

WordPress vs HubSpot



WordPress is a web publishing software that must be installed, or configured on your server using a third-party hosting provider. Its interface includes content creation tools that require plugins for additional functionality like sitemaps, SEO, analytics and more.

[Source](#)

CATEGORY

WordPress is an open-source content management system.

[Source](#)



HubSpot offers a full stack of products for customer relationship management that can be configured as a completely integrated platform, the foundation of a custom tech stack, or as individual applications to plug into your existing systems. Whether you've got a small team of two or a sophisticated force of thousands, HubSpot offers packaging options that grow with your business.

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CATEGORY

HubSpot is a cloud-based CRM platform with marketing, sales, content management, customer service and operations software.

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Training courses

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	Feature	WordPress	HubSpot
BUILD	Blog post and editor	✓	✓
	Content collaboration	Requires additional software	✓
	Content calendar	Requires additional software	✓
	Blog email newsletters	Requires additional software	2000 email sends/month are included for free with HubSpot CRM
	Blog import	Depends on CMS you are transitioning from.	✓
	Drag-and-drop page creation	Depends on theme & likely requires additional software	✓
	Multi-language content management	Requires additional software	✓
	Password protected & membership-driven content	Additional subscription or software needed	✓
OPTIMIZE	Personalized content	Additional subscription or software needed	✓
	Mobile optimized	Requires supported theme	✓
	AMP support	Requires additional software	✓
	Analytics	Requires WordPress plugin	✓
	SEO optimization	Requires additional software	✓
	A/B testing	Requires additional software	✓
	Google search console integration	Requires additional software	✓
HOST	Intrusion detection system (IDS)	Requires additional premium hosting and security package	✓
	Web application firewall (WAF)	Requires additional premium hosting and security package	✓
	Distributed denial of service (DDoS) mitigation	Requires additional premium hosting and security package	✓
	Pro-active scanning and network testing	Requires additional premium hosting and security package	✓
	Secure sockets layer (SSL) protection	Requires additional premium hosting and security package	✓

[Learn more about HubSpot CMS Hub vs WordPress](#)

Pricing and Total Cost of Ownership



HubSpot offers a free CRM and suite of marketing, sales, service and operations tools - with tiered offerings that scale with your business. Multiple product editions, from Starter to Professional to Enterprise, increase access to advanced functionality that become more imperative as your business grows and your needs become more sophisticated.

HubSpot for startups is a unique accelerator program that provides friendly pricing at industry-record discounts to propel entrepreneurship and ingenuity.

WordPress is free to start with associated costs as your CMS provider considers security, plugins, support and hosting / servers.

In addition, WordPress offers a four-tier pricing model per month, or annual, for Personal, Premium, Business and eCommerce use. HubSpot CMS Hub, on the other hand, is a SaaS CMS with a two-tiered pricing model per month, or annual for Professional and Enterprise use. As part of that recurring cost, you get premium hosting and security right out of the box, as well as a long list of additional functionality that you would have to use third party plugins to achieve in WordPress.

Companies may consider WordPress to be more cost effective, but the hidden costs of having a leaner product can become a barrier as companies grow and have to expand through 3rd party applications that add up to the overall budget and management complexity. HubSpot also provides more tools to upscale your approach. Features like security, custom reporting, automatic system updates and maintenance give your team an advantage over WordPress small business approach. With HubSpot, companies of all sizes have an all-on-one platform for a range of marketing, sales, service, content management and operations needs.

Expense	WordPress	HubSpot CMS
Hosting	Additional cost. Extra cost for hosting a site depending on the amount of pages, traffic, and storage you need.	Included in your subscription fee. This monthly rate does not fluctuate based on pages, storage, or traffic.
Plugins	Additional cost. 58,000 plugins for additional cost each per month.	Included in your subscription fee. 650 apps and integrations 80% included with HubSpot CMS.
Security	Additional cost. Extra for security fee providers.	Included in your subscription fee.
Maintenance, updates, and support	Additional cost. Extra for regular maintenance support on your site.	Included in your subscription fee.

Power in Ease



HubSpot's main advantage is in the universality and scope of its software. Because HubSpot CRM Platform is built in-house, all hubs are built on a unified code base, so everyone in your organization – Marketing, Sales, Customer Service, Content Management and Operations – work off the **same system of record**. This allows for teams to align around a single source of truth and a more delightful experience for your customers. Every interaction is seamlessly synced to the contact's timeline, so your whole team can track performance, provide an easy to buy- easy to use framework for incorporating added features when you need them while personalizing content unique to the user.

There are more than 56K WordPress plugins. While this provides you with a great deal of flexibility, it can lead to potential problems if you pick a poorly developed plugin. This happens because each plugin is built by a different developer with different coding standards. The **average business WordPress website has 20-50 plugins** layered on top of the CMS. This can rapidly compound the complexity of your systems making it hard for marketers to use & forces developers to constantly update.

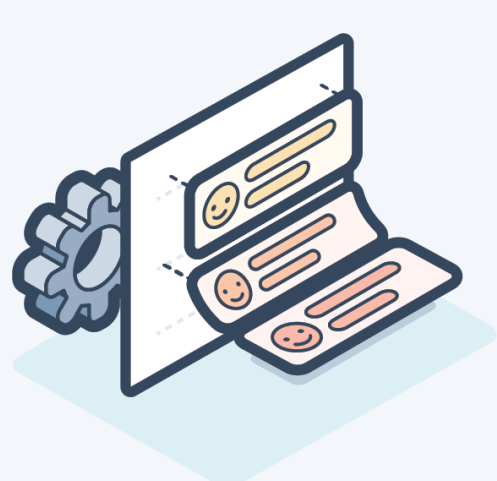
Each plugin opens the door to security risks and updates. If either the plugin company or your developer doesn't keep the plugins up to date, you're at major risk for a hack or data theft.

Roughly **30,000 WordPress websites are hacked every day** and **98% of WordPress vulnerabilities are related to plugins**. Beware of **fake plugins!**

Layering on plugins can slow the website down by forcing more **HTTP requests, databases queries, and javascript triggering**

This differs from HubSpot's products that connect on the backbone of HubSpot CRM and combine all the necessary features and data in a single source. HubSpot, gives companies the designer and developer level capabilities fit for any professional to use without having to hire dedicated experts or outsource countless plugins.

Flexible, But Not Frustrating



HubSpot is built so you can customize it to meet your business needs without adding unnecessary complexity. Individual hubs can be purchased together or separately as part of the platform, and with features like multilingual websites, advanced testing and custom objects, it's flexible enough to architect your business on HubSpot exactly as it appears in the real world- without months of custom developer work.

While a low-cost CMS platform like WordPress might seem like a safe bet, WordPress limited support frequently creates buggy processes and less-than-reliable reporting. And as soon as your strategy shifts, you are once again at the mercy of the technical masterminds who set things up.

Marketers love HubSpot CMS Hub. It's currently the **#1 web content management system on G2**, and **96% of reviewers give it either 4 or 5 stars**. G2 not only rates HubSpot higher than WordPress for Quality of Support and Visibility into Feature Updates and Roadmaps but also triples in favorable reviews. This tells a story. WordPress users lack strong support mechanisms which should give businesses pause in evaluating the long-term viability of the solution.

HubSpot drives scale, and empowers you to quickly adapt to your next phase of growth – whether you have a team managing your software or you are on your own. Spend less time piecing the software together and more time solving for customers with HubSpot.