

DevHub vs. Webflow

Which Platform Actually Scales for Franchises?

Goal	 Webflow	 devhub
Launch & Manage Your Website	●	✓
Control Content & Design	✓	✓
Protect Brand Standards	●	✓
Empower Franchisees	●	✓
Rapidly Roll Out Updates at Scale	●	✓
Integrate with Preferred Vendors	✓	✓
Drive SEO & AI Visibility	✓	✓
Increase Local Lead Flow	●	✓
Adapt to change (AI, search, scale)	✓	✓
Migrate without SEO Loss	●	✓

✓ = Built-in ● = Requires setup or ongoing management

Webflow is General Purpose.
DevHub is a Franchise Native.



 devhub.com

 hello@devhub.com

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Goal	 Webflow	 devhub
Launch & Manage Your Website	Requires internal resources and/or agency partners	Platform and implementation together for franchise scale
Control Content & Design	Full design control with a visual builder	Flexible editing within a structured system
Protect Brand Standards	Consistency depends on templates and governance	Centralized controls enforce brand consistency
Empower Franchisees	Permissions and workflows must be configured	Native customizable franchisee permissions with guardrails
Rapidly Roll Out Updates at Scale	Bulk updates depend on CMS structure or APIs	Push system-wide updates in minutes
Integrate with Preferred Vendors	API-first platform with broad integration ecosystem	85+ native integrations plus open API
Drive SEO & AI Visibility	Strong SEO foundation; results depend on implementation	Structured for local SEO and AI visibility out of the box
Increase Local Lead Flow	Performance depends on design and consistency	Conversion-optimized pages and built-in lead routing
Adapt to change (AI, search, scale)	Modern platform with ongoing updates and flexibility	Continuously evolves with search, AI, and technology
Migrate without SEO Loss	Migration handled by internal teams or agency partners	White-glove migration with zero SEO loss

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