



CASE STUDY

Industry
Publishing

Site
www.worldbookday.com

Challenge
Achieving optimal site uptime against heavy traffic referrals

Results
100% site uptime against 3.5 million page views, 200,000 sessions during time leading up to day of event

“WP Engine provides a seamless, hassle-free service. They are always on hand and quick to respond. Everything that needs to happen, happens!”

- Kirsten Grant
Director, World Book Day

Keeping Education Online For World Book Day

COMPLETE CONTROL, WP ENGINE HELP WORLDBOOKDAY.COM ENDURE OPTIMAL UPTIME AGAINST 3.5 MILLION PAGEVIEWS

The Company

World Book Day is the biggest annual celebration of books and reading in the world, which gives children and young people of all ages in the UK and Ireland the opportunity to own a book of their own, and encourages schools to promote and celebrate a love of reading for pleasure. Their website, www.worldbookday.com, is a hub for educational and interactive resources where teachers, parents, and students can find inspiration, news, and other interactive content which promotes books and reading in a fun and engaging way.

Complete Control (World Book Day’s web development agency) specializes in producing interactive content for the best in children’s media. They consistently deliver design, content and digital experiences that exceed both creative and technical expectations in a constantly evolving technology playground, and always ensure that the child is at the centre of their work.



The Challenge

In the days leading up to World Book Day, teachers and parents start flocking to the website to get ideas and download resources for World Book Day activities. The result is a higher amount of traffic to the site than usual. In addition, social media on World Book Day itself (2 March 2017) drives massive amounts of traffic referrals to the site.

“The site needed to be 100 percent up on that day,” said Nigel Britton, Senior Developer & IT Manager at Complete Control. He added, “because #WorldBookDay trends globally on Twitter throughout the day, the referral traffic from there is huge. The World Book Day site has a ton of content and each page needs to be online despite the major referral traffic from social media.”



The Solution

Complete Control has entrusted in WP Engine to help support World Book Day’s site with their site performance and site uptime needs.

According to Glynn Hayward, there's a build up of traffic two weeks prior to the event, which increases day to day.

“We trust in WP Engine and like the support they've given us, and felt reassured they'd be able to do internal load testing with our services before anything went live or experienced high traffic,” said Hayward.

He added, “Their infrastructure also gives us options to explore just in case we do need to scale a site like World Book Day's even further prior to a high traffic event.”



The Results

World Book Day 2017 ended with stellar results for the site. Leading up to the actual World Book Day (which occurred on 2 March), the site received 201,830 sessions and 3.5 million consecutive pages views. During this time, the site remained 100 percent online.

World Book Day's Director, Kirsten Grant, said, “WP Engine provides a seamless, hassle-free service. They are always on hand and quick to respond. Everything that needs to happen, happens!”

About WP Engine

WP Engine powers amazing digital experiences for websites and applications built on WordPress. Founded in 2010, the company is headquartered in Austin, Texas and has offices in San Francisco, California, Limerick, Ireland, San Antonio, Texas, and London, England.