twodaytwoday

March 24th 2023

Hubspot - how to use **HubDB** on twoday websites

All you need to know about content creation in HubDB

Contents

Short introduction to HubDB

You can create content like courses, webinars and white papers in HubDB.

HubDB gives you the opportunity to create tables with dynamic content to use on your web pages.

This makes it easier for you as an editor to create new content without having to deal with the layout or to remember to insert a link to the new content wherever you want someone to access it on the website.

HubDB consists of a table for each type of content and country. For example, there is a table for all white papers in Denmark (i.e. content that should be displayed on twoday.dk). Each table consists of x numbers of rows. Each row in a table results in a new URL the visitor can access.

HubDB also allows you as an editor to insert rows from a table with a specific tag on any web page in order to display content related to a particular topic.

Content creation in HubDB

At present you need to use HubDB to create the following types of content:

- Courses, seminars or webinars
- On-demand webinars
- White paper

For each type of content and country (domain) the following pages are created by default:

- A summary page
- A page for the dynamic content which is pulled from a table in HubDB
- A standard form
    - A standard confirmation page connected to the form

Contact Line from twoday Co3 on line.bach@co3.dk if you can't find the page you need.

Important to know before you start creating content

Each type of content uses the same web page and the same form with the associated confirmation page by default.

Therefore, it is important to consider whether you want to be able to track performance via *Campaigns* on the specific page, i.e. the specific row in a table from HubDB.

It is also important to consider which flow the user will be directed through after filling out the form.
For example, if you want to give the user the opportunity to download your white paper directly from the confirmation page, you need to create a unique form and confirmation page with a link to the white paper.

The same applies to, for example, webinars on demand. If you want to give the user the opportunity to watch the webinar directly from the confirmation page, you must create a unique form and confirmation page with the on-demand video.

If you do not create unique forms and confirmation pages, you can add a link to the white paper, on-demand webinar, etc. via emails in an automation flow.

Example

Two white papers with their respective titles:

1. White paper: *Den digitale kunderejse*
2. White paper: *Syntetiske data*

	ID	PAGE TITLE	PAGE PATH	TITLE	FORM	TEASER	IM...	CATEGORY
1	61766500329	Den digitale kunder	den-digitale-kun	Den digit...				Marketing × Technology ×
2	61766500330	Syntetiske testdata	syntetiske-testda	Syntetisk...				Marketing × Technology ×

The dynamic page that pulls content from the table in HubDB has the following URL: www.twoday.dk/inspiration/whitepapers/[:dynamic-slug]

In the row for the content for white paper no. 1 in the HubDB table, we use the Page path field to indicate that it should get the following path:

- den-digitale-kunderejse

This means that the exact URL for white paper no. 1 will be: www.twoday.dk/inspiration/whitepapers/den-digitale-kunderejse

"[:dynamic-slug]" from the URL will be replaced by the content from the page path field.

Since all pages for the content type *White papers* use the same web page and the same form, it is not possible to add the specific page or form as assets to a campaign – unless you want to create a campaign that tracks across all pages with the content type *White paper*.

However, it can be useful to track the performance of each white paper if, for example, you are running paid advertising.

How to track performance

Tracking a URL: In order to track the performance of a specific page under *Campaigns*, you need to create a UTM link for the specific URL connected to the campaign.

[Learn how to track a URL here]

Tracking a form: In order to track the performance of a specific form under *Campaigns*, you need to create a unique form for the specific white paper and then connect it to the specific campaign.

Learn how to track a form here

Creation of a white paper

If you **don't** want to create a unique form and confirmation page with a direct link to the white paper connected to a HubSpot campaign, you can skip step 2-3.

1. Start by creating the images you need. You can download a Photoshop template with the different image sizes here: https://design.twoday.com/download-files/ebook-in-ipad-mockup-for-blog
    a. Upload them to the correct folder under Marketing → Files and Templates → Files

2. Create the confirmation page with the desired content and a link to the white paper. You can create the confirmation page under Marketing → Website → Website Pages
Tip: You can make a copy of an existing confirmation page with the desired design.

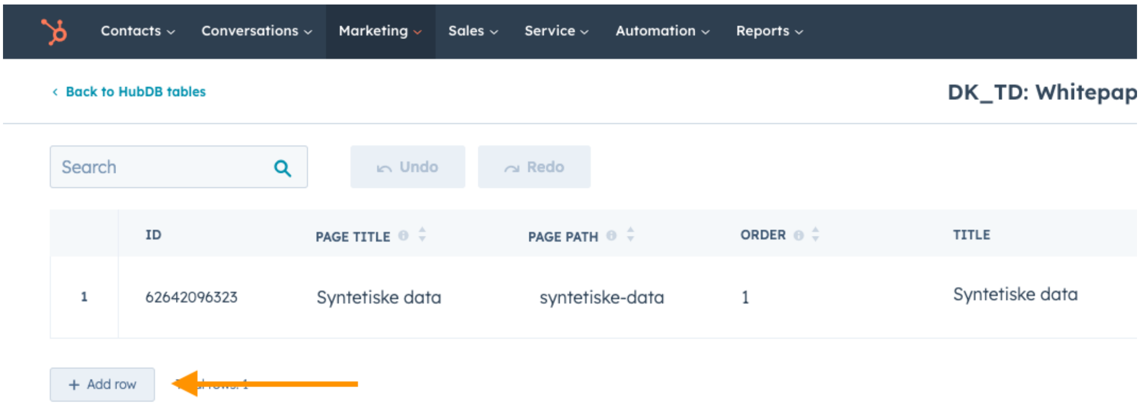
3. Create a form with the fields you need and make sure to have the right options settings.
You can create the form under Marketing → Lead Capture → Forms
Tip: You can make a copy of an existing form with the desired fields and options settings.
    a. Make sure to connect the right confirmation page you created in step 1.

