WORTH × RGP | REMOTE GROWTH PARTNERS

CASE STUDY

PRODUCTIVITY FINTECH & FINANCIAL SERVICES

How Worth AI rebuilt its website so marketing could run it

PRODUCTIVITY

60 hours

REBUILD + POST-LAUNCH WORK

SPEED

92%

LIGHTER HEAVIEST PAGES

GROWTH

77 → 92

HOMEPAGE LIGHTHOUSE SEO SCORE

01 Challenge

An agency-built, hard-coded WordPress site meant every small fix needed a developer, with real launch deadlines ahead.

02 Solution

RGP interviewed Webflow developers against the exact brief; one was building within about a week, overseen by RGP, with every hour itemized.

03 Result

Full Webflow relaunch in March 2026. Marketing now runs the site, and the homepage Lighthouse SEO score rose from 77 to 92.

ROLES PLACED Marketing Generalist Web Developer

> 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

Build Your Team →

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