Strategic guide for CMOs

MIGRATING FROM WORDPRESS TO WEBFLOW

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THIS WHITEPAPER EXAMINES WHY MARKETING TEAMS ARE SHIFTING FROM WORDPRESS TO WEBFLOW.

It addresses operational and business constraints, outlines a migration framework to boost content velocity, reduce costs, and elevate SEO.

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WHY NOW?

- Google’s upcoming enforcement of Core Web Vitals will heighten performance pressure.
- WordPress maintenance costs and security risks continue rising.
- Rapid content deployment is critical for agile teams.
- According to Webflow’s 2025 survey, **91%** of marketing leaders say their website drives more revenue than any other channel, and **90%** report their tech stack has grown in the past year
- **69%** plan to maintain or increase investment in AI tools to support web initiatives

Sources

Webflow state of the website 2025

Gartner Magic Quadrant Update

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THE PROBLEM

Why WordPress falls short

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BUSINESS-LEVEL CHALLENGES

01 Time-to-market delays

Every change requires developer input.

02 High total cost of ownership

Plugin fees, licensing, and developer costs.

03 Weak ROI visibility

Multiple plugins and fragmented data obscure performance.

Sources

The Thoughest Love Letter Ever to Marketing Leaders by CMSWIRE

Webflow state of the website 2025

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OPERATIONAL-LEVEL CHALLENGES

01 Plugin overload

Over **50%** of WordPress sites use 10+ plugins, increasing performance and security risks

02 Security vulnerabilities

Frequent updates and outdated components pose threats.

03 Poor Core Web Vitals

Affecting SEO and user experience.

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THE SOLUTION

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WHY WEBFLOW

Challenge	Webflow Advantage
Slow content velocity	**Visual editor enables content teams to publish instantly without developer involvement.**
Plugin reliance	**Features like interactions, forms, and CMS are native, no additional plugins required.**
Collaboration friction	**Built-in role permissions promote marketing-owned workflows, reducing dev dependency.**
SEO / performance issues	**Clean, semantic code and fast global CDN hosting boost speed and stability.**

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STRATEGIC BENEFITS

Faster campaign delivery cycles

Reduced reliance on IT teams

Lower long-term operating costs

Improved marketing-designer-developer workflows

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MIGRATION BLUEPRINT

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3–Week Sprint

Average turnaround time:
21 business days from kickoff to launch.

Week 1 – Strategy & UX

- Discovery session
- User persona + Sitemap
- User journey map
- Website wireframes

Week 2 – Visual & UI Design

- Art direction exploration
- Visual design in Figma
- Design system creation
- Responsive design for all devices

Week 3 – Webflow Development & SEO Migration

- Webflow development
- CMS creation
- On-page & technical SEO
- URL & content migration
- Recorded Webflow training

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USE CASES

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MINT

Mint.ai is the creator of the first Advertising Resource Management (ARM) solution by leveraging AI to support companies across the globe.

Engagement	Webflow development in 2 weeks
Industry	Advertising technology
Company size	Enterprise (300+ employees)
Headquarters	New York, USA

Challenge

Mint.ai approached us in 2022 with the idea of redesigning their website. They had a website developed on WordPress and wanted to transition to a new platform that would give them better ownership over their website and, at the same time be able to update most of the stuff by their internal marketing team without a need for developers.

We analyzed the current website and competitors and proposed a new structure with a few art directions. Once we decided on that, the next step was to build all in Webflow and provide training and monthly support for their marketing team.

The New website generated outstanding results by driving more traffic and converting viewers into leads to this day.

