



A Developer Overview of the HubSpot CMS

INTRODUCTION TO THE HUBSPOT CMS FOR DEVELOPERS

The HubSpot CMS is a SaaS CMS.

It contains all the tools you and your team need
to build and maintain web assets



The CMS is designed to strike a balance.

Flexibility for marketers and convenience and control for developers



This course is for experienced web developers.

Most of the topics in this course require a professional-level understanding of HTML, CSS, and JavaScript to fully comprehend.

A close-up photograph of a person's hand holding a smartphone horizontally. The phone's screen displays a grid of small, white, rectangular icons or text snippets against a dark background. In the background, a row of books is visible on a shelf, their spines showing various titles and colors.

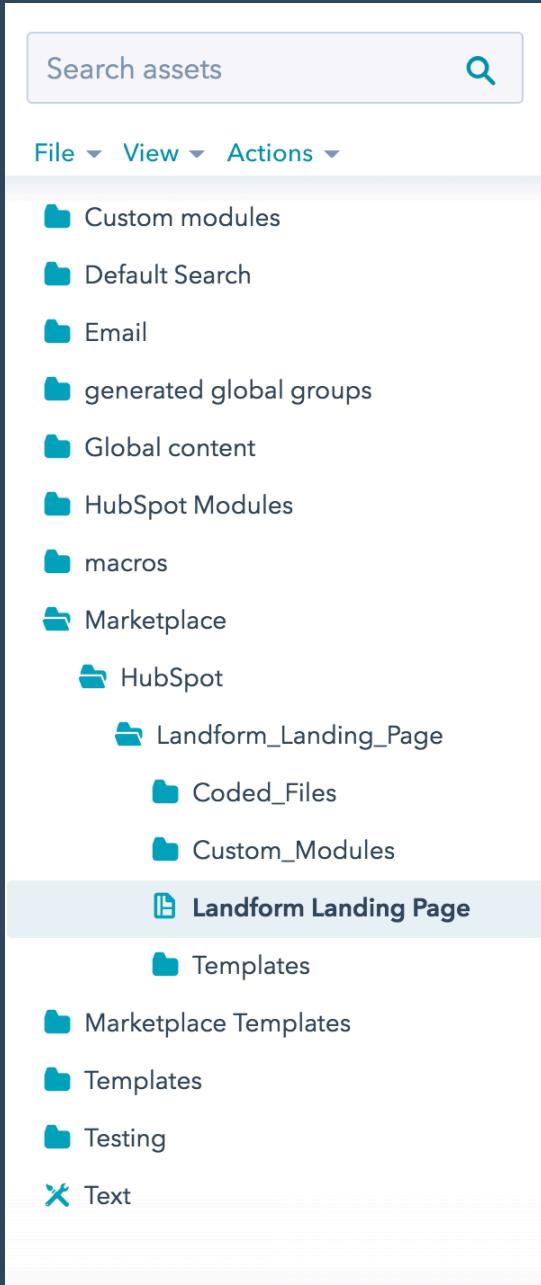
Use any or all of this content for reference.

These topics can help marketers and designers decide how to approach projects, delegate responsibilities, and communicate with team members and contractors.

