XEN
create

HOW TO BUILD A WEBSITE IN HUBSPOT FROM START TO FINISH
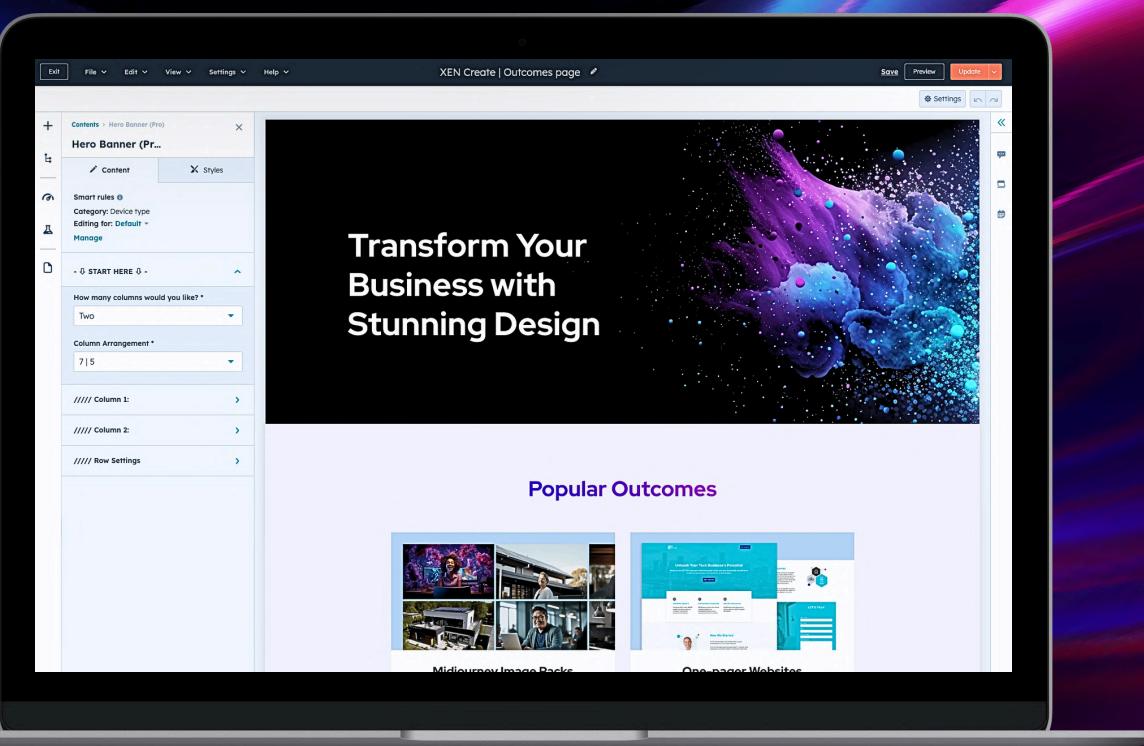
# Table
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Signing up to HubSpot

Are you ready to create your own website in HubSpot? We've got you covered! In this guide, we'll walk you through the entire process, from signing up to launching your site. Let's get started!

First things first, of course you'll need to sign up to HubSpot which you can do from **here**. Go ahead and click on the "Get started free" button so you can create your account. Don't worry, you can always upgrade to a higher tier later on.
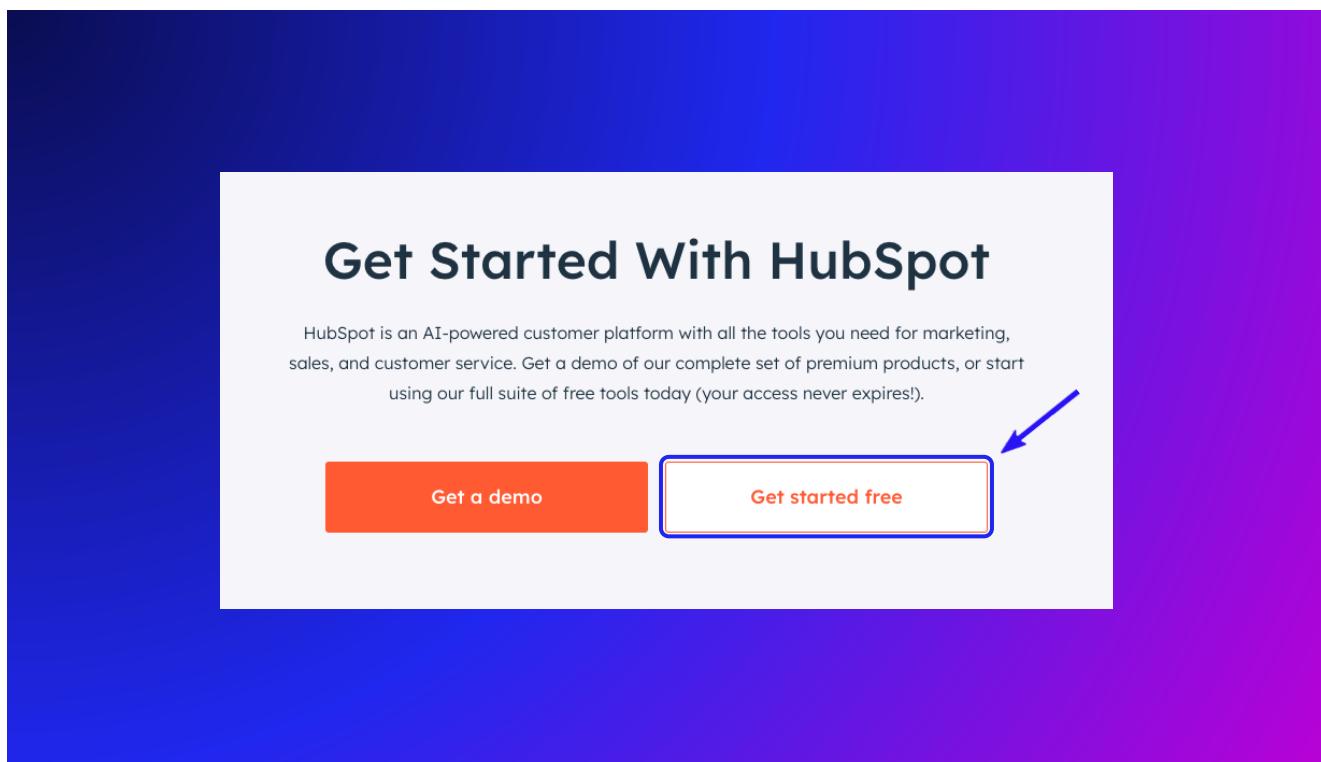
Once you've completely filled out the form with the required details, you'll need to verify your account. Hackers are getting smarter every day but so should you so verify your account to ensure security. 🔐

Setting up the basic settings

Welcome to the fun part: customising your HubSpot account! We're about to enhance your account's security and establish your branding through a few easy steps—it's like wrapping your HubSpot account in a cosy, personalised blanket. Ready to get started? Here's how:

Security

1. Navigate to **Settings ⚙ > Account Setup> Security**

2. Add an extra layer of protection by checking the box for **Require Two-factor authentication (2FA)**. Use a nifty mobile app like Google Authenticator or Authy.

3. HubSpot will provide you with a QR code—open your 2FA app and scan it!

4. Tap the "+" in your authenticator app to scan the code and add HubSpot as a new account.
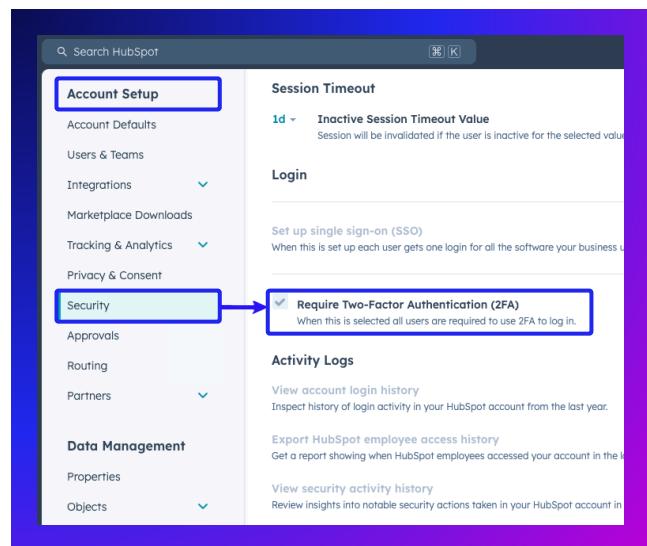
Account Defaults - General

Now, let's tailor your account defaults to make it uniquely yours—think of it as dressing your website in its very own snug sweater.

1. Go to **Settings ⚙ > Account Setup > Account Defaults > General**

2. Fill in the blanks for your:
   - Account Name
   - Time zone
   - Fiscal Year
   - Company Information
     - (Name, Domain, Location)
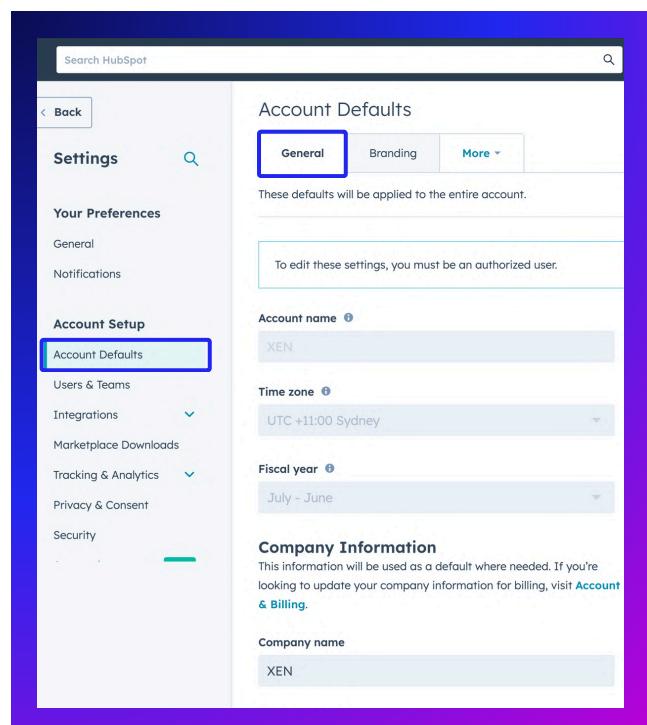
Setting up the basic settings

Account Defaults - Branding

It's time to infuse your brand with personality in HubSpot! Continue in your Account Default settings.

