

Everything you need to know about migrating your website to HubSpot

Matthew Stibbe Articulate Marketing

2 February 2022

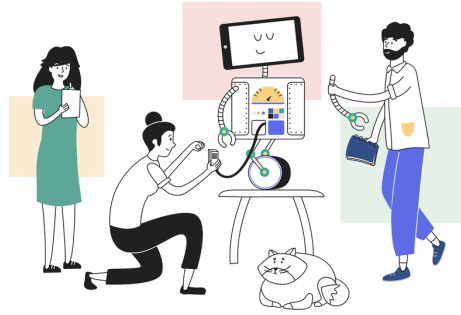


Inbound marketing and websites for B2B technology companies

Nothing is too complicated. Except love. And time machines.

Get our free guides:

- Marketing
- Websites



We ❤️ HubSpot CMS

articulatemarketing.com

Plus dozens of client websites

Vincarta: the joy of wine.

Wine is the answer, now what's the question?

MARKETING FOR WINE BUSINESSES



Vincarta's 2020 Christmas Wine Recommendations

Every year people ask Mirela and I about the best Christmas wine. In previous years, we've said 'buy it from us' but now we're not selling wine directly, we have had fun putting together our recommendations and suggestions from a wide range of producers and suppliers. Cheers!



Crete wine: the ultimate guide

Explore the best of Crete wine: the island's distinctive wine culture, indigenous grape varieties and top wine producers.



Nyetimber, our favourite English sparkling wine

Vincarta visits Nyetimber, our favourite English sparkling wine producer and we meet winemaker Cherie Spriggs.

We know WordPress

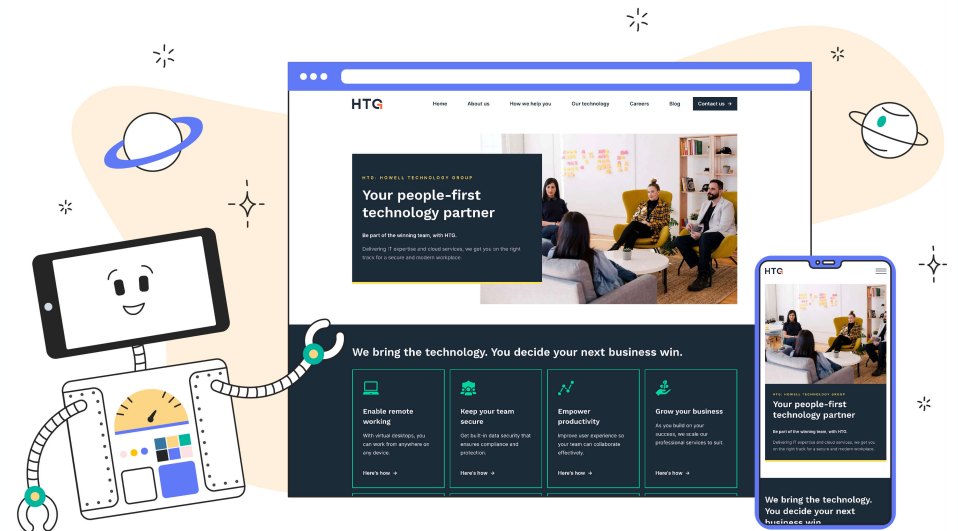
Vincarta.com

GeekBoss.com

Stibbe.net

Award-winning website designers

We won a HubSpot Impact Award for Design for [htg.co.uk](https://www.htg.co.uk)



How Articulate built a winning HubSpot website for HTG

www.articulatemarketing.com



Articulate Marketing

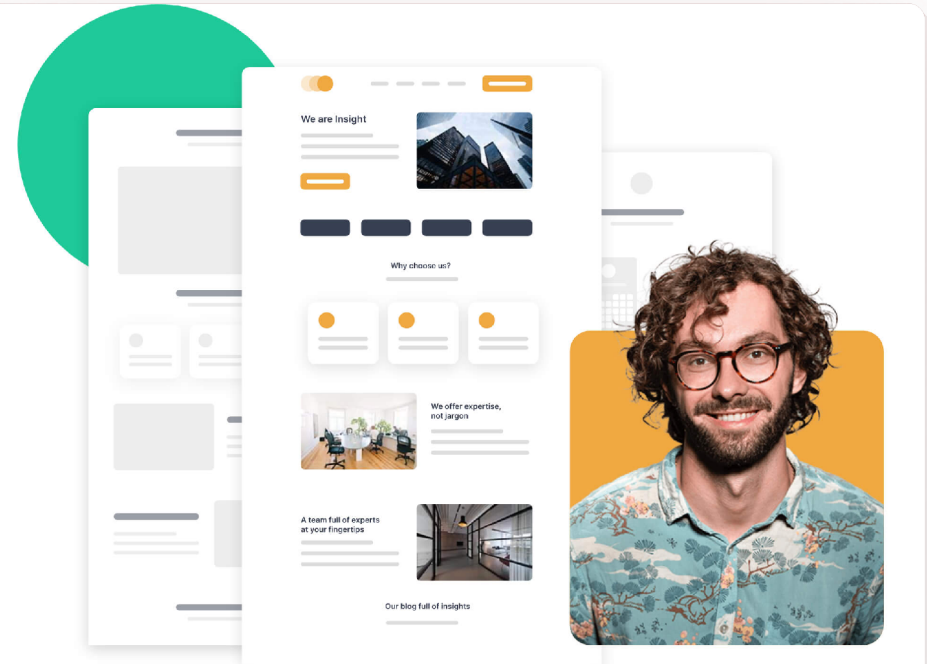
Nucleus Theme

Articulate's HubSpot-native theme.

