

# 1 WEBFLOW HOSTING AND WORKSPACE PLANS EXPLAINED

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## ○ CAN I USE WEBFLOW FOR FREE?

The short answer is YES. You can use Webflow to create websites even without a dedicated site plan or a specific workspace, but of course, there are certain limitations. When you first sign up for Webflow, you automatically get the Starter Workspace plan, which allows you to have **two unhosted Webflow sites (sites with a webflow.io domain) without the ability to write custom code or export it.**

These two sites come with a **Free hosting plan**, allowing you to create a site with up to two pages **where you can test both CMS and Webflow e-commerce features.** However, the CMS and e-commerce from the free plan come with certain limitations, such as:

- **Limited Dynamic Items:** The number of dynamic items (CMS items) your site can hold is limited.
- **Disabled E-commerce Checkout:** The ability to complete e-commerce transactions is disabled.
- **Free Hosting with Webflow.io Domain:** Every site you create with this free plan can be hosted for free with a webflow.io domain.
- **No Custom Domain Connection:** You cannot attach a custom domain (from your chosen provider) to your site.
- **Mandatory Webflow Branding:** Each site is automatically branded with a “Made in Webflow” badge.

Now, you might wonder why anyone would use Webflow for free with these capabilities.

**The answer is clear: for learning and mastering Webflow as a platform.**

Webflow intentionally created these free plans to enable learners to fully understand and master Webflow before starting to work with clients. They've even created [a series of video tutorials](#) that, with these free plans, can teach you how to build a fully polished and SEO-optimized website from scratch.

In essence, Webflow can indeed be used for free, especially as a way to learn how to navigate its settings and options. However, for professional work and client projects, purchasing a specific hosting plan is necessary to unlock your site's full functionality.

## ○ **WHY IS WEBFLOW SO EXPENSIVE?**

When you first look at the prices for Webflow's hosting and workspace plans, you'll notice they're on the higher side. Yes, Webflow is one of the more expensive options on the market, but why is that? Let's dive deeper to see what you actually get with Webflow's paid hosting.

Given that Webflow is a visual no-code tool that allows you to create top-notch, visually appealing, and ultra-fast websites, it required specific hosting that could properly support these capabilities. Webflow decided to offer hosting services to ensure users could not only build their sites but also host them directly through Webflow.

So, why is Webflow considered expensive? Here's the thing: when you purchase a hosting plan, you're not just paying for hosting services and server space; you're paying for the complete toolset that Webflow provides to create those fast and attractive sites. And that toolset is:

### ■ **Comprehensive No-Code Platform**

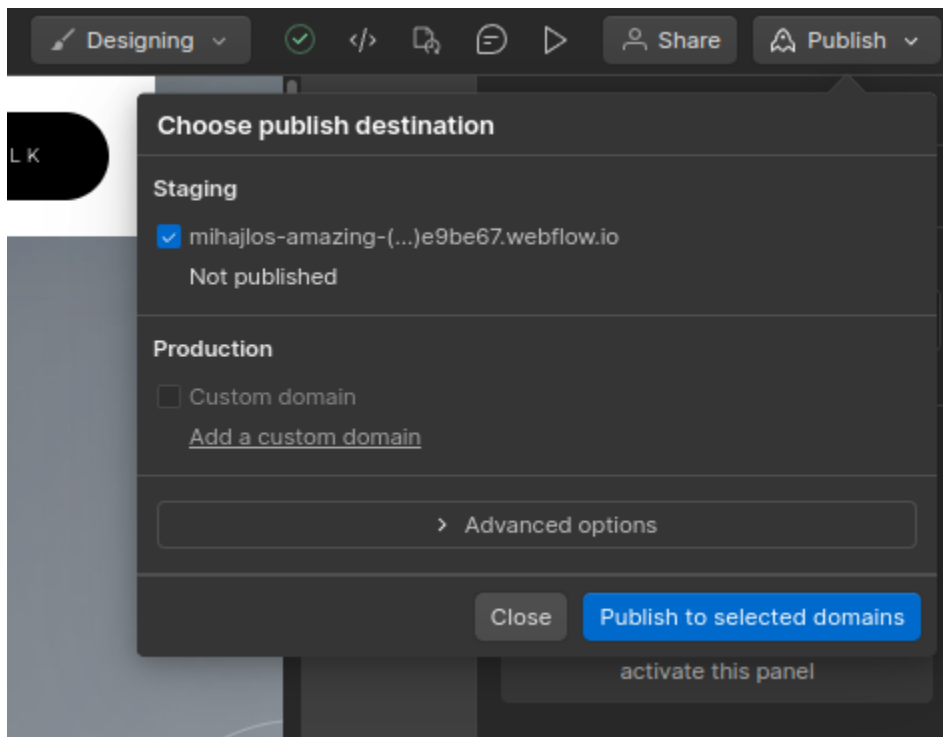
- Webflow offers a visual no-code tool, enabling the creation of visually stunning and ultra-fast websites. This platform is specially designed to cater to users who prioritize top-notch design and performance without delving into coding.

### ■ **Integrated Hosting Solution**

- Specifically designed hosting ensures that websites built on Webflow run optimally, leveraging the platform's full suite of design and development tools. This seamless integration between building and hosting services ensures maximum site performance and user experience.

## ■ Simplified Project Management

Imagine being able to update your website with just one click. That's exactly what Webflow allows you to do. You don't have to go through the whole process of re-hosting your site every time you want to make a change. Whether it's a small update or a major addition, you can do it instantly, right there and then. This feature is a real game-changer, making it super easy to keep your site fresh and up-to-date with minimal effort. So, think about the amount of time and headaches you're saving by not having to deal with the usual hassles of website management. With Webflow, it's all about making things simpler for you. **(POPRAVLJENO)**