1. Navigate to the **Branding tab > My Branding Kit** to add your Logo and Favicon for a personalised touch.

2. Click on **+ Add** to upload your logo and favicon. Remember to put in your logo name, alt text, logo URL, and favicon name after uploading your files.

Setting up the basic settings

Account Defaults - Branding

3. After adding your logos and favicon, let's now add your brand colours. Simply click on the Colors tab, which is right beside the Logo tab, and then add the HEX colour codes of your brand.

Need help building a HubSpot website?
XEN Create can help.

We build functional, beautiful and business goals-focussed websites using CLEAN theme. If you want to learn more, visit our **website**.
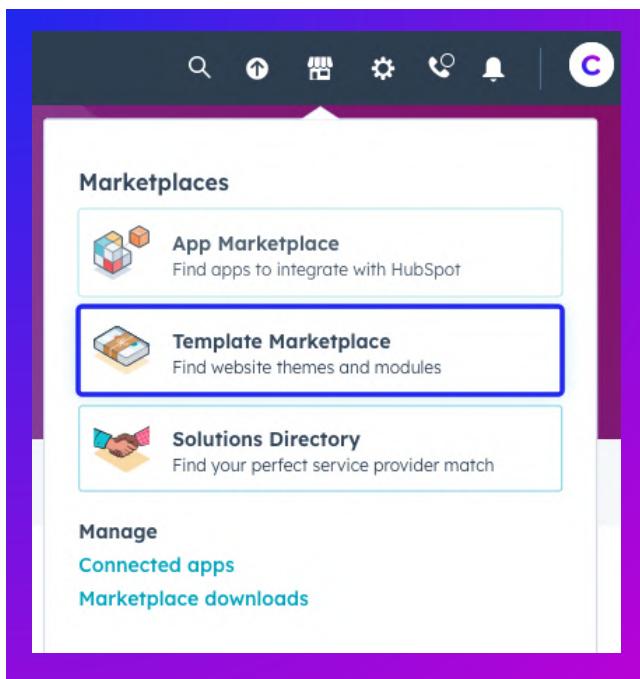
Learn more about XEN Create's HubSpot Web Design service

Downloading a theme from the HubSpot Asset Marketplace

Spice up your website with a cool new vibe by grabbing a theme from the HubSpot Asset Marketplace. Here's how:

1. Click on the **Marketplace icon** 🏪 in the top right corner of HubSpot.

2. Head to the **Template Marketplace**.

3. Take a peek at the bunch of themes up for grabs and pick the one that's your style. We're quite fond of the [CLEAN themes](#) by Helpful Hero – check out CLEAN Pro or CLEAN Lite. (Keep in mind, we're suggesting these based on what we know, but the Template Marketplace is a treasure trove of themes. Feel free to explore and find the one that vibes best with what you're after). 🎨🔍🌟

Free themes

If you're on the hunt for free website themes, we've got some suggestions:

1. Growth

No need to fetch this one from the Marketplace because HubSpot serves it up as the default theme. It's perfect for a straightforward look with less tweaking.

2. Spark

Want a free theme with extra customising tricks and more modules? Spark theme is your go-to.

Paid themes

If you're up for a paid theme that's user-friendly and comes with a bunch of styling choices, check out the CLEAN themes by Helpful Hero. Here are the options:

1. CLEAN Pro

Price: $997 (as of writing)

Loaded with lots of modules and settings that you can customise to your heart's content.

### 2. CLEAN Lite

Price: $197 (as of writing)

It's the lite version of CLEAN Pro, perfect for sites that don't need a ton of modules.

Downloading a theme from the HubSpot Asset Marketplace

Remember, there's a whole range of other fantastic free and paid themes waiting for you in the HubSpot Asset Marketplace. Feel free to explore and see what else catches your eye! 💰🎨🌟

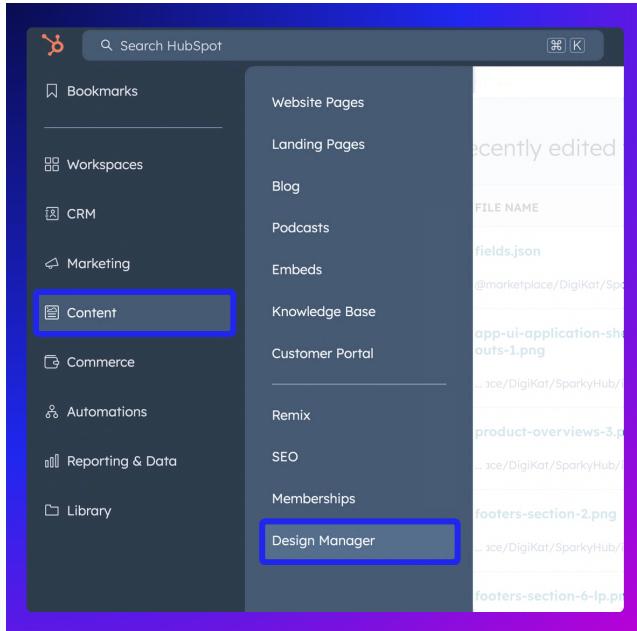After you've picked out a theme that suits your style, go ahead and install it in your HubSpot account.
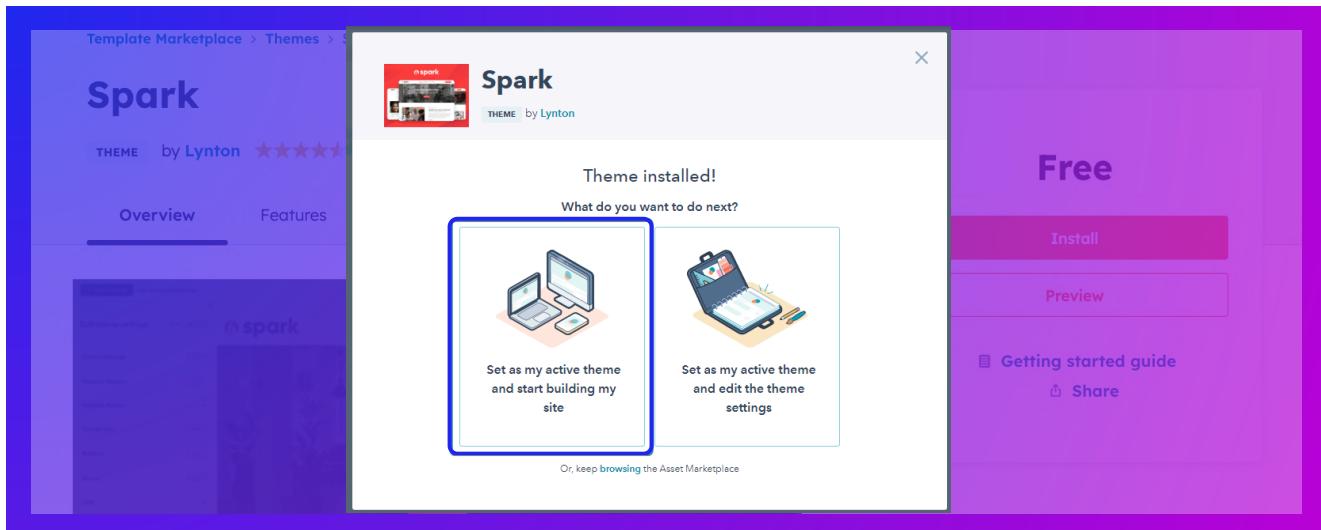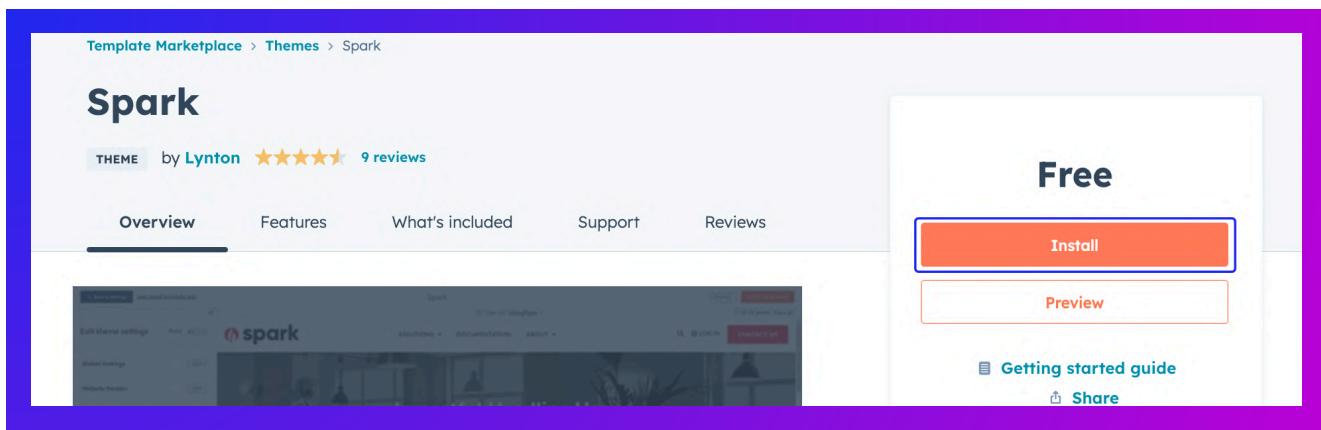
Make it the one that's live and kicking, for now, don't rush into tinkering with the theme settings just yet.
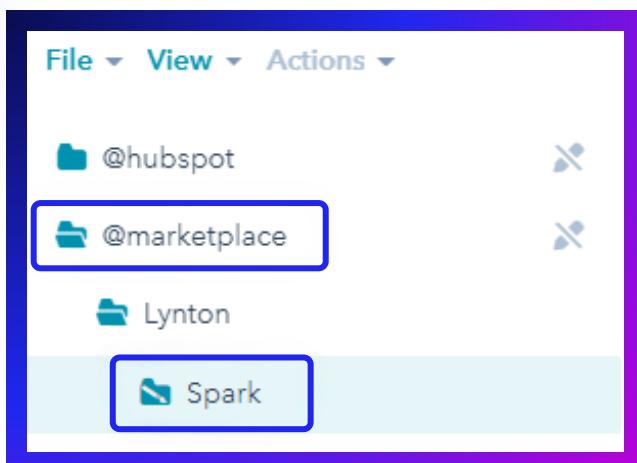
Setting up a child theme

