How to Create a Website Using Hubspot Theme?
Are you tired of staring at a blank screen, wondering how to create a website that actually looks good? Yes, creating a website can be a daunting task, especially if you're not a tech whiz. But fear not! In this guide, we'll show you how to create a stunning website using HubSpot Theme, even if you have zero web design experience.

Whether you're a small business owner, an entrepreneur, or just someone looking to create an online presence, we're going to guide you through every step of the process, from selecting the perfect theme to launching your website and making it live.

So let's dive into the exciting world of website creation using HubSpot Theme!

LET'S DO THIS!
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Introduction to HubSpot THEMES

If you're looking for a hassle-free way to create a website that not only looks great but also reflects your brand, then HubSpot themes are the perfect solution for you.

But, what exactly is a HubSpot theme? Simply put, it's a collection of templates, modules, and styles that allow you to design a website that is both visually appealing as well as user-friendly. With HubSpot theme settings, you can easily customize your website to fit your brand, without the need for any coding knowledge. From SEO optimization to mobile responsiveness, HubSpot themes have everything you need to create a professional website.

So, before we jump into the process of creating a website using HubSpot themes, let's take a moment to explore the advantages of using a theme. By the end of this chapter, you'll have a better understanding of how HubSpot themes can help you create a website that truly represents your brand and engages your audience.
Benefits of Using HubSpot Themes

Creating a website can be daunting for many businesses, especially if they lack the necessary design and development skills. Fortunately, HubSpot themes offer a powerful solution that can help businesses create stunning websites quickly and easily.

Here are the top advantages of using HubSpot themes:

1. User-Friendly Interface:
With a user-friendly interface, businesses can create a stunning website that matches their brand's look and feel without the need for a developer.

2. Flexibility and Customization Options:
With HubSpot themes, businesses can customize their website to their specific needs. They can choose from various pre-built templates, modules, and styles and tailor them to their unique brand identity.

3. Advanced Features:
HubSpot themes have advanced features, such as SEO optimization and mobile responsiveness, that can help businesses rank higher in search engine result pages (SERPs) and drive more traffic to their website.

4. Regular Updates:
HubSpot themes are regularly updated with new features and functionality, ensuring that businesses can stay updated with the latest design trends, technical updates, and security features, keeping the website and visitors safe.

Now that you know the benefits of using HubSpot themes, let's get to creating your website that stands out in a crowded online marketplace.
How to Install a Theme from the Marketplace?

The HubSpot Marketplace offers a wide range of themes designed to help you create a website that not only looks great but also provides a seamless user experience. With an easy-to-use interface and various customization options, the Marketplace provides a convenient and efficient way to find the perfect theme for your website.

In this chapter, we'll show you how to navigate the HubSpot Marketplace, choose a theme that fits your needs, and install it on your website. So let's get started!

Install Theme from HubSpot Asset Marketplace

The HubSpot Asset Marketplace allows you to acquire themes for your HubSpot content.
Click the Marketplace symbol in the main navigation bar in your HubSpot account.

Click the Asset Marketplace Icon from the dropdown menu.
Click Themes to view the asset listings page.

To find a template or module, use the filters on the left sidebar:

Select a category to find the product you're searching for: themes, templates, template packs, or modules.

**Price:** choose between paid and free themes.

**Business Types:** Filter for templates created with a specific industry in mind.

**Provider:** Filter by the supplier to find templates and modules a given provider produces.
To find a template or module, use the filters on the left sidebar:
Scroll down to the option called **what’s included** to get in-depth details about your chosen theme, for example, Page Templates, Sections, Modules, etc.

On the top right corner, you will get a Preview option to glimpse your theme and how it will appear on your page.
Click on the Install option to install your theme successfully.

Install Theme from Search Engine

- Navigate to your **Search Engine**, for example, Google.
- Type "Getting started with HubSpot theme and hit “ENTER.”"
- Click on "Getting started with Themes - HubSpot Developers."
Click on the "Marketplace" option and a dropdown menu will appear.

Click the "CMS Asset Marketplace" option.
A new page will appear to navigate and click "View your other accounts."

Choose the appropriate account that you want to access in the Asset Marketplace.

Click on "Continue with this account."
Click "Themes" and follow the steps above to install the appropriate theme for your pages.
How to set-up your theme as a **Primary Theme**?

To set your downloaded theme as the Primary Theme for all your website pages, follow the steps below:

- Click on the **Settings** icon in the top right corner of HubSpot’s main dashboard.

