TAPFLARE / RESEARCH & PRACTICAL GUIDANCE

CMS Content Migration Cost: Count Records, Not Pages

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Executive Summary

A content migration cannot be priced from a page count. The unit that drives the work is the **record**, together with its fields, relationships, files and exceptions. Webflow's documented CSV import shows why: it maps most field types, but "No data maps to the file field" and files must be uploaded manually afterward (university.webflow.com). Reference fields are matched by slug, so a record whose slug was customized will not resolve from plain text (university.webflow.com). Each rule creates countable manual work that a page-based estimate never sees.

No public benchmark exists for a market-average migration price, and this report does not offer one. Published offers disagree on the billing unit itself. One ecommerce migration tool weights each record type differently, counting a blog post as **0.6 points** (next-cart.com). Another prices by "the total number of entities you select to migrate" (litextension.com). A fixed-price government CMS offer charges per content structure with unlimited pages (archive.salsadigital.com.au), and a marketplace listing includes "1 CMS Collection with up to 25 straightforward content items" (contra.com).

The recommended method has four parts. First, inventory by record class, with status, field types, relationships and assets. Second, run a paid pilot that contains the awkward records and approve a source-to-target field map before estimating the rest. Third, quote three sourcing routes (internal CSV import, a fixed-scope specialist, or an existing development retainer with confirmed migration scope) on identical deliverables, with named owners and written exclusions. Fourth, accept the work with a reconciliation equation: **eligible source records = verified destination records + approved omissions + unresolved exceptions**. Row counts alone are only "a quick check", and deeper validation relies on checksums and hash functions (learn.microsoft.com).

Cutover carries separate dependencies. Webflow states that "New imports overwrite all existing redirects" (help.webflow.com), so redirects need their own owner and acceptance line. As of November 2026, Webflow's published Premium plan is **$25 per month** on yearly billing or **$39 per month** billed monthly, with 20,000 CMS

items included (webflow.com). Plan quotas should still be re-checked before signing, because Webflow's announcement says existing sites move to the new plans only at their next renewal or billable change on or after Webflow's stated transition dates (June 29, 2026 for most sites; November 16, 2026 for sites in Freelancer or Agency Workspaces or on legacy pricing). Both dates have now passed, but a site whose renewal has not yet come around may still be on a legacy plan with different limits, so check the site's current plan and renewal date in Webflow before signing. A standalone migration is not by itself a reason to subscribe to anything. Copywriting, translation, SEO strategy and complex backend migration belong with specialists, and no route can promise preserved traffic or zero downtime.

Introduction and Background

When a content-rich marketing site changes platform, one supplier quotes by page, another quotes a flat fee that quietly excludes images, and a third offers a CSV import and asks the client to check the results. Each quote can be honest and still be incomparable, because the quotes count different things.

This report treats the problem as scoping and acceptance. It uses a simple software-as-a-service (SaaS) resource library as the worked example: blog posts, glossary terms, downloadable guides, authors, categories and video resources, with hypothetical counts and no invented customers or outcomes. Concrete behavior is taken from Webflow, because its import and export documentation is specific and publicly readable (retrieved November 23, 2026). Framer, HubSpot and Shopify documentation appear only to show that import semantics differ by platform, and Webflow's exact behavior should not be generalized to Framer or WordPress.

Webflow's own WordPress migration checklist is the baseline coverage a buyer will meet. It asks teams to note the fields a collection needs and the corresponding field type (webflow.com). Framer's Webflow guide similarly begins by listing "each collection, field, slug, reference, and multi-reference" (www.framer.com). These are sound starting points, but neither gives a buyer a countable quote sheet and an acceptance standard that a second party can verify. That gap is what the workbook specified here addresses. It has four sheets (inventory, field map, exception log, acceptance), described by their columns so any spreadsheet tool can reproduce them. No downloadable file accompanies this text.

Tapflare, the publisher, is a flat-rate monthly subscription for graphic design and website development, run through a dedicated project manager. It appears below as one of three sourcing routes, in the same register as the others. It is not a copywriting, translation, SEO or backend data-migration service, and a one-off migration alone does not make a subscription the right choice. For account and backup transfer rather than content transfer, see the existing website ownership transfer guide; for full rebuilds, see why website redesigns fail.

