



Encool website: how to edit your site in Webflow

Prepared by Robert Hickey, Fresh Digital · July 2026

Your website runs on Webflow CMS. This guide shows you where to go to change text, swap images, and update page headers, without touching the design. Ten minutes to read; keep it next to you the first few times you edit.

1. Getting in

1. Go to **webflow.com** and log in with your site's account.
2. From the dashboard, hover the Encool site and choose **Edit site** (pencil icon). This opens the Editor, the safe content-only editing mode.
3. Avoid the **Designer** (paintbrush icon) unless your developer asks you to, as it can move and restyle elements, and layout changes there are easy to make by accident.

Rule of thumb: content changes in the Editor, design changes are for your developer.

2. Editing text on a page

1. In the Editor, browse to the page you want to change (use the pages icon, bottom-left, or just navigate the site).
2. Click directly on any paragraph, heading or button label. A cursor appears; type your change.
3. Click **Save** (bottom bar), then **Publish** when you're ready for changes to go live. Nothing is public until you publish.

3. Editing products, applications and blog posts (CMS content)

Product pages, application topics, blog posts and FAQs aren't edited on the page. They're records in your CMS. Change the record and every place it appears updates automatically.

1. In the Editor's bottom bar, open **Collections**.
2. Choose the collection, e.g. Products, Topics/Applications, or Blog Posts.
3. Click the item (e.g. VHSN-J15). You'll see fields: name, description, specifications, images, manual PDF, and SEO fields.
4. Edit the fields, then **Save** and **Publish**.

To add a new product, open the Products collection and click + New item, then fill in the same fields and it appears on the site using the existing product page design.

FAQs work the same way: relevant questions also appear as a Common questions section on product and application pages, so editing an FAQ once updates it everywhere it is shown.

4. Replacing images

Images on normal pages

1. In the Editor, click the image and a settings panel appears.
2. Click **Replace image** and upload your new file.

Images on product/application/blog pages

These live in the CMS record (section 3). Open the item and replace the image field there.

Image tips

- Keep files under ~500 KB where possible (use tinypng.com or similar before uploading). Large images slow the site and hurt Google rankings.
- Name files descriptively before uploading, e.g. `hsn-j60-split-system-wine-cellar-cooling.jpg`, not `IMG_1234.jpg`.
- Always fill in the Alt text box: one plain sentence describing the image. It helps accessibility and SEO.

5. Editing headers

Headings on the page (the big titles)

Click and type, exactly like any other text (section 2). Keep one main heading per page and keep it descriptive, e.g. "Ducted split wine cellar cooling systems" rather than just "Our products".

Page titles and descriptions Google shows (SEO settings)

1. In the Editor, open the **Pages** list, hover the page and click the settings gear.
2. Under **SEO settings**, edit the Title tag (aim for under ~60 characters) and Meta description (~150 characters). These are the blue link and grey text on Google.
3. For product/topic/blog pages, the title and description come from fields in the CMS record instead; edit them there.

The navigation bar and footer

The header menu and footer are shared components. Change them once and they update on every page. In the Editor you can edit their text like normal text. Adding or removing menu links is a developer task (it's done in the Designer).

6. Publishing and undoing mistakes

- Publishing: Save keeps a draft; Publish makes it live on encool.co.uk. You can save now and publish later.
- Backups: Webflow snapshots your site automatically. If something breaks, your developer can restore a backup from Site settings → Backups. You can't permanently ruin anything with Editor changes.

7. Quick do / don't list

- DO edit text, swap images, update CMS items, and edit SEO titles/descriptions.
- DO publish only when you've checked your change in preview.

- DON'T edit in the Designer, delete collection fields, or rename page URLs (slugs): renaming URLs breaks Google rankings and any links pointing to the page.
- DON'T upload huge images straight off a camera; compress first.

*Questions or something you can't reach from the Editor? Contact Fresh Digital:
rob@freshdigital.com.au*