Screenshot of Webflow's publishing menu

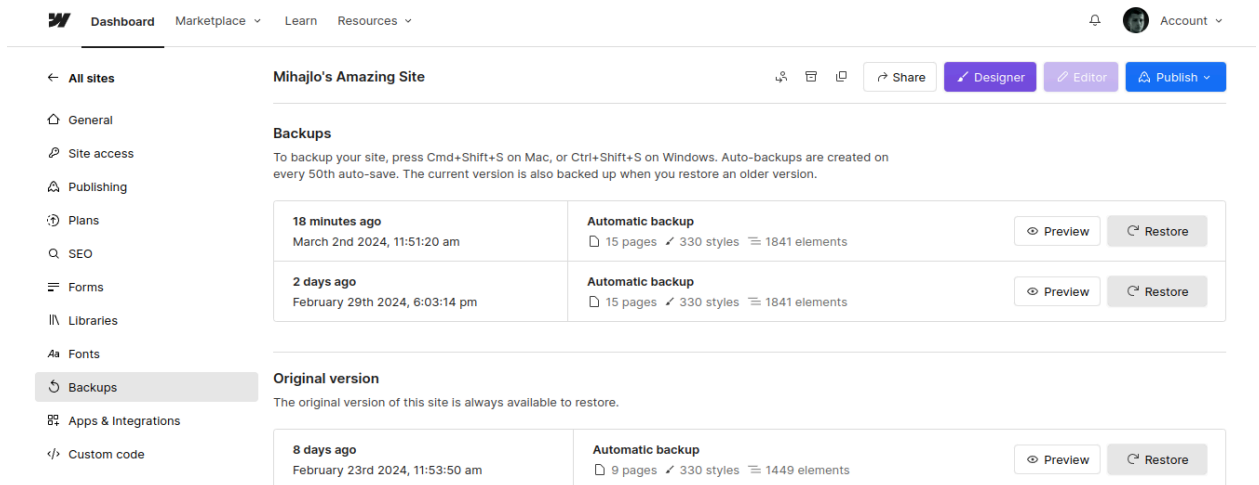
## ■ User Experience Focused

- Easy domain connection from any provider enhances Webflow's appeal by streamlining the process to just a few clicks. This user-friendly approach removes the technical barriers often associated with site setup and domain linking.

(screenshot of Webflow's domain settings, nemam pristup nijednom klijentovom projektu trenutno pa nisam skrinovao)

## ■ Reliable Site Backups

- Automatic site backups offer peace of mind, ensuring that even in the case of accidental deletions or major errors, your site can be quickly restored. This safety net is critical for maintaining the integrity of your digital presence.



Screenshot of Webflow's Backup menu.

## ● Enhanced Security Measures

Let's talk about keeping your website safe. Security is a big deal for Webflow and for good reason. They've packed the platform with strong security features to keep your site safe from any online threats. A lot of what you invest in Webflow actually goes into making sure the platform is as secure as can be. It's not just about protecting your site alone; it's about keeping the whole Webflow environment secure. That's really important because your website's safety is crucial for your online presence. Yes, it might make Webflow a bit pricier, but think of it as investing in a fortress for your website. This

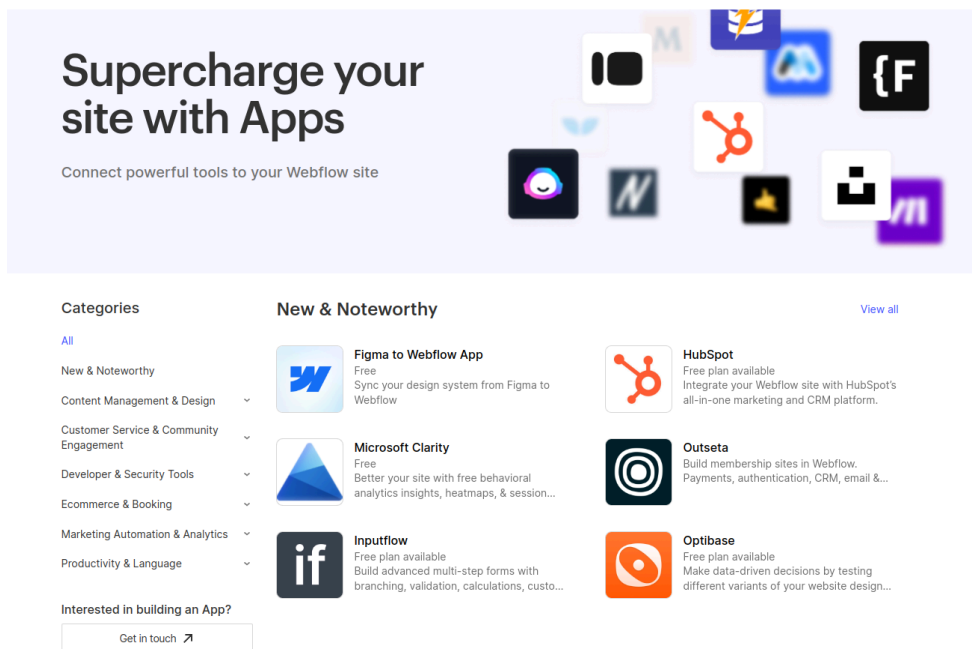
commitment to top-notch security is why Webflow stands out as a solid choice for anyone who's serious about their website's performance and safety.

If you're interested in learning more about Webflow's security measures, I highly recommend visiting their official website and reading the detailed article on how they manage security at <https://webflow.com/security>.

