



CASE STUDY



Industry

Web Design

Company Size

15 to 20 employees

Site

wholegraindigital.com

Challenge

Deliver reliable, fast and secure websites across client portfolio

Results

Increase quality of clients across portfolio through delivering a consistent, high level experience

“First class support, lightning quick speeds, security that lets us sleep well at night... WP Engine really sets themselves apart as a top tier enterprise level hosting provider. Keep up the good work!”

- Ben Johnson
rightmove.co.uk

Expert Managed WordPress Hosting on a World-Class Platform

WHOLEGRAIN DIGITAL TURNS TO WP ENGINE FOR CUSTOMISED EXPERIENCE AND EXPERTISE

The Company

Wholegrain Digital, founded in 2007, was London's first specialist WordPress agency. Wholegrain Digital is a thriving agency with a broad portfolio of clients ranging from lifestyle businesses to big brands like Rightmove, the UK's largest property rental portal.

Wholegrain Digital's core expertise includes website design and build, development, functionality updates and integration with other systems. With a fast growing client base, Wholegrain Digital partnered with WP Engine to further support its management of larger clients such as Ecover and Rightmove.



The Challenge

More than 300 brands trust Wholegrain Digital to manage their websites and online experiences.

All of these brands demand reliability. Slow page loads and downtime can damage a brand's reputation and negatively impact the overall business, particularly for large organisations with a significant online presence and huge volumes of traffic. Customers will quickly go elsewhere if they can't get what they want immediately.

Prominent brands such as Rightmove also demand security for their websites. Data must be handled correctly and personal information treated with confidentiality and stored in a secure environment. Consumers expect companies they do business with to mitigate the risk of security threats and leaks, so protection of personal data is a high priority.

“Our clients choose WordPress not just because of its great usability and extendibility, but also because open source means that they have full ownership of their website. Many clients have been burned before by agencies that sold them custom and commercial CMSs and then locked them in to hosting with them too. It is important for us and our clients that we host sites with a specialist like WP Engine where we can collaborate effectively together and benefit from their specialist technology and support to ensure our clients' sites run fast, reliable and stay secure,” says Tom Greenwood, Managing Director, Wholegrain Digital.



The Solution

For Wholegrain Digital, WP Engine provides the solution to all of the major challenges; it's reliable and has a good track record for speed and security in particular. WP Engine's cache technology runs WordPress 4-6 times faster, improving page loads and SEO ranking, while over 4,000 WordPress specific active scanning rules add to the security of the platform.

The ease of use of WP Engine's user portal makes it simple for multiple people with various skill levels to update and manage. Across many of the enterprise organisations Wholegrain Digital work with, there is a need for websites to be updated by different individuals with various skills and so an easy to use platform is essential.

Without the internal expertise and knowledge of WordPress, brands turn to Wholegrain Digital and WP Engine to deliver this type of consultancy, along with the most sophisticated technical platform and hosting experience.

Tom Greenwood comments: "We build strong relationships with our clients by always giving them honest, impartial advice, and hosting is one of the most important things that our clients turn to us for. It's not just about recommending a hosting company but working with them to ensure that we understand their exact needs and can identify the right solution for them. The great thing about WP Engine is that they have a very collaborative approach and are WordPress specialists themselves, so we can work together to find solutions to our clients' technical challenges."



The Results

Partnering with WP Engine empowers Wholegrain Digital to focus on the strategy and delivery of unique and customised experiences for their clients. WP Engine's managed WordPress hosting platform, which includes mission-critical functionality such as daily backups, advanced agency development tools, and security, has the performance and scalability Wholegrain Digital requires. Working with WP Engine's team of WordPress specialists, coupled with access to award-winning technical expertise and best practices, gives Wholegrain Digital a competitive advantage in its industry and enables the agency to deliver incredible digital experiences for their clients.

About WP Engine

WP Engine is a leading platform as a service for websites and applications built on WordPress. Founded in 2010, WP Engine is headquartered in Austin, Texas and has recently launched in Tech City, London.