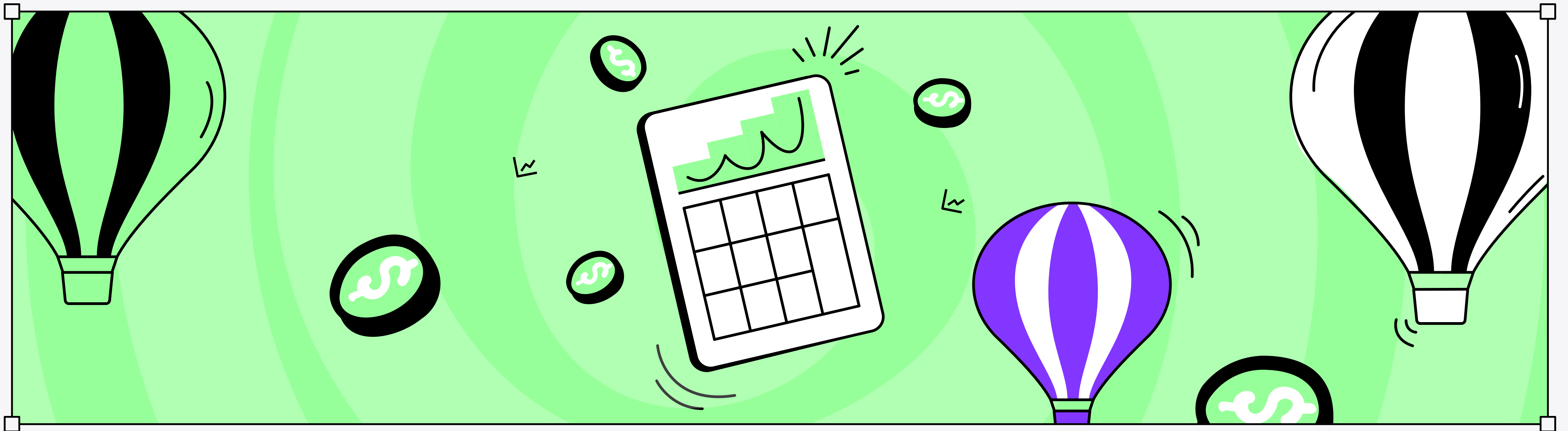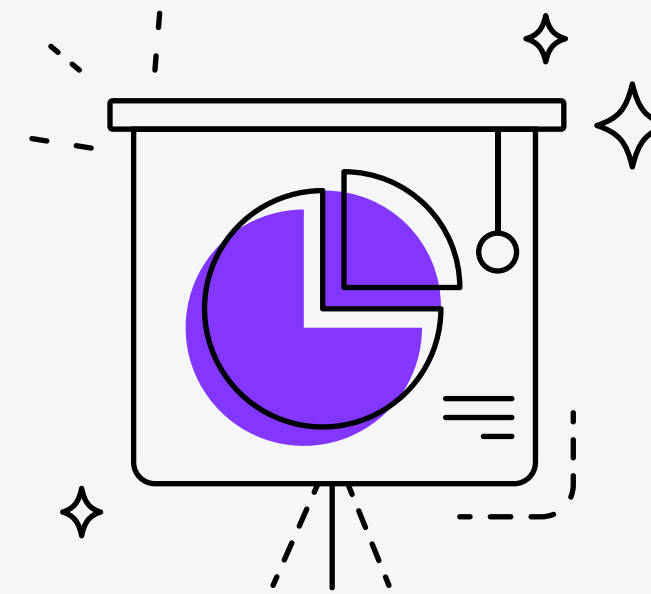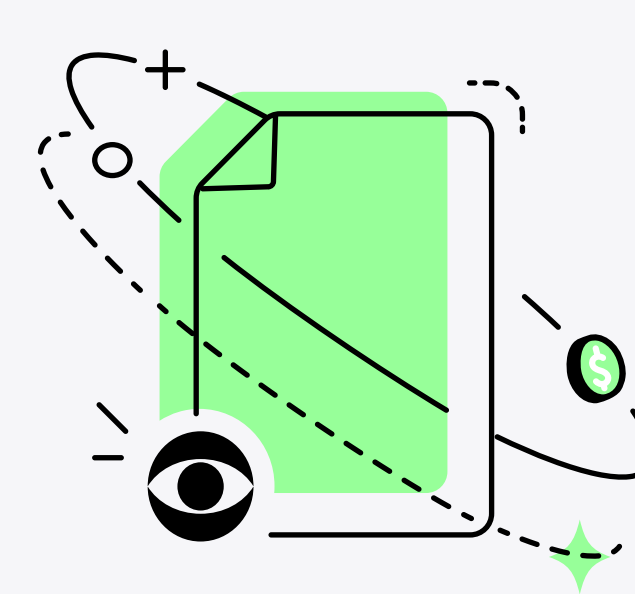# The Website Migration ROI Calculation Explainer

In this guide, we give you:

▶▶ As a bonus, we'll also show you how migrating to Webflow can tick all the boxes and bring a satisfying ROI down the line.
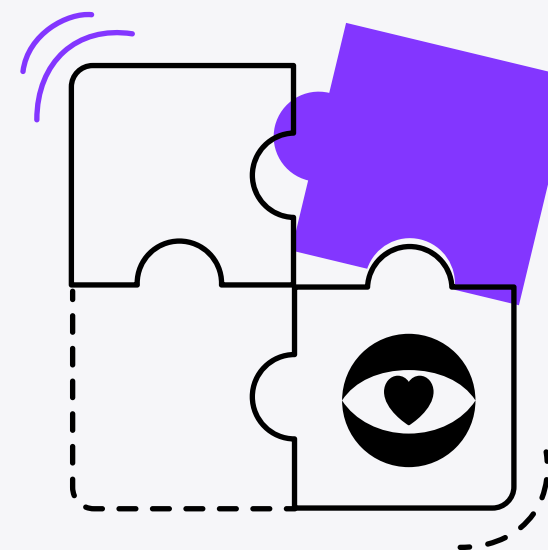
Migration reasons to get you all pumped up for it

Website migration cost items that go into it

A way to quantify your post-migration benefits

ROI calculation formula to do the math

And most essentially, numbers to show to your stakeholders

When your website doesn't cut it anymore...

Website migration can cost you a hefty sum of money, so you'd better have good reasons for doing it in the first place. We trust that you've made the decision to migrate — or are considering it — because your current website fails to deliver.

This can manifest in many ways:

Your website doesn't reflect your brand identity.

01

Your website doesn't generate leads, at least in the quantity and quality you'd like to.

02

Your website is too costly to maintain (hosting, paid plugins, developers' costs).

03

Your website limits your marketing team when it comes to content publishing, experimentation and performance analytics.

04

Your website can't be integrated with newer tools your team needs.

05

Your website is simply uglier than competitors' websites and it costs you business/leads.

06

Content edits and updates take ages

Your legacy platform limits design, creativity and functionality

You struggle with design inconsistencies and no visual alignment across pages

Why migrate at all?