Crafting a child theme gives you the power to tweak its settings without messing up the parent theme. To set up your own child theme, follow these steps:
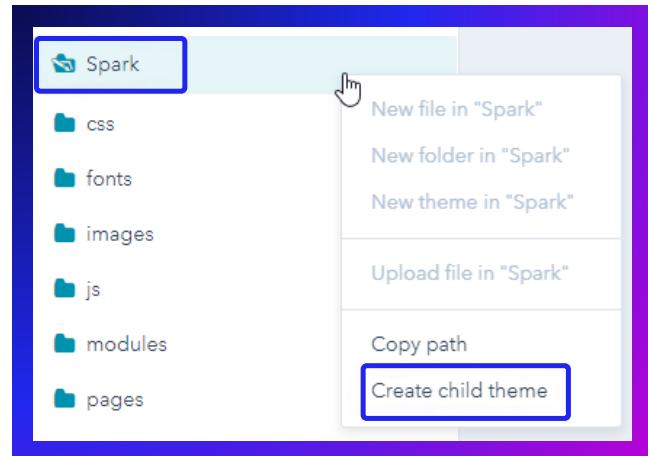
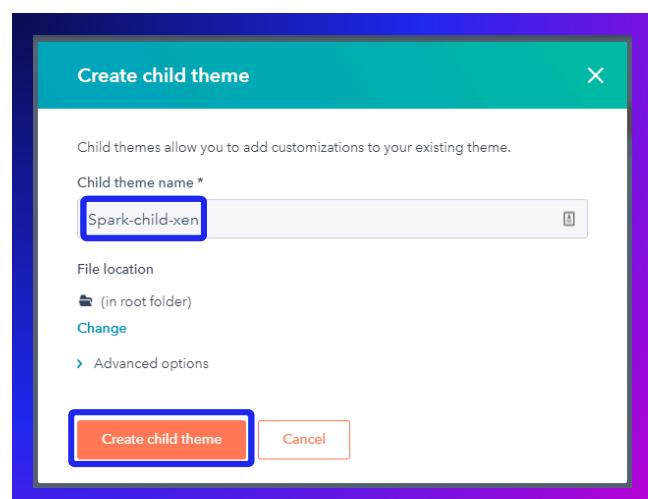1. Head over to the left sidebar and click **Content > Design Manager**.

2. Over on the left side of the design manager, find the theme you installed in the marketplace folder.

3. Right-click on the theme folder to **create a child theme** from it.


4. Type in child theme name and then click **create child theme**.

Setting up
a Global module (optional)

If you're thinking about putting up a bunch of websites on the same HubSpot portal, check out these steps. They'll let you have different global modules (like headers and footers) for each of your sites. But hey, if that's not in your plan, you can totally skip this part. 🌐

1. Hover over to the left sidebar and click **Content > Design Manager.**
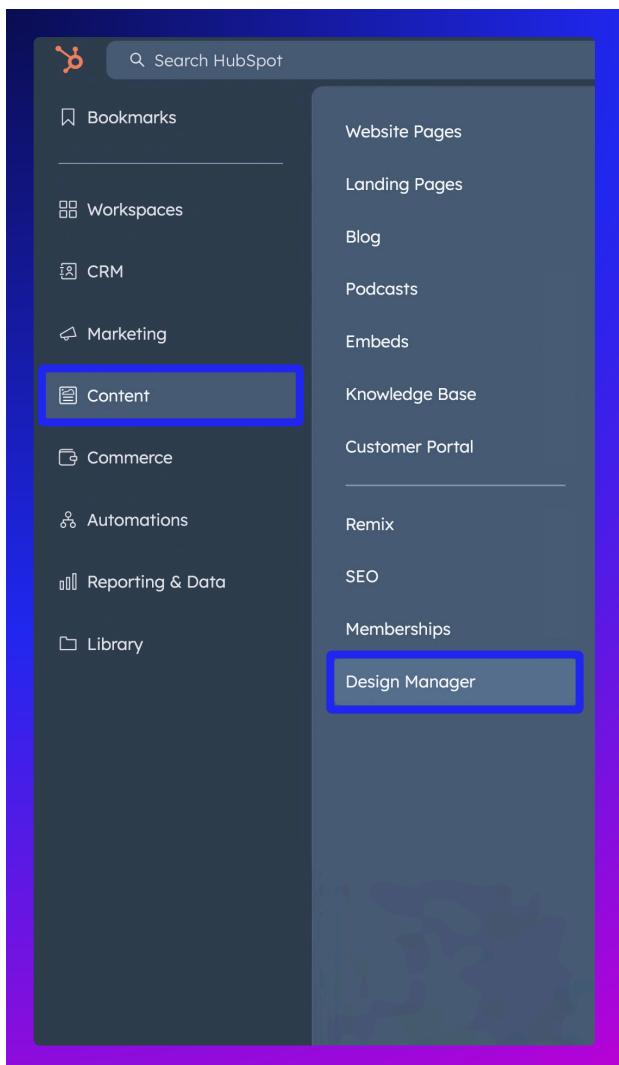
2. Over on the left sidebar, find the theme you downloaded in the marketplace folder. And then, check for those global modules in the folder.

> **Note:** the folder location for global modules will be different in each theme, but usually, you'll find them under the modules folder.

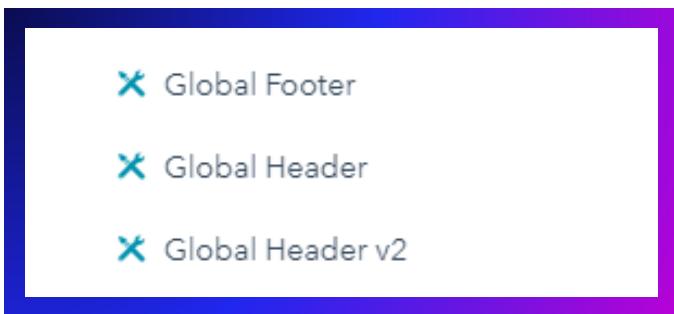- This is where you can find them in the Spark theme folder
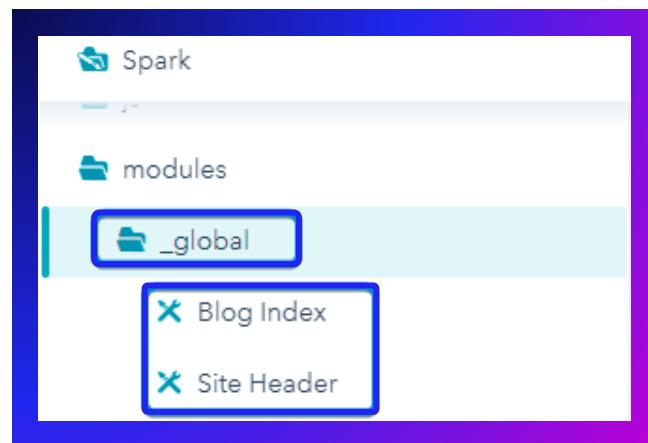
- This is where you can find them in the CLEAN theme folder
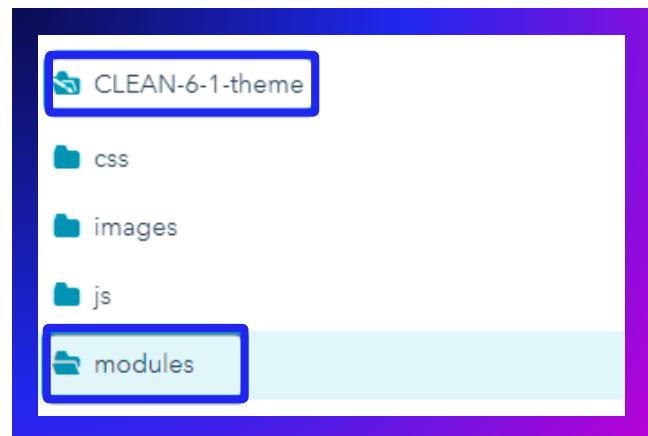
Setting up
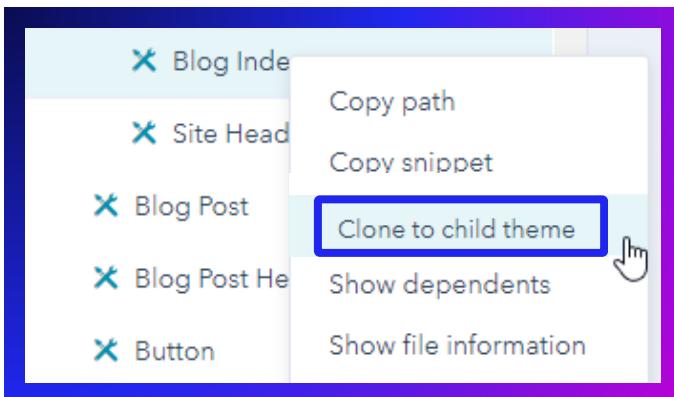# a Global module (optional)

- They have the word "global" in their name:

3. Right-click on relevant global modules and select **clone to a child theme**.
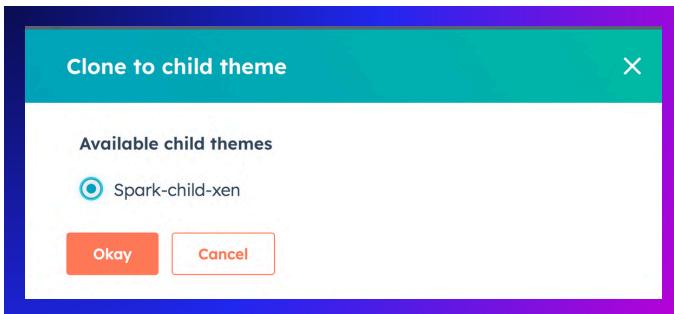
Documenting your brand's style guide

Prepare a doc summarising your brand's style guide. This will make it easier for you to set up the theme styles later. Don't have one yet? No problem! Make a copy of our brand guide template over **here**. Just fill it out with your details. And hey, if some bits in the document leave you scratching your head, no sweat. But at least make sure you know the font family and colours you want to rock on your website.

