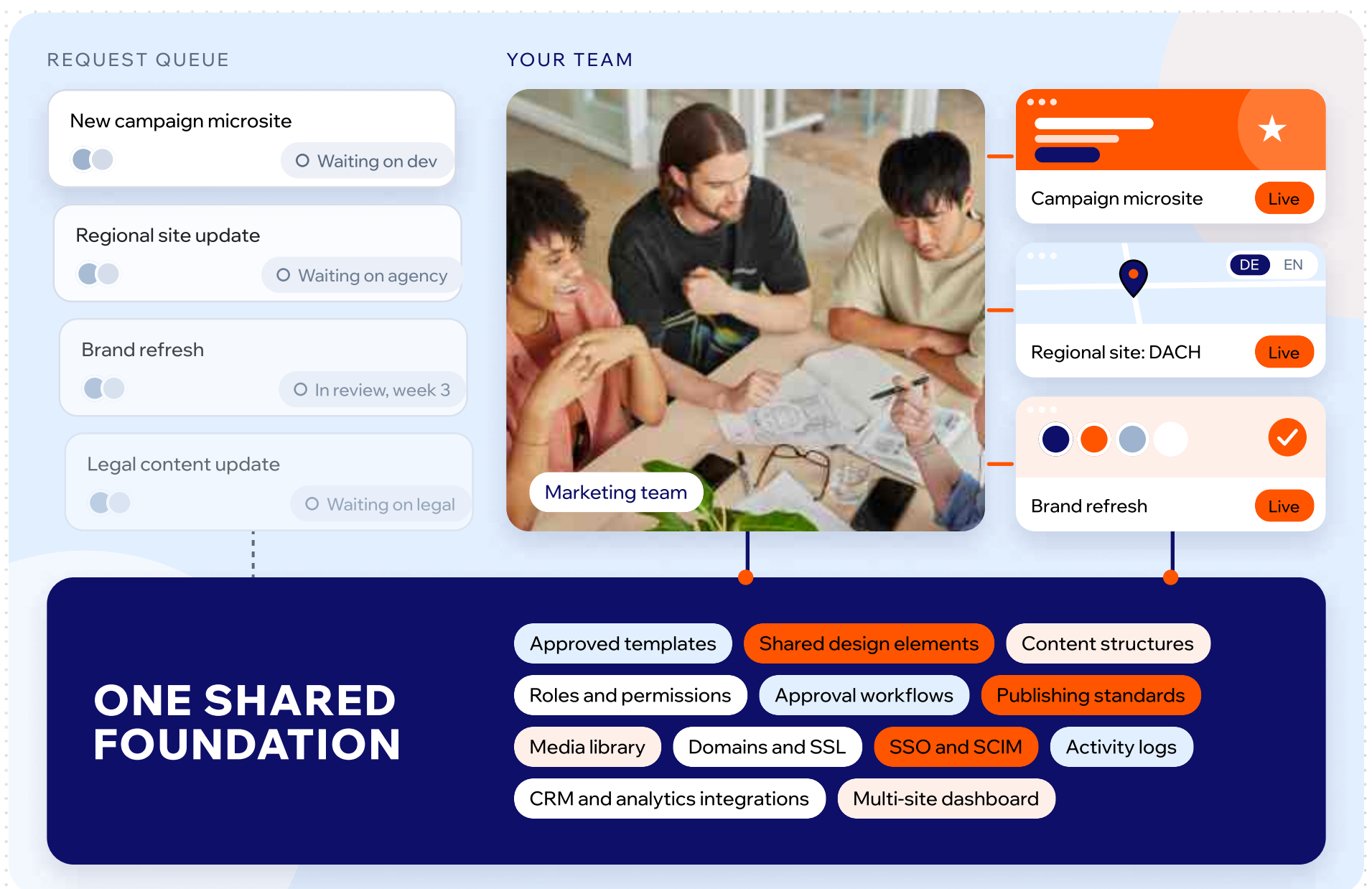


The Web Portfolio Modernization Guide

How marketing teams move past legacy website bottlenecks without giving up governance, flexibility or the investments they've already made

Marketing is changing. Is your website keeping up?



Marketing is changing. Is your website keeping up?

Marketing teams are being asked to deliver more, move faster and make every dollar work harder. Yet many are still operating on website infrastructure that makes routine work unnecessarily difficult.

