Fundamentals of the HubSpot CMS

Why the HubSpot CMS Helps You Grow Better

What Can You Do With HubSpot CMS?

- Create content

- Get found online

- Develop experiences

- Capture leads

- Gain insights

HubSpot CMS Speed, Security, and Reliability

- Automatic SSL provisioning

- Global CDN

- 99.99% uptime

- Cache optimization

- And more

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

How Does the HubSpot CMS Work?

How to Use The Domain Manager

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

How Developers Use The Design Manager

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

How to Use The File Manager

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

How to Use The SEO Tool

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

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.

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.

How to Use Conversations

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

How to Use Ads

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

How to Use Marketing Email

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

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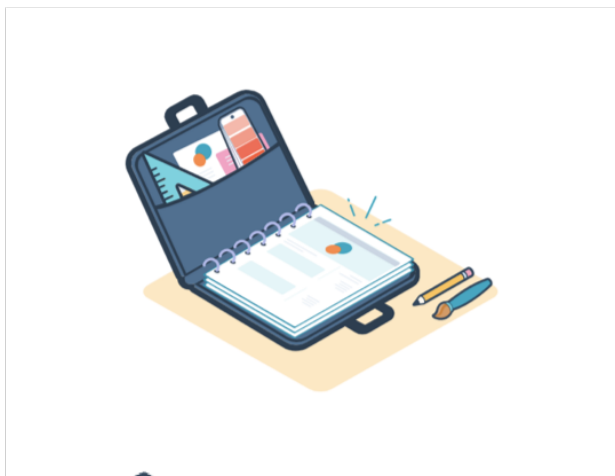vast directory of **app partners.**

