

MCP SERVER

NO CODE

CLOUD HOSTED

# HubSpot CMS Hub MCP

Audit content assets across your entire website.

The HubSpot CMS Hub MCP lets you manage every aspect of your website and content from a single prompt. Quickly list blog posts, search site pages, track authors, verify domains, and audit landing pages—all without leaving your AI client.

**A+** Quality Score 100/100

blogging

landing-pages

web-publishing

cms-management

content-strategy



# The infrastructure that powers AI agents in the real world.



Vinkius connects AI to the world's software through secure, enterprise-grade infrastructure — enabling real-world execution at scale, built on the Model Context Protocol (MCP).

# Your AI Connections Run Through Vinkius Cloud

The world's largest  
managed MCP catalog

Vinkius is the cloud infrastructure where AI agents connect to the software your business already runs. We handle the hosting, the security, the credentials, the uptime — you get agents that actually do things.

We operate the world's largest managed MCP catalog. Major SaaS platforms, CRMs, databases, and cloud providers — running, monitored, production-ready. This MCP server is hosted and maintained by the Vinkius Cloud for AI Agents.

*The agent doesn't manage credentials, doesn't manage uptime, doesn't manage security. Vinkius does.*

— Architecture principle

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## Four Pillars of the Vinkius Runtime

### 01 — Security by design

Credentials stay encrypted at rest via AES-256. The AI agent never touches raw keys — they're injected into a sandboxed V8 isolate at runtime. Actions are logged, and connections have an emergency kill switch.

### 03 — Deterministic observability

Eight immutable metrics per endpoint: request volume, p95 latency, error rate, active connections, cost attribution. A live payload feed logs every tool call with mutation detection.

### 02 — Built on MCP Fusion

This MCP server was built with **MCP Fusion**, the open-source framework (Apache 2.0) that powers the entire Vinkius catalog. Schema-as-firewall strips undeclared fields, compiled PII redaction runs at zero overhead, and cryptographic lockfiles produce git-diffable audit trails.

### 04 — Autonomous operations

Servers are deployed, monitored, and patched autonomously. New capabilities and security patches ship weekly. Zero-downtime deployments ensure continuous availability across all managed MCP servers.

**AES-256**

Encryption at rest

**Ed25519**

PKI vault signatures

**24h TTL**

Ephemeral session keys

**V8 Isolate**

Sandboxed execution

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## One Token. Instant Access.

Every MCP server on Vinkius is accessed through a **Connection Token**. Tokens are generated in the cloud dashboard and produce a unique MCP endpoint URL. Paste this URL into any MCP-compatible client — no SDK required.

A single token can serve **multiple AI clients simultaneously**, or you can issue separate tokens per client for granular access control. Each token tracks its own request count, last activity timestamp, and can be individually enabled or revoked.

MCP ENDPOINT

`https://edge.vinkius.com/{token}/mcp`

Claude



Cursor



VS Code



Windsurf



Grok



Gemini

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## Security Is the Architecture

Security in Vinkius is not a feature — it's the foundation of the runtime. The gateway enforces multiple independent protection layers between AI agents and third-party APIs.

**01 — Ed25519 PKI Vault**

Every workspace has an Ed25519 Master Key. Session keys are generated ephemerally (24h TTL) and signed by the Master Key. Credentials never leave the vault boundary.

**02 — V8 Isolate Sandboxing**

Tool code runs inside isolated-vm V8 isolates with 64 MB memory caps and per-request timeouts. No filesystem access, no network access except through the SSRF-guarded fetch bridge.

### 03 — SSRF Guard

All outbound HTTP requests are DNS-resolved and validated before execution. Private IP ranges (10.x, 172.16-31.x, 192.168.x, AWS metadata 169.254.x) are blocked at the network layer.

### 05 — Cryptographic Audit Trail

Every request is signed into a SHA-256 hash chain with Ed25519 signatures. Events form a tamper-proof, SIEM-exportable forensic record.

### 04 — DLP & PII Redaction

A ResponseGuard pipeline intercepts every tool response. Configurable redaction patterns strip sensitive fields (emails, SSNs, card numbers) before data reaches the AI agent.

### 06 — Honeypot Trap System

Phantom credentials are injected into isolated environments. If a honeypot is used outside Vinkius infrastructure, the server is quarantined instantly.

