



CASE STUDY

LEXBLOG

Industry
Publishing

Site
<http://www.lexblog.com/>

Challenge
Unreliability, security and performance issues

Results
Improved uptime, speed, stability, and security

“WP Engine is not only more stable, but significantly faster with more consistent server response time.”

—**Josh Lynch**,
Director of Product Management,
LexBlog

Site Optimization Brings LexBlog to the Next Level

OOMPH AND WP ENGINE DELIVER SECURITY, 100 PERCENT UPTIME TO NETWORK OF LAW-FOCUSED WORDPRESS SITES

The Company

LexBlog is a publishing platform for law firms built on WordPress that helps lawyers build a strong online identity with customized blogs, training on blogging best practices, and limiting exposure to risk. LexBlog is a client of Oomph, a full service web strategy, design, technology, and engineering agency that leverages WordPress and other open source tools to deliver solutions and results to its customers.

The Site

LexBlog.com and its network of sites.



The Challenge

As LexBlog continued to grow, its user experience was inconsistent and unreliable. Under its old provider, the website grew stagnant and hard to maintain. It suffered a lot of downtime. And the plugins and WordPress core had gotten out of date, creating security and performance concerns.

Chris Murray, president and CEO of Oomph, said one look at LexBlog and it was clear that optimizations and updates were needed.

“LexBlog was in a situation not unlike a lot of other folks,” Murray said. “It had accumulated technical debt. It has a network of more than 1,000 sites. This was a high-risk situation.”

According to Josh Lynch, LexBlog’s director of product management, the site needed to improve its performance, scalability, uptime, and security. The primary cause of downtime was DDoS attacks, and the platform was prone to outages, creating stability concerns. Lynch said LexBlog works with some of the largest law firms in the world, and they have the highest expectations.

“A hack could really destroy our business and hurt our clients’ reputations as well,” he said.



The Solution

Oomph suggested that LexBlog migrate its WordPress sites to the WP Engine managed WordPress hosting platform. Murray said his agency typically recommends WP Engine for organizations focused on content management, like LexBlog, because of WP Engine's level of customer service and support.

"WP Engine is a solution you don't need to worry about," he said. "It puts us in a situation where we can declare to a client that Oomph is not a 24/7 organization and we can rely on WP Engine to handle that support for our clients."

Lynch said Oomph helped migrate LexBlog to WP Engine from its previous provider and immediately dug in to optimize its sites.

"We worked to get the entire codebase up to date. We implemented WordPress updates, and migrated LexBlog from its existing provider, then performed the cleanup," Murray said.

The managed WordPress hosting platform from WP Engine offers LexBlog's developers several different workflow options, which empowers them to develop how they're comfortable. And access to staging, error logs, frequent backups, and restore points allows the dev team to work with confidence.

"We knew we weren't going to build our own hosting team and host our own WordPress sites," Lynch said. "We were looking for specialists with experience with enterprise clients. WP Engine was the only host with true enterprise capabilities and service."



The Results

Lynch said LexBlog's platforms are now up to date and running recent versions of WordPress. This immediately reduced LexBlog's security risks, and cut load times in half. "It was very impactful," he said.

Lynch added that the speed and stability improvements the site has experienced have been huge.

"The speed and stability of WP Engine's infrastructure, and the expertise of their support team, make it so we can focus on other uses of our time and be proactive versus reactive," Lynch said.

Outages and downtime are down to nothing, Lynch said. In May 2014, the LexBlog platform had 38 minutes of downtime across 31 outages. In May 2015, LexBlog had zero outages, resulting in 100 percent uptime. Meanwhile, LexBlog's clients are experiencing similar results. For example, in April 2014, prior to the move to WP Engine, one client suffered 29 minutes of downtime as the result of three outages, and in April 2015 that same client had zero downtime.

"WP Engine is not only more stable, but significantly faster with more consistent server response time," Lynch said.

The platform also injects massive scalability, giving LexBlog the ability to handle 30 million page views per month when there's a spike that pushes it well above its average of 3 million to 6 million page views.

And LexBlog's development team knows it can trust and rely on WP Engine's support, which goes beyond simple troubleshooting and problem solving and delivers proactive service to prevent issues from happening.

"It's a comfort knowing it's there 24/7," Lynch said.

Oomph's Murray added WP Engine's support has been a breath of fresh air for LexBlog, especially migrating from a solution where progress on the platform often fell into a black hole.

"This was a high-risk engagement, and we turned it into the absolute best-case scenario," Murray said.

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, and London, England.