**DA LI MOZDA OVDJE DA DODAMO "SECURITY", kao da je njihov hosting veoma siguran? (RESENO)**

## ■ Extensive Integration Capabilities

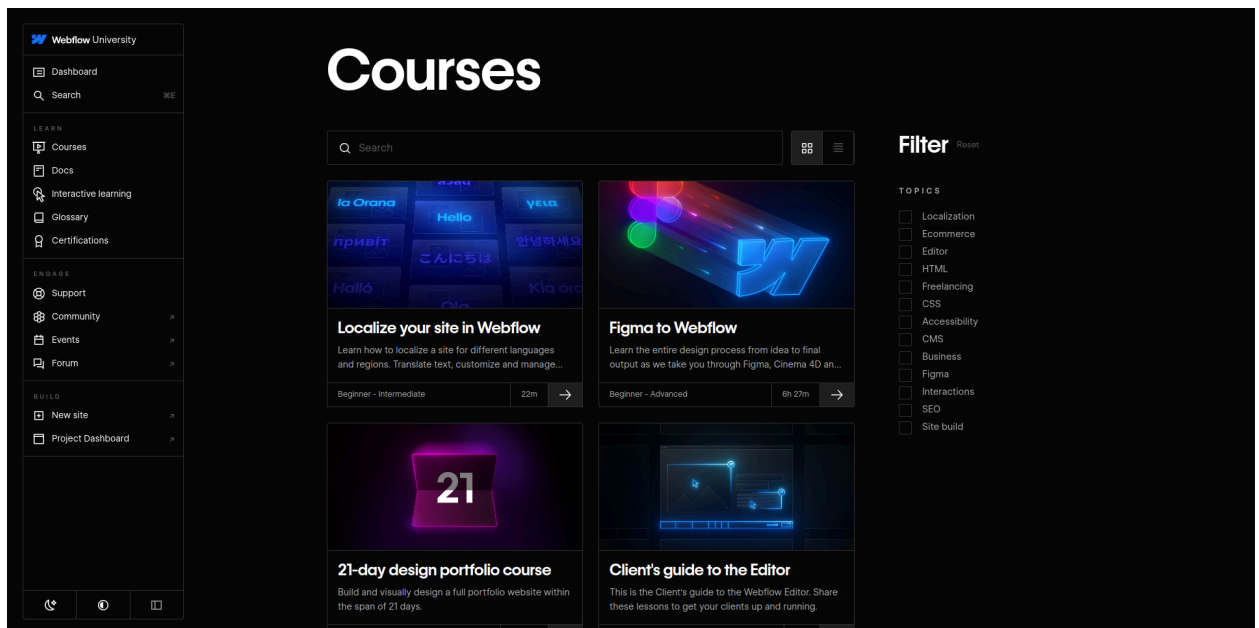
- Ease of connecting third-party applications expands Webflow's functionality, allowing users to incorporate a wide array of services and features into their sites, from analytics to customer management tools.



Screenshot of Webflow's Integrations menu.

## ■ Educational Resources

- A rich library of free educational content sets Webflow apart, providing users with the knowledge and skills to fully utilize the platform. This commitment to user education underpins Webflow's value proposition, ensuring users can leverage the platform to its full potential.



Screenshot of Webflow's University site.

## 1.1 WHAT IS WEBFLOW HOSTING? (DA LI OVO DA IDE PRIJE WHY IS WEBFLOW HOSTING SO EXPENSIVE) DA TREBA, POPRAVIO SAM

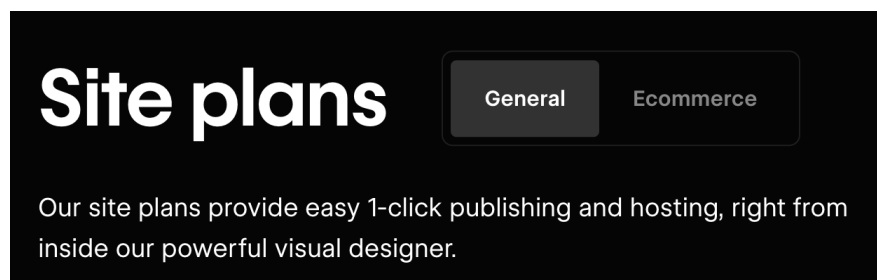
Webflow hosting is the high-quality web hosting service offered by Webflow, a comprehensive no-code site design and development platform. This service is designed to provide Webflow's users with a seamless, secure, and high-performance solution for publishing their websites on the internet.

Unlike traditional web hosting services, Webflow hosting is deeply integrated with its no-code development environment, allowing designers and developers to create, design, and launch websites directly from the Webflow platform without the need for external hosting services.

What I would also like to add is that websites created with Webflow are designed to function seamlessly with Webflow's hosting, hence contributing to the aspect of ultra-fast websites. Additionally, it's worth mentioning that Webflow's hosting is unique because, aside from paying for hosting services, you are essentially paying Webflow as a tool, we'll delve into more details on this aspect later.

### ■ 1.1.2 Webflow Site (Hosting) Plans

Mozda ovdje, prije ove 3 navedene (basic, cms, business) reci da imaju General (standard website hosting) i eCommerce? Pa onda reci da ova 3 spadaju pod General? I mozda staviti screenshot ovoga: (RESENO)



Before we dive into the specifics, it's crucial to understand the core difference between the Webflow hosting plans available to you. Essentially, when choosing a Webflow

hosting plan, you're faced with two main paths: **General Website Hosting**, which is tailored for non-e-commerce websites, and **E-commerce Hosting**, designed specifically for online stores.

**General Website Hosting:** Tailored for non-e-commerce websites like blogs, portfolios, and informational sites. These plans don't include payment processors, as they're designed for projects where direct online transactions aren't necessary.

**E-commerce Hosting:** Specifically designed for online stores and businesses that sell products, services or memberships directly on their site. These plans come with built-in payment processors, enabling seamless transactions right from your website.

### ■ 1.1.3 How much does webflow site plans cost?

#### ● 1.1.3. General webflow hosting plans

Webflow provides a range of hosting plans designed to meet various needs, from personal blogs to high-traffic business websites. The platform categorizes its offerings into four main plans, each suited to different types of projects:

**Starter:** This plan is an excellent choice for those just getting started with Webflow. It's designed for simple sites and is particularly beneficial for users who need to get a feel for the platform without a financial commitment. Ideal for testing and small projects, and trying out CMS.

**Basic:** Tailored for simple websites that don't need a Content Management System (CMS), the Basic plan is perfect for static sites such as portfolios, small business pages, and personal blogs.

**CMS:** If you're looking to run a blog, a content-driven site, or need to optimize for SEO, the CMS plan is your go-to. It offers advanced features for managing and publishing content seamlessly.

**Business:** For websites that experience high traffic, like marketing sites and popular blogs, the Business plan provides robust hosting capabilities to handle the demand.

