



HubSpot vs. WordPress

A quick comparison

HubSpot and WordPress are two of the most widely used solutions for content management. Both provide companies large and small with critical business enablement, but they aren't the same kind of product. They're two approaches to customer engagement, and deeper knowledge of the products shows significant differences that can affect the trajectory of your organization.

HubSpot is built for anything you need

WordPress is an open-source, cloud-based web publishing software that is installed or configured on your server using a third-party hosting provider. Its interface centers around a CMS that requires plugins for additional functionality like sitemaps, SEO, and analytics. It does not provide marketing, sales, customer service, or similar functions.

HubSpot is a comprehensive, cloud-based CRM platform with products focused on content management, marketing, sales, customer service, and operations. HubSpot's CMS software, CMS Hub, ranks higher than WordPress in key areas and stands on its own merits in any CMS-to-CMS comparison ([source](#)). But its most powerful advantage is that it exists as part of a larger, unified ecosystem of business-driving tools.

This affords HubSpot a level of simplicity and scalability that's not possible with other products that require integrating several disparate tools to accomplish what you could with HubSpot.

How will you scale?

HubSpot's CMS software is currently the #1 web content management system in G2, and 96% of reviewers give it either four or five stars ([source](#)), but the true value of HubSpot is apparent after your website is up and running. HubSpot gives your business a full range of superpowers so you can scale and innovate with ease. These tools are all built on the same codebase and their data exists in one place – so your team always has a single source of truth and the reliability of a unified system.

	 CMS	 Marketing	 Sales	 Customer service	 Operations
HubSpot	✓	✓	✓	✓	✓
 WORDPRESS	✓	✗	✗	✗	✗

Web content management comparison



	HubSpot	WordPress
Blog post and editor	✓	✓
Content collaboration	✓	Requires additional software
Content calendar	✓	Requires additional software
Blog email newsletters	✓	Requires additional software
Blog import	✓	Depends on CMS you are transitioning from
Drag-and-drop page creation	✓	Depends on theme and likely requires additional software
Multi-language content management	✓	Requires additional software
Password-protected and membership-driven content	✓	Additional subscription or software needed
Personalized content	✓	Additional subscription or software needed
Mobile-optimized	✓	Requires supported theme
AMP support	✓	Requires additional software
Analytics	✓	Requires WordPress plugin
SEO optimization	✓	Requires additional software
A/B testing	✓	Requires additional software
Google search console integration	✓	Requires additional software
Intrusion detection system (IDS)	✓	Requires additional premium hosting and security package
Web application firewall (WAF)	✓	Requires additional premium hosting and security package
Distributed denial of service (DDoS) mitigation	✓	Requires additional premium hosting and security package
Proactive scanning and network testing	✓	Requires additional premium hosting and security package
Secure sockets layer (SSL) protection	✓	Requires additional premium hosting and security package

Dollars and sense

Companies might consider WordPress to be more cost-effective, but the hidden costs of having a leaner product can be a barrier as you grow. Retroactive integrations through third-party add-ons typically consume substantial financial and personnel resources and provide less predictable performance. They also create new security vulnerabilities, since using several dozen plugins puts you at the mercy of several dozen third parties and their security/updating practices.



 Hosting	Included in your subscription. Monthly rate does not fluctuate based on pages, storage, or traffic.	Additional cost Extra cost for hosting a site depending on the pages, traffic, and storage you need
 Plugins	Included in your subscription. 80% of HubSpot's 650 apps and integrations are included with CMS Hub.	Additional cost Extra cost per month for each of the 58,000 plugins
 Security	Included in your subscription.	Additional cost Extra cost for security fee providers
 Maintenance, updates, and support	Included in your subscription.	Additional cost Extra cost for regular maintenance support on your site

The solution you need, simply

Instead of stacking third-party solutions on top of WordPress, start right with a simple, comprehensive, infinitely scalable CRM solution that already has everything you need to grow.

HubSpot stands apart from other CRM platforms because it is so workable – it's simple, integrated from the ground up, and affordable enough to be a sustainable solution for your organization. It allows teams to align around one spot for every point of customer data and drive a more delightful customer experience, no matter how your business size and needs evolve. Use it to expertly manage not just your website, but all those crucial business outcomes your website is supposed to deliver.

With HubSpot, you will improve the buyer experience, reduce your total cost of ownership over time, scale with confidence, and stay in sync without data silos.

To learn more about getting started with HubSpot CRM, visit [hubspot.com](https://www.hubspot.com).