A new campaign needs a developer ticket. A landing page requires an agency brief. A simple update moves through multiple teams before it goes live.

These aren't just technical inconveniences. They're demands on already stretched resources.

And while teams are finding ways to accelerate content creation, campaign planning and execution with AI, their website infrastructure can remain a bottleneck.

7.7%

of company revenue goes to marketing, flat for two years. 59% of CMOs say it isn't enough to execute their strategy.

Gartner 2025 CMO Spend Survey

49%

of CMOs already report GenAI gains in time efficiency, raising expectations for speed everywhere else

Gartner 2025 CMO Spend Survey

63%

of martech leaders say marketing lacks the technical skills to operate parts of its own stack

Gartner 2023 Marketing Technology Survey

The hidden cost of how we've always done it

When marketing is expected to do more with less, it can no longer afford technology that makes everything harder.

The question isn't whether your existing platform still works. It's whether it's helping your team work at the speed the business now expects.

10 to 20%

added to the cost of every project to address technical debt

McKinsey & Company

40%

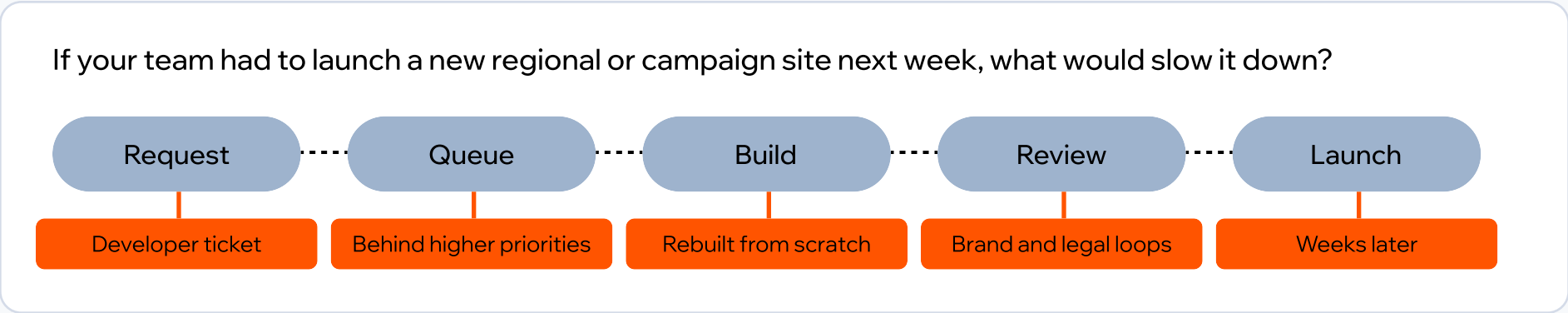
higher likelihood that IT modernizations stall or get canceled at companies with the most technical debt

McKinsey & Company

Recognize the friction

The signs aren't always obvious. Often, they're buried in the everyday processes your team has learned to work around.

- ➔ Launching a site means rebuilding familiar elements from scratch.
- ➔ Brand and regional teams can't make routine updates on their own.
- ➔ Content lives across disconnected CMSs and workflows.
- ➔ Every acquisition adds another platform to manage.
- ➔ No one has a full view of what sites exist, who owns them and what they cost.



A better model: more autonomy, without losing control

Marketing teams need to move quickly, but speed can't come at the expense of brand consistency, security or control. A better web operating model makes both possible: giving teams the independence to launch and manage websites while keeping the right standards in place across the organization.



What this enables

- ➔ Repeatable launches from approved templates
- ➔ Brand and legal updates published across sites at once
- ➔ Local customization without abandoning brand standards
- ➔ Central visibility across a growing portfolio

2 to 3x

faster campaign execution for empowered marketing teams compared with traditional teams

McKinsey & Company, experience across more than 150 agile marketing transformations

What changes when your website stops slowing you down

The payoff isn't just a new CMS. It's a different way to run the web, and it shows up in the moments marketing teams deal with every quarter.