You have to work with freelance or in-house engineering teams too busy with the core product

You pay a fortune for maintaining the current website setup

Websites can be a nightmare to manage, especially for teams responsible for generating real revenue through them.

Do you find yourself in any of these scenarios?

Development and bug fixing cycles are too long

You're blocked from scaling the website because of the limited engineering resources or the legacy web platform itself

You rely on the dev team for every website update

There are too many mismanaged add-ons to cover marketing needs

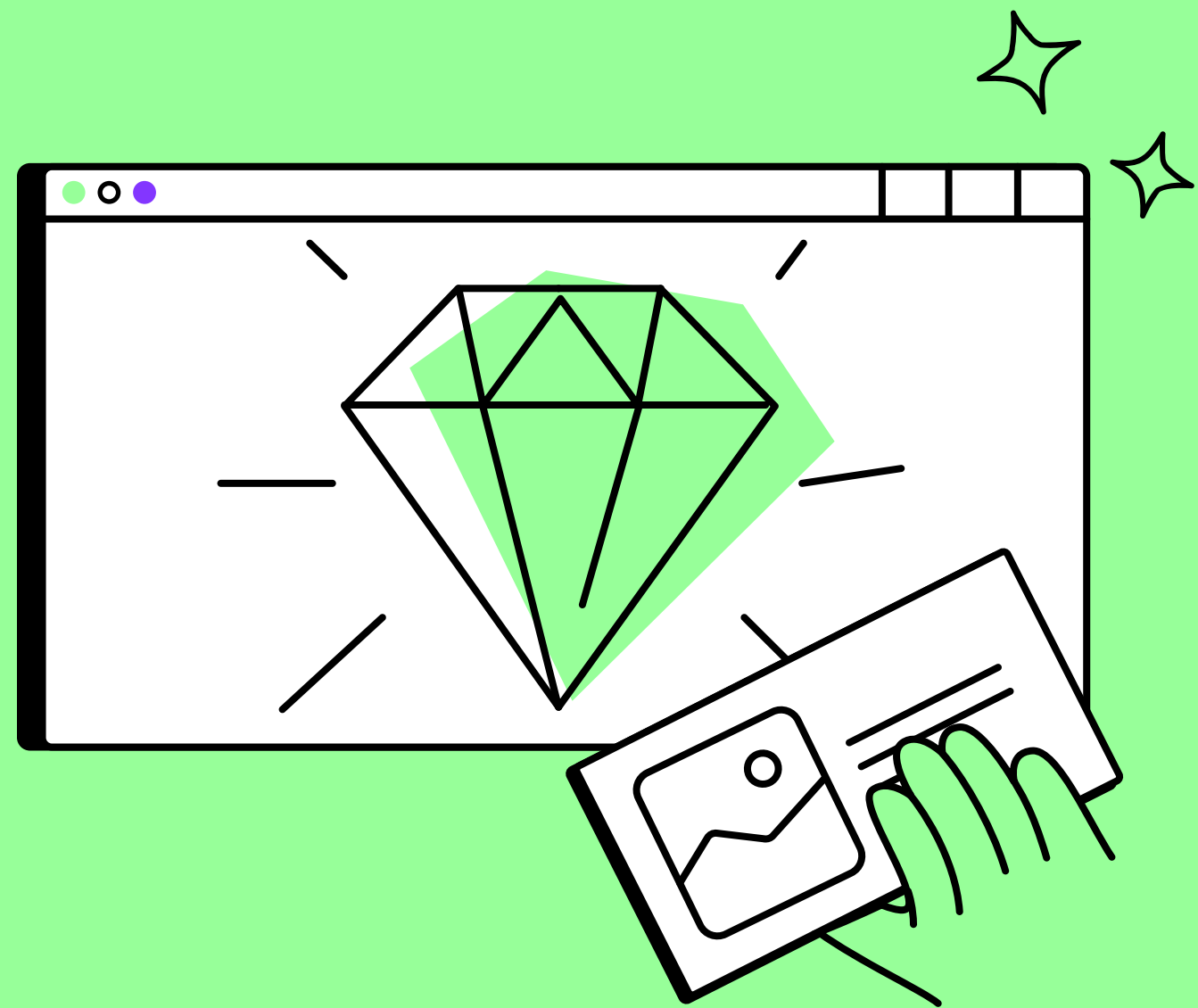The Website Migration ROI Calculation Explainer

Pillars of a successful enterprise website

The Ideal Scenario

Here's how it should be, according to the market leaders you're striving to become (are you?):

Scalability

Compliant security

Clear information architecture

Conversion-focused design

Unified design system

Responsive design

Accessibility
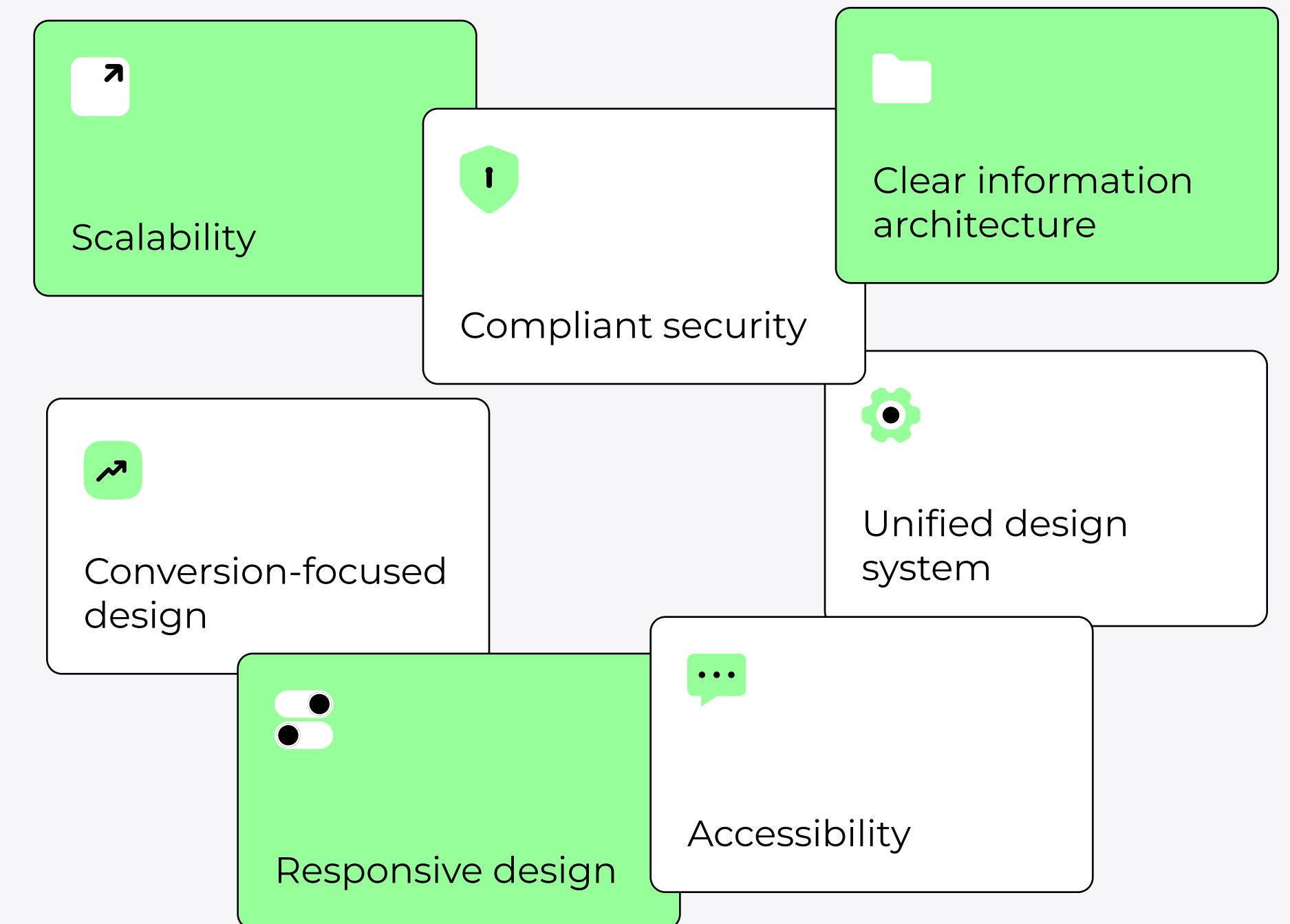
Source: Webflow's The Marketer's Website

