

Where To Build Your Website & Why It Matters



HUBSPOT VS WORDPRESS

Strictly looking at CMS capabilities from experience
with our own clients...Let's compare them.

SAVAGE/MEDIA

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WHAT IS A CMS?

A content management system (CMS) from provides features to help businesses create, manage, and analyze their website and blog content.



HubSpot

HubSpot is a cloud-based customer relationship management (CRM) platform that helps scaling businesses grow better with sales, service, marketing, and content management software.

WordPress

WordPress is an open-source website creation platform that uses a MySQL database and is written in PHP. Although it was originally associated mainly with personal blogs, it has since become used for building websites.

Key Capabilities of A CMS To Think About

01 **ENHANCE PERSONALIZATION & UPDATES**

Does your website provide a unique experiences for website visitors and how easy it to make updates?

02 **DRIVE RESULTS**

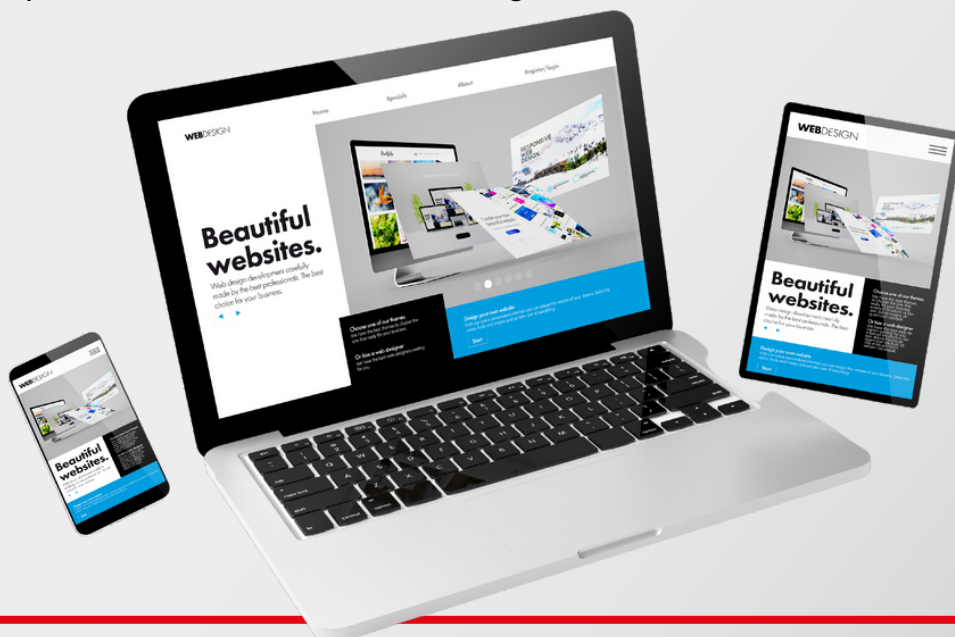
Does your website working alongside your marketing in order to meet your growth strategy?

03 **SECURITY**

A good masthead captures the essence of your magazine, so it needs to be flexible, meaningful, and consistent for future issues.

04 **ARTIFICIAL INTELLIGENCE**

Does your website enabled to grow with tomorrows technology?





Enhanced Personalization & Updates

WordPress

WordPress provides nearly 9,000 themes to personalize your website to your organization. Some themes are minimal in their implementation and may require customization through plugins or additional code, plugins usually come with additional costs. T

These plugins also need to be updated frequently and if done incorrectly can break the site, which would need to be restored by a web developer. Because of this risk most WordPress websites are rarely touched after initial launch and slowly become stale and obsolete over time.

HubSpot

With HubSpot, you don't need to be a developer to build a beautiful, branded website. Our drag-and-drop website builder makes it easy to build a custom website for your business in no time at all. Additionally, CMS Hub offers various customization features to make your website truly unique, no add-ons necessary.

With no plugins to worry about breaking, updating and making changes to your website is a breeze. At Savage Media, we embrace Growth-Driven Design, ensuring continuous enhancements to our clients' websites. This proactive approach keeps the content fresh and the site consistently up-to-date.

