WEBFLOW

Site structure template

For anyone planning the pages of a Webflow site before creating it.

Site name _____ Date started _____

Sketch your page tree before opening the Designer. Each row represents one page. Mark it Static if you create it by hand, or CMS if it is a template that displays items from a Collection.

Example

Design a CMS template page once, and Webflow creates a page for each Collection item.

Home (Static)	/
└ Services (Static)	/services
└ Blog (Static)	/blog
└ Blog post (CMS)	/blog/post-slug
└ Contact (Static)	/contact

Home page

_____ / _____ ☐ Static

One sentence: what should a visitor do on the home page?

_____

Section 1

_____	/slug	☐ Static ☐ CMS
└ _____	/slug	☐ Static ☐ CMS
└ _____	/slug	☐ Static ☐ CMS
└ _____	/slug	☐ Static ☐ CMS

Section 2

_____	/slug	☐ Static ☐ CMS
└ _____	/slug	☐ Static ☐ CMS
└ _____	/slug	☐ Static ☐ CMS
└ _____	/slug	☐ Static ☐ CMS

Section 3

/slug ☐ Static ☐ CMS

/slug ☐ Static ☐ CMS

/slug ☐ Static ☐ CMS

/slug ☐ Static ☐ CMS

Section 4

/slug ☐ Static ☐ CMS

/slug ☐ Static ☐ CMS

/slug ☐ Static ☐ CMS

/slug ☐ Static ☐ CMS

Section 5

/slug ☐ Static ☐ CMS

/slug ☐ Static ☐ CMS

/slug ☐ Static ☐ CMS

/slug ☐ Static ☐ CMS

Section 6

/slug ☐ Static ☐ CMS

/slug ☐ Static ☐ CMS

/slug ☐ Static ☐ CMS

/slug ☐ Static ☐ CMS

Collection pages

Give each Collection that needs its own pages a template page.

Collection	Approx. items	URL pattern
		/collection/item-slug

Utility pages

- [ ] 404 page
- [ ] Password screen
- [ ] Search results page (added when you use site search)

Webflow stores these in the Pages panel under utility pages. Build only the ones you need.

Navigation

Top menu (up to six links)

_____

_____

_____

_____

_____

_____

Footer links

_____

_____

_____

_____

_____

_____

Plan limits to keep in mind

Checked November 2026. Webflow updates its plans from time to time, so check its pricing page.

- The Starter plan supports 2 static pages and a limited CMS with up to 50 items.
- The Basic plan supports up to 300 static pages and does not include a CMS.
- The Premium plan includes a CMS with up to 20,000 items and 40 Collections.

Learn more

Read the matching guide: **Webflow vs WordPress: which one fits your site?**
https://nvudev.com/website-builders/webflow/webflow-vs-wordpress/