

COGdigital^o

WORDPRESS WEBSITE HOSTING

Case Study – Hydroflux

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DISCOVER



THE COG DIGITAL APPROACH TO WORDPRESS HOSTING



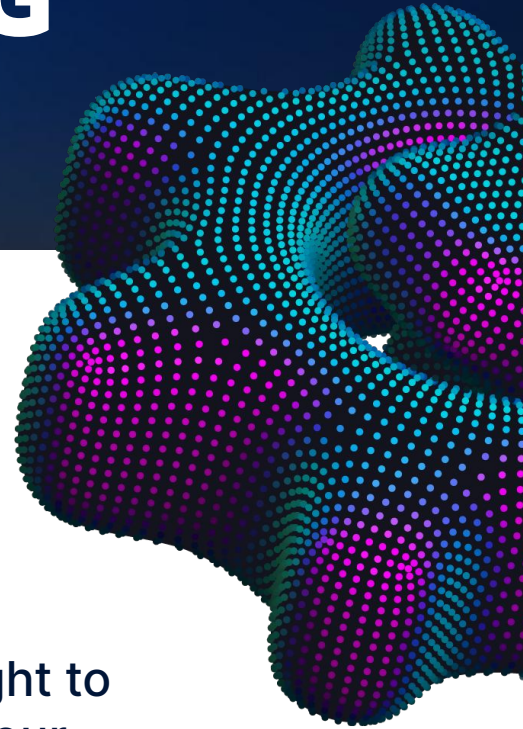
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This document will introduce you to one of the COG Branding Wordpress Website Hosting projects as a simple case study.

It supports our work experience and provides some insight to how we connect brand to business and provide value in our brand and marketing services.

Read through, enjoy, and get in touch anytime!

START!





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WHAT WE KNEW FROM THE START

Hydroflux approached COG Branding with a simple brief – design develop and host our eight Wordpress Websites.

Sounded like a simple brief, though if you've ever worked with engineers you'll know that simple to an engineer is complex for everyone else. The task for COG Branding was to develop a strategic and unified tech stack to launch and manage the website ecosystem for the Hydroflux business, and have to reach their global water management market.

A core component to the brief was to ensure security, uptime and redundancy backups, plus staging environments to ensure offline developments could continue while a BAU position could be maintained by The Hydroflux Group.

With a aggressive growth strategy, and a large number of Hydroflux team members being technical the level of support needed to be high to meet the demands and traffic volumes expected.

FROM THE CLIENT

Adrian Minshull, CEO at Hydroflux says that "[Luke Sullivan](#) and the COG Branding team offered us first class product, and responsive support solution that allowed Hydroflux to launch our business with a strong digital front and a reliable marketing environment". While COG Branding pride itself on our ability to service clients 24/7/365, Adrian was clear that "COG Branding are on deck on weekends, public holidays and at midnight weekdays".

- [Adrian Minshull](#), CEO



THE KEY COG DIGITAL SOFTWARE & TECHNOLOGY IN THIS PROJECT.

Wordpress

WordPress is a free and open-source content management system written in PHP and paired with a MySQL or MariaDB database with supported HTTPS.

Included is a content management system (CMS) that allows you to host and build websites, and it features include a plugin architecture and a template system, referred to within WordPress as Themes.

LAMP Hosting

LAMP is an open source Web development platform that uses Linux as the operating system, Apache as the Web server, MySQL as the relational database management system and PHP as the object-oriented scripting language. (Sometimes Perl or Python is used instead of PHP.)

The LAMP stack is a combination of software that is required on your server so that you can host dynamic websites such as WordPress.

Cloudflare

Cloudflare, Inc. is an American content delivery network and DDoS mitigation company. It primarily acts as a reverse proxy between a website's visitor and the Cloudflare customer's hosting provider. A global network designed to make everything you connect to the Internet secure, private, fast, and reliable. Secure your websites, APIs, and Internet applications. Protect corporate networks, employees, and devices. Write and deploy code that runs on the network edge.

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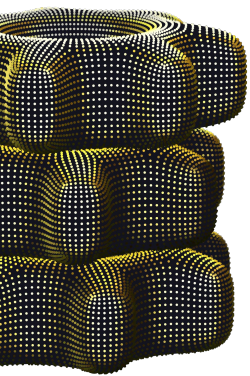


ABOUT THE CLIENT

The Hydroflux Group consists of eight specialist water and wastewater treatment companies. These integrated businesses undertake design and construction projects, and provide aftermarket services to the municipal, mining and industrial sectors.

The [Hydroflux Group](#) is made up of established privately, owned Australian business dedicated to all aspects of water and wastewater treatment management systems. They service Australia via offices in Sydney and Melbourne, the Pacific region via their Fijian office and Europe via their established UK business.

Their extensive experience along with the product range and services they can offer to their customers covers all the requirements for design or provision of solutions, equipment and services within the industrial and municipal treatment sectors.