You deserve a better website. The one that:

- Grabs your users by the eyeballs and makes them stay

- Converts those users into leads and paying customers, as it should

- Gives the marketing team autonomy to manage and improve the website with minimal dev resources

- Gives you the ultimate design flexibility with no creative trade-off

- Solves your production bottlenecks

- Allows for collaboration between growth, content, product marketing, design & engineering teams

- Is secure out of the box

- Grows with your business
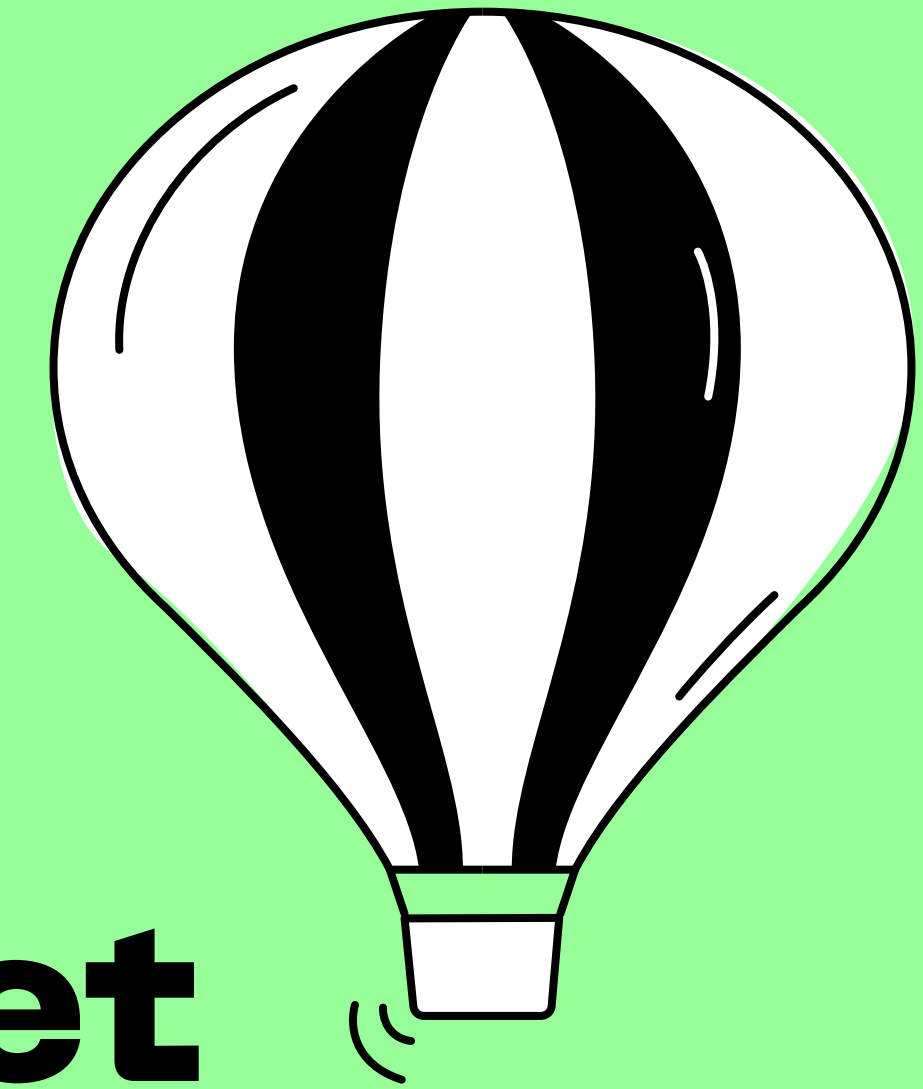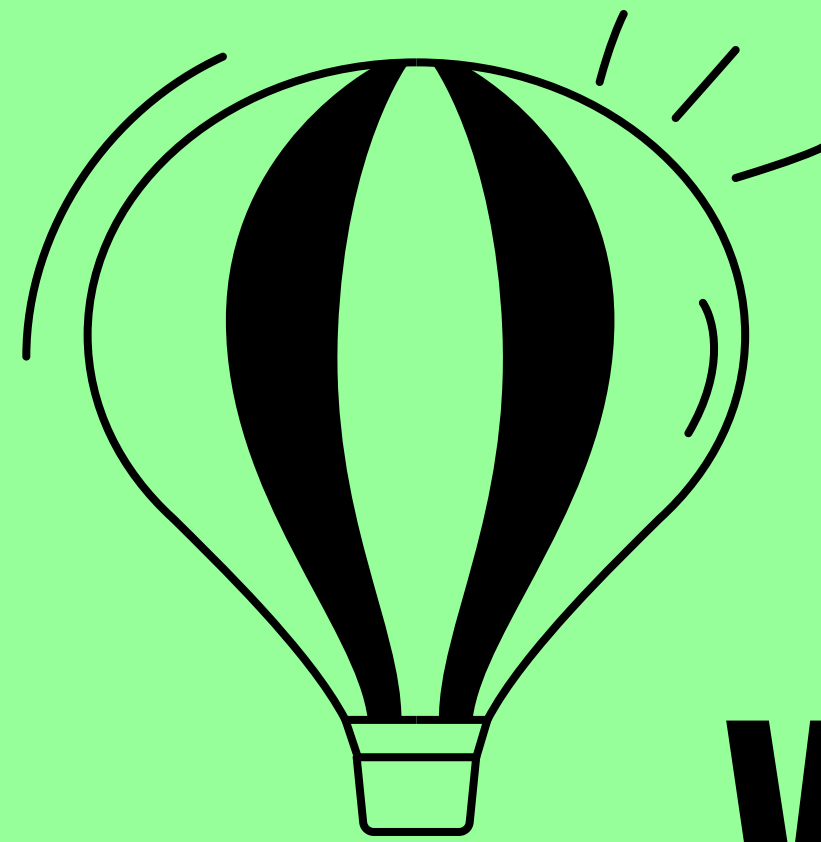
Why did these market leaders migrate their websites?
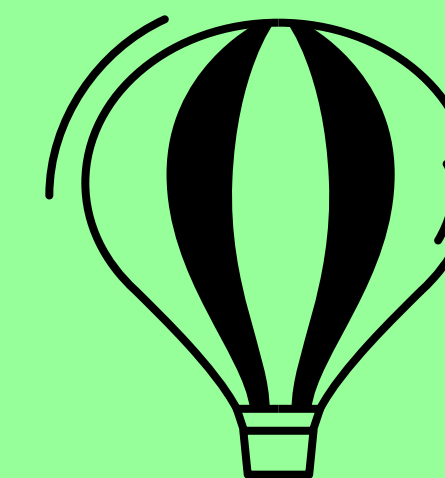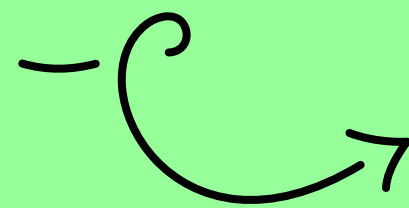
Fivetran

