

Case Study



Industry

Leadership coaching
/Business consulting

Site

DE: www.mehr-fuehren.de
EN: www.more-leadership.com

Challenge

Maintain growing web-based business including podcasts, online seminars and membership-based newsletters

Solution

Migrated multiple sites to WP Engine and used our Content Delivery Network (CDN) to speed up load times

Results

Sites are faster than ever and unique visitors have grown 2x since migration

Helping a natural leader reach the masses.

German leadership coach Bernd Geropp relies on WP Engine to keep his website up and running no matter how many hits his sought after podcast attracts.

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The challenge.

Bernd Geropp has come full circle in his professional career. He founded a successful startup in the 1990s, sold it to a large corporation and then worked in the corporate world for nearly a decade before deciding to leave it all behind.

"I wanted to get back to being on my own again," Geropp said, explaining his decision to start [Bernd Geropp Consulting](#), which specializes in leadership coaching for B2B sales and marketing professionals in Germany, Austria and Switzerland.

Being back on his own, however, came with new challenges. Cold-calling wasn't his forte and even one-on-one leadership coaching, which Geropp excels at, wasn't growing his business at the rate he wanted.

"The more I thought about it, online marketing was the best way to be seen in the German market," he said. So, Geropp created a blog using WordPress and started posting videos online, which began getting traction. This led him to begin publishing a regular podcast, which took off—over the course of three months, it reached 100,000 downloads. As a growing number of listeners reached out to him to request one-on-one leadership workshops, he knew he needed to launch a larger web presence where people could get the help they needed online.

"I didn't just want to do workshops," Geropp said, "I wanted to create an online leadership platform where people could come get the resources they needed." But in order to do so, Geropp also knew he needed to find a new hosting partner that could help him grow.

“If the majority of your business relies on your website, you want to have the best solutions you can get. That’s the feeling I have with WP Engine.”

Bernd Geropp,
Founder, Bernd Geropp Consulting

Up until that point, he had been working with a local hosting provider that was inexpensive, but didn’t specialize in WordPress. “I didn’t feel like I was getting the support I needed,” Geropp said. “If I had an issue or if I needed someone, it took a long time and it was not a seamless process.”

Even more troubling, he said, his site was beginning to lag with the influx of new traffic. It was time to make a change.



The solution.

On the advice of a friend, Geropp migrated his websites to WP Engine. “The migration process was easy, and suddenly, I had the support I needed, I had a staging environment which I didn’t have before and I had a level of stability and security that made me feel like I was with the right partner.”

Geropp said the new level of security and stability had been a huge benefit to his business as well as his peace of mind.

“Previously, I would get alerts that someone was trying to access the backend of my site, and this might happen while I was presenting a workshop,” Geropp said.

“Fortunately I had a strong password,” he said, “but when I spoke with my old provider, they were slow to react and I didn’t feel particularly safe.”

With WP Engine, security concerns like those were no longer an issue.

“WP Engine takes care of all of that,” he said. “I’m not a security expert and it would take up a lot of my time if I had to try and find the right security solutions.”

Geropp also said he enjoys using his staging environment to try out new plugins or new themes and see how they work. “If I use something that might affect another part of my site, my WP Engine reps will contact me and tell me it’s not safe—they’ll even revert things back for me,” he said.



The results.

Since his migration to WP Engine, Geropp said his site loads much faster, his search engine rankings have improved and visitors to his site have doubled, from around a thousand unique visitors per day to more than two thousand. All of these outcomes, he said, are correlated.

“My search engine rankings have improved because my site is faster,” he said, “and that has caused more people to find me and visit my site.”

He also plans on expanding his consultancy to the U.S., beginning with an English-language podcast.

“I feel like I’m doing well in the German market and would like to come to the U.S. and start talking about leadership in the American market as well,” Geropp said.

In the meantime, he said he’s not planning on changing his digital experience platform anytime soon.

“I don’t want to change to anyone else regarding the platform,” he said. “If the majority of your business relies on your website, you want to have the best solutions you can get. That’s the feeling I have with WP Engine.”

About WP Engine.

WP Engine is the world’s leading WordPress digital experience platform that gives companies of all sizes the agility, performance, intelligence, and integrations they need to drive their business forward faster. Founded in 2010, WP Engine is headquartered in Austin, Texas, and has offices in San Francisco, California; San Antonio, Texas; London, England; Limerick, Ireland, and Brisbane, Australia.