



THE CONVERSION IMPERATIVE



Why platform choice determines whether your
website actually converts

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SUMMIT

Executive summary

Your website is being penalised by the platform it's built on, and you probably don't realise it.

Most businesses think conversion optimisation is just about design, copywriting, or traffic quality. Those things matter, absolutely. But they're solving a problem that your website platform should have already solved for you.

What separates websites that turn traffic into revenue from those that don't?

1. the ability to test variations
2. seamless integration with your CRM
3. delivery of the above experiences without degrading performance.

Most website platforms force you to choose only one. You can have design flexibility, **or** you can have native conversion tools. You can integrate with your CRM cleanly, **or** you can layer middleware that adds complexity. You can run A/B tests, **or** you can maintain fast page speeds.

This white paper explores why platform choice is a conversion decision, not just a technology decision. We'll show you what's possible when your platform is built for conversion, what you're sacrificing when it isn't, and how the smartest businesses are approaching this strategically.

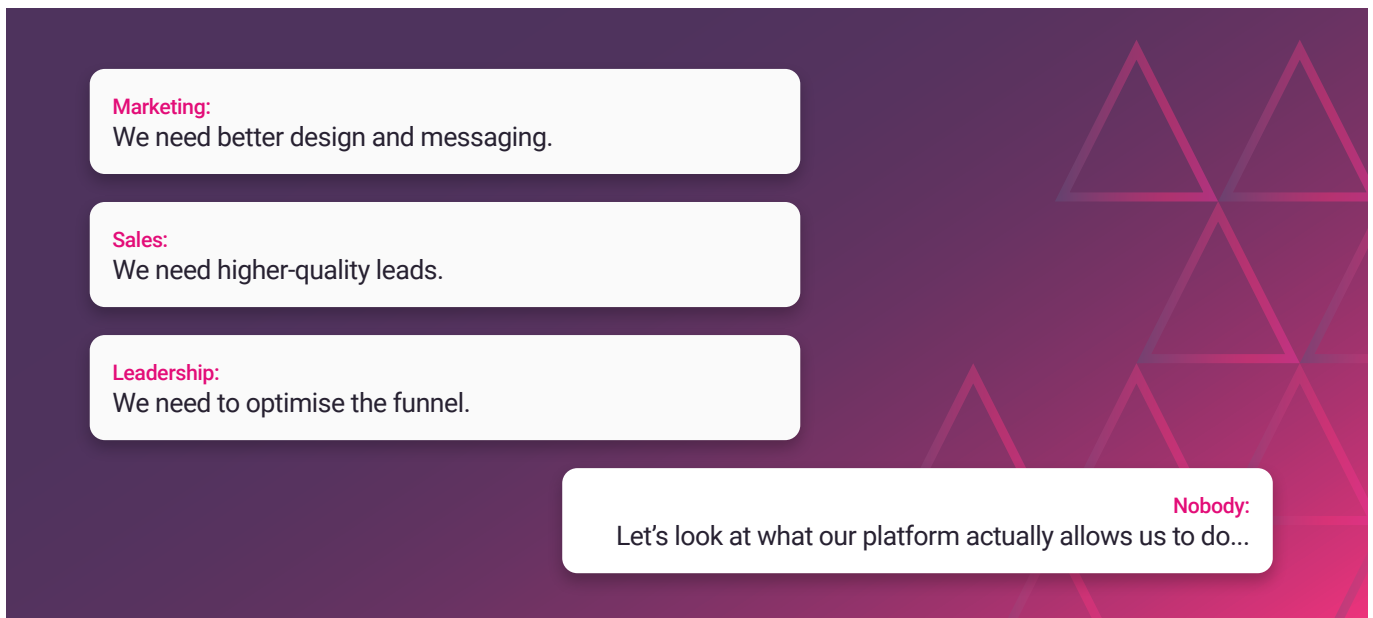
You can't build a conversion machine on a platform that wasn't designed for one.

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The platform problem

Most agencies build conversion dead ends

When a business struggles with conversion rates, the conversation usually goes like this:



The platform your website is built on fundamentally controls which conversion strategies are even possible. Because most agencies don't think about this upfront, clients end up with websites that look beautiful, drive traffic, and convert poorly. Then they spend months (and money) trying to fix something that the platform never should have allowed in the first place.

