

Choose the right CMS for your business.

There are no limitations to what's possible on the front-end of HubSpot or WordPress. You can develop complex, beautiful website layouts and user experiences on either tool. The real distinction is deciding if a SaaS or open-source CMS is better suited for your business.

QUESTIONS TO ANSWER BEFORE SELECTING A CMS:

- What’s a main goal of the website as related to company KPIs?
- What team(s) interact with the backend of the website?
- What software needs to integrate with your website?
- How much time is your team ideally spending on maintenance?
- What hosting and security requirements do you have in place?
- What amount of website effort will you outsource to partners?

HubSpot CMS Hub®

Managed CMS that includes built-in features for hosting, security, SEO, marketing tools, analytics, themes and more. CMS Hub also natively integrates with other HubSpot Hubs.

WordPress

Open-source software that must be installed or configured on your servers or using a third-party host. Includes content creation tools and requires plugins for additional functionality.

CMS FEATURES COMPARISON:

	HubSpot	WordPress
Software type	Managed Application	Open Source
Monthly Fee *	Starter: \$25/mo Professional: \$400/mo Enterprise: \$1,200/mo	License: Free Enterprise: Starts at \$25,000/year
Hosting	Built-in as part of the all-in-one SaaS package. No need for external hosting.	Self hosting or third-party hosting required. Cost ranges from \$50-600/month.
Security	Superb security features including CSN, WAF, SSL, activity logging, DDoS, and access to HubSpot's Secutity team.	Depends on hosting provider. Regular security updates are needed. Paid security plugins are available.
Customization	Front end highly customizable with drag-and-drop editor; structured backend limits interface customization.	Extensive customization possible through themes and plugins, allowing for a wide variety of designs and functionalities.
Support	Dedicated HubSpot support team, academy courses & certifications, and extensive online knowledge base.	Online community support, but dependent on theme/plugin developers for troubleshooting specific CMS issues.
Coding Languages	HTML, CSS, JavaScript, HubL	HTML, CSS, JavaScript, PHP

* WordPress open-source license only includes basic access to the platform, while additional costs for hosting, security, themes, plugins, and developer time will apply and range significantly in pricing. In contrast, HubSpot's pricing includes these components already as part of each SaaS package tier.

PLATFORM PROS AND CONS:

HubSpot CMS

- ✔ **Fully integrated CRM** allows you to increase efficiency, decrease software spend, and improve data integrity.
- ✔ **Purpose-built for marketers** to manage content, build and edit pages, and deploy integrated campaigns without dev support.
- ✔ **Robust security features** that protect your business, your data, and your customers.
- ✔ **Built-in features** allow your team to get to market faster with sophisticated, seamless experiences for end users.
- ✔ **HubSpot’s dedicated support team** responds within 1 business day so you are never on your own.
- ✖ **Out-of-the-box tools** limit backend customization, but the CMS can be extended via HubSpot API.
- ✖ **Limited template gallery** requires your team to choose from a smaller pool of templates or partner with an outside vendor.
- ✖ **HubSpot’s extensibility** and app marketplace is less extensive than Wordpress’ plugin library.

WordPress CMS

- ✔ **WordPress popularity** has led to a massive WordPress community who work together to knowledge share and improve the product.
- ✔ **Customization capabilities** allow you to lean on pre-built solutions OR customize the structure, tools, and backend of the CMS.
- ✔ **Recurring cost** of WordPress is lower than CMS Hub tiers which gives you the ability to choose what features you want to invest in (plugins, themes, hosting, etc.)
- ✖ **Lack of security features** requires you to find a partner to manage hosting and security or take on that responsibility in-house.
- ✖ **SEO knowledge** required to ensure your website is optimized for search engines. HubSpot’s built-in SEO tools are accessible for non-search experts.
- ✖ **Plugin maintenance** and research takes time for your team to manage and increases total cost of ownership of WordPress.
- ✖ **Admin challenges** increase as you add plugins and integrations as your team must maintain point solutions to ensure proper functioning and security.