

# Webflow vs WordPress

## Platform Comparison Checklist for B2B Websites

Use this comprehensive checklist to evaluate whether Webflow or WordPress is the right platform for your B2B website. Score each criterion based on your specific business needs, technical resources, and growth trajectory. Each section includes decision factors to help you make an informed choice.

### How to Use This Checklist

- 1. Review each category** and evaluate which platform better meets your requirements
- 2. Mark checkboxes** for the platform that scores higher in each criterion
- 3. Tally your results** at the end to see which platform aligns with your needs
- 4. Consider deal-breakers** - some criteria may be non-negotiable for your business

### 1. Performance & Technical Infrastructure

Criterion	Webflow <input type="checkbox"/>	WordPress <input type="checkbox"/>	Notes
Page load speed consistently under 2 seconds	<input type="checkbox"/>	<input type="checkbox"/>	Webflow avg 1.2s / WordPress avg 2.8s
Core Web Vitals meet Google standards	<input type="checkbox"/>	<input type="checkbox"/>	Critical for SEO and user experience
Built-in CDN included at no extra cost	<input type="checkbox"/>	<input type="checkbox"/>	Webflow includes CloudFront CDN
Automatic image optimization	<input type="checkbox"/>	<input type="checkbox"/>	WebP/AVIF format support
Mobile performance score above 90	<input type="checkbox"/>	<input type="checkbox"/>	Test on PageSpeed Insights
No plugin dependencies for speed	<input type="checkbox"/>	<input type="checkbox"/>	WordPress requires caching plugins
Handles traffic spikes automatically	<input type="checkbox"/>	<input type="checkbox"/>	Auto-scaling capabilities
Clean, semantic HTML output	<input type="checkbox"/>	<input type="checkbox"/>	Impacts SEO and accessibility

### 2. Security & Compliance

Criterion	Webflow <input type="checkbox"/>	WordPress <input type="checkbox"/>	Notes
Zero security vulnerabilities in past year	<input type="checkbox"/>	<input type="checkbox"/>	Webflow: 0 / WordPress: 18,000+
Automatic security updates/patches	<input type="checkbox"/>	<input type="checkbox"/>	No manual intervention required

No plugin vulnerability risk	■	■	95% of WordPress hacks via plugins
Built-in SSL certificates (auto-renewing)	■	■	HTTPS enforced by default
DDoS protection included	■	■	Enterprise-grade mitigation
SOC 2 Type II compliance	■	■	Important for enterprise clients
Two-factor authentication available	■	■	Account security features
Regular security audits by platform	■	■	Professional security team
Backup and restore capabilities	■	■	Data protection and recovery

### 3. Cost & Maintenance

Criterion	Webflow ■	WordPress ■	Notes
Predictable monthly/annual costs	■	■	No surprise expenses
Total annual cost under \$5,000	■	■	Webflow avg \$1.5-4k / WP \$6-20k
No separate hosting fees required	■	■	All-inclusive vs separate services
Minimal ongoing maintenance time	■	■	Webflow: 0hrs / WordPress: 4-8hrs/mo
No plugin license renewals	■	■	WordPress needs multiple premium plugins
No developer needed for updates	■	■	Marketing team independence
Automatic platform updates	■	■	Zero technical overhead
No compatibility testing required	■	■	WordPress plugin conflicts common

## 4. Team Capabilities & Workflow

Criterion	Webflow ■	WordPress ■	Notes
Non-technical team can manage site	■	■	Marketing independence
Visual editor (no code required)	■	■	WYSIWYG design capabilities
Quick content updates (same day)	■	■	Webflow: minutes / WP: days
Designer-friendly interface	■	■	Pixel-perfect design control
Staging environment included	■	■	Test before publishing
Version control/history	■	■	Rollback capabilities
Collaboration features built-in	■	■	Team roles and permissions
No developer bottleneck	■	■	Campaign velocity

