



Real data on cost, timelines, and migration risk from
projects we actually delivered

WHAT 55 WEBFLOW PROJECTS TAUGHT US

How we built this report

This report is built from 55 fully documented Webflow projects completed by Browworks between 2023 and 2026. Every project in the dataset has complete records for: original scoped cost, final invoiced cost, estimated timeline at kickoff, actual delivery date, page count, CMS structure, integrations, project type, and where applicable, delay causes.

We excluded projects where scope changed significantly mid-engagement due to factors outside the original brief. We did not exclude projects that ran over on timeline or cost for other reasons. Those are included, they are some of the most instructive data points in here.

3 **55** **90%**

Project types covered

Fully documented projects analyzed

Delivered within the estimated window

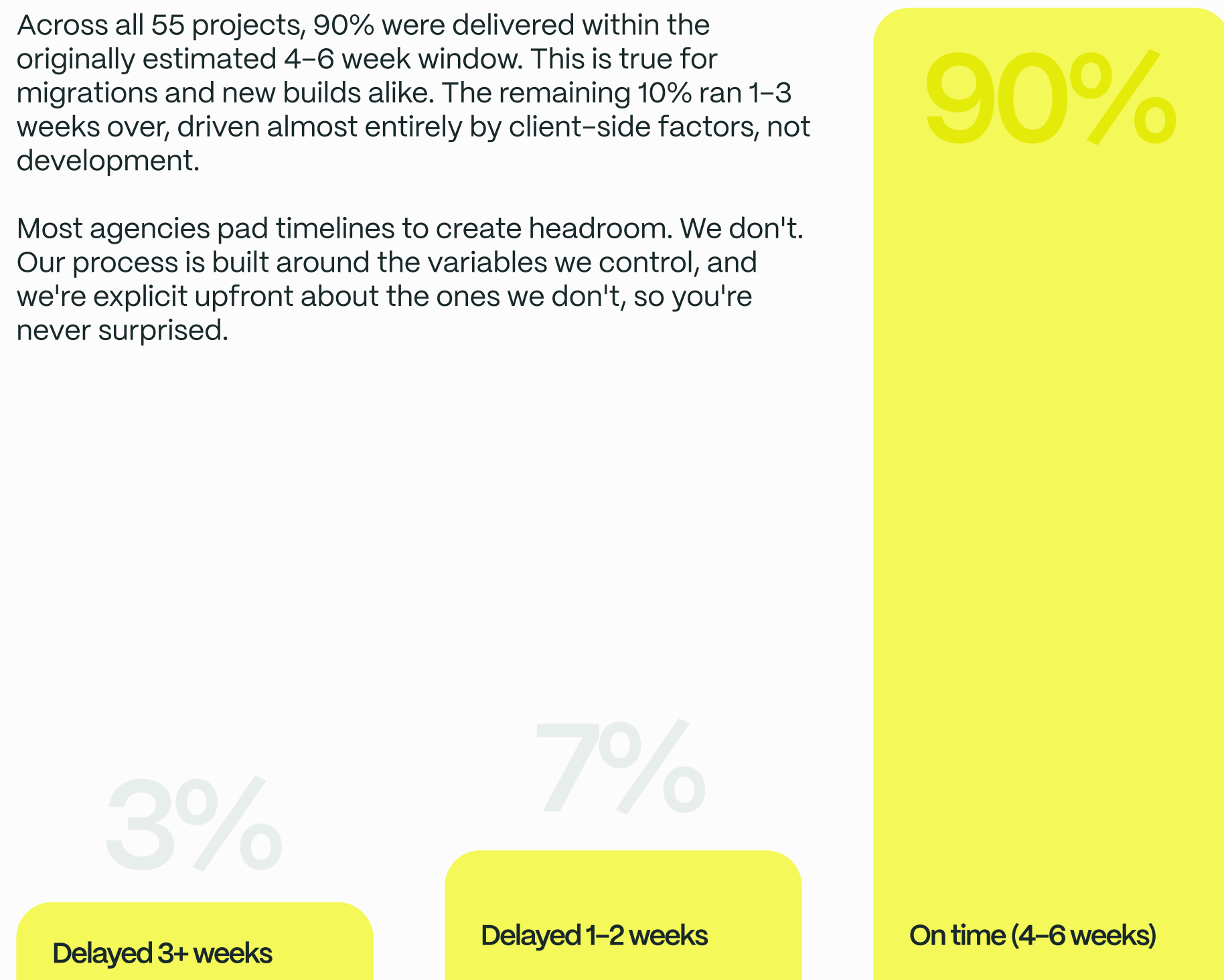
Project breakdown

Project Type	Count	Share
WordPress → Webflow migrations	20	36%
Marketing & branding sites	30	55%
SaaS websites	5	9%
TOTAL	55	100%

We say 4–6 weeks. We deliver in 4–6 weeks.

Across all 55 projects, 90% were delivered within the originally estimated 4–6 week window. This is true for migrations and new builds alike. The remaining 10% ran 1–3 weeks over, driven almost entirely by client-side factors, not development.

Most agencies pad timelines to create headroom. We don't. Our process is built around the variables we control, and we're explicit upfront about the ones we don't, so you're never surprised.

