Start with a clear page system.

Product-specific setup instructions for the ConversionForge Pro - Signature HubSpot CMS theme. Use this guide alongside the theme installed in your HubSpot account.

Before launch	Replace all sample names, figures, plan details, links and imagery with information you have verified. Demo metrics and pricing examples are illustrative and are not customer results.

1. Install and open the theme

After acquiring the theme through HubSpot Marketplace, open the HubSpot account where you want to build the site. In the website page creation flow, choose the ConversionForge Pro - Signature theme and start with the page template closest to your purpose. If the theme is already installed, confirm that the theme appears in the page editor before creating a page.

2. Set the theme defaults

In HubSpot Design Manager, open the installed theme settings. Set the standard color and font fields to match your brand. Review the body and heading fonts, primary and secondary colors, and any other available theme fields. Save changes and preview a page before using the theme on a live site.

3. Build pages from templates and sections

Create pages for the sections your site needs, such as a homepage, product or service landing page, pricing page, FAQ and contact page. Add or remove the theme sections and modules in the page editor. Edit each module field in place, including headings, body copy, labels, buttons, images and destinations. Keep section order consistent with the visitor journey and remove unused sample sections.

4. Configure calls to action and forms

Update every button label and destination. Add a HubSpot form module where you need a contact, enquiry or signup form, then select the correct form in the editor. Review the fields, consent language and follow-up behavior in your portal. Submit a test entry and confirm it reaches the expected HubSpot record or workflow before publishing.

5. Configure the ROI calculator

The included calculator is an interactive example. Replace its assumptions, labels and sample outputs with values that you can substantiate. Test several input combinations, confirm the displayed result changes as expected, and check the reset behavior. Do not present example outputs as guaranteed savings or customer performance.

Review before publishing.

Use the checklist below on each page you plan to make public. The final content, forms, links and claims are your responsibility to validate for your business.

Content	Replace example business names, metrics, plan prices, testimonials, imagery and placeholder links. Do not publish sample claims as verified results.
Navigation	Set your site navigation in HubSpot and test every menu item from desktop and mobile page previews.
Responsive layout	Preview desktop, tablet and mobile sizes. Check headings, buttons, cards, images, section spacing and horizontal overflow.
Accessibility	Use descriptive image alt text, a logical heading order, readable color contrast and keyboard-operable links, controls and calculator inputs.
Forms	Submit test forms and verify the destination, notification and consent behavior in your HubSpot portal.
SEO and page settings	Set a page title, meta description, page URL and social preview image that accurately describe the page.
Publishing	Confirm the correct domain is connected to the Website Pages content type, then publish the page and test the public HTTPS URL.

Troubleshooting

Theme does not appear in the page editor: check that the purchase or installation completed in the intended HubSpot portal, then reload the page creation flow. **Colors or fonts look unchanged:** check the theme settings and confirm the selected page uses this theme. **Calculator output looks wrong:** check the configured assumptions and test boundary values. **Form does not submit:** verify the selected form is published and its fields and consent settings are active.

This guide covers the included theme assets and standard HubSpot editing workflows. HubSpot navigation labels can vary by account and product updates. The theme does not require a separate paid runtime or external API connection by default.

Publisher support

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