

HubSpot SEO Software



SEO Marketing Software by HubSpot

Plan smarter, optimize faster, and grow your search authority easily, all in one tool.

Search engine algorithms are always evolving, but your strategy doesn't have to fall behind. HubSpot's SEO tools help you build content that ranks, get prioritized recommendations, and track real ROI, all integrated into your marketing and CMS tools.

Get Smart SEO Recommendations, Instantly

Not sure where to start? HubSpot shows you which pages to update, what actions to take, and which changes will make the biggest impact.

Prioritized keyword suggestions and page-specific guidance help you optimize faster and climb search rankings with confidence.

Why Content Hub?

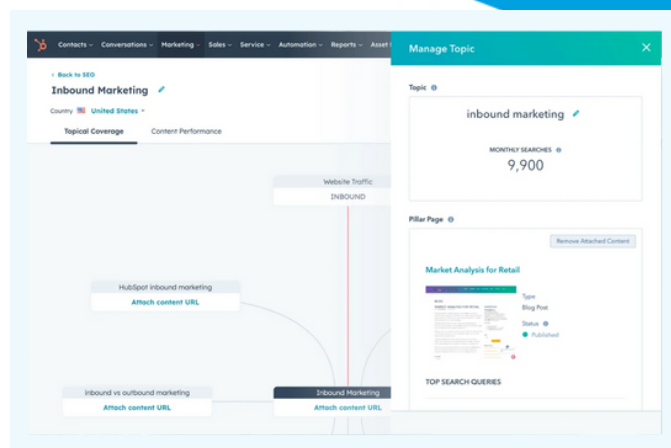
- ✓ CRM-connected Insights
- ✓ AI-Powered
- ✓ Optimization Tools



Build a Content Strategy That Ranks

Search engines reward content that's organized by topic, not just keywords.

With HubSpot's content strategy tool, you can easily identify high-value topics based on relevance, competition, and search volume, allowing you to build authority around what matters most to your audience.



Track SEO ROI with Real Data

See how your efforts pay off. HubSpot's built-in SEO tools help you monitor keyword performance, estimate traffic gains, and track progress over time.

Visualize your top-performing topics, manage canonical URLs, and use one dashboard to connect your rankings to your revenue.

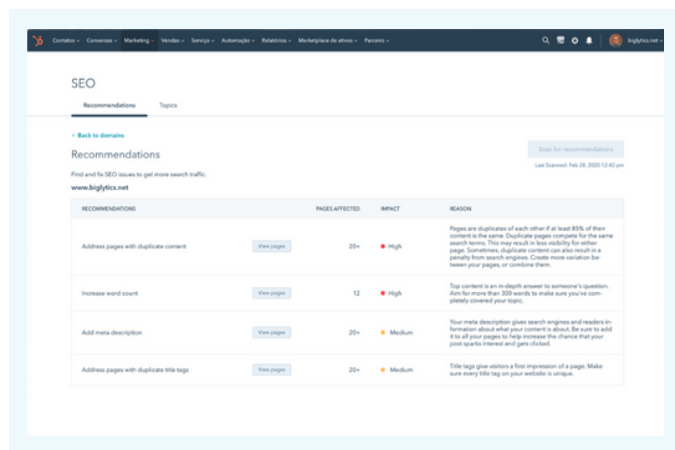
SEO Reporting That Drives Action

HubSpot integrates with Google Search Console so you can track impressions, click-through rates, and top search terms, all conveniently from inside your portal.

SEO reporting makes it so you can always know what's working, improve what's not, and double down on what drives results.

FEATURES YOU'LL LOVE

- ✓ SEO Recommendations
- ✓ Keyword Tracking
- ✓ Traffic Forecasting
- ✓ Drag & Drop Builder



Integrated with Your CMS

No switching between systems or missing optimization opportunities.

HubSpot's SEO tools are built right into your content creation and CMS tools, so you can create, edit, and optimize content from one place—no coding required.