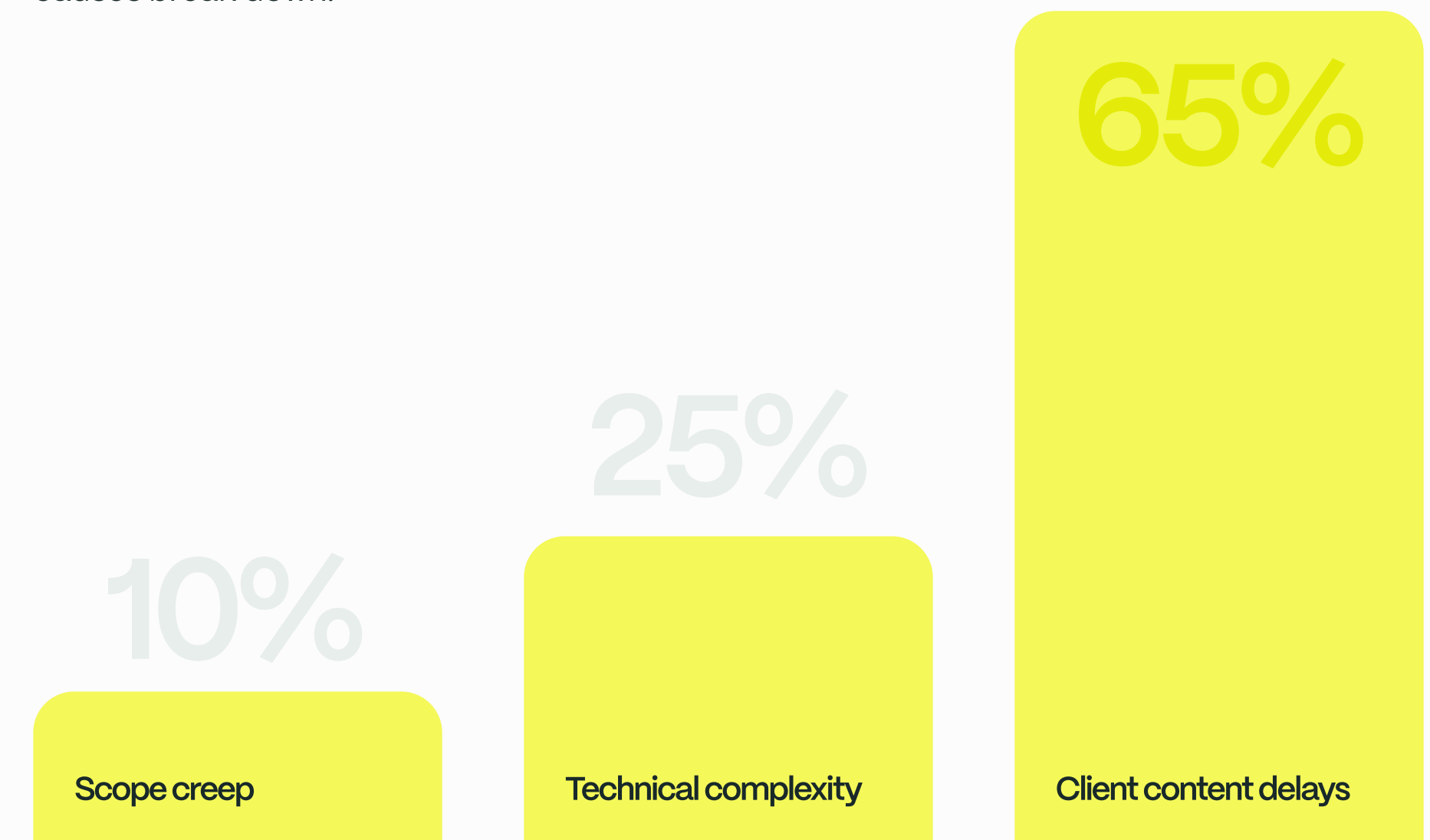


Timeline accuracy across 55 projects

What this means: The biggest risk to your timeline is not development, it's arriving with missing content, unclear feedback ownership, or undefined brand assets. We'll tell you exactly what we need and when. Projects that show up prepared finish on time.

When delays happen, here is why

Of the 10% that ran over, here is how delay causes break down:

