The HubSpot Website Migration Checklist

Can you move your website off HubSpot and keep using HubSpot? Yes. A HubSpot website migration moves the pages, not the customer records.

Give every row an owner and a due date, and work the stages in order. Each item is explained in the full guide at byalkali.com/resources/hubspot-website-migration/

01 Before the build

Decide what moves, what stays and what gets dropped.

DONE	TASK	OWNER	DUE
☐	List every HubSpot feature the site uses and sort each into keeps working, carries over with work, or rebuild or drop.		
☐	Choose the forms approach: embed the HubSpot forms, or post your own forms to HubSpot with the hubspotutk cookie and page URL.		
☐	Keep form field names mapped to the same HubSpot properties.		
☐	Decide whether landing pages stay on HubSpot or get rebuilt on the new site.		
☐	Check which product each remaining feature comes from in your own subscription.		
☐	Note the renewal date and the notice deadline, five business days before it.		
☐	Decide, for smart content, HubDB pages and private pages, whether each one is rebuilt or dropped.		

02 Export, while everything is switched on

DONE	TASK	OWNER	DUE
☐	Bulk HTML export of website pages, landing pages and blog posts.		
☐	Blog post data spreadsheet.		
☐	Each HubDB table as a CSV.		
☐	URL redirects table as a CSV.		
☐	Files as a ZIP from Content > Files (super admin).		

DONE	TASK	OWNER	DUE
☐	Match old /hubfs/ file paths to their new locations with the Files API or a crawl.		
☐	Store the full export somewhere safe and keep it after launch.		

03 Before cutover

DONE	TASK	OWNER	DUE
☐	Tracking code on every page template on staging, seen firing.		
☐	Live chat widget appears on staging.		
☐	Every HubSpot redirect recreated on the new host.		
☐	/hubfs/ and /hs-fs/hubfs/ paths added to the new host's redirect map.		
☐	Old content and recent emails searched for cta_guid, links repointed or redirected.		
☐	If landing pages stay on HubSpot: primary content types, such as website pages and landing pages, moved to the subdomain that stays, before disconnecting the main domain in Settings > Content > Domains & URLs.		
☐	Email content type moved to a domain that stays on HubSpot.		
☐	Every active workflow opened and its trigger checked.		
☐	Blog tag and author listing pages mapped like any other URL.		
☐	Images inside each blog post re-hosted on the new site.		
☐	Every CTA found and re-embedded or replaced.		
☐	Meetings widget embed code pasted into the new contact or demo page.		
☐	Downgrade notice given at least five business days before renewal, once every export is done and the new site is live or its launch date is certain. If Marketing Hub drops from Professional or Enterprise to Starter or the free tools as part of it, the redirects table goes and HubSpot CTAs stop working.		

04 After cutover

DONE	TASK	OWNER	DUE
☐	New host forwards HubSpot's email paths to the domain that stays, and an old unsubscribe link tested.		
☐	Test form submissions land as contacts with page and source history.		
☐	Old file links spot-checked, starting with datasheets linked from other sites.		
☐	90 days of monitoring from the website migration checklist.		

Alkali builds websites for established B2B companies. byalkali.com

Checked against HubSpot's help and developer documentation and Alkali's first-hand experience, November 2026.