Consider a typical scenario: a business wants to run A/B tests to optimise conversion rates. Sounds straightforward, right?

On some platforms, you install a plugin. Then another plugin for CRM integration. Then you discover the A/B testing plugin is slowing your site down by 1.5 seconds. You hire a developer to optimise it. You realise

the CRM integration isn't passing all the data you need, so you add middleware (Zapier, Make). Now you have five different systems talking to each other, each with its own failure points. When something breaks, you're not sure which system is responsible.

On Webflow, A/B testing is native. It doesn't slow your site because it's built into the infrastructure, not bolted on top. CRM integration is direct, not middleware-dependent. Testing and conversion optimisation are simply part of how the platform works.

The first scenario costs money, time, and revenue. The second one is just...how you build websites.

What matters for conversion

Three things determine whether a website converts effectively:

1. The ability to test and iterate quickly

You can't optimise what you can't measure. If your platform doesn't support A/B testing natively, you're either not testing at all, or you're testing through a third-party tool that's slowing your site down in the process.

A/B testing tools add performance overhead to your site. Research from Portent examining over 100 million pageviews found that e-commerce sites loading in one second had conversion rates of 3.05%, dropping to 1.08% for sites taking five seconds to load. A dramatic difference in performance*. You're trying to improve conversions while simultaneously making your site slower. That's a losing battle.

2. Seamless lead capture and CRM integration

A conversion on your website is only the beginning. Once someone converts, their information needs to flow directly into your CRM without manual work, without middleware, without data loss. If that process

requires plugins, third-party tools, or developer intervention every time you change something, you're not building a conversion system. You're building a leaky bucket.

3. Performance as a non-negotiable baseline

Page speed isn't a feature. It's a requirement. Every millisecond counts. Research from Yottaa's analysis of over 500 million visits across 1,300+ sites found that one second saved can increase mobile conversions by 3% on average, while poor speed optimisation can result in up to a 22% drop in conversions**.

Your conversion optimisation platform should never compromise your site speed. If it does, you've solved nothing.

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*<https://portent.com/blog/analytics/research-site-speed-hurting-everyones-revenue.htm>

**<https://www.luckyorange.com/blog/posts/website-speed-impacts-conversions>

What different platforms enable

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WordPress: flexible, but not conversion friendly

WordPress powers roughly 43% of all websites*. It's infinitely flexible. You can build almost anything on it.

But that flexibility comes with a conversion cost.

A/B testing on WordPress:

WordPress has no native A/B testing. You must choose from plugins: Nelio A/B Testing, AB Split Test, VWO, Thrive Optimize, and others all integrate with WordPress but are third-party solutions that add external scripts and dependencies.

This means:

- You're adding external code to your site
- You're creating performance overhead (especially problematic for mobile)
- You're dependent on that plugin's maintenance and reliability
- If the plugin breaks, your tests will fail and may cause a site outage

Some of these tools are decent. But they're solving a problem that shouldn't exist. You're layering A/B testing on top of a platform that was never designed for it.

CRM integration on WordPress:

Here's where WordPress is good: WordPress has a HubSpot integration through the official plugin, and you can integrate with Salesforce, Zoho, and other CRMs. These integrations work via plugins, webhooks, and API connections.

But here's the catch: WordPress users typically need to choose between multiple form builders (Gravity Forms, Ninja Forms, WPForms) and then connect those to their CRM, whereas platforms with native integration handle this centrally.

More moving parts means more potential failure points.

The performance problem:

Every plugin you add to WordPress is additional code. Every external script adds latency. Every integration adds complexity. You end up with a site that's technically functional but slower than it needs to be, running testing tools and CRM integrations that were never designed to work together seamlessly.



*<https://w3techs.com/technologies/details/cm-wordpress>

Squarespace: beautiful, but limited for growth

Squarespace is purpose-built for small businesses and creative professionals. The templates are gorgeous. The drag-and-drop editor is intuitive.

But for conversion optimisation at scale, Squarespace falls short.

A/B testing on Squarespace:

Squarespace has no native A/B testing capability. Zero. If you want to run A/B tests, you're adding external tools. Your options are limited and clunky.

CRM integration on Squarespace:

Squarespace's native integrations include Zapier, which connects your forms to over 1,000 apps including Salesforce and HubSpot. But because Squarespace's form storage is limited, businesses need robust CRM integration to manage leads efficiently.