Coming very soon to the HubSpot Marketplace and available now directly from us.

- Many starter page layouts, including home, contact, product and about us
- 22 drag-and-drop modules
- High-performance, optimised code
- The same technology foundations as our site

www.nucleustheme.com



Nucleus theme | Overview

www.nucleustheme.com



Let's take a look at HubSpot live

Nucleus page and module editing demo





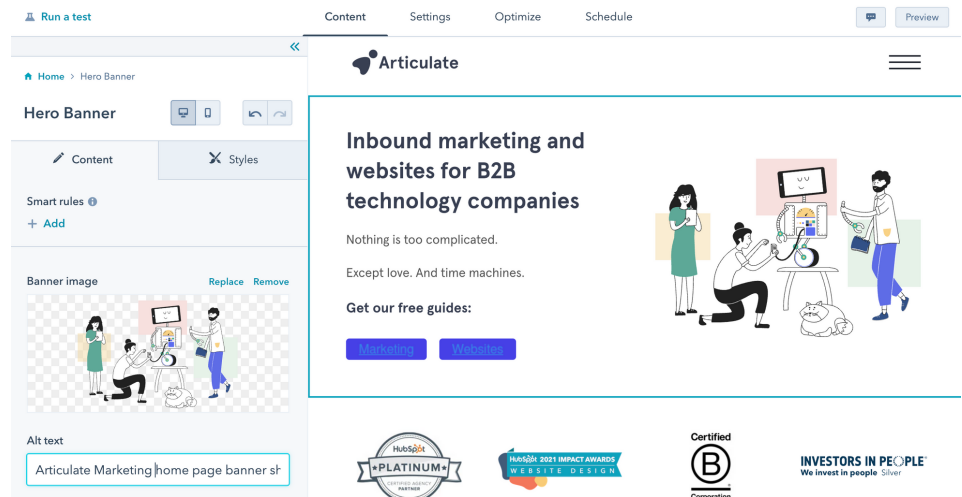
Why HubSpot CMS?



Easy to update

Focus on creating content –
blogs, pages and landing pages –
quickly and easily

- WYSIWYG Editor
- Drag and drop modules
- Developers can surface options
- Basic styling options in editor



CRM integration

HubSpot, at heart, is a CRM platform.

- See what individual contacts look at on your site
- Personalise content on the site, e.g. Articulate's contact page
- Can add smart modules that change based on country, device, contact properties, list membership (e.g. customers) etc. etc.

Style ▾ | **B** *I* U More ▾

🔗 📧 Insert ▾ | Personalize | Advanced ▾

Hi First name, fancy meeting you here

Let's talk goals. Make some plans. Share some advice. It could be the start of a beautiful friendship.

[Send us a message](#)

[Book a meeting](#)

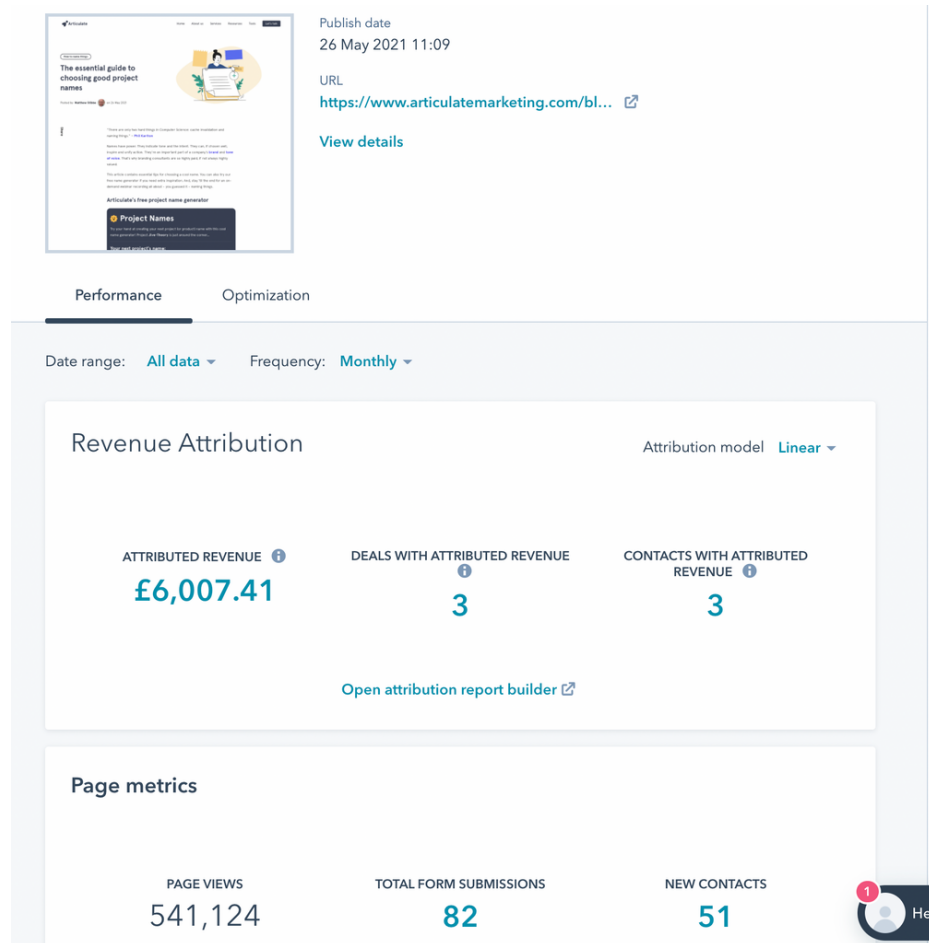
[Read FAQs](#)



