

# 8 HubSpot CMS Features You Probably Didn't Know About



Tips for using HubSpot to its fullest potential.



*A free marketing resource from*

## Inbound 281

[inbound281.com](https://inbound281.com)

  
**Inbound 281**  
MARKET YOUR WAY UP

# Get the Most from HubSpot

The HubSpot CMS is a powerful content management system that brings your website and your CRM together so you can create personalized experiences for your leads and customers. But are you using it to its full potential?

If you're new to the HubSpot CMS, or even if you've been using it for years, there may be hidden features that you didn't even know existed.

In this eguide, we cover eight of the coolest and least-known features of the HubSpot CMS that can help you save time and effort while improving your website's performance.

We hope you find this information helpful. If you have any questions, feel free to reach me at 800-834-4910 or at [inbound281.com](mailto:inbound281.com).

*Mark Parent*

Mark Parent,  
President & CEO  
[mparent@inbound281.com](mailto:mparent@inbound281.com)



# 8 HubSpot CMS Features You Probably Didn't Know About

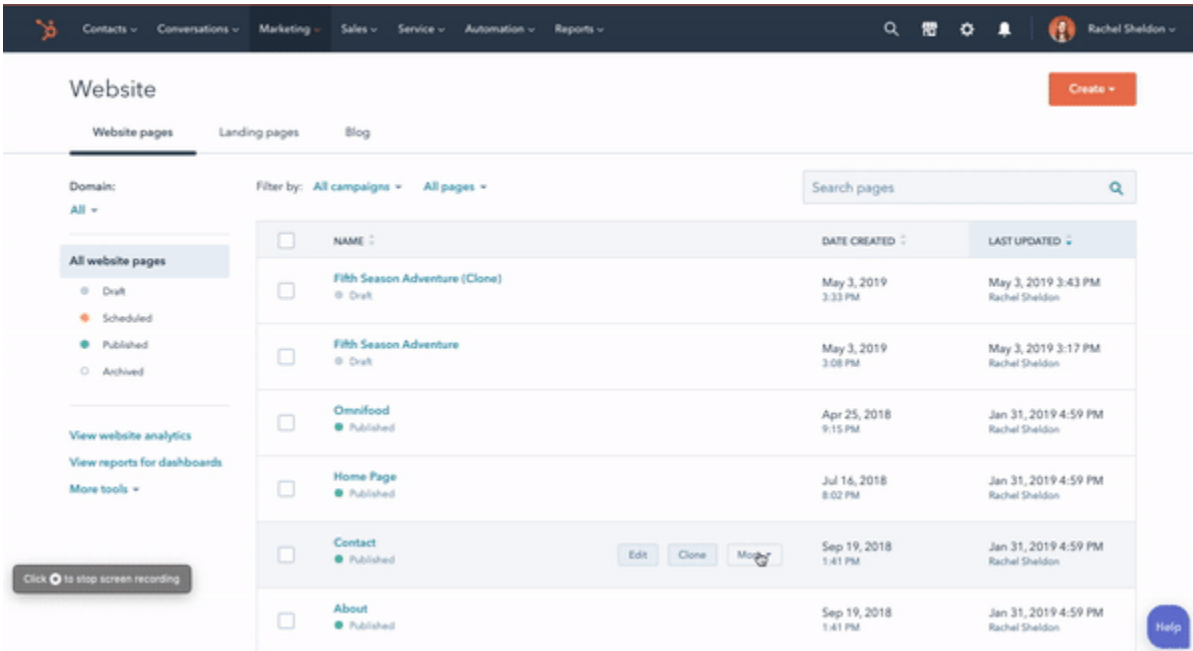
Source credit: HubSpot.com. Anna Fitzgerald. <https://blog.hubspot.com/website/cms-features>

The HubSpot CMS is a powerful content management system that brings your website and your CRM together so you can create personalized experiences for your leads and customers. But are you using it to its full potential?

If you're new to the HubSpot CMS, or even if you've been using it for years, there may be hidden features that you didn't even know existed. In this blog post, I'll cover eight of the coolest and least-known features of the HubSpot CMS that can help you save time and effort while improving your website's performance.

## 1. Multi-language Content

If you're a global company with customers in different countries speaking different languages, you should be using the [multi-language content features of the HubSpot CMS](#). These tools make it quick and easy for you to create different language variations of your pages.



