7 Things To Get Right Before You Migrate to the HubSpot CMS

So you're ready to move your website onto the HubSpot CMS. Congratulations! That's an exciting move that's sure to deliver results. When the Evenbound team moved over to the HubSpot CMS, we saw:

260%
increase in traffic

132%
growth in inbound leads

4.4%
increase in conversion rate

And we're not the only ones who are seeing these results. Making the switch to the HubSpot CMS is delivering success to many companies across industry.

But, just like a website build or redesign, a website migration takes time and careful planning to execute effectively.

Let's talk about what you need to know and what you need to do to guarantee your HubSpot CMS migration goes to plan.

Why Are You Migrating to the HubSpot CMS?

In this guide, we're here to give you a list of things you need to get right before migrating. But before we even get there, it's important to set your goals for this migration, first.

Your team and your HubSpot partner need to be on the same page to understand what you're trying to get out of this migration.

To do that, you need to have clear goals for the outcome of this project. You should have answers to questions like:

Why are you doing this migration?

- [ ] Is it to take advantage of HubSpot's single-source-of-truth platform?
- [ ] Is it to make use of a faster, more secure CMS platform?
- [ ] Are you already on the platform, or has your company already invested in HubSpot?

What do you want to get out of this migration?

- [ ] Is this a 1:1 migration?
- [ ] Do you plan to update your website's design and functionality during the migration process?
- [ ] What does a successful finished product look like to you?

There are two reasons most companies move to the HubSpot CMS. They're both important but have different implications for your final product.

1. You want improved access to HubSpot's integrated platform. If you're looking to get on the CMS because your team already uses HubSpot, and you want access to all of that important website data right in your HubSpot platform, then a CMS migration is definitely for you.

2. You want to update your website. If you're looking to get on the CMS because your website is old, outdated, or just isn't working properly, those are all great reasons, but it's important to understand the bigger picture. A HubSpot CMS migration isn't going to fix those problems. Migration just means moving the site from one platform to another. So, if you're hoping to make improvements, it's important to allocate additional time and expertise to have someone address the problems you're experiencing as part of the migration.

A HubSpot CMS migration is great, but in many cases, clients learn that it's actually more cost-effective and beneficial in the long run to fully rebuild their website on HubSpot, instead of simply migrating it.

A migration costs almost as much as a brand new website, and if you don't already love your website, there's not much reason to migrate it. If you're clear on your goals for this migration from the start, you'll be able to tell right upfront if a migration is actually right for you or if your company may benefit more from a new HubSpot website build.

7 Things to Get Right Before You Migrate

Just like painting, a successful migration is all about prep work. When you paint a room or a piece of furniture, you know you need to tape, sand, and prime to ensure a beautiful finished product.

A CMS migration isn't much different. The more work you and your team put in upfront, the more smoothly your migration to the HubSpot CMS will go. Here are 7 key items we've learned are essential for a successful HubSpot CMS migration:

01. Complete a Content Audit

Migrating a site is a lot of work. If you have hundreds of pages on your site that have never seen the light of day, they're not worth migrating. Don't waste time and money migrating pages and content that doesn't drive results.

Completing a content audit ahead of a HubSpot CMS migration ensures that you're only migrating the pages and content you actually need.

02. Run a UX Audit

Some companies want to complete a HubSpot CMS migration that delivers a 1:1 copy of their original website on the new platform.

That might be an option if you've just redesigned your website or if it's already driving some serious results. But, in most cases, it's worth it to complete a user experience audit that dives into the functionality and accessibility of your site.

A UX audit will answer questions like:

- Where are site visitors getting lost?
- Does your website reflect your brand?
- Is there content or information your visitors can't find?
- Does your website look and feel easy to navigate?

With a completed UX audit in hand, you can ensure your HubSpot CMS migration will deliver a functional, user-friendly, and visually attractive end product.

03. Make Sure Everything is Functional BEFORE You Migrate

A website migration highlights your existing website — its beautiful features and some frustrating issues. Anything that is currently broken on your site will still be broken if you don't fix it before the migration.

Broken links, orphan pages, funky and old landing pages, and small errors can add up to big problems when the migration happens.

To avoid any big issues, assign someone on your team (your HubSpot Solutions Partner can also provide this support) to crawl your site, check for broken links, and fix small problems before they become big ones.