The problem: you're dependent on Zapier. Squarespace doesn't offer direct, native CRM integration the way other platforms do. You're using middleware, which introduces latency, limits customisation, and creates another system to manage.

The growth ceiling:

Squarespace is great at what it's designed for: small, beautiful websites for freelancers and small service businesses. But if you're serious about conversion optimisation, lead qualification, and scaling your business through your website, Squarespace's limitations become constraints.



Webflow: built for conversion from the ground up

Webflow was designed with a different philosophy: what if a website builder gave you the design freedom of custom development, but with the conversion infrastructure of an enterprise platform?

A/B testing on Webflow:

Webflow Optimize provides native A/B testing and personalisation as a built-in feature, with AI-powered testing that doesn't negatively impact site performance like traditional optimisation tools do.

This is the critical difference: on Webflow, you're not adding an external testing tool. You're using infrastructure that was built into the platform from the start. Because Webflow Optimize is native, it doesn't introduce the performance degradation that traditional A/B testing platforms create.

Webflow Analyze sits alongside Optimize within the same platform, giving you the visitor behaviour data that informs what to test. The two tools share the same data and the same infrastructure, so the gap between insight and action is as small as it can possibly be. There's no separate analytics script running alongside your testing tool, and no need to cross-reference two different systems to decide where to focus next.

What does this actually mean? You can run sophisticated multivariate tests, personalise experiences for different visitor segments, and test variations at scale without slowing your site down. You can test continuously without the performance penalty that would make testing uneconomical on other platforms.

CRM integration on Webflow:

Webflow has native integrations with HubSpot, Salesforce, Pipedrive, and other major CRMs, enabling form submissions to flow directly into your CRM.

With Webflow's HubSpot integration, you can add the HubSpot tracking script site-wide to enable analytics and automation across every page, connect high-intent pages directly to CRM workflows, and ensure qualified leads route instantly to your sales team.

This is fundamentally different from WordPress (multiple plugins, multiple integration points) or Squarespace (middleware dependency). Your website and your CRM are designed to work together. Data flows cleanly. Lead scoring happens automatically. Follow-up sequences trigger without manual intervention.

The performance advantage:

Because Webflow's infrastructure is designed for this from the ground up, integration doesn't slow your site. Webflow combines complete design freedom with enterprise-grade performance. You're not choosing *between* beautiful design and fast performance. You get **both**.



Why this matters for revenue

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The conversion infrastructure equation

Let's ground this in business outcomes. Suppose you're a £30m+ B2B service business with a decent website. You want to improve conversion rates systematically over the next 2 years.

Scenario One: WordPress

You decide to implement A/B testing. You install AB Split Test or Nelio. You install the HubSpot plugin for CRM integration. You test variations on your homepage to improve conversion.

Initial results look promising, you find a headline variation that improves conversion by 15%. But you notice your site speed has degraded from 1.8 seconds to 2.4 seconds. You optimise images, minify code, and implement caching. Cost so far: 40 hours of developer time (£2,000–£4,000 depending on rates).

You want to test form field variations (asking for company size vs. not asking). You update the form plugin. But now HubSpot isn't capturing the company size field. You discover the field mapping needs manual adjustment in the HubSpot plugin settings. Another 8 hours of work.

You want to personalise your pricing page for different visitor segments (startups vs. enterprises). You hire a developer to build conditional logic. Cost: £3,000 and 2 weeks.

A few months later, you want to run another round of tests (different CTA button copy, form length variations). Each test requires developer involvement: £1,000–£2,000 per round. You run roughly 3–4 test rounds per year.

Scenario One: WordPress

Year 1

£5,000+ initial setup + £3,000–£8,000 in ongoing testing and adjustments

£8,000–£13,000

Year 2

New tests and maintenance

£3,000–£8,000

Two-year total

£11,000–£21,000

(plus ongoing maintenance burden and plugin compatibility risk)

Scenario Two: Webflow

You implement Webflow Optimize as an add-on. A/B testing is available immediately, built into the platform. No plugin installation, no performance degradation. Monthly cost: £240 (Webflow Optimize at current pricing of \$299). Webflow Analyze, the native analytics add-on, is available as an optional extra from £7 (\$9) per month.

You test the same headline variation. You see the same 15% improvement. Site speed remains 1.8 seconds. No performance penalty, no developer intervention needed.

