

## Case Study

# GOAT

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### Industry

Media, Entertainment

### Site

[goat.com.au](http://goat.com.au)

### Challenge

Build a new content platform optimized for mobile users, and migrate over legacy content without missing a beat.

### Solution

WP Engine DXP, Accelerated Mobile Pages, Progressive Web Apps.

### Results

The successful launch of a mobile-friendly, performance-focused site.

## Amping Up the Mobile Experience with a New Content Platform.

With the help of WP Engine and the Enterprise WordPress agency, XWP, Australian entertainment company NOVA built a fresh new content hub optimized for mobile users.

*Nova Entertainment is one of Australia's most recognized media brands with a history of radio, media, and local content stretching back 19 years. As one of the media industry's most innovative companies and in view of the rapidly evolving media landscape, NOVA Entertainment's vision is to endure as an entertainment company, with a mission to create content that is loved and shared by audiences, wherever they are.*

Part of that vision was meeting the needs of an increasingly mobile-first population. Nova knew they needed to bring their content to people in a format they found accessible, convenient, and speedy. This was the motivation behind Nova's pop culture, news and entertainment platform built exclusively for mobile devices: GOAT.



### The Strategy to Reflect a Modern Vision.

Nova's web strategy, like all established media companies, has evolved over the last two decades with shifts in technology, search, and social media. Over time, the platform began to show the typical legacy signs of frequently and rapidly responding to a changing market: a dated editorial experience, lagging search optimization, and device incompatibility.

Nova identified the need to partner with a digital agency with a proven track record on implementing enterprise-scale WordPress projects. With its experience in large and complex projects in media and publishing, XWP was the logical choice.

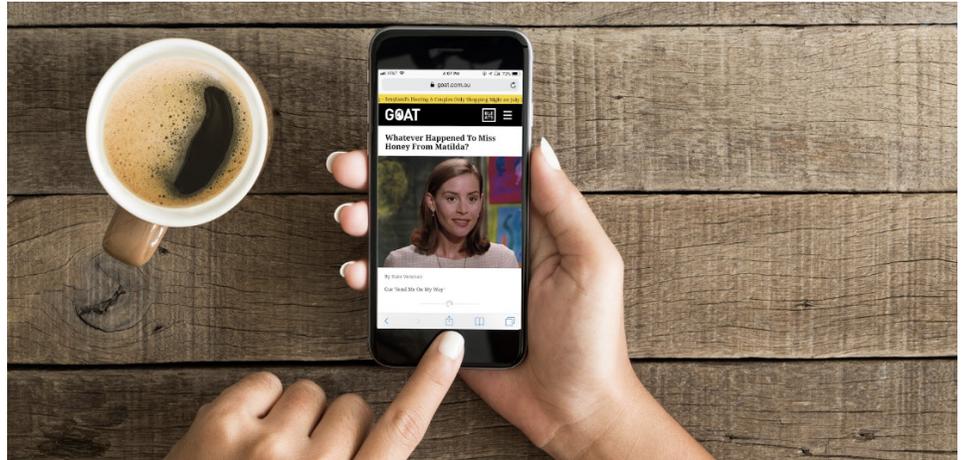
XWP worked closely with Nova Entertainment on GOAT to massively improve performance through implementing AMP and a complete rework of their implementation of WordPress. The project's aim was to tackle the typical aspects of enterprise media, including backend optimizations and hosting migration, as well as editorial experience improvements allowing for faster and easier authoring.

“WP Engine understood our goals for this project and they were a great collaborator to help deliver a superior experience to our customer.”

Amit Sion,  
XWP Chief Revenue Officer



## Turning a Vision Into Reality.



### A SEAMLESS MIGRATION

The key goals for the project were scale, stability, and self-sufficiency. XWP was looking for a partner that aligned with those goals and ultimately decided on WP Engine. With a significant amount of content that needed to be migrated, WP Engine helped the team at XWP identify potential risks with migration, allowing the team to put together a clear plan that minimized any possible risks.

### UTILIZING AMP + PWA

Over the last two years, XWP has been working with Google on the development of the AMP Plugin for WordPress. With this expertise, XWP quickly saw alignment for AMP with NOVA's web properties, with Native AMP identified early as the ideal implementation. As opposed to “transitional or “reader” modes, Native AMP means all theme templates are AMP-only, allowing for simpler development with only a single code base.

They also added the [PWA feature plugin](#) (that XWP helped build with Google) as well as using [AMP install service worker](#), one of the newer AMP components, to further improve the user experience. Configuring the PWA's app manifest to have a “network first” caching strategy enabled offline viewing of articles previously visited.

### INCORPORATING ADS

The nature of the implementation presented a unique opportunity to work with AMP and header bidding ad-tech. When ad loading is not configured properly it contributes towards poor page performance, especially on media-rich sites like GOAT. Working with AMP, a highly opinionated and performance-focused web component framework meant the approach XWP took to implementing GOAT's ad stack had to adhere to AMP standards.

Whilst some concessions had to be made to accommodate ad providers that were not fully AMP compatible the overall net effect was a highly performant ad-reliant media site. The best of both worlds: a good user experience that isn't [degraded through sub-optimally loaded ads](#).



## The Results.

GOAT is the first of Nova's sites to go live with a unified editorial workflow and performance-focused theme build—as a PWA site, with all templates built as “Native” AMP. The performance results are noticeable:

- The unification of the editorial experience
- Google Pagespeed Insights score went up from 7 (yes 7) to 77 on mobile.
- WebPageTest 3G test: [before](#) / [after](#). Key things: start render time decreased by 1.5s. The time to interactive went down from 43s to just 10.
- Lighthouse test: [before](#) / [after](#). First contentful paint went down from 5.8s down to 2.5s (a 3.3s reduction). The performance score went up from 7 to 65. First CPU idle time went down from 16.2s to 5.9s.
- GTmetrix: [before](#) / [after](#). The PageSpeed Score went up from a D (63%) up to B (82%).

### START UTILIZING AMP

To evaluate your site's compatibility and gain the performance and user experience benefits of AMP, check out [AMPized.com](#), XWP's AMP implementation service.

Genesis 3.0, the latest version of the Genesis Framework, brings AMP functionality directly into Genesis core, making it easier for developers to build AMP-compatible themes and sites with Genesis. By bringing this functionality into the Genesis Framework, sites see faster load times, better SERP (Search Engine Results Page) benefits, and the benefits of AMP caching on mobile. [Get started with Genesis + AMP today!](#)

Want more [information on AMP and PWA](#)? Check out the [official AMP plugin for WordPress](#) or check out our white paper on [how to design and develop a progressive web app](#).

## 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.