

# Customer Q&A.

## A conversation with Illustrate Digital.

### illustrate.digital

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**Industry**

Digital Agency

**Site**

<https://illustrate.digital>

**About**

- Founded in 2010
- Located in Cardiff, South Wales

Illustrate Digital is a digital agency specialising in WordPress development and user experience design. Since 2010, the agency based in Cardiff has dedicated itself to designing, developing and growing WordPress and WooCommerce websites for customers in the UK and across Europe.

We sat down with Scott Jones, Managing Director for Illustrate Digital to hear more about how the agency has developed, their turn towards specializing in WordPress and their work with WP Engine.

### How did Illustrate Digital get to where it is today?

We've been around now for eight years. We started as hybrid design and web agency, but eventually we dropped print design. Then, realising the future potential of WordPress we became a specialist agency, working only in this one incredible CMS platform.

### Tell us about your team and growth as an agency.

Our team of eleven is based mostly in Cardiff, with a couple working remotely around the UK. We've enjoyed a bit of natural growth, and a

bit of strategic growth. We really focus on the customer relationship, as well as hiring and nurturing great team members. We have a great variety of clients including National Theatre Wales, Admiral Insurance, Penguin Random House, Welsh Government, and more. We also have some really good VC-backed brands as well as national manufacturing, health, and property clients.

### Why did you choose to specialize in WordPress?

We've been doing WordPress development from day one. In fact, we didn't really ever work in another CMS because WordPress was the obvious one for us to start to get used to in terms of simplicity and flexibility. It started out just me on my own learning what was relevant, learning the design for our SMB clients. Based on the success we were seeing, WordPress was a fairly obvious choice. A strategic choice. We could see that its marketing potential was growing, and how much it was growing and the sort of companies that were adopting it. Penguin Random House, the UK's biggest publishing company, adopted WordPress for all of its websites - that speaks volumes.

## Why did you turn to WP Engine?

We moved around a lot to different players over the last eight years. Three years ago, we started engaging with WP Engine. We were moving from supplier to supplier saying, "Ok, well this one has let us down, let's find another." When we came across WP Engine, we initially thought they were too expensive. But, we really didn't understand the value, and how much time we were wasting on bad hosting.

When we finally engaged with WP Engine, it just made our lives so much easier. WP Engine was recommended through the WordPress community. We thought, "Ok, we'll give it a go on a small level." As soon as we got onboard and engaged with WP Engine, we realized WP Engine makes our stability and processes so much stronger. The platform is better on its own, but it's not just that - their great customer service and relationships, great performance, great environment, it's all around a fantastic set up. When we are talking to clients about WP Engine, it's an easy sell to use the best, and the platform that specializes in WordPress. It's a no brainer.

## Are there specific tools or features that help increase productivity or that your team finds very useful?

Staging is a massive thing, multiple environments and the ease of deployment from staging to live is crucial. The environment management aspect of WP Engine is brilliant -- it makes our lives so much easier and increases productivity. Before we came to WP Engine, we didn't use any sort of staging, so we were doing double the work by having another dev environment, and always having to manually copy things across. There was a lot of breaking live sites as a result. Having that staging environment just makes everything look so much better. As an agency, we can do the work and testing with the client, lead them through it, and then put it live. It just makes us more productive.

## What has the time savings been from being able to stage before launching? How about on not having to manage your own servers or jump around to different hosting providers?

We've saved quite a lot of time (and ultimately money). I would guess that per client we were wasting a day a month, or about twenty working days a month, essentially wasting a whole team member out of our team of eleven staff monthly. Now, we've freed up a whole team members' worth of time, just by using the WP Engine platform. As a result, we can do more client work and get things done faster.

*Read how Illustrate Digital turned to WP Engine to power Enable Law's digital experience.*

### WP Engine fast facts.

Founded in 2010 | 80K+ Customers in 136 Countries | Supporting 500K+ WordPress Domains  
Serving 2B Page Views/Day | Largest Customer Success Team in WordPress, Available 24/7/365