



Turn your website into a marketing machine

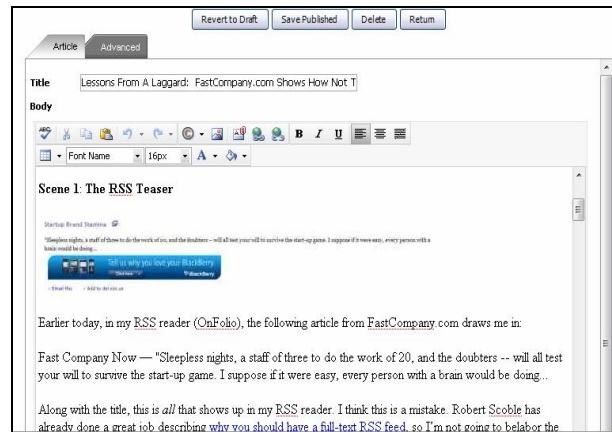
www.hubspot.com

HubSpot software turns your web site into a marketing machine, making it easy for you to generate more web site visitors, convert more visitors to leads, turn more leads into customers, and analyze every step of the process. Designed for a non-technical user, HubSpot software is easy-to-use because it is intended for marketing and sales people, not IT experts. If you can use Microsoft Word and Internet Explorer, then you are ready to use HubSpot software to make your web site into a more effective sales and marketing tool.

### Get More Web Site Visitors

With built in content editing and search engine optimization tools (SEO), HubSpot software helps you find the keywords people are using to search for your business and makes it easy for you to adjust your website content so you can get ranked higher in Google, Yahoo, MSN and other search engines so that you get more visitors to your web site.

Actions	Keyword(s)	Find related	Estimated Clicks	GoogleAd CPC, \$	Competitiveness	Recommendation
<a href="#">refresh</a>   <a href="#">delete</a>	project management	<a href="#">find &gt;</a>	83,145	3.36	6.2	Ignore
<a href="#">refresh</a>   <a href="#">delete</a>	internet marketing	<a href="#">find &gt;</a>	34,436	4.35	6.5	Not worth optimizing
<a href="#">refresh</a>   <a href="#">delete</a>	online marketing	<a href="#">find &gt;</a>	28,139	4.97	6.5	Not worth optimizing
<a href="#">refresh</a>   <a href="#">delete</a>	marketing sales	<a href="#">find &gt;</a>	24,670	2.20	5.5	Not worth optimizing
<a href="#">refresh</a>   <a href="#">delete</a>	business sales	<a href="#">find &gt;</a>	22,193	2.89	5.3	Not worth optimizing
<a href="#">refresh</a>   <a href="#">delete</a>	lead generation	<a href="#">find &gt;</a>	12,277	8.29	5	Optimize site
<a href="#">refresh</a>   <a href="#">delete</a>	internet marketing business	<a href="#">find &gt;</a>	9,127	4.53	5.2	Not worth optimizing
<a href="#">refresh</a>   <a href="#">delete</a>	complex sale	<a href="#">find &gt;</a>	8,042	5.34	4.5	Not worth optimizing
<a href="#">refresh</a>   <a href="#">delete</a>	definition of marketing	<a href="#">find &gt;</a>	6,920	0.78	4.2	Not worth optimizing
<a href="#">refresh</a>   <a href="#">delete</a>	internet marketing online	<a href="#">find &gt;</a>	6,796	4.30	5.5	Not worth optimizing
<a href="#">refresh</a>   <a href="#">delete</a>	lead marketing	<a href="#">find &gt;</a>	6,440	6.75	4	Not worth optimizing
<a href="#">refresh</a>   <a href="#">delete</a>	sales lead	<a href="#">find &gt;</a>	5,589	8.69	5.3	Not worth optimizing
<a href="#">refresh</a>   <a href="#">delete</a>	web internet marketing	<a href="#">find &gt;</a>	3,953	4.97	6.7	Not worth optimizing
<a href="#">refresh</a>   <a href="#">delete</a>	internet marketing tip	<a href="#">find &gt;</a>	3,453	2.44	4.8	Not worth optimizing



### Get Ranked Higher in Search Engines with Keyword Tools and a Simple Web Site Editing System

### Convert Visitors to Leads

Visitors are great, but leads are better. HubSpot software provides tools so you can add white papers, surveys and other forms to your site quickly and easily, without any programming, so you can convert more of these visitors into sales leads. HubSpot also allows you to create landing pages for your search engine marketing, so that you can quickly and easily control exactly what your visitor sees. Simple tactics such as these can give you three or four times as many conversions for each visitor.

Quickly and Easily Build Conversion Forms to Convert Web Site Visitors into Leads

Contract Us

First Name

Last Name

Email

Company

WebSite

Message

Address

No. Employees

## Turn Leads into Customers

When HubSpot software powers your web site, you can track the full path of all of your leads through your web site. Before you call or email a lead, you know what pages they have visited, what comments they have written on your blog, which documents they have downloaded, and what information they have submitted to you through the web forms you created. When you know a lot more about your leads, you have the power to turn them into customers at a higher rate.

