



Legacy Editor Deprecation

# Client Transition Checklist

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## What is this checklist?

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## Setting context for your clients

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## Migration made simple: Your Checklist

**Step 1:** Prepare existing legacy Editor users for transition

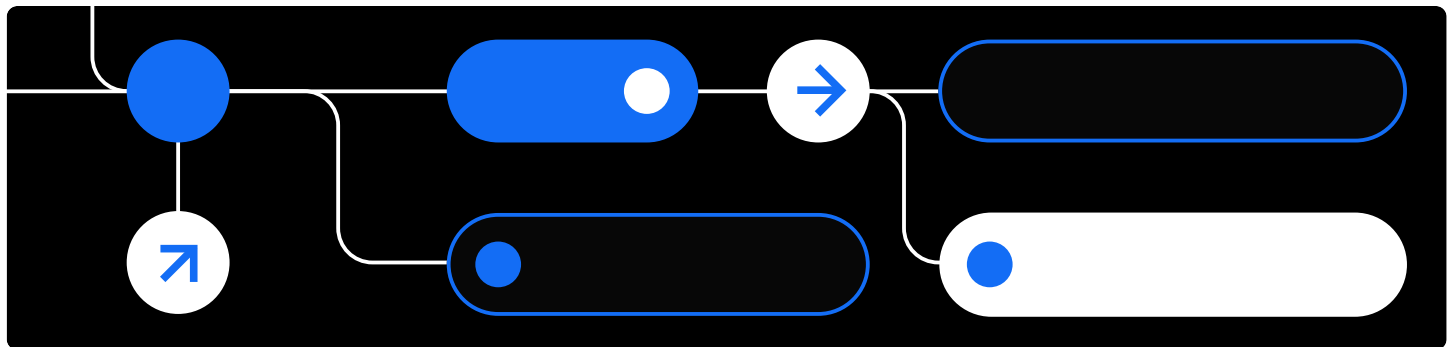
**Step 2:** Empower your clients to use client seats

**Step 3:** Provide support

**Step 4:** Send final reminders to clients before the legacy Editor is no longer available

# What is this checklist?

**TLDR:** This checklist is for service providers who build and host client sites in their own Freelancer or Agency Workspace. It focuses on helping you communicate the transition to your clients, offering the positioning, context, and messaging support you'll need.



Managing change with clients can be challenging, so we created this checklist to help freelancers and agencies transition clients away from the legacy Editor. We've included client-ready messaging and steps to take that will help you guide these conversations with confidence.

## NOTE

If you build as a guest in your client's Core or Growth Workspace, your client will receive a free limited seat for each existing legacy Editor user.

Your clients will receive email notifications directly from Webflow with details about this migration option.

For more information about the limited seat migration plan for Core and Growth Workspaces, [visit the Migration Hub](#), or refer to the Migration Guides below:

- [For In-House Team Members](#)
- [For In-House Team Admins](#)

With this guide, you'll have everything you need to:

- ✓ Clearly explain the changes to your clients, including plug and play messaging templates
- ✓ Train them on new processes without overwhelming them
- ✓ Ensure they feel supported at every step of the transition

For tactical instructions on what clients should do at each migration milestone, please refer to these Migration Guides:

- ✓ [For Freelancers & Agencies](#)
- ✓ [For Clients of Freelancers & Agencies](#)

## STEP 0

# Setting context for your clients

When talking to clients about the legacy Editor deprecation for the first time, it's helpful to start by explaining why it's going away before getting into the details of how.



In December 2024, Webflow announced that they would be deprecating the legacy Editor. For years, the legacy Editor has helped agencies and clients collaborate on simple content updates by establishing clear guardrails for what actions a user can and cannot take when editing a site.

But as collaboration needs have evolved, Webflow saw an opportunity to rethink how teams work together, and introduced a more flexible, powerful model for safe collaboration built around seats, roles, and permissions.

From there, you can introduce the solution that is replacing it.



Ahead of when the legacy Editor will no longer be available, Webflow launched client seats—a free way to give clients secure, limited access to specific sites within a Freelancer or Agency Workspace. Every existing legacy Editor user will automatically get access to a free client seat.