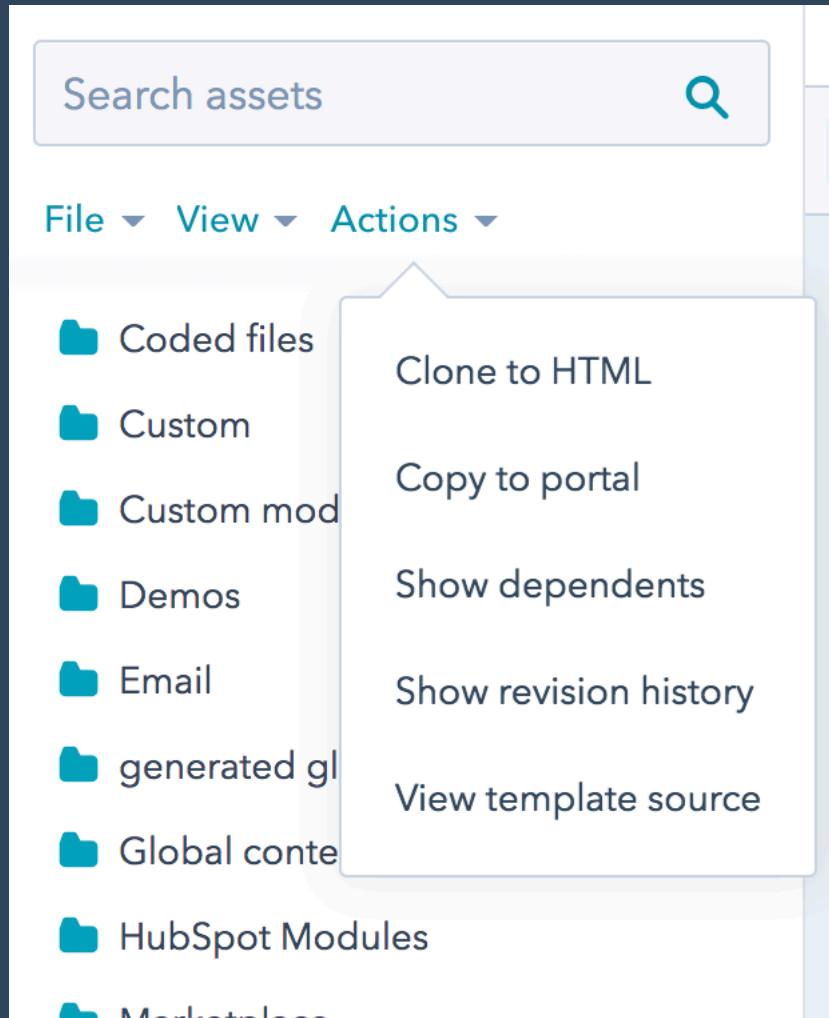
A DEVELOPER'S TOUR OF THE HUBSPOT CMS DESIGN MANAGER AND PAGE EDITOR

The screenshot shows the Landform design manager interface. At the top, there's a navigation bar with a search bar labeled "Search assets" and a magnifying glass icon. Below the search bar are "File", "View", and "Actions" dropdown menus. The main workspace is titled "Landform Landing Page". It contains two sections: "Page Center" and "Hero, Dark Bg". The "Page Center" section includes a "Logo (Logo)" component. The "Hero, Dark Bg" section includes a "Section Header (Section ...)" component and a "Form (Form)" component. On the right side, there's a sidebar with "Head and body options" expanded. It shows "Linked stylesheets" containing "landform-style.css", "Domain stylesheets" set to "Exclude", and "Additional <head> markup" with a single entry. There are also "Add" and "Edit" buttons at the top right.

The design manager is an IDE.



The finder is for creating and organizing assets like templates and modules.
It behaves a lot like a file system in a typical computer OS.



The actions menu

This menu gives you access to some important file behaviors such as copying between portals, accessing revision history, and finding dependent assets.

The screenshot shows the main workspace of the Landform design manager. On the left, there are two vertical panels displaying page structures. The top panel is for the 'Page Center' section, which contains a 'Logo (Logo)' component. The bottom panel is for the 'Hero, Dark Bg' section, which contains a 'Page Center' section with a 'Section Header (Section he...)' and a 'Form (Form)' component, along with a 'Hero Background Image (Landform Hero Background Image)' component at the bottom.

At the top right, there are several buttons: 'Undo' and 'Redo' (disabled), 'Make available in pages' (with a checked checkbox), 'Preview' (with a red outline), and 'Publish changes'.

