

Webflow

The agentic web platform for modern businesses

Est. 2013 | San Francisco, California, USA | Design | webflow.com

BEST FOR

- + Marketing and web teams that want visual site design, CMS, hosting, AI creation, and publishing in one managed platform.
- + Organizations that want designers and marketers to ship production web experiences without relying on developers for every layout or content change.
- + Teams that want native analytics, experimentation, localization, and AEO capabilities integrated with the website-building workflow.
- + Companies that need APIs, marketplace integrations, custom code, and agent workflows while retaining a visual authoring environment.

NOT IDEAL FOR

- ! Teams that require a fully portable or self-hosted dynamic application, because exported code does not include Webflow CMS, Ecommerce, localized content, forms, site search, or code-component functionality.
- ! Buyers seeking one simple all-inclusive subscription, because Site plans, Workspace plans, seats, bandwidth, AI credits, and add-ons can create several billing layers.
- ! Organizations whose primary need is a general-purpose application development environment rather than a website and web-experience platform.
- ! Small teams that need only a template-led brochure site and prefer a simpler builder with fewer design, CMS, governance, and optimization controls.

Key Features

AI website creation

Webflow can generate a new multi-page website from a natural-language description, including site structure, content, and an editable theme. Its AI Assistant also generates sections and design changes in supported sites, while workspace controls let admins enable or disable Webflow AI.

Visual design and CMS

Webflow combines a visual responsive design canvas with reusable components, interactions, CMS Collections, publishing, hosting, and site search. Teams can manage structured content without rebuilding page layouts for each CMS item.

AI content and code

Webflow AI can generate copy, CMS Collection items, metadata, schema markup, and reusable code components. It also supports AI-assisted full-stack app creation and contextual product help, with usage governed by workspace access and AI-credit rules where applicable.

Analytics and optimization

Webflow Analyze provides native traffic and engagement reporting, including page-level views, clickmaps, scroll behavior, conversions, and AEO-related insights. Webflow Optimize adds A/B testing, personalization, audience targeting, and AI-assisted variation suggestions and performance analysis as a separate add-on.

Localization and global sites

Webflow Localize supports locale-specific content, styles, assets, URLs, SEO settings, and automated translation. Publishing secondary locales requires a Localize add-on, and advanced localization capabilities vary by plan.

APIs and agent workflows

Webflow exposes APIs, webhooks, a Browser API for Analyze and Optimize, an Apps Marketplace, and an MCP server for supported AI tools. These interfaces can connect site content, forms, ecommerce events, analytics, and publishing workflows to external systems.

Pricing & Plan Guidance

PLAN	PRICE (ANNUAL)	KEY INCLUDES
Site Starter	\$0	Webflow.io domain Limited CMS 2 static pages 1 GB bandwidth 50 form submissions Webflow AI MCP server Webflow Cloud app hosting
Site Basic	\$15/month billed yearly	Custom domain 300 static pages 10 GB bandwidth Unlimited form submissions Password protection Webflow AI MCP server
Site Premium	\$25/month billed yearly	Everything in Basic Webflow CMS 20,000 CMS items under the updated plan structure Selectable bandwidth with paid add-ons available Code components Site search Form file upload
Team	\$2,500/month with annual contract	Site and Workspace bundle 10 seats 100 CMS Collections 2 Localize locales included AEO agents Publishing workflows Single-page publishing Site activity log and API Enhanced security and compliance
Enterprise	Custom	Everything in Team Enterprise-ready scale Granular permissions Custom roles Advanced governance Secure integrations Dedicated account manager Enhanced SLAs Custom configurations

Workspace Core**\$19/month billed yearly**

10 staging sites
 300 pages per staged site
 300 AI credits
 Custom code
 Code export
 Shared Libraries

Workspace Growth**\$49/month billed yearly**

Unlimited staging sites
 400 AI credits
 Site password protection
 301 redirects
 Site-specific access
 Code export
 Shared Libraries