Separate the Outputs Before You Price Anything

"Migration" bundles at least five outputs, and each should be its own quote line with its own owner.

- **Content records:** structured items (posts, terms, resources, authors) with fields, relationships and assets. This is the subject of this report.
- **Layout rebuild:** templates and components. A layout can be copied without content; Framer notes its HTML extension "copies the HTML/CSS, not CMS data" (www.framer.com).

- **Integrations and hosted behavior:** forms, search, localization, ecommerce. A code export "does not recreate Webflow CMS, forms, search, localization, ecommerce, or other hosted behavior in Framer" (www.framer.com).
- **URL continuity:** redirect mapping and checks, covered under cutover.
- **Account handover:** domains, access and backups, scoped as a separate quote line, not as part of content records.

A page count conflates all five. NN/g, a usability research firm, defines a content inventory as "a list of every piece of digital content you currently have, captured at either the page or asset level" (www.nngroup.com). Inventories built only from pages undercount files, and a U.S. government digital team notes that sitemaps "are limited for this purpose when they only contain web pages" (digital.gov) while "PDFs and other files are difficult to inventory that way" (digital.gov).

Tooling is a second reason. The WP to Webflow app describes itself as "completely free, with no initial costs or recurring subscriptions" (webflow.com) and names what it imports: "your posts, images, tags, and categories" (webflow.com). Custom post types, authors, menus and downloadable files fall outside that description and need their own line. The inventory (a count) also comes before the audit (a judgment): NN/g says an audit "examines, assesses, and evaluates the quality of the content listed in the inventory" (www.nngroup.com), and its keep, retire and revise decisions change the record count the quote depends on.

Inventory by Record: Classes, Status, Fields, Relationships and Assets

Organize the inventory by content class (records sharing a template and field set, such as blog posts), not by URL. Classes reveal how many collections and field maps the target needs.

Counting the source side

For a WordPress source, the REST (representational state transfer) API returns "the total number of records in the collection" in a header (developer.wordpress.org), with page size "capped at 100 records" (developer.wordpress.org). The posts endpoint filters by status ("Limit result set to posts assigned one or more statuses") (developer.wordpress.org), so a count without a stated status may omit drafts. Status is a first-class column: scheduled posts are "Scheduled to be published in a future date" (wordpress.org), private posts are "Viewable only to WordPress users at Administrator level" (wordpress.org), and attachments and revisions use a child status ("Used with a child post") (wordpress.org), so raw database rows include non-content.

WordPress ships "five default post types" and allows more (developer.wordpress.org), plus custom taxonomies (developer.wordpress.org). Webflow's checklist suggests that "For each WordPress post type that will be migrated, export a separate CSV file" (webflow.com), so every custom type adds a collection and a field map.

Fields, shortcodes and hidden metadata

Under-counting hides in fields. A custom field key "can be used more than once per post" (wordpress.org), and some keys are hidden: "WordPress will not show custom fields which have" an underscore-prefixed key (developer.wordpress.org). The Advanced Custom Fields plugin keeps values in post metadata ("ACF will

store all custom field values in the" `wp_postmeta` table) (www.advancedcustomfields.com), so an editor-screen audit can miss fields. Bodies carry shortcodes, which let "plugin developers to create special kinds of content" (developer.wordpress.org), and block markup serialized as HTML comments (developer.wordpress.org). Official documentation does not say how either behaves after import elsewhere, so count each distinct type and test it in the pilot.

Media, files and alt text

WordPress.com's export holds "plus links to your media files (not the actual files)" (wordpress.com); that page describes WordPress.com, so self-hosted sites should confirm their own behavior. It suggests a count check: "compare the number of items in your media library on both your old and new sites" (wordpress.com). Self-hosted import makes attachment download opt-in ("Download and import file attachments") (wordpress.org), and "attachment IDs change on import" (wordpress.org).

