DIGITAL MAKERS

Free guide

01 Guide | 02 Webflow | 03 B2B

Webflow for B2B. The complete guide.

Costs · Migration · SEO · Team workflow

A new Webflow site

from €10,000

Strategy, Figma design, Webflow build, CMS and technical SEO

Webflow site plan

$15–25

Per month, billed yearly. Hosting and updates included

First call to launch

10–12 weeks

For a typical B2B site, in six steps

What a Webflow website costs, where it beats WordPress, its real limits and how a project runs from first brief to launch. In one document, easy to share with your team or management.



By Nick Bazuin and Robin Busch

digitalmakers.nl

Webflow fits B2B teams that want to own their site.

Webflow is a strong choice for B2B companies whose marketing team wants to change pages and publish content without waiting for a developer. It is a weaker fit if you need complex customer portals, heavy back-end logic or a large web shop.

Good fit

Marketing owns the site

Your team edits pages, launches landing pages and publishes cases and articles itself. The site has up to a few thousand CMS items.

Weaker fit

The site is really an application

Logged-in areas with accounts and permissions, heavy custom back-end logic, or a very large web shop or archive.

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01

Why B2B companies move to Webflow

Most companies that come to us are not looking for Webflow. They are looking for a site their marketing team can actually work with. Webflow happens to be the answer more often than not, for four reasons.

01

Your team edits without a developer

Pages are built from components your team can reuse. A new landing page or case study is a matter of hours, not a ticket in someone else's queue.

02

No plugins to keep alive

Webflow hosts the site and maintains the platform. There are no plugin updates, theme conflicts or security patches to schedule every month.

03

Speed comes built in

Webflow outputs clean code and serves it through a global CDN. You still need to handle images and scripts with care, but you start from a fast base instead of a heavy theme.

04

Design is not a compromise

What gets designed in Figma is what goes live. Motion, layout and typography do not get simplified because a template can't handle them.

> "One platform for design, content and hosting. So the site your team edits is the same site visitors see, without themes, plugins or a server in between."
>
> Nick Bazuin and Robin Busch, founders of Digitalmakers

02

What a Webflow website costs

A Webflow website built by Digitalmakers starts from €10,000, excluding VAT and the Webflow site plan. That covers a compact B2B site: strategy, design in Figma, the build in Webflow, a CMS your team can manage, technical SEO and a handover session.

The final price depends on a handful of choices you make early.

What drives the price	Why it matters
Number of unique page templates	Each template is designed and built once, then reused
CMS collections	Cases, vacancies, articles and team members each need their own structure
Integrations	A CRM, ATS or n8n workflow adds build and testing time
Motion and interaction	Custom animation takes design and development time
Languages	Every language adds translation, review and SEO work
Content and photography	Writing, shoots and video are often the largest variable

Running costs

Webflow site plan

From $15 a month (Basic) to $25 a month (Premium), billed yearly. Premium allows up to 20,000 CMS items.

Per extra language

Webflow Localize

From $12 a month per language. Translation, a native read and keyword research per language come on top.

03

Webflow or WordPress?

Both can carry a serious B2B site. The difference is who maintains it and who can change it.

Choose Webflow when

- Marketing owns the site and wants to edit it directly
- You want design and motion without template limits
- You'd rather not manage hosting, updates and security
- The site has up to a few thousand CMS items

Choose WordPress when

- You rely on specific plugins with no alternative
- You need complex logged-in areas or custom back-end logic
- You have developers in-house who maintain it
- You run a large web shop or a very large content archive

> We build in Webflow, so read this with that in mind. When a project fits WordPress better, we say so in the first call.

04

The limits of Webflow, honestly

Webflow is not the right tool for every site. These are the limits we run into most, and how we deal with them.

01 **CMS size**

Collections and items are capped per plan. Premium allows 20,000 items, which is plenty for most B2B sites but not for a large catalogue.

02 **Logic**

Webflow is not a back-end. Forms that need routing, calculations or syncing to other systems need an extra layer. We use n8n for that.

03 **Logged-in areas**

Customer portals with accounts, permissions and personal data are better built on a dedicated platform.

04 **Custom code**

Possible, but it needs a place to live. We manage ours in Slater so it stays versioned and readable.

05 **Costs per site**

Webflow charges per site and per workspace seat, which adds up for groups running many sites.

05

How a Webflow project runs

A typical B2B site goes from first call to launch in 10 to 12 weeks. Every project follows the same six steps.

1

Brief and strategy

Who the site is for, what it needs to do and how we'll measure it.