Starter	Basic	Most popular CMS	Business
\$0 / mo	\$14 / mo billed yearly	\$23 / mo billed yearly	\$39 / mo billed yearly
Best for learning how to use Webflow	Best for launching a simple site	Best for a blog or other content-driven site	Best for a high-traffic marketing site
You are on Starter	Upgrade to Basic	Upgrade to CMS	Upgrade to Business
Webflow.io domain ⓘ	Custom domain ⓘ	Custom domain ⓘ	Custom domain ⓘ
An entry-level site	A basic site	A content-rich site	A business site
2 pages ⓘ	150 pages ⓘ	150 pages ⓘ	150 pages ⓘ
50 CMS items ⓘ	0 CMS items ⓘ	2,000 CMS items ⓘ	10,000 CMS items ⓘ
50 form submissions (lifetime) ⓘ	500 monthly form submissions ⓘ	1,000 monthly form submissions ⓘ	2,500 monthly form submissions ⓘ
Localization <b>New!</b> ⓘ	Localization <b>New!</b> ⓘ	Localization <b>New!</b> ⓘ	Localization <b>New!</b> ⓘ
Free preview ⓘ	Free preview ⓘ	Free preview ⓘ	Free preview ⓘ
Limited traffic	Moderate traffic	Generous traffic	Expanded traffic
1 GB bandwidth ⓘ	50 GB bandwidth ⓘ	200 GB bandwidth ⓘ	400 GB bandwidth ⓘ
1k visitors ⓘ	250k visitors ⓘ	250k visitors ⓘ	300k visitors ⓘ

- **Starter Plan (FREE)**

The Starter Plan is automatically assigned to individuals when they begin working with Webflow. It's completely free and allows you to build a functional website from scratch within certain limitations. As previously mentioned in "Can You Use Webflow for Free?", this plan is ideal for those just starting to learn Webflow and wanting to familiarize themselves with the technology. Here, we've compiled a list of the main advantages and disadvantages of the Starter Plan:

Pros:

- **Cost-Free:** This is particularly significant for anyone looking to delve into the world of Webflow and aspire to become a developer.
- **CMS and E-commerce:** With the Starter Plan, you can easily explore Webflow's CMS and e-commerce features, allowing you to edit and add dynamic content such as blogs and products.
- **Access to Nearly All Features:** The Starter Plan is designed to let you comfortably test out Webflow and learn how it operates as a whole. This includes options like API calls, logic flows, and sending emails through form data.

- **Free Webflow Hosting:** You can host your site on the Webflow platform at no cost. This feature is excellent because it lets you see how your site would perform with real hosting, its speed, behavior on different devices, etc.

Cons:

- **Not for Commercial Use:** The Starter Plan is strictly for learning purposes and creating demo versions of sites. Since SEO options are disabled and domain linking is not available, sites can only be hosted on a .webflow.io domain, which is indexed by search engines.
- **No Custom Code:** Unfortunately, with the Starter Plan, the ability to write your own HTML, CSS, and JavaScript is restricted. This means you won't be able to integrate many advanced animation libraries into Webflow, which can be a limitation if you're looking to freely learn these advanced techniques.
- **2 Page Limit per Website:** With the Starter Plan, you're restricted to editing only two pages on your site. This can pose a challenge if you're working on larger test projects, as the limited number of pages may not suffice for comprehensive testing and presentation.
- **Limited Traffic:** The amount of content and traffic your site can handle is limited to 1GB and 1,000 visitors per month. This could be problematic if you're working on a larger test project with many images and videos, as you'll quickly reach this limit. **ovdje izgleda da nesto fali (DOPUNJENO)**

- **Basic Plan**

**Price:** 14\$ annual(168\$ yearly) or 18\$ monthly)

This plan is Webflow's core hosting option. It allows you to browse up to 150 pages, has a monthly visit limit of 250,000, and fully supports custom code modification. However, it lacks CMS features and is often intended for users who manage landing pages, marketing sites, and presentation pages for restaurants, cafes, and fast food outlets, as well as portfolio sites, event promotions, and small business showcases in a variety of industries. Here are some significant benefits and drawbacks of this concept, expanded to accommodate a wider range of use cases.

## Pros:

- **Extremely Fast Hosting:** Since you're creating and hosting your sites through Webflow, the hosting is configured to perfectly match the site's code, ensuring optimal performance.
- **Amazing Security:** The Basic Hosting plan prioritizes security by automatically issuing SSL certificates for all sites, which encrypts data transfer and enhances SEO. Leveraging Amazon Web Services (AWS) for hosting, it enjoys high-level security and reliability, including protection against DDoS attacks.
- **Handles Moderate Traffic Well:** This plan is suitable for small websites, supporting up to 250,000 monthly visits and offering 50 GB of bandwidth. This ensures your site remains fast and reliable, making it an affordable choice for personal blogs or portfolios, striking a good balance between performance and cost.

## Cons:

- **Higher Price Point:** You might have noticed that Webflow's hosting plans are pricier compared to other providers, where \$50 could host multiple sites, regardless of CMS usage. However, there's a good reason why Webflow's hosting is more expensive, which we'll discuss under the title "Is Webflow Expensive?"
- **Ideal for Smaller Businesses, Not for Larger Ones:** While 250,000 monthly visits may seem impressive, it might not suffice for large companies, quickly reaching this limit. It's advised to carefully consider what your client specifically needs.
- **No CMS or E-commerce:** Unlike many other providers that include CMS capabilities in even their most basic hosting plans, Webflow's Basic Hosting plan doesn't inherently offer dynamic content or e-commerce functionality. This lack can be frustrating for many users who need these features.

- **CMS Hosting plan**

**Price:** 23\$ annual (276\$ yearly) or 29\$ monthly

Webflow's CMS Hosting Plan is ideal for bloggers, news sites, or any content-rich website. It's user-friendly, so updating your site with new stories, photos, or articles is easy and quick. This plan not only makes managing your site a breeze but also boosts your SEO, helping more people find your content online. Perfect for bloggers and small businesses, it's a straightforward solution for making a significant impact on the web

and improving your visibility in search results. Here are the main pros and cons I encountered while using CMS hosting plan:

### Pros:

- **Integrated CMS and Design Tools:** Webflow's CMS is seamlessly integrated with its design tools, allowing for the creation of dynamic, content-driven websites without the need for coding. Users can design custom layouts and then link them directly to the CMS, enabling designers to craft fully customized websites that are easy to update and manage.
- **Real-time Content Updating:** The CMS allows for real-time content updates without the need to go through a developer every time a change is needed. Content managers or clients can easily add or modify content, which is immediately reflected on the live site, thus enhancing the efficiency of website management.
- **SEO and Performance Optimized:** Webflow's CMS hosting plan is optimized for search engines out of the box, including automatic sitemap generation, easy meta tag editing, and more. Plus, websites hosted on Webflow benefit from fast loading times thanks to global CDN, optimizing user experience and search engine ranking.

