



CASE STUDY



Industry
Ecommerce

Site
trendyresumes.com

Challenge
Server load couldn't handle traffic

Results
Improved SEO, 20% improvement in site traffic

"WP Engine has all the features a modern and successful ecommerce website can wish for when looking for hosting."

- Antonio Iacopino
CEO

From Unsteady Server Performance To Peace Of Mind

TRENDY RESUMES EXPERIENCES IMPROVED SEO, 20% INCREASE IN TRAFFIC WITH WP ENGINE

The Company

Trendy Resumes is an online vendor that supplies a unique collection of creative resume templates for the modern job seeker. Their resume templates aim to get job applicants noticed and increase call back from recruiters.

The predecessor to Trendy Resumes was a startup company called CVfolio (soon to be moved to WP Engine's platform). However, upon launching Trendy Resumes, CEO Antonio Iacopino explained that with Trendy Resumes, "everything from the name of the website, to the design of our resumes, to the targeted audience aiming to stand out when applying for a job ended up making sense. As a result, the new website (Trendy Resumes) boomed in popularity, surpassing the initial one (CVfolio)."

The Challenge

With a booming new website comes new challenges. Trendyresumes.com experienced a dramatic increase in traffic load, more than what their server could handle.

"We needed a server that could provide better stability, uptime, ability to serve a high volume of traffic, an easy way to maintain the website from a technical perspective, and all at a convenient cost," explained Iacopino.

He added, "without a doubt, if our site experienced poor functionality, it would have resulted in a loss of image for the website, loss of interest for the products, and most importantly, loss of sales and revenue."

The Solution

Proactively trying to avoid at all cost any potential threats to their site, Trendy Resumes joined WP Engine's WordPress performance platform.

“WP Engine caught our interest because they provide a professional platform that is designed and optimized for WordPress,” said Iacopino. “Their offering and reputation are outstanding,” he added, noting a list of his favorite features. Here’s what he had to say about them:

- **EverCache** - “The caching technology serves our content much faster so that content loads in the blink of an eye, no matter the user’s global location.”
- **Automatic Backups** - “They provide multiple automatic backups so our website won’t get damaged in the event of a security breach. Should the worst happen, we can restore our site with a single click.”
- **Staging Environment** - “We can quickly make a copy of our site and test new functionalities, then once all tested, send it back live instantly.”
- **Technical Support** - “The technical support is outstanding. The 24/7 live chat is very convenient too.”
- **Uptime** - “Their uptime is phenomenal. We can relax knowing our site will be online, and are now able to focus all of our efforts on producing our creative resume templates”

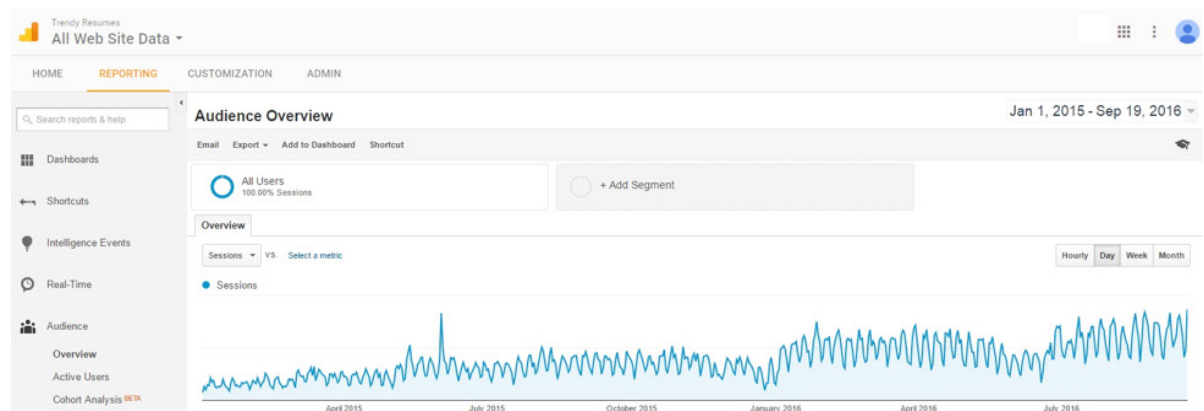


The Results

On top of access to the platform features listed above, according to Iacopino, improved site performance due to WP Engine’s performance platform lead to improved SEO.

“It’s commonly known that hosting your website on a fast server can increase chances of ranking higher on search engines. This also benefited us, in fact our ranking improved and we started ranking higher for our main keywords. This led to an increase in sales,” said Iacopino.

Thanks to improved SEO and site performance, Trendy Resumes also saw a 20% improvement in traffic. The graph below shows the increase in traffic once Trendy Resumes switched to WP Engine after November 2015:



“Now that we found a reliable server we can count on, we have much more time to focus on advertising our products. We have peace of mind that our resume templates are hosted in the best place so now we can focus on sales!” Iacopino concluded.

About WP Engine

WP Engine powers amazing digital experiences for websites and applications built on WordPress. The company’s premium managed hosting platform provides the performance, reliability and security required by the biggest brands in the world, all the while remaining affordable and intuitive enough for smaller businesses and individuals. Companies of all sizes rely on WP Engine’s award-winning customer service team to quickly solve technical problems and create a world-class customer experience. Founded in 2010, WP Engine is headquartered in Austin, Texas and has offices in San Francisco, California, San Antonio, Texas, Limerick, Ireland, and London, England.