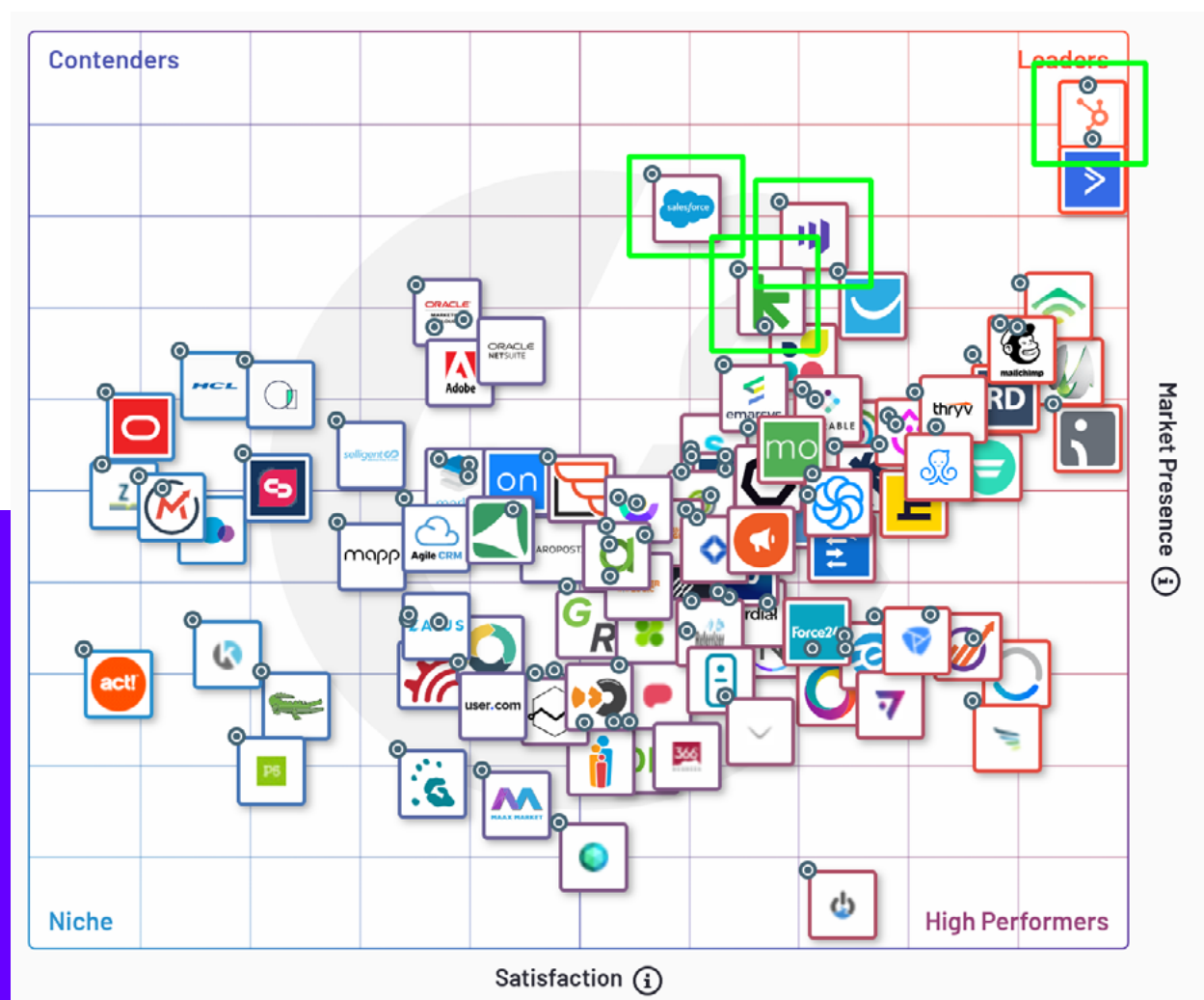


HubSpot CMS Hub vs WordPress vs Drupal vs Sitecore vs Episerver vs Umbraco

Are you looking to find out which content management system (CMS) is right for you and your business? Look no further. We've created this guide to point you in the right direction - giving you all the information you'll need to make your decision.