### Cons:

- **Price:** While Webflow's CMS hosting plan offers a great deal of functionality, it can be more expensive than traditional hosting solutions, especially for small businesses or individual creators who might find the cost prohibitive over time. Given that Webflow CMS plan is on the pricier side, choose wisely to ensure you select the option that best suits your needs.
- **Limitations:** In Webflow's CMS plan, the 2,000 item limit is primarily about the entries within your collections, such as individual blog posts, products, or news articles. Each entry in a collection—regardless of the content it holds—counts as one item toward this limit. Here's a more precise breakdown:
  - **Collection Entries:** Each unique entry (item) in any collection (be it for blog posts, products, events, etc.) counts as one item.
  - **Product Variants:** A single **product counts as two items** due to Webflow's internal tracking. The primary reason for this double counting is the SKU, a hidden detail that allows Webflow to distinguish between different products. And if your product has variations (like different colors or sizes), **each variant counts as an additional item**. For instance, one t-shirt in five

different colors counts as six items (one for the shirt plus one for each color). It's worth noting that some things don't count towards this limit, like discounts and orders, nor do the collections themselves (the categories you sort items into). Planning is key, especially for larger or more complex sites, to ensure you make the most of those 2,000 items.

- **What doesn't directly add to the limit** are the individual fields within each collection entry, such as text, images, and links. These components are part of the collection entry's overall content and do not individually count towards the 2,000 item limit.

**(POPRAVLJENO i napisano ponovo)**

- **Business plan**

**Price:** 39\$ annually (468\$ yearly) or 49\$ monthly.

If you're planning on getting a lot of visitors to your website or blog, the business plan is a smart pick. It introduces form file upload functionality as a significant enhancement. Moreover, this plan allows for an expansion in the number of collection items, lists, and monthly form submissions, alongside a higher threshold for daily unique visitors. It's like giving your website a supercharge compared to the regular CMS plan, making everything bigger and better for those who need it.

**Pros:**

- **Bigger, better, stronger:** With the Business Hosting plan, you get to use up to 10,000 CMS items and have 10 people edit your content. As I mentioned before, it really boosts your website with a strong CMS setup, making it ready to handle a lot more stuff.
- **Priority Support:** Business Hosting plan subscribers often have access to priority support, ensuring faster response times for any issues or questions that may arise, which is critical for businesses where website uptime and performance are paramount. Overall, you worry less about whether your larger-scale website is going to run smoothly.

## **Cons:**

- **Price, again:** Definitely a more expensive option compared to most competitors in the CMS website domain. For comparison, for \$468 a year through another hosting provider, you can get significantly higher limits in terms of monthly visits, bandwidth, and the overall size of the site.
- **Limitations for SAAS:** If you are planning on building a saas platform, for example a membership based platform, you can hit that 10k cms item floor fast. For this kind of products it is advised to use webflow with other backend full-on or no-code solutions like Xano, Wized etc..

Here's a more detailed overview of what you specifically get with these four plans:

All Site features

Features	Starter	Basic	CMS	Business
<b>Publishing</b>				
Publish to webflow.io	✓	✓	✓	✓
Custom domain	—	✓	✓	✓
Remove Webflow badge	—	✓	✓	✓

Site Features

Static pages	2	150	150	150
Content editors	0	0	3	10
Form submissions	50 /lifetime	500 /month	1,000 /month	2,500 /month
Form file upload	—	—	—	✓
Localization preview	✓	✓	✓	✓
Site search	—	—	✓	✓
User accounts	100	20,000	20,000	20,000
Logic flows	2 logic flows 100 flow executions /month	20 logic flows 10,000 flow executions /month	20 logic flows 10,000 flow executions /month	20 logic flows 10,000 flow executions /month
WebP Support	✓	✓	✓	✓
Automatic responsive image generation	✓	✓	✓	✓
Asset upload and management panel	✓	✓	✓	✓
Site password protection	—	✓	✓	✓
Page password protection	—	✓	✓	✓
Backups	Unlimited	Unlimited	Unlimited	Unlimited
Custom code	—	✓	✓	✓

CMS

CMS items	50	0	2,000	10,000
CMS collections	20	0	20	40
Fields per collection	30	0	30	60
References per collection	5	0	5	10
API requests/minute	Rate limited	—	120 RPM	120 RPM
API access	—	—	✓	✓
Per-item publishing and unpublishing	—	—	✓	✓
Multi-item publishing and unpublishing	—	—	✓	✓
Scheduled publishing	—	—	✓	✓
Dynamic embeds	—	—	✓	✓
RSS feed	—	—	✓	✓

Traffic

Monthly visits	1,000	250,000	250,000	300,000
CDN	Regional	Regional	Regional	Global
Bandwidth	1 GB	50 GB	200 GB	400 GB
Uptime	Standard agreement	Standard agreement	Standard agreement	Standard agreement

SEO

301 redirects	—	✓	✓	✓
Sitemap controls	—	✓	✓	✓
Schema markup support	—	✓	✓	✓
Open Graph meta tags	—	✓	✓	✓
Structured search support	—	✓	✓	✓

Interactions

Pre-set Interactions	✓	✓	✓	✓
Trigger-based Interactions	✓	✓	✓	✓
After Effects Lottie Integration	✓	✓	✓	✓

Security

Two-factor authentication	✓	✓	✓	✓
DDoS protection	Basic DDoS protection	Basic DDoS protection	Basic DDoS protection	Basic DDoS protection

Admin

Billing	Credit card Billing	Credit card Billing	Credit card Billing	Credit card Billing
Customer support	Email	Email	Email	Email
Training	Webflow University	Webflow University	Webflow University	Webflow University
	You are on Starter	<a href="#">Upgrade to Basic</a>	<a href="#">Upgrade to CMS</a>	<a href="#">Upgrade to Business</a>

Screenshot of Webflow hosting plan's comparison

### • 1.1.3.1 E-commerce webflow hosting plan

When discussing e-commerce plans, it's important to note that there are three different plans: **Standard, Plus, and Advanced**. Essentially, the main differences between them lie in the amount of CMS items allowed and the transaction fees. Before we delve deeper into the specifics of the e-commerce plans, it's crucial to mention some features that are universal across all three plans.