## Emergency Kill Switch

EU AI Act Art. 14(1)  
Compliant

The kill switch is an **emergency halt** mechanism — not a simple toggle. When triggered, it executes three actions atomically:

#### 01 — Server deactivated

The MCP server is immediately taken offline across the entire cluster.

#### 02 — All tokens revoked

Every connection token is invalidated. Total lockout — reconnection blocked until new tokens are issued.

#### 03 — WebSocket connections killed

Active connections terminated via Redis pubsub broadcast. Propagates to every runtime node in the cluster.

## Full Visibility. Zero Guesswork.

The Vinkius cloud dashboard includes a full MCP Governance suite — real-time analytics and security controls for production AI operations.

**Control Plane**

KPI dashboard with request volume, latency, success rate, token consumption, and AI-generated operational briefings.

**FinOps**

Cost tracking per tool, payload compression savings, budget optimization signals, and consumption trends.

**Firewall & DLP**

PII redaction activity, sensitive data protection counters, and security event timeline.

**Agent Activity**

Which AI clients are connecting, how often, and what they're doing — real-time session tracking.

**Tool Health**

Slowest and most error-prone tools, with actionable root-cause insights and performance baselines.

**Incident Log**

Error trends, failure rates, status-code breakdowns, and forensic audit trail access.

Get started at [cloud.vinkius.com](https://cloud.vinkius.com) — connect your AI agent in under 60 seconds.

# HubSpot CMS Hub MCP

9 tools available

Cloud-hosted on Vinkius

This connection gives you direct access to the data powering your entire digital presence. You can ask about specific articles, check if an author's bio needs updating, or find out which domains are connected to your account. Need to know what content is published versus what's still in draft? This MCP handles it instantly. It lets you list all available blog tags, search for site pages by keyword, and drill down into a specific post to grab its full SEO details. You'll use Vinkius as the central hub to connect your preferred AI client to this data, making content governance feel like talking to an expert on staff.

It's about getting immediate answers on where your assets sit. Whether you need to check domain resolution status or track which pages are optimized for conversions, this MCP makes it happen through natural language.

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## Core Capabilities

### 01 — Audit and list content inventory

You can retrieve complete lists of all blog posts, site pages, landing pages, authors, tags, and connected domains.

### 03 — Get detailed metadata for any asset

Drill down into a single blog post ID to pull out technical details like body content length and SEO settings.

### 02 — Search specific assets by keyword

Find articles or web pages quickly using titles or keywords instead of browsing through multiple dashboards.

### 04 — Manage core web structure data

View all configured domains, list dedicated landing pages for conversions, or review the full team roster of owners.

# One Click on Vinkius — From Prompt to Execution

Available at [vinkius.com/mcp/hubspot-cms-hub](https://vinkius.com/mcp/hubspot-cms-hub) — connect your AI agent in three steps.

- 01** You ask your AI client a specific question about your content—for example, 'List all blog posts published last month.'
- 02** The MCP interprets that request, calls the right tool (like `hs_list_blog_posts``), and pulls raw data from HubSpot.
- 03** Your agent receives structured information and presents it to you in plain English, often listing the titles, authors, or slugs immediately.

The bottom line is that instead of navigating multiple content dashboards, your AI client does all the heavy lifting for you based on what you say.

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## Built For

This MCP is essential for Content Managers and SEO Specialists who spend too much time manually checking if their websites are consistent. It helps Web Developers needing quick asset inventory or Marketing Ops teams that need to audit domains before a big campaign launch.

### Content Manager

Using this MCP, you can list all blog tags and authors in one go, ensuring content is categorized correctly across the site.

### SEO Specialist

You verify domain connections and check specific posts for their SEO settings without opening the CMS editor. You confirm titles and slugs are correct.

### Marketing Operations (RevOps)

You quickly audit all connected domains or pull a list of site pages to ensure that your campaign assets haven't been missed during a rollout.