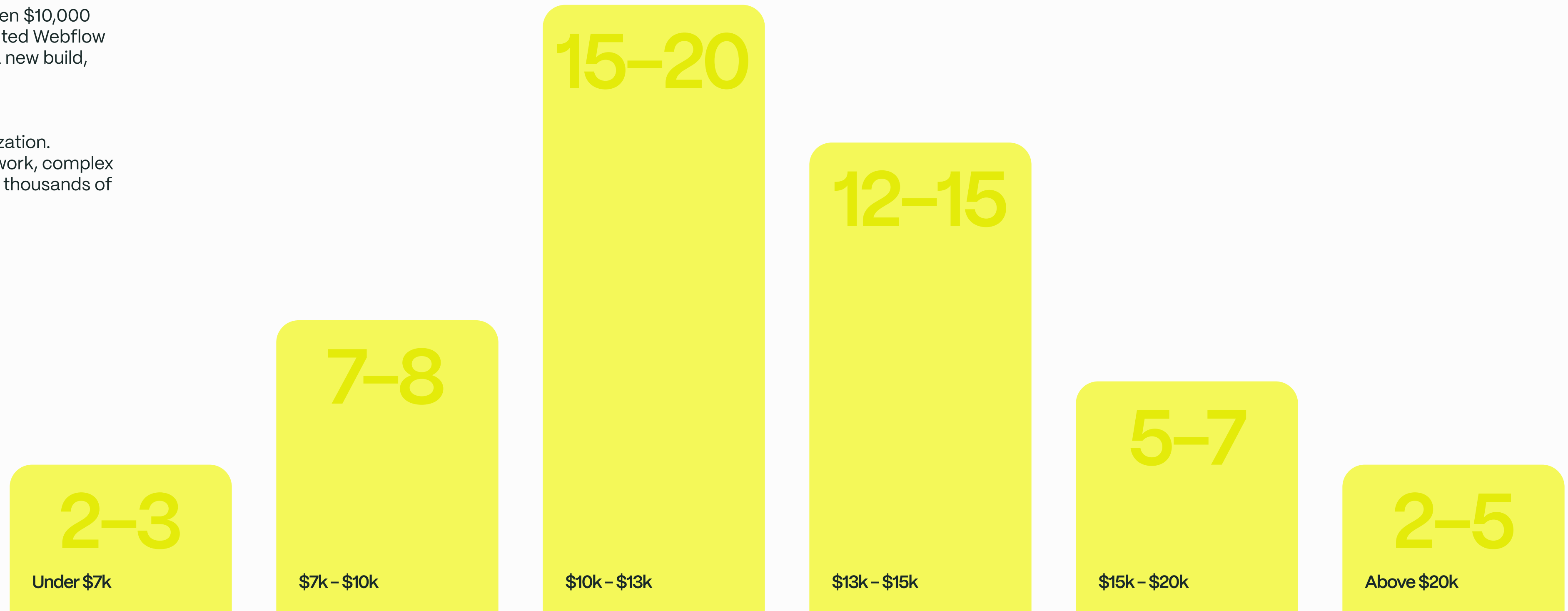


Primary delay cause across overdue projects only

The real cost of Webflow project

Across our dataset, costs cluster heavily between \$10,000 and \$15,000 USD for most professionally executed Webflow projects. This holds whether it's a migration or a new build, the variables that shift cost are not the project type, but the scope decisions within it.

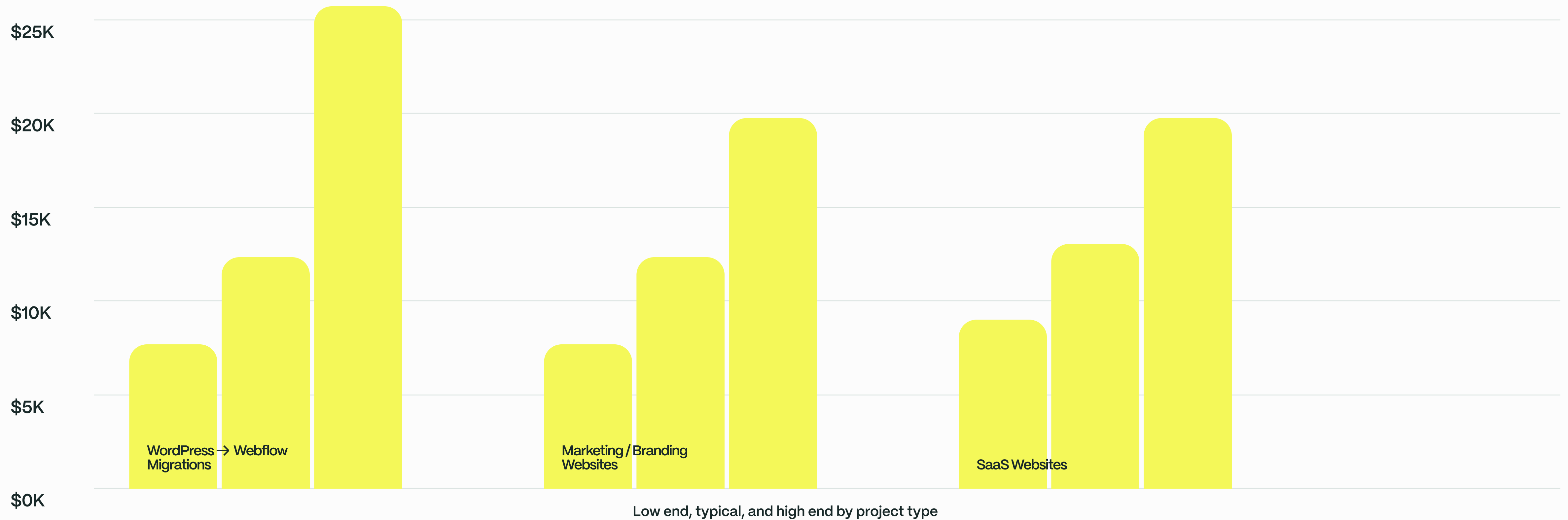
Projects below \$7,000 involve minimal customization. Projects above \$20,000 include brand refresh work, complex integrations, or large-scale CMS migration with thousands of content items.



Cost distribution across 55 projects (USD)

Cost by project type

Migrations run slightly higher than new builds, not because they're harder to design, but because data transfer, content restructuring, and CMS remapping add real, billable time.



Migrations are not a technical task, they're a strategic reset

Every migration in our dataset is WordPress to Webflow. The pattern is consistent: clients arrive with a site that's slow, hard to update, and requiring a developer for every small change. They leave with a Webflow site their marketing team can operate.

What separates a migration that works from one that damages SEO, confuses users, or just moves problems to a new platform: a content audit before a single page is built. Every Browworks migration starts there.