The screenshot shows the HubSpot CMS interface for managing website pages. The top navigation bar includes links for Contacts, Conversations, Marketing, Sales, Service, Automation, and Reports. The main header shows the user's name, Rachel Sheldon, and a 'Create' button. The 'Website' section is active, with tabs for Website pages, Landing pages, and Blog. A search bar and filter options are visible. The main content area displays a table of website pages with columns for Name, Date Created, and Last Updated. The table lists several pages, including drafts and published content.

NAME	DATE CREATED	LAST UPDATED
Fifth Season Adventure (Clone) Draft	May 3, 2019 3:33 PM	May 3, 2019 3:43 PM Rachel Sheldon
Fifth Season Adventure Draft	May 3, 2019 3:08 PM	May 3, 2019 3:17 PM Rachel Sheldon
Omnifood Published	Apr 25, 2018 9:15 PM	Jan 31, 2019 4:59 PM Rachel Sheldon
Home Page Published	Jul 16, 2018 8:02 PM	Jan 31, 2019 4:59 PM Rachel Sheldon
Contact Published	Sep 19, 2018 1:41 PM	Jan 31, 2019 4:59 PM Rachel Sheldon
About Published	Sep 19, 2018 1:41 PM	Jan 31, 2019 4:59 PM Rachel Sheldon

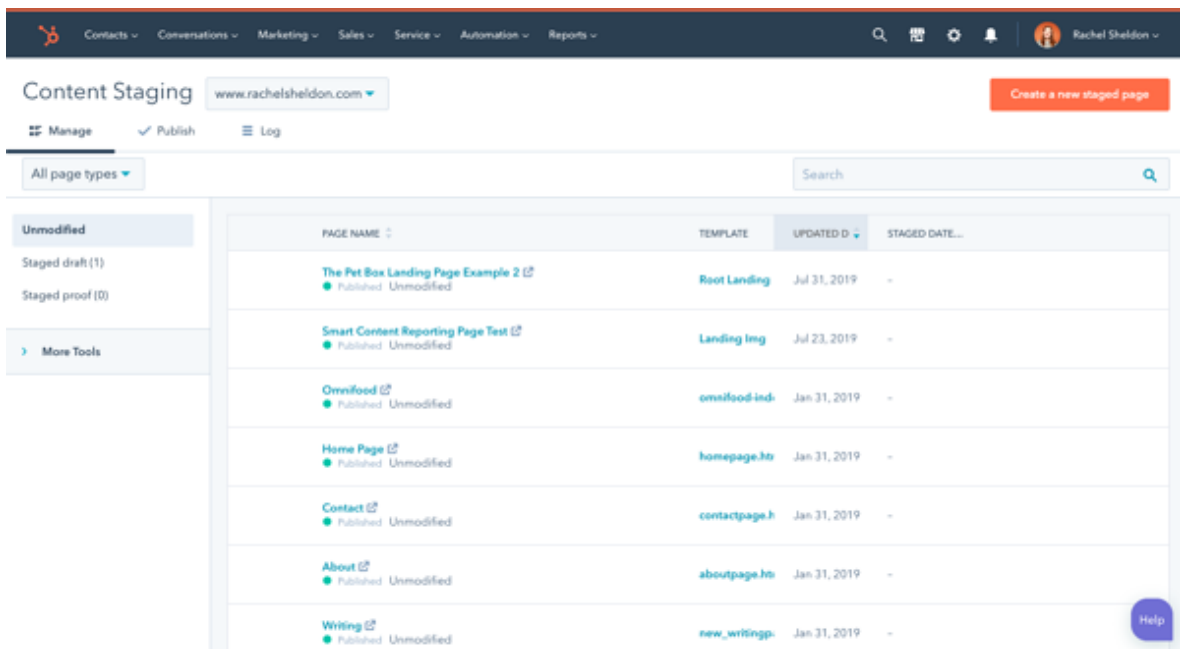
Giving users the option to browse your website in their chosen language not only creates a good user experience, but also shows your customers that you care about their unique needs and creating a personalized experience for them.

Check out [this blog post](#) to learn more about how to create a multilingual website in HubSpot.

## 2. Content Staging

Planning a website redesign? Use the [content staging tool in the HubSpot CMS](#) to seamlessly redesign and update your website without any downtime.

