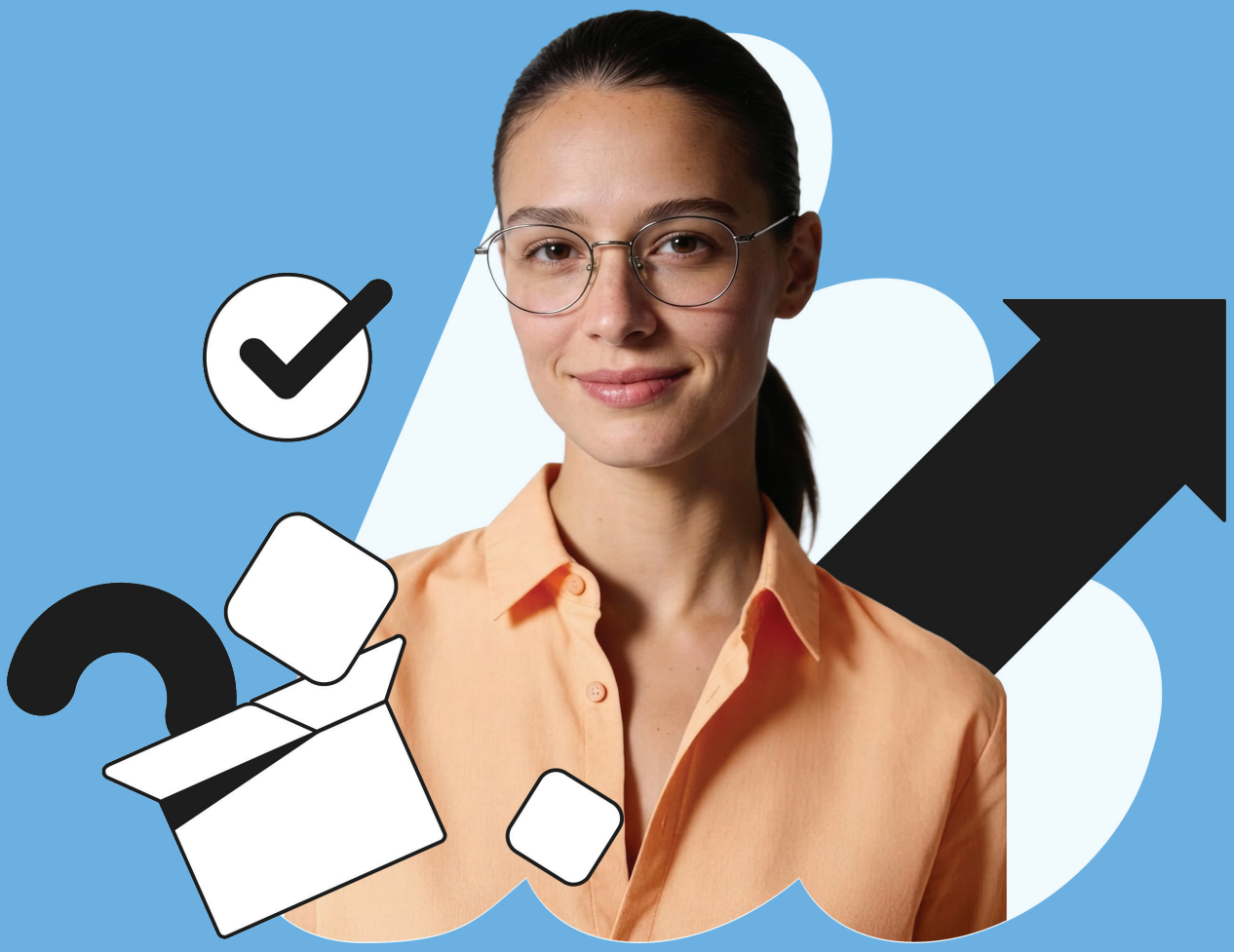
storyblok

Migration Kit: Moving From Contentful to Storyblok

A practical migration guide for teams planning to move from Contentful to Storyblok.