Images also carry accessibility data. WCAG (Web Content Accessibility Guidelines) 2.2 criterion 1.1.1 requires an alternative "that serves the equivalent purpose, except for the situations listed below" (www.w3.org), and NN/g lists alt text among inventory metadata (www.nngroup.com). Framer's WordPress guide warns that "alt text often drops during bulk CSV operations" (www.framer.com). Make alt text an inventory column and an acceptance check.

Disposition: keep, retire or revise

Archived and draft content is the usual trap. Webflow's archived state means "Content has been archived and removed from the live site" (developers.webflow.com), yet its collection export covers archived items ("including archived items, to a CSV file") (help.webflow.com), so an export can resurrect retired content. One published scope takes the opposite default: "Unpublished, draft, or hidden pages are not included in the migration scope" (support.govstack.com). Neither default is wrong, but the quote must say which applies.

Table 1 specifies the inventory sheet. Each column is something a supplier can count and a reviewer can verify.

Column	What it records	How a reviewer verifies it
Source ID / URL	Stable identifier of each source record, not only its address.	Compare with the platform record count and the API total (developer.wordpress.org).
Content class	Post type or taxonomy; one class per template and field set.	One export per post type.
Disposition	Keep, retire or revise, with the decision owner.	Archived and draft records appear only if marked keep.
Status	Published, draft, scheduled, private or archived.	Re-count with each status stated (developer.wordpress.org).
Destination / template	Target collection and rendering template.	Target schema exists before import.
Fields	Field name, source type, target type, required or optional.	Field map signed off on the pilot.

Column	What it records	How a reviewer verifies it
Relationship count / type	References to other records, single or multiple.	Referenced collection imported first (www.framer.com).
Assets	Images, files and embeds per record; alt text present or absent.	Media counts compared on both sides (wordpress.com).
Exception	Anything that will not import cleanly.	Logged with a repair owner.
Owner / acceptance evidence	Named person, and the check that closes the record.	Matches the acceptance sheet.

The columns also work as a quoting contract: any column a supplier will not populate defaults to the buyer.

Pilot, Field Map and Exception List

The most reliable way to turn unknowns into numbers is a quoted pilot containing the awkward records, not only a clean blog post. Five tidy posts prove that text imports, not that files, references or embeds do. Framer's Webflow guide recommends the same discipline: "Import one collection at a time and test a small set of representative items before importing everything" (www.framer.com). No retrieved source says what a pilot costs or how long it takes, so the pilot is where those numbers get measured.

What the pilot should contain

- **One record per field type in use:** text, rich text, image, file, date, number, option, link, reference and multi-reference.
- **The worst record in each class:** the longest body, the most images or relationships, the oldest formatting, any shortcode.
- **A custom-slug record that others reference:** this tests slug matching.
- **One record in each non-published state:** draft, scheduled, private, archived.
- **A deliberately broken record:** a missing image URL or an empty required reference, to see how failures are reported.

The field map

The field map has one row per source field and a target field type beside it, and the target schema must exist first. Framer's importer works "so only fields that already exist in your collection come through" (www.framer.com), so a field missing from the target is dropped rather than reported. Relationships impose an order: "For relationships, create and import the referenced collection first" (www.framer.com). Moving a collection between Webflow projects means creating "a plain text field for now" and rebuilding references afterward (help.webflow.com).

Documented Webflow behaviors to test

Table 2 turns behaviors documented in Webflow's CSV import article and related pages into exception classes and pilot tests. They reflect pages retrieved on November 23, 2026, should be re-verified before signing, and should not be assumed on other platforms.