A migration that needed a phased launch

Frontera Search Partners had a WordPress site limiting speed, CMS flexibility, and team autonomy. The migration involved a full redesign, a new logo, and a Bullhorn integration for job listings, a complex technical challenge that we solved by phasing the launch: core site live at week 5, Bullhorn integration shipped one month later once the architecture was validated.

Result: 5x increase in candidate applications within 60 days of launch.

	Webflow Migration	New Build
Typical cost	\$10,000 - \$15,000	\$12,000 - \$16,000
Timeline	4-6 weeks	4-6 weeks
Top cost driver	CMS volume & content restructuring	Animations & custom integrations
Top delay risk	Client content delivery	Stakeholder review rounds
Common add-on	SEO redirect mapping	Brand refresh (+2-3 wks)
Brand work included	Often: logo facelift, colors, typography	Optional

What actually makes a project cost more

Based on 55 projects, these are the five variables most correlated with final cost, in order of impact.

1

Custom integrations

Third-party platforms, Bullhorn, Xano, Wized, Memberstack, HubSpot, custom scheduling, are the single biggest cost multiplier. Budget \$2,000–\$6,000 per non-standard integration depending on complexity.

2

CMS volume in migrations

Migrating 50 items is straightforward. Migrating 2,000 requires architecture decisions, content auditing, and client-side cleanup. This is where migrations legitimately cost more than new builds.

3

Animations & interactions

Scroll-triggered animations, parallax, and custom hover states add real development time. Worth it when they serve conversion, not when decorative.

4

Brand refresh scope

Logo facelift, color palette, and typography work adds \$2,000–\$4,000+ and 2–3 weeks. We scope this separately so it's always visible.

5

Stakeholder count & review cycles

Not a line item, but projects with 4+ stakeholders in review consistently run longer. We flag this during scoping and structure reviews accordingly.

Projects that moved the needle

Cost and timeline data tells you what a project takes. Results tell you what it's worth. These are verified outcomes from a selection of projects in our portfolio.



WordPress → Webflow migration Consulting · Miami, USA

+284%

Organic traffic increase

1 month post-launch · verified via SEMrush Full migration in 3 weeks · unified design system · HubSpot integration



JACK FINDARO
Co-founder of Vetted Biz & Visa Franchise



WordPress → Webflow migration · Healthcare Staffing · Dallas, USA

5X

Candidate applications

Within 60 days of launch Phased launch with Bullhorn integration · logo redesign · new CMS



JILLIAN RENKEN
Marketing Manager at Frontera Search Partners



Full rebrand × 2 · Monthly retainer · Telecom / Defence · USA

2X

2 full brands delivered

Ongoing monthly retainer Logo redesign · UX overhaul · engineer-focused product pages



GUY FOSTER
Senior Director of Marketing

How to use this data before you brief anyone

If you're planning a Webflow project in the next 90 days, whether a migration, a new build, or a redesign, these five principles will determine whether it goes smoothly or not.

01

Budget for what the data shows, not what you hope

The \$10k–\$15k range is where most professionally executed projects land. A quote of \$4,000 for a full migration with integrations means something is being cut, usually discovery, CMS architecture, or post-launch support.

02

Have your content ready at kickoff, not week three

65% of delays come from client-side content. Copy, images, and brand assets need to be ready when development starts, not handed over in rounds.

03

Scope integrations before you agree to anything

HubSpot, scheduling tools, job boards, custom APIs, anything discovered mid-project is the primary cause of budget creep. Declare everything upfront.