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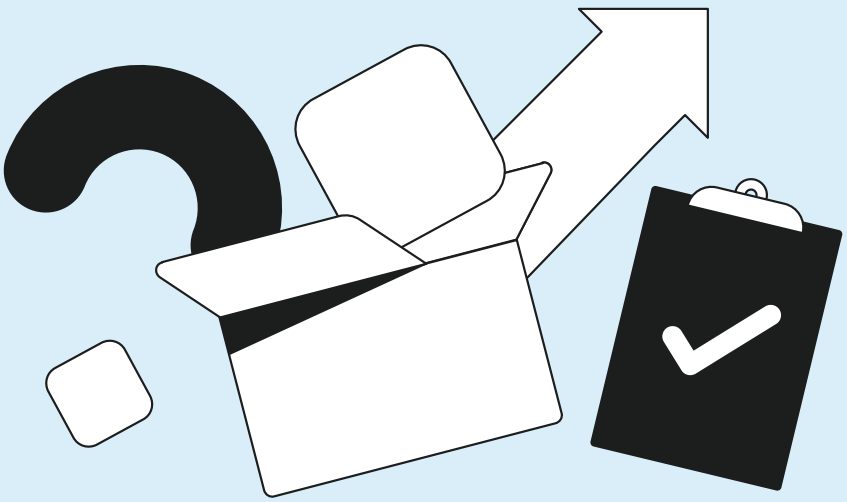
Introduction

If you're reading this, you've probably already asked a critical question about your tech stack: is Contentful still the right fit for your team as your content management system (CMS)? This migration kit helps you answer that question and act on the answer.

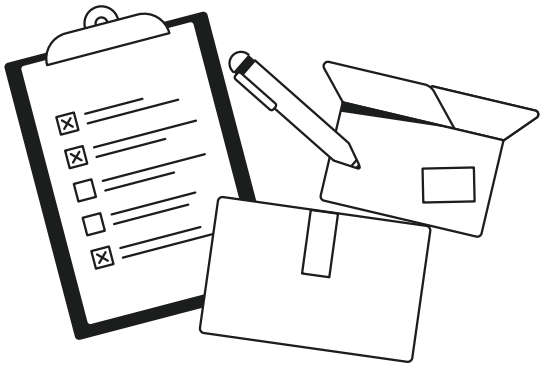
Whether you're leading the decision or making the case internally to make a move, use this kit to scope your options with confidence, on your own timeline, and get a clear picture of what a migration to a new platform involves.



PART 1

Is it time to go?

Every team's situation is different, from stack to strategy to resources, and so the timing and need to migrate differ too. Answer these five questions honestly; the more that apply to you, the stronger the case for starting to plan a move sooner rather than later.



1. **Is your customer relationship management (CRM) tool not Salesforce?**

   Salesforce plans to integrate Contentful "natively across Customer 360." In our view, if your CRM isn't Salesforce, your CMS will increasingly be developed around a platform you don't use, and that gap is more likely to grow than shrink.

2. **Are multiple systems connected to Contentful?**

   Consider digital asset management (DAM), commerce, personalization, analytics, and translation tools. Every integration you add from today is one more to move later if you choose to, so the work of leaving only grows the longer you wait.

3. **Is Contentful core infrastructure for your business?**

   If several teams, sites, and products depend on Contentful, its roadmap directly affects yours. Make sure it's a roadmap you want to see actioned. Take extra note if members of your team have already expressed concern following Salesforce's acquisition of Contentful on September 1, 2026.

4. **Are your teams already working around gaps with Contentful?**

   Specific gaps, such as missing features, workarounds, costs, or slow processes, provide evidence you can weigh up against the effort of migrating platforms.

5. **Is your next Contentful renewal within 12 months?**

   If it's within 12 months, compare your options now, ideally before renewal conversations begin. If it's further out, use the time to plan rather than react.

What your answers tell you: If two or more apply, the case for moving is already building, and planning now gives you more control over the timeline. If three or more apply, we'd recommend starting as soon as possible. In our view, waiting is likely to make the move more challenging, because every new integration, piece of content, and renewal adds to what you'll need to plan to move later.



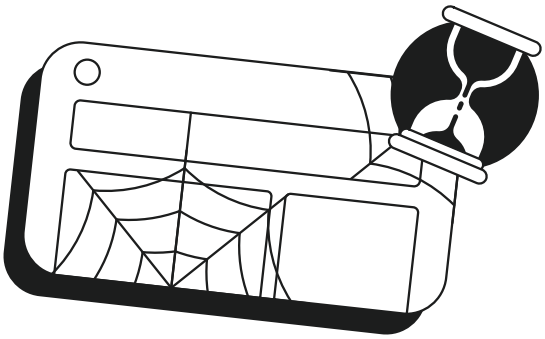
If you need to dive deeper into whether Contentful is still the right fit for your team, the *Compatibility Checklist for Contentful Users* walks marketers, digital managers, and developers through the specific signs that Contentful may no longer fit.