You want to test form field variations. Changes made in Hubspot can be synced in Webflow's Hubspot App, then published. No manual mapping required, just sync and go.

You want to personalise your pricing page. You use Webflow's conditional logic to show different pricing based on visitor source. No custom development. It's a native platform feature.

Three months later, you want to run another round of tests. You simply set them up in Webflow Optimize. No back-end developer needed. No cost beyond the monthly subscription.

Year 1 total: £240 × 12 months = **£2,880** Year 2 total: £240 × 12 months = **£2,880** Two-year total: **£5,760** (with unlimited testing capability, no maintenance burden, and no plugin compatibility risk)

The difference over two years: **£5,240–£15,240** saved with Webflow. More importantly, the friction disappears. You can test continuously. On WordPress, you're limited by developer availability and cost. On Webflow, testing becomes a normal part of your optimisation process.

Scenario Two: Webflow

Year 1

£240 × 12 months

£2,880

Year 2

£240 × 12 months

£2,880

Two-year total

£5,760

Optional: Webflow Analyze from £7 (\$9)/month (£84/\$108 per year)

(with unlimited testing capability, no maintenance burden, and no plugin compatibility risk)

What you lose with the wrong platform

Beyond the direct costs, the friction of managing conversion infrastructure on the wrong platform creates real business consequences:

Testing becomes infrequent and expensive

If A/B testing requires a developer and adds performance overhead, you'll run far fewer tests. What could be weekly experiments become quarterly projects. The cost and complexity mean you test only your highest-stakes decisions. This dramatically slows your learning and leaves substantial revenue on the table through missed optimisation opportunities.

Lead qualification suffers

If your CRM integration requires manual mapping or middleware, data flows inconsistently into your system. Your sales team wastes time following up on unqualified leads because the CRM can't automatically score and prioritise prospects. Revenue-ready opportunities get lost in the noise.

Personalisation stays superficial

If creating personalised experiences requires custom development to change every variation, you limit personalisation to your most critical pages. The rest of your funnel delivers generic experiences to visitors who could convert at higher rates with targeted messaging. You're leaving conversion potential untapped across 80% of your site.

Lead follow-up becomes unreliable

If integration is manual or depends on middleware tools, leads sometimes fail to reach your CRM. Nurture sequences don't trigger automatically. Follow-up timing becomes inconsistent. Prospects fall through cracks, and your sales team doesn't realise why certain leads never made it to them.



The real cost of choosing incorrectly

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It's not just about upfront build cost

Most businesses choose a website platform based on upfront cost or template aesthetics. They don't think about the long-term cost of conversion infrastructure.

But a platform that costs 30% more upfront but enables you to run conversion optimisation continuously is vastly cheaper than a platform that forces you to choose between design, performance, and conversion capability.

Consider this example: if you improve your conversion rate from 2% to 2.5% (a reasonable outcome from

systematic A/B testing), on 5,000 monthly visitors at £5,000 average deal value, that's an additional £625,000 in annual revenue.

If your platform prevents you from running A/B tests, or makes it so complicated that you only run one per quarter instead of one per week, you're not just losing that revenue. You're also not learning what actually improves conversion for your specific business.

The hidden cost of fragmentation

Every additional tool you add to your website ecosystem has a hidden cost.

Maintenance burden: someone has to keep all these plugins, integrations, and scripts working together. When WordPress updates break your A/B testing plugin, someone has to fix it.

Data loss and inconsistency: when integration happens through multiple tools, data sometimes gets lost or duplicated. You end up with duplicate leads in your CRM. You can't trust your attribution data.

Slower iteration: making changes takes longer when you're coordinating between multiple systems. You're less likely to experiment, which means less learning.

Risk: each additional external tool is a potential failure point. If your A/B testing tool goes down, your tests disappear. If your middleware integration breaks, leads stop flowing into your CRM.

When your platform handles conversion infrastructure natively, none of this complexity exists.

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Making it real

Ask the platform question first

Most businesses approach website decisions like this: What does it look like? What's the price? Can we build what we want?

It's better to ask: What conversion strategies are we going to need in the next two years? Which platform enables those most efficiently?

If you're serious about conversion optimisation, your platform choice should prioritise:

- Native testing capability (not bolt-on A/B testing tools).
- Direct CRM integration (not middleware-dependent).
- Performance as a core principle (not compromised by adding features).
- Flexibility for personalisation (so you can serve different content to different visitor types).
- Infrastructure for automation (so lead scoring, nurture sequences, and follow-up happen without manual work).