From custom-coded
to Contentful to Webflow

Migrated for growth, scalability & less reliance on engineers

Fivetran, a leader in automated data movement, needed a website that could keep up with its rapid growth and ambitious goals. Their old setup, a custom-coded site and later Contentful, was costly, slow and heavily reliant on engineering resources. It just wasn't cutting it anymore.

They made the switch to Webflow, a platform that checked all the boxes: secure, scalable and easy for their non-technical teams to use.

Switching to Webflow didn't just streamline their processes; it gave Fivetran's teams the freedom to innovate and experiment. Now, they're faster, more flexible and better equipped to take their digital presence to the next level.
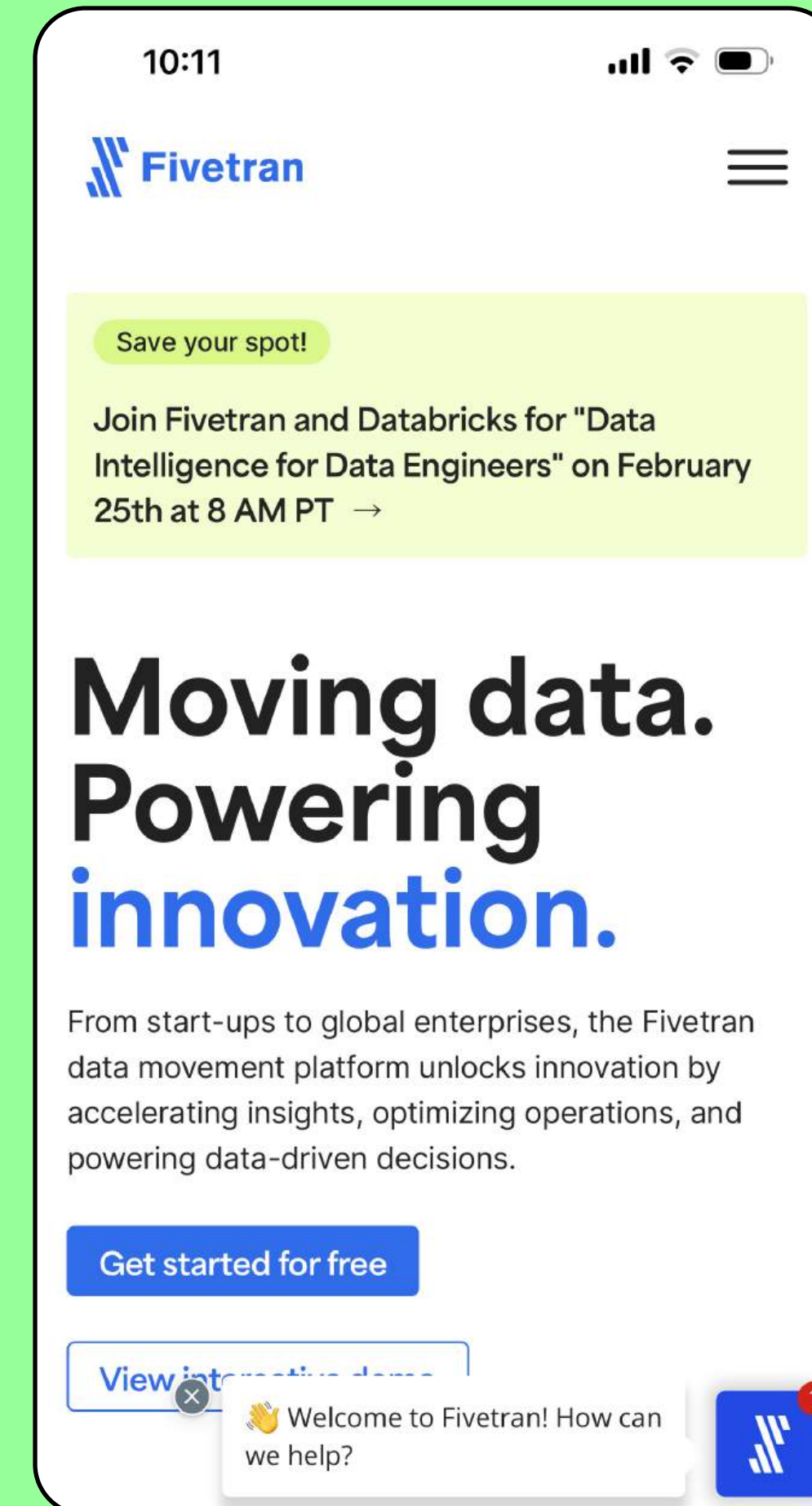
1.5h
time it takes to create and launch a web page on Webflow

130
pages were published in 12 months, resulting in a 26% increase in conversions

15
marketers are empowered to manage and publish content independently, enabling faster delivery of web experiences

