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## **Reasons Why the Content Hub is the #1 Reason to Migrate Your Website & Content Team to Hubspot**



01

**Efficient Data Synchronization**

A website built on HubSpot translates into efficient data synchronization with Marketing Automation Platform (MAP) and Customer Relationship Management (CRM), enhancing lead management and customer relationship efforts.

02

**Fewer Third Party Tools**

HubSpot's comprehensive suite of native features minimizes the reliance on third-party tools, simplifying your tech stack and reducing potential compatibility issues.

03

**Comprehensive Built-in Tools**

Experience out-of-the-box access to reporting, analytics, CTAs, multi-language, dynamic content, forms, A/B testing, memberships, gated content, extensive SEO management, content staging, URL mapping, and more

04

**No More Plugin Maintenance**

Eliminate the time and effort spent on updating and maintaining third-party plugins thanks to HubSpot's all-in-one platform. No more WordPress plugin conflicts, updating, or licensing issues!

05

**All-Inclusive Hosting and Security**

Enjoy peace of mind with HubSpot's hosting, which includes security, CDN, SSL certificates, and website maintenance without any additional costs or effort. Say goodbye to waiting on hold with your hosting company for basic support or letting a lapsed SSL certificate scare people away from your site.

06

**24/7 Security Monitoring**

Benefit from around-the-clock security monitoring, safeguarding your site against DDoS attacks and ensuring it remains secure.

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**Drag-and-Drop Builder**

Use HubSpot's intuitive drag-and-drop builder to create and customize your website with ease, requiring no advanced technical skills.

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**Multiple Theme Deployment**

Design versatility with the ability to apply multiple themes across your site, allowing for varied and engaging visitor experiences. Have two different pages with two totally different design themes? WordPress doesn't allow it, but HubSpot does!

09

**Enjoy Out-of-the-Box Single Sign-On (SSO)**

Simplify access for your team with SSO, enabling secure and convenient log-ins into the HubSpot platform.

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**Enterprise Website Construction**

For enterprises, the ability to build up to 10 unique websites under one subscription offers scalability and flexibility. So if you're running sites on multiple domains or subdomains, bring them on!

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**Superior Video Hosting**

Host high-performance video content directly on HubSpot, enhancing your site's engagement without the need for external hosting services. Don't let your self-hosted videos slow your site down any longer.

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**Optimized Image Loading**

Automatically optimize images for faster loading times, improving site speed and user experience.

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**Reusable Modules and Embeds**

Create and reuse custom modules and embeds across various landing pages, emails, and site pages, streamlining content creation and consistency. No need to re-design content sections that you like. Just plug and play from your library of saved modules.

14

**Contact Attribution Reporting**

Track and report on how contacts interact with your content, uncovering insights for improved marketing strategies and campaigns. Ditch your third-party contact attribution tools and get the insights you need right inside HubSpot.

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**Consolidated Ad Performance**

Link your ad accounts to HubSpot to view and manage both owned and paid media performance from a single platform.

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**HubSpot Academy**

Enhance your skills and knowledge with HubSpot Academy's lessons and certifications, specifically tailored to maximize your use of the Content Hub.

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**Brand Voice Analysis**

Analyze your blogs to capture your unique brand voice and use it to generate AI-created social media posts, blogs, ad copy, and more.



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**Content Remix**

Effortlessly reformat your best content across channels, generate new assets, and adapt your content for specific channel use.

22

**AI-Powered Translations**

Improve your content's global reach with accurate, AI-enhanced translations, making your site more accessible to a wider audience.

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**AI Image and Blog Generation**

Leverage AI tools for creating images and blog posts that align with your brand voice, streamlining content creation.

23

**Smart Content Personalization**

Deliver personalized web experiences to different audience segments with smart content, boosting engagement and conversion rates.

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**Podcasting Made Easy**

Record and store podcasts in HubSpot or generate audio through uploaded transcripts. Host them on HubSpot, Apple Podcasts, etc. Embed podcast episodes into your blogs and landing pages with ease.

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**SEO Management with Google Search Console**

Supercharge your SEO strategy with integrated tools and insights by connecting HubSpot to Google Search Console, enhancing your site's visibility.

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**Post Narration**

Convert written content into audio for increased accessibility and engagement, allowing visitors to listen on the go.