4. Go to the HubDB - Marketing → Files and Templates → HubDB

5. Find and click on the HubDB table to which you want to add a new row. See example for DK:

4721653	DK_TD: Whitepapers	pub-lished

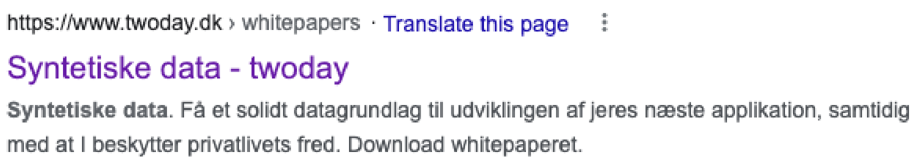
6. Click on *Add row* or clone a row ([see how to clone a row here](#)):



A new row will appear at the bottom by default. Even if you change the order in the HubDB table, each row will always be displayed according to the value in the Order field. The lowest number will be displayed first on the summary page.

7. Fill out the fields in the new row:

    a. **Page title:**
    The title of the page which is shown in the browser and in the search results in Google.



    b. **Page path:**
    In this field you define the URL for the specific row in the table. [:dynamic-slug] from the URL will be replaced by the content in the Page path field.

    IMPORTANT: The text can not include space (use hyphens instead) nor special characters or *æ, ø, å, ö, ä, ą, č, ę, ė, į, š, ų, ū, ž.*

    c. **Order:**
    Determines the order of the different rows in the table, displayed on the summary page.

Example:
Row 4 will be displayed as the first content on the summary page because it contains the lowest number in the field *Order*.

	ID	PAGE TITLE	PAGE PATH	ORDER	TITLE
1	62861808589	How to manage me	how-to-manage-	2	2. Whitepaper række 2
2	62861808590	Whitepaper 3	whitepaper-3	3	3. Whitepaper række 3
3	62929169098	Whitepaper 4	whitepaper-4	4	Whitepaper række 4
4	62861808588	Kunstig intelligens	kunstig-intelligen	1	1. Kunstig intelligens

This means that the order of the rows in the table does not have influence on the order shown on the summary page. It is the value in the field *Order* that determines this.
You can type in both positive and negative values (-5, -1, 2, 3, 10 etc.)

d. **Title:**
Insert the text you want as the heading on the landing page. If you want to highlight some of the text with bold then use “”.

Example:
Syntetiske **data** → Syntetiske data

e. **Teaser:**
Type in your teaser text.
The text will be displayed under the title and before the image on the content page.

f. **Image:**
Select the image you uploaded in step 1 to have it displayed on the content page.

g. **Open Graph image:**
Select the image you uploaded in step 1 to have it displayed as an Open Graph image when you share the content page on social media.

h. **Listing image:**
Select the image you uploaded in step 1 to have it displayed on the summary page.
PLEASE NOTE: If you do not select an image, it will automatically use the image from the field *Image*.

i. **Description:**
Click on *Edit* to open a rich text editor. Type in the text you want displayed below the image on the content page. The text will also be used as a teaser text on the summary page.

j. **Type:**
Select the type of content you are adding.

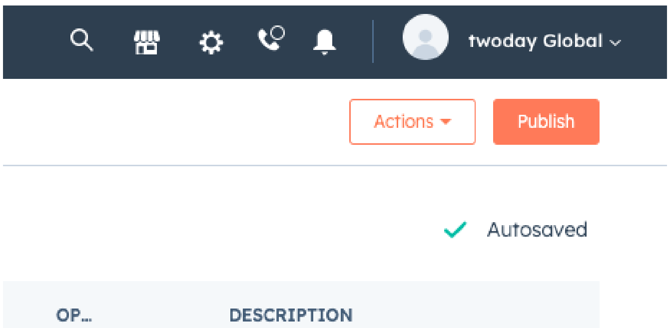
k. **Category:**
Select the category/categories you want the content to be tagged with. Your choice will affect the filtering on the summary page.

Learn how to create a new category/tag here

l. **Form**
Skip this step if you ***don't*** *want to use a unique form connected to a HubSpot campaign.*

Type in the ID of the form you created in step 3.
You can find the form ID by editing the form. The ID is shown in the URL like the example below (marked with green):
https://app-eu1.hubspot.com/forms/26750578/editor/e91d4c42-c720-40ce-ae85-7e16524c6e1e/edit/form

m. Now click on *Publish* at the top right corner:



Creation of a course, seminar or webinar

An event with an expired date will automatically be removed from the summary page.

If you **don't** want to create a unique form and confirmation page connected to a HubSpot campaign, skip step 2-3.

[Learn how to create a webinar on demand here]

1. Start by creating the images you need.
    a. Image for the page: 1280 px wide
    b. Open Graph image: 1200 x 628 px
    c. Upload them to the correct folder under Marketing → Files and Templates → Files

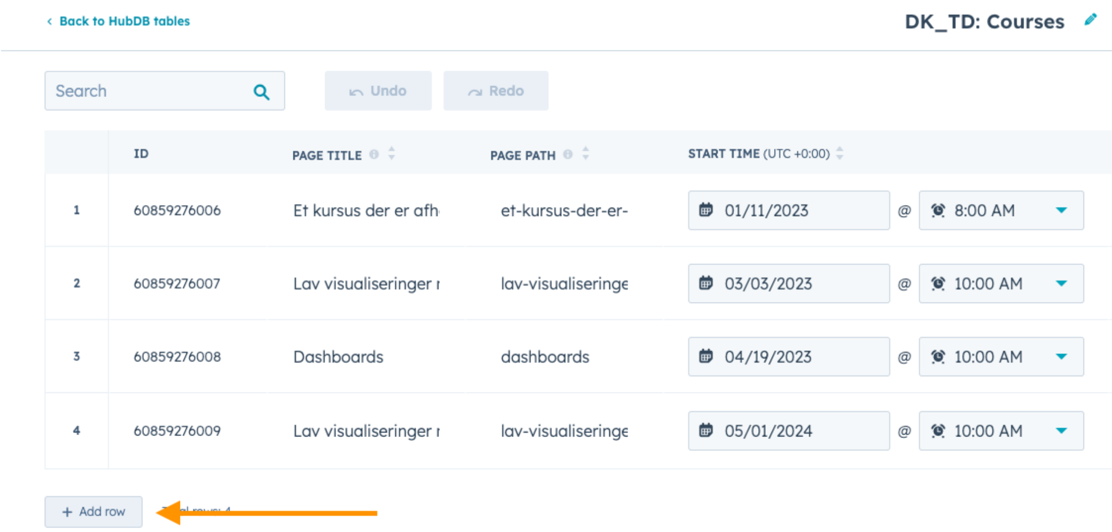
2. Create the confirmation page with the desired content and a link to the webinar room (optional).
   You can create the confirmation page under Marketing → Website → Website Pages
   Tip: You can make a copy of an existing confirmation page with the desired design.