Documented behavior (Webflow)	Exception class to count	Pilot test
"No data maps to the file field"; files are uploaded manually (university.webflow.com)	One manual upload per file per record	Count files in pilot records; time one upload.
Plain text is converted to a slug, and a custom slug will not match (university.webflow.com)	Records pointing at custom-slug items	Include a custom-slug record; check it resolved.
A required reference that is empty or unmatched imports as a draft (help.webflow.com)	Unresolved references sitting in draft	Break one reference; see where the row lands.
Imported images "don't get" responsive variants (university.webflow.com)	Images needing manual optimization	Check one image at several widths.
Number fields reject letters, symbols or commas (university.webflow.com)	Values needing cleanup	Scan numeric columns for units and separators.
Video: "Other video URLs can't be mapped to this field" (university.webflow.com)	Videos hosted elsewhere	List video hosts in the inventory.
Option fields allow "up to a maximum of 100 options" (university.webflow.com)	Tag-like columns with many values	Count unique values per column.
Rich text: Webflow "may clean up embeds to remove elements, classes, and attributes it doesn't support" (help.webflow.com)	Embed types that change on import	Render each embed type; compare.
"You can upload a CSV file up to 4 MB" (university.webflow.com)	Number of CSV files needed	Estimate size per record.
Failures come with "a link to download a detailed error report" (help.webflow.com)	Failed and skipped rows	Keep each report as acceptance evidence.

The table makes cost drivers visible as counts: file uploads scale with files, reference exceptions with records pointing at custom-slug items, and rich text exceptions with distinct embed types rather than posts. A supplier estimating on post count alone has not looked at these. Each row should become a measured minutes-per-record figure in the pilot, blank until measured.

Format and platform differences

RFC 4180, the informational CSV specification, says fields "containing line breaks (CRLF), double quotes, and commas" must be enclosed in double quotes (www.rfc-editor.org) and records that "some programs, such as Microsoft Excel, do not use double quotes" (www.rfc-editor.org), so rich text with line breaks is a common source of broken rows. The same document says each line "should contain the same" number of fields (www.rfc-editor.org), a simple row-width check. For dates, the W3C profile allows a timestamp such as "YYYY-

MM-DDThh:mm:ssTZD (eg 1997-07-16T19:20:30+01:00)" (www.w3.org), so the map should state a time-zone convention, and W3C advises to "Choose UTF-8 for all content and consider converting any content in legacy encodings to UTF-8" (www.w3.org).

Platforms differ enough that one platform's rules must not be copied to another. Framer downloads images from absolute URLs but "Relative paths won't work" (www.framer.com), and it matches on slug (www.framer.com). HubSpot's blog importer says "only the date format MM/DD/YYYY is accepted" (knowledge.hubspot.com), and replacing posts "will clear any existing analytics for posts being replaced" (knowledge.hubspot.com). Shopify's product import can remove data in some column combinations ("then existing data is deleted or removed") (help.shopify.com). Each import has its own exception list, and a quote must name which list it priced.

Three Sourcing Routes on Identical Quote Lines

Three routes are realistic: an internal CSV import, a fixed-scope migration specialist or freelancer, and an existing development retainer or subscription whose scope is confirmed to include migration. They compare fairly only if each quotes the same lines.

The quote lines every route must price

- **Pilot and setup fee:** schema, field map and pilot, stated separately.
- **Eligible records by class:** from the inventory, with the disposition rule that produced them.
- **Extraction and cleanup:** export, encoding, date and number normalization.
- **Import and exception repair:** a named number of manual exceptions included, and a rate for extra ones.
- **Visual checks and reconciliation:** records rendered and compared, who decides pass or fail, and the reconciliation sheet.
- **Delta import and review rounds:** what happens to late edits, and how many correction cycles are included.
- **Client work, exclusions and owners:** what the buyer does, what is excluded, and who is named for each.

How published offers define the unit

Public vendor pages define the unit very differently. Next-Cart, an ecommerce migration tool, sizes jobs in points, where "each blog post as 0.6" against 1 for a product (next-cart.com), warns that "Entering a smaller quantity in the calculator does not filter out extra records" (next-cart.com), and sells filtering as an add-on (next-cart.com). LitExtension says "the final price is determined by the total number of entities you select to migrate" (litextension.com) and lists redirects separately ("SEO URL Migration, or 301 Redirect are paid add-ons") (litextension.com). A CRM migration vendor defines "A record is a single entity, such as a contact, an email, an attachment, a deal, etc." (syncmatters.com). These are ecommerce and CRM tools, so they show how units are defined, not what a marketing-site migration costs.