Using content staging, you can redesign your website in sandbox environment without affecting your live site. This way, you can test out different designs and new content without worrying about impacting your website visitors. Then, once you're ready to go live with your awesome new site, you can relaunch it with a single click.



The screenshot displays the HubSpot Content Staging interface. At the top, there is a navigation bar with various menu items like 'Contacts', 'Conversations', 'Marketing', 'Sales', 'Service', 'Automation', and 'Reports'. Below this, the 'Content Staging' section is visible, showing the domain 'www.rachelsheldon.com' and a 'Create a new staged page' button. The main area contains a table of staged pages with columns for 'PAGE NAME', 'TEMPLATE', 'UPDATED D.', and 'STAGED DATE...'. The table lists several pages, each with a 'Published' status and an 'Unmodified' status. A sidebar on the left shows 'Unmodified' and 'More Tools' options. A 'Help' button is located in the bottom right corner.

PAGE NAME	TEMPLATE	UPDATED D.	STAGED DATE...
The Pet Box Landing Page Example 2 Published Unmodified	Root Landing	Jul 31, 2019	-
Smart Content Reporting Page Test Published Unmodified	Landing img	Jul 23, 2019	-
Omnifood Published Unmodified	omnifood-idx	Jan 31, 2019	-
Home Page Published Unmodified	homepage.htm	Jan 31, 2019	-
Contact Published Unmodified	contactpage.h	Jan 31, 2019	-
About Published Unmodified	aboutpage.htm	Jan 31, 2019	-
Writing Published Unmodified	new_writingp	Jan 31, 2019	-

### 3. Google Search Console Integration

If you're working on your content strategy and SEO efforts, [integrating Google Search Console with HubSpot](#) brings valuable data about your website's performance right into your CMS.

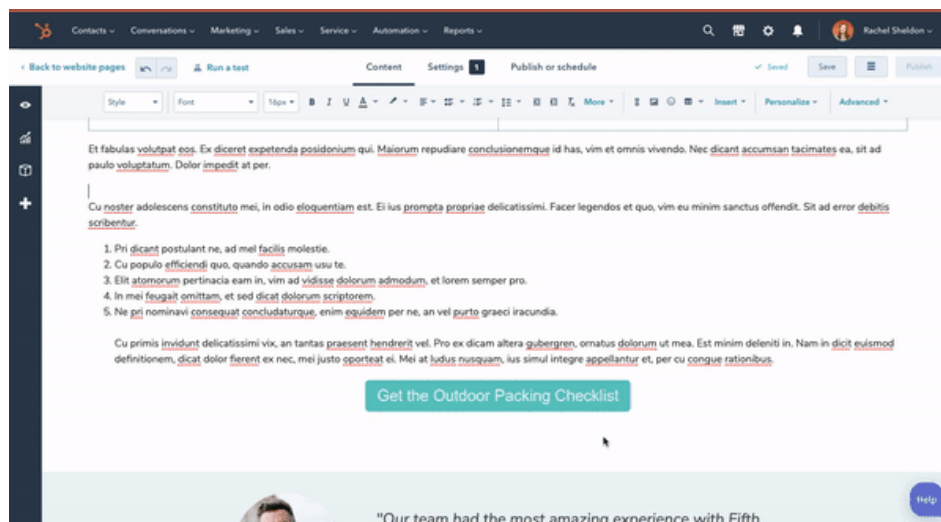
With the Google Search Console integration, you can see the number of views and clicks your site gets for specific search terms. This information can help inform your content strategy by showing you what people are really searching for when they come to your website. You can also see the average position of where your website shows up on a Google search results page.

### 4. Custom Image Optimization

One small but mighty feature of the HubSpot CMS is the ability to [customize your image optimization settings](#). Large, high-resolution images can seriously slow down your website's load time, creating a negative user experience for your website viewers.