What to look for in a partner

If you're going to rebuild your website or migrate platforms, the agency you choose matters enormously.

Look for partners who:

Understand conversion as a platform question

Asking about your conversion goals before recommending a platform. They should be able to explain why platform choice affects conversion capability.

Have deep platform expertise

As platform-agnostic generalists, they should know the strengths and limitations of specific platforms deeply enough to guide your choice.

Think about integration from day one

Mapping out how your website connects to your CRM and marketing automation systems before you start building.

Prioritise performance

Building with conversion metrics in mind from the start, not optimising for speed afterwards.

Plan for evolution

Thinking about how your conversion strategy will evolve and build infrastructure that scales with your business.

The wrong partner will build you a beautiful website that doesn't convert. The right partner will build you a conversion system that happens to be beautiful.

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The path ahead

This is a strategic decision, not just a technology decision

Your website platform determines what conversion strategies are possible. Getting this wrong doesn't just cost money upfront. It constrains your business for years.

If you're currently on a platform that makes conversion optimisation painful, you have a choice: continue accepting that constraint, or invest in migration to a platform built for conversion.

The ROI calculation is straightforward. If you can improve your conversion rate by even 0.5% through systematic testing and optimisation, and your average deal value is substantial, the financial impact will dwarf the cost of migration.

Questions to ask now

1. Can your current platform run A/B tests without degrading performance?

If the answer is "only through plugins" or "only through third-party tools that add overhead", you're already paying a conversion tax.

2. Does your CRM integration work cleanly and directly?

If the answer is "through middleware" or "through multiple plugins" or "manually", leads are falling through cracks.

3. How often are you actually testing and optimising?

If the answer is "not very often", it's likely because the friction is too high. A better platform would remove that friction.

Next steps

If conversion optimisation matters to your growth, the next step is understanding what's actually possible for your business.

We help clients to:

- Audit current platform limitations and conversion capability
- Map your ideal customer journey and define what conversion infrastructure you need
- Evaluate platforms against your specific conversion requirements
- Design conversion strategies aligned with your revenue goals
- Build and optimise experiences systematically over time

Ready to explore what conversion optimisation could mean for your business?

If your current platform is constraining your conversion potential, let's have a conversation about what's possible when your website is built for conversion from the start.

[Book a discovery call](#) →

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Appendix:

Platform capability comparison

CRM integration

WordPress: Plugin-based integration (HubSpot plugin, WP Fusion, etc.). Works, but requires coordination between multiple plugins and potential field mapping complexity.

Squarespace: Middleware-dependent (Zapier, Make). Direct integrations are limited. Adds latency and another system to manage.

Webflow: Native integrations with HubSpot, Salesforce, Pipedrive, and others. Direct form-to-CRM flow. Automatic lead capture and routing.

Performance impact

WordPress: Additional plugins and scripts add performance overhead depending on implementation. Performance is a trade-off.

Squarespace: Template-based approach is generally fast, but limited flexibility for custom conversion infrastructure.

Webflow: Optimised infrastructure. Testing, personalisation, and integrations don't degrade performance. Built for both conversion and speed.

Personalisation and conditional logic

WordPress: Requires custom development or complex plugin configurations.

Squarespace: Limited personalisation options. Conditional logic not natively supported.

Webflow: Native conditional logic. Swap designs, personalise content, and even change assets based on CMS data or props. No custom code required.

Native A/B testing

WordPress: No native capability. Requires plugins (Nelio, AB Split Test, VWO, etc.). Third-party tools add external scripts and performance overhead.

Squarespace: No native capability. No good third-party options. A/B testing is not feasible at scale.

