HubSpot Blog Importer

# OVERVIEW

THIS IS A TOOL THAT WE CREATED FOR OURSELVES. We are making it publicly available for free, but do not have extensive documentation or a fancy support process for it. Despite that, we hope that other people find it as helpful as we have, and that we can continue to improve it as we discover more ways that it is actually being used.

If you use this tool, please send us an email and tell us what you think! We are excited to make this available to you and look forward to any feedback. Send your comments, etc… to [support@savvypanda.com](mailto:support@savvypanda.com).

## What is the HubSpot blog importer?

The HubSpot blog importer is a flexible tool that we created to migrate blog posts from a Joomla website to a HubSpot COS blog.

Features:

* Pull K2 items into HubSpot COS blog posts
* Update existing HubSpot COS blog posts
* Import into multiple blogs (Hubspot Content Groups), from multiple K2 categories
* Automatically create meta-description if none exists
* New blog posts can use the same URL as old blog posts
  + If for some reason this fails, create a 301 redirect with the click of a button
* Publish COS blog posts with the same publish date as in Joomla
* Map Joomla Users to HubSpot Authors
* Automatically import images from the Joomla website to the HubSpot COS
* (Optional) Automatically add the featured image from K2 to the beginning of the blog post
* Maintain the introtext and fulltext from the K2 item in the HubSpot blog post
* Create text mappings to transform text in the blog post (eg: turn a Joomla module position “{module 123}” into a HubSpot Call-To-Action “{{cta(‘abc’)}}”) – even supports regular expresssions!
* Optionally log details about each API request (useful for support/debugging)

Feature requests. Since this is a free component, we will not guarantee support or development. Existing feature requests:

* Run Joomla content plugins on K2 item prior to importing it
* Optionally migrate articles from the Joomla Content manager, EasyBlog, Zoo, or other components
* Add options to turn features on/off
* Prevent request timeouts if the server configuration allows it
* Run as cron job
* Migrate blog posts from HubSpot COS to Joomla (K2, com\_content, EasyBlog, Zoo, etc…)
* Simplify logging configuration to a single variable
* Write real documentation on how to use the importer

## What technical proficiency do you need to use it? Do you need any other extensions/components in place to make it work?

No technical proficiency should be necessary to use it, although it could be helpful if you encounter any issues during the migration. There are currently no written directions for how to use it, however, so you would need to contact us for those instructions.

Currently the blog importer only works with blog posts written using the K2 extension, although it could be easily modified to work with other extensions.

## Is it only good for Joomla?

Yes. The purpose of this tool is to migrate blogs from Joomla to HubSpot, and it would take a significant amount of work to make it accomplish any other task.

## How long does it take to set up/run?

It took me nearly two weeks to set up and run ☺. But then again, that included writing all of the code. For someone else to set it up, it would probably take about an hour. How long it takes to run depends on the speed of your server and its connection speed with the HubSpot API. As a point of comparison, I was able to migrate roughly 400 blog posts in about 2 hours using this tool. Compared to the time it would take to migrate blog posts using any other currently available method, this is very fast.

## What problems might one run into while using the importer, and how should they handle them?

There are several errors that can be encountered while using the importer. In most cases, the error can be resolved with a minimum level of effort – such as mapping a Joomla user to a HubSpot author. For most other errors, the best/fastest way to resolve it will be to contact us with details about the error so that we can help you resolve it.