## 5. SEO & Marketing Capabilities

Criterion	Webflow ■	WordPress ■	Notes
Built-in SEO features (no plugins)	■	■	Meta tags, sitemaps, redirects
Clean URL structure	■	■	SEO-friendly permalinks
Schema markup support	■	■	Structured data for rich snippets
Mobile-first responsive design	■	■	Google's ranking factor
Fast page speed (SEO ranking factor)	■	■	Core Web Vitals impact
Easy content optimization	■	■	Marketing team can optimize
Form builder included	■	■	Lead capture capabilities
Analytics integration (GA, etc.)	■	■	Tracking and insights

## 6. Scalability & Future Growth

Criterion	Webflow ■	WordPress ■	Notes
Handles increased traffic automatically	■	■	No infrastructure management
Content library under 25,000 items	■	■	Webflow CMS limitation
Multi-site management capabilities	■	■	Multiple brands/regions
API access for integrations	■	■	Connect to other tools
E-commerce ready (if needed)	■	■	Built-in vs WooCommerce
Scales without technical debt	■	■	Platform evolution

Enterprise features available	■	■	Advanced needs support
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## 7. Design & Customization

Criterion	Webflow ■	WordPress ■	Notes
Pixel-perfect design control	■	■	Match brand guidelines exactly
Custom animations without code	■	■	Interaction design capabilities
Responsive design tools	■	■	Desktop, tablet, mobile optimization
Design system capabilities	■	■	Reusable components
No theme limitations	■	■	True custom design freedom
Professional templates available	■	■	Starting point quality
White-label capabilities	■	■	Client/agency use

## 8. Advanced Requirements & Custom Functionality

Criterion	Webflow <input type="checkbox"/>	WordPress <input type="checkbox"/>	Notes
Custom database structures needed	<input type="checkbox"/>	<input type="checkbox"/>	Complex relational data
Third-party plugin ecosystem required	<input type="checkbox"/>	<input type="checkbox"/>	Specific functionality needs
Custom post types and taxonomies	<input type="checkbox"/>	<input type="checkbox"/>	Advanced content organization
Membership/user management	<input type="checkbox"/>	<input type="checkbox"/>	Client portals, logins
Multilingual site requirements	<input type="checkbox"/>	<input type="checkbox"/>	International presence
Advanced filtering and search	<input type="checkbox"/>	<input type="checkbox"/>	Product catalogs, directories
Custom integrations with legacy systems	<input type="checkbox"/>	<input type="checkbox"/>	Enterprise tech stack
Developer resources available in-house	<input type="checkbox"/>	<input type="checkbox"/>	Technical team capacity

### Evaluating Your Results

**Count your checkmarks for each platform across all categories.** The platform with more checkmarks generally aligns better with your needs. However, consider these additional factors:

<b>Webflow Total:</b> _____	<b>WordPress Total:</b> _____
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### Decision Guidelines

#### Choose Webflow if:

- You scored higher on Performance, Security, Cost, Team, and Design sections
- Your technical resources are limited
- Marketing team independence is a priority
- You want predictable costs and minimal maintenance
- Content needs fit within 25,000 CMS items

#### Choose WordPress if:

- You scored higher on Advanced Requirements and Scalability sections
- You have in-house WordPress development expertise
- You need highly custom functionality or complex databases
- Specific enterprise integrations require custom plugins
- Content exceeds 25,000+ items with complex relationships

**Key Consideration:** Even if scores are close, identify your "deal-breakers"—requirements that are non-negotiable for your business success. A single critical need may outweigh other factors.

## Next Steps

1. **Review your scoring** and identify which platform better matches your requirements
2. **Consider migration complexity** if switching from your current platform
3. **Calculate total cost of ownership** using our ROI calculator (download at [happiworks.io](https://happiworks.io))
4. **Schedule a consultation** with HappiWorks if considering a Webflow migration
5. **Test drive Webflow** with a free account to experience the platform firsthand

### Ready to Migrate from WordPress to Webflow?

Contact HappiWorks for a free migration consultation.  
Visit [happiworks.io](https://happiworks.io) to discuss your specific needs, timeline, and ROI projections.