

dooce

INDUSTRY

Blogging/Influencer Marketing

PRODUCTS

Dedicated

PAIN POINTS

Heather's Dooce.com captured the attention of millions, including Oprah Winfrey - sending her site into wildly fluctuating visitor metrics causing bandwidth overages sometimes reaching \$2,000/mo.

HOW LIQUID WEB HELPED

The Most Helpful Humans in Hosting™ immediately engineered a load-balancing solution which scaled her site automatically and cost-effectively. Liquid Web also implemented a critical component for dooce's growth, a community section, growing dooce from a blogging platform into a fully-fledged community.



“Quick to meet all of [our] needs”

After Oprah Calls, Dooce Calls On Liquid Web for Load Balancing Solution

Heather Armstrong, was a famous, humorous, and often poignant person. She had an interesting perspective on getting dooced (a colloquialism she made famous for getting fired for something you write on your website) on dooce.com, which captured the attention of the New York Times, HGTV, Forbes, USA Today, and even the consummate communicator herself: Oprah Winfrey

All of these high profile appearances and mentions eventually delivered dooce.com an audience generally reserved for much larger websites — who also enjoyed far more extensive resources. Although the attention was great, generating enterprise-level traffic on a still humble blogging site was causing wildly fluctuating site visitor metrics and wickedly costly bandwidth overages up to \$2,000 a month. Adding to Heather's anxiety was the desire to transform her blog-specific site into a fully functioning community to add a level of cohesiveness to her brand. Heather needed the infrastructure to support more powerful connections and handle the resources needed for a rapidly growing membership, without adding significant costs to a company still experiencing growing pains.

How Liquid Web Helped

Liquid Web immediately connected with Armstrong by engineering a load-balancing solution that helped Armstrong scale her site automatically and cost-effectively.

This strategy included adding the community section, which was a critical component in transforming dooce.com into a fully integrated site. This addition required the entire hosting setup be updated with extra equipment while adhering to a defined budget.

In total, the transformation helped dooce.com emerge from a mere blogging platform with limited means into a fully functioning community that could support connections and the sharing of ideas between like-minded individuals—all while providing Armstrong the platform she needed to build her blogging reputation and the cost efficiencies she needed to build her business.

A Star Is Born

Since the revamp, the high-performance platform has held up strong and has required little attention outside of regular updates. Immediately after Armstrong began working with Liquid Web based on a friend's recommendation, she noticed how Liquid Web took a decisive approach to engineering a solution to meet her needs for more space and a faster server, a feat that was lost on all of her previous hosts. Hand it to Liquid Web to build a powerful, high-performance hosting infrastructure that handled traffic spikes while saving bandwidth costs, with the endgame of setting dooce.com up for success on a much bigger scope. Find out why Heather Armstrong remains pleased with the focus and attentiveness of Liquid Web's engineers on dooce.com by finding out more about the full range of services Liquid Web offers.



I was going over my bandwidth every month to the tune of \$2,000. I was growing very quickly and needed much more space and a much faster server. Liquid Web was quick to meet all of those needs.

- Heather Armstrong, Founder



ABOUT LIQUID WEB

Liquid Web powers content, commerce and potential for SMB entrepreneurs and the designers, developers and digital agencies who create for them. An industry leader in managed hosting and cloud services, Liquid Web is known for its high-performance services and exceptional customer support.

With over 30,000 customers spanning 150 countries, Liquid Web owns and manages its own core data centers and provides a wide portfolio of offerings spanning from bare metal servers and fully managed hosting to Managed WordPress and Managed WooCommerce Hosting. The Most Helpful Humans in Hosting™, Liquid Web earns the industry's highest customer loyalty and has been recognized among INC Magazine's 5,000 Fastest Growing Companies for eleven years.

*2017 NPS score of 66%