2

Design in Figma

Key pages first, then a design system of components and styles.

3

Build in Webflow

Components, CMS collections and interactions, built to match the design.

4

Content and SEO

Copy, metadata, redirects and structured data in place before launch.

5

Testing

Speed, accessibility, forms and every breakpoint from phone to wide screen.

6

Launch and handover

We go live together and train your team to manage the site.



First call · 10 to 12 weeks · Launch

> You talk to the people doing the work at every step. Robin designs and builds, Nick handles strategy, systems and automation. There is no account manager in between.

06

Moving from WordPress without losing rankings

A WordPress to Webflow migration keeps its rankings when every old URL gets a 301 redirect and the content and metadata move over intact. In practice that comes down to four things.

01 **Map every old URL**

Export all indexed pages and give each one a new home or a 301 redirect.

02 **Move content and metadata intact**

Titles, meta descriptions, headings, alt texts and structured data move with the page.

03 **Rebuild internal links**

Links inside articles point to the new URLs, not to redirects.

04 **Watch the first weeks**

Check Search Console for crawl errors and 404s right after launch and fix them the same week.

Good to know

No retyping

Webflow lets you import redirects in bulk and import CMS content by CSV, so even a large blog moves over without retyping.

Migration at Digitalmakers

From €5,000

URL map, redirects, content and metadata moved over, and the first weeks after launch monitored.

07

Going multilingual

Webflow has its own localization product, Webflow Localize. It serves each language from its own subfolder and generates hreflang tags automatically, plus a sitemap that links the versions together. You can translate static pages and CMS content, with AI translation as a first pass.

Essential

$12 per language / month

For up to three languages.

Advanced

$35 per language / month

For up to ten languages, and adds translated URLs.

Machine translation is a start, not an end. Every language still needs a native read and its own keyword research, because people search differently in Dutch than in English.

08

Freelancer or studio?

A good freelancer is fast and affordable, and for a small site often the right call. The risk is a single point of failure: holidays, illness or a full agenda stop your project. A large agency spreads that risk, but you often pay for account managers and juniors you never see.

We sit in between on purpose. Two senior people, who between them cover strategy, brand, design, development and automation. You work with the same two people from the first call to the last fix.

09

Working with the site as a team, after launch

Webflow takes care of hosting, uptime and platform updates. What stays with you is everything that makes the site better over time: new pages, fresh content, speed, SEO and the connections to your other systems.

Who	What they do
Webflow	Hosting, uptime, security and platform updates
Your marketing team	Text, images and CMS items in the Editor, and new pages built from the component library, without touching the design
Your studio	New templates, integrations with your CRM or other tools, campaigns, speed and search performance

Most clients

Content in-house

They handle content themselves and call us in for new templates, integrations and campaigns.

Care · €250 / month

We keep improving it

A monthly plan where we monitor speed and search performance and keep improving the site.

Frequently asked questions

01 **How much does a Webflow website cost?**

At Digitalmakers, a professionally designed and built Webflow website starts from €10,000 excluding VAT. Webflow's own site plan adds roughly $15 to $25 a month.

02 **Is Webflow good for B2B?**

Yes, when your marketing team wants to manage the site without a developer and the site doesn't need complex logged-in areas or heavy back-end logic.

03 **Can I move my WordPress site to Webflow?**

Yes. With a full URL map, 301 redirects and content moved intact, a migration keeps its rankings.

04 **Can my team edit a Webflow site?**

Yes. Pages are built from reusable components, and the Editor lets your team change text, images and CMS items without touching the design.

05 **Does Webflow support multiple languages?**

Yes, through Webflow Localize, which serves each language from its own subfolder and handles hreflang tags.

06 **How long does a Webflow project take?**

A typical B2B site takes 10 to 12 weeks from first call to launch.

07 **Who builds Webflow sites in the Netherlands?**

Digitalmakers is a Webflow Certified Partner in Zoetermeer that designs in Figma and builds in Webflow for B2B companies, with automation in n8n.



Is Webflow right for your site?

Tell us what your site needs to do. In a 30-minute call we'll tell you honestly whether Webflow fits, what it would cost and how long it takes. If WordPress or something else fits better, you'll hear that too.

New site from	Migration from	Care
€10,000	€5,000	€250 / month

Book a discovery call

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digitalmakers.nl/webflow-for-b2b

Sources: Webflow pricing and Webflow Localize (2026). Prices excluding VAT. By Nick Bazuin and Robin Busch, Digitalmakers. Updated November 2026.