04

Treat a migration as a content audit, not a copy-paste

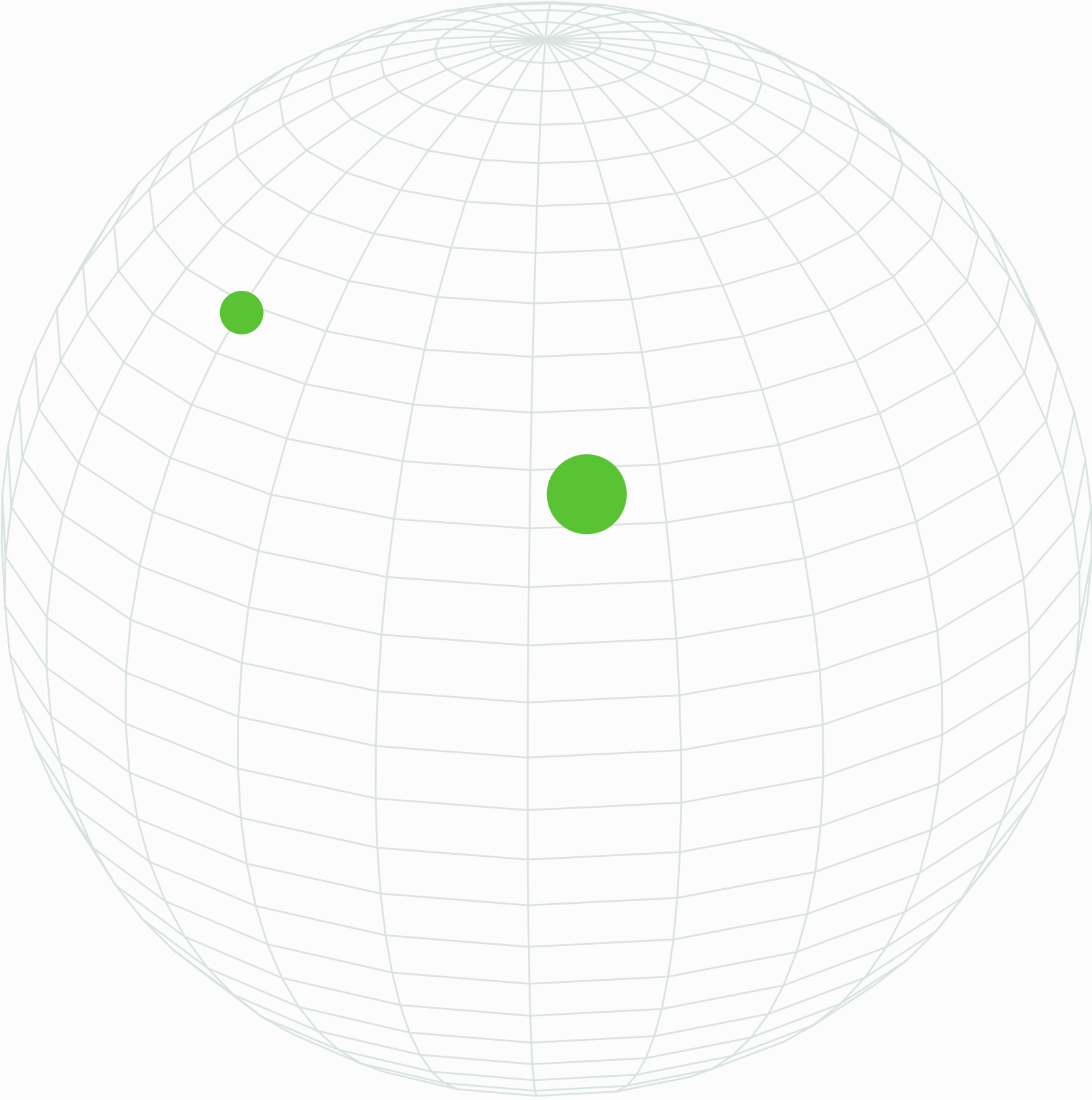
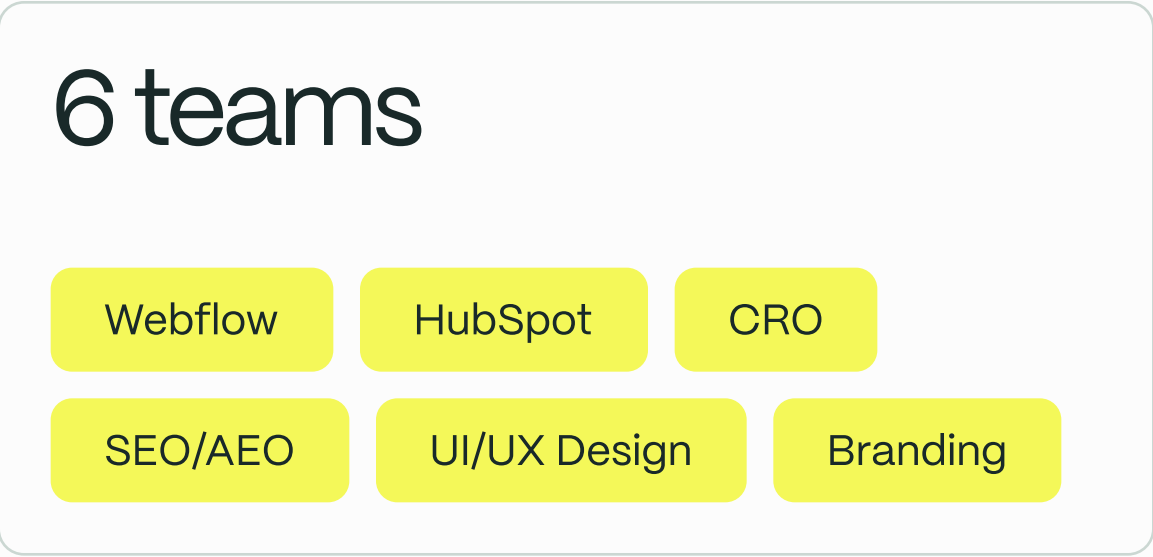
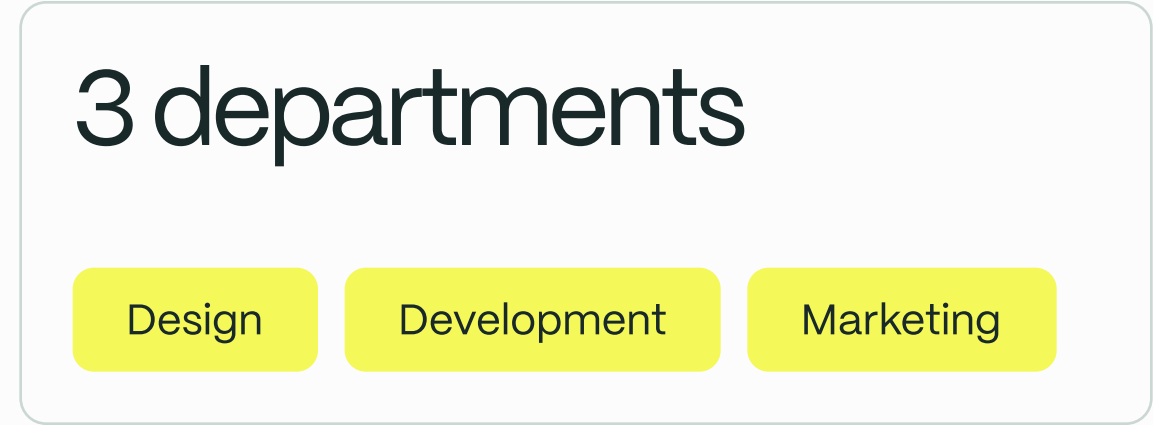
A migration that moves your old site to a new platform has limited value. The agencies doing it right start with a content audit and CMS architecture decision, before design begins.

05

Ask for a phased plan if your project is complex

For projects with multiple integrations or heavy CMS migration, a phased launch, core site first, complex integrations following, gets you live faster and de-risks the overall timeline.

Broworks: A Strategy-First, ROI-Driven Webflow Partner



- ✓ Webflow certified experts
- ✓ Migration specialists
- ✓ AEO & AI visibility pioneers
- ✓ Structured sprint methodology
- ✓ Transparent collaboration
- ✓ Multi-disciplinary in-house team
- ✓ All team members are seniors with 10+ years of experience



READY TO PLAN YOUR PROJECT?

We'll review your current setup, understand your goals, and give you a realistic picture of what your project looks like, based on the same data you just read, applied to your specific situation.

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