



Migration Roadmap

Acme — <https://www.acme.com>

Webflow → Payload CMS

This report is based on publicly accessible data and may be incomplete. It's not a proposal — some numbers may be inaccurate, and internal systems or requirements not visible from the outside will be missing.

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Prepared by [FocusReactive](#)

Clutch

★★★★★ 4,9

[Check our Reviews](#)

Current State Analysis

Acme is a B2B SaaS platform running on Webflow with 3 locales (EN, DE, FR).

The site has 74 unique English pages (222 total URLs via Weglot), with 3 CMS collections including blog posts (~35 items), case studies (12), and landing pages (8).

A multi-panel mega navigation, embedded product demo videos, and HubSpot-powered lead capture forms are the key complexity signals.

Detected Technology Stack

Technology	Detail
CMS	Webflow (CMS Collections + Finsweet Attributes)
CDN / Hosting	Cloudflare
Localization	Weglot — 3 locales (EN, DE, FR; subdirectory URL structure)
Forms / CRM	HubSpot Forms (embed v2)
Analytics	Google Tag Manager + Segment
Video	Vimeo (custom player embed)
UI Library	Swiper.js (carousels and sliders)
Security	Cloudflare Turnstile
Support	Intercom (chat widget)

Site Scale & Integrations

This analysis is based on a scan of core pages. We select the most representative pages to cover the widest range of design patterns, content types, and integrations, but some details may be incomplete. Final numbers are confirmed together during the discovery phase.

Site Scale

- 222 total sitemap URLs across 3 locales (EN, DE, FR); ~74 unique English pages
- 3 CMS collections: blog posts (~35 items), case studies (12), landing pages (8)
- ~20 unique section designs detected across scanned pages
- 5 special or interactive block types detected, including mega navigation and video embeds
- 6 pages with forms detected (4 HubSpot, 2 Webflow native)

Integrations

- HubSpot Forms — lead capture and CRM integration via embed v2
- Google Tag Manager — tag and analytics management
- Segment — customer data platform for event tracking
- Weglot — client-side translation across 3 locales (EN, DE, FR)
- Vimeo — hosted video playback on product and feature pages
- Intercom — customer chat widget detected on scanned pages
- Cloudflare Turnstile — CAPTCHA on Webflow native forms

Migration Scope

What's Included

- Payload CMS setup with content model: 3 collection schemas (blog posts, case studies, landing pages) and page-level block schemas
- ~20 section components built in Next.js, covering all unique designs detected across scanned pages
- Interactive components rebuilt natively: multi-panel mega navigation and Vimeo video player integration
- HubSpot Forms integration — existing portal forms embedded and wired to the new frontend
- 3rd-party script setup: Google Tag Manager, Segment, Turnstile, Intercom
- Blog migration script — 35 posts converted from Webflow CMS to Payload Lexical rich text
- Payload i18n plugin configured for 3 locales (EN, DE, FR) with Next.js locale routing
- SEO redirect map from current Webflow URLs to new URL structure, implemented at the hosting layer
- CI/CD pipeline, Payload Live Preview, and editorial onboarding for the content team

Stack Mapping

Current	Target
Webflow CMS Collections	Payload CMS collections and block schemas
Webflow Designer (static pages)	Next.js App Router with Payload block-based page builder
Webflow Interactions (IX2)	CSS animations and Framer Motion
Finsweet Attributes (CMS filter)	Native frontend filter components against Payload REST API
Webflow Forms (native)	HubSpot Forms embed (no Webflow form backend)
Weglot (3 locales)	Payload i18n plugin + Next.js i18n routing
Cloudflare CDN	Vercel (with Cloudflare or Vercel Edge CDN)

Key Risks

Risk	Detail
Mega Navigation Complexity	The multi-panel mega navigation with 30+ links and icon-rich dropdown cards is the most complex shared component. Scope could expand if the client requires exact replication of hover animations and motion behavior. The 16h estimate covers functional build; animation parity adds scope.
Blog Content Migration	Webflow CMS rich text fields use a proprietary format. The migration script handles standard formatting, but embedded custom components or Finsweet-enhanced blocks may require manual review post-migration.
Localization Workflow	The site currently uses Weglot for 3 locales. The baseline estimate includes Payload i18n plugin setup and Next.js locale routing. The translation workflow — who translates, how content is reviewed across locales, and whether to retain Weglot during the transition — should be finalized during discovery.
HubSpot Form IDs	HubSpot forms are currently embedded with a specific portal. Confirm whether existing form IDs and field mappings should be preserved or rebuilt. Reconfiguring HubSpot workflows is out of scope for this estimate.
Static Page Content	Webflow static page content is not accessible via API — it lives in the Designer only. All static page content will need to be manually entered into Payload. The content entry effort sits with the client team.

Ways of Working

01

Our main tools for communication and project management are Slack and Trello, but we can also work within your internal systems if preferred

02

We suggest weekly syncs instead of daily updates. More frequent check-ins may be useful at the beginning to go over details, but after that, weekly meetings should be enough

03

We will provide monthly hourly reports, so you can review and confirm the time spent before invoicing

04

We typically assign a PM for projects like this to gather detailed requirements and facilitate communication. We'll need a single point of contact from the client's team who understands the business needs

Typical Team Allocation

Role	Allocation
Tech Lead	1 day per week + project setup
Senior Engineer	Full-Time
Project Manager	Part-time

Team composition varies by project scope and complexity. For a migration of this type, we typically assign a Tech Lead one day a week, a full-time Senior Engineer, and a dedicated Project Manager. The team can scale up with additional engineers to accelerate development.

