

CASE STUDY

How Twodot Marketing Used the Rocket Platform to Cut Their Customers' Loading Time in Half



Rocket.net



twodöt
MARKETING

ABOUT TWODOT

Twodot Marketing is a digital marketing company, designed to help small businesses create a presence on the web without breaking the budget.

Before Rocket, they were hosting their WordPress websites on various hosting companies; they just could not get the speed and security for their clients that they were after.

Twodot's marketing business heavily relies on fast loading websites to ensure the best possible SEO and CPA's for their clients.

Another critical factor is website security; if a customer's website is infected or hacked, it will severely impact their business and reputation, and client Ad spend (revenue generation).

NEED FOR SPEED

Unhappy with the overall performance (even when using a CDN for static assets on top of their premium hosting) for the price they were paying led CEO Joshua Etheridge to find something better. While the majority of hosting companies talk about boosting your performance by 2-3x, Josh knew they were ultimately providing the same solution on Google Cloud.

"I came across Rocket and had a great conversation about their CDN and full page caching capabilities. After learning more about how the Rocket Platform works, I knew I had to give it a shot.

Within one hour of signing up, I had my first site migrated, and I was blown away. I instantly noticed a HUGE difference in my page speed, time to first byte, and just overall responsiveness of our company website. 24 hours later, we had all of our customers live on Rocket receiving the same great benefits.", Josh said.

Rocket's platform is built specifically to improve WordPress performance and security. The platform does this at its core by utilizing an Enterprise CDN in front of every WordPress install. The CDN is always-on and pre-configured to automatically cache your entire WordPress site in 200 locations around the world, with full support for dynamic content (WooCommerce, Blog Comments, Search, etc).

BEFORE

on *Wordify*

TTFB

Time to First Byte

301 ms

FLT

Full Load Time

8.7 s

PS

Total Page Size

1 MB

AFTER

on *Rocket.net*

TTFB

181.3% Faster

107 ms

FLT

93.3 % Faster

4.5 s

PS

12.7% Smaller

894 KB

MANAGED SECURITY

Securing WordPress is always a struggle. Zero-Day exploits, Malware, and Vulnerabilities are daily threats to all WordPress sites, no matter their size or niche. Rocket has provided Twodot with a full Website Security Suite at no additional cost for each WordPress website.

“Having an Enterprise WAF and real-time malware scanning on every website is a game changer. Previously we had to purchase expensive third-party plugins and maintain them; today, Rocket handles all of that for us... ultimately leading to a huge cost and time savings for us and our customers.”

Rocket automatically includes an Enterprise Web Application Firewall powered by Cloudflare on every WordPress installation. On top of the Enterprise WAF, we have a local WAF and real-time Malware scanning to further protect the local WordPress install from brute force attacks, malware, weak password creation, bots, and much more.

“Rocket’s support has been absolutely incredible. Not only are they extremely knowledgeable when it comes to hosting, but they’re WordPress experts.”

AUTOMATIC PROTECTION

On September 1, 2020 there was a major exploit in the WordPress File Manager plugin [1] affecting over 700,000 WordPress users.

Rocket was able to automatically protect all of Twodot’s websites from this attack.

```
77316730: IM360 WAF: WordPress plugin File Manager <6.9
- Remote Code Execution | | T:APACHE | |
REQUEST_FILENAME: .../lib/php/connector.minimal.php | |
```

```
Request: GET /wp-content/plugins/wp-file-ma
Action Description: Access denied with code 403 (phase
Justification: String match “/lib/php/connector.m
```

[1] <https://www.wordfence.com/blog/2020/09/700000-wordpress-users-affected-by-zero-day-vulnerability-in-file-manager-plugin/>

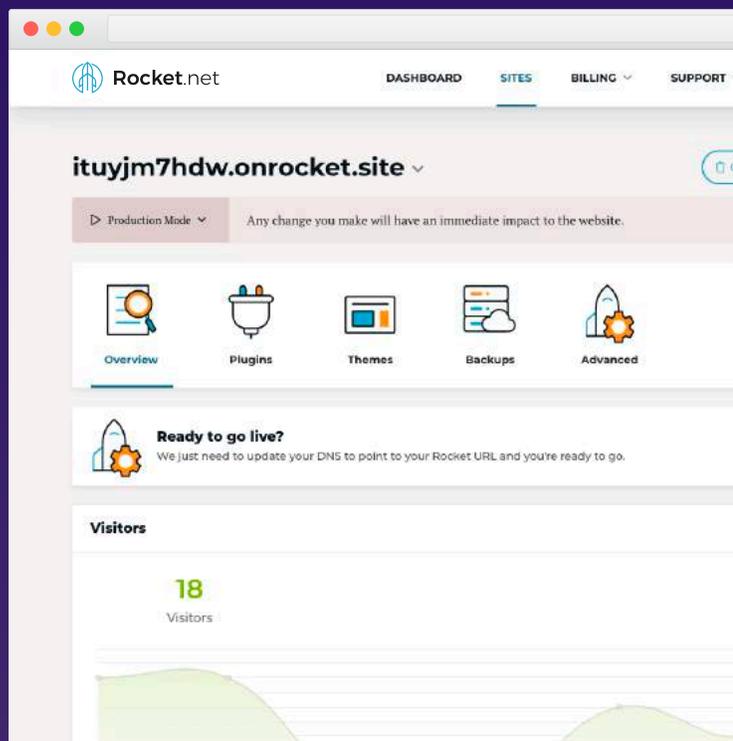
EXPERT SUPPORT

Another big headache is support when you need it. Rocket truly provides 24x7x365 support via live chat, email, and phone.

“Rocket’s support has been absolutely incredible. Not only are they extremely knowledgeable when it comes to hosting, but they’re WordPress experts. They made several recommendations for our plugin configuration to achieve maximum performance.

They’re also very knowledgeable when it comes to CDN, I definitely learned a thing or two!” Josh said.

Rocket is extremely customer centric and passionate about customer success. We build a strong relationship with our customers as we know they’re here to do business with us for years to come.



“Rocket far exceeds any other WordPress host in both server performance and support. We have been with many hosting companies and none of them understand managed WordPress hosting like Rocket.net. If you have a WordPress site, you need to be on their platform!”

JOSH ETHERIDGE

President / Chief Strategist

WHY ROCKET?

ACCELERATE AND PROTECT YOUR AGENCY

Rocket is an all-in-one Managed WordPress Hosting platform built for WordPress Websites of all sizes. We handle the heavy lifting so you can focus on what matters most - content. We make it easier than ever to create, develop, & launch WordPress websites around the world.

With our built-in and always on full page caching and website security suite you can start improving your page speed & SEO rankings, all while reducing costs immediately.

TALK TO A ROCKET FOUNDER TODAY

hello@rocket.net (shared Inbox)
ben.gabler@rocket.net
aaron.phillips@rocket.net
josip.radan@rocket.net

Or, chat, review, and sign-up at Rocket.net