## What Changes When You Connect

- 01** Check publishing statuses immediately. Instead of navigating to the blog section and scrolling through drafts, you can use `hs_list_blog_posts` to get a clean list showing which articles are published versus scheduled.
- 02** Verify SEO metadata on demand. If you need to know the exact body content length or meta description for an article, running `hs_get_blog_post` gives you those technical details instantly, saving manual checks.
- 03** Understand your web architecture. You can run `hs_list_domains` to verify every connected domain's DNS status and see which HubSpot features rely on it—a critical step before a site redesign.
- 04** Maintain content consistency. By listing authors using `hs_list_blog_authors`, you keep track of who wrote what, ensuring proper byline attribution across the entire site.
- 05** Track conversion funnel assets. Use `hs_list_landing_pages` to pull up every stand-alone lead capture page, making it easy for your team to audit campaign readiness.

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## Real-World Applications

### The Content Audit

A manager needs to know how many articles are drafted but not yet assigned tags. They ask the agent to list blog posts and then check the available tags using ``hs_list_blog_tags`` to confirm all content is properly classified.

### The Domain Check

A web developer suspects a subdomain isn't pointing correctly. They ask the agent to list domains, which immediately shows the DNS resolution status for every connected site, saving hours of manual verification in external tools.

### Finding Orphan Pages

You need to know if an old product page still exists on the main site. You ask the agent to search site pages using `hs\_search\_site\_pages`, getting immediate confirmation of its title, status, and slug.

### Pre-Launch Site Review

Before a campaign launches, you need to check all dedicated lead magnet pages. You ask the agent to list landing pages using `hs\_list\_landing\_pages` to confirm they are all published and linked correctly.

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## Patterns to Avoid

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### Only listing posts

#### ✗ AVOID

The user asks, 'What's the status of my blog content?' and only gets a list of titles and statuses. They still have to manually check every single post for its SEO details.

#### ✓ INSTEAD

Ask your agent to search for the articles, and then specifically ask it to drill down using `hs\_get\_blog\_post` on one or two examples to confirm you get full metadata like body content length.

### Ignoring domain structure

#### ✗ AVOID

A developer assumes a new subdomain is connected because they added the DNS record, but doesn't verify it in HubSpot.

#### ✓ INSTEAD

Always run `hs\_list\_domains` first. This tool checks both your inputted domains and their current resolution status within HubSpot.

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## The Right Fit

Use this MCP if your primary pain point is managing the lifecycle, categorization, or technical metadata of published web assets (blogs, landing pages, sites). You need to know *what* content exists, *where* it lives, and *if* its SEO settings are correct. Don't use it if you only need to manage sales data; for that, use a dedicated CRM MCP. Also, don't use it just to read general company information; if you simply want to know the owner of an account, stick to the core CRM tools. This is your content layer.

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## Tracking Content Statuses Across Multiple Dashboards

Today, checking the status of your site assets is a tedious process. You open the CMS, switch to the blog section to check post drafts. Then you jump to the landing pages tab for campaign readiness. If you need author details or domain verification, it's another set of tabs and clicks. It takes half a day just to get an inventory snapshot.

With this MCP, those separate steps vanish. You tell your agent what you need—'List all published posts by Jane Doe that use the 'SEO' tag.' The system pulls across blog posts, authors, and tags in one query. You get the answer instantly, without opening a single dashboard.

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## Get Complete Visibility with HubSpot CMS Hub MCP

Manual steps like checking if all connected domains have proper DNS resolution or confirming that every new article has been assigned an author are constant time-sinks. You end up cross-referencing spreadsheets, which always leads to outdated data.

Now, you just ask your agent about domain status using `hs_list_domains`. It gives you the definitive, real-time status check across your entire web presence. Your content governance is immediate.

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# HubSpot CMS Hub: 9 Tools for Web Publishing

Use these tools to search, list, or retrieve detailed metadata on your content assets like blog posts, landing pages, and connected domains.

#	TOOL	DESCRIPTION
01	<code>hs_get_blog_post</code>	Retrieves full details for a single blog post, including its SEO metadata and body length.
02	<code>hs_list_blog_authors</code>	Lists all configured authors in HubSpot with their bio, email, and URL slug.
03	<code>hs_list_blog_posts</code>	Lists recent blog posts, showing their title, slug, publish status, author name, and publish date.
04	<code>hs_list_blog_tags</code>	Provides a list of content tags used for categorization, including the tag name and its unique slug.
05	<code>hs_list_domains</code>	Lists all domains connected to HubSpot, verifying DNS resolution status and primary domain usage.
06	<code>hs_list_landing_pages</code>	Retrieves details for conversion-focused landing pages, including their URL and current publishing status.
07	<code>hs_list_site_pages</code>	Lists all standard website pages, showing the title, URL slug, publish status, and associated domain.
08	<code>hs_search_blog_posts</code>	Searches the content library for specific articles using keywords or titles.
09	<code>hs_search_site_pages</code>	Finds specific website pages by title or keyword to verify their existence and status.