Built for marketers

Prove ROI, don't guess

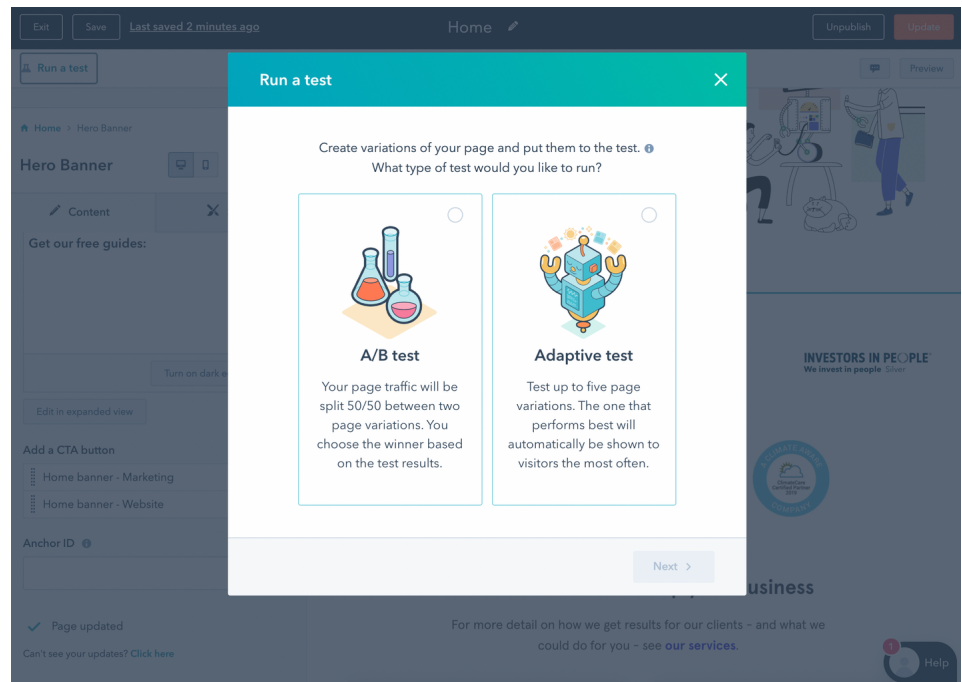
- Page-level metrics
- Not just views, but also contacts
- Revenue attribution
- ROI calculations



A/B test everything

Conversion rate optimisation is built in

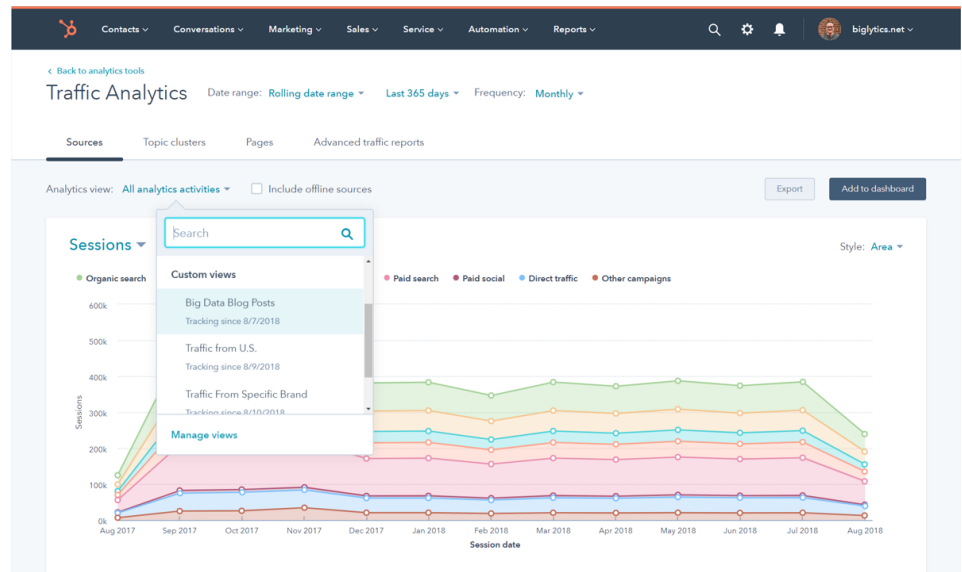
- CTAs
- Website page
- Landing pages
- Emails