Analyze add-on**From \$9/month billed yearly**

Built-in site analytics
 Traffic and page engagement
 Click data
 Page-level insights
 CSV exports for supported reports
 AEO insights on supported plans

Optimize add-on**From \$299/month**

A/B testing
 Personalization
 AI Optimize
 Audience insights
 Audience targeting
 Up to 5 concurrent optimizations on self-serve tiers

Localize Essential**From \$9/month**

AI-powered translation
 CMS localization
 Static page localization
 Localized SEO
 Style localization

Localize Advanced**From \$29/month**

Everything in Essential
 Asset localization
 Localized URLs
 Automatic visitor routing
 Advanced target-language controls

PLAN GUIDANCE

Webflow uses several commercial layers rather than one subscription covering every workflow. A published site needs a Site plan, while Workspace plans govern staging, collaboration, code export, and AI-credit allotments;

extra paid seats are separate. Analyze, Optimize, and Localize can add usage-based or locale-based charges. The new Team plan bundles a site, workspace, ten seats, two Localize locales, and additional governance features for an annual contract. Enterprise remains custom-priced. Buyers should model the required Site plan, Workspace, seats, AI credits, bandwidth, and add-ons together rather than treating the base Site price as the complete cost.

Compliance Transparency Index™

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Score: 88 / 100

Security 40/40 | Pricing 15/25 | Data Rights 18/20 | Legitimacy 15/15

Methodology: blocksentient.com/about

COMPLIANCE SNAPSHOT

✓ SOC 2 Yes	✓ GDPR Yes	✓ SSO Documented	✓ Data Retention Documented
✓ Public Pricing Yes	– Free Trial Not documented	✓ Data Export Yes	✓ Data Deletion Yes

KEY FACTS

Starting Price	\$0	Output Ownership	Shared
AI Training Opt-Out	No training	Legal Entity	Webflow, Inc.

HOW IT WORKS

You can start with a blank site, a template, or Webflow's AI site builder. In the Designer, you build responsive layouts visually, define styles and reusable components, connect structured CMS content, add interactions or custom code, and use AI for supported design, content, code, SEO, and AEO tasks. Workspace and site permissions determine who can design, edit, review, and publish. After publishing to Webflow hosting, you can add native analytics, optimization experiments, localization, ecommerce or marketplace integrations as needed. Developers can extend the site through Webflow APIs, webhooks, code components, the Browser API, and MCP. Export is available for HTML, CSS, JavaScript, and assets on paid Workspace plans, but Webflow-hosted CMS, Ecommerce, localized content, code-component functionality, forms, search, and other platform services do not transfer as a fully functioning exported site.

ALTERNATIVE CONSIDERATIONS

- 01 Framer: A strong alternative for design-led teams that want a lighter website workflow with AI agents, visual editing, CMS, localization, and collaboration. Framer is more narrowly centered on designing and publishing websites, while Webflow has expanded further into governance, analytics, optimization, APIs, and enterprise web operations.
- 02 Wix Studio: A stronger fit for agencies or teams that want website creation alongside built-in business solutions such as ecommerce, bookings, client management, and a full-stack development environment. Wix Studio also combines responsive design, AI tooling, APIs, custom code, and centralized multi-site management, while Webflow is more focused on composable web experience and marketing workflows.
- 03 Squarespace: A stronger fit for buyers who prioritize a simpler template-led website and commerce setup over Webflow's deeper visual-development and governance controls. Squarespace includes drag-and-drop design, built-in AI tools, commerce features, and a documented 14-day website trial, with fewer separate

web-development concepts to manage.

- 04 WordPress.com: A stronger fit for teams that value the WordPress plugin ecosystem and want to extend a hosted site with tens of thousands of plugins. WordPress.com now includes AI website building and an in-editor AI assistant on paid plans, while Webflow provides a more tightly integrated visual design, CMS, hosting, optimization, and governance stack.

webflow.com

Full review: blocksentient.com/review/webflow