

WHICH CONTENT MANAGEMENT SYSTEM IS RIGHT FOR YOU?



	HUBSPOT CMS	WORDPRESS.ORG
ABOUT	CMS was built for marketers. Created on top of HubSpot’s CRM product.	Open source platform initially created as a free blogging tool.
WHO IS IT BEST FOR?	<ul style="list-style-type: none">• Small to large B2B companies• Small to large B2C companies• E-Commerce customer data integration	<ul style="list-style-type: none">• Start-ups• Small to large B2B companies• Small to large B2C companies• E-Commerce (via plugins)
PRIMARY FUNCTION <i>What is the main purpose of this platform?</i>	<ul style="list-style-type: none">• CMS• CRM• Marketing Automation	<ul style="list-style-type: none">• CMS
USER INTERFACE <i>How accessible/intuitive the platform is.</i>	Intuitive with clear navigation and contextual help information about use of the tool. View a page live on the website or click to edit a particular page from the same screen. Small edits are made easily since the user doesn’t need to find the page within the platform.	Intuitive at first, regarding navigating and editing content. The addition of different plugins can increase difficulty in use because certain plugins can’t be edited directly on the CMS.
LEARNING CURVE <i>How easy or difficult is it to get started using the content management system.</i>	Challenging for new users to navigate the CMS, but once familiarized, it becomes user-friendly with contextual “help” on every page. Editing templates and advanced page settings require platform knowledge. Technical knowledge is required to add custom modules.	The backend is intuitive and easy to use when performing simple tasks like creating a page from existing template or editing content. However, WordPress requires higher technical knowledge in HTML and PHP to perform more complex tasks. Several plugins can help accomplish complex tasks, but the user would need to learn how to use the plugin as well.
FLEXIBILITY <i>A flexible CMS is one that can be personalized for a specific business’ needs.</i>	High <ul style="list-style-type: none">• The system is based on addable modules to any page of your website, using a drag-and-drop.• Forms, pop-up forms and CTAs are native to the platform.	Moderate <ul style="list-style-type: none">• Requires HTML + CSS knowledge to customize the look and feel of your website.• Personalize your website to fit your needs with additional plugins.• Block editor allows for better visual experience when creating content.• The modular update is only available for content creation and does not substitute page builders in its current version.
FEATURES <i>The scope of what the CMS is capable of. You want to be sure you’ll be able to easily manage your website, generate leads and change your website as your business grows.</i>	Content <ul style="list-style-type: none">• Blog: Write, optimize, publish and analyze content in one place, and mobile friendly.• Website Pages: Find free/paid themes on HubSpot’s Marketplace. Hosted within HubSpot.• Landing Pages: Create from existing templates. Modifiable layouts. Cloneable templates. Create and add forms, and CTAs within HubSpot. File Storage <ul style="list-style-type: none">• Images• Videos• Documents SEO <ul style="list-style-type: none">• Native Tool: For blogs, landing pages and website pages. CRM <ul style="list-style-type: none">• Forms• CTAs• Pop–up forms Reporting Hosting	Content <ul style="list-style-type: none">• Blog: Create simple blogs. Themes, customizations and functionalities require a developer. Optimize content for search requires plugins.• Website Pages• Landing Pages: Use existing template, like from a blog or website page. 3rd party developer needed for different layouts. Other functionalities require plugins. File Storage (Media Library) <ul style="list-style-type: none">• Images• Videos• Documents SEO <ul style="list-style-type: none">• No native SEO functionality• Available via plugins
REPORTING AND ANALYTICS <i>Will you be able to assess the performance of your website easily?</i>	Reports included within the platform. Integrated data allows marketers to view traffic sources and content performance, in addition to providing comprehensive data on a buyer’s journey through your entire funnel.	Few versions include limited reporting on content, like pageviews. Must use other tools, like Google Analytics, for deeper analysis.
CUSTOMER SUPPORT <i>You will want to receive the best help possible, especially if you’re new or unfamiliar with content management systems.</i>	<ul style="list-style-type: none">• Phone support• Premium support packages (Additional cost)	Not available