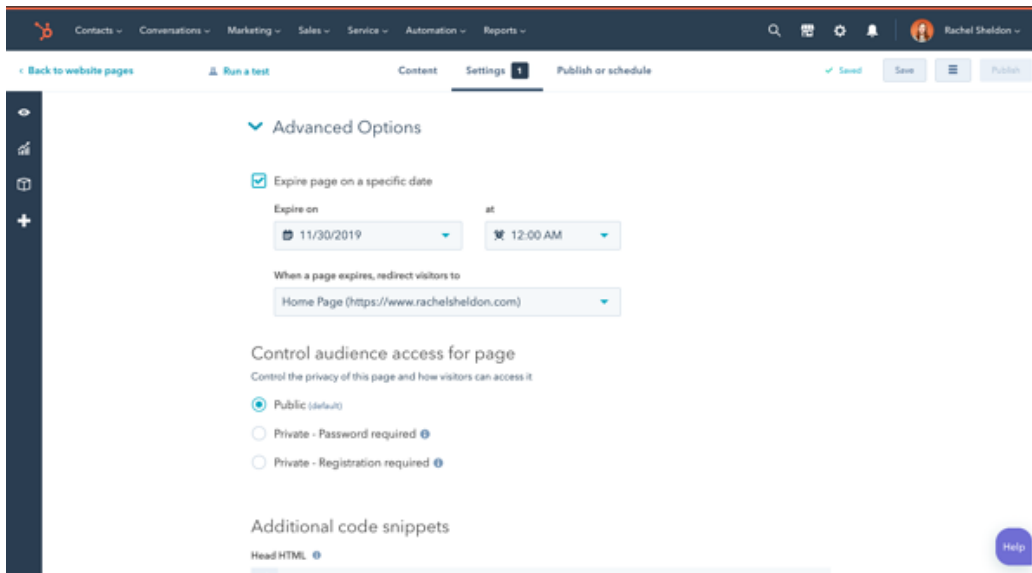
By default, HubSpot balances images for both load time and image quality, but you also have the option to change your image's optimization settings if you want.

In a rich text or image module on a page or blog post, you can select from three different image optimization levels: high, default, or low.



## 5. Page Expiration

When you're creating a time-sensitive offer or event page, the [page expiration feature in the landing pages and website pages tools](#) can come in handy. Using this feature, you can set a custom date and time when a page will expire and decide where the page will redirect to after its expiration.



Try using the page expiration feature for limited-time deals, event registration pages, special promotions for Black Friday or the holidays, and other time-bound pages.

## 6. Pillar Link Module

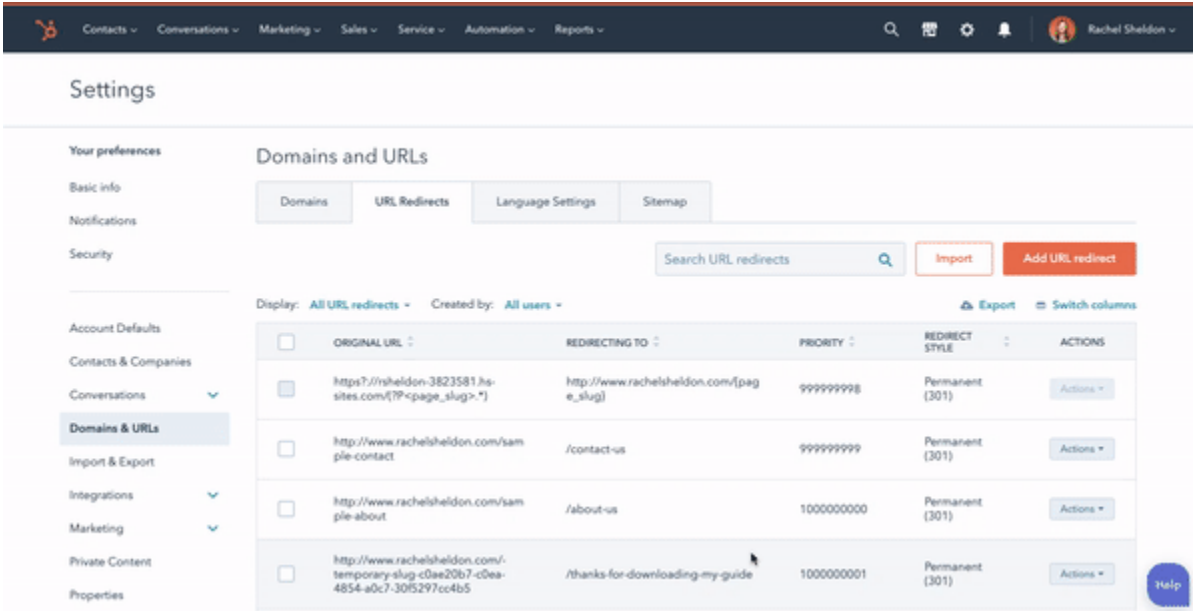
When building your topic clusters in the SEO tool in HubSpot, you may notice that links are missing between your pillar page and subtopic content. Going back into all your pages or blog posts to manually link them can be time-consuming, but it's essential to maintain that linking structure since it will boost your SEO.