- On the left-hand side of the settings tab, navigate to **Account Defaults** and click on it.
The Account Defaults page will appear; click on the **Branding** option.

Navigate below to see an option called **My Brand Kits**. Click on that option.
Navigate to Themes and select your theme from there.

You will see an Actions icon on the top right corner of the Themes section. Hover the icon and click on it.

A drop-down menu will appear. Now select the Change Theme option.
A new page will appear where you will find all your downloaded themes. Select the desired theme and click the **Set as active theme** option.

Your desired theme will now be set as the primary theme for all your website pages.
How to choose a **Theme Template** for setting-up different webpages?

In this chapter, we'll show you how to select a theme template for setting up different web pages, whether you're creating a homepage, landing page, or a blog post.

- Navigate to the **Marketing** tool option in HubSpot and click on it.
- A drop-down menu will appear; now click on the **Website** option.
- A new menu will open; now click on **Website Pages**.
In the upper right, hit the **Create** icon, and a drop down menu will open.

Select the **Website page** or **Landing page** options based on your preference and the page you want to create.

In the dialog box, specify a **name and domain** for the page. Select a domain for the page's URL from the Website dropdown menu. If you do not have any associated domains, the default domain of your account will be the only choice.

In the **Page Name** field, enter an **Internal name** for the page you want to create.
Finally, click on the Create page option.

Templates from your active theme will be displayed at the top of the template selection screen, while all other templates appear at the bottom in the other templates section. If you still need to do so, hover on the theme and click on Set as the active theme.

Click on the Preview template option to open the theme preview.
Once you have chosen the desired template, click the **Select template** option to proceed to the content editor.
How to edit
GLOBAL SETTINGS
of your website theme?

When it comes to making changes to your website, updating global settings can save you time and effort by allowing you to duplicate content across multiple pages. From headers and footers to navigation menus, making changes to global settings can have a substantial impact on the overall look and feel of your website.

In this chapter, we'll show you how to edit global settings for your HubSpot theme, so you can make changes that will be applied across your entire website.

Header Settings

Logo Settings

▶ Select the header and double-click on your theme to edit the header section.

▶ A pop-up menu will appear. Now click on Open in the global content editor.
The global content editor will be opened, and now click on the Contents tab.

The contents tab will open; where you need to click on the Header_Global section.
Inside the **Header_Global** section, if you want to change the logo of your respective page, hit on the **Replace** option.

A sidebar menu will appear showing images you want to insert, and you can add images in this section by clicking on **Add image**.

Now choose either of the two options, **Upload files** or **From a URL** to upload your image.
Once the image is uploaded, click the desired image you want to put as a logo on your page.

Finally, click on Apply changes option.
Menu Settings

➤ Click on the **Header_Global** Section and choose the navigation or menu option to change the menu.

➤ The Header Navigation Section or menu will appear. Click the **Create new** option to create a new menu on your pages.

➤ Create a new menu box will appear; now insert the menu name you want to create and click on **Create tab**.

➤ A new page will appear; now click the “**Add menu item**” icon to proceed with your menu settings.
Then click on the **Menu item label** field and insert the menu item name you want to appear on your page.

Now click on the **Select page** option to view the pages you want to link your menu to appear.
You can also add a menu item by hovering on the right side of an existing item and selecting **Actions > Add item below** from the menu that appears.

Child pages are shown in a dropdown menu or as a fly-out submenu. To add a new child page to a menu, do the following:

- **Hover your mouse over the top-level menu item. Then, under Actions, choose Add child item below.**

- **Enter the Menu item label** and choose a page to link to. If you need to input a URL manually, go to **Actions** and pick **URL Link** to modify the kind of child menu item.
Click Publish to finish making changes to your menu.
Once you are back to the settings page, click **Apply changes**.

Click on **Publish** to publish your changes to all the assets you want. You can also click on view all to see the changes that will happen to every asset.

Click on the "**Publish and return to page editor**" to make your changes take effect.
Footer Settings

Logo Settings

- Select the **Footer** and double-click on your theme to edit the footer section.

- A pop-up menu will appear and click on Open in **global content editor**.

- The global content editor will be opened, and now click on the **Contents Tab**.

- The contents tab will open; you can click on the **Footer_Global Section**.
Inside the Footer_Global section, if you want to change the logo of your website page, click on the Replace option.
A sidebar menu will appear showing images you want to insert, and you can add images in this section by clicking on Add image.

Now choose the required option, Upload files or From a URL to upload your image.

Once the image is uploaded, click on the image to put as a logo on your website page.