You're now spoiled for choice. There are so many systems out there for you to choose from but you need to select from the best. We've picked a bunch of the leaders as they're some of the most used and popular platforms out there. They're not just random selections either. Take a look at the image below to see why we've made our choices.



We'll break down some of the most important features from each system, offering our verdict on which reigns supreme and which is the right one for your business.

What is the HubSpot CMS Hub?

The HubSpot CMS Hub is [the all-in-one platform you need](#) for your marketers, developers and IT team. It means your marketers can focus on the customer experience instead of their internal systems. Developers can use the tools, technologies and workflows they prefer. Whereas your IT team can monitor the health of your website and take action to ensure your website constantly provides visitors with the best experience possible - [all in one Hub](#).

Everything from content creation to analytics, the HubSpot CMS Hub has you covered without juggling between a handful of tools.

If you're ready to grow your business and spend more time delighting customers, then it makes sense to choose the HubSpot CMS Hub for your inbound website.

What is WordPress?

WordPress is one of the most popular CMS' in the world. Its open-source capabilities allow designers and developers to make changes behind-the-scenes to website designs. It also lets you run your website, edit the content, create new posts and make sure it displays correctly on all devices.

If you need special features such as pulling information from a database and don't mind requiring a plug-in for most features, then WordPress is a good option for your inbound website.

What is Drupal?

Drupal is an open source, backend CMS that claims to be one of the largest open source communities in the world. It's used by the likes of NBC, the BBC and MTV UK as the platform for their content. Other organisations also supposedly use it as a platform to host their websites, such as charities, some universities and governments.

Sadly, at the rates HubSpot and WordPress have advanced, Drupal is a little outdated and convoluted - so we wouldn't recommend it for your inbound website.

What is Sitecore?

Sitecore is a self-managed CMS, designed for large global enterprises. It includes the core CMS tools you'd expect and relies heavily on integrations to extend the platform beyond content management. Its key product is the Sitecore Experience Platform (XP) which combines their CMS, Experience Manager and Experience Database.

What is Episerver?

Episerver is an online creation tool using the Microsoft technology stack, ASP.NET, making it one of the most powerful CMS' available. It's easy to use for content editors and also has a clean interface for developers. Episerver not only offers a CMS solution for websites but also provides extra modules you can integrate to enhance your website, such as forms and automation.

What is Umbraco?

Umbraco is an open source CMS used to run enterprise-level websites. It allows web designers and developers to build integrated websites that can feed content to and from other digital platforms. As it's a pure CMS, you can create content, edit it, access it all and more - offering greater flexibility when it comes to editing and adding pages.

Now you know the basics of what each one is all about, continue reading for a full table breakdown of what each has to offer.

Our verdict	HubSpot CMS Hub	WordPress	Drupal	Sitecore	Episerver	Sitecore
Full CRM	✓					
Phone support	✓				✓	
Website page creation/management tools	✓	✓		✓	✓	✓
Local website development	✓			✓	✓	✓
Developer documentation and community	✓			✓	✓	✓
Content staging	✓					
Website themes	✓			✓	✓	✓

Our verdict	HubSpot CMS Hub	WordPress	Drupal	Sitecore	Episerver	Sitecore
-------------	-----------------	-----------	--------	----------	-----------	----------

Dynamic content with HubDB	✓					
Memberships	✓			✓	✓	✓
Multi-language content management	✓			✓	✓	✓
Multi domains	✓			✓	✓	✓
Content partitioning	✓					
Reverse proxy support	✓			✓		✓
Dynamic page testing	✓					
Serverless functions	✓			✓		
Suitable for communication/info	✓	✓	✓	✓	✓	✓
Design templates	✓	✓		✓	✓	✓
Suitable for publishing content	✓	✓	✓	✓	✓	✓

Our verdict	HubSpot CMS Hub	WordPress	Drupal	Sitecore	Episerver	Sitecore
-------------	-----------------	-----------	--------	----------	-----------	----------