Analytics and reporting

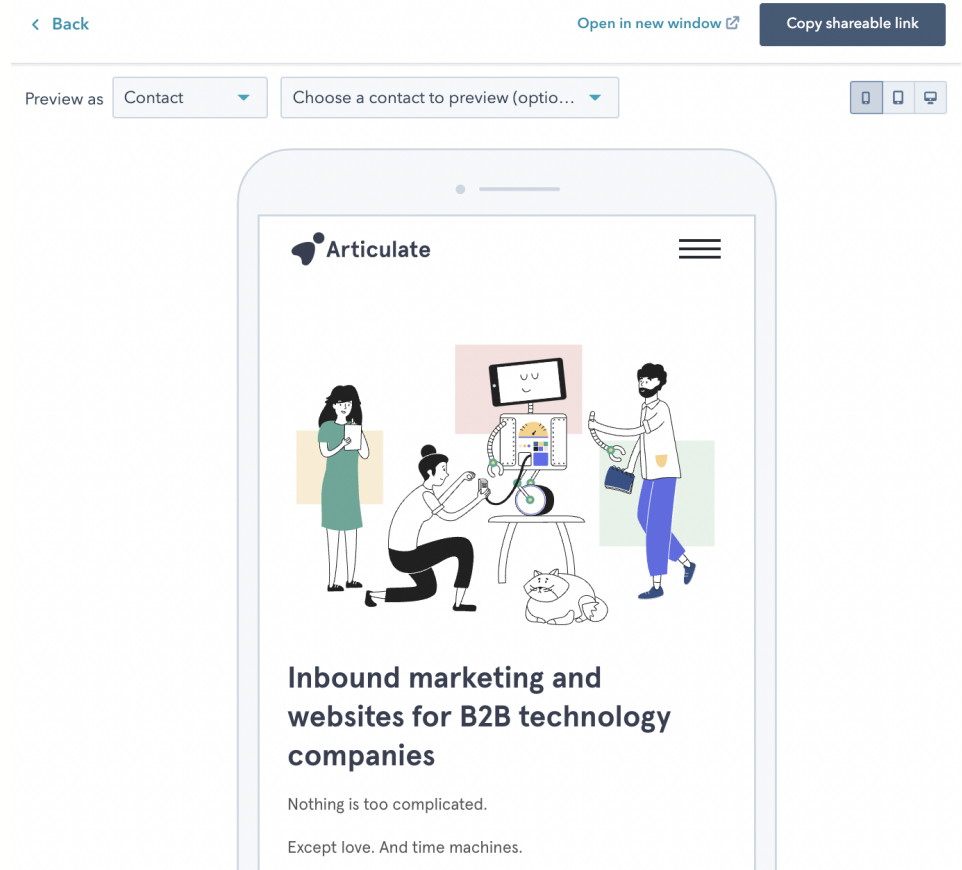
See where your visitors, leads and customers are coming from

- It's built-in with HubSpot. And yes, you can add Google Analytics.
- With WordPress you need to add custom code or add a third-party plugin.



Mobile-responsive by default

Mobile-friendly design is
important for users and for SEO.



Security

It's HubSpot's problem, not yours.

I have managed two major security incidents on WordPress sites because of unpatched plugins.

- No updates to manage (see next slide)
- Distributed Denial of Service (DDoS) Protections
- 24/7 monitoring and threat monitoring
- Standard SSL certificate
- Web application firewall as standard
- HubSpot has powerful GDPR compliance tools
- HubSpot has built-in cookie policy management