Next up, let's look at what staying still can cost teams like yours.

PART 2

The cost of staying still

Your CMS is the epicenter of how your multi-channel, global content gets created, managed, and published. Keeping a platform that no longer fits the work and goals of your team has its costs: in time, in budget, and in how fast your teams can respond.





FLEXIBLE SYSTEMS ARE LINKED TO FASTER GROWTH

An Accenture survey of 4,053 C-suite executives found that companies with highly interoperable applications grew revenue six times faster than peers with low interoperability. Your CMS sits at the center of your stack, feeding content to your website, apps, campaigns, and other channels. In our view, the more a CMS is shaped around one vendor's platform, the harder it becomes to maintain a flexible stack.

YOUR CMS SHAPES HOW FAST YOU CAN PUBLISH

In Storyblok's latest State of CMS report, a survey of over 1,300 CMS users, time-consuming processes were the most common CMS pain point (43%). Only 37% could publish a new page in under an hour once all assets were approved, and 14% said it takes a day or more. Because this was measured after approval, the delay sits in the publishing process itself, which is where your CMS does its work.

PUBLISHING INDEPENDENCE GOES HAND IN HAND WITH BETTER RESULTS

In Storyblok's research with FT Longitude, a survey of 550 senior leaders at billion-dollar-plus companies, 69% of executives say improving their content strategy is more of a technical challenge than a creative one. The companies least affected by outdated content were nearly three times as likely to publish without technical support as the most affected (37% vs. 13%). And organizations with the strongest content were less likely to say their systems and workflows limit how quickly they can respond (38% vs. 59%), and more likely to exceed their financial targets (64% vs. 46%). If your CMS needs a developer to build or rearrange pages, your marketers can't get that independence.

OUTDATED CONTENT COSTS REVENUE AND VISIBILITY

Executives in the same FT Longitude research estimated that 5.9% of the annual revenue of the average organization is negatively affected by poor, unclear, or outdated content, and 67% say it's reducing their visibility in search and AI-driven discovery. With AI able to surface old pages and outdated content, speed of correction and content maintenance matters. Updating copy and design is rarely the hold-up; restructuring or retiring a page can be. If that needs a developer, these critical fixes can wait in a queue.

THE WRONG CMS HOLDS DEVELOPERS AND ENGINEERING PROJECTS BACK

In a Storyblok survey of 200 senior developers, 67.5% said their CMS holds them back from doing their best work, and almost half described it as a constant hindrance. In our experience, part of the reason is that when editors can't build or change pages themselves, those requests land with developers, taking time away from product work, performance, and new integrations. The rest comes down to how well the CMS supports the way developers build: its APIs, its SDKs, the frameworks it works with, and how easily it connects to the rest of the stack.

What the acquisition means for Contentful users

Contentful is a modern, API-first headless CMS, and for many teams it has been a strong content foundation. Since Salesforce's acquisition of Contentful, which closed on September 1, 2026, Salesforce has set out a clear direction for it going forward. Contentful is now positioned as "the content management layer within Marketing Cloud's broader planning and orchestration tools," to be integrated "natively across Customer 360," and its "structured

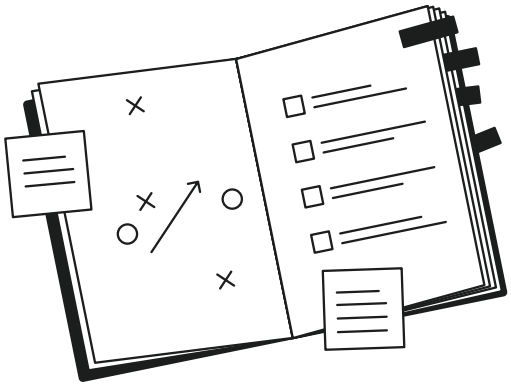
content architecture becomes accessible to Agentforce." Contentful has told customers to expect "the same level of innovation, flexibility, and enterprise-grade support."

