

DevHub vs. WordPress

Which Scales Better for Franchises?

Goal	 WORDPRESS	 devhub
Control content and design	✓	✓
Maintain speed and security	✗	✓
Adapt to new new technologies	✓	✓
Integrate with best vendors	✓	✓
Roll out updates at scale rapidly	✗	✓
Drive SEO & AI visibility	✗	✓
Increase local lead flow	✗	✓
Empower franchisees	✗	✓
Protect brand standards	✗	✓
Migrate without SEO loss	✗	✓

WordPress Slows You Down. DevHub Scales You Up.

The only website platform purpose-built for franchise scale and complexity.



 devhub.com

 hello@devhub.com

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Goal	 WORDPRESS	 devhub
Control content and design	You can make simple edits but agencies or devs hold the keys	You own sites, content, and assets; flexible editing options
Maintain speed and security	Plugin bloat slows sites; downtime and security risks	Enterprise-grade security and Core Web Vitals baked in
Adapt to new new technologies	Manual updates 2-4x per year; rebuild cycle every 3-4 years	Automatic updates and a Future-Proof Guarantee™
Integrate with best vendors	Requires plugins which can break, or custom development	85+ seamless native integrations and open API
Roll out updates at scale rapidly	May take weeks or months depending on dev queue	Launch systemwide updates at scale in minutes without devs
Drive SEO & AI visibility	Dependent on plugins and manual updates, fragile at scale	Site structure and schema built in from day one
Increase local lead flow	Design often not optimized for conversion and speed to lead	Conversion-focused, user-tested design; lead routing
Empower franchisees	Mostly locked down; frustrated zees have to submit tickets	Publish local content, images, and pages without risk
Protect brand standards	Custom code and plugins make it hard to enforce standards	Global controls ensure brand consistency across all pages
Migrate without SEO loss	Risk of lost rankings and broken links	White-glove migration preserves legacy SEO, content

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