What we did

- Consult on stucturing website in Figma
- Develop all pages in 2 weeks in Webflow
- Monthly support and updates

Recognition

- Have over 200 daily website visitors
- Website generates over 500 leads every two months

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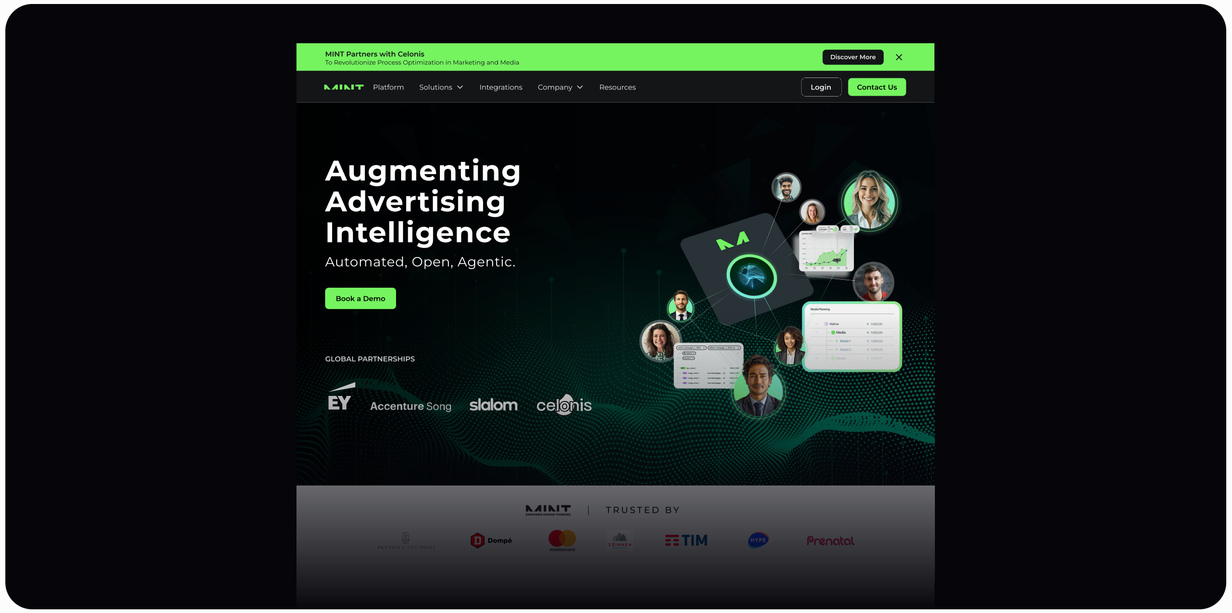