In our view, the question for teams outside Salesforce isn't whether Contentful works today. It's whether its roadmap will keep prioritizing the flexible, interoperable stack that the research above links to faster growth. If the case for migrating to a new platform is becoming clearer, the next section shows you how to plan it.

PART 3

Your migration plan

This plan follows Storyblok's four-step playbook, refined through hundreds of customer projects and partner conversations, with Contentful-specific guidance added at each step. Step 1 also includes a set of scoping questions to help you estimate your timeline.



1. **Preliminary step: Assemble your migration team**
2. **Step 1: Assess and plan**
3. **Step 2: Design and configure**
4. **Step 3: Migrate and integrate**
5. **Step 4: Verify and launch**
6. **Bonus step: Measuring post-migration success**

Preliminary step: Assemble your migration team

A successful migration depends on aligning the right people early, so assemble your team before you begin Step 1. Define clear roles and ownership across content, development, design, and governance from the start. Not every project needs each dedicated role, but every responsibility needs an owner.

Here's an example of what your migration team could look like:

ROLE	PRIMARY FOCUS
Program manager	Oversees project milestones, budget, and communication between internal teams and partners
Solution architect	Defines integration architecture, migration flow, and API connections, ensuring technical scalability
Front-end engineer	Implements reusable components, ensures compatibility with the content model, and supports testing
Back-end/integration engineer	Manages data transfer, webhooks, and automation between systems
Content engineer/ migration specialist	Handles content model mapping, localization setup, and data validation
Quality assurance (QA) engineer	Validates data accuracy and content rendering
Editorial trainer/change lead	Manages editor onboarding, creates sandbox environments, and defines content governance



Need extra hands? Storyblok's certified partners offer flexible support covering planning, integration, localization, and training.



Step 1: Assess and plan

With your team in place, start with clarity on your goals, scope, and what success looks like.

First, define the business drivers for migration, such as faster content velocity, reduced maintenance costs, improved collaboration, or better scalability. Then translate those into measurable outcomes, such as time-to-publish reduction, SEO parity, or infrastructure savings. Align on these with your stakeholders and get the buy-in needed to keep the project on track throughout.

With your goals set, audit your current Contentful setup. This should include:



Content structure, templates, and metadata.

- Integrations (e.g., DAM, analytics, or translation tools).
- SEO footprint, AI discoverability and backlink health.



As you audit, decide which content to retain, refresh, consolidate, or retire, so you only migrate what's worth keeping. The Content Debt Recovery Plan shows you how.

CONTENTFUL TIP: KNOW WHAT YOUR EXPORT INCLUDES

Contentful's CLI export can export your content types, entries, assets, locales, webhooks, roles, and editor interfaces. But some things don't carry over and need planning, such as:

- Version history isn't migrated, and imported entries appear as created by whoever runs the import, so original author history is lost.
- Scheduled releases, tasks, and workflows aren't migrated.
- Webhooks are exported without their credentials.
- Space memberships, custom apps, and UI extensions aren't exported.
- Drafts aren't included unless you choose to include them.

Run a test export early, so your scope and timeline reflect what will and won't move.

HOW TO ESTIMATE YOUR MIGRATION TIMELINE

A CMS migration can vary greatly in duration, depending on the size of your project, internal approval processes, and technical complexity. Use the questions below, organized by the four playbook phases, to surface dependencies, estimate effort, and align expectations across business, design, and development. Your answers will shape a realistic project plan and implementation timeline.

1. Answer the scoping questions

MIGRATION STEP	SCOPING QUESTIONS	WHAT YOUR ANSWER TELLS YOU
1. Assess and plan	How many sites, locales, and repositories are in scope?	Your overall scale, and whether a phased rollout makes sense.

MIGRATION STEP	SCOPING QUESTIONS	WHAT YOUR ANSWER TELLS YOU
1. Assess and plan	Can you start with a narrow pilot (one site, market, or section) before the full rollout?	Whether you can validate your content model and release flow before committing to the full timeline.
	Which areas can safely remain on Contentful during the transition, and for how long?	What can be phased, and how long you'll run both platforms side by side.
	What percentage of content will be migrated as-is, refreshed, consolidated, or retired?	How much can be automated versus rebuilt. Retiring content reduces what needs to move.
	Who must approve requirements, and who is the final decision-maker?	How long decisions may take. Internal approvals are a key factor in any timeline.
	What compliance, security, or change management constraints could stretch timing?	Where to build in extra time for reviews.
	Which parts can be handled in-house, and which by a partner?	Where you need extra capacity, and how quickly you can staff the project.
2. Design and configure	What localization model do you need at launch (languages, fallbacks, translation workflow)?	How complex your content model will be. Localization shapes your components and fields.
	Which roles, permissions, and editorial workflows must exist on day one?	How much governance setup is needed before content moves.

