

## Wordpress Mage

Hosting initiative for tuned Mage environment, improve support and ease Mage installation

### Partner profile:



Developed by prominent Internet marketing entrepreneur, Greg Jacobs, the Wordpress Mage has taken the Internet marketing sector by storm, boasting thousands of devoted users and countless websites. The powerful software makes content creation and multiple blog-building easy and accessible to the masses. The Mage software uses search engine optimization tactics to allow the user to create optimized, advertisement-driven websites through a centralized management location.

To learn more, please visit:

<http://www.wpmage.com>

### The Problem:

Due to the sophisticated and powerful nature of the WP Mage software, Mage users required resource-intensive hosting solutions, a necessity which many general web hosting providers could not provide. Users were being suspended, without due warning, by other web hosting providers, resulting in unnecessary downtime, loss of revenue, and dissatisfaction with their hosting experience. In addition, support staff at other web hosting companies did not have the proper technical understanding of the WP Mage software to fully support customers, leaving them with many questions and concerns. These growing dilemmas prompted WP Mage founder, Greg Jacobs, to seek a more tuned and optimized solution to web hosting for his customers.

### The Solution:

#### Tuned Hosting Service

Our staff worked with the Mage development staff to create custom-tuned hosting services, which allowed for the increased demands of server resources Mage users required. To meet the growing needs of this software, we developed an operating and web server tuning configuration to properly allocate resources to specific components of the Mage software.

During our initial testing, we determined particular restrictions within a standard hosting platform that severely constricted the performance for Mage users. Upon in-depth testing and tuning, we discovered the ideal server

configuration that provided the users with peak performance for their Internet marketing websites.

To further maximize individual customer performance, each Mage hosting account was provided with a dedicated IP address for the most effective search engine optimization purposes.

## **Customer Support**

To enhance the hosting service provided to Mage customers, we addressed customer support needs in two ways. First, we trained our support staff to understand all the intricacies of the Mage software. Having such an in depth understanding allowed our customer service representatives to properly assist customers and increase overall Mage software satisfaction. Second, we catered to Mage users by providing them with a priority support queue, ensuring a prompt and accurate resolution of all their support requests.

## **Marketing Materials**

Cool Handle created co-branded marketing materials for the Mage software. The marketing materials were permanently encoded with tracking information, which guaranteed affiliates that they would receive proper compensation.

In addition, our marketing staff reviewed each landing page for the ideal language and design in order to maximize conversion. During the landing page tuning, we used A/B testing to determinate the best way to convey the sales information and maximize conversion. As a result of our efforts, we increased click-thru by 35% and conversion rates by 27.2%.

The overall marketing initiatives would not be complete without proper search engine optimization. Each landing page was search engine optimized, allowing them to rank higher on major search engines. Marketing staff carefully reviewed the content, keywords, and other items within the landing pages to determine the ideal material to offer the best ranking possible.

## **Software Development**

To expedite and ease the installation process of CP Mage, we developed a 1-click installer for CP Mage. This unique software allowed Mage customers to install CP Mage within minutes of purchasing their hosting service. Using the installer eliminated the time and frustration of manually installing the software. The software allowed users to automatically install the CP Mage software within cPanel with just one click!