From Webflow Self-Serve to WordPress to Webflow Enterprise

Migrated to empower their marketing team

Lattice, an HR SaaS company, started off with the Webflow self-serve edition but went with WordPress for their rebrand. They soon hit the wall, facing significant challenges with their WordPress web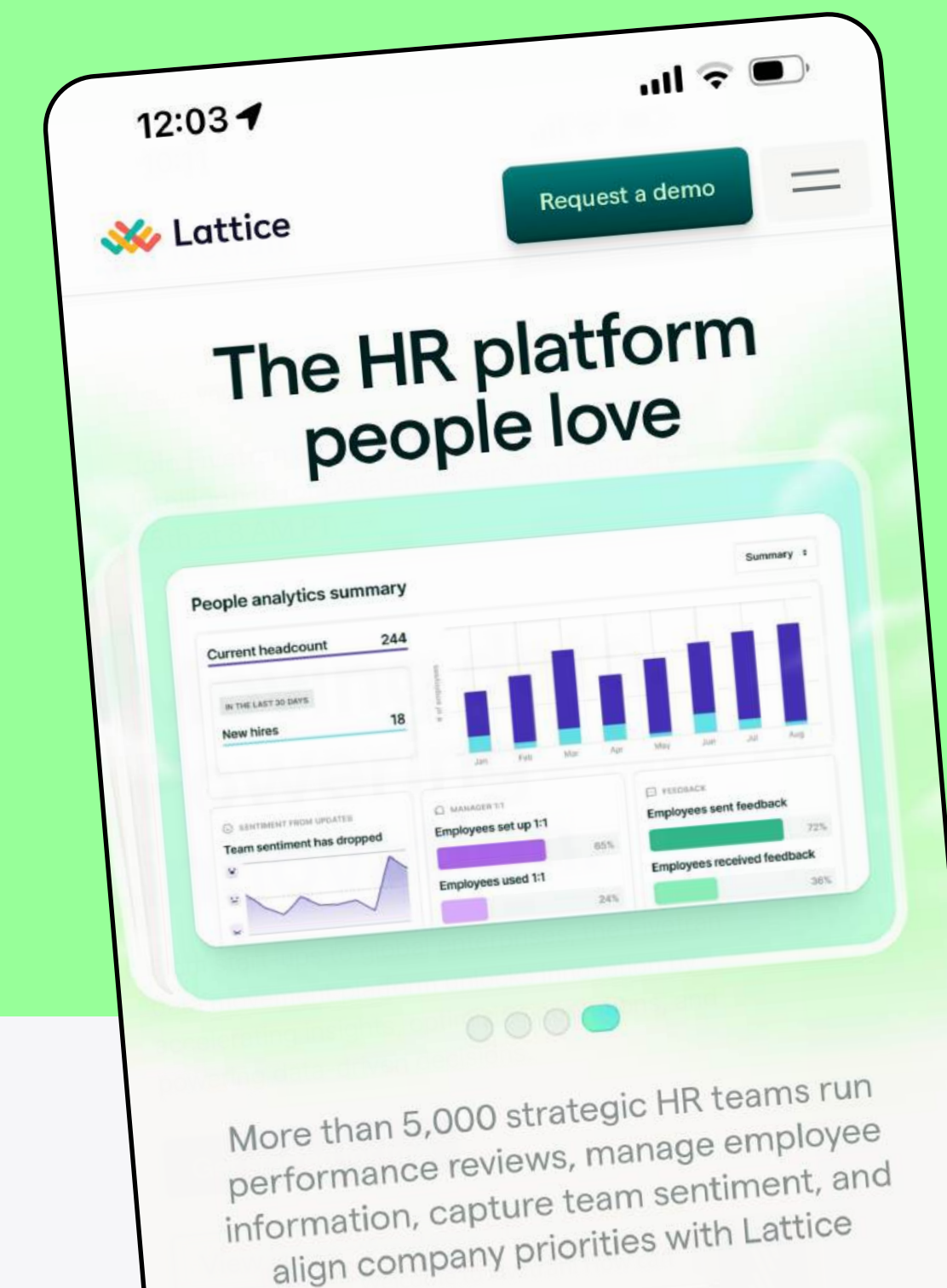site that included poor responsiveness, mobile issues and slow performance. The creative compromises and heavy reliance on developers led to inefficiency, limiting the marketing team's ability to manage and optimize the site.

After evaluating alternatives, Lattice migrated to Webflow Enterprise, which offered a visual-first, user-friendly CMS and enterprise-grade functionality, empowering the marketing team to take full control of the website's design and updates.

Lattice now has full ownership over their website, cutting out costs for third-party plugins, developers and agencies. They've been able to speed up content creation and saw a 20% increase in organic traffic, helping them grow their presence and impact in the HR space.

Here's what they got as a result:

- What used to take weeks in WordPress now takes just days, allowing Lattice to quickly launch new pages, conduct frequent A/B tests and optimize the customer experience.

- Webflow's collaboration features, like page branching and global localization, improved workflow and efficiency, enabling the team to manage content across multiple languages and run experiments that increased conversion rates by 20%.

12:03

Lattice   Request a demo

The HR platform people love

People analytics summary   Summary

Current headcount   244

IN THE LAST 30 DAYS
New hires   18

SENTIMENT FROM UPDATES   MANAGER 1:1   FEEDBACK
Team sentiment has dropped   Employees set up 1:1   Employees sent feedback   72%
                                                  63%
                              Employees used 1:1   Employees received feedback   36%
                                                  24%

More than 5,000 strategic HR teams run performance reviews, manage employee information, capture team sentiment, and align company priorities with Lattice
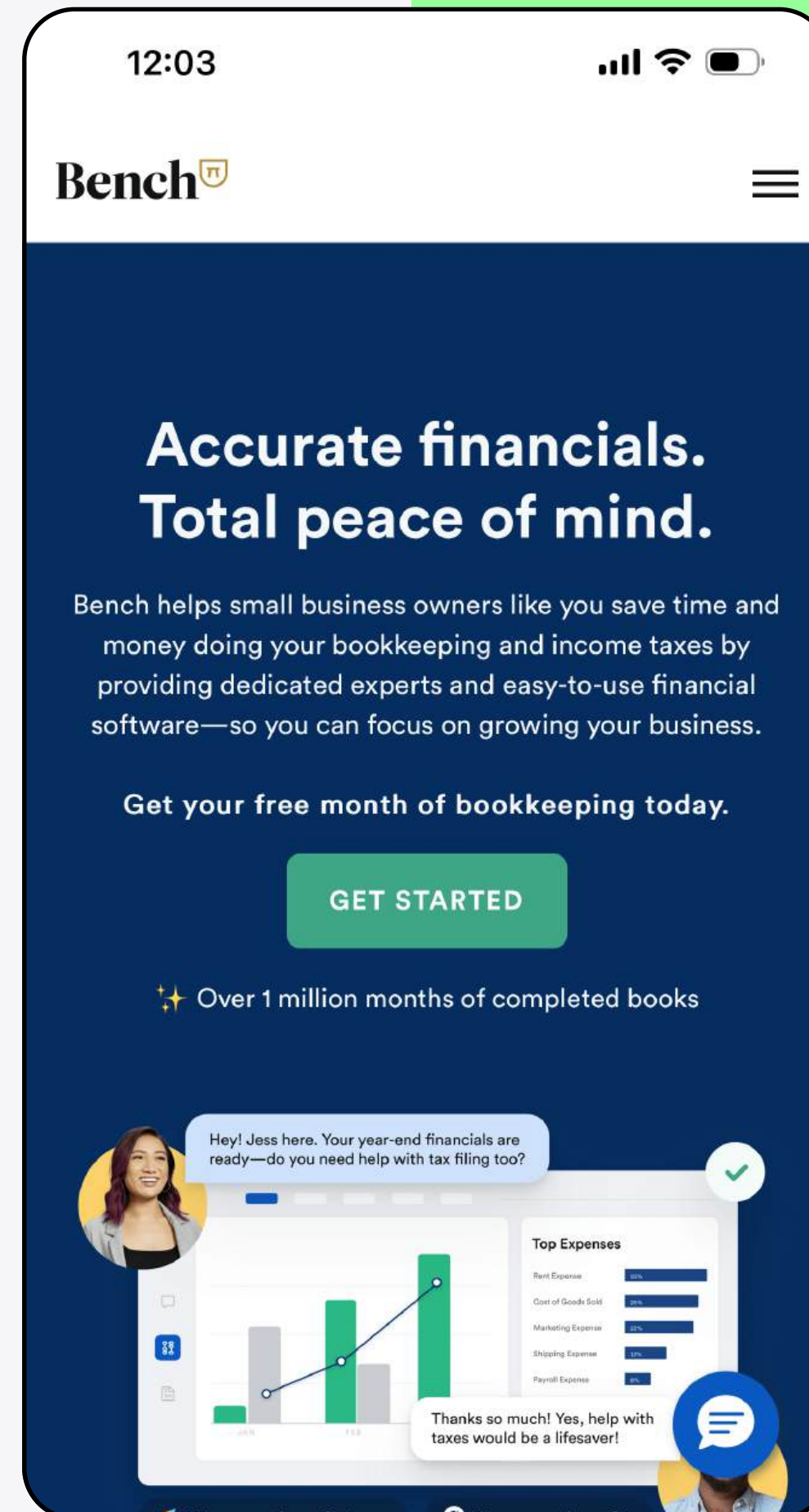
Migrated for better SEO, creative control, flexibility & speed

