Why the HubSpot CMS Helps You Grow Better

What is the HubSpot CMS?

The HubSpot CMS is the content management system of choice for growing companies that are tired of being held back by website management.

Slide What Can You Do With HubSpot CMS?

- Create content
- Get found online
- Develop experiences
- Capture leads
- Gain insights

Use HubSpot CMS to create better experiences for your customers

With the HubSpot CMS, your team can spend less time managing systems and more time creating engaging experiences for your customers. It lets marketers take ownership of their websites through powerful content creation tools, gives developers the flexibility to use the tools and technologies they prefer, and enables IT teams to ensure their websites are fast and secure at all times.

Slide HubSpot CMS Speed, Security, and Reliability

- SSL certificate
- Global CDN
- 99.99% uptime
- Cache optimization
- And more

How Does HubSpot Take Care of the Safety and Security of Your Site?

For every site hosted with HubSpot, a standard SSL certificate is automatically provided, so your website visitors will have a secure browsing experience. Your site is served through HubSpot's global content delivery network (or CDN), hosted in several datacenters around the world, which ensures your site never has downtime. HubSpot uses tactics like minified JavaScript, combined CSS, and automatic image compression to increase page speed and decrease page weight. So, what does that mean for you? It means that your website loads in seconds, so

visitors will never click away frustrated by a slow load time. For more information on how HubSpot takes care of the safety and security of your website, check out the resources for this lesson.

Slide The HubSpot CMS is an all-on-one platform.

You can create all your web content – website pages, landing pages and blog posts – in HubSpot. Not only can you create all your content in one place, you can manage it, optimize it for search engines, and track its performance using built-in reporting tools.

HubSpot CMS + CRM

Finally, since the HubSpot CMS is built on top of a world-class CRM, you also have your website in the same place as all your customer data. This is a huge win for your marketing and sales efforts. It means you can leverage the information you have about your customers to create more personalized, relevant experiences for them on your website.

With the HubSpot CMS, you have all the tools you need to create a high-performing website that provides exceptional value to your customers.

How Does the HubSpot CMS Work?

The HubSpot CMS is an integrated solution

The beauty of the HubSpot CMS is that all the tools you need to create, manage, optimize, and analyze your content are in one place and fully integrated with one another. When brought together, these tools become the powerful engine of your entire website strategy. Let's review all of the tools included in CMS Hub and the role they play.

Slide How to Use The Domain Manager

To host content on HubSpot, connect your website domain in the domain manager.

How do you connect your domain to HubSpot?

You need to connect your domain to HubSpot in order to take your site live. Setting up your website's domain is important because it acts like your street address on the internet. Check out the resources for this lesson to learn how to connect a domain to HubSpot.

Slide How Developers Use The Design Manager

Using the design manager, developers can build, manage, and store CMS assets.

These CMS assets will then be available to you in the content creation tools. Any CMS assets you purchase from the marketplace will also be downloaded to a folder in the design manager. As a marketer, you probably won't spend any time in the design manger, but it's important to know that it's there. If you're a developer, check out the CMS for Developers Certification to learn about how to develop on the HubSpot CMS.

Slide How to Use The Files Tool

When creating content, use the file manager to add in stored assets like images and videos.

Once uploaded, your images, videos, PDFs, and other files will be hosted on HubSpot's content delivery network servers.

Slide How to Use The SEO Tool

Organize your content to be better optimized for search engines and audit your website's SEO.

The SEO tool helps you map out a topic cluster content strategy, which is a method of organizing your site architecture to make it easier for both search engines and searchers to navigate. The tool also audits your website and provides recommendations for changes you can make to improve your SEO performance.

Slide How to Use The Blog, Landing Pages, Website Pages Tools

This is where you as a marketer will spend the majority of your time creating, editing, and publishing your web content.

Your blog posts, landing pages, and regular website pages are separated out so you can keep your content well-organized. Each of these tools has intuitive yet powerful features that allow you to easily create your content, make it look the way you want, and publish it with a single click.

Free Tools Included With HubSpot CMS

There are also some tools that aren't explicitly part of CMS Hub but *are* included free with HubSpot to help fuel your inbound marketing strategy. Let's quickly go through what they are.

