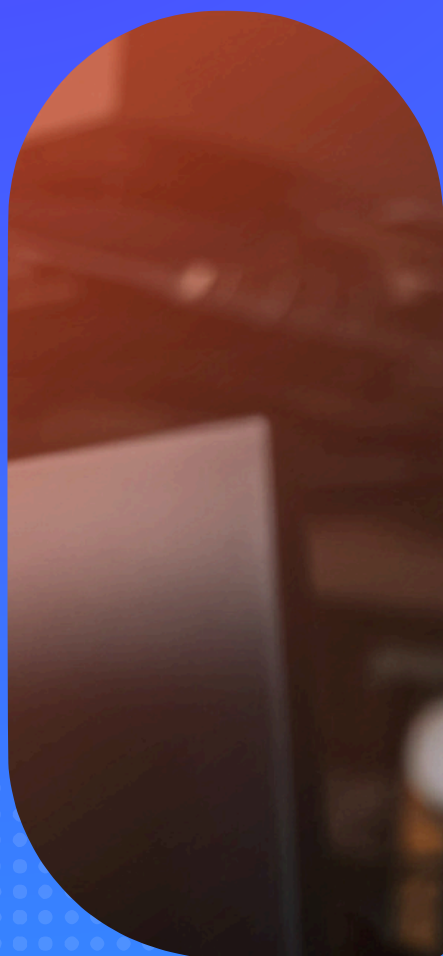


HubShots Episode 312:

Should you build your website on HubSpot?



Check out EP 312
show notes!



Start with the Real Question

The Question Isn't 'Can' You Build on HubSpot — It's 'Should' You?

For marketers and service businesses, HubSpot is often a strong choice. You get hosting, CRM, SEO tools, A/B testing, automation, and personalisation — all in one place. No plugins. No surprise updates. No security patching at 2am.

Everything just works — together.

If your goal is to:

- Align your marketing, sales, and service teams
- Track every customer interaction
- Automate lead nurturing and reporting
- Optimise campaigns based on real-time data

HubSpot is probably exactly what you need.

But it's not for everyone.

If your business model depends on:

- Deep, bespoke functionality
- Complex eCommerce logic
- Multi-storefront or advanced inventory sync
- Large-scale content publishing (like media or editorial sites) ...then a traditional CMS or headless stack might be better.

We've helped teams navigate this decision many times.

So if you're wondering whether HubSpot is the right move — let's unpack it together.



Understanding Pricing

At first glance, WordPress seems cheaper.

The platform is free. You can launch quickly and pay little – at the start.

But here's what's not included:

- Hosting
- Premium plugins
- Security layers
- Developer costs
- Theme updates
- Backup tools
- Maintenance and troubleshooting

The result?

An unpredictable, fragmented cost structure that grows with every fix and feature you need.

Now compare that to HubSpot:

- Starts at \$15/month for Content Hub Starter
- \$450/month for the Professional tier

That includes:

- Enterprise-grade hosting
- Built-in SEO and analytics
- A/B testing
- Security, backups, updates
- Integrated CRM + marketing tools

All in one place. All managed.

No patching. No plugin conflicts.

No late-night surprises.

For growing businesses, HubSpot isn't just a CMS – it's a predictable, scalable platform that reduces total cost of ownership over time.

Short-term, WordPress may cost less.

In the long term, HubSpot can cost you less stress.



Why HubSpot Wins on Usability for Marketing Teams

HubSpot's page builder is intentionally designed for marketing and content teams – not developers. Whether you're creating a website page, a landing page, or an email, the builder experience is consistent and intuitive.

That means:

- One interface to learn
- One system to manage
- One brand experience across every asset

No third-party builders. No mismatched styling. No custom code is required to launch basic campaigns.

With HubSpot, your team can:

- Drag and drop components
- Swap content blocks in seconds
- Personalise pages with CRM data
- Schedule, test, and optimise – without IT bottlenecks

Now compare that to WordPress.

WordPress usability is a mixed bag.

