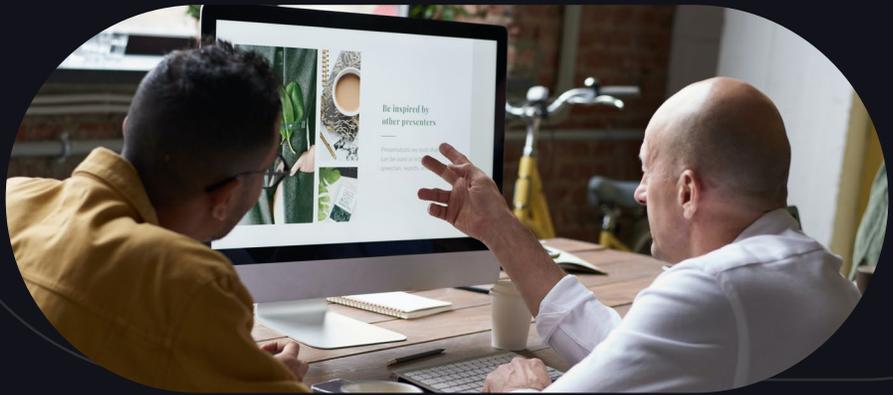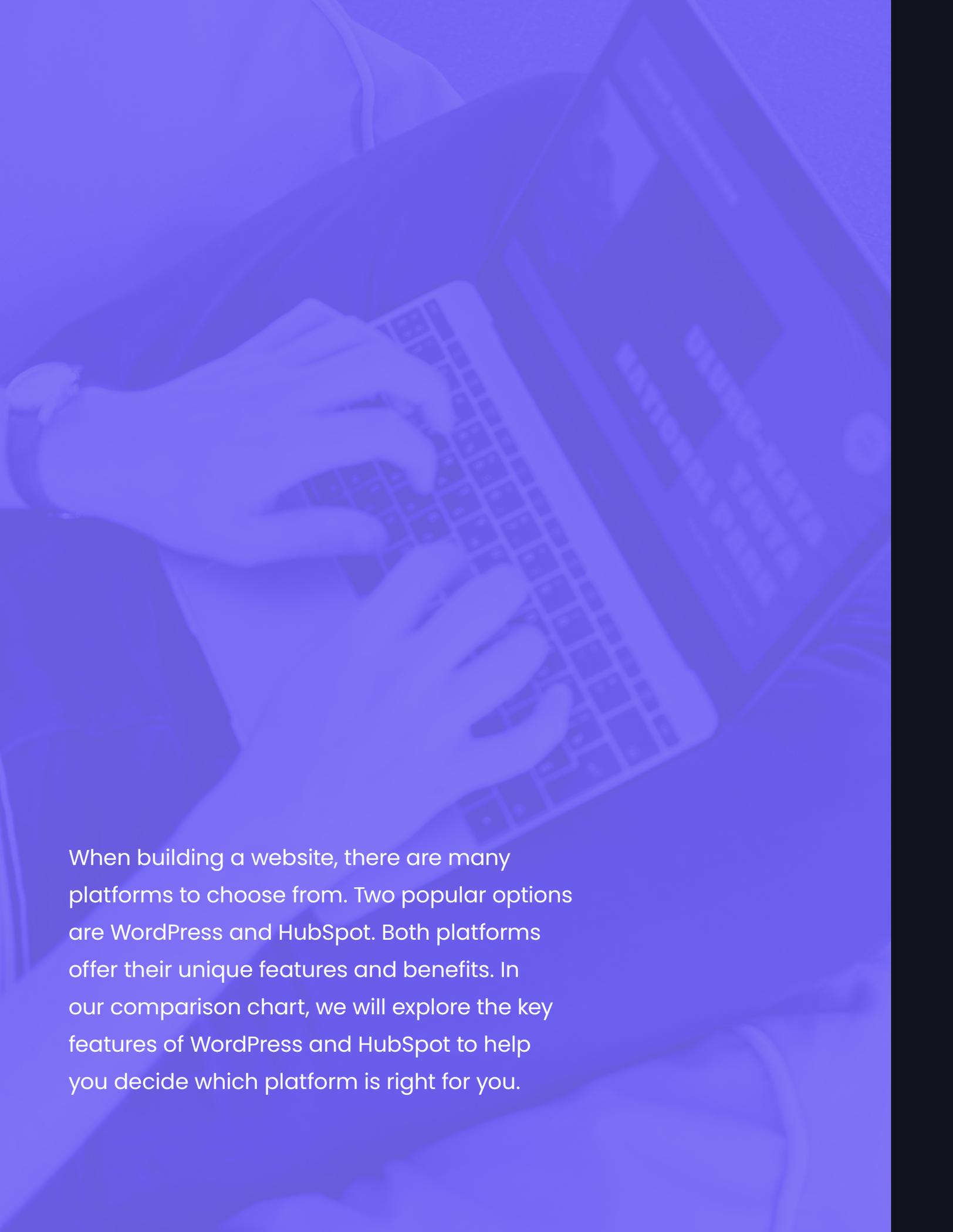# Deciding Between HubSpot and WordPress?

