

Content Hub



vs WordPress

Why Choose HubSpot?



Uplevel Your Personalization

Enable CRM-powered personalization by connecting your website to your customer data. Segment customers, generate content variations, & map customer journeys with ease.



Grow Your Reach

Scale demand, generate leads, and nurture prospects with integrated marketing tools including: ads, social, video, email, SEO, site chat, customer agent, & more.



Get the Support You Need

Ditch the plugins and maintenance with built-in hosting and security. HubSpot is developer- and marketer-friendly. Plus, you get dedicated onboarding, training, & support.

See Business Results, Fast

+110%

Web traffic¹

+65%

Inbound leads²

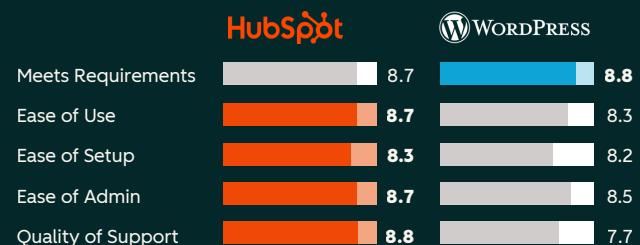
	HubSpot	WORDPRESS
Drag & Drop CMS (Website Builder)	✓	✓
AI Website Generator	✓	✗
Themes & Templates	✓	✓
Scalable Web Hosting	✓	✗
Advanced Security & 24/7 Monitoring	✓	✗
Landing Pages	✓	✓
Blogs	✓	✓
AI Blog Post Narration	✓	✗
Memberships & Members Blogs	✓	✗
Forms	✓	✗
Video Editor	✓	✗
Dynamic Content	✓	✗
CRM-Powered Personalization	✓	✗
AI Content Generation	✓	✗
AI Content Remix	✓	✗
AI Translations	✓	✗
AI Copilot/Assistant	✓	✗
AI Brand Kit	✓	✗
Multilingual Content Management	✓	✗
Content Staging & Approvals	✓	✗
Content Embed (Headless Content)	✓	✓
Podcast Hosting	✓	✗
Video Hosting	✓	✗
Site Chat	✓	✗
AI Customer Agent ³	✓	✗
Web Traffic Analytics	✓	✗
SEO Recommendations	✓	✗
A/B Testing	✓	✗
Adaptive Page Testing	✓	✗
Custom Reports & Dashboards	✓	✗

HubSpot Content Hub Enterprise vs WordPress (open source) shown

1. [Source](#), 2. [Source](#), 3. May incur additional charges, see [here](#) for more details

“ We had built a Frankenstein monster in WordPress. Changing one small item on a page resulted in unintended changes on five other random pages. Our dev team would constantly have to drop what they were doing and fix our website, and managing plugins was a constant worry of ours... We were familiar with HubSpot's landing pages tool in Marketing Hub, and I liked how simple and straightforward the backend is compared to WordPress... The process of migrating over to HubSpot was painless. Our web development agency took some direction from us, and was able to build exactly what we were looking for on the backend. ”

Joelle Palmer
Digital Marketing Manager at [Apptega](#)



Based on [G2 reviews](#) as of 08/2025