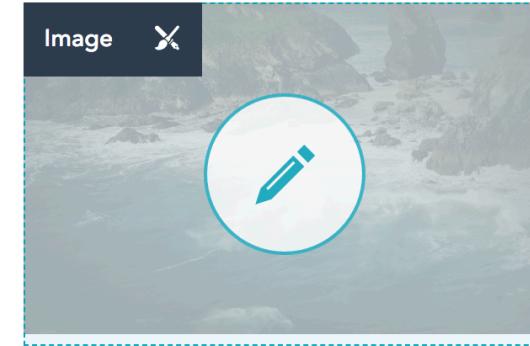
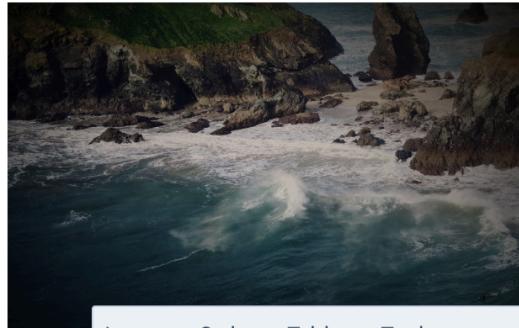
On the far right, the 'Edit' tab is selected. The page template is titled 'Landform Landing Page'. Below it, under 'Head and body options', is a 'Linked stylesheets' section containing 'landform-style.css'. There is also a 'Domain stylesheets' section set to 'Exclude'. Under 'Additional <head> markup', there is a placeholder for code with the number '1'. At the bottom, there is a 'Body classes' section.

The main workspace of the design manager



To be clear, there's no single editing experience.

That being said, the same basic relationship between templates and published content exists for each page type.



Insert ▾ Style ▾ Table ▾ Tools ▾

More Info

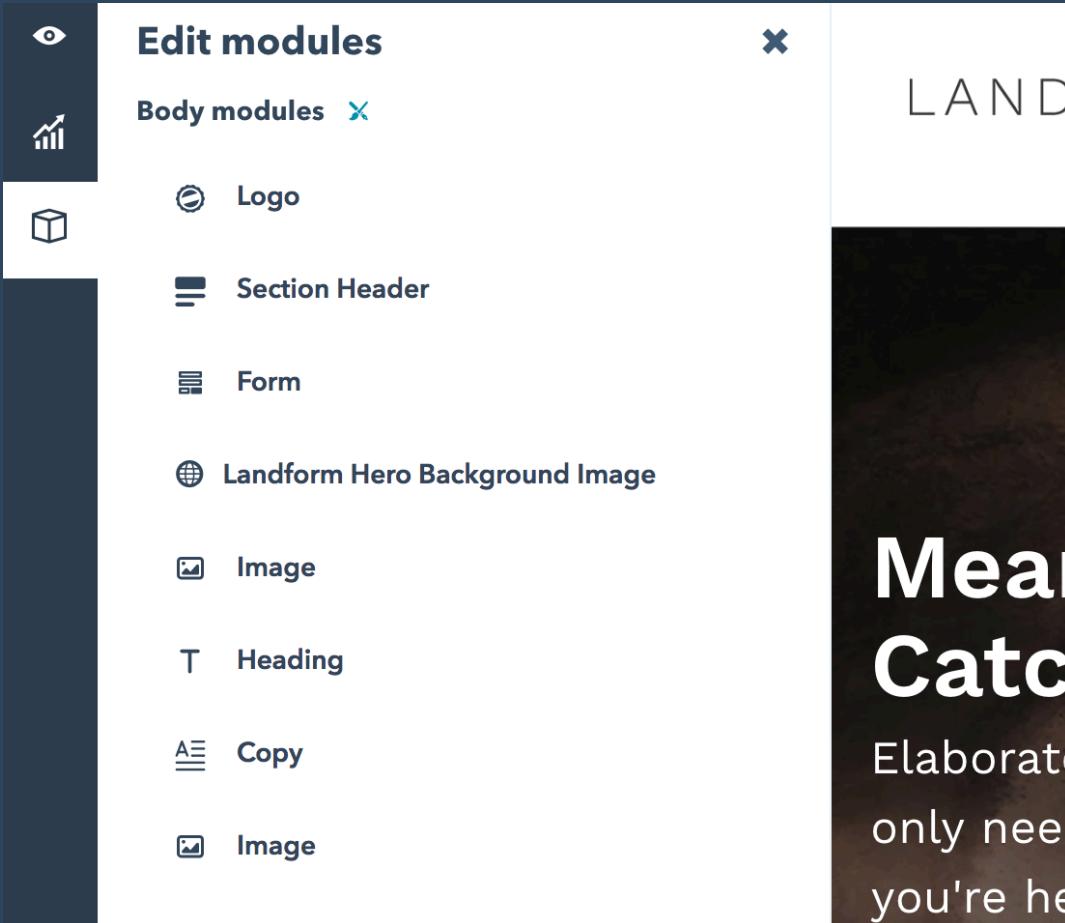
If you've got a few options, this three column section could be a nice place to explain things. You could also throw a little CTA in here if you'd like.