Slide How to Use Forms and CTAs

Create forms and calls-to-action and add them directly to your pages to generate leads and drive conversions.

Slide How to Use Conversations

Add live chat or chatbots to your website using HubSpot Conversations.

Slide How to Use Ads

Manage your ad campaigns all in one place and see which ads are turning visitors into customers.

Slide How to Use Marketing Email

Nurture your leads with HubSpot's marketing email tool, which provides an intuitive drag and drop interface.

Slide You also have access to HubSpot's vast directory of app partners.

Use the App Marketplace with HubSpot CMS

Through the app marketplace, you can browse thousands of available integrations. In this way, all of the tools you need can plug right into your CMS. For example, you can use the HubSpot integration with Shopify to build and manage an ecommerce website on HubSpot CMS.

Using HubSpot Partners With the CMS

HubSpot also has partnered with Canva and Shutterstock to give you access to tools right inside your CMS to help streamline your content creation process. With the Canva button, you can quickly and easily build amazing

graphics while you're creating content, without having to leave HubSpot. The Shutterstock integration gives you access to thousands of stock images right inside your HubSpot file manager.

To learn about more tools you can integrate with the HubSpot CMS, check out the resources for this lesson.

What are Themes, Templates, and Modules in the HubSpot CMS?

Themes, templates, and modules in HubSpot CMS

Themes, templates, and modules are the foundations of all the content you'll be creating in the HubSpot CMS, so it's important to have a good understanding of what they are and how they work together. This will help you better understand the editing experience when you get to creating content.

Slide What is a Theme?

Theme
A collection of assets that are designed to work together to enable a marketer-friendly content editing experience

The assets within a theme include templates, modules, images, and global content. Your theme is your source of truth when it comes to your website's overall design. While you can make style and layout changes to individual pages, your theme determines the overarching design and branding of your site.

How Do Themes Help Marketers?

Themes enable CMS developers to create a site-wide content editing experience that puts marketers in control over their website. If you're working with a developer, they will create a custom theme to fit your branding. There are also pre-built themes available in HubSpot for those marketers without a developer.

Themes also enable marketers to make larger scale changes to their web content without needing a developer for maintenance and without knowledge of CSS. Using your theme settings, you can adjust the style of your website easily and globally.

Slide A theme contains templates which you can use to generate pages.

Slide What are Templates?

Templates
Files that control the layout and functionality of your pages

The Relationship Between Templates and Pages in HubSpot CMS

Every page published in the CMS is created using a template. But the relationship between templates and pages is not one-to-one, it's one-to-many. One template can be used to create dozens of different pages.

What are Modules?

Modules are the building blocks of templates. They're reusable blocks of content that can take various forms — a block of text, an image, a form, and so on.

Slide A template will be made up of several different modules whose contents can be changed in the page editor.

In the drag and drop page editor, you can also add modules, remove modules, and alter the layout of your pages with just a few simple clicks. So while templates are the basis for the layout of your pages, they're completely customizable.

The Relationship Between Modules and Templates in the HubSpot CMS

Like templates and pages, the relationship between modules and templates is one-to-many. The same module can be used dozens, if not hundreds, of times across many different templates.

One of the most important things to understand about the CMS is the relationship between themes, templates, and pages.

Slide The Relationship Between Themes, Templates, and Pages

- Themes control the overall design of your website.
- Your theme contains a set of templates, all with the same branding.
- Templates are the blueprints for pages.
- Pages are the finished product that you fill with your content and publish for the world to see.

Slide Template Types in the HubSpot CMS

- Page Templates
- Blog Templates

- System Templates

How does the type of template relate to your content?

The type of template (Page, Blog, or System) determines what kind of content you can create using that template. For example, a blog template can only be used to make blogs, and a page template can only be used to make pages.

What are System Templates?

System templates are for your standard website pages, including your error pages, password prompt page, search results page, and subscription pages. For more information about system templates, check out the resources for this lesson.

Slide Module Types in the HubSpot CMS

- Default modules
- Theme modules
- Custom modules

What are Default Modules?