Setting up the theme settings

It's time to give your website a distinct look by adjusting the theme settings. Here's how:

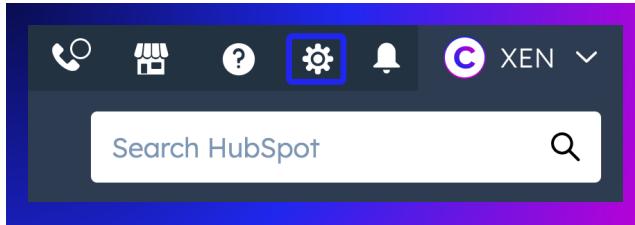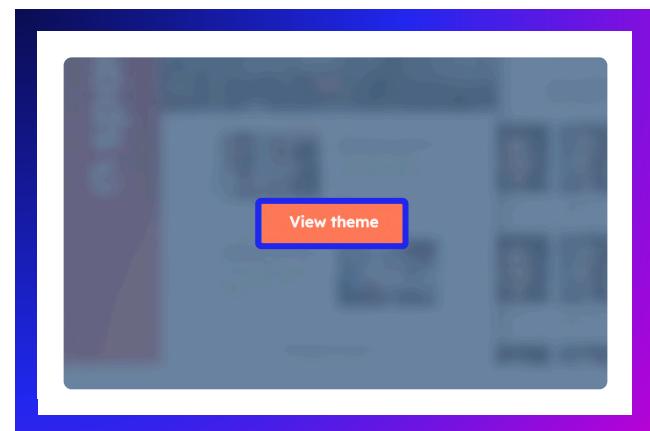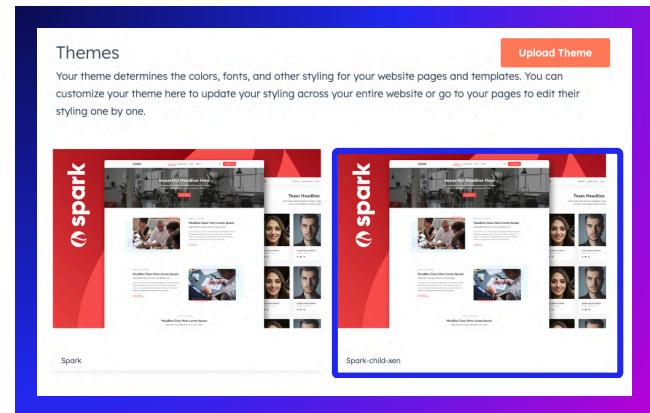1. Click on the **Settings** ⚙ icon at the left side of your navigation bar.
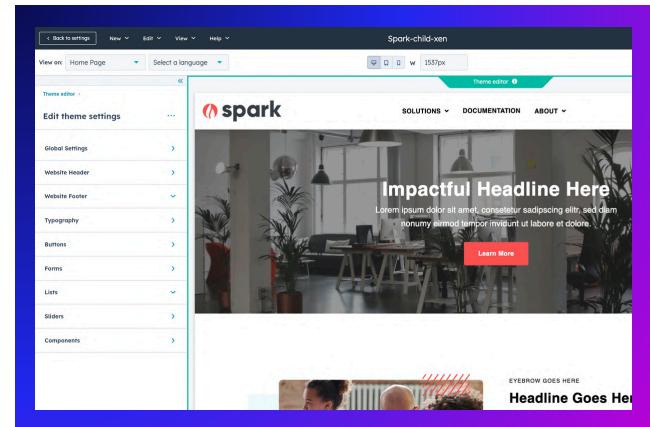

2. Go to the left-side menu and find **Tools**. From there, select **Content** and then choose **Themes** from the drop down.
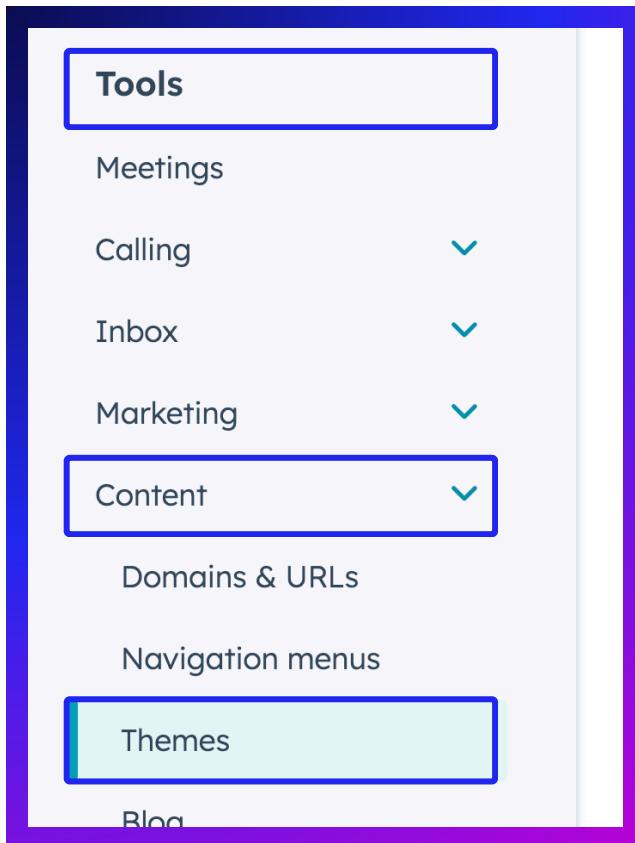
3. Locate the child theme you've created and click on **View Theme**.

4. This will open your theme settings.

XEN CREATE | BUILDING A WEBSITE IN HUBSPOT

Setting up
the theme settings

5. Let's now update your theme settings. Begin with the **Global Settings** to add your Primary and Secondary colors. Then, work your way down to customize the rest (Typography, Header, Footer, Buttons, Forms, Lists, etc.) to match your brand guide. Preview your changes on the right. 🎨

You can always return to make changes to the theme settings as you work on your page. If you want to make changes, just click "Edit" at the top of your website page editor, then click on the theme from the dropdown menu. 😉

Note: The theme settings options will vary depending on the theme you installed. Ensure you've set up all the necessary settings to update your theme and match your brand guide.

Uploading custom fonts (optional)

Inside the theme settings, if you select Font under Global Settings or edit your Typography settings, you'll notice different font options. HubSpot offers system fonts and also allows you to select a Google font or upload your custom font.

1. To add a custom font for your website, click "**Upload a custom font.**"
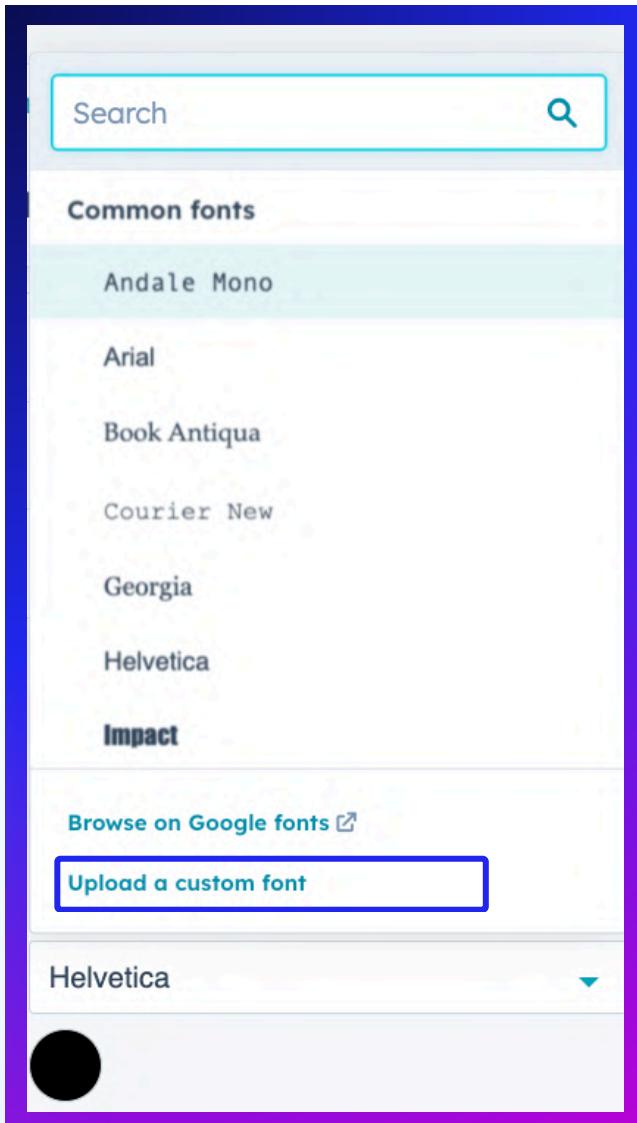
2. A pop-up will appear on the right side of your screen for the next steps. Add your font name and upload your font files.
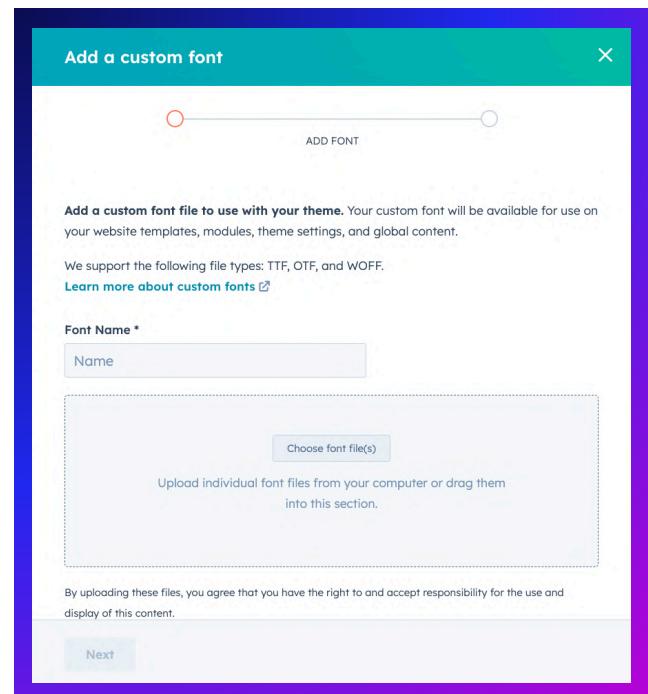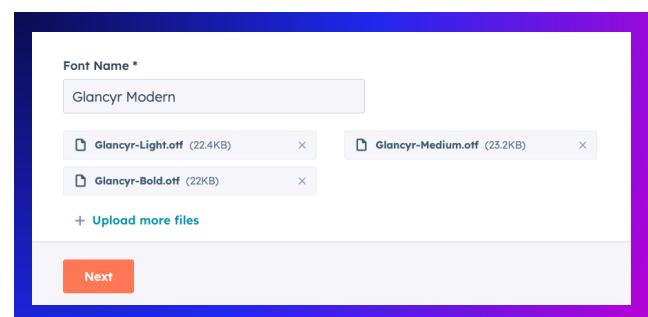
Note: Make sure that your font files are in TTF, OTF, or WOFF format. (If needed, convert your fonts using tools like Cloudconvert).