MIGRATION STEP	SCOPING QUESTIONS	WHAT YOUR ANSWER TELLS YOU
2. Design and configure	Have you considered non-functional requirements, including performance budgets, accessibility standards, SEO targets, and AI discoverability?	What needs to be built and tested beyond the content itself.
3. Migrate and integrate	How many content types, entries, and assets are in scope?	The volume of your migration, and whether imports need batching.
	Which items will be migrated via API or export, and which must be rebuilt manually?	The balance between automated and manual effort.
	What transformations are required for rich text, media, and URLs?	Where custom scripting is needed. Your test export will show this.
	Which integrations are launch-critical versus later, and what data mapping and sync cadence is required?	What must be ready at launch, and what can follow in a later phase.
	How will redirects, canonical URLs, and SEO metadata be migrated or redefined?	The work needed to protect your search visibility at launch.
4. Verify and launch	What acceptance criteria define go-live, and who signs off?	How much QA time to build in before cutover.
	What rollback and backup procedures do you have in place?	Your safety net if issues appear at launch.

MIGRATION STEP	SCOPING QUESTIONS	WHAT YOUR ANSWER TELLS YOU
4. Verify and launch	What will you monitor at launch?	The success metrics you'll measure the migration against.
	How will you train teams, and what is the support plan for the first 30 days?	How much onboarding time to plan alongside the technical work.

2. Turn your answers into a plan

Once you've answered the questions, use them to shape your timeline:

- **Size each phase:** Note where your answers point to high volume, heavy transformation, or many integrations. These phases need the most time.
- **Separate launch-critical from later:** Anything not needed on day one, such as secondary integrations or lower-priority sites, can move to a later phase, shortening the path to launch.
- **Build in approvals and training:** Plan sign-off points and editor onboarding alongside the technical work.
- **Validate with a pilot:** For multi-brand or multi-market rollouts, start with one pilot site or region to validate workflows, components, and integrations before scaling. A two-week pilot lets you assess data mappings, run your first automated import, and confirm team roles. What you learn will sharpen your estimate for the full rollout.

Key factors that influence your timeline:

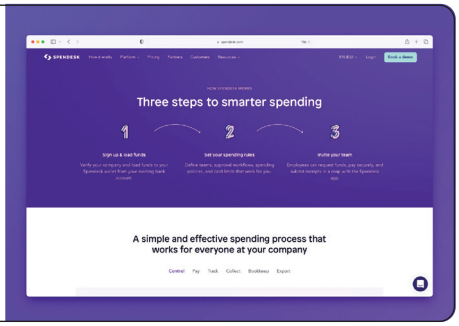
- Team size and the collaboration model across business, content, design, and engineering
- Internal approvals or change management cadence
- Scope of content restructuring or redesign
- Number and complexity of third-party integrations
- Use of partners versus in-house resources

→ **Example deliverables:** Migration scope document, RACI chart, estimated timeline, success KPI definitions.



Common pitfall: Leaving governance until the end
Permissions, workflows, and version control can be afterthoughts until something breaks. Define who can edit, publish, and approve content before migration begins.

Learn from global brands who have already made the move. Spendesk switched from Contentful to Storyblok, migrating over 1,000 pages in just 90 days.



Step 2: Design and configure

With your strategy clear, translate it into a scalable architecture that supports long-term content growth.

Before you begin, review what worked well in your Contentful setup and, most critically, what didn't, so your new setup builds on proven workflows and closes existing gaps. Define your localization approach first, because it shapes your components, fields, media organization, and references. At the same time, plan your setup for staging and testing to ensure safe, isolated deployments.

Then translate your audit findings into a component-based content model, defining how pages, sections, and components will be structured to enable reuse and consistency. Set up your Storyblok spaces, configure permissions to match your governance model, and align workflows for editorial review, publishing, translation, and scheduling. Content modeling works best as a collaboration between designers, developers, and editors.

→ **Example deliverables:** Content component model, workflow and permissions matrix, environment plan, CI/CD setup outline.