3. Create a form with the desired fields and make sure to have the right options settings.
   You can create the form under Marketing → Lead Capture → Forms
   Tip: You can make a copy of an existing form with the desired fields and options settings.
    a. Make sure to connect the right confirmation page you created in step 1.

4. Go to HubDB – Marketing → Files and Templates → HubDB

5. Find and click on the HubDB table to which you want to add a new row. See example for DK:

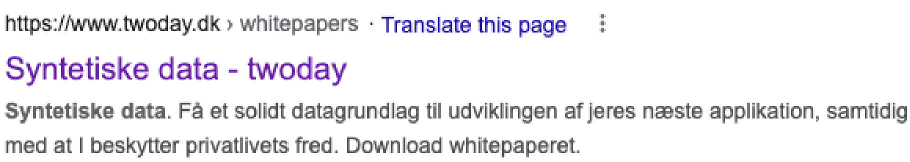
6. Click on *Add row* or clone a row ([see how to clone a row here](#)):



A new row will be placed at the bottom by default. Even if you change the order in the HubDB table, each row will always be displayed after the first upcoming event at the top of the summary page.

7. Fill out the fields in the new row:

   a. **Page title:**
   The title of the page which is shown in the browser and in the search results in Google.



   b. **Page path:**
   In this field you define the URL for the specific row in the table. [:dynamic-slug] from the URL will be replaced by the content in the Page path field.

> IMPORTANT: The text can not include space (use hyphens instead) nor special characters or *æ, ø, å, ö, ä, ą, č, ę, ė, į, š, ų, ū, ž.*

c. **Start time:**
   Select start date and time

d. **End time**
   Select end date and time

e. **Duration**
   Type in the duration

f. **Location**
   Select the location

   Learn how to add a new location here

g. **Title:**
   Insert the text you want as the heading on the landing page.

   If you want to highlight some of the text with bold then use "".

   Example:
   Syntetiske **data** → Syntetiske data

h. **Teaser:**
   Type in the teaser text.
   The text will be displayed under the title and before the image on the content page.

i. **Image:**
   Select the image you uploaded in step 1 to have it displayed on the content page.

j. **Open Graph image:**
   Select the image you uploaded in step 1 to have it displayed as an Open Graph image when you share the content page on social media.

k. **Description:**
   Click on *Edit* to open a rich text editor. Type in the text you want displayed in the column to the left on the content page.

l. **Description – column two:**
   Click on *Edit* to open a rich text editor. Type in the text you want displayed in the column to the right on the content page.

m. **Type:**
   Select the type of event you want to add.

[Learn how to edit event types here]

n. **Price:**
Type in a price (optional)

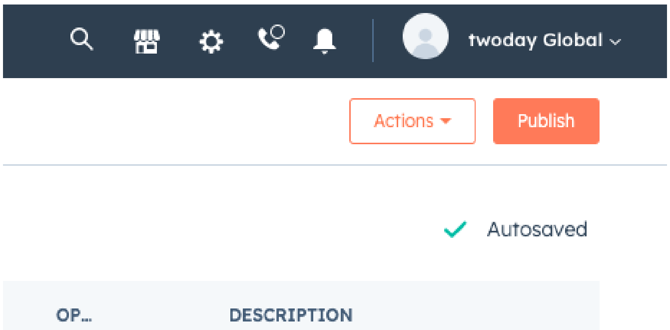
o. **Form**
*Skip this step if you **don't** want to use a unique form connected to a HubSpot campaign.*

Type in the ID of the form you created in step 3.
You can find the form ID by editing the form. The ID is shown in the URL like the example below (marked with green):
https://app-eu1.hubspot.com/forms/26750578/editor/e91d4c42-c720-40ce-ae85-7e16524c6e1e/edit/form

p. **Hosts**
Select the person/persons you want to add as hosts on the content page.

[See how you edit hosts here]

q. Now click on ***Publish*** at the top right corner:



Creation of an on-demand webinar

If you **don't** want to create a unique form and confirmation page with the webinar on demand video, skip step 2-3.

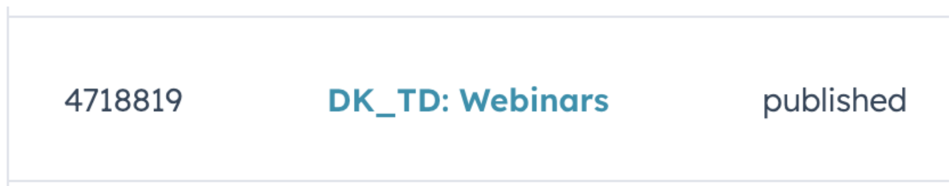
1. Start by creating the images you need.
    a. Image for the page: 1280 px wide
    b. Open Graph image: 1200 x 628 px
    c. Upload them to the correct folder under Marketing → Files and Templates → Files

2. Create the confirmation page with the desired content and the webinar video (optional).
   You can create the confirmation page under Marketing → Website → Website Pages
   Tip: You can make a copy of an existing confirmation page with the desired design.