Uploading custom fonts (optional)

3. Next edit your font, select your uploaded font's style. You can choose options such as thin, light, medium, bold, etc.
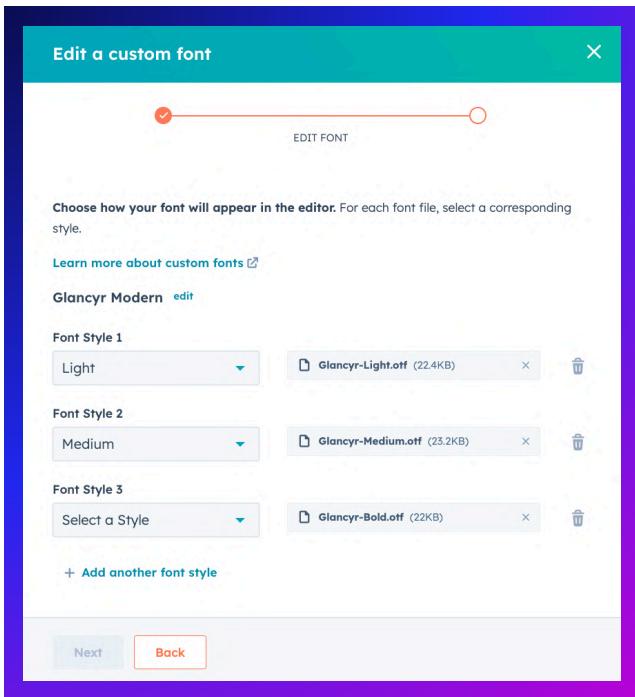
4. Once you click Done, your fonts are ready to use.
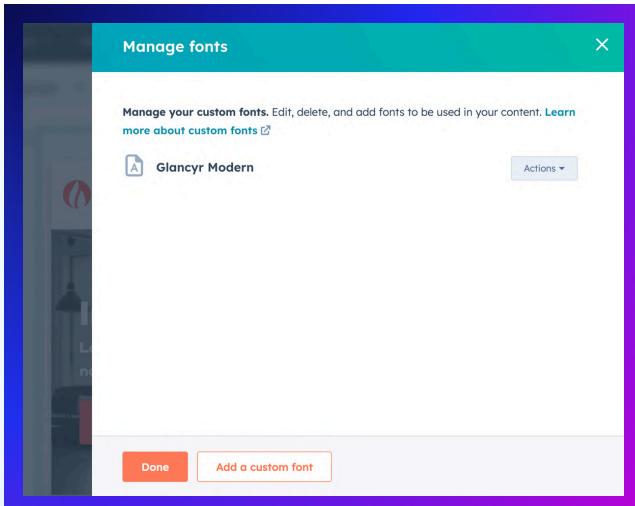
5. You'll notice that your custom font is now an available option in your theme settings.

Blocking your domain from search engines

If you're not ready for search engines to peek at your website just yet, you can put up a temporary block. Later on, when your site's all set to go live, you can remove it.

Feel free to skip this part if

1. If you've got some live pages on this domain that you don't want to hide from the search engines.

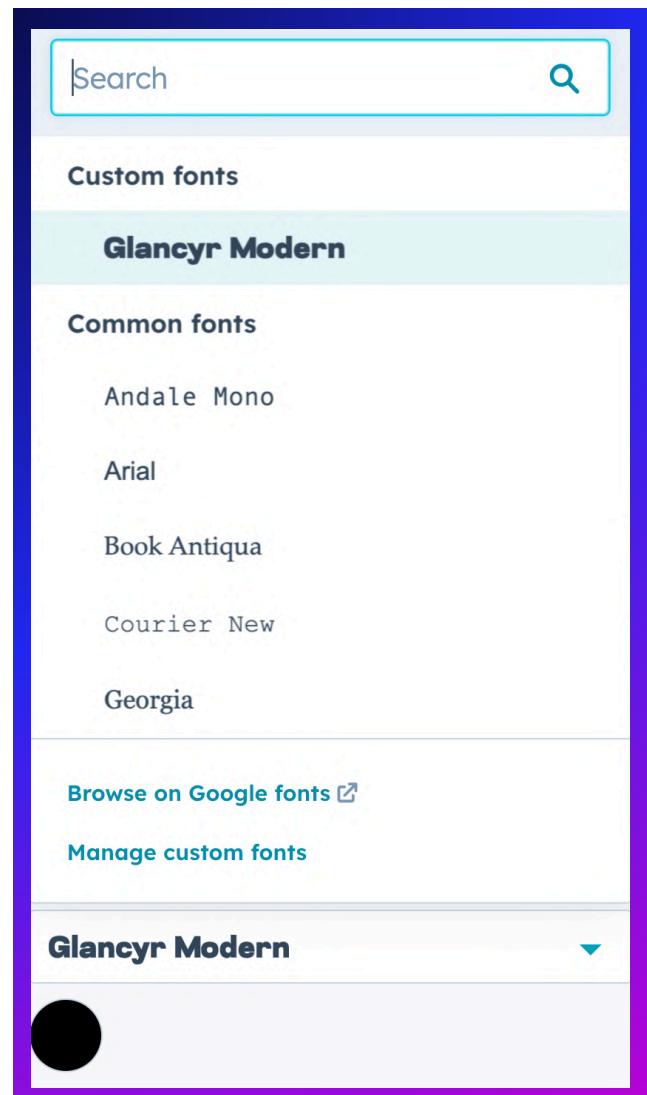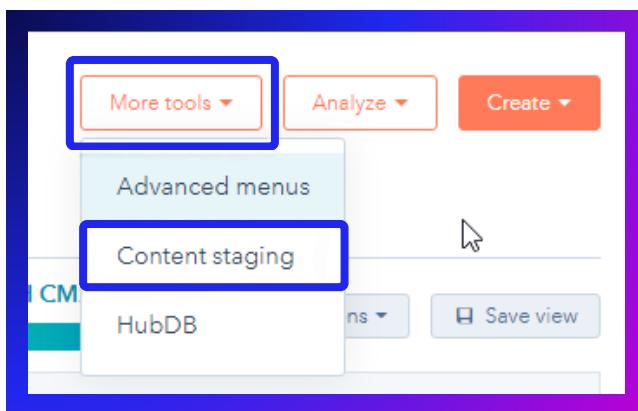2. If you're using HubSpot's staging area for your website, you're good to go because those pages are already hidden from search engines.

This is where you can access the staging area in HubSpot's Website tool but if you have a free HubSpot account or you don't have a subscription to HubSpot CMS, you won't see this option.

(For simplicity, we won't be using Content staging in this guide)

If you're happy to block your whole domain from Search Engines, follow the process below.

1. Navigate to the top navigation bar and click on **Settings** ⚙, on the left side under **Tools** select **Content > Pages**.

2. Choose a domain from the dropdown if you have already connected a custom domain.
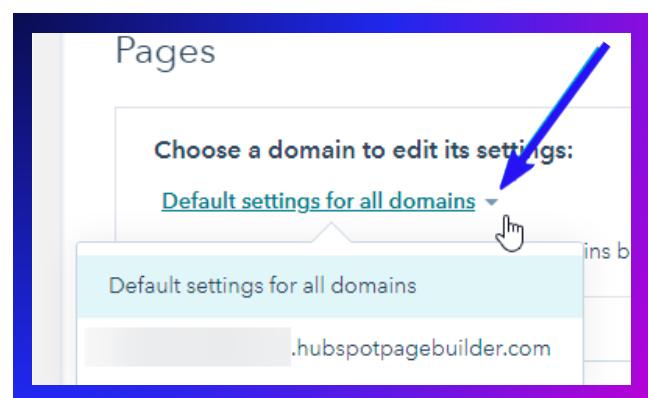
3. Then click **SEO & Crawlers > Override default settings**.
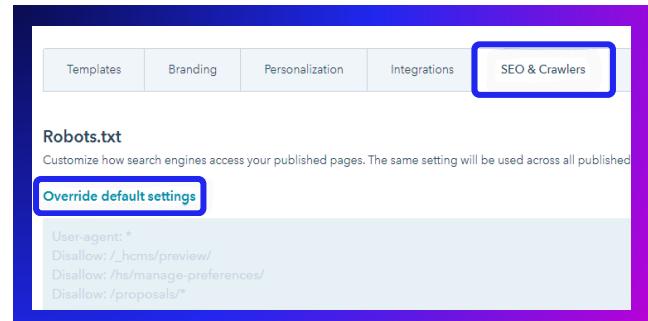
Blocking your domain from Search Engines

4. Add this code to the Robots.txt field:

> User-agent: *
> Disallow: /

6. Add this code to the Robots.txt field:

> User-agent: *
> Disallow: /

5. If you haven't connected any custom domain yet, don't worry; you can do this later. We have a separate process for this in the 'Going Live' section of this guide. For now, just choose the default option.