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More Info

If you've got a few options, this three column section could be a nice place to explain things. You could also throw a little CTA in here if you'd like.

The main section of the editor



Editor utility bar

Preview options, a list of all the modules used in the template, and suggestions for optimizing the page



Settings

Internal page name * ⓘ

Page title * ⓘ

Page URL

jausura-2574624.hs-sites.com/landform-landing-test 

Copy

[Add page to a menu](#) ↗

Meta description ⓘ

The settings tab

IT'S UP TO EVERYONE
INVOLVED TO DEFINE
ROLES AND ASSIGN
RESPONSIBILITIES.

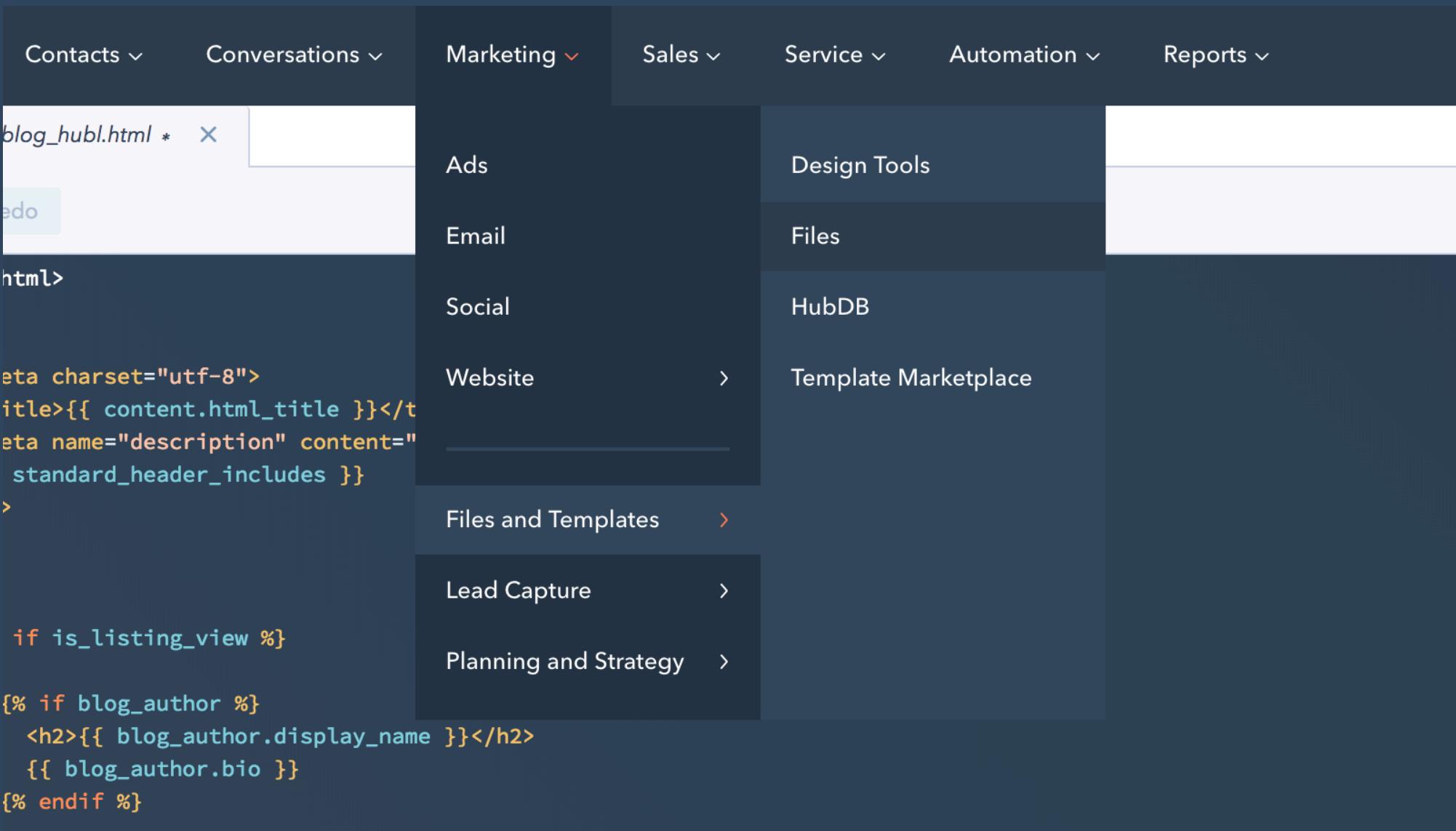
A DEVELOPER'S TOUR OF THE HUBSPOT CMS FILE MANAGER