SOC 2 Type 2 and SOC 3



GDPR



Disaster Recovery



External Security Assessments



Encryption



EU Data Center



99.9% Uptime



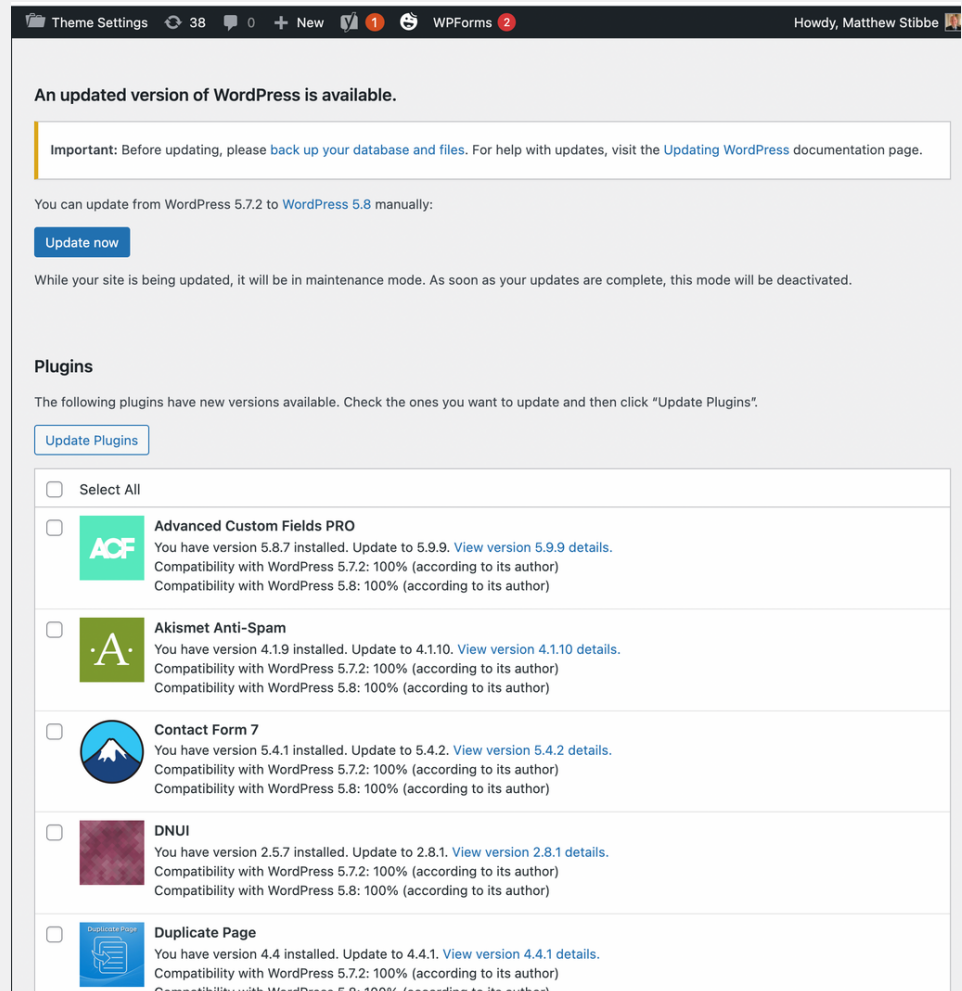
Distributed Denial of Service (DDoS) Protections



Maintenance

It just works in HubSpot. In WordPress (see screenshot) you have to keep applying updates.

- No updates to check and apply
- No risk of breaking the site when you do update
- Reduced risk of security vulnerabilities
- Do you trust 38 developers to keep 38 plugins secure and to test them with your site?
- Like moving from Exchange Server to Office 365



The screenshot shows the WordPress dashboard interface. At the top, the navigation bar includes 'Theme Settings', '38' notifications, a '+ New' button, and 'WPForms 2'. The user's name 'Howdy, Matthew Stibbe' is visible in the top right.

A prominent notification states: "An updated version of WordPress is available." Below this, an important note reads: "Important: Before updating, please [back up your database and files](#). For help with updates, visit the [Updating WordPress](#) documentation page." It also mentions that the user can update from WordPress 5.7.2 to WordPress 5.8 manually, with an "Update now" button. A note below the button states: "While your site is being updated, it will be in maintenance mode. As soon as your updates are complete, this mode will be deactivated."

The "Plugins" section is titled "The following plugins have new versions available. Check the ones you want to update and then click 'Update Plugins'." Below this is an "Update Plugins" button and a list of plugins with checkboxes for selection:

- Select All
- Advanced Custom Fields PRO**
You have version 5.8.7 installed. Update to 5.9.9. [View version 5.9.9 details](#).
Compatibility with WordPress 5.7.2: 100% (according to its author)
Compatibility with WordPress 5.8: 100% (according to its author)
- Akismet Anti-Spam**
You have version 4.1.9 installed. Update to 4.1.10. [View version 4.1.10 details](#).
Compatibility with WordPress 5.7.2: 100% (according to its author)
Compatibility with WordPress 5.8: 100% (according to its author)
- Contact Form 7**
You have version 5.4.1 installed. Update to 5.4.2. [View version 5.4.2 details](#).
Compatibility with WordPress 5.7.2: 100% (according to its author)
Compatibility with WordPress 5.8: 100% (according to its author)
- DNU!**
You have version 2.5.7 installed. Update to 2.8.1. [View version 2.8.1 details](#).
Compatibility with WordPress 5.7.2: 100% (according to its author)
Compatibility with WordPress 5.8: 100% (according to its author)
- Duplicate Page**
You have version 4.4 installed. Update to 4.4.1. [View version 4.4.1 details](#).
Compatibility with WordPress 5.7.2: 100% (according to its author)
Compatibility with WordPress 5.8: 100% (according to its author)



Support included

WordPress has paid support for sites hosted on their platform, but most WordPress sites are self-hosted and don't include support.

