

Content Hub vs WordPress

Why Choose HubSpot?



Unified Customer Platform

With WordPress, your website is disconnected from your business. HubSpot connects your front door to your front office with CRM-powered personalization.



Built for Growth

WordPress is for building websites. HubSpot is for growing your business with all the tools you need to scale demand, generate leads, and nurture prospects.



Worry-Free Maintenance

WordPress hosting, security, plugins, and maintenance can be a headache. HubSpot takes care of all that, so you can focus on what matters to your business.

See Business Results, Fast

After just 6 months

+110%

Web traffic¹

+65%

Inbound leads²

+15%

Deals generated³

	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	✓	✗
Dynamic Content	✓	✗
CRM-Powered Personalization	✓	✗
AI Customer Agent	✓ ⁴	✗
AI Content Agent (Generate Landing Pages, Blogs, Podcasts & Case Studies)	✓	✗
AI Content Assistant	✓	✗
AI Brand Kit	✓	✗
AI Content Remix	✓	✗
AI Translations	✓	✗
Multilingual Content Management	✓	✗
Content Staging & Approvals	✓	✗
Content Embed (Headless Content)	✓	✓
Podcast Hosting	✓	✗
Video Hosting	✓	✗
Site Chat	✓	✗
Web Traffic Analytics	✓	✗
SEO Recommendations	✓	✗
A/B Testing	✓	✗
Adaptive Page Testing	✓	✗
Custom Reports & Dashboards	✓	✗

HubSpot Content Hub Enterprise vs WordPress (open-source) shown

“ 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
Apptega

HubSpot

WordPress

Meets Requirements	8.7	8.8
Ease of Use	8.7	8.3
Ease of Setup	8.3	8.2
Ease of Admin	8.7	8.5
Quality of Support	8.8	7.7

Based on G2 reviews as of 05/2025