04. Get Specific About Redirects

How your new site redirects will be one of the trickiest parts of your migration. It's important to get very specific and granular about how you plan to handle those before moving the site over.

For example:

- Are you changing your blog domain?
- Changing your URL structure in any way?
- Planning to re-organize content on the blog or elsewhere on the site that will affect how URLs work?

Some teams like to add /blog ahead of a blog URL. Others are moving from legacy sites with the old post date in the URL and want to get rid of it.

Those are great changes, but they must be made very clear to your developer before your site is migrated. The number of URL changes and redirects will affect the developer's time investment, plus they need to be able to get those done properly to make sure your newly migrated site is functional.

05. Consider Reworking Custom or Over Complicated Elements

As we mentioned earlier, migrating to the HubSpot CMS has a way of highlighting problems with elements that are less than functional.

Custom elements are tricky and don't hold up well. Fussy elements that are always breaking, custom-coded elements, and messy blog structures are all things that you might be able to simplify before moving the problem over to your new platform.

If you have any part of your website that you know doesn't work seamlessly, it's a good idea to consult with the developer before you decide to just move it over.

Building an element from scratch might sound like a time-consuming effort, but it's always a better option than trying to cobble together broken parts of your old site in a way that impacts the performance of your new one.

06. Don't Forget Your Systems Pages

When it comes to site migration, your systems pages can get lost in the shuffle. Pages like:

- 404 error pages
- Unsubscribe messages
- Thank you pages

And anything that doesn't necessarily live on your website's top navigation, but that a client can and will interact with, should be addressed specifically.

Because we don't often look at them (how many times do you look for your website's 404 page?) it's easy for them to get lost in the shuffle. Landing pages are another place to look before pulling the trigger.

07. Make Sure a Migration is Actually What You Need

Remember how we talked about goals in the very first section of this guide? Before you sign and start a CMS site migration, make sure that a migration is actually what your company needs.

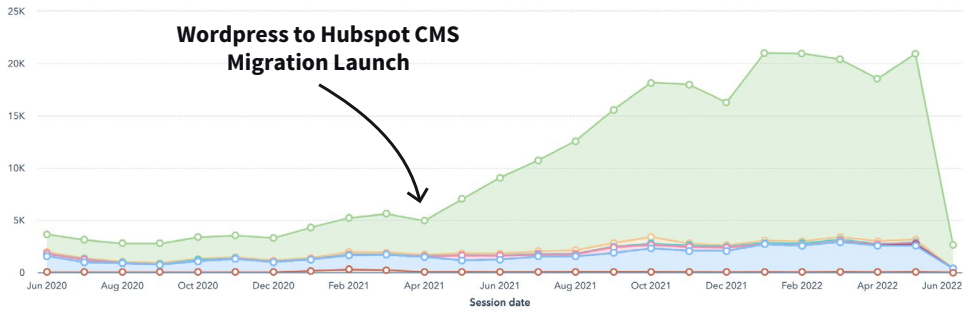
Often, we hear from clients that they just want their site moved over to the HubSpot CMS. But, if your site isn't functional, isn't delivering leads, and isn't developed to draw in the right visitors, moving it to the HubSpot CMS isn't going to solve your problems.

In general, a HubSpot CMS migration costs just slightly less than a website redesign. It's important for you to know that website migration is actually a website rebuild. A developer must look at each and every one of your existing website pages and rebuild them precisely as they see them on a brand new CMS platform.

Since that developer has to build every page from scratch on HubSpot, redesigning the website first is not much more investment. For many clients who have websites that have been updated and cobbled together over the years, a redesign delivers the results they were looking for while also accomplishing the goal of migration.

Not Sure Where to Start with your HubSpot CMS Migration? We've Got a Proven Process.

HubSpot CMS migrations are big projects. As we've said in this guide, migration is functionally the same as a website rebuild. For clients that aren't seeing results from an existing site, we often recommend improvements and changes that will go hand-in-hand with the migration to improve both technical and marketing performance. Just check out this traffic growth for our own site, following our migration to the HubSpot CMS:



At Evenbound, our proven process always starts with strategy.