Finally, reinforce the value.



With client seats, users get access to three roles, including the Content editor role, which combines the best of the legacy Editor capabilities plus so much more. This transition provides greater flexibility in agency-client collaboration and full interoperability across the Webflow Experience Platform.

## STEP 1

# Prepare existing legacy Editor users for the transition

## Goal

Inform clients who use the legacy Editor early and share training materials

## Recommended Timing

Begin anytime from February 2, 2026 through May 3, 2026

## Actions



### Familiarize yourself with the Content editor, Marketer, and Reviewer roles

Preview the workflows for these roles so you know what your clients will see.



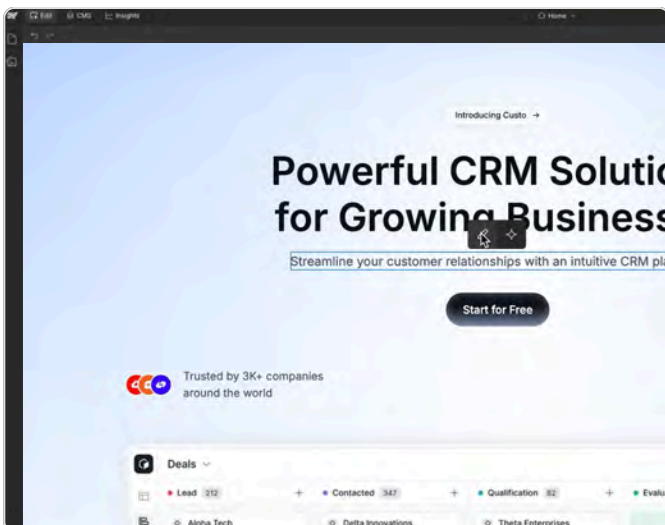
### Review client training materials

Webflow's Legacy Editor Migration Hub offers ready-made resources like quick video tutorials, migration guides, and longer-form Webflow University courses to help your clients learn the new client seat workflow so you don't have to do all the heavy lifting.



### Notify existing legacy Editor users about the change

Send a clear message explaining the upcoming deprecation, benefits of client seats, and links to training materials from the Legacy Editor Migration Hub. See templated message on the next page for guidance.





## STEP 1

# Client messaging template



### Subject: Your Webflow client seats are ready

Hi {Client Name},

I wanted to give you a heads-up that Webflow will be deprecating its legacy Editor, which will no longer be available starting **August 4, 2026**. As part of this change, all users will move to **client seats**.

Rest assured that until **August 4**, you'll still have access to the legacy Editor. To ensure a smooth transition, I'd like to begin introducing you to client seats ahead of time. Client seats are designed to give you the speed and confidence to make updates to your site with built-in guardrails to keep it safe.

Once you have access to client seats, you'll receive an email inviting you to create a Webflow account. Make sure your account is set up, then I can send you resources to get started.

The transition to client seats marks an evolution in how agency-client teams work together in Webflow, introducing a more flexible and powerful model for safe collaboration built around seats, roles, and permissions. Plus— it's fully compatible with all of Webflow's add-on features like Localization, Analyze, Optimize, and more.

Please let me know if you have any questions in the meantime.

## STEP 2

# Empower your clients to use client seats

## Goal

Ensure clients can access and use their new roles before the legacy Editor is no longer available.

## Recommended Timing

Once clients have access to client seats-either by you providing them early access or through the automatic migration.

## Actions



**Notify your client that they now have access to their new role through the client seat**

Communicate that they can now begin using the updated editing experience.



**Share training resources**

Provide clients with links to tutorials, quick-start guides, and documentation to help them learn the new editing workflow and feel confident using their client seat.




### NOTE

Clients can gain access to client seats in two ways:

- ➔ You (the freelancer or agency) can proactively migrate existing legacy Editor users before May 4, 2026.
- ➔ Webflow will automatically migrate any remaining legacy Editor users starting May 4, 2026.