Bench Accounting, offering online bookkeeping services, faced challenges with its website built on Contentful. The platform was too complex for non-technical users, limiting the marketing team's ability to build and optimize high-converting pages. With engineering resources stretched thin, Bench struggled with poor SEO performance and slow site updates, making it difficult to experiment and improve lead conversion rates.

Bench migrated to Webflow Enterprise to give the marketing team more control, flexibility and speed. Webflow's visual-first CMS enabled easy content creation and editing without needing engineering support. SEO features and integration with third-party tools (like Marketo and Calendly) helped boost site visibility and lead generation.

Bench

Accurate financials. Total peace of mind.

Bench helps small business owners like you save time and money doing your bookkeeping and income taxes by providing dedicated experts and easy-to-use financial software—so you can focus on growing your business.

Get your free month of bookkeeping today.

GET STARTED

✦ Over 1 million months of completed books

Hey! Jess here. Your year-end financials are ready—do you need help with tax filing too?

Top Expenses

Thanks so much! Yes, help with taxes would be a lifesaver!

Here's what they got as a result:

- 450+ new indexed pages Bench has published in 5 months (3 times more than before)

- The marketing team can now launch pages within the same day, reducing delays from engineering requests

- Tools like page branching and role-based permissions enhanced teamwork and allowed for faster content updates

- Conversions increased through better content targeting and faster experimentation

- Bench can now optimize for different search intents and target specific audiences, transforming the website into their biggest marketing asset

How to calculate website migration costs?

These are the migration cost items typically associated with moving a website to a new platform:

Development and design

- Cost of redesigning and implementing the new website
- Hiring design & development experts or agencies (if applicable)

Subscription and hosting

- Annual subscription and hosting fees
- Plugin subscriptions, if applicable

Content and data migration

- Migrating posts, pages, media and databases
- Redirect mapping to preserve SEO rankings

Opportunity costs

- Potential revenue loss due to downtime during migration

Training

- Training team members to manage the new website

Testing and quality assurance

- Functional, usability and performance testing
- Design consistency check
- SEO testing and analytics setup

Planning and project management

- Site audit to identify all components, structure and content that need migration
- Planning for SEO preservation, URL mapping, content restructuring and database compatibility
- Determining budgets and timelines for the migration process

Cost factors to factor in:
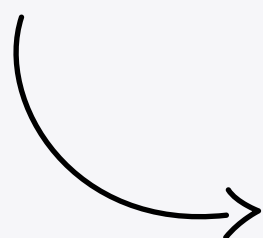
On the top of that:

- Add hours of online meetings with your project team to sync and monitor migration activities

- Add at least 20% extra to account for possible risks, delays and contingencies

Website complexity and size	Self-explanatory.
Type of migration	It depends on whether you move between hosts, redesign/rebrand your website, move to a different CMS and restructure your content.
Need for custom coding	You can always move to a template-based website but even in this case you might require custom coding for all the features and content types you need.
How much content migration can be automated	You won't always have the luxury of seamless content migration between the platforms. If it requires manual effort, count it in.
Data and SEO preservation	If you want your SEO settings, historical analytics and other critical data intact, account for higher associated costs.
Team required	This includes checking for any skill gaps and ways to cover them, either in-house or sourcing externally.
Post–migration support	See if you'll need ongoing support to monitor performance, fix bugs and optimize the new setup post-migration.

Cost calculation walkthrough for Cloudly Solutions*

*Cloudly Solutions is a fictional SaaS company we invented to illustrate migration costs calculation. All prices and rates are estimated for the illustration purposes.

Scenario overview

Company:	Cloudly Solutions
Current CMS:	Headless CMS
New CMS:	Webflow
Website size:	Apprx. 500 pages, including blogs, product pages, landing pages and a resource hub (10 static pages, 8 CMS collections with 50+ items each).
Redesign needed:	No
Team resources:	Limited internal tech team, requiring contractor help.
Additional goals:	SEO preservation, improved design flexibility and adding new templates for scalability.

Cost breakdown

1. Pre–migration planning

Site audit:

$1,000 (consultant or agency audit fee).

Migration strategy:

$2,000 (strategy development with a migration specialist).

Subtotal: $3,000

2. Design and customization

Templates creation:

Develop reusable components for landing pages, blogs and product pages.

Cost: $1,680   24 hours @$70/hour for a web designer

Web design:

Develop design mockups for 10 static pages, 8 CMS collections and 8 CMS items for each.

Cost: $2,100   30 hours @$70/hour for a web designer

Design enhancements:

Refine visuals to align with the new platform's flexibility.

Cost: $1,120   16 hours @ $70/hour

Subtotal: $4,900

3. Development and technical work

Webflow development:

Develop 10 static pages, 8 CMS collections and 8 CMS items for each.

Cost: $5,880   (84 hours @ $70/hour for a developer)

Custom integrations

Rebuild 5 APIs
(e.g., CRM, analytics and payment systems)

Cost: $1,400   20 hours @ $70/hour for a developer

Code adjustments:

Resolve dependencies and custom scripts.

Cost: $700   10 hours @ $70/hour

Subtotal: $7,980

4. SEO preservation

URL mapping:

Create 1:1 redirects to preserve link equity for 500 pages.

`Cost: $1,400`   20 hours @ $70/hour for SEO & Developer

Metadata transfer:

Migrate and optimize metadata for search rankings.

`Cost: $560`   8 hours @ $70/hour

Technical SEO:

Set up the sitemap, robot.txt, canonical tags, etc.

`Cost: 2,800`   40 hours @ $70/hour

SEO Testing:

Verify crawlability, indexing, and keyword ranking preservation.