Your experience depends on:

- The theme you choose
- The page builder plugin you install (e.g. Elementor, WPBakery)
- How those plugins interact with each other (and your hosting environment)

Some setups are clean and functional.

Others become:

- Confusing for non-technical users
- Prone to plugin conflicts
- Difficult to scale without developer support
- Dependent on regular updates and patching

For marketing teams who value:

- Fast publishing
- Brand consistency
- Drag-and-drop ease
- Full content ownership

HubSpot is a clear winner.

It's not just a CMS – it's a fully integrated content system, built for marketers who need to move fast, stay agile, and deliver results without waiting on dev tickets.

Functionality Without Plugins

Native Tools That Just Work. HubSpot gives marketers everything they need – right out of the box. Built-in tools include:

- A/B Testing for conversion optimisation
- Smart Content and personalisation to tailor every experience
- Form Builder with CRM integration
- Cookie Management and compliance -ready tools
- Call-to-Action Modules
- SEO recommendations and performance reporting

All native. All connected.

All managed in one place.

Now compare that to WordPress.

To get the same capabilities, you'd need:

- A/B testing plugin
- A personalisation plugin
- A form plugin
- A cookie compliance plugin
- A CTA builder plugin
- An SEO plugin (or two)

Each with:

- Its own subscription fees
- Its own update schedule
- Its own support team (or lack thereof)
- Compatibility issues during theme or version updates
- Security vulnerabilities if neglected
- HubSpot reduces your reliance on third parties – and the risks that come with them.

The result?

- Fewer support tickets
- Faster launch cycles
- More control for your marketing team
- Peace of mind for your developers

If your goal is speed, reliability, and scale – HubSpot is the smarter foundation.



SEO and Performance

HubSpot takes care of the essentials
— right out of the box.

You get:

- **Structured data** baked into templates
- **Built-in SEO recommendations** on every page
- **A global CDN** for fast, secure content delivery
- **Automatic performance best practices**, like minified code, image optimisation, and lazy loading

You don't need to stitch together five plugins to tick your SEO checklist. You don't need a developer to fix your site speed.

Now compare that to WordPress.

Yes — you **can** build a high-performing WordPress site.

But it requires:

- Selecting and configuring the right plugins
- Ongoing maintenance and testing
- Clean hosting infrastructure
- Strict plugin discipline to avoid performance bloat

Inconsistent setups can cause:

- Slower page load times
- SEO penalties
- Higher bounce rates
- Poor Core Web Vitals — especially on mobile

And here's the truth many overlook:

It's not always the CMS that slows you down. It's the tracking scripts, pixels, and third-party tools you add on top.

Heavy Google Tag Manager setups, multiple analytics platforms, and non-optimised embeds can tank site speed — no matter what platform you're on.

But HubSpot mitigates this better than most.

- Native integrations reduce the need for third-party scripts
- Event tracking can be handled inside HubSpot
- You're not left cobbling together patch fixes with dev hours

The outcome?

- Cleaner, more stable site performance
- Better SEO health
- Fewer points of failure
- A simpler path to meeting Core Web Vitals and UX benchmarks

If SEO, speed, and stability matter, HubSpot offers a performance-first foundation that removes the guesswork.

Integrated Reporting and Analytics

With HubSpot, analytics aren't an afterthought. They're built into the core of the platform — right alongside your content, campaigns, CRM, and automations.

From a single dashboard, you can track:

- Website traffic trends
- Conversion rates across forms, CTAs, and pages
- Campaign attribution from first touch to final sale
- Behaviour flows and user journeys
- Email engagement, ad performance, and pipeline impact

It's all connected.

No need to switch tools. No guesswork.

No delays waiting on reports.

With WordPress, It's a Different Story

To replicate this in WordPress, you typically need to:

- Set up Google Analytics
- Layer in Google Tag Manager
- Add a form tracking plugin
- Use third-party CRM reporting
- Manually reconcile data from ads, content, and email

And even then —

You're dealing with disconnected tools, delayed syncing, and limited visibility into the whole journey.