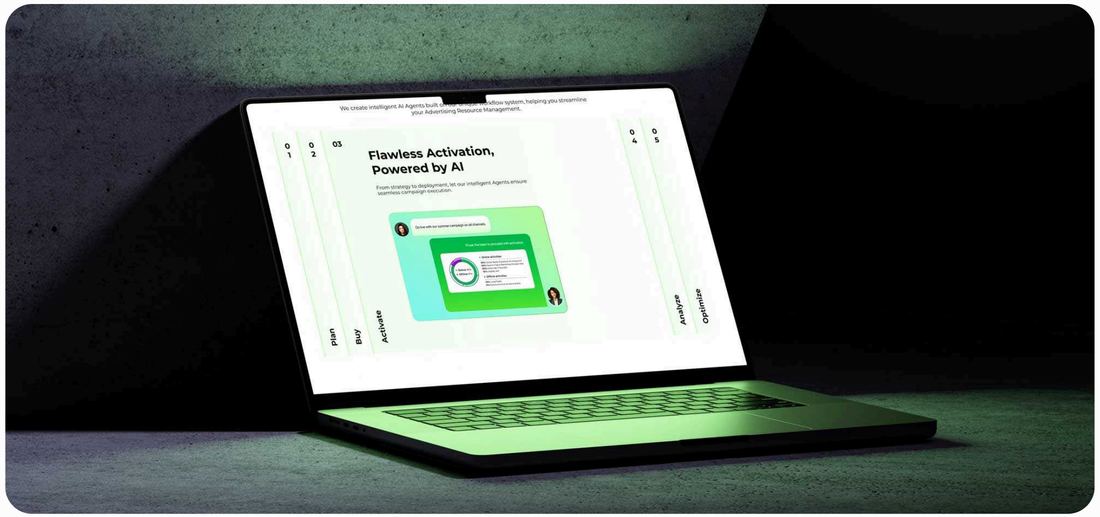

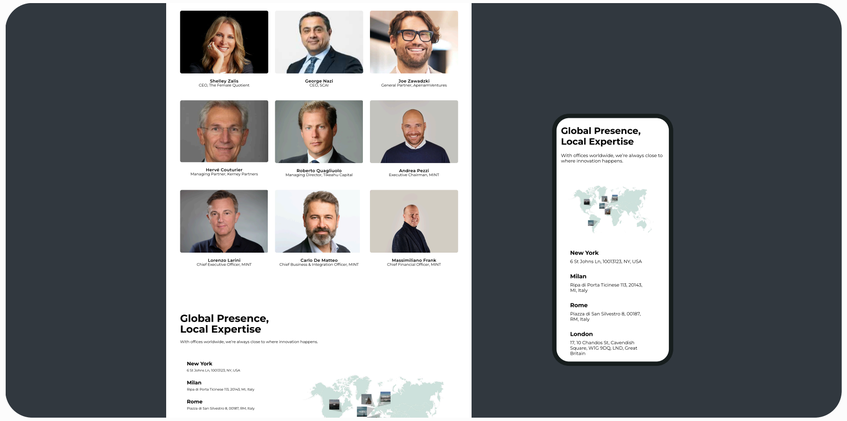

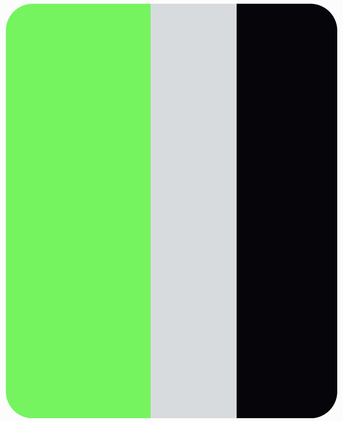

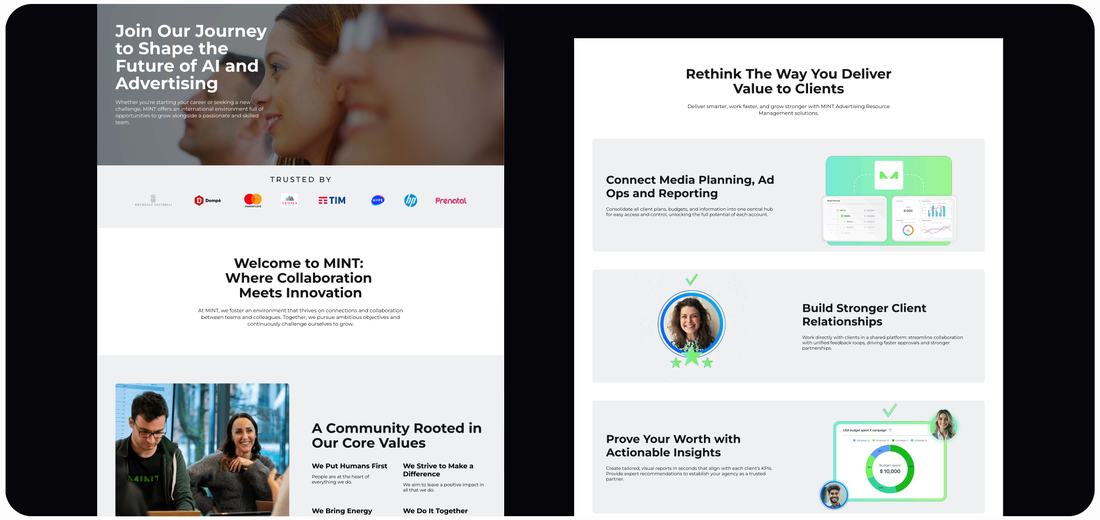

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MILIVOJA

MILIVOJA is an industrial design, engineering, and prototyping company. It introduces a rather innovative and balanced design with the express purpose of creating meaningful experiences.