WYSIWYG editor	✓	✓		✓	✓	✓
Content personalisation	✓			✓	✓	✓
Smart CTAs	✓					
Smart forms	✓					
Closed-loop reporting	✓				✓	✓
Open source software	✓	✓	✓	✓	✓	✓
Auto responsive	✓		✓	✓	✓	✓
Graphics management	✓	✓	✓	✓	✓	✓
Page content management	✓	✓	✓	✓	✓	✓
Doesn't need a developer	✓	✓				
Plugin marketplace		✓	✓	✓	✓	✓

Our verdict

HubSpot
CMS Hub

WordPress

Drupal

Sitecore

Episerver

Sitecore

Shared modules



In-built reporting
tools/analytics



Advanced user
management



eCommerce



Integrate with
other platforms



Support team



Custom
backend CMS



Responsive
templates/template
marketplace



Need to know
SQL databases



People tracking



IP tracing



Our verdict	HubSpot CMS Hub	WordPress	Drupal	Sitecore	Episerver	Sitecore
-------------	-----------------	-----------	--------	----------	-----------	----------

Code alerts	✓					✓
CMS memberships with SSO	✓			✓	✓	✓
Audit logging	✓			✓	✓	✓
Site performance reporting	✓			✓	✓	✓
Custom CDN configuration	✓			✓	✓	✓
SEO recommendations and optimisations	✓			✓	✓	✓
Content strategy	✓					
Campaigns	✓					
A/B testing	✓			✓	✓	✓
Video	✓					
Personalisation tokens/smart content	✓				✓	✓

Our verdict	HubSpot CMS Hub	WordPress	Drupal	Sitecore	Episerver	Sitecore
URL mappings	✓			✓	✓	✓
Domain manager	✓			✓	✓	✓
Blog import	✓					
Conversations platform	✓					
Branded email	✓					
Ad management	✓					
Website traffic reports	✓			✓	✓	✓
24/7 security and threat monitoring	✓				✓	✓
Blog and content creation tools/management	✓			✓	✓	✓
Google AMP blog posts	✓				✓	✓
Standard SSL	✓			✓	✓	✓

Our verdict	HubSpot CMS Hub	WordPress	Drupal	Sitecore	Episerver	Sitecore
Page performance reporting	✓			✓	✓	✓
Landing pages creation/management.	✓			✓	✓	✓
Forms	✓			✓	✓	✓
CTA	✓			✓	✓	✓
Design manager	✓			✓	✓	✓
Marketplace and marketplace assets	✓			✓	✓	✓
Advanced menus	✓			✓	✓	✓
Site export	✓	✓		✓	✓	✓

So, which CMS is right for you?

Each of the six platforms has its pros and cons as they're all suited to different business sizes. If you want to grow and [invest in the future of your marketing](#), then the HubSpot CMS Hub is an excellent, data-driven marketing tool which allows you to see exactly what's working on every area of your website.

Most businesses tend to spend thousands on brand new websites and then later discover they're not optimised for conversion. What happens next? They go back and reassess every single page.

If your needs are different then sure, stick with WordPress. However, if you already use HubSpot for your marketing or you plan to and want to use the same hub for your marketers, developers and IT teams, then stick with their platform. Something you should be aware of, though, are the security issues that come with WordPress.

Think along the lines of it being fairly easy for hackers to cause damage and plugin failure, to name a few. In fact, it's actually common knowledge. [We've heard how WordPress 5.5 is breaking websites](#) all over the world, [WordPress is actually more vulnerable](#) (and a prime target for cyberattacks) and [almost a million WordPress websites have been targeted](#) in a massive hacking campaign.

The security issues alone are a big reason why a lot of people are actually switching over to HubSpot, thanks to its robust security features.

[The other great thing about the HubSpot CMS Hub](#) is it has so many new, exciting features that make it the ideal tool for your entire team to use. When you put HubSpot against some of the other, larger platforms, there's no denying they're impressive. However, the likes of Umbraco and Episerver are beasts from a development perspective.

Yes, you'll have huge jumbo jets as your platform at your disposal. But when you want to look into CTAs and reorganise landing pages (the things a marketer would use on a daily basis), for example, you'll rely on a tech team or developers to help you out. When you want to make changes you'll need to log tickets, write big emails and explain the scope to them.