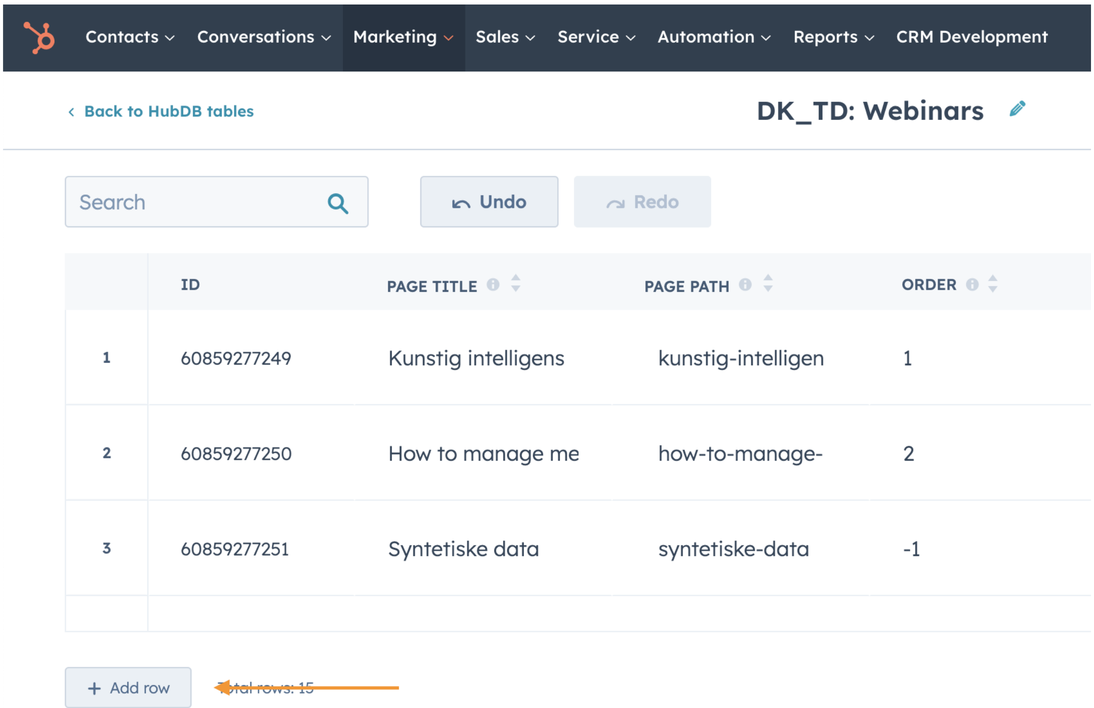
3. Create a form with the fields you need and make sure to have the right options settings.
   You can create the form under Marketing → Lead Capture → Forms
   Tip: You can make a copy of an existing form with the desired fields and options settings.
    a. Make sure to connect the right confirmation page you created in step 1.

4. Go to HubDB – Marketing → Files and Templates → HubDB

5. Find and click on the HubDB table to which you want to add a new row. See example for DK:



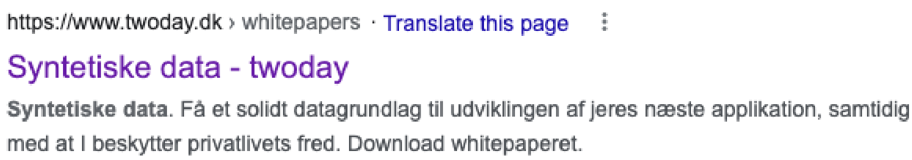
6. Click on *Add row* or clone a row ([see how to clone a row here](#)):



A new row will appear at the bottom by default. Even if you change the order in the HubDB table, each row will always be displayed according to the value in the Order field. The lowest number will be displayed first on the summary page.

7. Fill out the fields in the new row:

a. **Page title:**
The title of the page which is shown in the browser and in the search results in Google.



b. **Page path:**
In this field you define the URL for the specific row in the table. [:dynamic-slug] from the URL will be replaced by the content in the Page path field.

IMPORTANT: The text can not include space (use hyphens instead) nor special characters or *æ, ø, å, ö, ä, ą, č, ę, ė, į, š, ų, ū, ž*.

c. **Order:**
Determines the order of the different rows in the table, displayed on the summary page.

Example:
Row 3 will be displayed as the first content on the summary page because it contains the lowest number in the field *Order*.

D	PAGE TITLE	PAGE PATH	ORDER	TITLE
0859277249	Kunstig intelligens	kunstig-intelligen	1	1. Kuns
0859277250	How to manage me	how-to-manage-	2	2. How
0859277251	Syntetiske data	syntetiske-data	-1	3. How

This means that the order of the rows in the table does not have influence on the order shown on the summary page. It is the value in the field *Order* that determines this.
You can type in both positive and negative values (-5, -1, 2, 3, 10 etc.)

d. **Title:**
Insert the text you want as the heading on the landing page.

If you want to highlight some of the text with bold then use “”.

Example:
Syntetiske **data** → Syntetiske data

e. **Teaser:**
Insert the teaser text.
The text will be displayed under the title and before the image on the content page.

f. **Image:**
Select the image you uploaded in step 1 to have it displayed on the content page.

g. **Open Graph image:**
Select the image you uploaded in step 1 to have it displayed as an Open Graph image when you share the content page on social media.

h. **Description:**
Click on *Edit* to open a rich text editor. Type in the text you want displayed below the image on the content page. The text will also be used as a teaser text on the summary page.

i. **Type:**
Select the type of content you want to add.

j. **Category:**
Select the category/categories you want the content to be tagged with. Your choice will affect the filtering on the summary page.

Learn how to create a new category/tag here

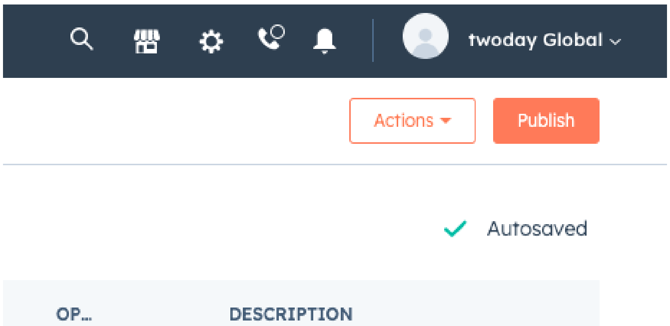
k. **Hosts**
Select the person/persons you want to add as hosts on the content page.