Engagement	WordPress Migration, Webflow Development
Industry	Industrial design agency
Company size	Small (10+ employees)
Headquarters	USA

Challenge

Milivoja needed a website that would not only reflect their sophisticated design language but also serve as a high-performance digital portfolio to attract premium clients. The site had to be visually compelling, fully responsive across devices, and optimized for seamless performance while showcasing high-resolution imagery and embedded videos. They faced several key challenges as they continued to scale: Outdated digital presence Lack of a visual "wow" factor Unresponsive and inconsistent experience Difficult to manage and scale

What I did

We brought the Figma designs to life in Webflow, ensuring every interaction, image, and layout detail was handled with care. The result is a high-performance website that perfectly mirrors the studio's visual identity and delivers a smooth user experience.

- Developed the site in Webflow with clean, semantic structure
- Achieved 1:1 accuracy with the original Figma designs
- Implemented responsive layouts for all breakpoints
- Optimized all images and videos for fast loading without quality loss
- Ensured high performance scores and smooth user experience on all devices

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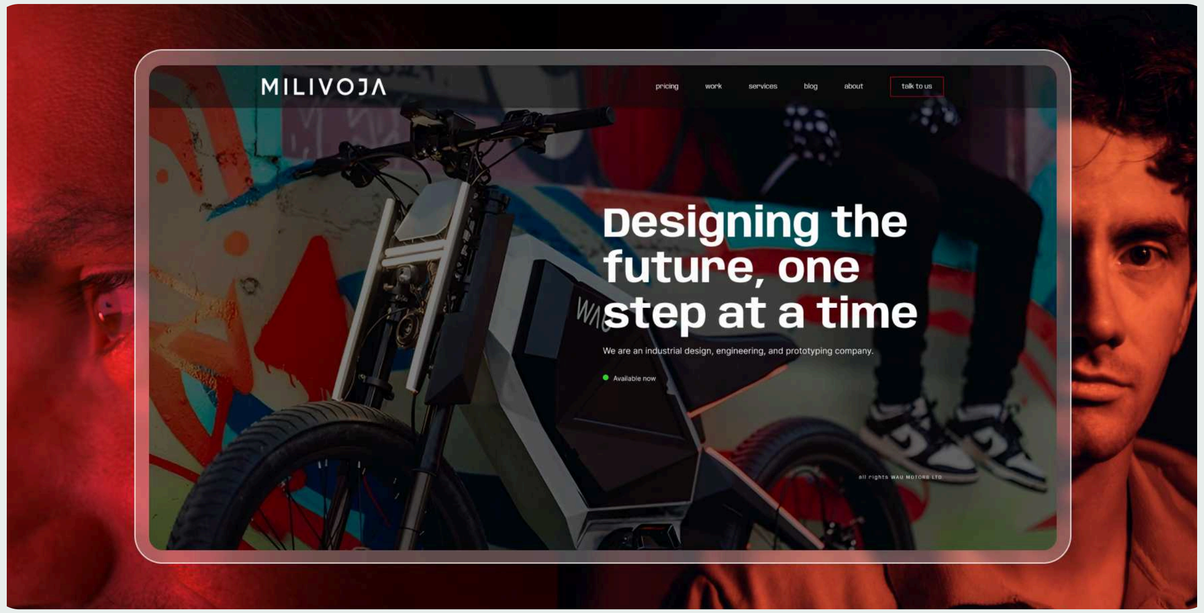