Default modules are included by default in the CMS and are the standard elements you'd expect to see on a website, such as Rich Text, Images, Forms, and more. For a full list, check out the resources for this lesson.

What are Theme Modules?

Themes modules are modules that are designed specifically to work within your theme. They are built by the theme's developer and will be included with your theme and match the styles you've set for your theme. For example, if you have a fitness studio website theme, then you may have a class listing module included with your theme.

What are Custom Modules?

Custom modules are built by developers for a specific purpose, such as a custom team member module or banner image module. These types of modules are great for more complex or specialized elements of your website that aren't served by a default module. They have a ton of flexibility and can be customized by a developer or downloaded from the asset marketplace.

Slide Templates will also contain what is called global content.

Global content
Content you want to create once and then reuse across your website

A good example of global content is your website's header and footer.

You want these elements to look exactly the same across your whole site to maintain visual consistency. Using global content accomplishes this.

Slide Preview your global changes before publishing

Make sure you're aware of the impact of your change before you publish any changes to your global content.

A change to any of your global content will propagate globally.

So if you change your company's logo in your header, this will change on every single page on your website.

Keep all these principles in mind when you start creating pages and blog posts in HubSpot. Remembering the relationships between the different assets you're using to create content will help you make smart decisions about changes to your themes, templates, pages, and global content.

How to Use the Asset Marketplace in HubSpot

How to Use the Asset Marketplace in HubSpot Walk-through

Let's take a look at how to navigate the Marketplace to find what you need.

First, head to the Marketplace by clicking the marketplace icon in the main navigation. Here you'll see two options. In the App Marketplace, you can find and install apps to your HubSpot account. In the Asset Marketplace, you can find and download assets to build your website in HubSpot. Click "Asset Marketplace." This will take you to the Marketplace storefront.

To see all of your downloaded templates and modules, click the "Purchased" tab.

Back in the storefront, the most useful feature for navigating the Marketplace is filters. In the left sidebar, you'll find filters you can use to sort through the thousands of products in the Marketplace and find exactly what you need.

First, you can filter by product type: templates or modules. Click on "Templates" to see more options. If you already know what kind of content you want to create, such as a website page, select that option so that you only see website page templates.

Within a category, you can navigate to the "Purpose" section and use the dropdown menu to filter by the purpose of the template, such as a Contact Us page. You can also navigate to the "Layout" section and use the radio buttons to filter by the layout of the template. For this example, let's pick a two-column layout.

In the "Features" and "Industry" sections, you can use the dropdown menus to filter by certain template features and the industry the template is customized for. With these filters, you can get really granular with your search.

Another important filter is price. In the "Price" section, check the box beside "Free" to see only the assets that can be downloaded for free, and vice versa.

The last filter is Provider. The provider is the person or agency who created the asset. In the "Provider" section, click the dropdown menu to see your options here. There are tons of different providers on the Marketplace, so if you know of a particular design agency whose work you like, you can filter to only see the products they've created.

Once you've narrowed down your options, you want to see some more information about these assets. When you click on a product's card in the Marketplace, it'll bring up a page with all the relevant details. For this example, let's use the Prelude Landing Page template.

On this screen, you'll see an image preview of the template. In the right sidebar is an info card that gives you an overview of the template. This shows you the product type, how many times it's been installed by HubSpot customers, that it's part of a template pack, the main features of the template, that it's not specific to an industry, the layout style, and links to some resources.

The lower half of the sidebar tells you the template's provider, which is Web Canopy Studio, with links to their other products, their website, and contact information in case any issues arise. It'll also show you if the provider holds any HubSpot Academy certifications.

Below the preview image are the product details. This includes a brief description from the provider about the template.

This section is also where you can read reviews that other customers have written for this template. This is great if you're interested in downloading an asset but want to see what others have to say first. Click on the stars to read all the customer reviews.

The Marketplace also gives you the option to view a live example of any product before downloading it. Simply navigate to the upper-right corner and click on the "View Live Example" button. This will open up the example in a new tab in your browser so that you can see it in action.

And that's it! You now know how to navigate the HubSpot Marketplace.