< Back



Chat

Call me

Email



We'll call you in the next five minutes.

Problem overview *

Problem overview

Description *

Describe the issue you'd like help with. What exactly are you trying to do? What's happening instead? Screenshots and images can be uploaded here too.



Performance

- Built-in content delivery network
- Lazy-loading images
- Image compression
- High-performance hosting
- Yes, it takes some work to get maximum performance. But that's also true on WordPress.



Latest Performance Report for:
<https://www.articulatemarketing.com/>

Report generated: Tue, Aug 10, 2021 11:34 AM +0100
Test Server Location: London, UK
Using: Chrome (Desktop) 90.0.4430.212, Lighthouse 7.4.0

GTmetrix Grade [?]

A	Performance [?] 99%	Structure [?] 96%
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Web Vitals [?]

LCP [?] 339ms	TBT [?] 23ms	CLS [?] 0.07
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Summary

Performance

Structure

Waterfall

Video

History

Speed Visualization [?]



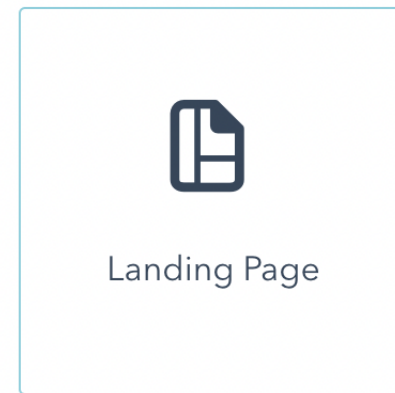
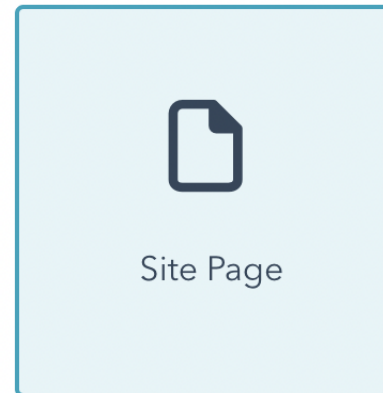
Good for developers

- Built-in staging
- Built-in version control
- Also works with Github
- Offline development
- Publish user-editable controls
- HubDB for database-driven content
- Built-in development environment

Stage new site page



What type of page would you like to stage?



Choose a name for your new staged site page:

New staged page

Stage new site page

Cancel





How to move to HubSpot



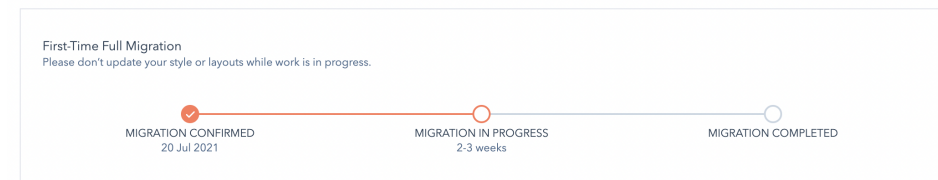
Option 1: Migrate your existing site

HubSpot can 'lift and shift' most existing sites to HubSpot. The first 20 pages are usually free and there's a modest per-page cost after that.

Same design, different platform. Code can be a bit bloated. Occasionally some rough edges.

Still need to manage the testing and go-live and migrate your own blog content

Migrations

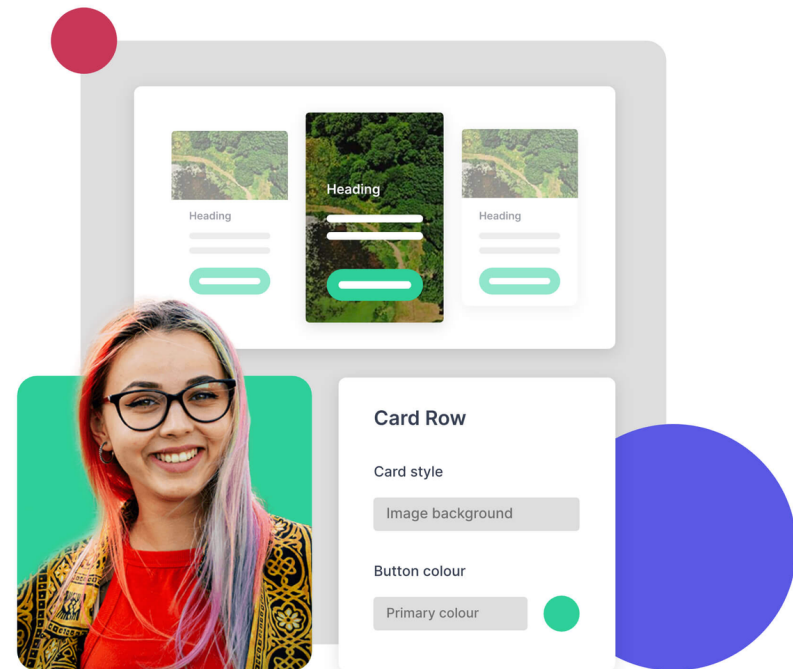


Option 2: Use a Theme

Off-the-shelf page layouts and individual modules

- Basic styling options
- Drag-and-drop page builder
- Module level editing
- Add copy and artwork

Choose the theme carefully. We recommend our flexible Nucleus Theme, naturally!