See how you edit hosts here

l. **Form**
*Skip this step if you **don't** want to use a unique form connected to a HubSpot campaign.*

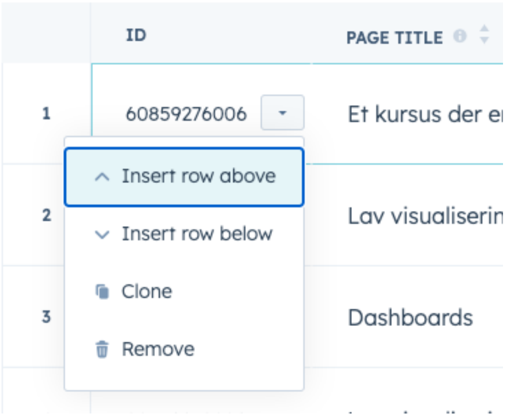
Type in the ID of the form you created in step 3.
You can find the form ID by editing the form. The ID is shown in the URL like the example below (marked with green):
https://app-eu1.hubspot.com/forms/26750578/editor/e91d4c42-c720-40ce-ae85-7e16524c6e1e/edit/form

m. Now click on ***Publish*** at the top right corner:



Clone or remove a row in a HubDB table

1. Click on the table you want to edit
2. Click on the arrow next to the ID on the row you want to clone or remove

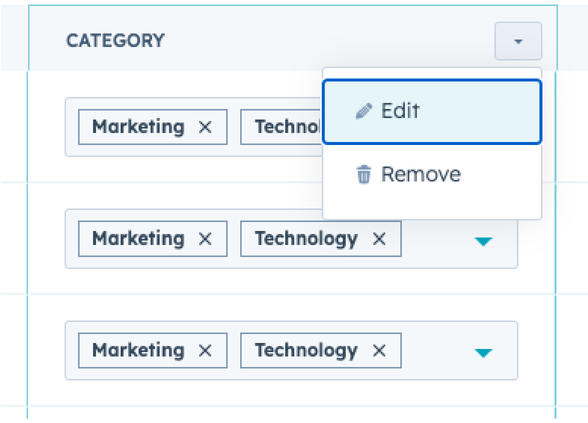


From here you can either remove the row or make a copy of it.

Please note: The content in *Page path* will not be copied.

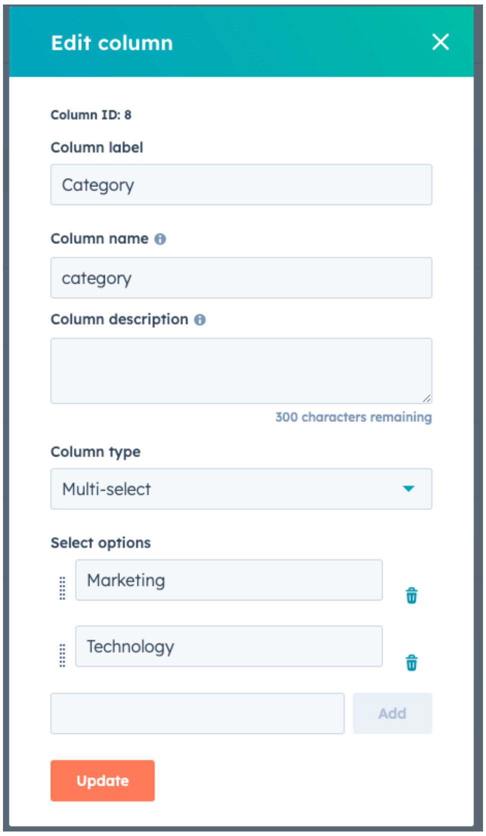
Tags/categories: add, remove or edit

1. Click on the arrow at the top right corner next to the column heading. Now click on *Edit*.



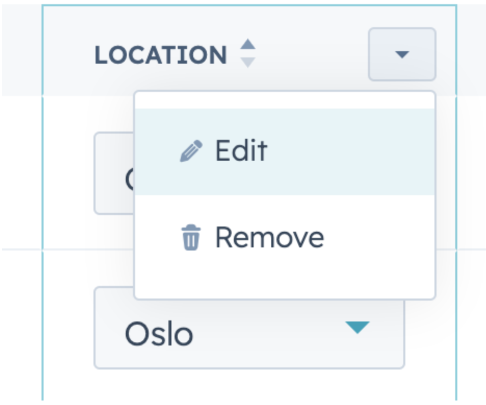
2. A dialogue box will appear and you can now add, remove or edit tags/categories.

IMPORTANT: The text can not include special characters like *&, !, ?* or be replaced with HTML number code and entity code.