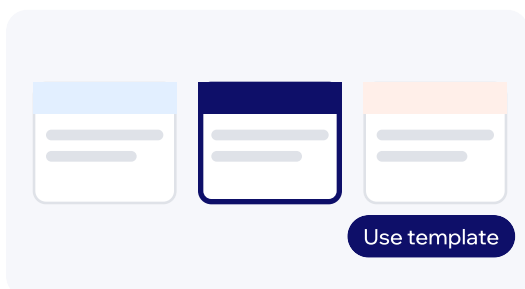


Scenario	Today	With a shared foundation
Launching a regional site	An agency brief, a new build and weeks of review.	The regional team starts from an approved template, adds local content and routes it for approval.
Launching a campaign microsite	A developer ticket waiting behind higher priorities.	The campaign owner builds from a campaign template and publishes on schedule.
Rolling out a brand refresh	Every site updated one by one by different owners and vendors.	Update the shared template once and push changes to every connected site.
Updating legal content	Manual edits across every property, with gaps no one notices.	Update shared content once and publish it everywhere it appears.
Integrating an acquisition	Another CMS, contract and set of logins to maintain.	Move the brand onto the shared foundation in a planned wave.

The technology behind a connected web portfolio

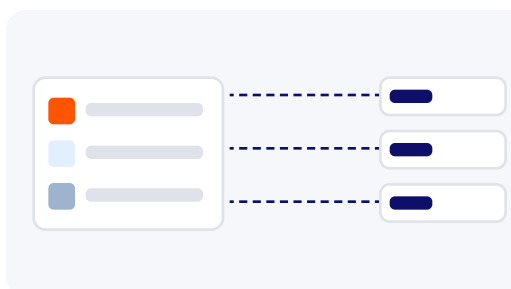
A shared foundation only works if teams can manage individual websites without losing control of the broader portfolio. Enterprise multi-site capabilities make it possible to standardize what should be shared, customize what needs to be different and manage everything from one place.

Six capabilities that make it possible



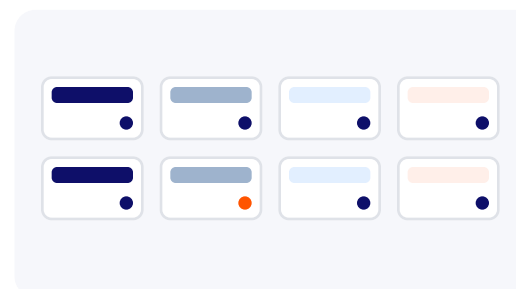
01 Templates and site creation

Launch new brand, regional or campaign websites from approved templates instead of starting from scratch. Reuse established layouts and design elements while allowing teams to customize their sites.



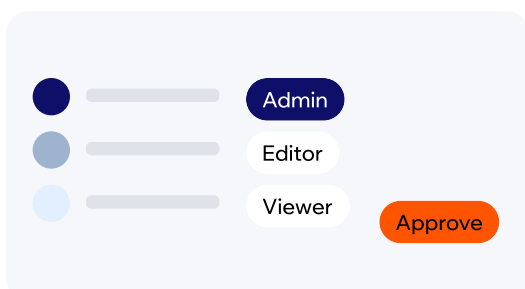
02 Shared CMS and content

Manage reusable content, media and brand assets centrally. Keep information consistent across connected websites and reduce the need to recreate or manually update the same content in multiple places.



03 Multi-site management and network updates

Manage websites across brands, regions and business units from a centralized dashboard. Coordinate changes to shared templates and content across connected sites while preserving site-specific experiences.



04 Roles, permissions and approval workflows

Give teams access to the content and functionality they need without giving everyone control over everything. Protect brand standards through permissions, design guardrails and approval processes.



05 Security and integrations

Support enterprise access requirements with SSO, SCIM provisioning and security controls. Connect websites to existing CRM, marketing, analytics and business systems through integrations and APIs.



06 Centralized analytics and visibility

Monitor website activity and performance across the portfolio. Give central teams a clearer view of how websites are performing without relying entirely on separate reports from individual site owners.

SHARED FOUNDATION

The result: Marketing teams can manage more of their everyday work independently, while central teams maintain the consistency, security and visibility an enterprise requires.

The shifts underneath

From one-off builds to repeatable launches

Teams start from approved structures and adapt them to the job.

From central queues to governed self-service

Routine work moves to the people who need it.
Central teams set the rules.

From scattered assets to reusable foundations

Content, media and templates are shared instead of recreated.

From reactive maintenance to strategic capacity

Developers spend less time on repeat tasks and more on work that differentiates.

How will you measure the impact?

Moving to a better web operating model should do more than improve how your websites look. It should give marketing teams back time, reduce unnecessary work and make everyday execution easier.