CONTENTFUL TIP: RETHINK, DON'T JUST RECREATE

According to Storyblok's Contentful migration tutorial, a few differences are worth planning for:

- **Content models:** Storyblok offers content type blocks, nested blocks, and universal blocks, so evaluate how each Contentful model is structured and decide how it should be represented.
- **Routing:** Storyblok's folder structure doubles as your URL structure, so plan your folders around your site's paths.
- **Reusable values:** reusable values and dropdown options from Contentful can move into Storyblok Datasources.
- **Environments:** Contentful's environments don't map one-to-one to Storyblok, so plan how yours will translate. Storyblok's Environments give you a non-production copy of your space to test workflows, automations, and configuration changes without touching production. Your live site runs from your main space.

Common pitfall: Building before agreeing on a content model, and sharing one space

- **Jumping straight into development** without aligning on a shared content model leads to inconsistencies across sites, spaces, and languages. Involve editors, designers, and developers early, and agree on the schema structure before any component is built.
- **Remaining in a single space past the proof-of-concept stage** means staging and production can unintentionally share data. Set up separate environments or spaces for testing and staging, distinct from production, before scaling content or user access.



Step 3: Migrate and integrate

This is where planning meets execution.

Choose the migration method that best fits your scale and system, be it an API-based import, a full rebuild, or a hybrid approach. Manual migration is typically used for complex landing pages or highly visual layouts that benefit from a clean start, while for structured content at scale (e.g., product catalogs, blogs, or documentation) automated or bulk migration methods are best.

Leverage Storyblok open-source migration scripts or guides as a starting point to automate imports via the Management API (these resources show how to map, transform, and validate content at scale). Specifically, validate the imported content by checking for broken links and image references, and ensuring that metadata and SEO settings carry over correctly.

At this stage, integrate your key systems, such as DAMs, analytics, translation platforms, and commerce engines, to ensure a cohesive ecosystem from the start. Remember, the goal is not only to move data but also to improve and future-proof it by optimizing your structure, media handling, and metadata consistency.

→ **Example deliverables:** Validated content import, integration checklist, redirect and metadata map.

CONTENTFUL TIP: PLAN FOR THESE TRANSFORMATIONS

Contentful's CLI exports your content and Storyblok's Management API imports it, but some content and settings don't map one-to-one and need extra work during migration. Storyblok's Contentful migration tutorial highlights the ones to plan for:

- **Rich text and linked entries:** these don't translate directly and need custom logic to convert.

CONTENTFUL TIP: PLAN FOR THESE TRANSFORMATIONS

- **Referenced content:** import it in order of dependencies. For example, create authors and categories before the articles that reference them.
- **Embargoed assets:** if you use them, download them during export so they can be uploaded to Storyblok.
- **Large sites:** batch your imports to stay within API rate limits.
- **Webhooks:** payloads differ between the two platforms, so review them before you migrate.
- **Custom apps:** these need refactoring into Storyblok's plugin ecosystem.



Common pitfall: Duplicating assets instead of mapping them

Re-uploading assets leads to bloated storage and broken SEO links. If you already use a DAM such as Cloudinary or Bynder, keep that integration active. If you're centralizing assets in Storyblok, migrate them once and map all URLs to the new location.



Step 4: Verify and launch

Before going live, thorough quality assurance (QA) is critical. QA covers more than functional checks. It includes structure, accessibility, performance, and AI discoverability.

Your QA checklist should include testing across browsers and devices, checking accessibility against WCAG 2.2 AA, confirming that redirects and canonical links work, and load and performance testing under real-world conditions.

Before cutover, agree on clear go/no-go criteria:

- All critical bugs resolved and regression tested
- Redirects mapped and validated
- All WCAG 2.2 AA checks passed
- Lighthouse performance score of 85 or above
- Backup and rollback plan ready
- Business owner sign-off secured

Once these are met, proceed to cutover. Treat launch as the start of a monitoring period: watch analytics and key pages closely for the first 48 hours, then review at 30 and 90 days. Collect feedback from editors and users, and refine workflows based on real data.

→ **Example deliverables:** Launch checklist, QA and performance test results, redirect validation report, success metrics baseline, optimization plan.



Common pitfall: Losing search visibility at launch

Rankings in search and AI-driven discovery can drop if redirects, canonical tags, or metadata don't carry over. Validate redirects and canonical mappings before launch, and run metadata parity checks to protect your SEO authority and AI discoverability.