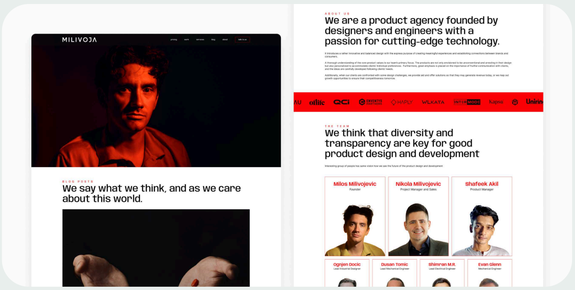

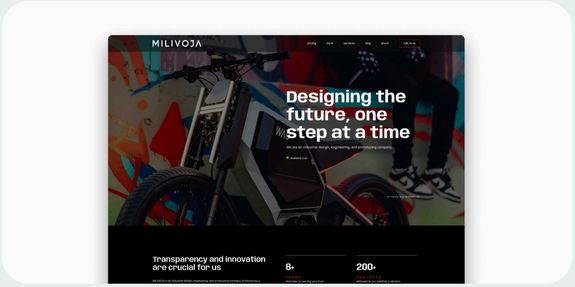

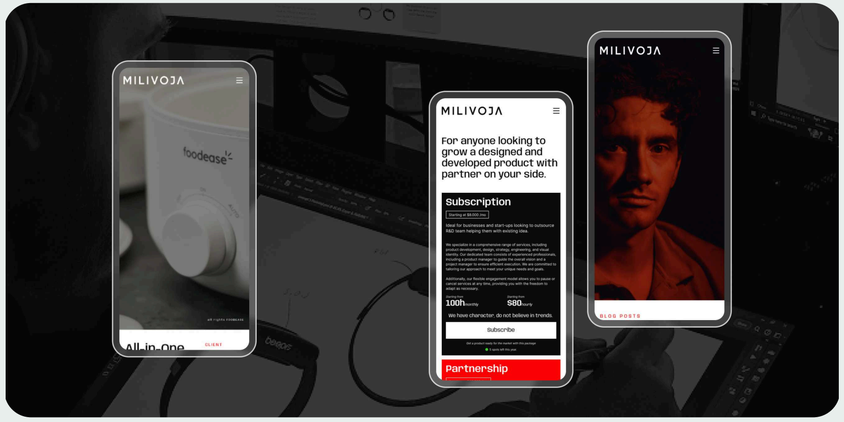

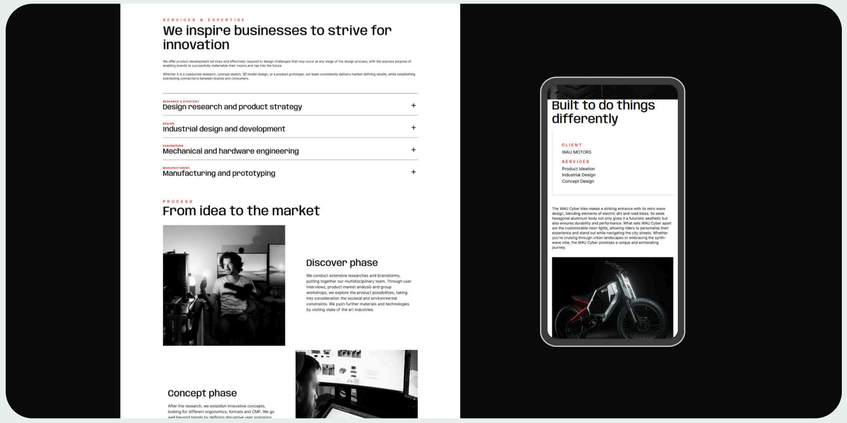

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VISA FRANCHISE

Visa Franchise helps international entrepreneurs secure U.S. residency through franchise investment by offering a turnkey solution that combines immigration expertise, vetted franchise opportunities, and full legal and business support.

Engagement	WordPress Migration & Redesign
Industry	Visa Franchise
Company size	Small (20+ employees)
Headquarters	Miami, USA

Challenge

One of the biggest challenges we faced when redesigning the Visa Franchise website was overcoming the limitations of their outdated WordPress setup. Over time, the site had become weighed down by hardcoded templates, conflicting visual builders, and an overreliance on developers for even minor updates. This not only slowed down the marketing team's ability to launch new campaigns but also created confusion for users trying to understand Visa Franchise’s core offering. Our goal was to create a system that’s easy to manage, conversion-focused, and clearly communicates the company’s value from the first visit.

