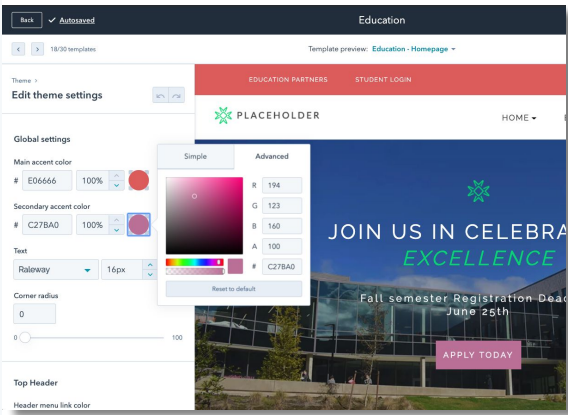




What is CMS Hub Professional?



CMS Hub Professional takes the pain out of managing your website, and allows you to focus your energy on providing your customers with an amazing experience. It provides both marketers and developers the tools they need to work how they want to.

Why Choose CMS Hub Professional?

CMS Professional helps you create delightful experiences while not being bogged down by systems:

- 1 Create Content**
with themes, drag n drop pages, beautiful templates, and the marketplace with 1,000's of templates, your team can create content fast.
- 2 Get Found Online**
with SEO recommendations, Google Search Console integration, and Content Strategy tools - your team can easily create a website that is made to be found.
- 3 Develop Experiences**
with local development, CMS staging, personalized content, CRM-driven dynamic pages, and multi-language content - you'll be able to create remarkable web experiences.
- 4 Capture Leads**
with forms, live chat, conversational landing pages, and pop-up forms - you'll be able to capture the right leads.
- 5 Gain Insights**
with traffic source analytics, page performance insights, and our CRM timeline of site activity - you can get the insights you need to make better informed decisions.

Key Features in CMS Hub Professional

- **Full CRM**
By packaging CMS Hub with HubSpot CRM, you're able to easily keep track of your site visitors engagement with your site, and use that information to create tailored messaging that speaks directly to them. Keep track of how your visitors interact with your content from first page visit, all the way through to purchase & beyond.
- **Website Page Creation & Management Tools**
Focus on creating amazing content, not managing your content creation process. With CMS Hub, your developer can create a flexible content creation experience that allows you to easily create pages through a drag and drop editing experience.
- **Local Website Development**
Develop on HubSpot using the tools, technologies, and workflows that you prefer. Leverage tools like GitHub to handle version control, and make changes to your web assets as you're ready.
- **Developer Documentation and Community**
CMS Hub has extensive documentation and getting started resources that will allow you to jump right in, and start developing right away. If you still can't find the answer to your question, our active community of developers is here to help you in our Slack community.
- **Content Staging**
With the content staging tool, CMS Hub users can redesign and relaunch website pages in a safe staging area. You can import existing HubSpot-hosted pages or create new pages from scratch. Any content created and published in content staging is hosted on your-domain.sandbox.hs-sites.com. After you've reviewed the live proof of your redesigned site, you'll take your new site live to replace your existing live site all in one click.
- **Website Themes**
Themes allow your developer to create a site-wide content editing experience that puts the marketer in control over the web site. Start from scratch or leverage one of HubSpot's pre-built themes as a starting point. Themes allow marketers to make larger scale changes to their web based content without needing a developer for maintenance and without knowing CSS.
- **Dynamic Content with HubDB**
With HubDB, you can build data tables displayed on your website or landing pages. With HubDB, you can update the content in the data table, and have that change reflected across your entire site wherever the table is referenced. This is especially useful for event calendars, product catalogs, employee listings, and resource libraries.
- **Multi-Language Content Management**
Easily manage and optimize a multi-language site in HubSpot. Language variations are grouped with their primary language page for SEO benefits and convenient in-tool management. Compatible with the A/B and dynamic testing feature, any language version of a page can be tested so you can improve your pages for performance goals.

CMS Hub for Your Entire Team

CMS for Marketers: CMS Hub allows the marketer (or your agency) to take ownership of the website. By leveraging the tools and content creation experience created for them by a developer, they can make changes to their website as they see fit, instead of relying on a developer (or your agency) to make simple updates. CMS Hub allows the you to focus on the customer experience, instead of internal systems.

CMS for Developers: CMS Hub lets developers use the tools, technologies, and workflows that they prefer, instead of the ones that we prescribe for them. By leveraging HubSpot's flexible themes system, developers can develop content creation experiences for marketers that allow them to take ownership of the site, so they can focus on higher impact growth-projects.

CMS for IT: The speed, security, and reliability of a website is of the utmost importance for the IT Professional. With CMS Hub, they have all the tools they need to monitor the health of their website, and take action to ensure their site is constantly providing site visitors with the best experience possible.