We work on a Time & Material basis, meaning you only pay for the hours worked. Payment terms are 14 days from the monthly invoice date.

Timeline

We kick off with an MVP phase — the foundation the full site builds on. We scope the initial set of components together, alongside core infrastructure: SEO setup, live preview, CI/CD, and more. The goal is to provide Acme's content team with editorial access early, so the people who work with the CMS daily get hands-on experience with the new editorial workflow, shape priorities, and pressure-test the content model while it's still cheap to change things. We also provide onboarding sessions to get the team up to speed.

Phase	Weeks	Description
Discovery & MVP	1-3	Payload CMS setup, CI/CD, Live Preview, SEO foundation, 3-locale i18n config, homepage and top-level navigation built.
Component Build	3-6	~20 section components, mega navigation, Vimeo integration, HubSpot Forms, and all 3 collection schemas with listing and detail templates.
Content Migration & SEO	6-7	Blog migration script (35 posts, Webflow rich text to Payload Lexical), SEO redirect mapping, and content QA.
QA & Launch	8	Cross-browser testing, client feedback, performance checks, and release preparation.

* Component Build starts in week 3 once the Payload content model is stable from the MVP phase.

* Phase order and priorities are confirmed with the client at project start.

* Timeline assumes our standard team allocation; additional engineers can accelerate the component build phase.

Investment

This is a rough estimate based on automated analysis of publicly accessible data — not a final quote. Some line items may change as hidden complexity, internal requirements, or missing details come to light. The estimation includes a 20% risk buffer, standard for all FocusReactive projects.

\$19,000 – \$29,000

Estimated ~285 hours

Breakdown

Category	Hours	Cost
Project Setup & Architecture	34	\$3,060
TL Allocation (1d/week × 6 weeks)	58	\$5,220
Form Builder	19	\$1,330
3rd Party Scripts (GTM, Segment, Turnstile, Intercom)	5	\$350
Page Sections (~20 unique designs)	82	\$5,740
Interactive Features (mega nav, Vimeo player)	24	\$1,680
Content Collections (blog, case studies, landing pages)	10	\$700
Blog Migration Script (35 posts)	14	\$980
SEO Redirects	10	\$700
QA & Launch	29	\$2,030
PM (10%)	—	\$2,179

Recent Projects

EmailOctopus

Payload ▪ Next.js ▪ Neon database ▪ Vercel ▪ Tailwind

Migrated from WordPress to a modern headless architecture using Payload CMS and Next.js

[Read case study](#)

Glimble

Payload CMS ▪ Next.js ▪ Vercel ▪ Tailwind ▪ Swell

Migrated the platform from Contentful to Payload CMS, removing vendor lock-in and restoring full control over data, costs, and customization

[Read case study](#)

Reverse Health

Payload CMS ▪ Next.js ▪ PostgreSQL

Customized Payload CMS with a self-hosted PostgreSQL setup and tailored content model for quizzes

[Read case study](#)

EasyPark 2.0

Storyblok ▪ Next.js ▪ Vercel

The platform's CMS facilitates instantaneous content alterations, employing drag-and-drop interfaces and real-time previews

[Read case study](#)

Real Thread Migration

Storyblok ▪ Next.js ▪ Vercel

Migrated content and assets from Prismic to Storyblok with a streamlined, block-based structure

[Read case study](#)

Ryte.ai

Storyblok ▪ Next.js ▪ Vercel

Migrated from WordPress to Storyblok to give editors a modern, component-based content workflow

[Read case study](#)

FocusReactive Unique Offer



Next.js SEO / Performance Audits included in the project

We offer Next.js SEO and performance audits as a separate service, but we provide them at no extra cost while working on a client's project, enhancing optimal website performance and SEO optimization.

[Learn more](#)



CMS Kit

Our internal CMS Kit accelerates the setup process on Headless CMS platforms like Storyblok, Sanity or Payload. It includes pre-configured components, hosting logic, and essential templates — helping reduce both time-to-market and engineering cost.

[Learn more](#)



CMS Auto-Translation Plugin (Context-Aware)

We've developed a custom AI-based translation plugin that integrates directly into the CMS. It provides fast, context-aware translations across languages — tested on several production websites. This solution is included by default as part of your setup.

[Learn more](#)

About FocusReactive

Headless CMS technical expert agency based in Amsterdam. We build fast, flexible platforms that marketing and dev teams actually love to use.

2019

Year founded

15

Engineers in our core team (and growing)

8-10

Weeks of average project duration

90%

Projects delivered within original estimate

Headless CMS Development

- [Payload](#)
- [Storyblok](#)
- [Sanity](#)
- [Directus](#)
- [Contentful](#)
- [Dato CMS](#)

Headless Commerce Development

- [Shopify Hydrogen](#)
- [Swell](#)
- [Crystallize](#)

AI & Advanced Integrations

- [ChatGPT & AI Integrations](#)
- [AI KIT](#)

Modern Web Development

- [Next.js Development](#)
- [Next.js Audits](#)
- [Jamstack](#)

Contact Us

In case you have questions or you'd like to proceed to the next step, get in touch with us in any of the below ways.

Email

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Socials

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