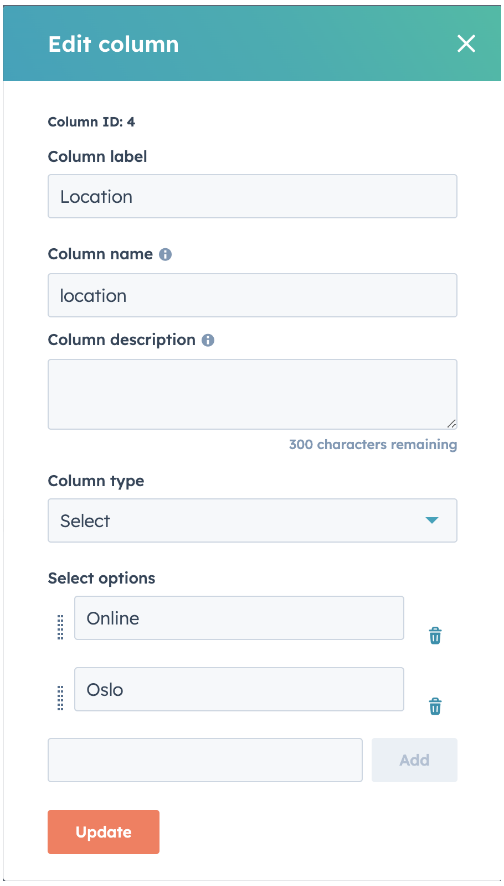


Location: Add, remove or edit

1. Click on the arrow at the top right corner next to the column heading. Now click on *Edit*.

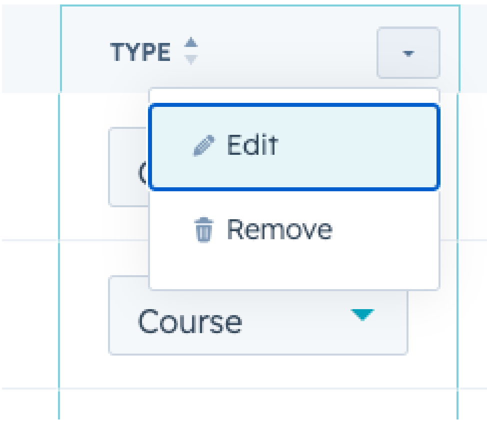


2. A dialogue box will appear and you can now add, remove or edit locations.

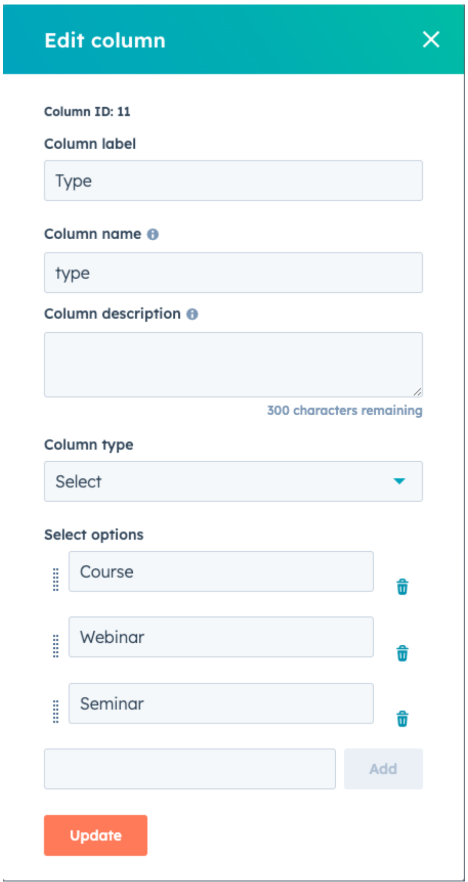


Event types: Add, remove or edit

1. Click on the arrow at the top right corner next to the column heading. Now click on *Edit*.



2. A dialogue box will appear and you can now add, remove or edit event types.



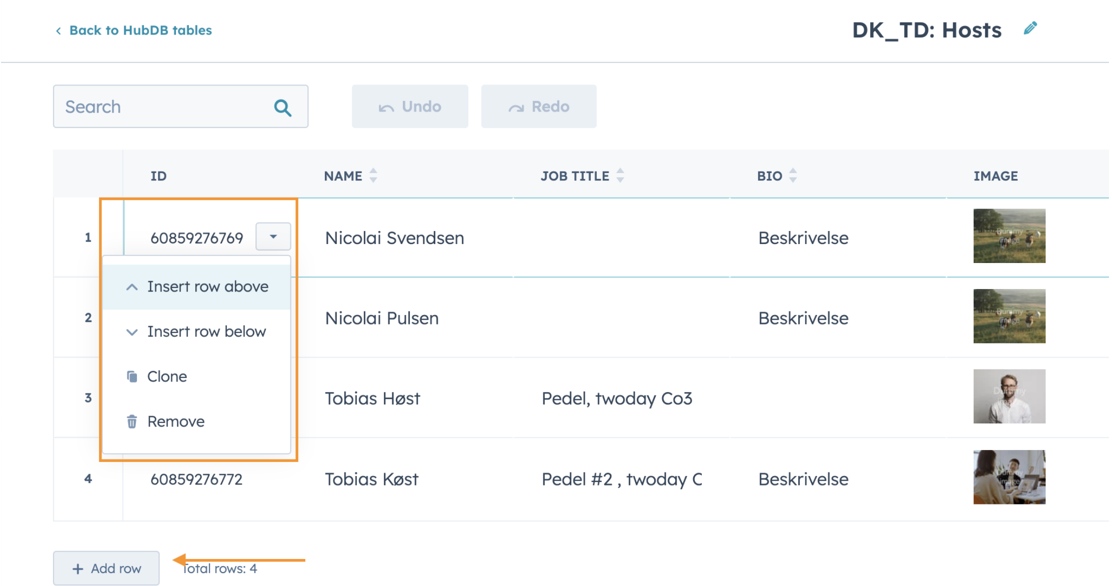
Hosts: Add, remove or edit

Hosts are created using a HubDB table:

1. Find the Hosts table in HubDB: Marketing → Files and Templates → HubDB
2. Find and click on the right HubDB table

Add a host

1. Add a new row by clicking on *Add row* at the bottom left corner or clone an existing row by clicking on the arrow next to the ID on the row you want to make a copy of.



Remove a host

1. Click on the arrow next to the ID on the row you want to remove.

Edit a host

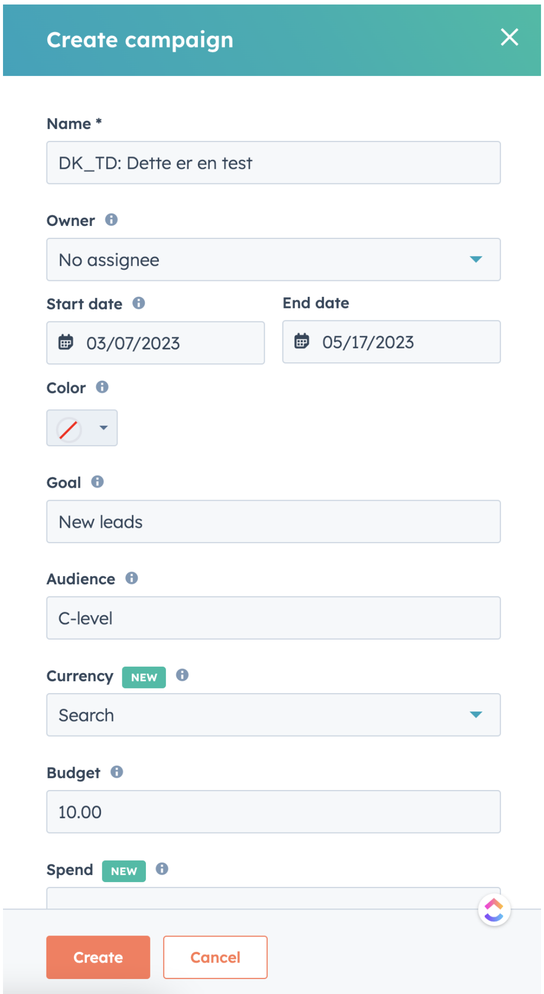
1. Click on the specific fields in the form to edit the text.
    a. Name
    b. Job title
    c. Bio
    d. Image
    Recommended size: width 800 px

Campaign: Creation of a campaign with assets

In order to track new leads for each white paper or webinar you need to create a unique form for the specific content.