Before making a change, establish a baseline for the areas you want to improve. Then use those same measures to evaluate the results.

Six metrics worth tracking

Metric	What it tells you
Time to launch	Request to live for a new site or campaign page
Handoffs per launch	How many teams and vendors touch a routine launch
Developer dependency	The share of routine updates that still need a developer
Platforms and vendors	How many CMSs, hosting contracts and agencies you maintain
Template reuse	How often new sites start from an approved foundation
Governance coverage	Sites with a named owner, approved template and defined permissions

These describe potential operational benefits, not guaranteed results. Baseline your own metrics to measure the change.

You don't have to migrate everything to start moving forward

For mature organizations, changing website platforms isn't a small decision. Years of content, search visibility, integrations, custom functionality and team expertise are tied to the systems already in place.

That's why even organizations frustrated with their current infrastructure often put off modernization. The disruption feels immediate. The cost of staying is easier to overlook.

But modernization doesn't have to mean replacing your entire web portfolio at once.

Start with a manageable part of your portfolio, establish a better way of working, and expand as you prove the model.

A phased path to modernization

01

Understand what you're managing

Inventory your websites, owners, platforms, domains, integrations and dependencies. Identify which sites are business-critical and which create the most operational friction.

02

Choose a first wave

Start with a defined group of websites where the potential benefit is meaningful and the migration risk is manageable. Campaign, regional or departmental sites may be good candidates.

03

Build the foundation for what comes next

Establish reusable templates, content structures, permissions and publishing workflows. The goal isn't simply to recreate existing sites on another platform. It's to avoid recreating the same bottlenecks.

04

Protect what you've already built

Plan for redirects, SEO, content, analytics, integrations, accessibility and user access. Determine what can be migrated, what needs to be rebuilt and what should remain on the existing platform during the transition.

05

Prove the model before expanding

Launch the first wave, train teams and measure the results. Use what you learn to refine the approach before migrating additional sites.

What doesn't have to change on day one

A phased approach lets organizations make progress without committing to a complete replacement upfront.

- ✓ **Your entire website portfolio:** Prioritize a manageable first wave.
- ✓ **Every existing integration:** Assess dependencies and plan changes deliberately.
- ✓ **Every team's workflow:** Introduce new processes with onboarding and training.
- ✓ **Every design and content asset:** Determine what can be preserved, adapted or improved.

You don't have to plan the transition alone

Wix Enterprise offers technical migration and full turnkey migration services, depending on the scope and support required.

Our team works with you to assess your existing websites, map functionality, develop a phased plan and support implementation. Onboarding, training and a dedicated Customer Success Manager help teams adopt the new platform beyond launch.

Why Wix Enterprise

Wix has built and operated website technology since 2006. It’s the third most-used CMS in the world. Today, approximately 10% of the internet is built on Wix’s CMS platform, with more than 304 million registered users and nearly \$2 billion in annual revenue.

↳ Wix Enterprise brings site creation, governance and enterprise infrastructure together:

Launch fully branded sites from approved templates without waiting on developers

Manage websites, templates, media, domains and security from one dashboard

Route updates for approval, then publish across sites at the same time

SSO, SCIM provisioning, advanced permissions, IP allowlisting and activity logs

Connect the CRM, marketing and analytics systems you already run

Migration and implementation services, from one website to thousands

“Wix Enterprise has helped us standardize our web operations, streamline internal processes, and efficiently scale our digital presence across multiple international markets.”

Andre Reutow, Head of Development, AIT

Explore what’s possible

Talk with the Wix Enterprise team about your web portfolio, where teams get stuck and what a phased transition would look like.

[Request a consultation with our team](#)

Sources and methodology

- ↳ Gartner, 2025 CMO Spend Survey, 402 CMOs and marketing leaders in North America, the U.K. and Europe, February to March 2025.

↳ McKinsey & Company, “When agile marketing breaks the agency model,” based on more than 150 agile marketing transformations.
- ↳ Gartner, 2023 Marketing Technology Survey, 405 respondents, May to June 2023.

↳ McKinsey & Company, “Breaking technical debt’s vicious cycle to modernize your business.”

Evidence standard: This guide is a practical operating-model framework supported by independent research from organizations that don’t sell website or content management platforms. It was developed with generative AI assistance and is not primary research. Operational outcomes describe potential benefits, not guaranteed results.