COMPARISON CHART

lynton

When building a website, there are many platforms to choose from. Two popular options are WordPress and HubSpot. Both platforms offer their unique features and benefits. In our comparison chart, we will explore the key features of WordPress and HubSpot to help you decide which platform is right for you.

Key Features of WordPress and HubSpot

	WordPress	HubSpot
Hosting	Self-hosted, requires finding a hosting provider	Managed hosting; included in pricing
Security	User responsible for security; open source code could lead to issues	HubSpot handles security infrastructure, enforces password policy and includes 2FA
Plugins	50,000+ third-party plugins to choose from leading to countless customization options; some paid, some not; virtually any plugin a user may need is available	No plugins, but available integrations with apps and more
Theme Editing	More customizable; off-the-shelf and premium themes available	Marketplace of thousands of themes to choose from; limited customization options
Page Editor	Block editor is default, easy to use; backend is simple text box and fields	Drag-and-drop editor and built-in visual editor; straightforward for novices
Membership Control	Requires plugins and add-ons	Built-in membership features, but can be expensive
Site Migration	Simpler to migrate one WordPress site to another	HubSpot to HubSpot migration can be difficult
Maintenance	User responsible for updates and maintenance of plugins and more	HubSpot handles updates and maintenance on all tiers of CMS Hub

Key Features of WordPress and HubSpot (Cont.)

	WordPress	HubSpot
Community	Large community of WordPress users who've built plugins and can offer advice or training	Community of CMS Hub users to answer questions on editing, training, and more
Innovation	Open source with many contributors and plugins	Limited innovation due to lack of third-party input
User Interface	Traditional CMS interface with a dashboard for users to manage content, themes, and plugins; can edit the UI, add new admin pages	Unified platform with Marketing, Sales, and Service Hub; no ability to edit the HubSpot UI
Red Tape	Easier for logins and other knowledge to get lost in internal issues	Less likely for things to get lost
E-commerce	Can set up e-commerce and full online stores with plugins	Not as suitable for e-commerce
Integration with CRM	No organic integration with CRM platforms; can find plugins for forms and other inbound marketing tactics	Integrates with entire HubSpot ecosystem and marketing strategies like forms, live chat, and CRM information
SEO	Highly customizable, making it easy to optimize for search engines	Offers SEO tools; slightly less robust than WordPress
Pricing	Free to use; users must pay for hosting, domain registration, paid plugins, or higher tier packages	Free starter version; different pricing plans available based on contact records and features

Which Platform is Right for You?

Ultimately, the choice between WordPress and HubSpot depends on your specific needs and preferences. By comparing the features of each platform, you can make an informed decision about which platform best suits your needs.

Let's Talk About Your Website Needs

lynton