Then you need to communicate that with them which wastes time before it's fit into the schedule. Before you know, you're waiting months because of the workload and priority tasks. If a bigger CMS does fit your needs, then go for it. But do you really want the pain of relying on more people to deal with fundamentals? Put simply, the HubSpot CMS Hub is built with marketers, developers and IT professionals in mind while the others fail to cater for all equally.

With HubSpot, you can do it all yourself - and easier with better usability. It allows non-tech people to make changes and move quicker.

Ready to find out more? Continue reading for a more in-depth breakdown of the features your team will love.

Less pain, more gain: the HubSpot CMS Hub features your marketers, developers and IT team will love.

Your website is important, so it's completely natural to want to manage it and make sure it's doing its job. Although, wouldn't you prefer to spend less time managing and spend more time actually delighting your customers?

That's exactly what the HubSpot CMS Hub helps with. It takes the pain out of website management so you can finally spend less time solving for your systems and software and more time solving for your customers. We know that a lot of content management systems can be quite tricky to navigate and the more your business grows, the more difficult it is to use over time. However, HubSpot CMS (especially the Enterprise version), is designed to scale with your business.

It can also be quite annoying trying to find a CMS your marketers can use without annoying your developers and taking their focus away from tasks. Oh, and also one that's quite secure and has features your IT team needs – all while moving fast as you're growing.

That's where a lot of CMS' tend to fail, unlike the HubSpot CMS Hub which has been designed to cater to all three groups. Here's how they all benefit..

HubSpot CMS Hub for your marketers.

Marketers can take ownership of your brand's website. The HubSpot CMS Hub allows them to leverage the tools and content creation experience designed for them by your developers. Then, they can make changes to your website as they see fit, rather than waiting around for developers to save the day in what could be the simplest of tweaks.

With the CMS Hub, your marketing team can focus on the customer experience rather than your internal systems.

HubSpot CMS Hub for your developers.

Your development team can now enjoy some freedom, as the CMS Hub allows them to use the tools, technologies and workflows they prefer, rather than using HubSpot-prescribed ones. As they can leverage HubSpot's flexible themes system, they can develop content creation experiences for your marketing team which allows them to take ownership of your website.

With marketers able to tweak the website effortlessly, it finally frees up your development team to focus on high-impact growth projects. If your team does require a little more to understand the product itself, [HubSpot has you covered with an excellent resource](#) they can check out.

HubSpot CMS Hub for your IT guys.

Traditionally, security tends to be an add-on or custom-built into a CMS. That shouldn't be the case now, especially since the speed, security and reliability of a website are what your IT team really cares about. With the CMS Hub, they can monitor the health of your website and take any action necessary to make sure it constantly provides visitors with the best experience possible.

To help you get the most out of this guide, we won't run through every little feature. Some parts are self-explanatory such as blog creation tools, but there are some other unique features that will really help your workforce use the platform to its potential. [Here's a great resource from HubSpot](#) for your IT team which they'll find useful.

To truly understand just how big a deal the HubSpot CMS Hub launch is, [make sure you check out our podcast](#) with Growth-Driven Design (GDD) inventor, Luke Summerfield. Now, let's run through the features within the CMS Hub and how they're going to be a massive help.

Drag and drop page editing.

The problem a lot of marketing teams face right now is they spend a lot more time managing content creators and the process than they do actually creating amazing content. What can be more frustrating is that for website edits of any size, there's always an awkward journey to the developer followed by an even more awkward conversation at having to make another change.

That doesn't really benefit anybody. It wastes a marketer's time and it also takes the developer's focus away from other important tasks as the marketing team has little control over website edits. With the drag and drop page editing feature, marketers can finally focus on creating content that converts and less time on the actual process.

Developers can create a flexible content creation experience which allows marketers to easily create pages through a drag and drop experience within the CMS Hub. It means developers don't need to be roped in time and time again.

Phone support.

Having a problem on your website and waiting a while to get a response can be frustrating and time-consuming, especially since many CMS' don't offer this. With the HubSpot CMS, it's no problem as you can call the support team 24/7 to ask questions about your website traffic or even have a quick chat with a HubSpot expert.

With higher-end systems like Umbraco, the common scenario sees a customer call and say the website is down. The hosting company gets the blame and the customer then calls the hosting company. In other words, there's a lot of going in circles. But not with HubSpot.