Standard	Plus	Advanced
<b>\$29 / mo</b> billed yearly	<b>\$74 / mo</b> billed yearly	<b>\$212 / mo</b> billed yearly
Perfect for new businesses getting off the ground	Best for higher volume businesses	Scale to new heights for your online business
<a href="#">Upgrade to Standard</a>	<a href="#">Upgrade to Plus</a>	<a href="#">Upgrade to Advanced</a>
500 ecommerce items ⓘ	5,000 ecommerce items ⓘ	15,000 ecommerce items ⓘ
2% Transaction fee ⓘ	0% Transaction fee ⓘ	0% Transaction fee ⓘ
All CMS plan features	All Business plan features	All Business plan features

Features common to all plans:

- **Payment Processors:** All three plans (Standard, Plus, Advanced) support connections with two major payment processors: Stripe and PayPal.
- **CMS Plan Included:** Each e-commerce plan includes a CMS plan, with the size and capabilities depending on the specific e-commerce plan selected.
- **External Integrations:** Plans are equipped to support external integrations, including Instagram and Facebook advertising services, Mailchimp, and Google Shopping, to extend marketing efforts.
- **Staff Account Access:** Offers the ability to manage multiple staff accounts, with the quantity of accessible accounts increasing with the tier of the e-commerce plan.

- **Email Service Support:** Every plan comes with basic email service support, facilitating notification emails for new purchases and enabling the sending of purchase confirmation emails to customers.
- **E-commerce Setup Guidance:** Webflow has certainly paid attention to the setup process for E-commerce, providing a step-by-step guide that clearly explains what you specifically need to establish your webshop.
- **Automatic Tax Calculation:** Webflow's e-commerce plans include an automatic tax calculation feature, streamlining the checkout process by accurately computing taxes based on the buyer's location, ensuring compliance and convenience for both the seller and the customer.
- **Setting Your Own Shipping Rules:** In Webflow's e-commerce plans, you can tweak shipping costs and options yourself. This means you can decide different shipping prices and methods depending on where it's going, how heavy it is, or how much it costs, giving you the freedom to manage how you send stuff out.

- **Standard e-commerce plan**

**Price:** 29\$ annually (348\$ yearly) or 42\$ monthly

This is the most basic e-commerce plan Webflow offers, ideal for webshops either just starting out or those with a limited range of products. The ease of setting up e-commerce, along with managing products, discounts, and prices, is simplified to child's play, thanks to Webflow's user-friendly approach. Without further ado, let's delve into the specifics of this plan.

**Pros:**

- **Price is reasonable:** The cost is comparable to other e-commerce providers.
- **Suitable for smaller shops:** Great plan if you're selling a few products, don't anticipate huge sales (especially if you've just opened your webshop), or if the product isn't very expensive.

**Cons:**

- **E-commerce Categories and Item Limit:** Webflow's e-commerce structure includes a cap on the total number of items, which encompasses products,

product variants, CMS items, and categories. For example, on the basic site plan, you're limited to 500 items in total. This means if your store has multiple categories (e.g., 'Handcrafted Items' and 'Customizable Products'), each category counts towards this 500-item limit. Additionally, product variants further consume this limit. If you create a product with size and color variants (e.g., T-shirts in five sizes and six colors), this could rapidly approach the limit, as each size-color combination is considered a separate item. This limitation can quickly become restrictive for stores with a diverse range of products and categories, necessitating careful planning or plan upgrades to accommodate larger inventories.

- **Webflow's 2% Transaction Rate:**

At first glance, Webflow's 2% transaction rate might not seem like a drawback since 2% isn't a substantial amount. However, this can easily become an additional expense if you don't accurately assess your situation. More on this topic later ([Standard vs Plus Webflow e-commerce plan](#))

- **Plus e-commerce plan**

**Price: \$74 annually (\$888 yearly) or \$84 monthly**

A step up from the Standard e-commerce plan, the key advantage of this plan is its lack of additional Webflow transaction fees. Moreover, this plan incorporates Webflow's CMS Business plan ([[Link to Business Plan](#)]), which is beneficial as it offers greater flexibility with dynamic content.

**Pros:**

**No Webflow's additional transaction fee:** Its 0%

**Better CMS Features:** This plan comes with the Business CMS plan included, which is awesome if you're aiming to set up a bigger store.

**Cons:**

**Price:** Well this plan is on the pricier side, with \$74/m annually (**888\$ yearly**) and **84\$** monthly payment options, this is one of the pricier e-commerce hostings.

- **Advanced e-commerce plan:**

**Price: \$212/m annually (\$2544 yearly) or \$235 monthly**

The Advanced e-commerce plan is specifically designed for businesses with a vast product assortment and a well-developed e-commerce platform. It's definitely not meant for beginners. The only differences compared to the Plus plan are in the number of e-commerce items and staff moderators: Plus supports up to 5,000 items while Advanced accommodates up to 15,000, and Plus allows for 10 staff moderators compared to Advanced's 15.

Here's a more detailed overview of what you specifically get with these three plans:

All Site features

Features	Standard	Plus	Advanced
<b>Publishing</b>			
Ecommerce Items ⓘ	500	5,000	15,000
<b>Design</b>			
Custom checkout ⓘ	✓	✓	✓
Custom shopping cart ⓘ	✓	✓	✓
User accounts ⓘ	20,000	20,000	20,000
Logic flows ⓘ	20 logic flows 10,000 flow executions /month	20 logic flows 10,000 flow executions /month	20 logic flows 10,000 flow executions /month
Email product fields	✓	✓	✓
Email customization ⓘ	✓	✓	✓
Unbranded Emails ⓘ	—	✓	✓
<b>Payment</b>			
Transaction fee ⓘ	2%	0%	0%
Stripe powered payments	✓	✓	✓
PayPal support	✓	✓	✓
Apple Pay and Web Payments	✓	✓	✓
Automatic tax calculation ⓘ	✓	✓	✓
Unlimited annual sales volume	✓	✓	✓
<b>Marketing</b>			
Facebook and Instagram integration ⓘ	✓	✓	✓
Google Shopping Integration	✓	✓	✓
Mailchimp Integration	✓	✓	✓
Custom code integration	✓	✓	✓
<b>Management</b>			
Configure manual shipping rules ⓘ	✓	✓	✓
Staff accounts ⓘ	3	10	15
	<a href="#">Upgrade to Standard</a>	<a href="#">Upgrade to Plus</a>	<a href="#">Upgrade to Advanced</a>

*Screenshot of Webflow e-commerce plan comparison*

## ■ Standard vs Plus Webflow e-commerce plan

Initially, it's essential to highlight that all payment processors, including those supported by Webflow's e-commerce plans, come with their own transaction fees. Specifically, Webflow supports two main payment processors:

- **Stripe:** Charges **2.9% + \$0.30** for each successful transaction.
- **PayPal:** Fees vary depending on the country where your webshop is registered. For more details, you can visit [PayPal's merchant fees page](#).