Start building pages

Now, let's get down to building your website pages using HubSpot's drag-and-drop editor.

1. Hover on the left sidebar menu then click **Content > Website Pages**.

2. Under the **Create** button on the upper-right corner, click **Website page**.
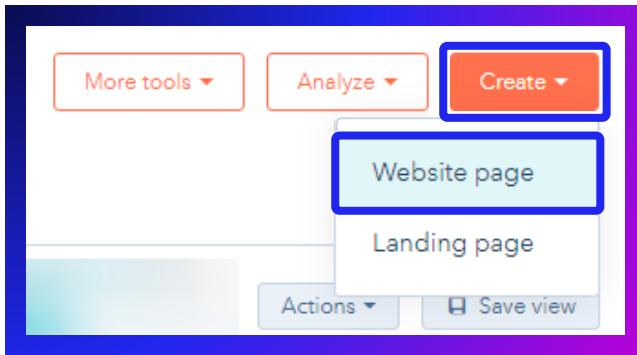
3. Pick a domain from the list if you've already linked a custom one. If you haven't done that yet, don't sweat it – you can tackle it later on. We've got separate steps for this in the upcoming sections. For now, just go with the HubSpot domain that ends in **hubspotpagebuilder.com.**

4. Give your page a name (it's only seen internally, so keep it brief but descriptive).
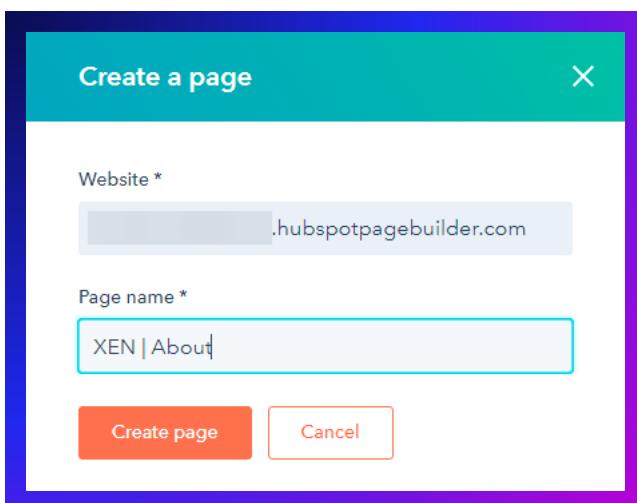
5. See if you're using the correct child theme - ie the child you just created (see page 9).
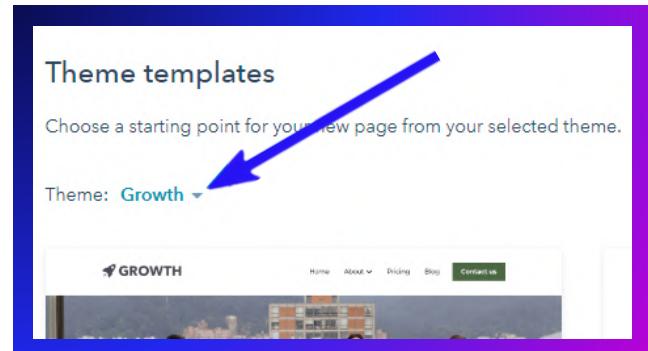
6. If you're seeing a different theme, click the dropdown and click **Change theme.**
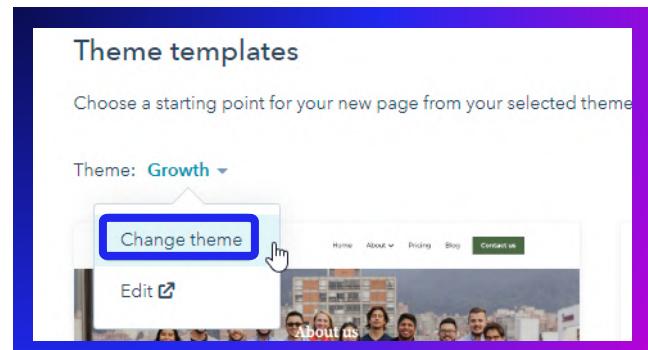
7. Look for the child theme that you've just set up and **set as active theme**.
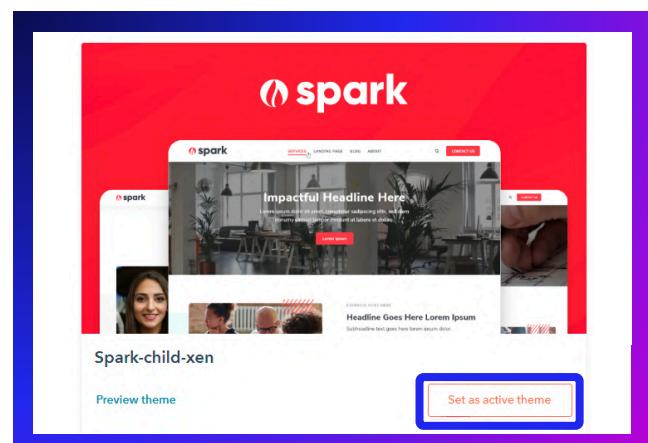
Start building pages

8. Now, choose a template from your theme that best fits your page. However, don't stress if there are modules you want to add or remove – you can easily adjust them later, because it uses a drag-and-drop editor.

Start building pages

9. Begin creating your HubSpot page with the drag-and-drop editor. It's quite user-friendly, so we won't dive into all the nitty-gritty details here. However, if you want to learn the ropes, you can check out these HubSpot Academy videos:

- **How to create a page in CMS Hub**
- **How to edit the layout of a page in CMS Hub**
- **How to edit the style of a page in CMS Hub**

Check out some best practices here that you should follow:

- **Headings**

  1. Use headings to organise your page or post. For instance, stick to this structure:


  2. Do not skip heading levels. Follow the correct order from h1 to h6.

  3. In most cases, you don't need to use h1 anymore because websites usually set the title of the page or post as h1.

  4. Always provide a descriptive page title.

  5. Include Keywords.

- **Images and Files**

  1. Keep image file sizes under **300KB**.

  2. Use a dash to separate words instead of spaces.

  3. Use lowercase for image and file names.

  4. Make sure your image name is clear and descriptive.

  5. Upload images and files to relevant folders (eg in the images folder under the assets folder).
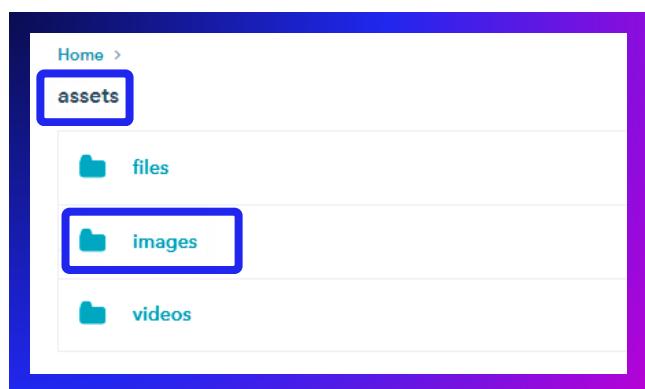

  6. Images need alt tags because search engines rely on them to understand the image's content.

     a. Use a descriptive alt tag that includes keywords or describes the image's content.

     b. Avoid using special characters in alt tags unless necessary.
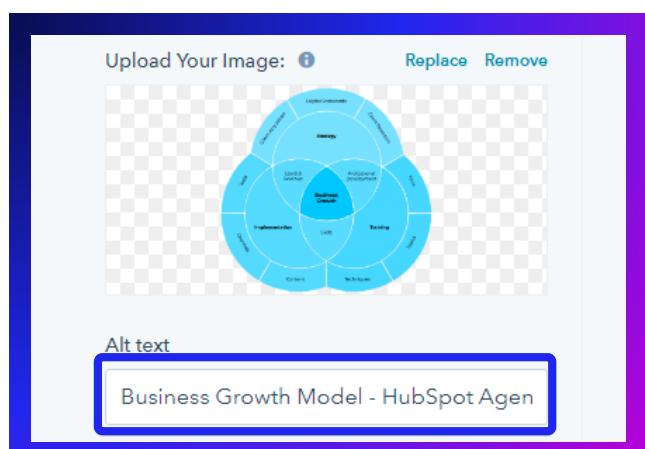
Start building pages

10. Once you've finished adding content to your page, navigate to the upper right corner of your page editor and click on ⚙ Settings. Then, proceed to add your details.
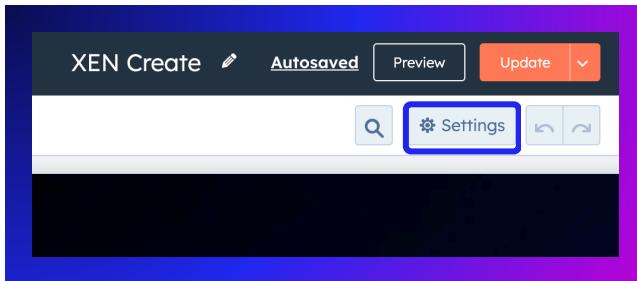
a. **Page title** - title tags matter because they give readers a heads-up about the content when they click on a page. These titles show up in search engine results. Here's what works best:

- Aim for a length of 50-60 characters (maximize the space if you can)
- Throw in the main keywords.
- Be original with your titles; avoid generic ones like "Home" or "Profile."
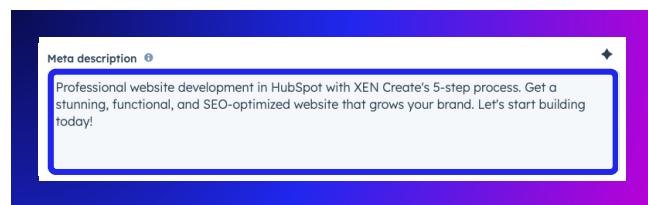- Include target location if applicable
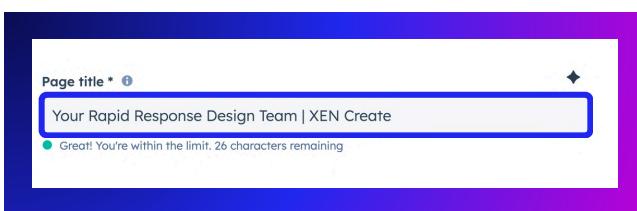
b. **Content slug** - this is the URL after the homepage/domain URL
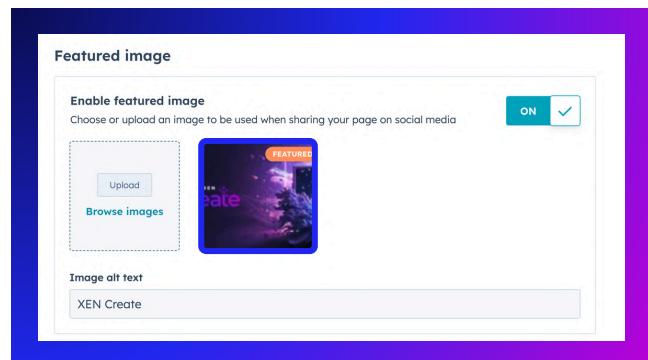

c. **Meta description** - this is the little blurb under the title tag in a search result. Here's what works best:

- Keep it around 155-160 characters
- Summarise what's on the page
- Add a call to action that makes sense, like "Find out how we can help you..."

d. **Enable featured image** - this is the picture that will be grabbed automatically for social media posts.

e. **Publish your first page**
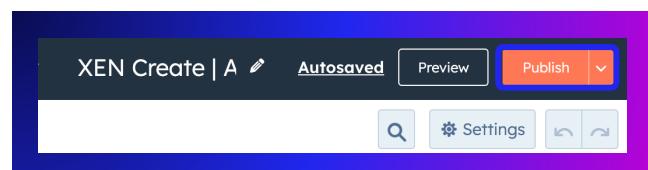
As mentioned in the '**Blocking your domain from Search Engines**' part of this guide, Search Engines won't find or check this page just yet. So, feel free to hit the publish button.

Going live!

Brand domain

After you've wrapped up creating all your pages, let's get your custom domain in order. Connect it to HubSpot by making some DNS record updates (skip this if your domain is already connected). Then, make sure you update the domain on each of your created pages. Just follow these last few steps:

1. Navigate to the top navigation bar and click on **Settings** ⚙. On the left side, look for **Tools**, then select **Content > Domains & URLs**.

2. Add your brand domain under the **Advanced options** section
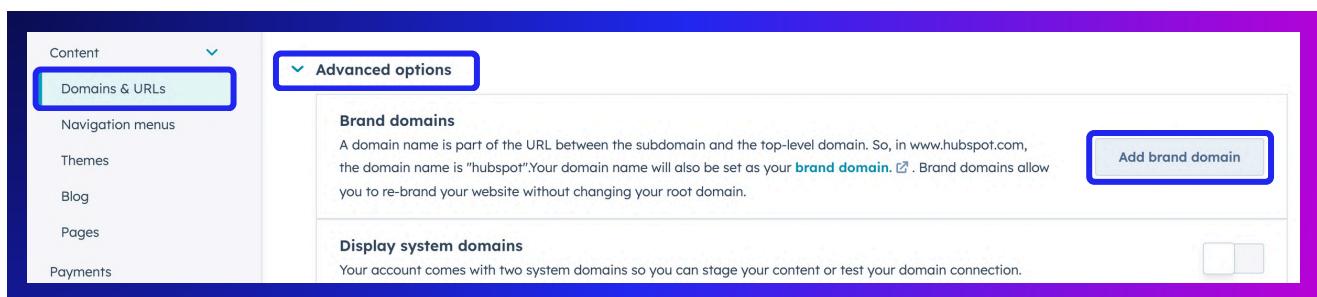
*(According to HubSpot, your brand domain is the middle part of your web address, right between the subdomain and the top-level domain. So if our domain is www.xencreate.com.au, our brand domain is **xencreate**.)*
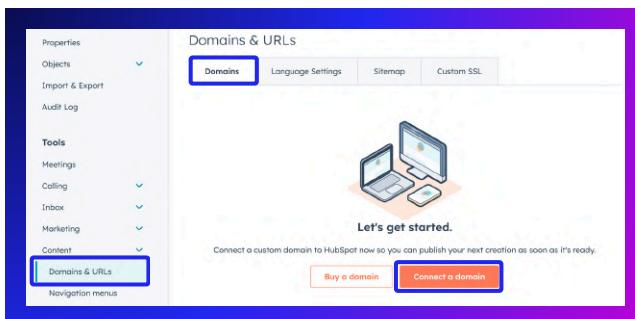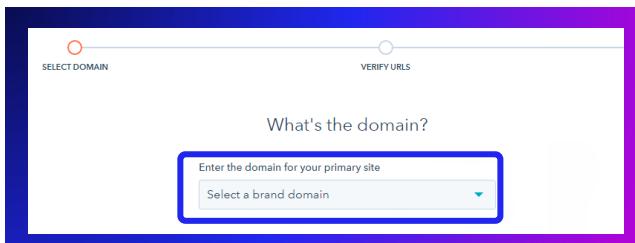
3. Click **Add brand domain**
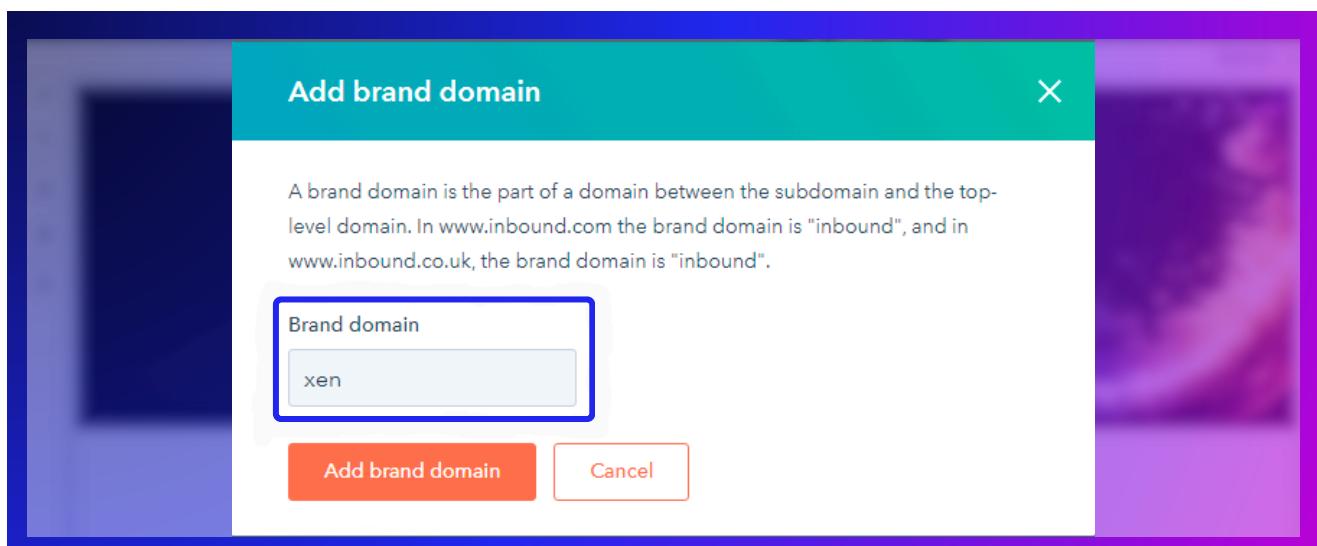
Going live!

Connecting a domain and set up DNS

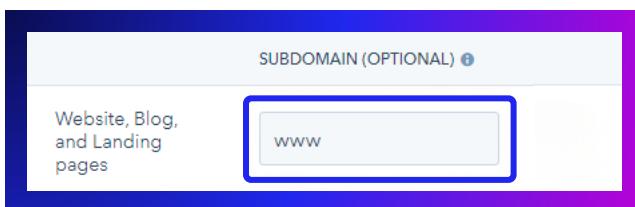Skip this process if your domain is already connected to HubSpot.

1. Still at **Domain & URLs** in your settings, under the Domain tab, click on "**Connect a domain**" button.
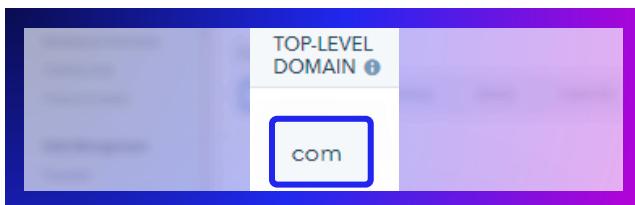

2. Select your brand domain from the dropdown.

3. Type in your subdomain (eg **www**).

4. Update the top-level domain if needed, e.g. **com.au** or you can leave it as is if you want to use **com** only. Then click next.

