

## CASE STUDY

# *How CornerStone SEO Consolidated Hosting*



**Rocket.net**



**CornerStone  
SEO**

### **ABOUT CORNERSTONE SEO**

Corner Stone SEO is a web development and SEO Agency that manages WordPress & hosting for it's valued clients. Because speed, security, and reliable hosting are the pillars of great SEO, founder Chris Azzari has spent years working with multiple hosting providers and utilizing services such as CDN, WAF, Backup & Security services to help clients achieve optimal rankings.

Before Rocket.net Corner Stone SEO utilized four unique hosting providers for his clients hosting needs, which started out to save money, but ended up costing more than expected and as it grew became more complex to manage.

Corner Stone SEO founder Chris was first approached by Rocket.net as a WordPress influencer to review & provide feedback on the platform. However, through Chris' research process, which included 2-hours of Q&A, over 20 hours of testing, and interaction with the founders that he decided to consolidate all of his WordPress hosting to Rocket.net.

4 Different Providers



**Rocket.net**

From **\$360**  
to **\$260**



**28% Savings**

From **1.36 s**  
to **78 ms TTFB**



**1,643% Faster**

## SAVED 28% ON HOSTING

As hosting plans started to renew and Chris started factoring other costs such as paid plugins, security services, and CDNs for some of his clients, the once minimal hosting bill started to increase.

As the first 5 sites were migrated and optimized, plugins such as WordFence, Updraft, and others were no longer needed (reducing annual fees) and for a couple of the sites he could cancel his CloudFlare Pro subscription as the same services were already bundled.

## DODGED DOUBLE BILLING

Part of the initial challenge with moving all 50 sites was trying to figure out renewal dates and for hosting accounts that were prepaid, trying to solve the double billing dilemma.

"I was open to moving all of my sites but had just renewed a few & didn't want to absorb the additional costs", said Chris.

Rocket.net felt the same way and Chris was the first customer to receive "account credits" that removed the double billing problem and allowed Corner Stone SEO to migrate all 50 sites at one time!

## ENABLED CDN, WAF, SSL FOR ALL CLIENTS

As an expert in SEO, Corner Stone SEO knows that such services as CDN, WAF, and SSL help improve results, but enabling and managing these across 50 WordPress sites was a challenge.

SSL Renewals, WAF Rules, CDN configurations and support for this was becoming a challenge. For example, some of the hosting provides Free SSL, but requires you to manually renew it each year and managing CloudFlare for 12 sites all requiring unique logins.

## RELIEF FROM SUPPORT

Before Rocket.net, Corner Stone SEO spent valuable time providing hosting support, updating security plugins, and working with four different providers. In any given day, Corner Stone SEO could have 2-3 tickets open, each from a unique provider.

With Rocket.net's VIP #Slack based support, Corner Stone SEO was able to shift their support model from opening tickets with four providers to real-time communication with Rocket.net WordPress experts.

Together they can explore support issues, tweak performance, and get real-time updates.

As Chris researched Rocket.net he was in disbelief that the platform provided all of these services, pre-configured, on-by-default, and at no additional charge!

## UTILIZED ZERO-GRAVITY MIGRATION

Moving 50 sites seemed daunting as each site was unique in nature and downtime was not an option. With site spread across 4 providers and large amounts of data to move, Corner Stone SEO was worried about both the amount of time and effort it would take to achieve a full migration.

Together with a team of migration specialists all 50 sites were evaluated, scheduled, and verified that DNS changes were possible.

Utilizing VIP #Slack support provided a collaborative migration experience and an opportunity to optimize each new site that was migrated.

Rocket.net's migrations include a full malware scan & clean up, optimizations, and seamless SSL transition (no downtime).



*“At first glance Rocket.net seemed more expensive than my current shared hosting bill, but after considering the costs of CDN, WAF, Security, SSL and additional add-ons, my costs were 38% lower and on average my sites were 52% faster”*

**CHRIS AZZARI**  
CEO & SEM Master

## YOUR WORDPRESS IS OUR MISSION

Consolidate Hosting in 22+ Locations with Rocket.net

**BOOK A FOUNDER MEETING**

or

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