An archived government CMS offer prices by structure: a "One-time project and tooling setup fee" (archive.salsadigital.com.au) plus a "Cost per content structure (unlimited pages)" (archive.salsadigital.com.au), assuming each structure "contains up to 10 custom fields and up to five paragraph types" (archive.salsadigital.com.au). It sits on an archive subdomain and may not be current, so it is cited only as an example of a field-bounded unit. A marketplace listing for WordPress to Webflow migration includes "1 CMS Collection with up to 25 straightforward content items" (contra.com), excludes "Multilingual migration or complex CMS relationships" (contra.com) and quotes extra CMS content separately. Another provider assigns unmapped content to the client: "Any additional pages not identified within the URL page mapping remain the responsibility of the client" (support.govstack.com). These are vendor statements about their own offers, not market averages.

Table 3 compares the routes on the same lines. Cells that depend on an actual quote are left for the buyer to fill from a pilot or written quote.

Quote line	Internal CSV import	Fixed-scope specialist or freelancer	Existing development retainer or subscription
Example of the route	Marketing or operations staff using the platform's CSV import.	A freelancer or migration specialist, such as the listings described above.	**Tapflare**: a flat-rate monthly subscription for design and website development, with a dedicated project manager and hours set by the plan.
Pricing unit	Staff hours; plan limits and any tool fee.	Flat fees bounded by items, structures or pages, such as up to 25 items in one listing.	Plan-based capacity set by the provider; check its current pricing page.
Pilot and setup	Built by the team; time to be measured.	Ask for a priced pilot; some vendors offer samples of roughly 10 percent of records (syncmatters.com).	Confirm in writing that migration work is in scope first.
Eligible records	Team owns the inventory.	Quote states counts by class and draft rules.	Buyer supplies the inventory; provider confirms counts.
Manual exceptions	Team repairs, including file uploads.	Included number and overage rate in writing; complex relationships often excluded.	Exceptions consume the allotment; confirm limits.
Checks and reconciliation	Team defines checks; sheet required.	Named reviewer and rounds.	Revision process follows the plan.
Delta import	Repeat export and import near switchover.	Priced separately; freeze rules stated.	Confirm a second import is in scope.
Client work	Everything not outsourced.	Asset supply and approvals.	Briefs, approvals, content decisions.
Typical exclusions	Copywriting, translation, SEO, backend data work go to specialists.	Multilingual work and complex relationships.	In this article's scoping position, not a copywriting, translation, SEO or complex backend migration service; confirm against the provider's current terms.

Quote line	Internal CSV import	Fixed-scope specialist or freelancer	Existing development retainer or subscription
Best fit	Small, clean libraries with spare capacity.	A bounded one-off library with awkward content.	In this article's assessment, teams needing steady design and web output, with migration scope confirmed in writing.

Reading across, the internal route is cheapest in cash and most expensive in attention, and its risk is unmeasured exceptions. The specialist trades money for bounded scope, and its risk is a flat fee that excludes the hard records. The retainer works best when the buyer needs recurring design and web production and the provider confirms migration scope in writing. A standalone migration is not by itself a reason to subscribe: for a one-time move, a fixed-scope specialist with a priced pilot is the more natural comparison.

Acceptance: Reconcile Records, Do Not Eyeball Pages

Acceptance should be a sheet, not a feeling. The main tool is a reconciliation equation:

eligible source records = verified destination records + explicitly approved omissions + unresolved exceptions

Each term counts records, not pages, and relationship fields are not counted as separate records. A post with three category references is one post and three relationship values, checked in their own column.

- **Eligible source records:** the keep records from the inventory, by class and status, fixed before import.
- **Verified destination records:** records in the target whose key fields match and whose checks passed.
- **Approved omissions:** records deliberately not migrated, each with a named approver and a reason.
- **Unresolved exceptions:** failed or skipped records, each with an owner and a due date.

If the right side does not sum to the left, something was dropped or double-counted. Webflow supports the count in a limited way: failed rows come with "a link to download a detailed error report" (help.webflow.com), its preview lets a user skip individual items ("To skip importing a specific item:") (help.webflow.com), and a required reference that is empty or unmatched imports as a draft (help.webflow.com), so imported counts should separate drafts from published records.

