



## CASE STUDY



# Running On Autopilot: Building The Perfect, Well-Oiled Machine

FOR DRAFTBREAKDOWN.COM, BREAKING DOWN IS NO LONGER AN ISSUE DURING PEAK TRAFFIC SEASON

## The Company

*DraftBreakdown.com, LLC, is the leader in educational resource materials for the NFL Draft. Their mission is to provide the NFL Draft analyst and fan with insights, rankings and breaking news about the upcoming class of football prospects. Through their prospect video cut-ups and expert analysis, DB's visitors will learn more in less time!*



## The Challenge

Back in 2013, Bryan Perez became co-owner of what he calls his “passion project” [draftbreakdown.com](http://draftbreakdown.com), a media sports site aimed at people who are really into the NFL draft process. “The typical audience of this site include die-hard fans, as well as scouts who want to evaluate a player rep by rep instead of sitting through an entire game,” said Perez.

“The problem with our website was that it wasn’t optimized to perform against high traffic,” he explained. As the site gained traction in traffic, through unstable hosting, serious problems started to occur.

“We’re a seasonal website, meaning we experience our highest traffic during the NFL draft season, which is mid-to-late November through mid-to-late May. During the 2016 draft season, our site was down at least once a day. My phone would buzz late at night...it would be a tweet or message that the site was down again. It was a horrible experience.”

“There was also a period where the site was hacked. A skull and crossbones dropped down on the page with a political message and the website was completely wiped out. That was the ultimate disaster that made us reconsider our infrastructure,” said Perez.

**“I would’ve never put myself in this position to manage the technicalities of site ownership. You guys remedied the situation and made the website fun for me again.”**

- Bryan Perez  
Owner, DraftBreakdown.com LLC



## The Solution

Tired of the site downtime and security incidents, Draft Breakdown changed providers and signed on to WP Engine’s digital experience platform.

“We came over to WP Engine so we could focus on managing our brand through content, social media, branding, networking, and ultimately having fun with the site...which is why I got involved with it in the first place,” said Perez. He added, “I would’ve never put myself in

this position to manage the technical aspects of the site. You guys remedied the situation and made the website fun for me again.”



## The Results

The ultimate result Draft Breakdown has seen since switching to WP Engine is time saved — at least an hour a day according to Perez. He added, “While our site experienced downtime during draft season 2016, this draft season we didn’t experience that at all. I couldn’t possibly be more satisfied.”

“We did our due diligence, moving to WP Engine,” he said. “I was finally able to sleep at night and the site is now ready to take a significant step forward this draft season. We now have the ability to take an aggressive approach to the next phase of relevance for football fans.”

## 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.