	Email	Source	Converted On	Found Site Via
<a href="#">Details</a>	<a href="#">Delete</a>	Blog Comment : 12 Quick Tips To Search Google Like An Expert	19 Mar 2007	<a href="#">www.bruceclay.com/blog/</a>
<a href="#">Details</a>	<a href="#">Delete</a>	Blog Comment : 12 Quick Tips To Search Google Like An Expert	19 Mar 2007	<a href="#">www.jacksonville.com/business/</a>
<a href="#">Details</a>	<a href="#">Delete</a>	Contact_Form : Short Contact Form	19 Mar 2007	<a href="#">www.typepad.com...109&amp;id=63627000</a>
<a href="#">Details</a>	<a href="#">Delete</a>	Site Registration : Register\$	19 Mar 2007	<a href="#">www.jacksonville.com/tu-online/</a>
<a href="#">Details</a>	<a href="#">Delete</a>	Mailing List : How To Hire Superstars: Collaborate Early!	19 Mar 2007	<a href="#">html.wnbc.com/s...vnewsfree.html</a>
<a href="#">Details</a>	<a href="#">Delete</a>	Mailing List : Internet Marketing Blog : Small Business Hub	18 Mar 2007	<a href="#">www.stumbleupon...usinesshub.com/</a>
<a href="#">Details</a>	<a href="#">Delete</a>	Site Registration : Register\$	18 Mar 2007	<a href="#">www.hubspot.com/Default.aspx</a>
<a href="#">Details</a>	<a href="#">Delete</a>	Mailing List : Internet Marketing Is Dead	18 Mar 2007	<a href="#">www.stumbleupon...usinesshub.com/</a>
<a href="#">Details</a>	<a href="#">Delete</a>	Mailing List : Internet Marketing Blog : Small Business Hub	17 Mar 2007	Typed in URL directly
<a href="#">Details</a>	<a href="#">Delete</a>	Mailing List : Backroom Confessions Of A Marketing Executive	17 Mar 2007	<a href="#">www.hubspot.com...12/Default.aspx</a>
<a href="#">Details</a>	<a href="#">Delete</a>	Mailing List : The 301 Redirect: How To Change Your Website Address Without Losing Search Rankings	16 Mar 2007	Google Search
<a href="#">Details</a>	<a href="#">Delete</a>	Mailing List : HubSpot Site Manager	16 Mar 2007	<a href="#">www.hubspot.com...12/Default.aspx</a>
<a href="#">Details</a>	<a href="#">Delete</a>	Mailing List : HubSpot Site Manager	16 Mar 2007	<a href="#">www.901am.com/2...ch-or-dgg.html</a>
<a href="#">Details</a>	<a href="#">Delete</a>	Blog Comment : Internet Marketing Is Dead	16 Mar 2007	<a href="#">www.hubspot.com/</a>
<a href="#">Details</a>	<a href="#">Delete</a>	Mailing List : Internet Marketing Blog : Small Business Hub	15 Mar 2007	<a href="#">www.hubspot.com...12/Default.aspx</a>
<a href="#">Details</a>	<a href="#">Delete</a>	Blog Comment : Presidential Internet Marketing: Data Comparing Obama, Clinton, Edwards, Romney, Giuliani,	15 Mar 2007	<a href="#">www.hubspot.com/</a>

**Visit History**

**Found Site Via**  
[www.hubspot.com/](#)  
 No custom forms or surveys completed  
 No white papers downloaded

**Blog Comments Made**  
 3/15/2007 11:49:35 AM  
 The data above is very interes...

**Pages Visited**  
 3/15/2007 11:41:50 AM  
[Internet Marketing Blog : Small Business Hub](#)  
 3/15/2007 11:43:42 AM  
[Internet Marketing Blog : Small Business Hub](#)  
 3/15/2007 11:49:40 AM  
[Internet Marketing Blog : Small Business Hub](#)  
 3/15/2007 11:49:54 AM  
[Internet Marketing Blog : Small Business Hub](#)

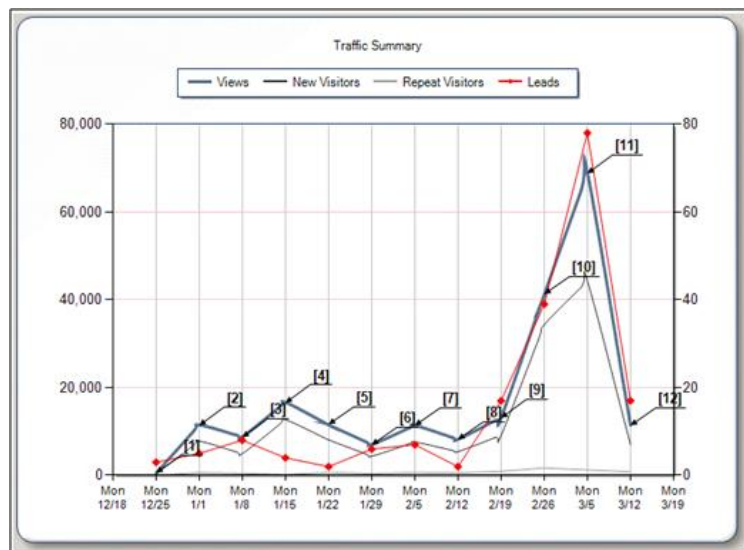
**Articles Read**  
 3/15/2007 11:43:42 AM  
[Presidential Internet Marketing: Data Comparing Obama, Clinton, Edwards, Romney, Giuliani, McCain](#)  
 3/15/2007 11:49:40 AM  
[Presidential Internet Marketing: Data Comparing Obama, Clinton, Edwards,](#)

*Get Detailed Information on Leads*

## Analyze All Your Marketing Activities

The integrated reports in HubSpot software allow you to understand the effects of all your marketing activities so you can optimize your efforts and allocate your time and money towards the programs that generate the most leads and sales for your business.

*Find the Most Effective Marketing Activities*



**HubSpot**  
 One Broadway, 14<sup>th</sup> Floor  
 Cambridge, MA 02142  
[www.hubspot.com](#)