Counts are a first screen only. Microsoft's cloud adoption guidance says "Database row counts can be compared for a quick check but for deeper validation, checksums and hash functions are preferred" (learn.microsoft.com), and SQL Server documentation says a row count "does not validate that the content of the rows matches" (learn.microsoft.com). Amazon's data migration validation "compares each row in the source with its corresponding" target row (docs.aws.amazon.com), and "Data validation requires additional time, beyond the amount required for the" migration (docs.aws.amazon.com). These are database sources, so they inform method, not price. For a marketing site, the equivalent is a per-record comparison of title, slug, date and body length, plus a rendered visual check on a sample.

Rich text should be checked after rendering because the platform may change it (help.webflow.com). Files need their own line because they do not travel through the CSV (university.webflow.com). Exported asset URLs "point back to the site you exported the Collection from" (help.webflow.com), and "If you delete that site,

those assets and links break, including images in rich text fields" (help.webflow.com). Relationships need a referenced-record check, because "publishing or updating an item also publishes and updates any items referenced" (help.webflow.com). For repeat imports, Webflow matches items using an exported Item ID (help.webflow.com) while Framer matches on slug (www.framer.com), so the field map must name the matching key and who confirms no duplicates.

Passing a sample of ten pages shows only that those ten passed. Framer's guide lists what needs checking after import: "formatted text, images, files, dates, options, and relationships" (www.framer.com). Check each type across the whole eligible set by count and rule, and sample visually only where counts cannot reach. Name an approver and a correction owner for every failure, and record failed or skipped items instead of removing them from view.

Cutover: Freeze Window, Delta Import, Backup and Redirects

Cutover is where records edited during the project create a gap between source and target. A freeze window, a delta import and a backup plan close it, and redirects are a separately owned dependency.

A content freeze means editors stop changing the source while records are copied. An older content-migration article says migration works best if the source "is not being updated while content is being replicated in the new system" (oxd.com) and that a freeze notice should name "any exempt content to which updates are permitted" (oxd.com). It dates from 2007, so it is process background, not platform guidance. The quote should state freeze length, exempt content and who approves late edits. Where a freeze is impractical, a delta import covers it: Webflow's checklist warns that "this import process may need to occur again closer to the official switchover" (webflow.com). A delta import has its own count, matching rule and reconciliation, and should be priced separately.

For backup, Webflow "creates a pre-import backup of your site" when the user accepts the prompt (help.webflow.com), but automatic restore points arrive only "on every 50th auto-save" (help.webflow.com), so a manual backup before a large import is a sensible line item. A supplier should say who takes it, where it is stored and who can restore it.

Redirects belong to URL continuity, but a bad redirect import can undo other work. Webflow states that "New imports overwrite all existing redirects" (help.webflow.com) and that an invalid row makes the whole import fail (help.webflow.com). Its checklist calls for a redirect map documenting "all URL changes" (webflow.com), and Framer notes that "Only changed or removed paths need redirects" (www.framer.com). The acceptance sheet should carry a redirect line with its own owner, its own count (source URLs mapped to destinations) and its own check. SEO strategy is outside this report, and nothing here promises preserved traffic or zero downtime.

Data Analysis and Evidence

The quantitative evidence for this topic is a set of published limits and billing units, not a price distribution. No source retrieved for this report publishes a market-average migration cost, and none is inferred.

Platform limits that bound a quote (as of November 23, 2026)

- **Plan and quota:** Webflow's May 13, 2026 pricing announcement says "all customers on the Premium plan will have 20,000 CMS items and 40 CMS Collections included" (webflow.com), priced at "$25/month for a yearly plan or $39/month for a monthly plan" (webflow.com), and removes "the need for CMS item add-ons" (webflow.com). Older help pages describe different plan names, so check the live pricing page before signing.
- **Import file and schema:** one CSV upload is limited to 4 MB (university.webflow.com), item counts "depend on your site plan type" (help.webflow.com), and a collection "can have up to 60 fields" (developers.webflow.com).
- **API batches:** bulk create accepts up to 100 items per request (developers.webflow.com), and each locale copy counts, since "an item created in three locales counts as three" (developers.webflow.com).
- **Assets:** images are capped at 4MB (help.webflow.com).