MAIN CHALLENGES

If you're going to do anything in business marketing, there's one term you're going to want to truly understand—and that's corporate identity.

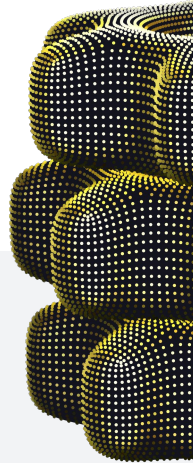
The COG Design team has the responsibility for setting the tone, driving branding decisions and managing the creative direction to achieve business success.

We proactively engage our clients during the project phases to ensure we meet the exact requirements as well as understand the expectations.

- **Support eight Wordpress websites.**
- **Mitigate DDOS attacks and thwart security compromises.**
- **Support Version Control and Software Updates.**
- **Maintain both staging and production environments.**



SOLUTIONS SUMMARY



Our Sydney Digital Agency delivered a comprehensive LAMP hosting environment that enabled the Hydroflux group of companies to launch into a global market.

WordPress is used by 63.4% of all the websites whose content management system is known in the world. This makes it easy to use but also easy to exploit and easy to break. Also part of the hosting provisions was ensure the custom theme was supported with updates and also the third party plugins that provided functionality to the Wordpress ecosystem were supported and updated via a regular maintenance program.

The brief allowed our development team to deliver against our service suite that included the below products and services –

- [AWS EC2](#) Auburn Sydney Data Centre
- [AWS S3](#) Redundancy and offsite backups
- [Cloudflare](#) CDN
- WMA (Website Maintenance Agreement)
- [LiveTeam](#) Support Ticket System
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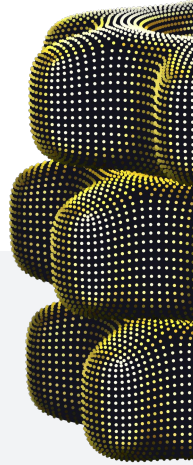
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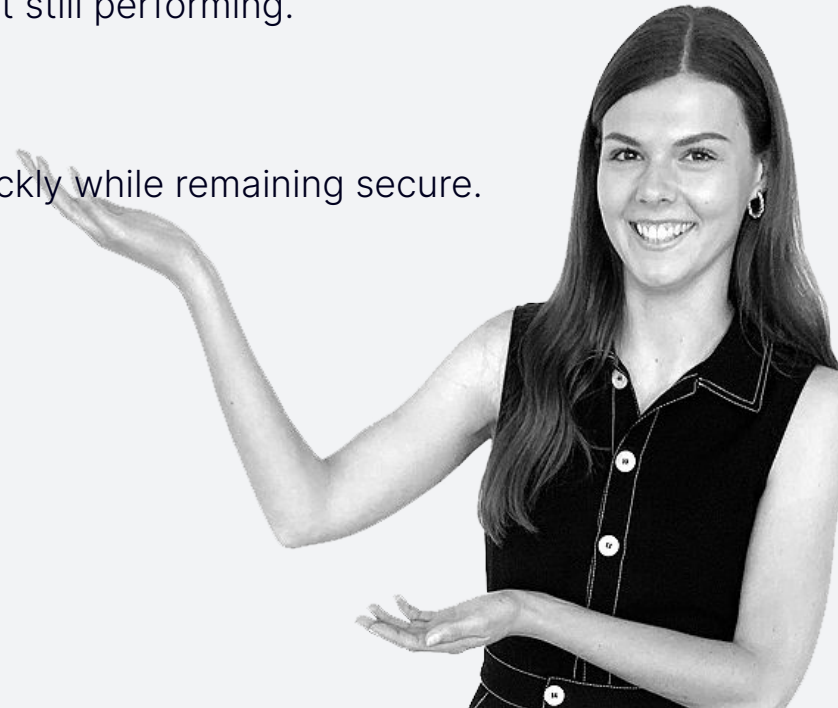
RESULTS SUMMARY



Business launch and project success!

Hydroflux has grown to become a global brand from the initial launch of the brand in Sydney Australia. With this launch has come growth and the acquisitions of other businesses in the industry that have been brought in under the hosting COG Branding setup and optimized, and now there are over 15 websites in the AWS EC2 instance.

- Global growth and a strong Wordpress environment still performing.
- Uptime exceeding 99%
- CDN ensuring local geographies load websites quickly while remaining secure.



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FOR COMPANIES THAT YOU KNOW.**

**BUT WE'RE SMALL BUSINESS
SPECIALISTS READY FOR NEW
PARTNERSHIPS.**



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If you have any questions, or would like our help on implementing the type of strategy we've presented here take advantage of our free 30-minute strategy session where we'll discuss your business goals and challenges.

Please note this is not a sales call. You will be speaking with one of our highly experienced marketing experts, not a salesman.

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