Finally, click on Apply changes option or Click here to update your changes.
Menu Settings

- Inside the Footer_Global Section, click on the desired menu section, whichever appears in your chosen theme.

- Click the **Create new** option to create a new page menu.

  “Create a new menu box” will appear; now insert the menu name you want to create and click on Create tab.

  A new page will appear; now click the **Add menu item** icon to proceed with your menu settings.
Now click on the **Menu item label** field and insert the menu item name you want to appear on your page.

Now click on the **Select page** option to view the pages you want your menu to show.

You can also add a menu item by hovering on the right side of an existing item and selecting **Actions > Add** item below from the menu that appears.
To organize your website’s pages and make it easy for visitors to navigate, you can add child pages to your menu in the form of a dropdown menu or fly-out submenu. Adding a new child page to your menu is a pretty straightforward process that can be completed in just a few clicks.

To add a new child page to your website menu, do the following:

1. Hover your mouse over the top-level menu item. Then, under Actions, choose Add child item below.

2. Enter the Menu item label and select a page to link to. If you need to add a URL manually, go to Actions and pick URL Link to modify the type of child menu item.
- Click Publish to finish making changes to your menu.

- Once you are back to the settings page, click Apply changes.
Click on **Publish to** publish your changes to all the assets you want. You can also click on **View all** to see the changes that will apply to every asset.

Click on the "**Publish and return to page editor**" to make your changes take effect.
How to customize your website theme settings?

If you want to create a unique and visually appealing website, customizing your theme settings is a must. Updating your theme options lets you set the primary colors, fonts, and button styles for your website's pages, ensuring they reflect your brand's personality and style.

In this chapter, we'll take you through the steps you need to customize your website's theme settings.

▶ Select the Theme tab on the left in the content editor to access the theme options. Then select the Edit theme settings button.
Inside the **Edit theme settings**, there is a lot that you can tweak to change the appearance of your page.

Click on the **Global Colors**, and a drop-down menu will appear.

**Primary Color**: This will apply to HS heading text, buttons and icons. (Depending on your theme selection, primary color will apply all over)

**Secondary Color**: This will apply to the heading text. (Depending on your theme selection, primary color will apply all over)

**Tertiary Color**: This will apply to paragraph text and body. (Depending on your theme selection, primary color will apply all over)

You can click on the color bubble beside each section to change its color according to your requirements. Or, you can click on the **Advanced** tab to apply a custom color.
Choose a **Primary** and **Secondary** font for your website's headers, forms, buttons, and body text. Google fonts are also supported. To change the colors of your primary or secondary fonts, click the color bubble and choose your preferred color pattern.

You may select a simple color value or go to the **Advanced** tab and use the color picker to enter a precise hexadecimal value.

Your theme's **Spacing** options control the maximum width of your page content and the vertical spacing between different items on your page.
You can control which fonts are used to which components in your templates in your Typography settings. Google fonts are also supported. Custom colors can also be used for specific theme headers, list items, body, and links.

**Headers:** You may change the font, color, size, and style of any headings in your theme.

**Body:** Only the font, color, and text size of your page's body may be changed.

**Links:** Customize the default color of your website's links. When a visitor hovers over or clicks on your link, you may also change the color and behavior of the link.
For example, click on **Heading one (H1)**, a dropdown menu will appear where you can change the **Font** and **Transform** how the letters appear, like upper case, lowercase, etc.
Similarly, you can change the appearance of your theme using other settings like *Buttons, Forms, Tables, Website Header,* and *Website Footer.*

Return to the settings main view by clicking on the *Theme settings* option in the top left corner.

Finally, when you have made all the required changes, click the *Apply changes* icon to save your changes.

Before publishing your changes to your page, you can view your changes by clicking *View all* option. Here you can see the assets using the theme by clicking on the dropdown arrow of each option.
Once your changes are made, click the **Publish to all assets** icon in the top right corner.

A pop-up menu will appear. Now, click on **Publish and return to the page editor** to make your changes live on your page.
How to use HubSpot’s default (common) module and theme’s custom module?

HubSpot's default (common) module and Theme's custom module are powerful tools that allow you to create stunning and engaging web pages quickly and easily. With the drag-and-drop page editor, you can reorganize different page sections, apply custom styles,

In this chapter, we will show you how to make the most of these tools.

- Click on the section you want to edit and click on the Delete icon, to remove the section from the page.