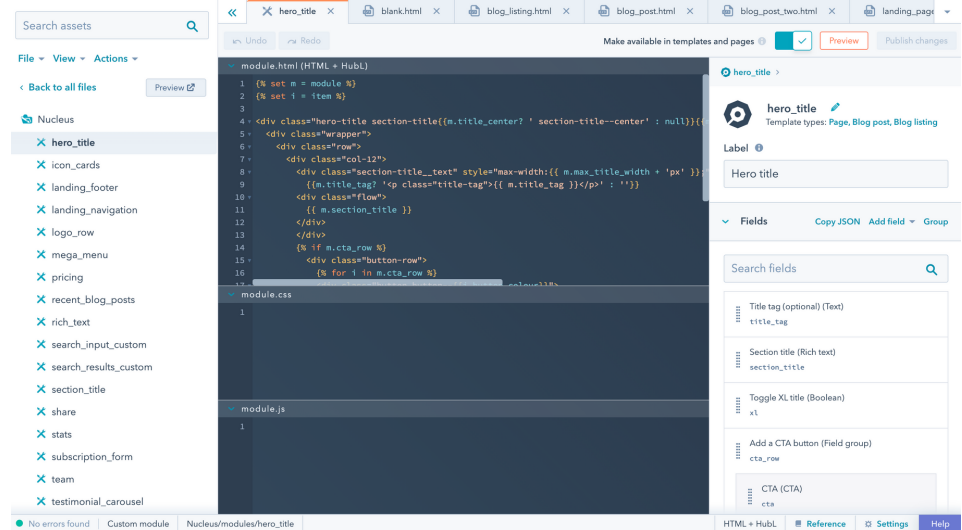


Option 3: Build a bespoke new site

Design and code your own site

HubSpot has a comprehensive IDE plus HubDB and HubL with version control, local development etc.

We start with Nucleus and then custom code customer-specific design elements, additional modules and functionality, including database-driven pages. Broadly speaking, anything you can do in WordPress you can do in HubSpot and then some.



The screenshot displays the HubSpot IDE interface for editing a custom module named 'hero_title'. The interface is divided into several sections:

- Search assets:** A search bar at the top left.
- File View:** A sidebar on the left showing a file tree with 'hero_title' selected. Other files include 'icon_cards', 'landing_footer', 'landing_navigation', 'logo_row', 'mega_menu', 'pricing', 'recent_blog_posts', 'rich_text', 'search_input_custom', 'search_results_custom', 'section_title', 'share', 'stats', 'subscription_form', 'team', and 'testimonial_carousel'.
- Code Editor:** The main area shows the HubL code for the 'hero_title' module. The code includes a loop for items, a section title, and a CTA row.
- Fields Panel:** A panel on the right titled 'hero_title' showing the fields for the module. It includes a 'Label' field (set to 'Hero title'), a 'Fields' section with 'Copy JSON', 'Add field', and 'Group' options, and a 'Search fields' section with a search bar. The fields listed are: 'Title tag (optional) (Text)' with field 'title_tag', 'Section title (Rich text)' with field 'section_title', 'Toggle XL title (Boolean)' with field 'xl', 'Add a CTA button (Field group)' with field 'cta_row', and 'CTA (CTA)' with field 'cta'.
- Bottom Bar:** A status bar at the bottom showing 'No errors found', 'Custom module', 'Nucleus/modules/hero_title', and navigation links for 'HTML + HubL', 'Reference', 'Settings', and 'Help'.



Move your blog

Very simple for 'clean' blogs. More complex if you're using Gutenberg or other 'page builders' and/or shortcodes. Often needs manual tidying up.

How would you like to import your blog?



Smart copy

An easy way to import blog posts into HubSpot from any CMS. Give us a link to your blog, and let our Smart Copy robot handle the rest.



WordPress connect

The best choice for importing your WordPress blog into HubSpot. All we need is a link to your blog.



CSV file upload

Import posts by uploading a CSV file from your existing blog into HubSpot.



XML file upload

Import posts by exporting an XML file from WordPress or Squarespace and uploading it to your HubSpot blog.




Go live

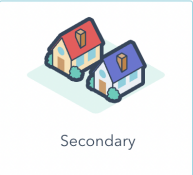
- Configure HubSpot, e.g. GDPR, Cookie pop-up, tracking, Google Analytics etc.
- Connect domains
- Add redirection from apex domain
- We have a 40+ point go-live checklist so it helps to get professional support
- Redirection harness and testing

Connect a domain ✕

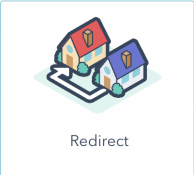
What type of domain do you want to connect today?


