PRODUCTIVITY FINTECH & FINANCIAL SERVICES

How Worth AI rebuilt its website so marketing could run it

An RGP-matched Webflow developer replaced a hard-coded WordPress site with one Worth AI's marketing team manages in-house.

PRODUCTIVITY

60 hours

Rebuild + post-launch work

SPEED

92%

LIGHTER HEAVIEST PAGES

GROWTH

77 → 92

HOMEPAGE LIGHTHOUSE SEO SCORE

RETENTION

100%

SEATS NEVER NEEDING REPLACEMENT

01 The challenge

Worth AI's website had become a site its own team couldn't touch.

Worth AI is a fintech platform that helps lenders, payments companies and other fintechs onboard, verify, underwrite and monitor the businesses they work with. Its marketing site was built on WordPress by several agencies over the years, and almost everything was hard-coded. Outside of posting a blog, the marketing team couldn't make changes.

Blog pagination was broken, so only the 10 or 12 most recent posts showed up. Even small fixes, like moving a login button that sat on top of the logo,

At a glance

INDUSTRY
Fintech & Financial Services

COMPANY SIZE
51–200 people

HQ
United States

ROLES FILLED
2

needed a developer. Lauren Miller, Director of Marketing, tried fixing issues directly and got nowhere.

The plan was to move to Webflow and set it up properly: clean naming conventions, CMS templates for blogs, products, events and the team page, and forms that pushed straight into HubSpot. The deadlines were real. Core pages had to be ready for a company offsite, and the full site had to be live before a big announcement. Partway through, the teammate co-running the project went on leave.

THE TEAM

2 roles filled

01 Marketing Generalist

02 Web Developer

RGP

FULL TIME FOR YOU ONLY.
MANAGED BY RGP.

02 The solution

RGP matched a Webflow specialist to the exact brief.

Lauren Miller had worked with Jason and Omar before, including a WordPress to Webflow migration. This time, instead of sending a list of freelancers, RGP interviewed developers against Worth AI's exact requirements. About a week after kickoff, the developer was building in Worth AI's Webflow account.

The developer worked Worth AI's hours and joined a shared Slack channel, so the designer, IT team and co-founder could reach him directly. The designer dropped pages into Figma in batches, the developer built each batch, and every revision was tracked in one shared Google Doc. He ran his own QA before launch. An RGP lead oversaw the work and stepped in on anything technical.

Billing stayed simple: a monthly invoice with every hour itemized. After launch, RGP took on more, including an ROI calculator and a full technical SEO and AEO cleanup.

03 The results

Worth AI now runs its own website.

Within a month of kickoff, the blog, product and pricing pages were built. The full site relaunched on Webflow in March 2026. Today the marketing team updates pages, swaps images, adds blog posts and manages redirects without waiting on a developer.

The post-launch cleanup added schema markup to all 108 pages and cut the heaviest pages from 17.7 MB to 1.33 MB. Homepage mobile blocking time dropped from 460ms to 40ms, and the homepage Lighthouse SEO score went from 77 to 92. RGP also fixed 36 old links that had been 404ing since the migration and published an llms.txt file so AI assistants describe Worth AI accurately.

The full rebuild and the changes since launch took about 60 hours of developer time. At typical US rates for a senior Webflow developer, around $150 an hour, Lauren Miller says that would have cost more than three times what Worth AI paid.

SCALE

2

HIRES MADE WITH RGP

RETENTION

Dec 2025

WORKING TOGETHER SINCE

> If your website is something your team can't touch, talk to RGP. They found us a Webflow developer who really knew what he was doing, and Omar stayed involved the whole way. We went from needing a developer for every small fix to running the site ourselves. They were upfront about every hour and easy to work with.

— LAUREN MILLER DIRECTOR OF MARKETING, WORTH AI

Ready to get your time back?

We're not the right fit for everyone, but reach out and we'll give you the truth.

Build Your Team →

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