



CASE STUDY



Industry

Ecommerce

Site

www.theredheadedhostess.com

Challenge

Ecommerce site overloaded and experiencing issues on shared server

Solution

Transition to a dedicated server on WP Engine & site improvements by Mode Effect

Results

Doubled site speed, lowered bounce rates, and 70% higher revenue YTD

“Our previous platform had additional charges for extra security and maintenance. These are things WP Engine already has built in. WP Engine specializes in WordPress and that is what Red Headed Hostess required. When we decided to work with Mode Effect and WP Engine, we found a platform and server tailored to our needs.”

- Tyson Foster,

CEO of The RedHeaded Hostess

The Right Environment For Ecommerce Success

MODE EFFECT AND WP ENGINE HELP RED HEADED HOSTESS PROVIDE AN AMAZING WOOCOMMERCE EXPERIENCE BY OFFERING CUSTOMIZED SITE IMPROVEMENTS THAT INCLUDED THE APPROPRIATE TRANSITION TO A DEDICATED ENVIRONMENT.

The Company

The Red Headed Hostess is a large online presence dedicated to providing quality religious resources for the LDS and General Christian Markets. Their ecommerce platform provides first class teaching and study material including books, audio talks, canvas art, and digital media that cater to their dedicated customers.

Mode Effect is a digital agency that is comprised of WordPress development experts. They operate as a key partner to ecommerce companies in need of experts in WooCommerce and WordPress consultancy.



The Challenge

Starting out as a tiny WordPress blog dedicated to providing resources to the Church of Latter Day Saints community across the globe, RedHeaded Hostess' popularity surged in 2010 which led them to incorporate ecommerce into their business. In their seven years of selling products, they started to notice a trend in traffic increase and the inefficiencies of their hosting platform around the holidays, “We sell a lot of products near the start of the year and during the holidays; our traffic typically doubles in these months in comparison to more average months. Our previous platform didn't have an outlet for our overflow traffic. As a result, our site was overwhelmed, experienced issues and slow load times which resulted in higher bounce rates,” Tyson Foster, Cofounder of The RedHeaded Hostess explained.

In addition to frustrating uptime issues, RedHeaded Hostess experienced issues with security. They began to notice their previous hosting platform didn't offer solutions that catered to their specific needs, “Before WP Engine, we weren't on a dedicated server environment. Our previous hosting company that had us on a shared environment along with 400 other websites. We quickly realized that shared wasn't appropriate for a mission critical ecommerce store; a DDoS attack took our site down and our performance was tremendously affected,” Foster noted.



The Solution

The RedHeaded Hostess sought out a more strategic approach to their WooCommerce/WordPress needs and worked with Mode Effect to resolve vendor reporting issues and improve site performance on WP Engine's Digital experience platform. They decided to work with Mode Effect because they specialize in WooCommerce, "A lot of companies say they are e-commerce experts, but many really aren't...we felt confident in Mode Effect's knowledge in ecommerce and WordPress," Foster said of Mode Effect.

Because their site had predictable episodes of high traffic during specific months, Mode Effect suggested WP Engine, who helped The Red Headed Hostess transition to a dedicated server.

"We appreciate introducing clients to WP Engine; they'll evaluate what level of server is appropriate for each client, use caching to optimize the site, and work hard to make sure the front end is speedy. That fast front-end experience is what is most important for the ecommerce shopper, they want a frustration-free experience," Cody Landefeld, CEO of Mode Effect, explained.



The Results

Mode Effect's recommendation to transition to a dedicated server on WP Engine boosted Red Headed Hostess' overall site performance, load time and user experience. Given that page load times affect revenue on Red Headed Hostess' site, the move to a dedicated environment was critical.

Before WP Engine

	Load Time	First Byte	Start Render	Speed Index
First View (Run 5)	18.870s	2.100s	3.956s	10217

After WP Engine

	Load Time	First Byte	Start Render	Speed Index	First Interactive (beta)
First View (Run 6)	17.660s	0.333s	2.157s	10171	>5.870s

Due to **2x faster start render time** and the cultivation of a better user experience, Red Headed Hostess' customers are sticking around the site through purchase; after moving to WP Engine RedHeaded Hostess saw a **10% improvement in bounce rates** within their first month.

Better site performance and added speed from using WP Engine and on-site improvements from Mode Effect has also positively impacted Red Headed Hostess' ecommerce success; they have seen a 70% increase in gross revenue year-to-date compared to this time last year.

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, Limerick, Ireland, and London, England.