HubSpot CMS Hub
Starter

Overview:

CMS Hub Starter is a web content management system for marketers & developers at growth-minded businesses who want to leverage the CRM Platform to generate business through their website.

What You Get

- A fast, secure, reliable website

- Efficiently build remarkable websites

- An all-on-one CRM Platform

A Fast, Secure, Reliable Website

A traditional CMS leaves the security, speed, and reliability of your website up to chance. But you're a marketer, not an IT professional. CMS Hub Starter takes care of the maintenance associated with a traditional CMS so you can focus on creating an amazing customer experience through your website.

Features that make it possible:

Global CDN

Your site remains active and visitors never experience downtime through our global CDN, built to handle high levels of traffic.

24/7 Security Monitoring

Our security team is dedicated to ensuring the safety of your site with automated and manual checks for attacks, potential abuse, or other anomalies.

Standard SSL Certificate

Your site will be automatically provisioned with a standard SSL certificate to create greater trust between your brand and website visitors and increase your Google ranking.

Web Application Firewall

Filter, monitor and block HTTP traffic to and from your web services. This protects your site against hacks, DDoS attacks and more.

Easily Build Remarkable Websites

Most CMS solutions force you to make a trade off. You can have a simple web page builder that lets marketers create content quickly but has no tools for your developers, or you can have a legacy enterprise CMS that is extremely extensible, but completely blocks out your marketer.

If you want to grow your business through your website, you need a CMS that both your marketers and developers love. CMS Hub Starter lets your developers use the tools, technologies, and workflows that they prefer to create flexible themes for your marketers to work within. Marketers can then take ownership of the site -- updating the look and feel of their website as they see fit, without being restricted by the dev team's sprint cycle

Features that make it possible:

Themes	Drag & Drop Editing	Landing Pages
Use one of HubSpot's pre-built website themes with the option for custom development. Build a cohesive site without worrying about mismatched designs, logos, or navigations.	Update and create pages without a developer's help or custom code. Publishing changes on the fly has never been easier.	Create landing pages to convert visitors into leads. Embed forms and CTAs and streamline lead generation.
Blogging	**Website Pages - Limit of 15**	**Multi-language Content**
Give content creators a powerful platform for building authority around topics and generating traffic to your site.	Build webpages quickly and easily with HubSpot's powerful webpage building tools.	Easily manage multiple language domains and optimize each one for SEO. Allow users to toggle between languages.

What this allows you to do:

✓ Let your marketers take ownership of your website

✓ Free up your developer to work on higher impact projects

✓ Remove gatekeepers from your content creation process so your team can react quickly to deliver an amazing customer experience.

All-on-One CRM Platform

Your website should be your organization's most important marketing asset. But you're limiting your website's potential if your CMS is siloed off from the rest of your growth machine. CMS Hub Starter is built as part of HubSpot's CRM platform to ensure that your website delivers results.

- ✓ Leverage customer data to inform your web strategy

- ✓ Understand exactly what pieces of content are resonating

- ✓ With CMS Hub, you'll have all the tools you need to not only create a website, but use it to start growing your business

Features that make it possible:

Powerful CRM

Track every visitor to your site in one place and create personalized digital experiences leveraging CRM data. With the HubSpot CRM platform, your website becomes a growth engine for your business

Conversations

A universal shared inbox that gives sales, marketing, and customer service teams one place to view, manage, and reply to all conversations – regardless of the messaging channel they came from

Ads

Create, manage, and optimize ads across multiple networks for faster ad deployment with a higher return on ad spend

Email Marketing

Treat every customer as a unique individual, even as your customer list grows. Segment your customers by lifecycle stage using existing CRM data, and customize emails with personalization tokens.

Forms

Convert your website visitors into qualified leads with HubSpot's form builder. Add forms to your HubSpot landing pages, or embed them on any website page.

Web Analytics

View website traffic data. This includes traffic sources, topic cluster, device type, country, and more.

Learn More at HubSpot.com