The Definitive Migration Guide to Storyblok covers the technical detail behind each step, including environment setup, data and asset migration, integration patterns, SEO and AI discoverability checks, QA tools, and risk planning.



Bonus step: Measuring post-migration success

A migration doesn't end when the new site goes live. Track these metrics, comparing them against your Contentful baseline where relevant, and schedule 30- and 90-day post-launch reviews.

METRIC	WHY IT MATTERS
Time to first live page	Measures how quickly the new setup delivers tangible results after migration
Deployment frequency	Indicates how often teams can safely release new content or updates compared to Contentful
% automated migration	Reflects process maturity and the reliability of data transfer
Editor time-to-publish delta	Indicates workflow efficiency and content team agility
Lighthouse score improvement	Reflects front-end performance and asset optimization

METRIC	WHY IT MATTERS
Total cost of ownership (TCO) reduction	Tracks system efficiency, plugin reduction, and maintenance savings
Incidents in the first 30 days	Confirms rollout stability and environment reliability

PART 4

Making the case for Storyblok

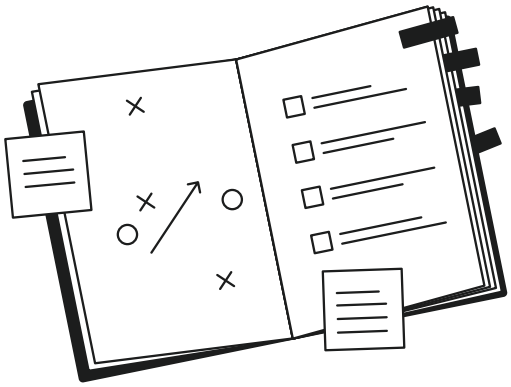
You now have a plan for leaving Contentful. If you're making the case internally, your stakeholders will also want to know why Storyblok is the right place to land. Here's how the two platforms compare on the points that matter most to each team, based on what each company has published as of November 17, 2026.

TEAMS	WHAT TO COMPARE	CONTENTFUL (from Salesforce)	STORYBLOK
Marketers & Content Editors	Building and publishing pages	Studio, "the visual editor for building bold digital experiences," listed as compatible with Enterprise plans. Contentful notes Studio typically needs some initial development to integrate with your front end. Live preview lets you see changes in context, in real time	Visual Editor included on every plan, including free. Developers build components once, and marketers assemble pages themselves
	Reviews and approvals Comments and task management from the Lite plan	Comments, task management, and live collaboration from the Lite plan, with workflows available through the Lite Space add-on and on Enterprise plans	Collaboration and standard workflows on every plan, with custom workflow stages on Premium and Elite
Digital & IT Managers	Ownership and direction	Owned by Salesforce, which plans to integrate it "natively across Customer 360"	Developed by Storyblok GmbH. Connects to Salesforce and other systems through its Management API, webhooks, and MCP Server
	Pricing	Free and Lite ($300/month) plans published. Enterprise pricing is custom, and add-ons such as Personalization and AI Actions are priced separately Actions are priced separately	Free plan, plus self-serve plans published from $99/month. Premium and Elite pricing is custom and Elite pricing is custom

TEAMS	WHAT TO COMPARE	CONTENTFUL (from Salesforce)	STORYBLOK
Developers & Engineers	SDKs and extensibility	Official SDKs and open-source tools on GitHub, plus custom apps through the App Framework	Framework-specific SDKs for React, Vue, Nuxt, Svelte, Astro, and more, plus field and tool plugins that extend the editor
	Roadmap visibility	Quarterly roadmap webinars and a developer changelog, with Agentforce access to its "structured content architecture" planned	A public roadmap showing features in evaluation and development, plus a changelog with dated sunset notices

Ready to make your move?

You now have the questions to ask before you go, the costs of staying still, a step-by-step plan for leaving Contentful, and a side-by-side comparison to take to your stakeholders. Whether you're ready to start or still building your case, you don't have to plan it alone.



Talk to our team about your scope, timeline, and options, or go straight to trying out Storyblok for yourself with a 45-day free trial.

Chat to our team

Start your free trial

Information accurate as of November 17, 2026, based on publicly available sources from Salesforce, Contentful, and Storyblok. Product features, pricing, and plans may have changed since publication.

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