`Cost: $350`   5 hours @ $70/hour for an SEO Specialist

Subtotal: $5,110

5. Content migration

Automated content transfer:

Automated tool for CMS migration

`Cost: $500`

Manual adjustments:

Manual adjustments for design & content alignment

`Cost: $1400`   20 hours @ $70/hour for a Content Editor

Subtotal: $2,100

6. Testing and quality assurance

Functionality testing:

Ensure all forms, buttons and features work properly.

`Cost: $900`   15 hours @ $60/hour for a QA specialist

Usability testing:

Ensure all content and visuals are correctly displayed across screen sizes.

`Cost: $600`   10 hours @ $60/hour for a QA specialist

Performance testing:

Optimize load times and mobile responsiveness.

`Cost: $600`   10 hours @ $60/hour for a performance QA Engineer

Subtotal: $2,100

7. Post–migration support

Bug fixes:

Address unexpected issues after launch.

`Cost: $700`   10 hours @ $70/hour for a Developer

Training:

Educate the internal team on using Webflow.

`Cost: $560`   8 hours @ $70/hour for a Trainer

Subtotal: $1,260

8. Additional costs

Webflow Business Site plan subscription:
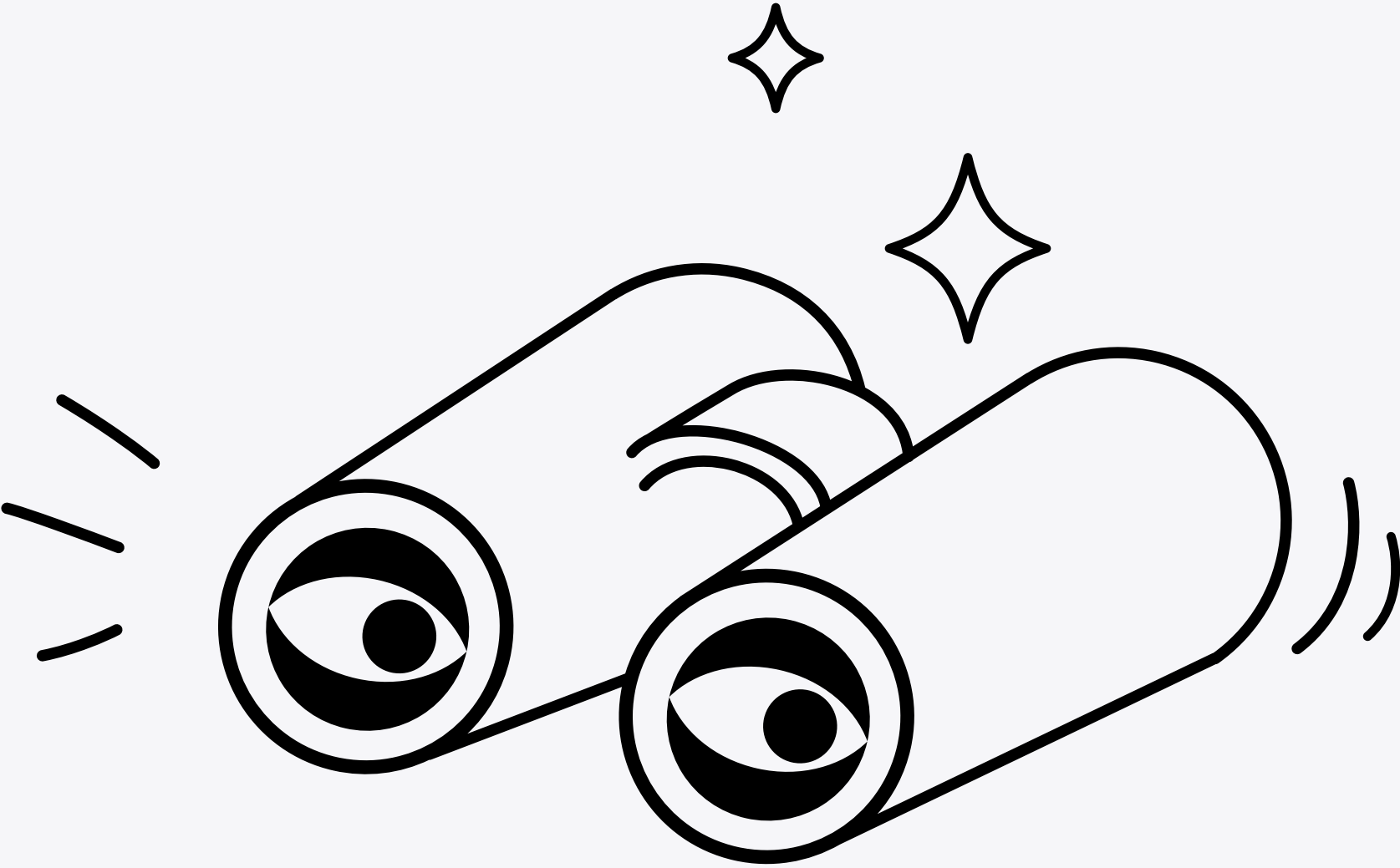
$39/mo billed annually.

`Cost: $468`

Contingency budget:

For unexpected expenses
(20% of total migration costs).

`Cost: $5,400`

Subtotal: $5,868

Total cost

Stage	Cost
Pre-migration planning	$3,000
Design and customization	$4,900
Development and technical work	$7,980
SEO preservation	$5,110
Content migration	$2,100
Testing and QA	$2,100
Post-migration support	$1,260
Webflow subscription	$468
Contingency budget	$5,400

Total: $32,318
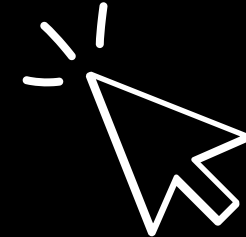
How about getting the REAL costs for your migration?

Send us a request for a custom quote. Our migration consultants at Foursets, a Webflow Premium Partner, will calculate the exact price of your website migration to Webflow.

GET A CUSTOM QUOTE

How to quantify your post–migration benefits?

Increased traffic

Your new platform should be more SEO-friendly, including better usability and faster page load times. This in turn should lead to more organic traffic.

Determine the value of additional traffic using your site's average conversion rate and average order value (AOV):

Additional Revenue = (Increase in Visitors × Conversion Rate × AOV)

The case of Cloudly Solutions:

Increase in organic search visitors:	2,000 per month
Conversion rate:	2.5%
Average order value (AOV):	$200

Additional revenue:
2,000 × 0.025 × $200 =
$10,000 per month

Improved conversion rates

If you give users a better digital experience that's more brand-cohesive, smooth and cajoles them into clicking your CTA, consider your website migration mission half-accomplished.

Calculate the additional revenue from higher conversion rates based on the average value per conversion:

Conversion Gains = (Post–Migration Conversion Rate – Pre–Migration Conversion Rate) × Total Visitors × Average Value Per Conversion

The case of Cloudly Solutions:

Pre-migration conversion rate (all traffic):	1%
Post-migration conversion rate (all traffic):	3%
Total visitors:	5,200 per month
Average value per conversion:	$200

Conversion gains:
(0.03 - 0.01) × 5,200 × $200=
$20,800 per month

The case of Cloudly Solutions:

Old maintenance costs: $50,000 annually

New maintenance costs: $20,000 annually

Cost savings:

$50,000 - $20,000 =

$30,000 annually

Cost savings

Choose your web platform wisely and you will never look back when it comes to all those costs spent on technical support, plugins, third-party services, maintenance and developer fees.