#### Clients

Assign a role to your client to set their site-level permissions.  
[Learn how to manage site roles](#)

Client	Role
 <b>Lizzie Li</b> <small>Paying site lizzie.li@retax.ai</small>	Marketer
 <b>Zach Moore</b> <small>zach.moore@retax.ai</small>	Content editor
 <b>Dante Hass</b> <small>dante.hass@retax.ai</small>	<div>Reviewer</div> <div>Marketer</div> <div>Content editor</div> <div>✓ Reviewer</div>

## STEP 2

# Client messaging template



## Subject: Your Webflow client seats are ready

Hi {Client Name},

You should now have access to your new role through the client seat, and you should have received an invitation to set up your Webflow account. Follow the link in the email to accept and create your Webflow account. Note: Your old legacy Editor login won't carry over — it's part of a separate system.

You've been assigned the {content editor / marketer / reviewer} role, which allows you to:

### IF CONTENT EDITOR

- Edit & publish content directly on the page
- Manage CMS & media
- Control page settings & SEO
- Localize, analyze, and optimize content

To get started, here are a few resources to walk you through the basics of the Content editor role:

- [Quick Guide: Content editor role](#)
- [Video: Quick overview of the Content editor](#)
- [Video: Edit static content](#)
- [Video: Edit dynamic content](#)
- [Video: Localize content](#)

### IF MARKETER

- Build landing pages using designer-approved building blocks
- Edit & publish content directly on the page
- Manage CMS content, media, & SEO
- Localize, analyze, and optimize content

To get started, check out this [Quick Guide](#) for an overview of the basics of building and optimizing pages with the Marketer role.

### IF REVIEWER

- View published and staged sites
- Create, view, and resolve comments directly on the canvas
- Explore the results of Webflow Optimize experiences
- Access site analytics via Webflow Analyze

To get started, check out this [Quick Guide](#) for an overview of the basics.

As a reminder, you'll continue to have access to the legacy Editor until it is no longer available on August 4, 2026. This gives you plenty of time to get comfortable with client seats before the legacy Editor is no longer available.

Feel free to reach out with any questions as you get familiar with the new setup!



## STEP 3

# Provide support

## Goal

Help clients build confidence and successfully adopt the new workflows.

## Recommended Timing

Before August 4, 2026

## Actions



### Verify access and permissions

Ensure clients have created a new Webflow account, can log in successfully, and access the assigned role (Content editor, Marketer, or Reviewer) matches their needs.



### Test workflows

Have clients perform basic content updates to build confidence before automatic migration begins.



### Offer ongoing support

Be available for questions, troubleshooting, and additional training sessions.



## STEP 4

# Send final reminders to clients before the legacy Editor is no longer available

## Goal

Ensure clients experience no disruption once the legacy Editor is no longer available.

On August 4, 2026, the legacy Editor will no longer be available. This means:

- ➔ All remaining legacy Editor accounts will be permanently removed.
- ➔ Clients will no longer be able to access or use the legacy editing experience.
- ➔ Only client seats will be supported moving forward.

## Final actions to complete before August 4, 2026:



### Confirm migration is complete

Double-check that all clients have access to the new client seat.



### Send a final reminder

Reconfirm the date the legacy Editor will no longer be available and share quick-reference training materials.



### Archive outdated references

Remove or update internal documentation that mentions the legacy Editor.

## STEP 4

# Client messaging template



## Subject: Final Reminder: Webflow Legacy Editor Access Ending on August 4, 2026

Hi {Client Name},

Just a quick reminder that the legacy Editor will no longer be available starting on August 4, 2026. After that date, you'll need to use your role through the client seat to make any updates to your site.

You should already have access to your role through the client seat. If you need a refresher on how to use it, here are a few helpful resources:

### IF CONTENT EDITOR

- [Webflow University Quick Guide](#)
- [Video: Quick Overview of the Content editor](#)
- [Video: Edit static content](#)
- [Video: Edit dynamic content](#)
- [Video: Localize content](#)

### IF MARKETER

- [Webflow University Quick Guide](#)

### IF REVIEWER

- [Webflow University Quick Guide](#)

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