- Each extra platform adds:
- Setup complexity
- Maintenance burden
- Increased likelihood of misreporting or gaps

HubSpot Brings It All Together

Because HubSpot connects your CMS, CRM, marketing, and service data:

- You can tie a blog view directly to a closed deal
- You can see which landing pages drive real sales
- You can attribute revenue to specific email campaigns
- You can optimise based on what's actually converting — not just what's getting traffic

No spreadsheets.

No API troubleshooting.

Just insight, clarity, and action — in real time.

If your team needs to make faster, smarter decisions...

You need analytics that work where you work. HubSpot gives you that.

XEN sets it up the right way.

Security and Stability

Security and Hosting: HubSpot vs WordPress

When you build on **HubSpot**, your hosting and security are fully managed for you. That includes:

- Automatic SSL
- Global CDN
- DDoS protection
- 99.99% uptime

You won't need to worry about backups, patching, or plugin updates—everything is handled behind the scenes.

On **WordPress**, the burden is on you.

You're responsible for:

- Monitoring and updating plugins
- Managing SSL certificates
- Securing your hosting server
- Responding quickly to vulnerabilities



Integrations: Simplicity vs. Flexibility

All-in-One Stack vs Plugin Flexibility: HubSpot vs WordPress

HubSpot offers a streamlined, all-in-one solution designed for marketing, sales, and service teams:

- Native **CRM** integration
- Built-in **payments** via Stripe
- Connected **ad platforms** (Google, Meta, LinkedIn)
- Unified **analytics**
- Robust **marketing automation**

These tools work seamlessly together, reducing friction and simplifying your tech stack. You don't need to juggle multiple platforms or worry about compatibility—it just works.

WordPress, on the other hand, thrives on flexibility. With thousands of plugins and third-party integrations, it's ideal for businesses that need:

- Niche tools
- Custom workflows
- Unique functionalities not available out of the box

But with that flexibility comes complexity.

More plugins mean more updates, more potential conflicts, and a higher risk of breakdowns if not actively managed.

Summary:

- If your priority is **centralisation and ease**, HubSpot is the better fit.
- If your priority is **customisation and flexibility**, WordPress may be the way to go—provided you have the resources to manage it.



Migration and Scalability

Moving to **HubSpot** isn't as simple as copy-pasting your current site. It usually requires a **full redesign**—not because HubSpot is limiting, but because it encourages a cleaner, more strategic approach to web architecture.

For small sites, this can be a quick win.

For larger websites, expect a **thoughtful rebuild** that takes time and planning—but results in a more maintainable and scalable solution.

The upside?

HubSpot is **built to scale**, particularly for **service-based businesses** already using the Marketing, Sales, and Service Hubs.

When your website, CRM, marketing, and automation all live in the same ecosystem:

- You launch pages faster
- You personalise content with CRM data
- You reduce tech bottlenecks
- You eliminate the need for patchwork integrations

If your business is growing and your success depends on:

- Speed to market
- CRM-driven insights
- And operational simplicity

Then the effort of migrating to HubSpot is not just worth it—it's an investment in long-term agility and performance.



Final Thoughts: Match Platform to Purpose

There's no one-size-fits-all answer—only the platform that best fits your business model, growth goals, and team capabilities.

Choose HubSpot if:

- You want a centralised platform where marketing, sales, service, and CMS all work together
- Your team values ease of use, with minimal reliance on developers
- You prioritise speed, security, and built-in analytics for making data-driven decisions
- You want to reduce the number of tools in your stack and simplify processes

Stick with WordPress if:

- You need complete design and development control
- Your site has complex functionality like eCommerce, forums, or member portals
- Your internal dev team is comfortable managing hosting, updates, and security
- You rely on a wide range of plugins or integrations not available natively in HubSpot



Next Steps

Still unsure? We've helped businesses of all sizes migrate, redesign, and optimise their websites across platforms like HubSpot, WordPress, Webflow, and Shopify.

Whether you're building from scratch or planning a platform switch, we can guide you through the decision and implementation process.

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