Drive Results



WordPress

With WordPress Business and Premium plans, users have access to Google Analytics, which provides a way for tracking traffic to a site. To obtain access to in-depth reporting, users are required to utilize plugins (which may be an additional fee).

HubSpot

Custom dashboards can be created to show data that drive growth for your organization. These detailed analytics and reporting capabilities make it easy for businesses to track and understand their performance. This helps businesses make data-driven decisions to optimize their operations and drive growth

HubSpot also has SEO tools that provide recommendations for your website in order to drive more traffic. More traffic means more interest which leads to more growth opportunities

Most importantly a website built on HubSpot allows for seamless creation of automations and workflows, empowering businesses to optimize their workforce and enhance operational efficiency. With HubSpot's workflows and automations you can easily design and implement automated processes that streamline tasks, nurture leads, and improve overall engagement.

Security

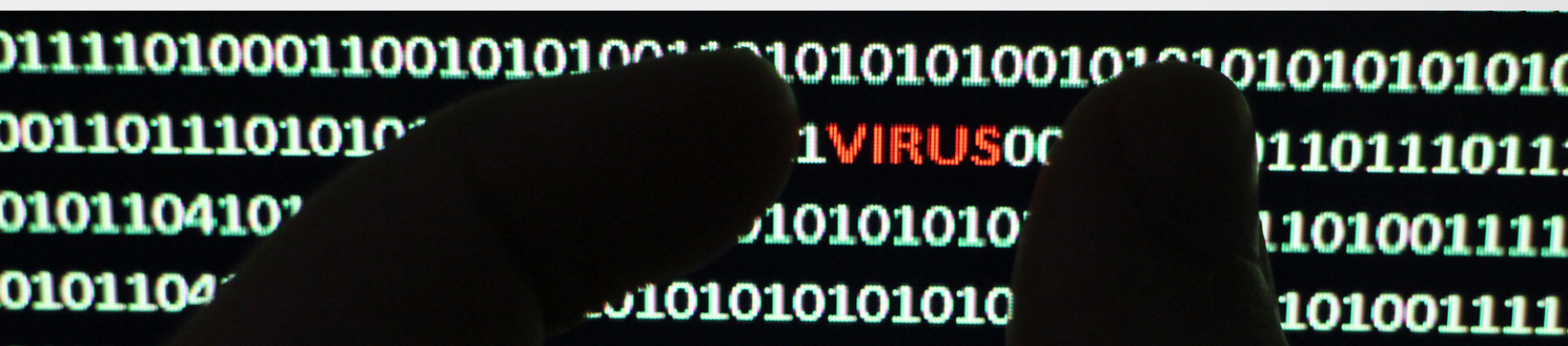


WordPress

Wordpress regularly releases patches and updates to address known security issues. If these patches and updates are not implemented in a timely manner by a web developer it can lead to security issues. WordPress is the most hacked CMS on the internet. In 2020, Wordfence reported more than 2,800 attacks per second targeting WordPress.

HubSpot

CMS Hub handles the security of your website for you so you can focus on your visitors' and customers' experience. With 24/7 threat & security monitoring, flexible user permissions, and customized security settings to meet your specific needs, you'll have everything you need to effectively manage your company's website on the HubSpot Platform.



