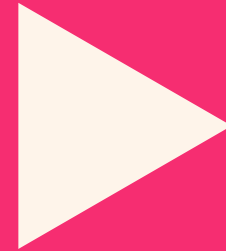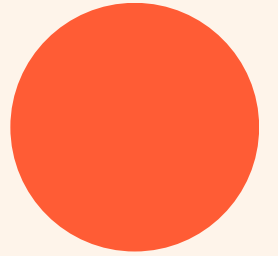# HubSpot vs. WordPress

A Software Buyer Evaluation Guide

Content Hub™ vs. WordPress

Key Capabilities of HubSpot Content Hub

Capability 1

Easily create personalized content experiences

Capability 2

Manage content at scale

Capability 3

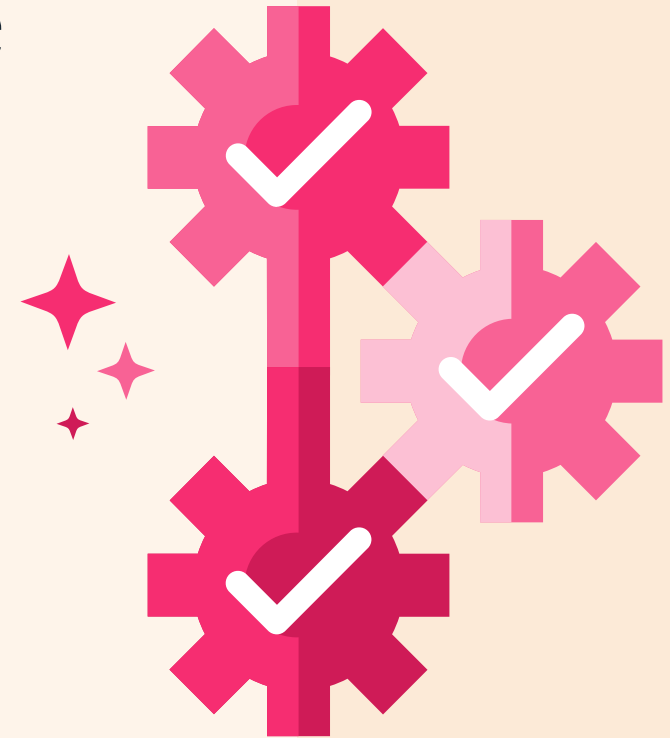## Optimize content with intelligence

Content Hub™

Content Hub is an all-in-one, AI-powered content marketing software that helps marketers create and manage content that fuels the entire customer journey.

WordPress

WordPress is an open-source website creation platform based on PHP and MySQL. It's one of the most popular tools for building a website.

Content marketing software that empowers you

Marketers need to create more content than ever before, distribute it across more channels at more points in the customer journey, and make it highly personal to the buyer.

Let's see how HubSpot & WordPress compare

Capability 1

Easily create personalized content experiences

Drive revenue with tools that help you create personalized content experiences across the customer journey.

Features	Content Hub™ Professional	WordPress
Landing Pages	✓	✓
Forms	✓	✗
Blogs	✓	✓
Drag & Drop CMS	✓	✓
Themes & Templates	✓	✓
Dynamic Content	✓	✗
CRM-Powered Content Personalization	✓	✗
Site Chat	✓	✗
Ads	✓	✗
Content Remix	✓	✗
AI Blog Generator	✓	✗
Podcasts	✓	✗
Blog Post Narration	✓	✗
AI Content Assistant	✓	✗
AI Website Generator	✓	✗

Capability 1

Easily create personalized content experiences

After just six months, customers who use HubSpot's content tools see a 99% increase in inbound leads
[HubSpot 2023 ROI Report]

99%

> The CMS and CRM helps us create personalized content at scale. By just identifying current customers as they visit the site, we can provide them with an entirely different experience than someone who is visiting our site for the first time.

Hunter Gorman
Director of Growth, PivIT Global

Capability 2

Manage content at scale

Save time and increase team efficiency with content management and operations all in one place.

Features	Content Hub™ Professional	WordPress
Scalable Web Hosting	✓	✕
Advanced Site Security & 24/7 Monitoring	✓	✕
Multilingual Content Management	✓	✕
Roles & Permission Management	✓	✓
Memberships & Members Blogs	✓	✕
Content Staging	✓	✕
Brand Voice	✓	✕
Video Hosting	✓	✕
AI Translations	✓	✕
Content Embed (Headless Content Blocks)	✓	✓ Hosting Not Included

Capability 2

Manage content at scale

After just six months, customers who use HubSpot's content tools see a 114% increase in web traffic
[HubSpot 2023 ROI Report]

+114%

> "
> **Functional and intuitive - it allows us to quickly create great sites that are easy for clients to maintain. The Design Manager is easy to jump into with minimal direction, but robust enough to not limit a seasoned dev.**

Kelly Molloy
Senior Web Strategist, New Breed

Capability 3

Optimize content with intelligence

Connect every customer interaction to revenue and make decisions rooted in business value using advanced reporting.

Features	Content Hub™ Professional	WordPress
Web Traffic Analytics	✓	✕
SEO Recommendations & Optimizations	✓	✕
A/B Testing	✓	✕
Adaptive Page Testing	✓	✕
Content Strategy	✓	✕
Contact Attribution Reports	✓	✕
Custom Reporting	✓	✕
Custom Dashboards	✓	✕

Capability 3

Optimize content with intelligence

Customers achieve 237% higher landing page conversion rates with adaptive testing
[HubSpot 2023 ROI Report]

237%

> "At any given time, [our CEO] can identify trends, understand our customers, and share important metrics. With that information, she was able to raise another $2 million in funding during the COVID-19 pandemic.

Natasia Malaihollo
Head of Business Development, PopCom

Total Cost of Ownership

It's important to compare all costs when evaluating software, not just the base license price. HubSpot's product includes more features & services when compared holistically to WordPress' offering.

Capability	HubSpot	WordPress
Base License	**Content Hub Professional** $$	**WordPress Free, Open Source**
Onboarding	Available for purchase $	Available from 3rd parties $
Migration	Available for purchase $	Available from 3rd parties $
Maintenance	Included	Not included $
Service & Support	Phone, Chat & Email support included	Not included $
Training & Educational Resources	HubSpot Academy, Community included	WordPress Tutorials, Community Included
Developer Support	Easy-to-use, low-code platform $	Often requires developer support $$$
Integrations	App MarketPlace $	WordPress Plugins $$

What are customers saying?