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# See It in Action

Real prompts you can use once this MCP is connected to your AI agent through Vinkius Cloud.

## U Search for contacts at Acme Corp



### 👥 Contacts at Acme Corp

NAME	EMAIL	PHONE	LIFECYCLE
John Smith	john@acme.com	+1 555-0123	Customer
Sarah Chen	sarah@acme.com	+1 555-0456	Lead

## U Create a deal: Enterprise Package \$50,000



### ✅ Deal Created!

- Name: Enterprise Package
- Amount: \$50,000
- Pipeline: Sales Pipeline
- Stage: Appointment Scheduled

## U Show me the deal pipeline stages



### 📊 Sales Pipeline

1. Appointment Scheduled
2. Qualified to Buy
3. Presentation Scheduled
4. Decision Maker Bought-In
5. Contract Sent
6. Closed Won ✅
7. Closed Lost ❌

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# Frequently Asked Questions

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## 01 How do I search for an article's full details using HubSpot CMS Hub MCP?

You must first find the post ID or slug, and then ask the agent to run `hs\_get\_blog\_post`. This tool pulls in deep metadata like the body content length and SEO settings.

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## 02 Can I list all my web pages with HubSpot CMS Hub MCP?

Yes. You can use `hs\_list\_site\_pages` to get a comprehensive inventory of standard website pages, showing their title, URL slug, and publishing status.

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## 03 Does HubSpot CMS Hub MCP help with SEO?

It helps by providing the actual metadata. You can use `hs\_get\_blog\_post` to check the meta description and confirm if the post is properly indexed or published.

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## 04 How many types of pages can I list with HubSpot CMS Hub MCP?

You can distinguish between three main types: standard site pages (`hs\_list\_site\_pages`), dedicated conversion landing pages (`hs\_list\_landing\_pages`), and regular blog articles (`hs\_list\_blog\_posts`).

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## 05 What if I need to check the authors for a post?

You can use `hs\_list\_blog\_authors` to get a roster of all team members, and then reference their names or IDs when querying specific content.







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# Go Live in 60 Seconds

Get your connection token from [cloud.vinkius.com](https://cloud.vinkius.com), then paste the endpoint URL into any MCP-compatible client.

YOUR MCP ENDPOINT

```
https://edge.vinkius.com/[TOKEN]/mcp
```

CLIENT	WHERE TO CONFIGURE
 <b>Claude AI</b>	Profile → Customize → Connectors → "+" → Add custom connector → Paste endpoint
 <b>Cursor</b>	Settings → Features → MCP Servers → "+ Add New MCP Server" → Type: SSE → Paste endpoint
 <b>VS Code</b>	Ctrl/Cmd+Shift+P → "MCP: Add Server" → add <code>"hubspot-cms-hub": { "url": "..." }</code>
 <b>Windsurf</b>	MCP Settings → <code>mcp_settings.json</code> → Add endpoint URL
 <b>ChatGPT</b>	Settings → Tools & plugins → Add MCP server → Paste endpoint
 <b>Gemini</b>	Extensions → Add MCP Server → Paste endpoint URL

## ASK AN AI ABOUT THIS

Let your preferred AI explain this MCP server

-  **Ask ChatGPT** 
-  **Ask Claude** 
-  **Ask Perplexity** 
-  **Ask Gemini** 
-  **Ask Grok** 

READY TO CONNECT

# HubSpot CMS Hub is live on Vinkius Cloud.

Get your connection token, paste it into your AI agent, and start building. No SDK. No deployment. Just results.

[Start at cloud.vinkius.com](https://cloud.vinkius.com) →

[vinkius.com](https://vinkius.com) · [support@vinkius.com](mailto:support@vinkius.com)

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