



## CASE STUDY



**Industry**  
Agency

**Site**  
[pixeljar.com](http://pixeljar.com)

**Challenge**  
Meeting blazing site speed requirements, improving the user experience

**Results**  
12% increase in page speed, 13% retained site visitors, 10% increase in revenue with bigger client site

**“The [Page Performance] recurring tests feature is great because I can start to track how the page has been performing over time and make sure that we’re not introducing regressions instead of improvements.”**

**- Brandon Dove**  
Co-founder, Pixel Jar

# Maximizing Business Results With Page Performance

PIXEL JAR USES WP ENGINE SOLUTION TO ACHIEVE ENHANCED CLIENT RESULTS IN PAGE SPEED, SITE RETAINMENT, AND REVENUE

## The Company

*Pixel Jar is a Southern California based web development firm specializing in worldwide custom WordPress development. Although a small boutique firm, Pixel Jar serves clients all over the world and in all different walks of life.*

*Their WordPress projects have ranged from launching large-scale BuddyPress powered social networks, to WordPress Multisite networks. Some of their clients include the Dallas Mavs, Hallmark, Krochet Kids International, and the Global Genes project.*

## The Challenge

Ensuring your clients’ websites are optimized for speed and performance can be a challenge, especially because these obstacles are dependent on many factors, like rich media, page size, plugins, code, theme, and more.

“Site speed is incredibly important,” said Brandon Dove, WordPress Developer at Pixel Jar. “There have been numerous studies done on the subject that connect slow response times to a reduction in end-user engagement. In one of those studies, it showed that for every second a user has to wait for a site to load above four and a half seconds, you’ll experience a 2.1% decrease in cart size for ecommerce, a 3.5-7% decrease in conversions, a 9-11% decrease in overall pageviews, and a 16% decrease in customer satisfaction,” said Dove.

He added, “While website owners always want the best user experience for their users, sometimes what they think their users want doesn’t always provide the best experience. Even though some content (like videos) can be amazing at increasing conversions and making visitors feel connected with your brand, these kinds of things can also slow your site down and increase frustration for your visitors.”

## The Solution

In order to ensure their clients’ sites are optimized to perform exceptionally, Dove said that WP Engine’s User Portal gives the agency access to tools they need to help them monitor site performance on each individual site.

“The [Page Performance](#) tool in particular allow us to schedule recurring performance tests on key urls for our clients to make sure that they’re loading as expected,” said Dove.

He added, “We integrate ourselves deeply in our client’s planning process to make sure that we deliver only what the end user needs. Less code means less for the server to process and ultimately faster load times.”



## The Results

As a result of WP Engine’s Page Performance, Pixel Jar has seen some notable improvements on their clients’ sites. Their favorite features about Page Performance include its quick accessibility in the User Portal and the ability to [schedule recurring tests](#).

“The recurring tests feature is great because I can start to track how the page has been performing over time and make sure that we’re not introducing regressions instead of improvements,” said Dove.

Pixel Jar has recently been using Page Performance to analyze the home page for a well-known TV host and motivational coach.

“Some of the changes that we’ve made based on the recommendations from the Page Performance tool have led to what I would say are pretty substantial improvements on their business goals and bottom line,” said Dove.

Since starting to use the tool, Pixel Jar has made an 12 percent improvement to page speed, which has helped them to retain roughly 13 percent more visitors and 10 percent more revenue.

“The key metric we were tracking here was the amount of leads that are being generated through trackable conversions. Our client sends weekly emails out to these leads offering valuable insider content in addition to access information for a yearly business course,” said Dove.

Having seen these results with this particular client site, Pixel Jar will expand its use of the Page Performance tool to help them gain additional insights on how to best improve other client site performance, along with best practices for a phenomenal user experience.

“What we try to focus on is how to get visitors to the content they’re after in the quickest way while still giving them a reason to keep engaging with your content,” said Dove.

On top of that, with the help of WP Engine, the agency’s biggest clients can relax knowing they are in the hands of WP Engine’s performance technology, ensuring even through extraordinary, high traffic events, their client’s sites will remain online.

## About WP Engine

WP Engine powers amazing digital experiences 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, Limerick, Ireland, and London, England.