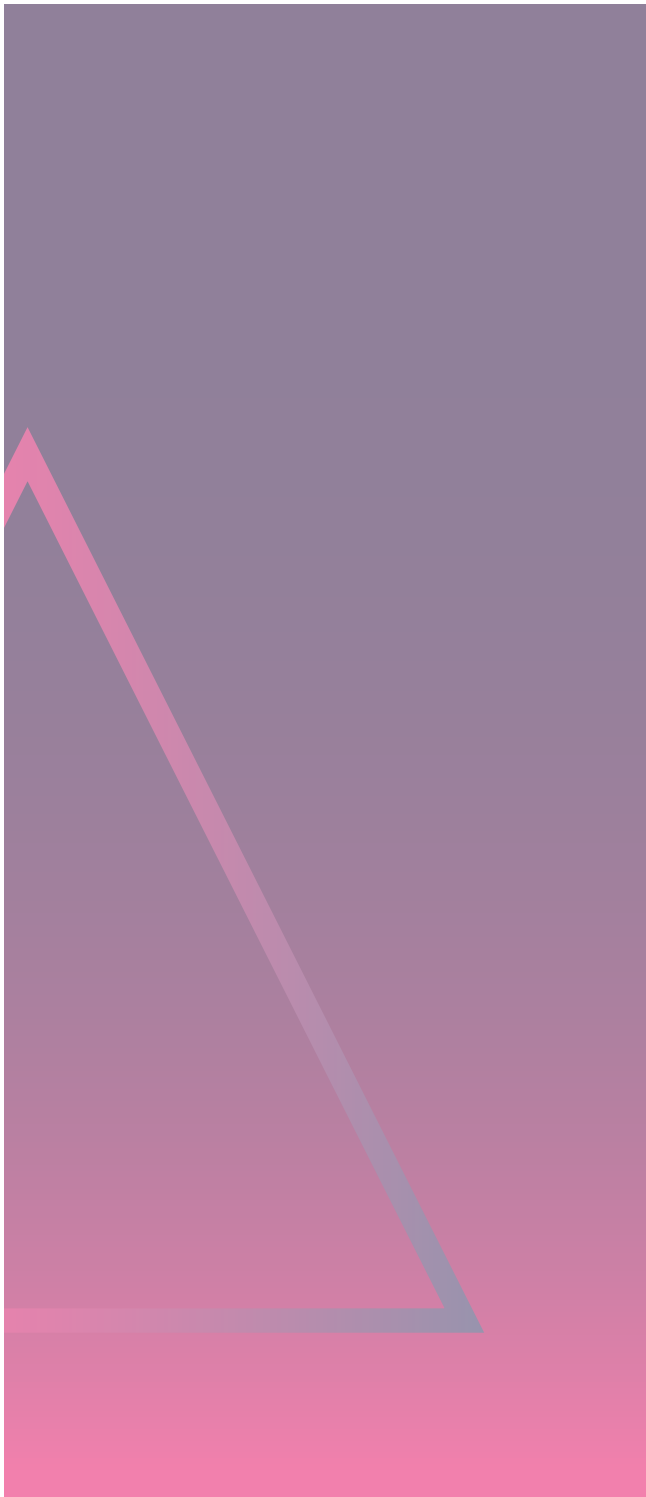
Webflow: Native Webflow Optimize. Built into the platform. No performance degradation. Includes AI-powered test suggestions.

Native analytics

WordPress: No native analytics. Relies on Google Analytics or similar third-party tools, which add external scripts and send visitor data off-platform.

Squarespace: No native analytics beyond basic traffic summaries. Relies on Google Analytics integration for meaningful behavioural data.

Webflow: Native analytics through Webflow Analyze. Visitor behaviour data stays within the platform, feeds directly into Optimize, and requires no external tracking script.



Key terminology

A/B testing (split testing)

Running two versions of a page or element simultaneously and measuring which performs better for your conversion goal.

Conversion rate

Percentage of visitors who complete your desired action (form submission, purchase, demo request, etc.).

CRM (Customer Relationship Management)

System for storing, tracking, and managing customer and prospect information, interactions, and sales opportunities.

Form integration

Connection between your website forms and your CRM, enabling automatic lead capture without manual data entry.

Lead scoring

Automatic system that assigns a priority score to leads based on profile fit and behaviour. Used to prioritise which prospects your sales team follows up with first.

Performance overhead

The additional time a script or tool adds to your page load time. Measured in milliseconds. Even small amounts degrade user experience and conversion.


Personalisation


Showing different content, messaging, or experiences to different visitor types based on their characteristics, behaviour, or source.


This white paper represents current platform capabilities and integration options as of March 2026. Platform features evolve continuously; we recommend reviewing your platform strategy annually as capabilities change.


Throughout this paper, we reference platform capabilities based on current publicly available information and direct testing. For specific implementation questions, consult with your platform provider or an experienced partner.



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