The 100-item limit gives a simple calculation for scripted imports: requests per collection equal the record count divided by 100, rounded up. That is arithmetic on a documented limit, not a time estimate, and it excludes retries, images and files.

Billing units published by vendors

- **Weighted points:** a blog post counts 0.6 points against 1 for a product in one ecommerce tool, as described earlier.
- **Entities and samples:** LitExtension's free demo covers "up to 20 products, 20 customers, and 20 orders, plus their related data" (litextension.com), while a CRM vendor's samples are "~10% of your records" (syncmatters.com).
- **Structures and caps:** the archived government offer displays a setup fee and a per-structure fee, and HubSpot's knowledge base importer has "a limit of 400 articles" per import (knowledge.hubspot.com).

The spread of units is the finding. A buyer comparing per-entity, per-structure and per-25-items pricing needs a common denominator, and the only neutral one is the eligible record count by class.

The effort expression

total hours = setup + sum over classes of (record count x measured pilot minutes per record / 60) + documented exception work + quality assurance + cutover

Every term must come from a pilot or a real supplier quote, and unknown cells stay blank. Minutes per record are class-specific, since a glossary term and a long post with eleven images take different time. Exception work uses the counts from Table 2, quality assurance uses the reconciliation sheet, and cutover covers the freeze, any delta import, the backup and the redirect checks.

Case Studies and Real-World Examples

No customer case study is used here, because publishing a named migration as an established outcome would need evidence this research did not collect. One clearly labeled hypothetical follows.

(Hypothetical Example) A SaaS Resource Library

A hypothetical SaaS company is moving a WordPress resource library to Webflow. All counts are invented for illustration, and no times, rates or prices are implied.

- **Blog posts:** 240 published, 17 drafts, 31 trashed. The drafts and trashed records are marked retire, so 240 are eligible.
- **Glossary terms:** 85 records, each with a related-term multi-reference.
- **Downloadable guides:** 22 records with a PDF each. Because file fields take no CSV data (university.webflow.com), 22 manual uploads are counted as client or supplier work.
- **Authors and categories:** 9 and 12 records, referenced by posts and guides.
- **Video resources:** 18 records, a few hosted somewhere other than YouTube or Vimeo, logged as exceptions (university.webflow.com).

The eligible total is 240 + 85 + 22 + 9 + 12 + 18 = 386 records. A scripted import at 100 items per request (developers.webflow.com) needs 3 requests for posts and one each for the other five collections, 8 in total, with authors and categories imported first (www.framer.com).

For acceptance, suppose posts reconcile as 240 eligible = 229 verified + 6 approved omissions (duplicates an editor chose not to carry over) + 5 unresolved exceptions (three failed references, two embeds that rendered differently). The equation holds, and the sheet shows five records still need a named owner. Counting references as separate pages would have inflated the total and hidden the failures.

The effort expression then needs a measured pilot figure for each class, and in this hypothetical those cells stay blank: minutes per post (240 records), per glossary term (85), per guide (22, plus 22 uploads) and per record for the 39 authors, categories and videos combined. A team with spare capacity may handle 386 records internally, a specialist suits a list with embeds and files, and an existing retainer fits if the same provider builds the new templates and confirms in writing that import, exception repair and reconciliation are in scope.

Implications and Future Directions

Plans and documentation move. Webflow consolidated plans in May 2026, and some help pages carry older plan details. Every quote should record the plan, the quota and the retrieval date of the documentation it relied on. The record-based method survives such changes because the inventory is platform-independent, even though the exception list is not.

Exception lists are platform-specific. Table 2 lists Webflow behaviors, and other platforms differ again. Ask a supplier to name the exception list it priced, and be wary of a quote that cites only a generic checklist.

Accessibility data is a migration field. WCAG 1.1.1 makes text alternatives part of the content, so losing alt text changes accessibility, not just formatting (www.w3.org).