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

Theme

A collection of assets that are designed to work together to enable a marketer-friendly content editing experience
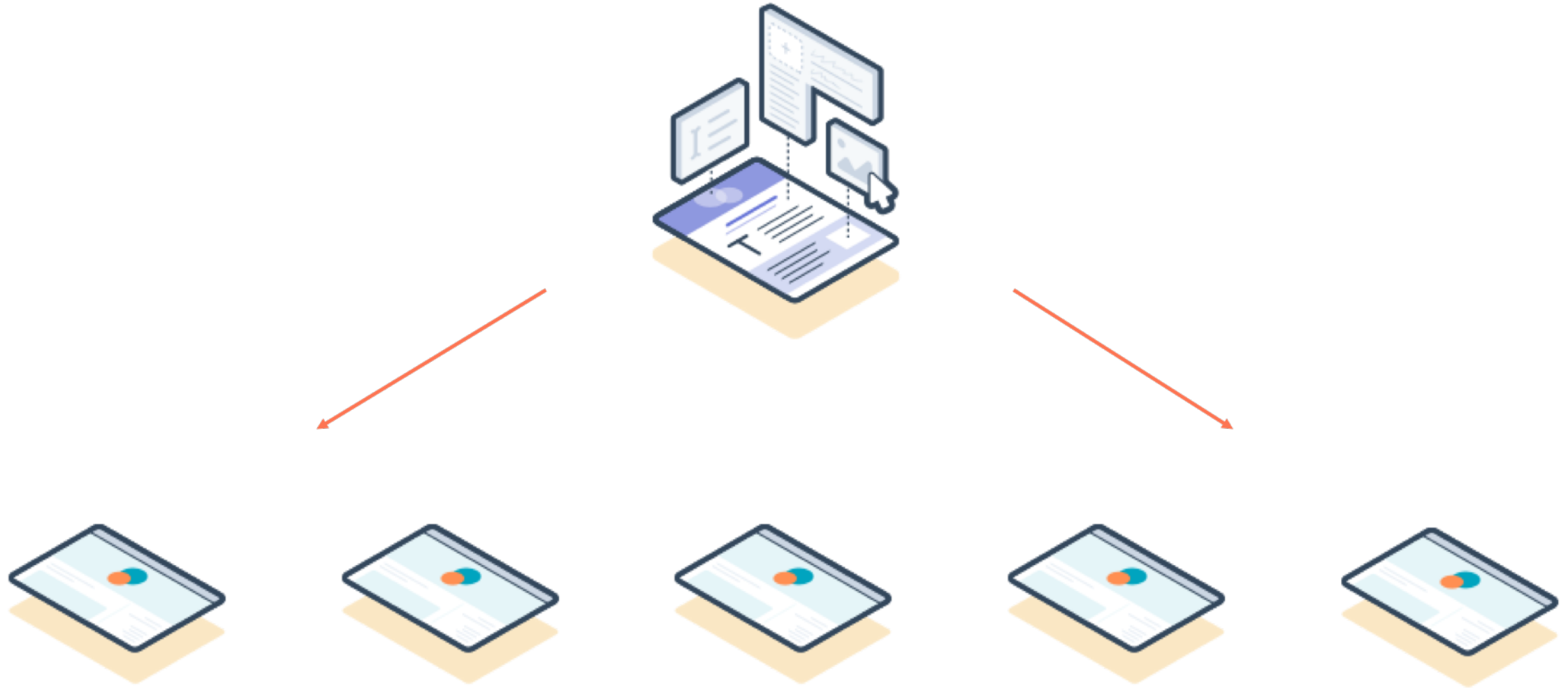
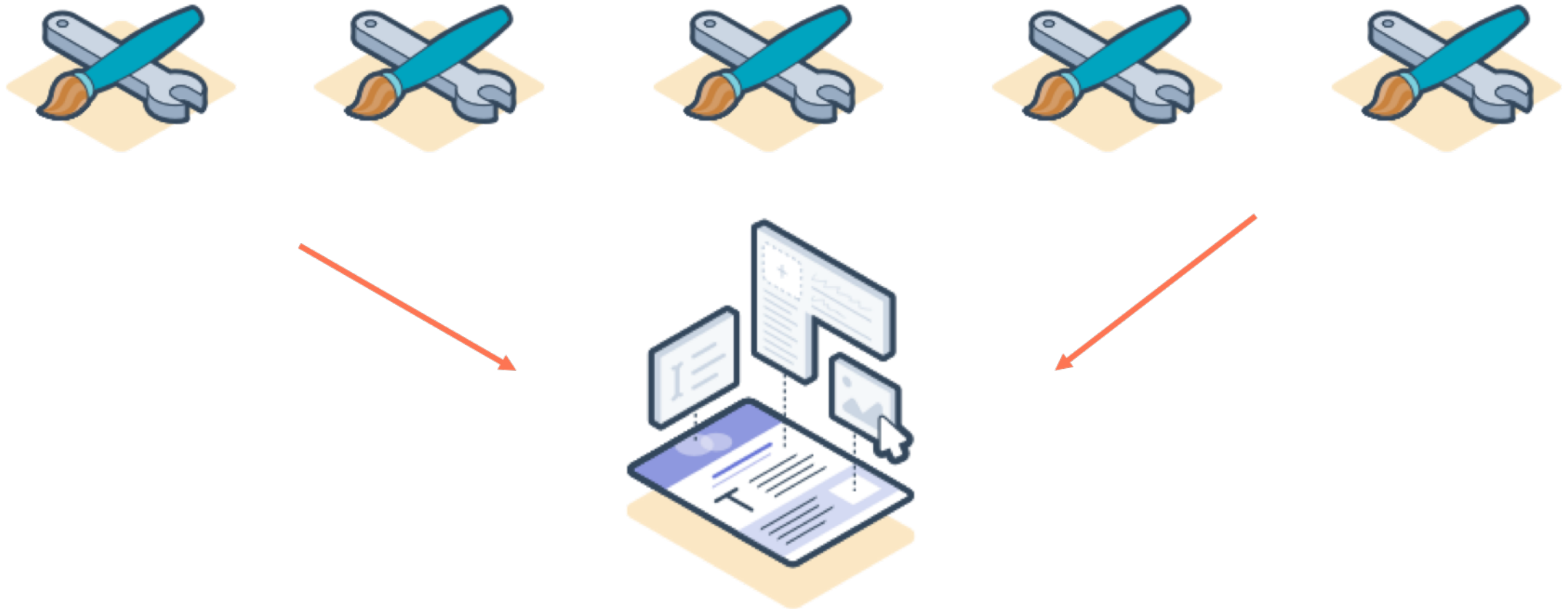# A theme contains templates which you can use to generate pages.

Templates
Files that control the layout and functionality of your pages

One template can be used to create dozens of different pages.

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

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.

Template Types in the HubSpot CMS

- Page templates

- Blog templates

- System templates

Module Types in the HubSpot CMS

- Default modules

- Theme modules

- Custom modules

Global Content

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

Make sure you're aware of the **impact** your change will make before publishing any changes to your global content.

How to Use the Asset Marketplace