Primary

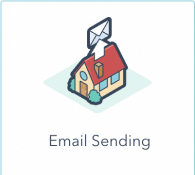
Connect a domain for your main website, landing page, blog, email, or knowledge base content.


Secondary

Connect a domain for a campaign, microsite, or other content you'd like to keep separate from your main site.


Redirect

Connect a domain you'd like to redirect to another domain.


Email Sending

Connect an email sending domain to add another layer of authentication to your HubSpot emails.



Things you need to know about moving to HubSpot CMS



Different versions of CMS Hub

CMS Hub Starter

£19 per month

- Up to 15 pages
- One blog
- Other limitations

For very simple sites with the most basic requirements.

CMS Hub Professional

£297 per month

- Smart content
- A/B testing
- Content staging
- SEO tools
- Password-protected pages
- Supports multiple blogs

Most of the sites we build use Professional

CMS Hub Enterprise

£990 per month

- Multiple root domains
- SSO
- Memberships
- Adaptive testing
- Web apps
- Content partitioning
- Can use apex domains

Appropriate for larger companies or companies with more complex requirements and multiple domains.



Some things work a bit differently

If you're used to WordPress, there are some subtle differences – reset your expectations

- No excerpts (we have used meta description instead in some cases)
- Only one featured image per blog post (can code more into the blog template)
- Can't do custom layouts on blog posts – it's a rich text block for the body
- Instead of taxonomies, you can have multiple blogs, e.g. news, articles and case studies, but they don't work the same way



Apex domains

You have to host on a subdomain (except on CMS Enterprise)

- i.e. www.articulatemarketing.com not articulatemarketing.com
- Not so much of an issue as modern browsers hide 'www'
- Very important to redirect the apex domain

articulatemarketing.com
● Connected

Redirecting to
www.articulatemarketing.com



Don't forget system pages

404 and 500 error pages

Subscription pages

Search results pages

Templates Branding Personalization Integrations SEO & Crawlers **System Pages**

Customize the system pages for your website. [Learn more](#)

Errors

404 error page
Show when a user visits an incorrect URL on your site.

Articulate - 404 error (in articulate-theme/templat... [Edit](#)

500 error page
Show when there is an unexpected server error on your site.

Articulate - 500 error (in articulate-theme/templat... [Edit](#)

Password prompt

Password prompt page

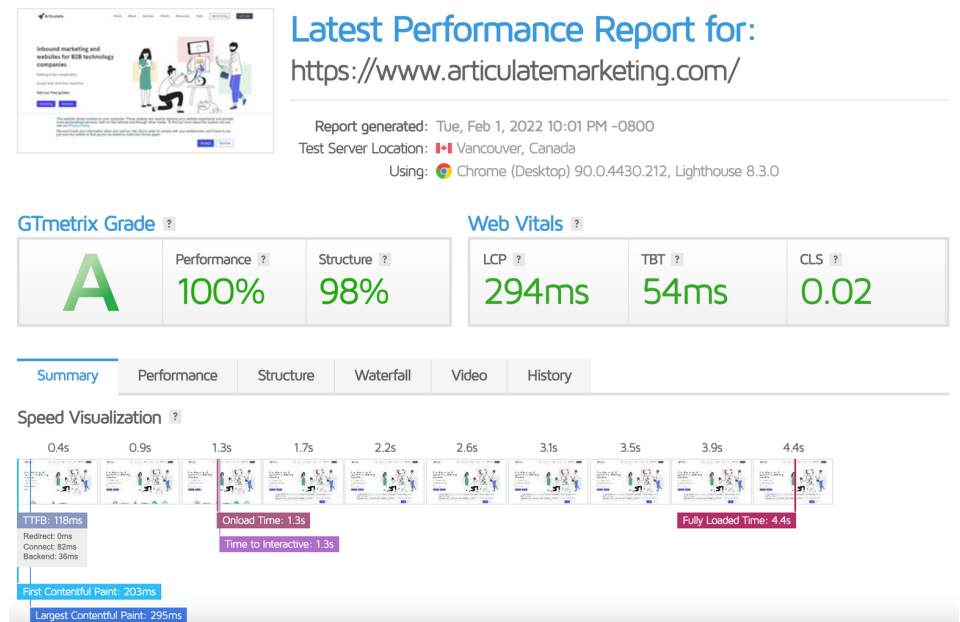
Articulate - Password prompt (in articulate-theme/... [Edit](#)



Speed is possible, but hard work

You probably need specialist help

- Optimised code is essential
- Mobile is harder than desktop
- Cautious use of embedded forms, videos, chat, CTAs, popup forms
- Switch of social sharing options
- Pre- and lazy loading of images
- Google AMP or self-AMPing



And finally...





Let's talk

Video and slides appearing soon on
[articulatemarketing.com](https://www.articulatemarketing.com)

See: www.nucleustheme.com

See: www.hubspot.com/comparisons/wordpress-vs-hubspot

Email me with questions at
matthew@articulatemarketing.com

Book a call with me: www.articulatemarketing.com/meet

