



## How to Manage Multiple Websites with HubSpot

If your business is operating multiple websites, for example for different languages or different brands, and you're evaluating HubSpot you'll need to decide which package is the right fit for your business.

### What are my Options?

There are two distinct packages from which you will need to choose and your choice will impact on the way you manage your websites within HubSpot:

1. **HubSpot Professional** - this will result in a separate HubSpot portal for each website
2. **HubSpot Enterprise** - this will result in a single HubSpot portal for all websites

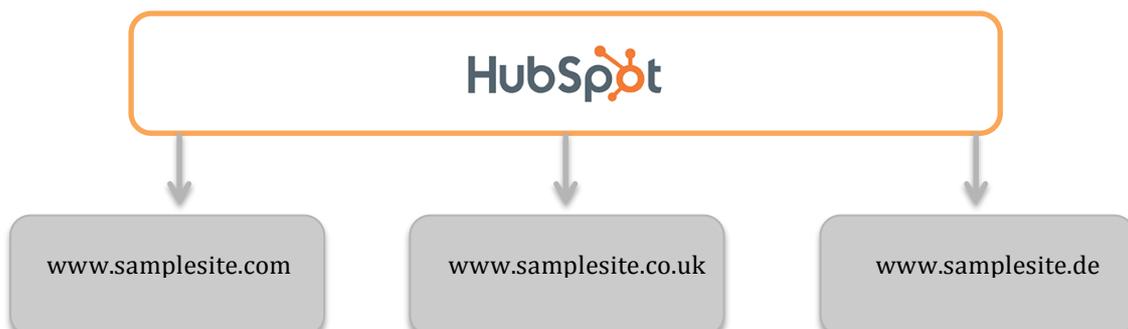
#### Option 1: HubSpot Professional

Multiple Websites managed via Multiple HubSpot Portals



#### Option 2: HubSpot Enterprise

Multiple Websites managed via a Single HubSpot Portal





## What are the Advantages and Limitations?

Each option has its own advantages and limitations when it comes to managing multiple websites. Consider these carefully before making your final decision.

<b>HubSpot Professional</b> Multiple Websites managed via Multiple HubSpot Portals	<b>HubSpot Enterprise</b> Multiple Websites managed via a Single HubSpot Portal
<b>Advantages</b>	<b>Advantages</b>
<ul style="list-style-type: none"> <li>• <b>Contacts:</b> With Pro, you will be provided with a separate group of contacts for each site. This will help eliminate risk of contact mismanagement.</li> <li>• <b>Cost:</b> May be a cheaper approach if you have less than 3 websites.</li> <li>• <b>Reporting:</b> You will have discrete analytics for each site allowing you to get a deep understanding of each sites' performance.</li> <li>• <b>Resources:</b> You can restrict access to different websites by team, thus minimising the risk of human error in creating/editing assets.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Cost:</b> May be more cost effective approach if you have more than 2 websites and 10,000 contacts to manage.</li> <li>• <b>CRM:</b> Set up will be easier due to a 1:1 synchronisation with your CRM system.</li> <li>• <b>Resources:</b> Can be a more efficient approach as you can clone and copy pages and content across sites. Each sites templates and content will be centrally available in your HubSpot portal.</li> </ul>
<b>Limitations</b>	<b>Limitations</b>
<ul style="list-style-type: none"> <li>• <b>Contacts:</b> You could potentially pay for duplicate contacts, if the contact exists in both portals.</li> <li>• <b>Costs:</b> If you have a large number of contacts, you will need to pay additional costs as professional only includes 1,000 as standard.</li> <li>• <b>CRM:</b> Can complicate CRM setup as you need to have multiple instances of the HubSpot CRM per website, however you</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Contacts:</b> You will be using a single contacts database and will need to segment your base via lists to prevent any mismanagement of contacts.</li> <li>• <b>Reporting:</b> A single portal will result in aggregated analytics for all websites on the dashboard and in the sources report. However the page performance tool can break out analytics individually for each page.</li> <li>• <b>Resources:</b> If marketing teams are differentiated</li> </ul>



<p>have 1 single instance of Salesforce.com.</p> <ul style="list-style-type: none"> <li>• <b>Reporting:</b> Cannot add different HubSpot javascript tracking codes to a single page (i.e. a website page can only track visitors to HubSpot portal).</li> <li>• <b>Reporting:</b> Both sites will appear as referrals in each other's portals as traffic moves between the two.</li> <li>• <b>Resources:</b> Can be more resource intensive as you will need to create content for each portal and cannot clone pages. Make sure you have capacity to manage it!</li> <li>• <b>Setup:</b> You may have need extra support around on-boarding and initial setup coordination.</li> </ul>	<p>by website, they will need to coordinate tool usage so as not to overwrite. You can work around this by using folders in lists and utilise tagging of campaign.</p> <ul style="list-style-type: none"> <li>• <b>Resources:</b> HubSpot only provides one free landing page and blog template per portal, but you can purchase additional ones if required.</li> <li>• <b>Resources:</b> Using a single portal for multiple sites opens up room for human error around creating/editing assets.</li> <li>• <b>Setup:</b> You may need additional help initially to get the DNS set-up.</li> <li>• <b>Setup:</b> There is no way to provision access to just one website.</li> <li>• <b>Setup:</b> You cannot have separate unsubscribe pages for each website. You must work around this by setting up an "email type" to be managed on the email subscriptions page.</li> </ul>
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## How Much Will I Pay?

The pricing associated with each package is detailed below:

	HubSpot Professional	HubSpot Enterprise
Price per month (\$ / € / £)	\$800 / €640 / £560	\$2400 / €1920 / £1680
Included Contacts	1,000	10,000
Additional Contacts (\$ / € / £) (per 1,000)	\$50 / €40 / £35	\$10 / €8 / £7

The total cost to your company will vary depending on the number of websites you are managing, the number of contacts you are managing and the package you choose.



Consider the following examples:

**Example 1:** In the instance of a company with **2 websites** and **15,000 contacts** to manage, HubSpot Professional would be the most cost effective option and the cost differential (Euro € example) would be:

	HubSpot Professional	HubSpot Enterprise
Price per month (\$ / € / £)	$(640 * 2) = €1280$	€1920
Included Contacts	$(1000 * 2) = 2,000$	10,000
Additional Contacts (per 1,000)	$(40*13) = €520$	$(8*5) = €40$
<b>Total Cost per Month</b>	<b>€1800</b>	<b>€1960</b>

**Example 2:** In the instance of a company with **3 websites** and **15,000 contacts** to manage, HubSpot Enterprise would be the most cost effective option and the cost differential (Euro € example) would be:

	HubSpot Professional	HubSpot Enterprise
Price per month (\$ / € / £)	$(640 * 3) = €1920$	€1920
Included Contacts	$(1000 * 2) = 2,000$	10,000
Additional Contacts (per 1,000)	$(40*13) = €520$	$(8*5) = €40$
<b>Total Cost per Month</b>	<b>€2440</b>	<b>€1960</b>

For more pricing information and to calculate your own specific costs, please see [www.hubspot.com/pricing](http://www.hubspot.com/pricing)

### Next Steps:

Consider each option carefully in the context of your business, your current set up, future plans and budget. Discuss these with your HubSpot consultant who will be happy to advise you on the best fit for your businesses' specific circumstances.