Whether it's to troubleshoot an issue or look over styling problems on your website, you can just pick up the phone to get help.

Video.

The problem a lot of marketing teams face right now is they spend a lot more time managing content creators and the process than they do actually creating amazing content. What can be more frustrating is that for website edits of any size, there's always an awkward journey to the developer followed by an even more awkward conversation about having to make another change.

That doesn't really benefit anybody. It wastes a marketer's time and it also takes the developer's focus away from other important tasks as the marketing team has little control over website edits. With the drag and drop page editing feature, marketers can finally focus on creating content that converts and less time on the actual process.

Developers can create a flexible content creation experience which allows marketers to easily create pages through a drag and drop experience within the CMS Hub. It means developers don't need to be roped in time and time again.

Themes - created by developers, updated by marketers.

This is a feature which combines templates and modules which, traditionally, marketing teams have little to no knowledge about. They're important, though, as without themes, marketers need either developers or extensive coding knowledge to redesign your website or make changes across the board.

The downside is that changes can take quite a while, which means your website is always 'behind' where you want it to be and can feel stale. With the Themes feature in the CMS Hub, the development team in your business can create a site-wide content editing experience which then puts the marketers in control over the website.

What makes it even easier is that they have a choice of either starting entirely from scratch or taking advantage of HubSpot's pre-built themes and use it as a starting point. With Themes, marketers can make huge changes to web content without needing a developer and without knowing any CSS.

SEO optimisations.

Whoever's creating content in your business, it's likely they'll need a developer or someone from IT to research, install and update a safe outside plugin to get SEO optimisation recommendations. The benefit of the HubSpot CMS is that [this is native to the product](#), whereas a lot of CMS' require an outside plugin to track SEO.

With it, the CMS Hub scans all the content and makes relevant recommendations on how your teams can optimise every piece of content for search. You can also easily see how to improve your site and then take any necessary actions highlighted from the recommendations home screen.

Local web development.

Having to compromise with the tools developers use isn't a great way to work, especially since it can impact the final product. With the local web development feature in the HubSpot CMS Hub, your development team doesn't have to code natively and use tools they either aren't familiar with or hate.

Instead, they can develop on HubSpot using the workflows, tools and tech they prefer. For example, they can leverage a tool like GitHub which allows them to handle version control and make changes to web assets whenever they're ready.

Dynamic content with HubDB.

Let's imagine your team doesn't use this tool. What happens is that both your marketers and developers have to manually update every single place they list the information they want to change. The result? Both teams waste a lot of valuable time and resources. Step in HubDB, where they can manage content in the data table like an Excel spreadsheet.

Whenever there's a change, it's reflected across the entire website - wherever the table is referenced. If you have event calendars, resource libraries and knowledge bases, product catalogues or employee listings, this is a handy feature you can enjoy in the CMS Hub.

Content staging.

You're probably already aware of the headaches surrounding creating and updating pages individually and then setting them live at different times. It's quite a mundane task which is a problem the content staging tool in the CMS Hub solves.

By using it, marketing teams can redesign and relaunch website pages in a safe staging area. Any content you create and publish in content staging is hosted on `your-domain.sandbox.hs-sites.com` and after you've reviewed the live proof of your brand new, redesigned website, you can take your new site to replace your existing one in just one click.

Multi-language content.

If your website caters to an international audience, then building out every in-language page individually can be a nightmare - especially if they're not connected at all. That means marketing teams can't run A/B tests and view analytics in one place. Plus, if one page performs then it doesn't really have an impact on other pages.

The multi-language content feature is unique to the HubSpot CMS Hub, making it easy to manage and optimise a multi-language website. In-language variants of specific pages are automatically associated together for SEO benefits which makes it easy to manage your content as you scale.

It's also compatible with the dynamic and A/B testing feature, so you can test any language version of a page to understand what's performing and where you need to improve.

Content strategy.

The way people discover content and the search engine landscape have both changed a lot over the past few years. As it's more sophisticated, it's important to map out content in a way where search engines can help identify your business as the expert. With HubSpot's content strategy tool, you can organise your content that's best optimised for search.

