

Case Study



HIPHOPDX

ABOUT HIPHOPDX.COM

HipHopDX.com was founded in 1999 with a simple mission; be the leading source for up-to-date news and events for hip-hop enthusiasts. With over 7 million pageviews a month and over 1.6 million Facebook fans, HipHopDX.com is the largest hip-hop site on the Internet.

THE PROBLEM

HipHopDX.com was experiencing serious issues with site performance, which was adversely impacting the user experience and monetization. “We were getting significant slowdowns in both desktop and mobile user’s page load times during peak usage hours,” said Sharath Cherian, founder, CEO and publisher, “it was annoying for our visitors and we were receiving complaints.”

HOSTING THAT DIDN'T PERFORM OR SCALE

Using a hosting service that didn't understand the unique needs of publishers was frustrating for the HipHopDX.com team. “Especially challenging was the inability to directly control and optimize the server resources,” stated Sharath, “so when the number of visitors increased; page loads slowed down by up to 2 or 3 sec for high traffic pages. There simply was no option for scalability.” The hosting service provided a fixed set of resources and a predefined server technology stack. When traffic increased above the capacity of the fixed resources, page load times increased and video/audio buffering and/or dropouts were occurring which further upset visitors. “We realized that this could not continue operating this way and we needed to address our hosting/server technology stack.” added Sharath.

“Prior to having Dunford Enterprises assess and optimize our web technology stack, we were frustrated with the performance and cost of our hosting. Now it's a different story, our critical performance measures are right where they should be. The net result is close to a 50% increase in site performance and annual savings of over \$12,000 in hosting costs.”

Sharath Cherian
hiphopdx.com CEO and Publisher

MOVING TO SCALABILITY AND CONTROL+

HipHopDX.com's team defined a number of requirements to ensure visitor complaints were reduced and site manageability and performance improved. These goals included:

- Speed up overall page load numbers
- Reduce cost of services
- Dynamic and elastic scalability
- Ability to configure and manage the resources



GETTING TO A DECISION

After approaching several web services companies to propose solutions that met their requirements, HipHopDX was not satisfied with the responses they received. When asked if they know of a company that might be able to help them, Jonathon Dunford, CEO, stated that they would be able to meet the requirements. Having previously worked with Dunford Enterprises on a web development project, they knew about Dunford's team's capabilities but were not aware of their expertise in designing and implementing high-performance cloud based server technology stacks.

WHY DUNFORD ENTERPRISES?

According to Sharath, it was simple, "Dunford has demonstrated their ability to deliver quality on time with past projects, so the choice was obvious. The Dunford team reviewed available server technology stacks and made a recommendation that provided additional benefits beyond improved performance including:

- Enhanced security
- 50% lower hosting cost
- Dynamic and elastic scalability

The server technology stack Dunford specified, implemented and optimized is based on AWS cloud components and additional non AWS solutions. The new stack included the following components: Wordpress using a Symphony front-end, Elastic Cloud II, RDS, S3, Redis caching and Cloudflare CDN. The net result was delivery of a high performance, scalable and manageable solution at the lowest possible cost to HipHopDX.com.

THE RESULTS

HipHopDX.com went live with a completely new server technology stack supporting their site in March of 2019 and within a few days started measuring site performance under various conditions. The result of the measurements showed that across the board site performance increased by an average of 43.5%. Visitors from mobile devices experienced an average increase of 52% in page load speed, while desktop visitors benefitted from a 35% increase. "Our performance KPIs have all improved since we went live and we couldn't be more pleased with the results," said Sharath. "We will see a positive return on our investment by month 8 after implementation."

ABOUT DUNFORD ENTERPRISES

Our US based development team can transform your ideas into reality. As a full service web services and development organization we offer a complete range of capabilities from new website design and implementation to applications, tool or system development to evaluating and implementing a new server technology stack. We deliver results. Clients include: HipHopDX.com, DJBooth.net, Fiassistant.com, and many more!

www.dunfordenterprises.com