Store files like images, PDFs, and videos.

It isn't recommended to store CSS and
JS files in the file manager.



Photo by Sanwal Deen on Unsplash



Navigating to the file manager

Files

Files and Folders Stock Images

Filter by Active files ▾

Home >

Search  Create folder Upload files Export all files (ZIP)

<input type="checkbox"/>	NAME	SIZE	TYPE	UPDATED
<input type="checkbox"/>	Wilson			April 6, 2017
<input type="checkbox"/>	Videos			December 10, 2018
<input type="checkbox"/>	Stock images			February 21, 2017
<input type="checkbox"/>	Screenshots			December 10, 2018
<input type="checkbox"/>	Riggs			February 28, 2017

Create folders and subfolders to organize your assets however you'd like.

File details



X

Updated
Apr 6 2017 11:14 AM

Dimensions
1200 x 800 px

File size
320 KB

File URL
<https://cdn2.hubspot.net/hubfs/2574624/Wilson/z...> ▾

[Open in a new window](#) ↗ [Copy URL](#)

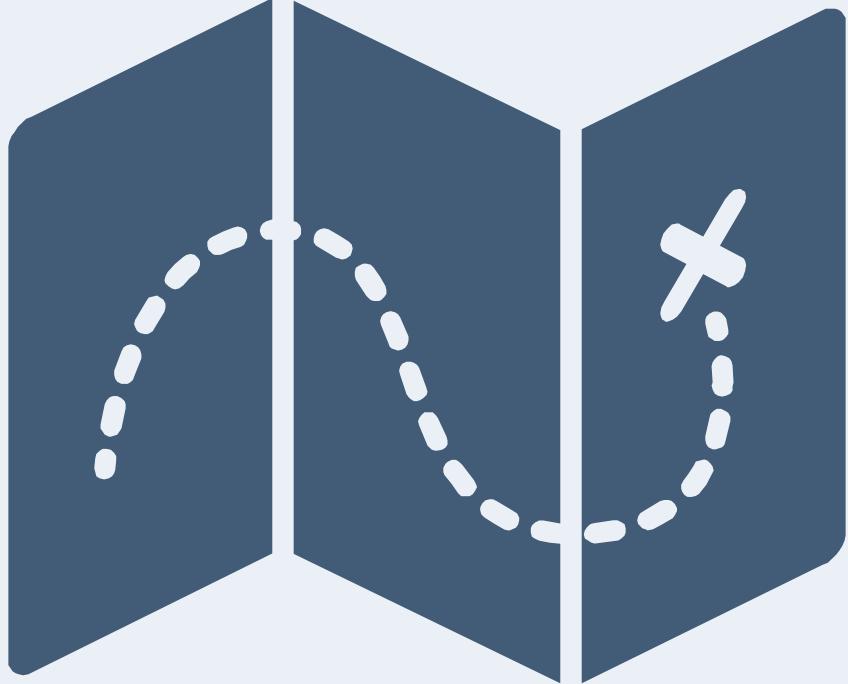
This file is used in

› [Templates \(2\)](#)

[Replace](#) [Archive](#) [Clone and edit](#) [Delete](#)

File details

Surfaces helpful file data—perhaps most importantly all the templates and content where this file is used



On the topic of file relationships...