It allows you to create topic clusters that automatically link supporting content back to your core pillar page. So whatever topic you're writing about, these links help make sure search engines like Google identify you as the expert.

CMS memberships.

If you aren't using a CRM, this can be quite difficult. Your marketing team might need to make clunky, password-protected pages to share personalised or sensitive content. With the CMS memberships tool, they can create membership-based content using HubSpot lists to allow specific customers to access a particular section of your website.

The HubSpot CMS Hub makes it easy because of the CRM, so you and your team can use this to create highly-personalised content for specific segments of your customer base or even manage premium channels. Just to add, each contact also gets a personalised password and login to gain access.

Traffic analytics.

The difference between the HubSpot CMS Hub and other systems when it comes to traffic analytics is you usually require an outside plugin to track data. Without a traditional CMS solution entirely, your marketing team won't have access to native and detailed reporting. Instead, they'll need to install and manage a separate plugin which makes it difficult to optimise pages based on the data.

With the traffic analytics feature, you can get access to super granular data. Then, your marketing team can analyse to see which pages are performing and which aren't - giving you a better understanding of the customer journey. It also helps them figure out which content actually resonates with your audience.

The added benefit is that because the marketing and sales software is all on the same platform, they can see all of the data in the same place without juggling multiple platforms. Here are two other useful features that are part of the CMS Hub and will help you gain better insights:

- **Page performance:** This feature will allow you and your team to understand what type of content your audience engages with and then optimise it further for what's working.
- **Contact attribution:** The HubSpot CMS gives insight into the journey someone takes from the first time they set foot on your website to the time they become a customer. It measures the conversion path to see what made someone convert.

Features that help capture leads.

The HubSpot CMS Hub also has your marketing team's back when it comes to helping capturing those all-important leads. For example, they can easily add forms to your website pages and landing pages but not only that, they can also see how different forms perform against each other.

The pop-ups tool is another handy feature in the CMS Hub which helps with capturing leads. With it, you can add pop-ups that appear at the perfect time, helping site visitors move through the buyer's journey and not at a time where it can feel more intrusive and annoying.

Conversational marketing is on the rise and customers expect answers on the spot. So, there's also a feature when you can add a live chat or a qualifying bot to any page which makes it easy to help your visitors and convert leads.

Backed by an incredible CRM.

The problem with a traditional CMS is that your marketing team doesn't get access to relevant CRM insights. They're probably also familiar with the issue of having a difficult time creating highly-personalised content based on user engagement. However, that's no longer a problem as the HubSpot CMS is packaged with the HubSpot CRM.

By combining the two together, you can easily keep track of your website visitors' engagement with your site and use that vital information to create tailored messaging that speaks directly to them. You can also keep track of how visitors interact with your content - from the first page all the way through to when they purchase and beyond.

HubSpot sits on top of a full CRM, allowing you to create personalised experiences and smart content which is a top trend right now and in the near future. Unless you have a huge infrastructure and tech team, it hasn't been achievable with other CMS'. With HubSpot, you can get up and running right away.

No tech teams and no developers- laborious projects no longer require IT abilities. Personalisation is the way forward and it's achievable through HubSpot.

Impressed with the features so far? You'll be surprised to hear that these features (and a lot more) are just part of the Professional CMS Hub tier. The HubSpot CMS Hub Enterprise tier takes it to the next level where you get all of the features mentioned above and loads more that make life easier for your marketing, development and IT teams.

Adaptive page testing.

Let's say currently, your team doesn't have an adaptive page testing function to use. The likelihood is they're manually setting up and monitoring page testing which means the website doesn't automatically push traffic to the best performing page. However, with the adaptive page testing feature in the Enterprise tier of the CMS Hub, you can go beyond simple A/B tests.

With A/B split testing, you usually need to wait two weeks or a month to get samples. With adaptive testing, there's no wait. That's because there's an algorithm in place, showing you the best performing variation and it does all the work for you, without looking for which one was good or wasn't.

So while you'd usually wait with regular A/B testing and spend a month sending half of your traffic to underperforming pages, this isn't the case with adaptive testing.