- There are two options present in the drag and drop left sidebar. One is: Theme modules, and the second is: Common modules.
Theme modules- This area contains modules provided by your chosen theme. Different themes contain different theme modules, which you can use on your page through drag and drop action.

Common modules- This area represents the default modules HubSpot provides to customize every page.

- After clicking on any section, a bar will appear on top of the section. You can click on the **Style section** to customize your section **Alignment and Spacing**, **Visibility**, and **Background**.

- For changing the alignment of your section, click on **Alignment** and **spacing**.

- Here, you will be provided options like **Content alignment**, **Maximum Content width**, **Padding** and **margin** to customize your chosen section.
► Also, in the **Section** Tab, you will get the **Background** tab option which helps change the background type of a section like **None**, **Color**, **Image**, or **Gradient**.

► You can also change the background color of a section using the **Background color** tab.
To replicate an existing element, hover over it and click the **Duplicate clone icon.**
How to set-up and publish different pages for your website?

- To change the page settings, go to the top of the content editor and select the Settings tab.

- Enter a name in the Internal page name field to modify the page's internal name. Note that the visitors cannot see this name.

- Enter an external name for the page in the Page title area. When a visitor's web browser loads, this name will be displayed in the tab at the top.

- Click the Content slug field in the Page URL section to convert the page title to a URL slug automatically. Enter a new URL slug in the Content slug area to update the URL.

- Enter a description of the page's content in the Meta description area, which will be displayed below the page title in the search results.
Expand the **Advanced options** area to adjust advanced settings such as the page template, visibility, and head HTML.
Click on the **Optimize** tab to add a subject or subtopic key word to your page and receive SEO recommendations.

After changing your page's content and settings, go to the Publishing options tab and configure your **publishing** choices.

Select the **Publish now** option to publish the page right away.

Select the **Schedule for later** option to publish your page later. Select a date and time to publish your page in the displayed areas.

Select the **Unpublish page on a specified date** checkbox to have your page unpublished automatically. Set a date and time to unpublish the page in the fields that are displayed, then use the dropdown menu to select a page to which this page should redirect.
You may preview your page before publishing it by clicking **Preview** in the upper right.
How to add published pages to your Website’s Menu?

Navigating your website should be easy and intuitive for your visitors, which is why it's important to have a well-structured and organized menu. Adding published pages to your website's menu can help visitors find the information they're looking for quickly and easily.

In this chapter, we'll show you how to add published pages to your website's menu using HubSpot.

- Double click on the Header section of the content to open the content in the global content editor
- A pop-up menu will appear, where you need to click on Open in global content editor.
The global content editor will be opened, and now click on the Contents Tab.

Once the contents tab opens; click on the Header_Global Section.
In the **Header_Global** section, choose the navigation or menu option to change the menu.

A box will appear. Now, click on the **Edit** button to edit the menu of the page.

A new window will open, called **Navigation**.

Hover your mouse over the top-level menu item. Then click on the **Actions** icon.

Under **Replace with** section, click on the **Page link** to attach the menu with the specific homepage of your choice.

Click on the **URL link** icon to add the menu to a specific URL.

Now, click on the **Page link with URL** parameter to add your menu with a specific URL containing sections.
Click **Publish** to finish making changes to your menu.

Hover your mouse over the top-level menu item. Then click on the **Actions** icon.

Once your changes are made, click the **Publish to** all assets icon in the top right corner.

A pop-up menu will appear, where you need to click on the Publish and return to the page editor to make your changes live on your page.
Click on **Publish** on the top right corner of your page to make your page live.

Finally, click on the Publish **page now** button to publish your page.

Similarly follow the above steps to attach published pages to the menu for the Footer section.
Voila! Your New Website is Ready for the World: Thanks to HubSpot Themes!

Congratulations, you’ve made it to the end of this guide on creating a website using HubSpot themes! We hope you now have a concrete understanding of the process and feel confident in your ability to create a stunning website.

Whether you’re a seasoned designer or a newbie, using HubSpot themes can make the website creation process easier and more enjoyable. So, go ahead and put your newfound knowledge to the test!

And if you’re still looking for some inspiration, don’t forget to check out HubSpot themes by webdew. Now it’s time to unleash your creativity and start building your dream website!

CONGRATULATIONS!
WE VALUE YOUR FEEDBACK!

If you have any feedback or suggestions, we'd love to hear them. Just send a carrier pigeon, shoot us an email, or tap out a message on your telegraph (if you're feeling nostalgic). We promise to read everyone (except maybe the ones from pigeons...they tend to be a bit hard to decipher).

HAPPY CREATING