AI Capabilities



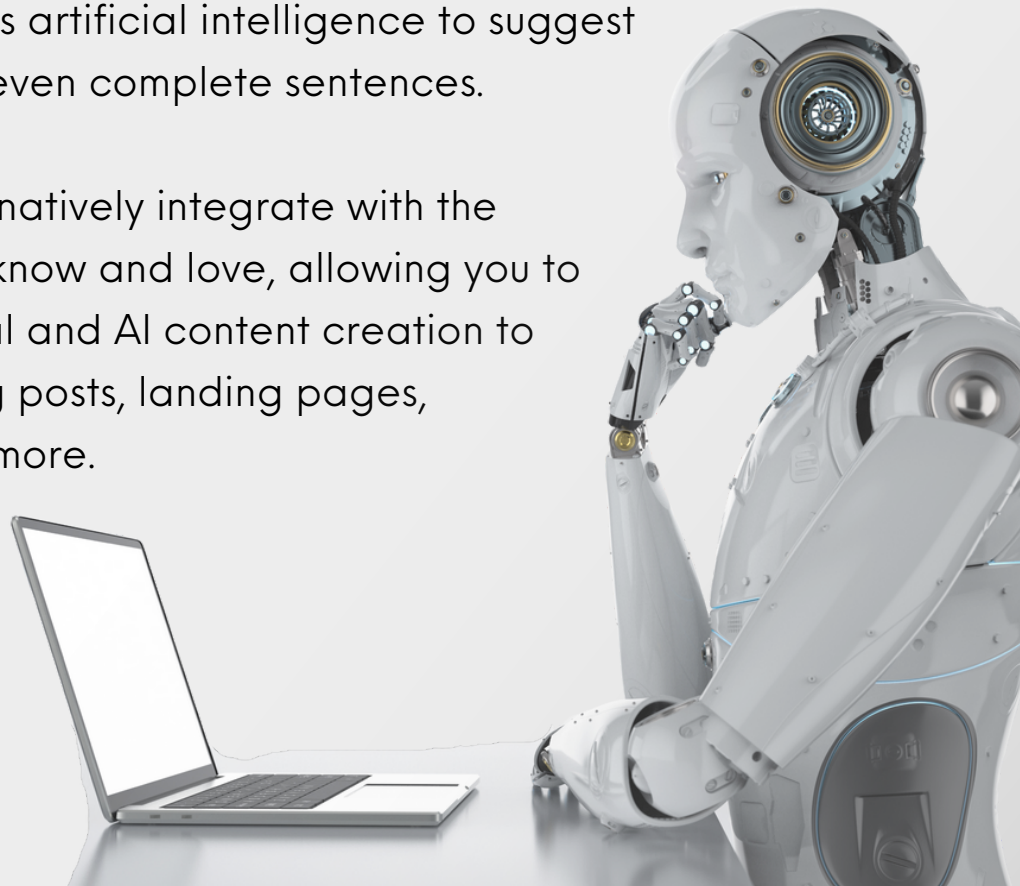
WordPress

WordPress does not offer any native AI capabilities; users are required to add/purchase plug-ins.

HubSpot

HubSpot's Content Assistant helps you create content faster and easier. It uses artificial intelligence to suggest topics, headlines, and even complete sentences.

Content Assistant tools natively integrate with the HubSpot products you know and love, allowing you to toggle between manual and AI content creation to generate copy for blog posts, landing pages, marketing emails, and more.





Feature Comparison

FEATURE	HUBSPOT 	WORDPRESS
Pre-Built Themes	✓	✓
Drag & Drop Editor (WYSIWYG)	✓	✓
SEO Recommendations & Optimizations	✓	✓
24/7 Security Monitoring & Threat Detection	✓	\$\$\$ Requires Plug-In
Standard SSL certificate	✓	✓
Gated Content	\$\$\$ Requires CMS Enterprise	✓
User & Role-Based Administration	✓	✓
Content Staging	✓	\$\$\$ Requires Plug-In
Dynamic Content & Personalization	✓	✗
Multi-language Content Creation	✓	✗
A/B testing	✓	✗

HUBSPOT DIFFERENTIATED FEATURES

- Multi-language Content Creation
- A/B Testing
- Payments
- Dynamic Personalization & Content
- Smart Content & Reporting

In Summary

HubSpot and WordPress serve as powerful platforms for website creation and management, each catering to distinct user preferences and requirements. HubSpot stands out as an all-in-one CRM solution that simplifies the website development process with its intuitive drag-and-drop interface, eliminating the need for coding expertise. It is designed to support business growth, offering integrated analytics, SEO optimization tools, robust security features, and AI-driven content creation assistance, making it an ideal choice for businesses looking for a streamlined, user-friendly approach to manage their online presence.

In essence, while WordPress is historically used by many businesses, HubSpot provides a more accessible and integrated solution for businesses focused on growth without extensive web development resources.

