WP engine®

Success Snapshot

clipchamp

Growing pains: merging multiple WordPress installations for strategic product evolution.

Migrating to WP engine allows Clipchamp to bring fragmented installations together into one easily-manageable site

Industry
Software, Internet

Site
clipchamp.com

Challenge
Migrating and merging multiple installations for a site relaunch and product rebrand

Results
Seamless site migration and merger, relaunch of a more reliable, manageable and customer-friendly site

Clipchamp (clipchamp.com) is a fast-growing technology company headquartered in Brisbane, Australia. Founded in 2013, Clipchamp's cutting edge in-browser technology gives people all over the world an easy way to record, edit, compress, convert, and collect videos online. Their WordPress Plugin and API product helps other websites to easily gather videos from site visitors, with a unique client-side processing approach making the plugin reliable, fast, private, and cost-effective.

The challenge.

With the translation of their website into nine languages, the addition of a video editor to their suite of products, and growing user numbers, the Clipchamp team knew their website was in dire need of a relaunch. It was becoming hard for customers to differentiate between solutions intended for individual users, like the Clipchamp Video Compressor, Converter, Recorder, and Editor, and video collection products intended for website owners, like the WordPress Plugin and API.

The company's fast growth since launch also meant the existing site comprised of two separate WordPress installations, as well as several pages on Angular, creating a complex architecture that was difficult to manage and maintain. The challenge in launching the new site was to migrate and combine all of these installations, including translated pages, into one—a task that was going to be impossible with their existing host, with which they had also experienced performance and reliability issues.

The solution.

The Clipchamp team found the perfect partner for their site migration and relaunch in WP Engine. "We wanted to offer our customers a more cohesive look and feel and

reposition our products under three easily distinguishable umbrellas: Clipchamp Collect for the WP Plugin and API, Clipchamp Create for our video editor and Clipchamp Utilities for our video compression and conversion tools. We knew a crucial part of achieving and maintaining this more unified look would involve combining the different existing installations, and WP Engine was the logical choice for that," said Clipchamp Co-founder David Hewitt.

"We could also see the benefit of switching to a provider experienced in working with WordPress business users and larger-scale websites. WP Engine staff provided the expertise and advice to help us migrate the site to get it all running, including tips on redirects and how to manage the seamless move of translated pages."
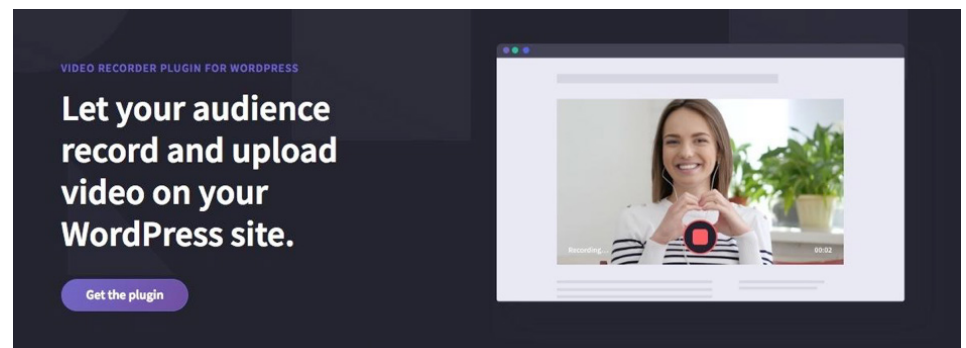
The results.

The new site launched smoothly, with the diverse WordPress and Angular components brought together into one single WP Engine-powered setup.

The team is already seeing the benefits of this streamlined site, which runs more reliably and makes updating content easier.

Clipchamp Plugin user Happy Travels, also based in Australia, is one of these customers. Digital Sales Manager Iain Hayes said: "We have used Clipchamp to revolutionise our hiring process. As a face to face sales company we added the video plugin to our website for potential new recruits to answer some questions and leave a brief video interview. We've found that it is much easier to choose which staff we should interview as their personalities shine through better on video than through receiving CVs alone. We also save a lot of time with the interview process as it is easier to find the right candidate."

More recently the Clipchamp Video Recorder and Uploader plugin was also added to WP Engine's Solution Center, allowing customers to easily add a professional video recording and uploading capability to their WP Engine powered WordPress sites.

VIDEO RECORDER PLUGIN FOR WORDPRESS

Let your audience record and upload video on your WordPress site.

Get the plugin

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.