



Case Study



Industry
Non-profit

Site
irishheart.ie

Challenge
The Irish Heart Foundation needed a website that would have a bigger impact and encourage donations.

Solution
The non-profit turned to WONDR to build a new website on WP Engine, giving Irish Heart Foundation peace of mind that their site would be performant across devices and have the tools for agile publishing.

Results
Improved SEO, increased uptime during traffic surges

Building a website with a big heart.

The Irish Heart Foundation looks to Digital Agency WONDR and WP Engine to keep their site up and running, and donations coming in.

WONDR is a digital studio that is shaking up the digital landscape with their “crea-tech and genuine digital branding.” Founded in 2014, the agency focuses on creative differentiated solutions for their clients.



The challenge.

When Irish Heart Foundation approached the studio a few years ago, “their website was 10 years old. They wanted to build a new website that would have a much higher impact, enable access to support services and encourage donations,” said Sébastien Sicot, Founding Partner for WONDR.

WONDR began working with Irish Heart Foundation on their strategy and website. “Prior to working with us, they were using a local agency with a private proprietary CMS and were hosting their website on an out- dated environment. We made the pitch to move them over to a WordPress site right away,” said Sicot.

After agreeing on WordPress for its ease of use for editors and its scalability, work began on building the new site from scratch. “We realised we needed a complementary platform that was agile and was SEO pertinent. We wanted to remove any dependencies on IT structure and we wanted to remove the cost of maintaining the WordPress structure,” said Sicot.

“We had a requirement that the website and platform should be able to take a massive surge of traffic in case of a massive surge in donations. Another Irish Charity saw a million donation requests on their server on one page the year before the website was re-done. We wanted to make sure that the platform we were using would give us the opportunity to scale up as required,” said Sicot.

“We’ve never had downtime since building on WP Engine. We’ve always experienced good benchmarks in deliverability. The site has never been down, and it’s never been slow.”

Peter Delaney,
UX/UI Program Manager for WONDR



The solution.

WONDR and the Irish Heart Foundation turned to WP Engine to power the new site. “One of the reasons Irish Heart Foundation chose to go with WP Engine was because they didn’t want additional costs around patching WordPress or updating the firewall,” said Sicot.

“Starting from scratch, we used advanced custom fields in the rebuild. We used this to create a component base, a scenario for the client. Everything was built off of about five or six templates with 24 components, and every page could be built off of those components. It was the easiest way to make a custom, dynamic website that was easy for a content creator to be able to envisage and put up on a content management system,” said Sicot.

By using the WP Engine platform throughout the website build, staging, and deployment, it gave Irish Heart Foundation staff the opportunity to learn how to deploy content and work with their content on their website. “This means it gave them the freedom to deploy whatever they want, whenever they need— to update things themselves without having to go through a developer to do this for them. It gives them a lot more freedom, and they can track their content on a daily basis,” said Peter Delaney, UX/UI Program Manager for WONDR.

Sorting out how to process donations and donors on site was the next hurdle. “We built our own custom API for ThankQ, which is a global charity CRM that gathers all information about donor joinings,” said Delaney.

“We use ThankQ with an independent payment gateway that was developed using both Stripe and PayPal’s Braintree. We chose Stripe and Braintree because they were mobile first and had scalability, and could take a lot of traffic. We also chose two gateways so that if one failed, there would always be a second gateway available. We were able to make the three independent so that all payments were taken in Stripe and Braintree, independent of WP Engine or ThankQ. All that was gathered into ThankQ CRM was independent of the website and payment gateway. This way, if either of the payment companies or the CRM became non-responsive, WP Engine would retain the actions and preserve them in a backlog,” said Sicot.

“It’s a three stagger waterfall. This provides scalability, it means that we are not taking care of any payment gateways, Tribe and Braintree will update themselves as time goes on, so that makes it easier for us to make sure the website is always up to date. And then the API itself handles the connection between the payment gateways and the ThankQ CRM. The CRM doesn’t necessarily change that much because of the API nature,” said Sicot.

The team also made sure to build the website mobile first. “Half of Web visits in Ireland are on mobile (60%), desktop is 30%, and tablet is the rest. For the Irish Heart Foundation, their mobile site is more direct for donations and for editorial pieces of content. We always go mobile first, so the website was built initially to cater to mobile first with donations being the key fundamental action. Mobile is currently accounting for 65% of traffic and 52% of donations across Irish Heart Foundation,” said Sicot.



The results.

“We’ve never had downtime since building on WP Engine. We’ve always experienced good benchmarks in deliverability. The site has never been down, and it’s never been slow,” said Delaney.

“When we moved the site, there was a potential risk of losing SEO since we changed so much of the content. But, actually, we observed that despite the cuts in content, SEO picked up very very fast. And the listings of Irish Heart Foundation content jumped much higher,” said Sicot.

“We can’t believe the difference the new site has made. Since launching, we’ve seen time savings that have enabled us to put more efforts into our mission to affect positive change in the lifestyles of Irish people,” said Adrienne Egan, IT Manager for Irish Heart Foundation.

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.