5. Under verification step. Update your DNS records by following the instructions given by HubSpot.
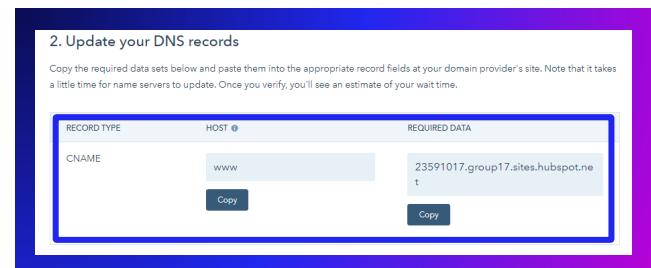
This step can be done by your IT team, or you can contact your domain name provider if you're not sure how to update your DNS records.

If you are using GoDaddy, easily set up your domain using the steps on the next page.

6. Once you or your team are done updating the DNS records, click the **Verify** button.
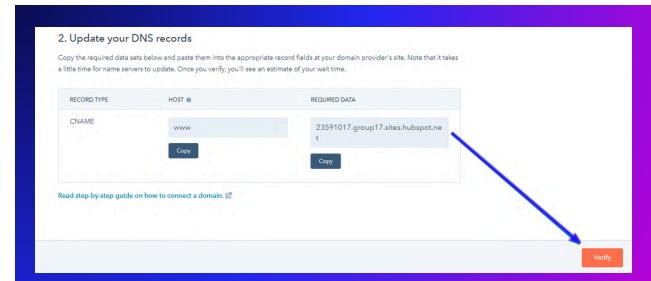
Note: It might take as long as 80 minutes for the DNS record to finish updating. If HubSpot still shows your domain as unverified, check back later.

7. Proceed to the next steps below once you get your domain verified.

Going live!

Connecting GoDaddy domain and set up DNS

If your domain is hosted by GoDaddy you can set this up using the following steps:

1. Make sure you have followed numbers 1-4 of the previous page.

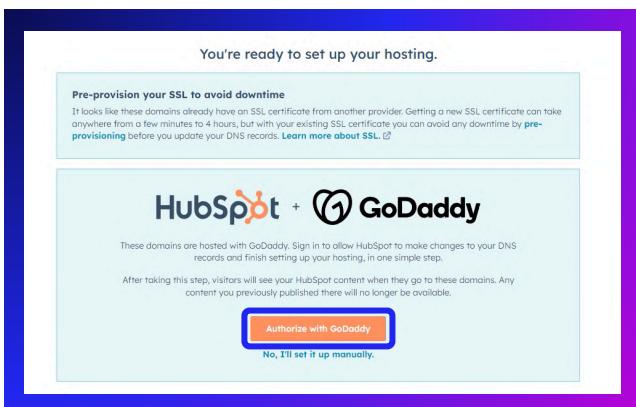2. Once you reach the Verification step, Click "**Authorize with GoDaddy**" and log into your GoDaddy account if prompted.

> **Note:** HubSpot will automatically detect if the domain is hosted on GoDaddy, simplifying the process.

3. Click **connect** on the new pop up to connect your domain
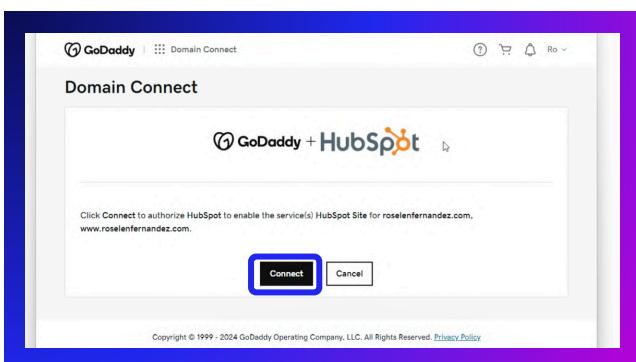
4. Wait for the notification that says you are connected then click **done**.
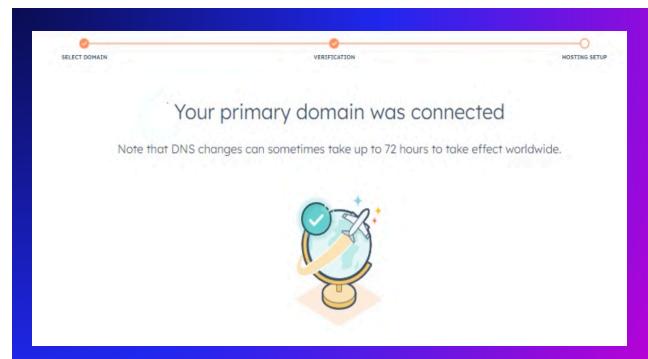
5. Once connected, confirm the setup and ensure the non-www version of your domain redirects to the www version.

6. Next, click **connect**.

7. And you're done - the DNS records will usually propagate within a few minutes.

Going live!

Updating the domain on each page

> **Note:** HubSpot will automatically replace the domain of the pages you built on the 'hubspotpagebuilder.com' domain and replace it with the primary domain you connected.

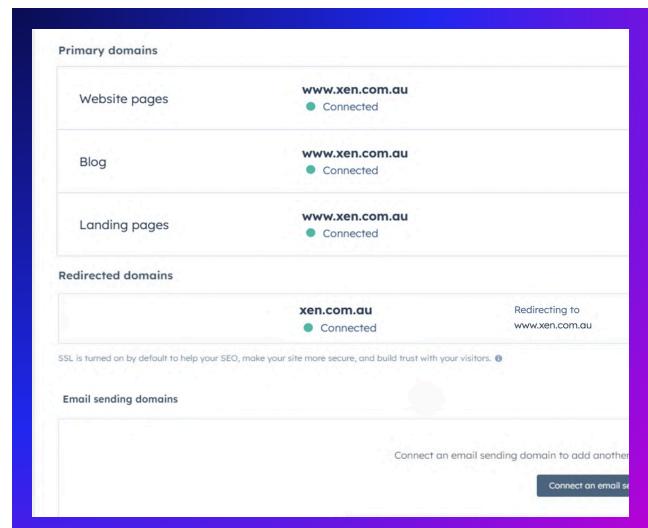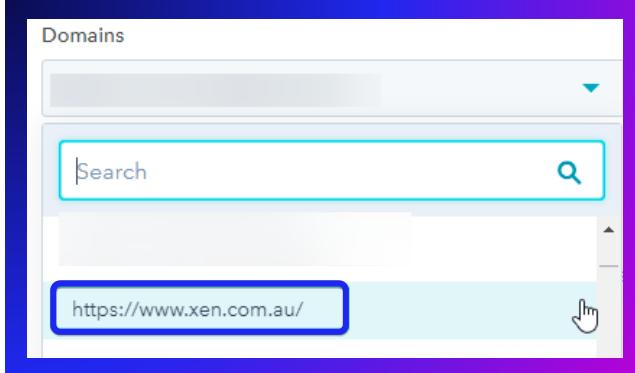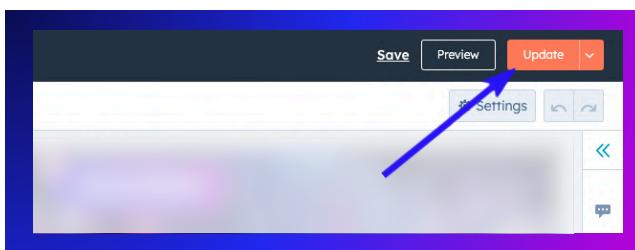If you're using another brand domain instead of the 'hubspotpagebuilder.com' and you want to change it to the newly connected domain, follow these steps:

1. Edit one of the pages you created by going to **Settings**.

2. Scroll down to the **Domain** section and choose the domain you've just connected to HubSpot.
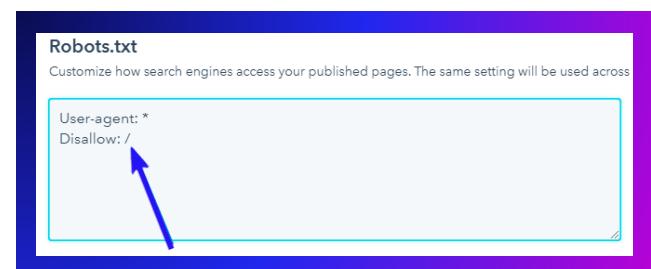

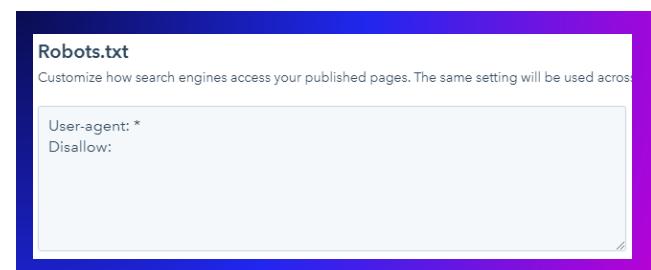3. Click on the **Update** button.

4. You'll need to do this for all the pages you created.

5. Finally, unblock the website from Search Engines by navigating to **Settings** ⚙️> **Content** > **Pages** > **SEO & Crawlers** and remove the forward slash (/) from the second line.

It should look like this:

6. Voilà! Your website is now live! Congratulations! 🥳

Setting up Google Accounts

To keep an eye on how well your website is doing and dig into the numbers, make sure to set up Google Tag Manager, Google Analytics, and Google Search Console. To get your Google accounts ready, just follow these steps:

Google Tag Manager

1. Check out our KB article on how to set up Google Tag Manager and integrate with HubSpot: **Set up Google Tag Manager (GTM) and Embed on your Website**.

Google Analytics

1. Check out our KB article on how to set up Google Tag Manager and integrate with HubSpot: **Set up Google Analytics 4 (GA4)**

2. And **Check that GA4 is tracking correctly**

Google Search Console

1. Create a Google Search Console account and make sure to follow Google's instructions on how to verify **(link).**

2. Next, **Connect Google Search Console to your HubSpot Portal**.

Now, your website is live and ready to make a great impression! Building a website in HubSpot may seem complex, but by following this step-by-step guide, you can successfully create your website from start to finish.

Need help building a HubSpot website? XEN Create can help.

We build functional, beautiful and business goals-focussed websites using CLEAN theme. Book a discovery call today to discuss your needs or visit our **website.**

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