Sum up savings from reduced engineering hours, lower subscription costs and fewer maintenance issues:

**Cost Savings =
(Old Maintenance Costs –
New Maintenance Costs)**

Operational efficiencies

Your team will thank you for a smoother website management experience. You'll thank your team for fewer hours billed and more meaningful effort redirected from mundane tasks to creativity.

Calculate savings in labor costs based on hours saved and the hourly rate of team members:

**Efficiency Savings =
(Hours Saved × Hourly Rate)**

The case of Cloudly Solutions:

Hours saved: 200 hours annually

Hourly rate: $50

Efficiency savings:
200 × $50 =
$10,000 annually

The case of Cloudly Solutions:

($10,000 + $20,800) × 12 =

$369,600 / year

The increased revenue comes from more traffic, higher conversion rates and bigger AOV compared to pre-migration.

Revenue growth

Improved site performance, design and user experience lead to higher conversions and sales (when done right).

Measure the increase in online sales or lead generation due to these improvements:

**Revenue Growth =
(Post–Migration Revenue –
Pre–Migration Revenue)**

Total annual monetary impact:
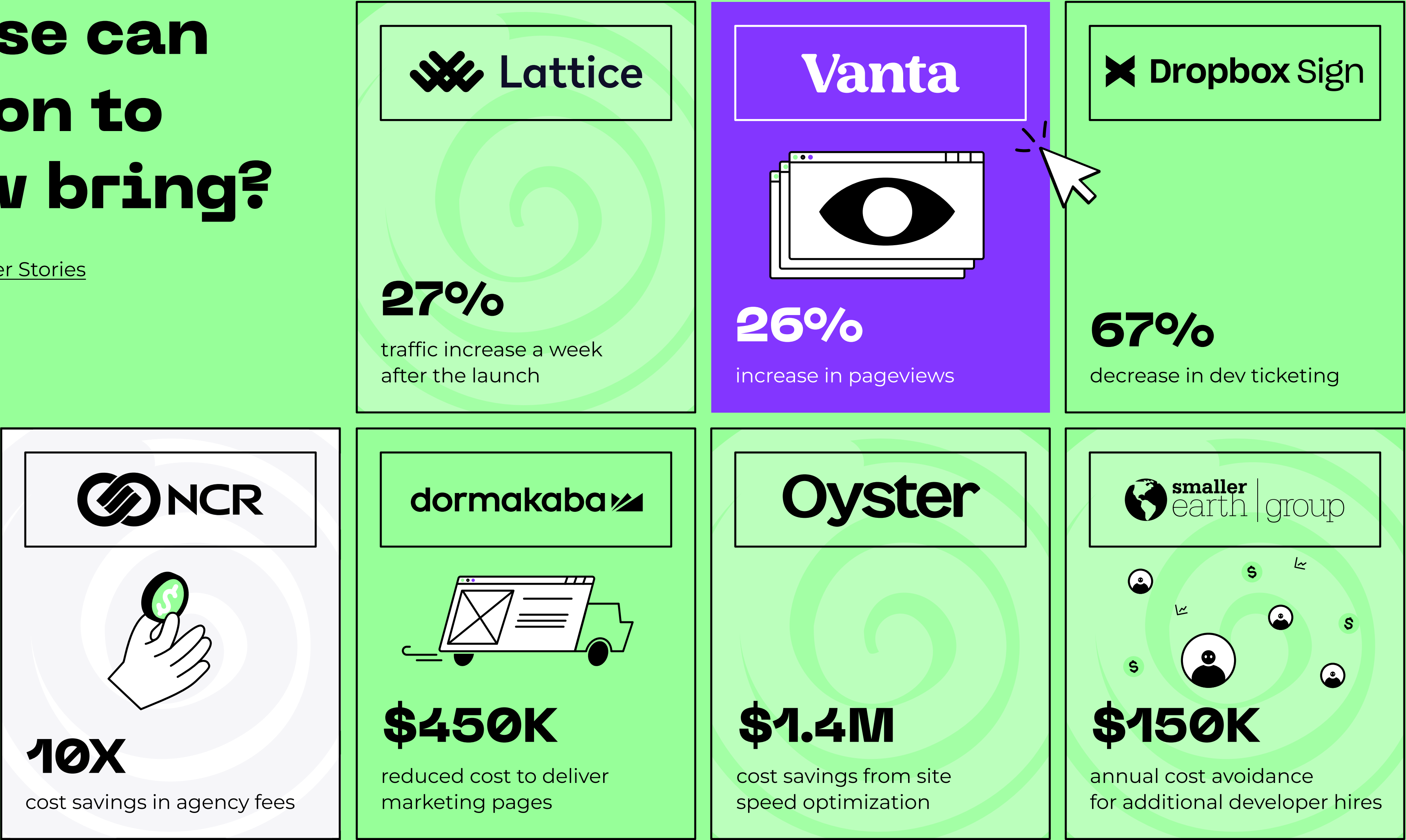
Traffic gains:
$10,000 per month × 12 = $120,000

Conversion gains:
$20,800 per month × 12 = $249,600

$30,000

Cost savings:

$10,000

Efficiency savings:

Grand total = $409,600 annually

What else can migration to Webflow bring?

source: Webflow's Customer Stories

Lattice
27%
traffic increase a week after the launch

Vanta
26%
increase in pageviews

Dropbox Sign
67%
decrease in dev ticketing

NCR
10X
cost savings in agency fees

dormakaba
$450K
reduced cost to deliver marketing pages

Oyster
$1.4M
cost savings from site speed optimization

smaller earth group
$150K
annual cost avoidance for additional developer hires

The ROI calculation formula

Now down to the nitty gritty of website migration ROI calculation. Here's the formula:

ROI (%) = [(Net Gain – Total Cost) / Total Cost] × 100

Based on the example of Cloudly Solutions above, here's the ROI of our website migration project:

$32,318

total migration cost

$409,600

total monetary benefits / year

1,167%

ROI = [($409,600 - $32,318) / $32,318] × 100

Play with the numbers yourself

Get a free Google Sheets template

Get all the interactive formulas for calculating your website migration ROI in Google Sheets and play with the numbers yourself:
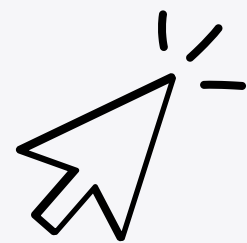
GET A FREE TEMPLATE

Ready to hack your website migration ROI?

We know where to start.

Migrating a website isn't a 3-days turnaround project, you can fail 100 times along the way. So why wouldn't you bring the team that has done that dozens of times already?

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TOP WEB AGENCY 2024

Webflow
PREMIUM CERTIFIED PARTNER

Clutch
GLOBAL 2024

Nick Rybak LinkedIn
Founder & CEO,
Foursets - Webflow Premium Partner

BOOK A CONSULTATION

FOURSETS

2025