This ensures you continuously optimise your website so it's never stagnant. Your team can choose up to five variations of a page and compare them against each other to see which version works the best. Behind the scenes, HubSpot continues to test each version and serves up the best-performing option to your visitors.

Serverless functions.

Not every business has the luxury of buying and managing an entire server, especially if it's required for smaller tasks which don't require as much space. It's quite a big investment to make which can eat away at valuable resources and can also take some time to implement.

The serverless functions feature in the HubSpot CMS gives you a bit more flexibility. It allows you to pay for the server compute time you need to run functions for some complex, interactive business-use cases, such as event registrations and guest books, for example, without configuring an SSL certificate, external server or data transfer process.

The alternative? Buy and maintain servers in the cloud which, as we said, isn't always a viable option for businesses.

Developer docs and community.

Developers are a unique bunch. They're often left on their own where they don't have access to robust content and documentation. Or, they lack a responsive and supportive community where everyone can bounce ideas off each other and continue learning.

As part of the Enterprise tier, the HubSpot CMS Hub has extensive documents and handy resources that allow your developers to dive right in and develop straight away. There's also an active Slack channel which is full of other developers who can provide the answer.

Speed, security and reliability.

The problem with a traditional CMS is that, although they serve its purpose, they only provide the tools needed to build a website. Typically, safety security and reliability features are an afterthought and you need to look into them as an add-on. That's not an ideal scenario for your IT team, as they're likely to tell you it can be time-consuming to constantly research, update and maintain additional plugins to keep customers and your business safe.

Your IT team doesn't have the time to look into every Wordpress plug-in, but they'll need to as they're individual security risks. With HubSpot, your IT team doesn't need to take care of SSL, core updates, plug-in updates – it all just works.

The fact is, their time is better spent elsewhere. Despite that, speed, security and reliability of a website are arguably the most important aspects for any IT team. With the HubSpot CMS Hub, they have all the tools they could possibly need to monitor the health of your website and then take action to ensure it constantly provides visitors with the best experience possible.

Leave the rest to HubSpot, as the platform takes care of security threats and any reliability issues as it's hosted on the platform's global CDN. Here's a full breakdown which your IT team will be eager to take advantage of:

- 99.9% uptime.
- Global CDN to ensure content is constantly available and delivered fast.
- Cache optimisation strategy.
- 24/7 infrastructure support.
- Web application firewall – an enterprise-class solution which detects potential attacks before they can even pose a threat.
- SSO integration to main complete control over who has access to your CMS.
- Isolated network layers.
- HTTPS and SSL certificate support.
- Routine vulnerability scanning.
- User and permissions management.
- Multiple geographic footprints.

Content partitioning.

The content partitioning feature makes it easy to manage your team. With team permissions, you can give your teams access to only the content that's relevant and important to them. So if you have a content team that covers different blogs, you can give them access to only focus on those that matter to them without being distracted by blogs owned by another team.

Reverse proxy support.

These enhanced security controls will be a huge help to IT teams. The reverse proxy support feature lets you give your marketing team the power they need to create and manage content with HubSpot CMS Hub's easy-to-use content editing tools, while loading all content from a single, trusted domain which is hosted externally.

Multi-domains.

If your company has multiple business lines or you need more than one domain, then the HubSpot CMS Hub lets you expand your brand. As part of the Enterprise tier, you can manage and measure all of your website content in one account across multiple domains.

Just a heads up, the CMS Hub Enterprise comes with two brand domains and if you need some extra domains, you can buy them when needed.

The best part about the CMS Hub is that it works closely with the HubSpot Marketing, Sales and Service Hubs, alongside hundreds of integrations you can install. The same can't be said for other alternatives which makes it worthwhile to utilise the CMS Hub advantages for your team.

What makes it even more worthwhile is the features highlighted are just a handful of what's available to you. The table provided at the beginning of this download should give you a good idea of exactly what's available for you to take advantage of. As you can tell, there's quite a lot to get to grips with, especially if you're brand new to it all and early in your journey of picking a CMS.

If you're interested in finding out a little more about the HubSpot CMS Hub, what all of the features mean in more detail and any options that are available to you, **why not go ahead and give us a call?**

We're more than happy to guide you on the right track to finding the right CMS for your business' needs.

[SPEAK TO US](#)