To save time and effort, use the pillar link module to automatically link your subtopic content to your pillar page. Simply download the free module from the Asset Marketplace and add it into your page or blog template. [Check out this article](#) to learn how to do this in your HubSpot account.

## 7. Bulk Import URL Redirects

If you have multiple URL redirects to add or update, you could spend hours manually creating and editing them one by one. Or, you can save yourself the headache and use the bulk URL redirect import tool in HubSpot.

To bulk upload URL redirects, simply create a CSV file following the format of the sample file included in [this Knowledge Base article](#). Then, all you have to do is upload your CSV, make sure your fields are mapped correctly, and you're all set.



The screenshot shows the HubSpot Settings interface for 'Domains and URLs'. The left sidebar contains a navigation menu with categories like 'Your preferences', 'Account Defaults', 'Contacts & Companies', 'Conversations', 'Domains & URLs', 'Import & Export', 'Integrations', 'Marketing', 'Private Content', and 'Properties'. The main content area is titled 'Domains and URLs' and has tabs for 'Domains', 'URL Redirects', 'Language Settings', and 'Sitemap'. Below the tabs, there is a search bar for 'Search URL redirects', an 'Import' button, and an 'Add URL redirect' button. A table displays a list of URL redirects with columns for 'ORIGINAL URL', 'REDIRECTING TO', 'PRIORITY', 'REDIRECT STYLE', and 'ACTIONS'. The table contains four rows of data.

<input type="checkbox"/>	ORIGINAL URL	REDIRECTING TO	PRIORITY	REDIRECT STYLE	ACTIONS
<input type="checkbox"/>	https://rsheldon-3823581.hs-sites.com/{TP+page_slug+*}	http://www.rachelsheldon.com/{page_slug}	999999998	Permanent (301)	Actions
<input type="checkbox"/>	http://www.rachelsheldon.com/sample-contact	/contact-us	999999999	Permanent (301)	Actions
<input type="checkbox"/>	http://www.rachelsheldon.com/sample-about	/about-us	1000000000	Permanent (301)	Actions
<input type="checkbox"/>	http://www.rachelsheldon.com/-temporary-slug-c0ae20b7-c0ea-4854-a0c7-30f5297cc4b5	/thanks-for-downloading-my-guide	1000000001	Permanent (301)	Actions

## 8. Automated Follow-up Emails in Forms

The last cool feature of the HubSpot CMS that I'll mention (for now) is the ability to automate your lead nurturing by [sending emails to users who've submitted a form](#). You can schedule up to three automated follow-up emails to contacts who've filled out your form. These emails are created right within the forms tool in HubSpot and you can customize the content and set delays between each email send.

Alternatively, you can add one follow-up email to the form module in the page editor. This is a great way to save time you would otherwise spend manually creating and sending emails to your new leads.

Automating your email responses ensures that no lead slips between the cracks and that your contacts get the information they need right away.

Using these lesser-known features of the HubSpot CMS, you can improve your website's performance and start to automate your marketing efforts. To learn more about the HubSpot CMS, check out the free [CMS For Marketers course from HubSpot Academy](#).



# About Inbound 281



## A Growth Agency

Inbound 281 is a full-service, growth-focused digital marketing agency. We help businesses grow by improving their marketing to increase sales, revenue and profits.

We help owners, marketers and sales managers who are looking for new ideas to help sales hit their targets. Often times they are frustrated that, after all the time, efforts and money they have invested, they're still not getting the results they were expecting.

Our sights are set on lead acquisition, lead conversion, and conversion rate optimization. We specialize in multi-channel digital marketing, including content marketing, web design and development, SEO, pay per click, and social media.

## *Ready for a Conversation?*

What's your dream result? Let's get the digital marketing conversation started!

Looking for new customer acquisition, lead generation, client engagement or a competitive advantage? We're ready to learn more about your goals so we can help you build a Marketing Road Map to help you achieve your goals.

[Schedule a Conversation](#)

**Inbound 281**  
2155 Butterfield Dr., Troy, MI 48084  
800-834-4910  
[www.inbound281.com](http://www.inbound281.com)