What we did

- Full migration to Webflow in just 3 weeks
- Creation of a unified design system
- Clear homepage narrative and messaging
- SEO-focused content architecture
- Flexible landing page and gated templates
- Integrated HubSpot forms and analytics
- Refined blog and resource structure

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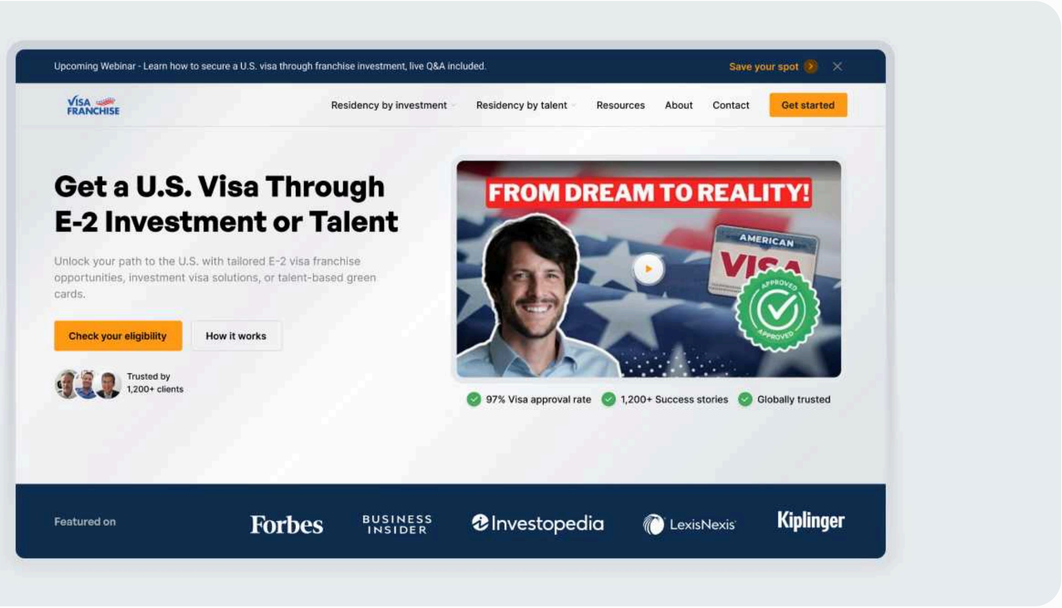

