



What's native to DevHub vs. what a WordPress or Webflow build has to fake.

Both platforms can approximate most of this. The question is whether it's a platform feature or a maintenance line item nobody put in the proposal.

DEVHUB — NATIVE

Built into the platform. No third party, no custom dev.

WORDPRESS / WEBFLOW — WORKAROUND

Plugin, script, or custom build — someone owns and maintains it.

01 Zip-based lead routing across locations

Zip-ownership logic built into core routing — corrects a mismatched location automatically, regardless of which page the form lived on.

Custom PHP + locator plugin (WP), or an external database wired to the API (Webflow). Rebuilt per client.

02 Duplicate content across near-identical local pages

Server-side visitor personalization — one page adapts per franchisee instead of cloning N near-identical pages.

Multisite consistency depends on dev discipline. Webflow CMS hits reference/item limits once locations × services × cities scale up.

03 First-touch attribution

Session-level capture built in — original entry point stored and pushed to the CRM with the lead.

GTM + custom cookie logic. Client-side only on Webflow — breaks under Safari ITP and cookie restrictions.

04 Field-level audit log

Every field change logged with before/after values, filterable by user, network-wide.

Plugin-dependent and inconsistent on custom fields (WP). Doesn't exist on Webflow — publish history only.

05 Reviews for non-storefront locations

Native Google Places integration, with the storefront-address limitation documented and flagged, not discovered later.

Same third-party JS widget dependency as anywhere else — usually invisible to schema and AI crawlers.

06 Structured data / schema per location

Auto-generated from the live content fields powering the page — extendable per brand, stays in sync by construction.

Manually embedded JSON-LD per template. Goes stale silently when a content field changes and no one updates the script.

07 API access — pull and push

One federated API across every location in the network.

WP Multisite = N separate installs, N endpoints. Webflow's API is CMS-only — leads are webhook-based, not queryable.

08 AI agent / MCP readiness

Live MCP integration plus auto-generated llms.txt, with a stated roadmap.

No multi-location-aware plugin exists on either platform yet. Custom middleware, built from scratch, full stop.

None of this is impossible on WordPress or Webflow — it's all buildable. The cost that never makes it into the proposal is who maintains it: who patches the plugin across 200 sites, who owns the JSON-LD when a field changes, who's on call when it breaks mid-launch.