1. Go to *Campaigns:* Marketing → Campaigns and create a new campaign.
2. Fill out the fields with specific information about your campaign (you can always go back and edit what you type in).

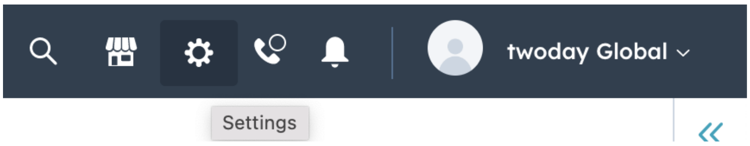
   Remember to name the campaign according to the current naming convention.



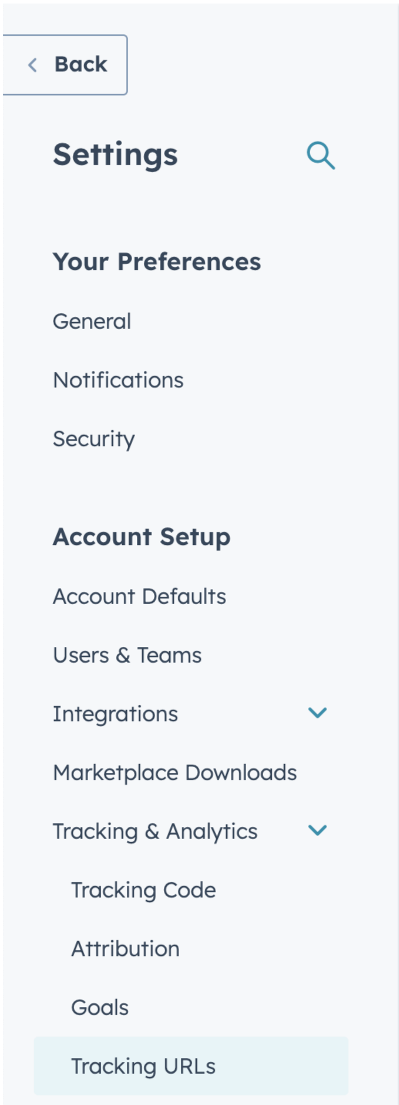
How to track page views

In order to track page views you need to create a tracking URL and connect it to the campaign.

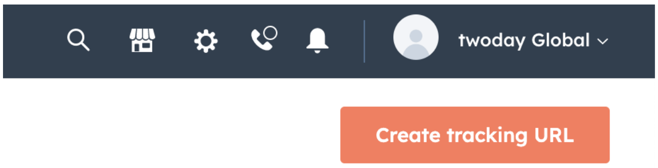
1. Click on the cogwheel icon at the top right corner:



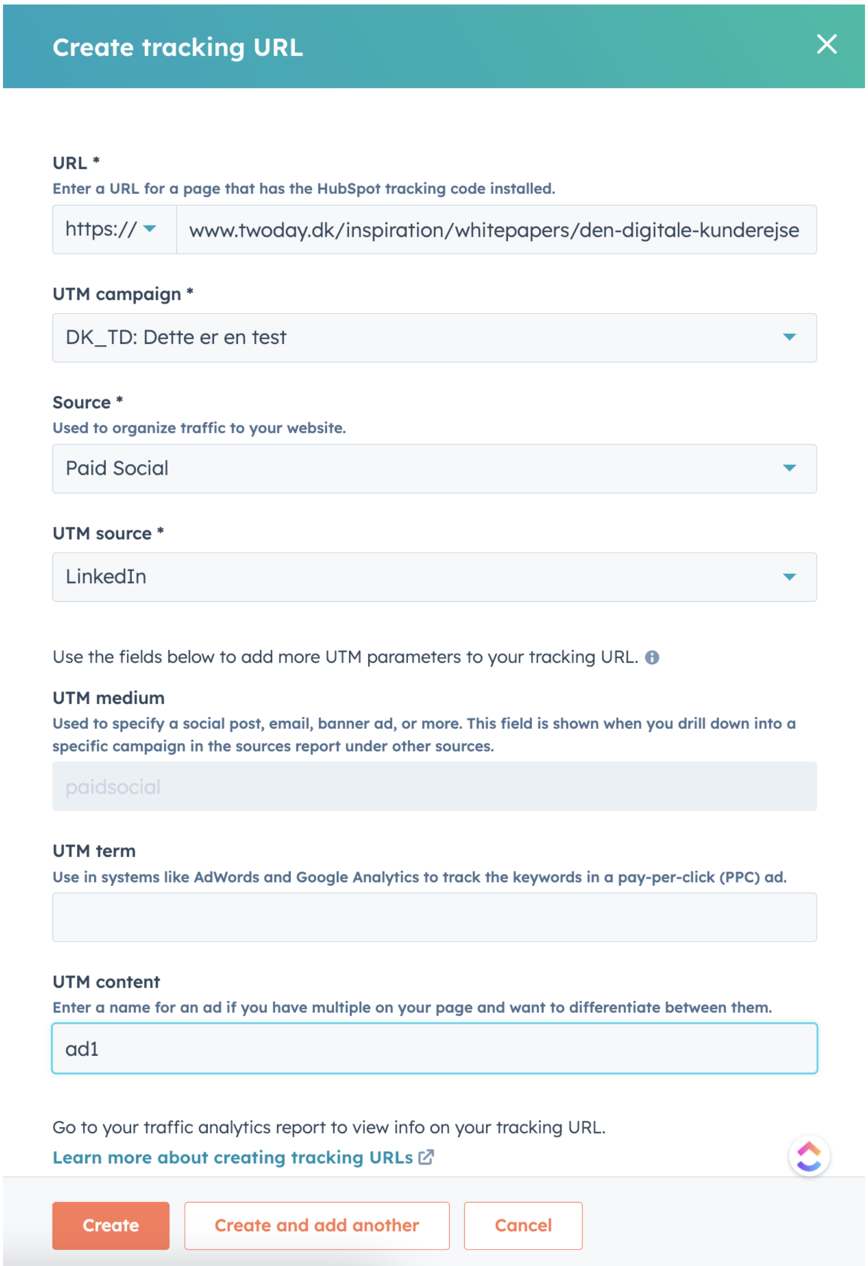
2. Go to Tracking URLs → Account Setup → Tracking & Analytics → Tracking URLs