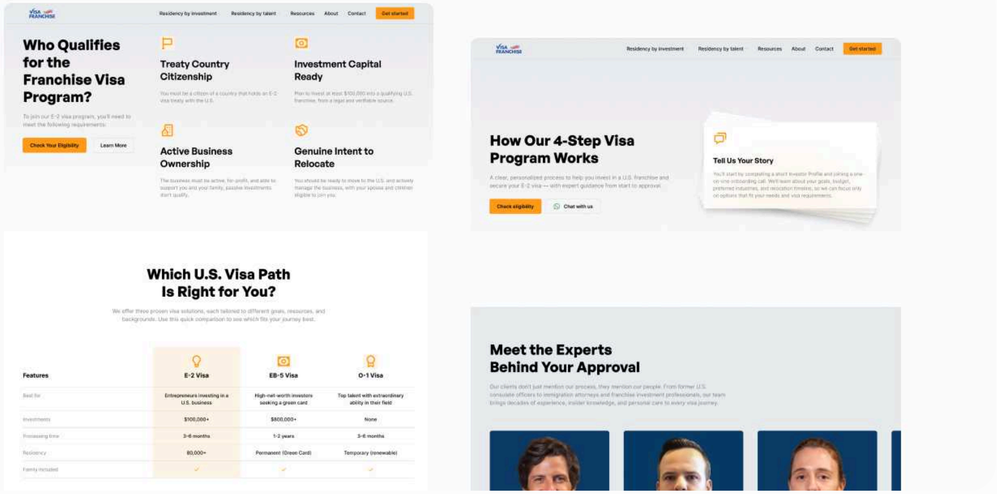

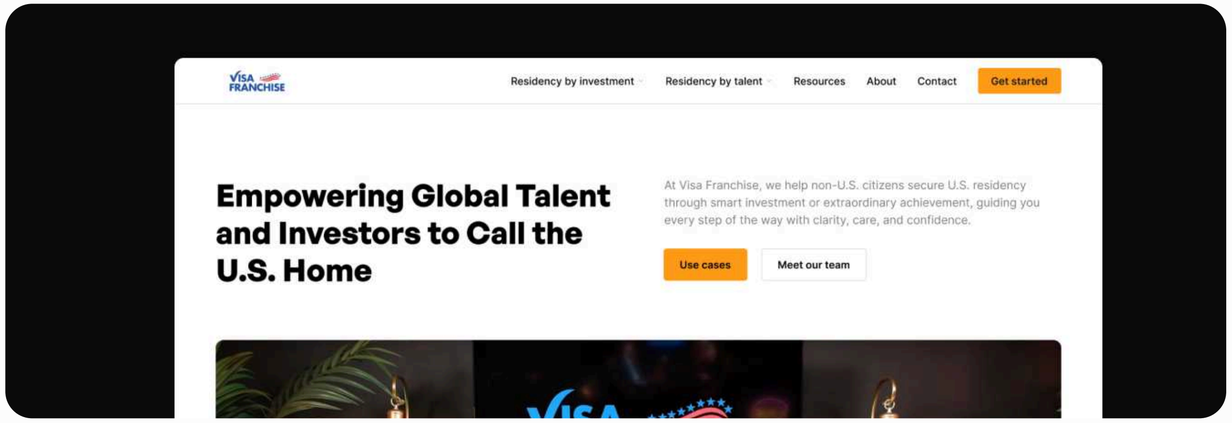

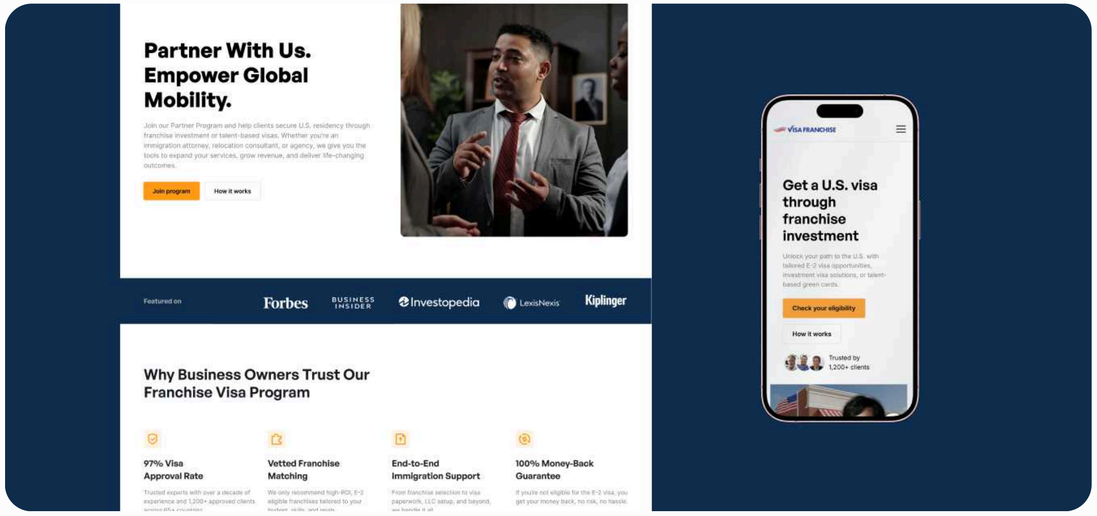

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ROI IMPACT

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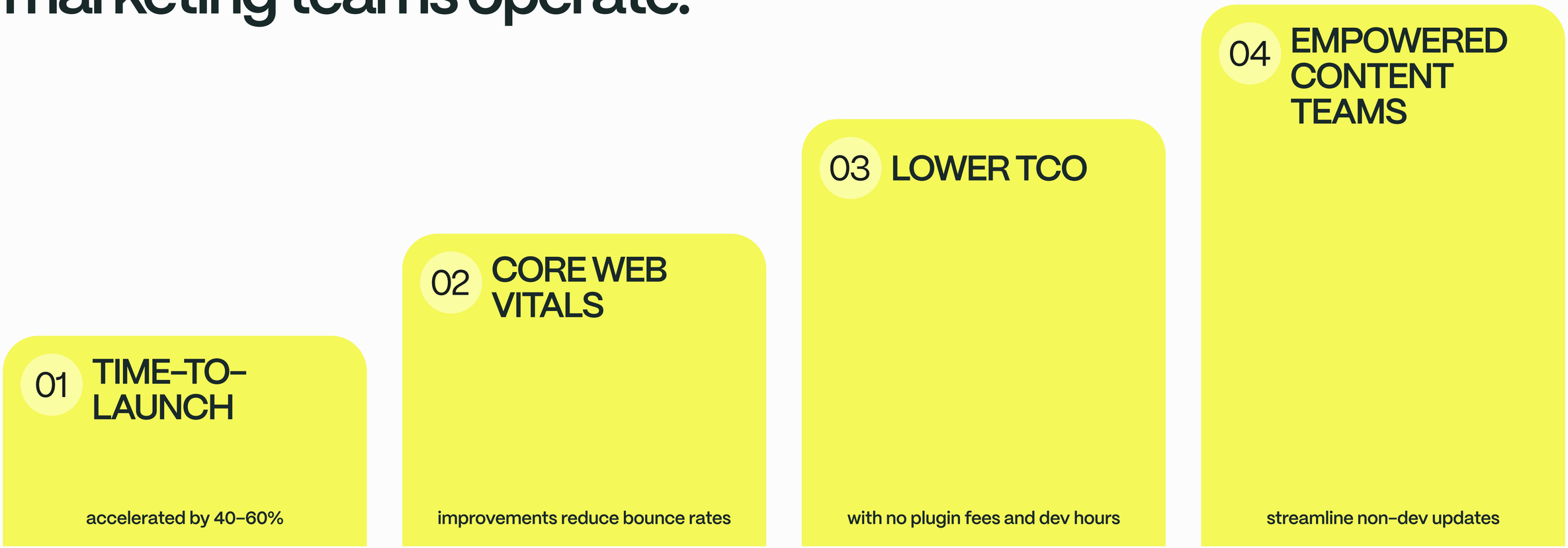
Migrating to Webflow isn't just a design or platform change, it's a structural shift in how marketing teams operate.



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RISK MITIGATION

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Without expert planning, platform migrations can damage rankings, UX, and brand trust.

01 REDIRECTS

Preserve SEO

02 CONTENT AUDITS

Ensure quality

03 CLEAR OWNERSHIP

Weekly reviews to prevent delays

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FIT & ASSESSMENT

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Use the following self–score (0–5) to evaluate readiness:

Note: Webflow may be less suitable if you run large–scale ecommerce or depend on proprietary backend systems.

IF YOUR AVERAGE ≥3.5, A MIGRATION IS STRONGLY RECOMMENDED.

- Content updates often require dev help
- Marketing wants to publish independently
- Reliant on WordPress plugins
- SEO and speed are priorities

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WHO WE ARE

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Broworks – Webflow Agency

Founded in 2019

10+ People

Offices in Belgrade & Montreal

Remote-local culture

3 departments

- Design
- Development
- Marketing

8 teams

- Webflow development
- Branding
- UI design
- HubSpot development
- UX design
- SEO
- Marketing
- Backend (Bubbles/Xano)

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NEXT STEPS

Book a free 30-minute consultation

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Kralja Milana Obrenovica 18, 26000 Pancevo, Serbia