LEARNING RESOURCES <i>What resources are available to help get you started or progress in your utilization of the platform?</i>	<ul style="list-style-type: none">• Community forum• Help documentation & training• Local user groups• HubSpot Academy• Blog	<ul style="list-style-type: none">• WordPress Codex (Platform Documentation)• Community forum• Code reference
USER-BASE <i>The size of system’s user-base can indicate its success and the success of its users.</i>	164,678 Live Websites (According to BuiltWith)	22,674,100 Live Websites (According to BuiltWith)
SET UP/ONBOARDING FEE <i>Creating a website from scratch or migrating your existing website to a new CMS might be complicated. Depending on your technical expertise and chosen CMS, onboarding can be helpful or even required.</i>	<ul style="list-style-type: none">• One-time fee for Content Professional Onboarding; however, it’s waived if the CMS is purchased as an add-on to Marketing Hub Professional or Marketing Hub Enterprise.• Free and paid themes found on HubSpot’s Marketplace.	Setting up WordPress.org is free. The cost of having a WordPress website comes from: Hosting <ul style="list-style-type: none">• WordPress.com: Self-hosted solution. Prices vary from free to \$25/month, billed annually.• WordPress.org: User chooses hosting service and is responsible for custom installation. Hosting prices vary. Theme <ul style="list-style-type: none">• Downloadable free and premium themes in WordPress library. Find thousands of premium themes also on 3rd party vendors, like Theme Forest, which vary. Plugins <ul style="list-style-type: none">• Website admin installs free and premium plugins.
ONGOING MAINTENANCE <i>Who is responsible for platform updates and how is this done?</i>	HubSpot engineers conduct software updates.	Manually update the platform, plugins and themes. Outdated plugins may function incorrectly or cause information security issues.
CONTRACTS AND BILLING <i>How long of a commitment are you willing to make to a CMS? How much are you willing to pay for the platform?</i>	Available as a standalone product or as an add-on product for \$300/month.	<ul style="list-style-type: none">• By itself, Wordpress has no contracts or costs.• Contracts and other costs are due to hosting, website management, technical support, premium plugins, etc.
G2 CROWD RATING <i>G2 Crowd is a trustworthy source, which encourages peer reviews/ratings of business products.</i>	4.3/5 stars (2,937 reviews)* *reviews are for entire HubSpot platform	4.3/5 stars (6,126 reviews)
MAJOR “PROS” FROM REVIEWS	<ul style="list-style-type: none">• All-in-one CMS, CRM, Marketing and Sales Platform• Low technical expertise required• Automatic platform updates• Optimized suggestions for website speed and mobile, and default security features• Access to HubSpot Academy• Support via phone, live chat, email, or direct from the portal• Standard SSL certificate	<ul style="list-style-type: none">• Most-used CMS• Variety of available free and premium themes• Large number of plugins• Most 3rd-party platforms offer WordPress integration (ex: CRM softwares, SEO tools, Email Marketing platforms, E-Commerce platforms)
MAJOR “CONS” FROM REVIEWS	A bit pricey for start-ups or small companies.	<ul style="list-style-type: none">• Security is one of the largest issues via outdated plugins, which increase website and user information vulnerability.• Site speed requires manual optimization or use of plugins.• Requires higher level of technical experience.• Requires manual updates of themes and plugins, which may interfere in functionality and security.• Hosting can be expensive, depending on website traffic and size.
MARKETERS TAKE AWAY <i>Get an honest, well-researched opinion straight from the source!</i>	HubSpot is a comprehensive platform and requires less technical expertise from the user. As a marketer, you’ll be able to create new pages and modify templates using available modules without needing HTML, PHP or CSS expertise. In addition, you won’t need to worry about manual updates, and security is a major plus.	WordPress is the largest CMS around for a reason: It’s virtually free and extremely flexible. But that comes at a price – technical knowledge. A developer or agency may be hired in the case a website admin is not well versed in HTML, PHP or CSS, or doesn’t feel comfortable dealing with hosting and manual updates.

Need help with your next website project? Whether you choose WordPress or HubSpot, we can build you a beautiful website that achieves your online goals.

VIEW WEBSITE SERVICES