Considering the initial costs of Webflow's Standard and Plus e-commerce plans, it's worth exploring why Webflow's Standard plan additional 2% fee might not be as economical as it appears. To clearly demonstrate this, let's look at an example.

**Example:** Imagine you're selling **5** products, each priced at **\$50** on average. Monthly, you make around **60 sales** in this price range. For every purchase with Standard e-commerce plan, Webflow takes a **2% fee**, which amounts to **\$1** per sale. If a customer pays with a Visa card through Stripe, that's an additional **2.9% plus \$0.30**, totaling **\$1.75** per transaction. Additionally, you've paid **\$348** for the standard e-commerce annual plan. That's a lot of math, so let's simplify and present this more clearly, especially when comparing it to the Plus plan, which costs **\$888** yearly and comes with a **0%** Webflow transaction fee:

### Standard E-commerce Plan Profit/Expenses:

- **Sales:**  $60 \text{ (average monthly purchases)} * 12 \text{ (months)} * \$50 = \$36,000$
- **Webflow Fee (2% per transaction):**  $\$1 \text{ (fee per product)} * 60 \text{ (average monthly sales)} * 12 \text{ (months)} = \$720$
- **Stripe Fee (2.9% + \$0.30 per transaction):**  $\$1.75 \text{ (Stripe fee per product)} * 60 \text{ (average monthly sales)} * 12 \text{ (months)} = \$1,260$
- **Webflow Standard E-commerce Hosting:** \$348
- **Total Profit:** \$33,672
- **Total Expense:** \$2,328

### Plus E-commerce Plan Profit/Expenses:

With the Plus e-commerce plan, the breakdown would look like this:

- **Sales:** 60 (average monthly purchases) \* 12 (months) \* \$50 = \$36,000
- **Webflow Fee (0% per transaction):** \$0
- **Stripe Fee (2.9% + \$0.30 per transaction):** \$1.75 (Stripe fee per product) \* 60 (average monthly sales) \* 12 (months) = \$1,260
- **Webflow Plus E-commerce Hosting:** \$888
- **Total Profit:** \$33,852
- **Total Expense:** \$2,148

Comparing these scenarios, it's evident that choosing the Standard e-commerce plan, even with a small product range and non-high-ticket items, puts you at a **\$180 disadvantage and offers a significantly smaller CMS plan**. Therefore, carefully evaluate the direction your webshop will take and what your projected sales will be.

To understand this problem deeper, i warmly suggest that you watch this video

**Webflow E-Commerce | What to Know Before You Start!!**

<https://youtu.be/5U9yyADWsl8?si=wH73FBfyLb7CJhKZ>

If you're looking for more guidance on picking the right e-commerce plan, NoCodeRealm can help you out. Book a one-hour appointment with us, and we'll work together to figure out the best option for your needs.

**BOOK A CALL - CTA DUGME**

## ○ **WHAT IS WEBFLOW WORKSPACE?**

Webflow Workspace is a collaborative workbench within the Webflow platform that helps teams and organizations with their online design and development initiatives. It includes a set of tools and features that improve teamwork, streamline productivity, and help you manage many projects and client sites effectively. Workspaces allow team members to collaborate on Webflow projects, share resources, designate roles with specific permissions, and ensure brand consistency across all digital assets. Workspaces are especially valuable for agencies, freelancers who cooperate with others, and enterprises with in-house web development teams, as they provide a single location for handling large-scale web projects. Workspaces accept different subscription levels, allowing teams to choose the plan that best meets their needs, such

as the number of team members, projects, and the quality of collaboration needed. With that being said let's dive deeper in Webflow's workspace plans.

## ■ Do i need Webflow workspace plan?

**What's crucial to mention regarding the workspace plans is that 95% of the projects you'll work on can be successfully completed with the Starter Workspace plan, which is free and provided right from the start.**

This statement applies to every freelance Webflow developer. Although the Starter Workspace plan doesn't support options like editing custom code on unhosted sites (sites with a webflow.io domain), this issue can easily be resolved with a paid Site plan (Webflow's hosting), which allows you to edit custom code and customize the site as you wish.

A potential problem is the limit of two unhosted sites. This can be particularly challenging for developers just starting to learn Webflow, as how can they adequately learn if they can only create up to two unhosted sites? However, this issue can also be easily solved by creating multiple Webflow accounts, each hosting different projects.

### **So, who are the Webflow workspace plans for?**

- Freelancers with many projects they're working on and maintaining.
- Individuals creating tutorials, templates, and community works (more on this in our blog {LINK TO TEMPLATE BLOG, opens in a new tab}).
- Small and large agencies where competitive and synchronized work is very important.

Given all these points, let's take a look at what exactly Webflow workspace plans are.

## ■ Webflow workspace plans breakdown

There are two main roads you can take while choosing a Workspace plan, and those roads are: **For-in-house teams and For freelancers and agencies workspace plans.**

- **For freelancers and agencies Workspace plans**

These plans are mostly designed for freelancers and people working for various agencies, often remotely. What I'd highlight is that there are three main Workspace plans in the 'For freelancers and agencies' offer, namely Starter, Freelancer, and Agency.