Where design and web production stops. Tapflare's scope is graphic design and website development: mockup to HTML, drag-and-drop builders or custom code, delivered through a project manager within a plan's daily hours. Copywriting, translation, SEO strategy and complex backend data migration belong with

specialists. A subscription is worth considering only when the buyer also needs steady design and web output, and migration scope should be confirmed in writing before the pilot, since no public statement of any provider's migration scope was relied on here.

Open evidence gaps. No public benchmark exists for pilot minutes per record, typical exception rates or comparable freelancer pricing, and search demand for this topic could not be measured. The response is to build those numbers from a pilot rather than borrow them.

Frequently Asked Questions (FAQs)

How much does a CMS migration cost?

No retrieved source publishes a reliable market average, so none is stated. Published offers bill by different units: points, entities, structures or an item-bounded listing. Count eligible records by class, run a pilot, and price from measured minutes.

What goes on a CMS content migration checklist?

Use the inventory columns in Table 1, the field map, the exception list in Table 2, the reconciliation sheet, and the freeze and backup items.

How do I estimate website migration cost or effort?

Use the effort expression: setup, plus records by class times measured pilot minutes, plus documented exceptions, quality assurance and cutover. Leave unknown cells blank until the pilot supplies them.

What belongs in a CMS migration scope of work?

List the five outputs separately, eligible counts by class, draft and archive rules (support.govstack.com), named owners, exclusions and the acceptance sheet.

What should I ask for in a migration quote?

Ask for the pilot fee, record counts by class, manual exceptions included, review rounds, delta import, client work and exclusions. Ask which platform's exception list was priced and whether redirects are separate.

What is a content migration audit template?

It is the inventory sheet. NN/g notes that "spreadsheets tend to work best for content inventories and audits" (www.nngroup.com). Add status, relationship and asset columns, because a page-level list undercounts them.

How do I map content models for a migration?

Map each source field to a target field type with the target schema created first (www.framer.com), include relationship import order, and log every unmappable field as an exception.

Which exceptions and edge cases are most common?

Documented examples include files that cannot be imported through CSV (university.webflow.com), references that fail on custom slugs (university.webflow.com), and rich text cleaned on import (help.webflow.com). No public frequency data exists, so this report does not say how common any of them is.

Is a standalone migration a reason to subscribe to a design service?

Not by itself. A one-off migration is better compared with a fixed-scope specialist. A retainer or subscription becomes relevant when design and web production are needed continuously and migration scope is confirmed in writing.

Conclusion

A migration is priced and accepted correctly only when it is counted in records. Pages are the visible layer, and the cost sits in classes, fields, relationships, files and exceptions. The inventory makes those countable, the pilot measures them, and the reconciliation equation proves them. Quote lines that name the same deliverables let an internal import, a fixed-scope specialist and an existing retainer be compared fairly, and written exclusions with named owners keep the comparison honest.

The practical sequence is short. Count eligible records by class and disposition. Quote a pilot that contains the awkward records. Approve the field map and exception list before estimating the rest. Price each route on identical lines, leaving unknown cells blank. Accept the work by reconciliation, with a named approver and a correction owner. Keep redirects, backups and the freeze window as separately owned items, and make no promise about traffic or downtime.

Platform documentation changes, and the Webflow details here reflect pages retrieved on November 23, 2026. The method is stable even when the limits are not. Copywriting, translation, SEO strategy and complex backend migration stay with the specialists who do them, and a standalone migration is not by itself a reason to subscribe to anything.

Source links

Links cited in this article, in order of first appearance. Full addresses are provided for readers using extracted text.

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THE PUBLISHER

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Tapflare gives companies an on-demand design and web team for a flat monthly fee.

How it works

Each subscriber has a dedicated project manager who learns the brand, assigns every request to a senior specialist in that kind of work, and reviews the result before it is delivered. Requests are submitted and discussed in the Tapflare portal, each plan includes a daily allotment of design or development time, and the client keeps full ownership of the export and source files.

What it covers

Graphic design, custom illustration, presentation design, logos and brand guides, video editing and motion graphics, website and mobile-app mockups, and website development, from design mockups to HTML, to drag-and-drop builders or custom code.

What it is not

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