiple choice

2. **What's the most maintainable way to create consistent spacing and layout across breakpoints on a multi-page site?**
    a. Apply inline spacing styles to each section
    b. Style each breakpoint separately without shared classes
    c. Duplicate the layout structure for tablet and mobile
    d. Use shared classes and intentional overrides across breakpoints

SEO, ACCESSIBILITY & PERFORMANCE

Multi-select

3. **Before publishing, which actions support both SEO and performance best practices?**
    a. Upload large, uncompressed images to preserve clarity
    b. Write descriptive meta titles and meta descriptions
    c. Enable code minification in Site settings
    d. Remove heading hierarchy to simplify structure

Sample questions

INTERACTIONS & ANIMATIONS

Multiple choice

4. **When creating scroll-based animations on a landing page, what should you prioritize for production readiness?**

    a. Add overlapping animations to increase visual impact

    b. Trigger animations only on page load to simplify setup

    c. Test performance and ensure motion does not interfere with accessibility

    d. Embed custom JavaScript for every animation to improve control

HOSTING

Multiple choice

5. **A stakeholder needs to review updates before they go live on the production domain. Which workflow is most effective?**

    a. Publish to the staging domain and request review before publishing to production

    b. Publish to the production domain and collect feedback afterward

    c. Share a read-only sandbox link without publishing

    d. Duplicate the site and send a backup copy for review

Answers to practice questions:

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

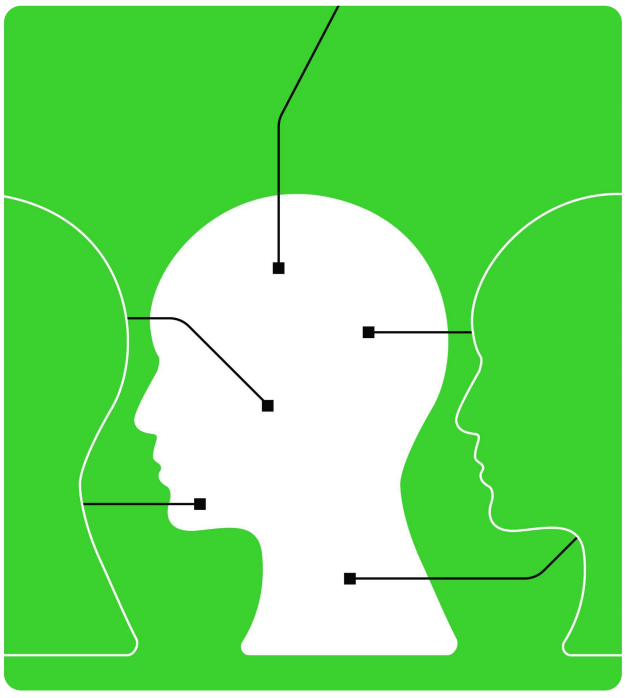
Exam tips: before, during , and after

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

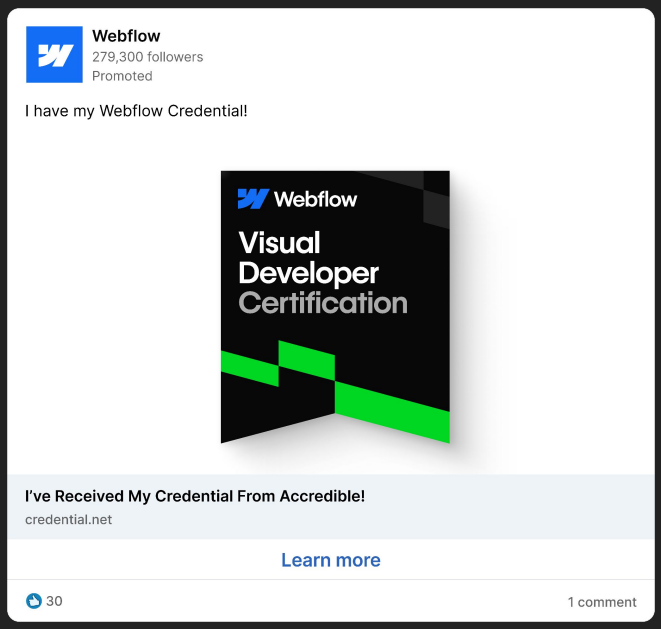
Examine your score report. Use the breakdown of correct answers within each topic to identify strengths and areas for improvement.

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

Webflow University Pro vouchers
→ About certification vouchers

Certiverse-specific support
→ How to contact Certiverse



Webflow University

Watch tutorial videos and enroll in self-paced courses

Start learning →



Webflow Certifications

Learn about all our certification offerings

Browse certifications →



Webflow Help Center

Browse articles about features and capabilities

Find information →



The Webflow Way

Best practices validated by experts

Start reading →



Webflow Community

Discover spaces to connect, learn, and create

Find events →

Webflow

Ready to test your knowledge?

The exam is open to anyone ready to validate their ability to architect and deliver production-ready Webflow sites, whether you build for clients, agencies, or internal teams. If you are responsible for structuring and maintaining Webflow projects, this credential can help you demonstrate your expertise and strengthen your professional credibility.

Register now →

Join the community

Check out the Webflow Community, learn more at Webflow University, follow us on social, or reach out at contact@webflow.com.