#### Workspace plans

For in-house teams **For freelancers & agencies**

Billed monthly  Billed yearly  
Save up to 33% with yearly billing

#### Plans designed to help you grow your Webflow business

- ✓ **Build** entire sites for clients in your Workspace without friction
- ✓ **Transfer** sites to clients and add a Site plan to go live
- ✓ **Collaborate** with clients in their Workspace at no additional cost
- ✓ **Unlock** exclusive partner benefits (coming soon)

#### Freelancer

**\$16** / mo

per seat, billed yearly

Switch to yearly save \$96

#### For solo shops or small teams starting out

10 unhosted sites on webflow.io domains ⓘ

Full CMS access on unhosted sites ⓘ

Free guest access in client Workspaces ⓘ

Up to 3 seats as you build your team ⓘ

10 free commenters ⓘ

#### Agency

**\$35** / mo

per seat, billed yearly

Upgrade to Agency

#### For scaling businesses managing multiple clients

Unlimited unhosted sites on webflow.io domains ⓘ

Full CMS access on unhosted sites ⓘ

Free guest access in client Workspaces ⓘ

Up to 9 seats as you scale your team ⓘ

10 free commenters ⓘ

#### Starter

**\$0** / mo

Downgrade to Starter

#### For those getting started and learning webflow

1 seat ⓘ

2 unhosted sites on webflow.io domains ⓘ

2 free commenters ⓘ

- **For in-house teams Workspace plans**

This type of plan is primarily designed for agencies with on-site teams, but it's also suitable for remote collaboration. What sets these plans apart from the "**For freelancers and agencies**" options is that they allow you to assign specific roles to people, granting or restricting certain capabilities accordingly.

And if you're wondering what that looks like, there's a video tutorial here where the Webflow team themselves explain how to assign roles and permissions.

## Webflow workspaces, roles & permissions – Simplified work with teams -

<https://www.youtube.com/watch?v=EZ4Egmejo4A>

### Workspace plans

**For in-house teams** For freelancers & agencies

Billed monthly  Billed yearly  
Save up to 33% with yearly billing

The screenshot displays four pricing plans for Webflow workspaces. The 'Core' plan is highlighted as 'Most popular'. Each plan includes a price per seat, a description of the target audience, a 'Switch to' button, and a list of features with information icons.

Plan	Price	Target Audience	Key Features
Starter	\$0 / mo	For those getting started and learning webflow	Maximum of 1 seat, 2 unhosted sites, Agency or Freelancer Guests, 2 free commenters
Core (Most popular)	\$19 / mo per seat, billed yearly	For small teams and those who want more control over their code	Maximum of 3 seats, 10 unhosted sites, Custom code, Code export, Basic user roles, Agency or Freelancer Guests, 10 free commenters
Growth	\$49 / mo per seat, billed yearly	For growing teams who want unlimited unhosted sites and advanced permissions	Maximum of 9 seats, Unlimited unhosted sites, Custom code, Code export, Advanced user roles, Agency or Freelancer Guests, 10 free commenters
Enterprise	Custom pricing	For organizations that require enterprise-level security and scalability for your websites	Unlimited seats, Unlimited unhosted sites, Custom code, Code export, Advanced user roles, Advanced security, performance, and customer success, Agency or Freelancer Guests, Page branching, 30 free commenters

- **Common pros and cons of “For in-house teams” and “For freelancers and agencies” workspace plans:**

**PROS:**

- **Code Export and Custom Code Accessibility:** Both plans provide complete control over your Webflow code, essential for managing larger projects.
- **Increased Number of Unhosted Sites:** With these plans, you gain the ability to handle multiple projects simultaneously, thanks to the allowance for more sites with a webflow.io domain. Also you have full CMS control over this sites!
- **Commenters and Seats:** Offering multiple commenters and seats, these plans enhance collaboration within your workspace. Commenters are particularly useful for discussing and reviewing specific stages of your project, while having multiple seats enables concurrent work on various project segments.

## CONS:

- **Higher Price Point:** The main, and essentially only, downside is the cost of both options. Considering you'll be using the workspace primarily for team collaboration, the expenses can escalate quickly.

### Example:

Both options involve charges per workspace seat, and imagine you have an agency with 7 members. You opt for the Growth plan from the "in-house teams" workspace option, with an annual payment for 7 seats.

### Here's the breakdown:

$7$  (number of seats) \*  $12$  (months for annual payment) \*  $\$49$  (annual payment per month) =  **$\$4116$**

That's a yearly maintenance expense of  **$\$4116$**  that goes directly to Webflow. Additionally, I haven't factored in the possibility of staff turnover, which could lead to paying for an unused seat, adding unnecessary costs.

- **Main differences between “For in-house teams” and “For freelancers and agencies” workspace plans**

The main difference between these two options is that the “For in-house teams” option allows you to assign roles to your team. This is an extremely powerful feature because it significantly simplifies project management and clarifies the responsibilities of each team member. Given this, it's clear that the “For in-house teams” option is much better suited for agency-type businesses.

The second major difference is that with “For in-house teams,” you get access to a special plan called “Enterprise.” This plan is unique because it has no restrictions or limits, and what's specific about it is that you need to contact the Webflow team to discuss pricing and the resources you'll need. This option is definitely not for freelancers and smaller agencies but rather for larger agencies with up to 50 employees who need custom resources directly from Webflow. An example of such an enterprise agency is FlowNinja (<https://www.flow.ninja/>) from Serbia.

## ○ **Do I need to purchase domain separately?**

Yes, you need to purchase a domain separately as it's not included with hosting. Webflow does not offer domain purchases through their platform; however, the process of buying and connecting one is not difficult. Given that Webflow's user interface is very intuitive and user-friendly, you'll easily navigate and link your domain. And if you don't get it right the first time, there are numerous tutorials on YouTube on how to connect a domain from various providers to Webflow.

We also prepared a list for you of our top 5 domain providers:

- **GoDaddy:** Known for its vast selection of domains and extensive marketing, making it one of the most recognizable names in domain registration.
- **Namecheap:** Offers competitive pricing and a user-friendly management interface, along with strong customer support.
- **Google Domains:** Provides a simple, straightforward domain registration service with the added benefit of seamless integration with Google's suite of tools.
- **Hover:** Focuses on making domain registration easy and straightforward, without upselling unnecessary services.

- **Bluehost:** While primarily a hosting service, Bluehost is also popular for domain registrations, especially for users who want to manage both hosting and domains in one place.

**(PREMESTENO DA BUDE ZADNJE)**

## ■ Conclusion

Considering the comprehensive toolset, integrated services, and additional benefits Webflow offers, its pricing reflects not just the cost of hosting but a full-fledged development ecosystem. This ecosystem supports everything from site design and development to optimization and scaling, making Webflow a worthwhile investment for those looking to create professional, high-quality websites. Whether you're a freelancer, a small agency, or a large enterprise, Webflow's platform offers a blend of flexibility, power, and ease of use that can significantly enhance your web development projects.