



## CASE STUDY



### Industry

Digital Agency specializing in WordPress

### Client Site

The Good Men Project  
[goodmenproject.com](http://goodmenproject.com)

### Challenge

Rapid growth resulting in downtime, performance issues, rising hosting costs

### Results

Improved performance, scalability, uptime

**“We know when we put someone on WP Engine that it’s solid.”**

- John Hawkins  
Founder, 9seeds

# Collaboration Is The Key To Web Success

WP ENGINE, 9SEEDS PARTNERSHIP FUELS THE GOOD MEN PROJECT’S ONLINE GROWTH

## The Company

*9seeds ([9seeds.com](http://9seeds.com)) is a digital agency specializing in custom WordPress development, themes, ecommerce, and general web solutions. The Good Men Project ([goodmenproject.com](http://goodmenproject.com)) is a publishing website that examines what it means to be a good man in today’s society.*

*9seeds started five years ago as a full-service WordPress-focused agency, specializing in custom development work. The firm has worked with WP Engine since its inception, relying on advanced developer tools like git integration that help build out a low-friction development workflow. 9seeds currently has dozens of active clients using WordPress with WP Engine.*



## The Challenge

Roughly three years ago, the Good Men Project approached 9seeds to help plan its growth on the web. At the time, the Good Men Project had been in business roughly a year and had grown organically to over 500,000 unique visitors per month. Good Men was planning on expanding its footprint to over 1 million unique visitors per month, and it was critical that the Project had a platform in place to help it reach its publishing goals. With its previous hosting solutions, the Good Men Project suffered under the weight of a slow site, downtime, and hosting bills that continued to mount.

The site had a large number of active plugins, had very little static content, was driving large amounts of traffic, and had numerous authors and contributors providing content, oftentimes concurrently. All of that combined to make the Good Men Project site run slower than the Project wanted.

At the same time, part of the Good Men Project’s content strategy was displaying articles via widgets, which also created hurdles in relation to caching and scale. Loading the homepage required more than 500 queries. 9seeds successfully found ways to reduce, optimize, and cache the queries while maintaining the widget controlled homepage essential to the Good Men Project’s diverse content and publishing strategy.

“The migration had to be as seamless and cost effective as possible,” said Lisa Hickey, CEO of Good Men Media Inc., publisher of the Good Men Project.



## The Solution

According to John Hawkins, founder of 9seeds, a look under the hood found the Good Men Project site was a perfect fit for the managed WordPress hosting platform from WP Engine.

WordPress was a natural choice, due to the ease of collaboration from various contributors, spread out geographically. Hickey said WordPress provided the shortest learning curve, yet was an established and trusted platform. And 9seeds recommended WP Engine for its reputation for secure and high-performance WordPress sites backed by trustworthy, award-winning 24/7 support.

According to Hickey, it was obvious from the beginning that WP Engine's platform was designed specifically for WordPress, and that it would help the Good Men Project grow and scale, while also overcoming the pain points of rapid growth. And the level of support was a breath of fresh air after previously working with a provider that was largely uninvolved.



## The Results

Now on WP Engine, the Good Men Project averages more than 3.2 million unique visitors per month and enjoys a more stable platform, dramatic performance improvements, and increased uptime. No longer does the site crash when heavy traffic rolls in.

"The first thing we noticed was site downtime went way down," Hickey said, adding that previously, the site would crash at the first sign of a traffic spike. Site speed also improved. The overall performance was noticeably better with WP Engine, Hickey said.

And for 9seeds, the WP Engine platform delivers a suite of developer tools to make their jobs easier.

"Having a dedicated staging environment has made ongoing development and testing of updates smooth," said 9seeds Partner Jon Brown.

And in the odd event that something does go wrong, Hickey is confident it will get fixed, whether it's 3:00 in the afternoon or 3:00 in the morning. WP Engine's team of WordPress specialists is available 24/7/365.

Hickey said it was helpful to have 9seeds and WP Engine collaborate and communicate to make the Good Men Project site the best it can be.

**"We all work together," she said. "It's a collaborative partnership environment. Problems get sorted out quickly."**

Effective communication and collaboration is one of the key reasons 9seeds trusted one of its highest traffic clients to WP Engine. "Servicing a client is going to be lower friction with lower costs," Hawkins said.

WP Engine and 9seeds work together for true collaboration, Hawkins said. And each organization has specific sets of expertise the other can leverage. "It gives us the ability to have influence—that's big," Hawkins said.

"We know when we put someone on WP Engine that it's solid," he continued. "We know when we put a client in WP Engine's hands that WP Engine takes the same level of care that we do. From a business standpoint, we have someone we can trust."

## About WP Engine

WP Engine is a leading SaaS content management platform for websites and applications built on WordPress. Founded in 2010, the company is headquartered in Austin, Texas and has offices in San Francisco, California, San Antonio, Texas, and London, England.