We look to your goals for this new website and work backward from that ideal outcome to develop a plan and strategy that gets you a website that will deliver the results you're looking for, on the robust HubSpot CMS platform. You can learn more about our proven process or, to see it in action, check out how we migrated our own site over to the HubSpot CMS and saw some pretty crazy results.

Have questions about migrating to the Hubspot CMS? Rob can help!

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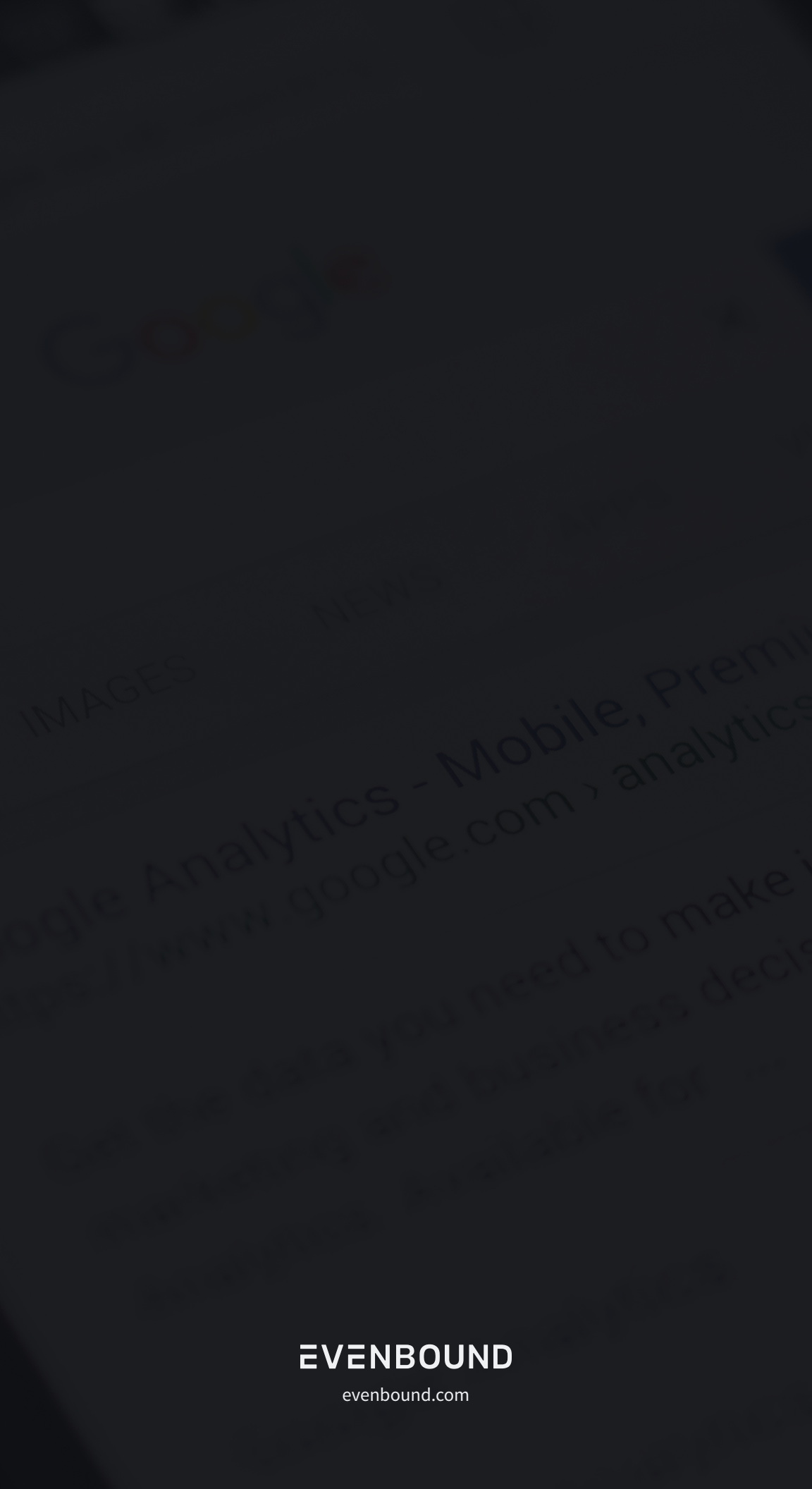
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