The file manager maintains your links to assets even when you move files around.

Files

Files and Folders

Stock Images



Stunning images. Free images.

Thousands of professional images at your fingertips.

Search images

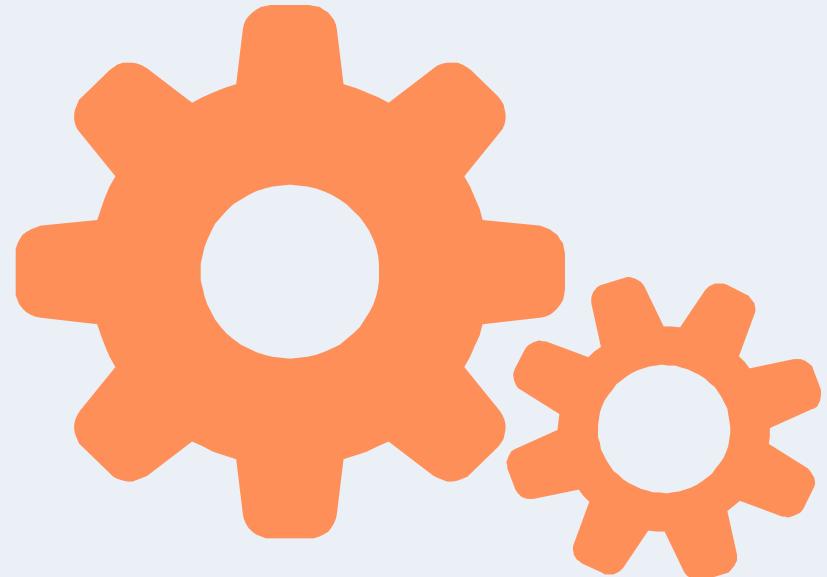


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Stock images in the file manager

A DEVELOPER'S TOUR OF SETTINGS IN THE HUBSPOT CMS



Make it a priority to familiarize yourself with available settings.

Many of these settings are global, so they can be simultaneously powerful and dangerous.

Settings

Account Defaults

Contacts & Companies

Conversations



Domains & URLs

Import & Export

Integrations



Marketing



Properties

Reports



Sales



Service



Users & Teams

Website



Blog

Navigation

Pages

Website Settings

The settings for all web pages can be found under website in a subsection called pages.

Settings

Account Defaults

Contacts & Companies

Conversations 

Domains & URLs

Import & Export

Integrations 

Marketing 

Properties

Reports 

Sales 

Service 

Users & Teams

Website 

Blog

Navigation

Pages

Pages

Modifying: All domains 

[Manage domains](#)

Templates

Branding

Personalization

Integrations

SEO & Crawlers

System Pages

Site header HTML

Add custom code snippets to the HTML head section across all of your pages.

1

Site header HTML in website pages

Settings

Account Defaults

Contacts & Companies

Conversations



Pages

Modifying: All domains

Manage domains

Domains & URLs

Import & Export

Integrations



Templates

Branding

Personalization

Integrations

SEO & Crawlers

System Pages

Marketing



Logo

Changing logo image here will update all logo modules in the template.

Properties

Reports



Sales



Service



Users & Teams

Website



Blog

Navigation

Pages

Awesome Demo Site

Favicon

Choose the icon that will appear in the browser tab when people are on your page.