3. Click on *Create tracking URL* at the top right corner:



4. Fill out the fields with information about the specific tracking URL you want to create:



a. **URL:**
Insert the URL for the page you want to link to.

[See an example of how you find the URL]

Please note: Make sure to choose the right “http://” or “https://” in the URL.

b. **UTM campaign:**
Choose the campaign you just created. That is the campaign your tracking URL should be connected to.

c. **Source:**
Choose the right source. Gives the UTM medium value.

d. **UTM Source:**
Choose the right channel.

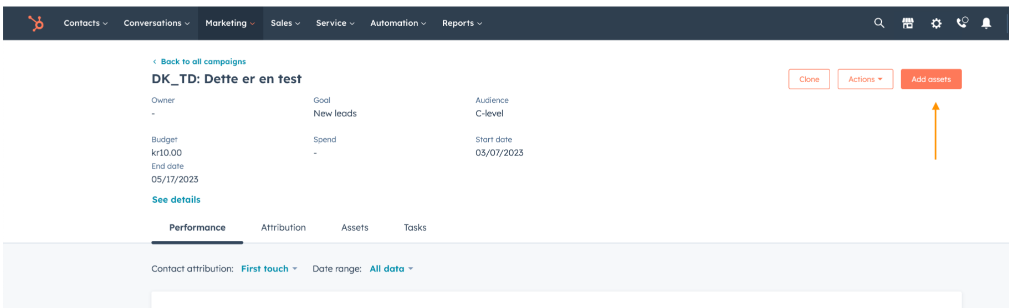
e. **UTM content:**
Fill out with text. The field is not mandatory.

f. Click on *Create* or *Create and add another* if you want to create another URL link with the same URL and campaign.

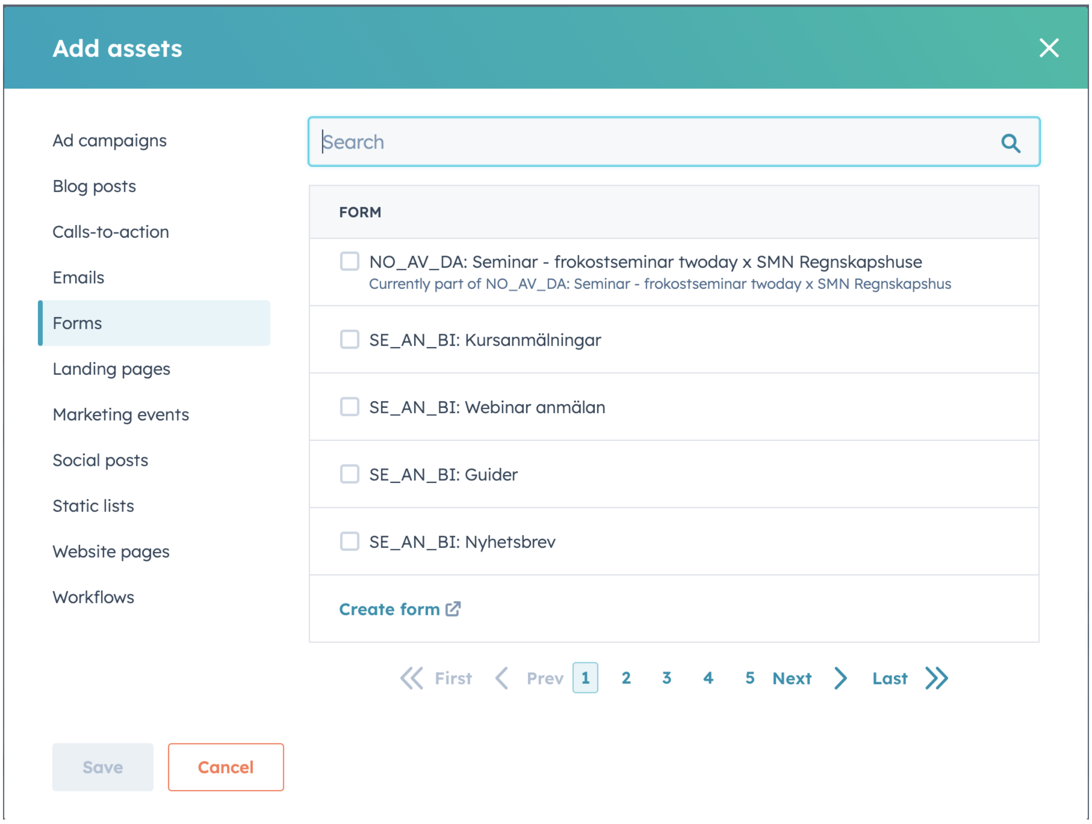
How to track leads

In order to track leads from a specific form you need to connect the form to the campaign as an asset.

1. Go to the specific campaign and click on *Add assets* at the top right corner:



2. A dialogue box will appear. Choose *Forms* and search for the form you want to add to the campaign:



You can add additional assets you want to connect to the same campaign. E.g. ads, the unique confirmation page, workflows etc. .