Logo alt text

This site is awesome and a demo

Logo and favicon in branding tab

Import & Export

Integrations

Marketing

Properties

Reports

Sales

Service

Users & Teams

Website

Blog

Navigation

Pages

General

Templates

Subscriptions

Language

Comments

Social Sharing

Google AMP

Template for blog posts

Current template

blog_hubl_templates_pt2.html ▾

Use same template for blog listing page

Number of Posts Per Listing Page

6

Show summaries on listing page

Use featured image in listing summaries

HTML

Header HTML for Blog Listing Pages

```
1
```

Separate header HTML for blog templates

Settings

Account Defaults

Contacts & Companies

Conversations

Domains & URLs

Import & Export

Integrations

Marketing

Ads

Email

Email service provider

Forms

Lead Scoring

Email

Configuration

Subscriptions

Subscription Types

Tracking

SMTP

Send Frequency

Subscription page preference pages are styled with the default style.

Subscription preference page i

Soar Subscription Preferences (in soar_theme)

Edit Page ↗

Unsubscribe backup pages i

Soar Backup Unsubscribe (in soar_theme)

Edit Page ↗

Subscription update confirmation page i

Soar Unsubscribe Notification (in soar_theme)

Edit Page ↗

Email subscription templates

Settings

Account Defaults

Contacts & Companies

Conversations 

Domains & URLs 

Import & Export

Integrations 

Marketing 

Properties

Reports 

Sales 

Service 

Users & Teams

Website 

Domains and URLs

Domains

URL Redirects

Language Settings

Sitemap



Let's get this thing started.

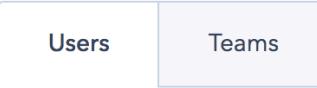
Connect your domain to HubSpot now so you can publish your next creation as soon as it's ready.

Connect a domain

Domains & URLs

Settings

Account Defaults



Contacts & Companies

Conversations

Users

Search



Actions ▾

Create user

Domains & URLs

Import & Export

Integrations

Marketing

Properties

Reports

Sales

Service

Users & Teams

Website

	NAME ▾	TEAM ▾	ACCESS ▾
<input type="checkbox"/>	Jeff Ausura jausura@hubspot.com		Super Admin Sales Enterprise Service Enterprise
<input type="checkbox"/>	Kara Ebrahim kebrahim@hubspot.com		Service Contacts Sales Marketing

Control access with Users & Teams

A DEVELOPER'S TOUR OF NAVIGATION OPTIONS IN THE HUBSPOT CMS

Two built-in navigation options

- Menu module
- Simple menu module

The screenshot shows a modal window titled "Simple Menu". At the top left are icons for eye, chart, and cube. At the top right is a close button. Below the title are "Options" and "Styles" buttons. A large "+" icon is on the left side. The main area is titled "Content" and contains a section titled "Simple menu". Inside this section are three items: "Features" with the value "#cool-product-features", "Includes" with the value "#included", and "Reqs" with the value "#requirements". Below this is a "Menu orientation" section with "Horizontal" and "Vertical" options, where "Vertical" is selected.

Save and go to module list

Simple Menu

Options Styles

+

Content

Simple menu

Features #cool-product-features

Includes #included

Reqs #requirements

Menu orientation

Horizontal

Vertical

Simple menus

Simple menus give content editors a consistent and intuitive interface for building a list of links.

Site navigation and the standard menu module

- Cannot be edited in pages or templates
- Created and managed in settings
- Selected in pages or templates

Account Defaults

Contacts & Companies

Conversations 

Domains & URLs

Import & Export

Integrations 

Marketing 

Properties

Reports 

Sales 

Service 

Users & Teams

Website 

Blog

Navigation

Pages

Navigation

Help your visitors find what they're looking for with navigation menus. Manage your menu links and labels here, then go to your template to choose which menu to use in your content.

default 

Actions 

Publish

  Home	 Home
 About Us	 About Us
  Products	 /products
  Free	No link
 Cool Free Product	 /so-free
  Paid	No link
 Cool Paid Product	 /not-so-free

Item options in navigation editor

PRO TIP:

If you find yourself needing to build a menu that doesn't seem possible using the default navigation, you might consider using HubDB to create totally customizable menu structures.