![A2 HOSTING - OUR SPEED, YOUR SUCCESS]

This case study will share the story of Greg Houston, a successful architect with nearly two decades of experience whose website was beginning to experience some lag in speed with the growth of his company, GMH By Design. Read his journey about how choosing the right Managed VPS plan for Greg's website improved his user experience for his customers.

GMH by Design

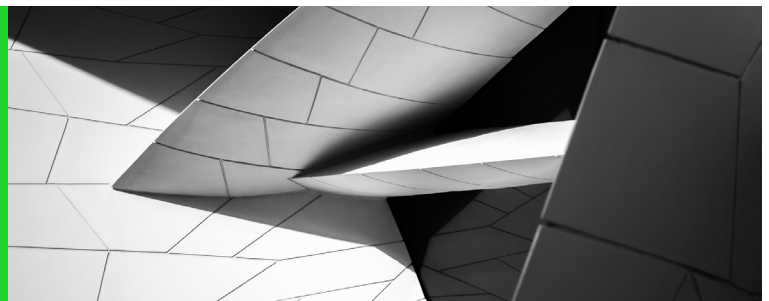# Architecting the Perfect Hosting Solution

A fast and reliable website is very important for small business owners, so choosing the right plan for your business is essential for long-term success.

Managed VPS plans, powered by Virtuozzo, can be a great tool to help businesses level up their digital presence as they outgrow the resources available on shared hosting plans. With additional power, security, support, and flexibility, migrating to our Managed VPS plan is easy with the assistance of A2 Hosting's Guru Crew support. This case study will share the story of Greg Houston, a successful architect with nearly two decades of experience whose website was beginning to experience some lag in speed with the growth of his company, GMH By Design. Read his journey about how choosing the right Managed VPS plan for Greg's website improved his user experience for his customers.

"We offer the benefits of a large firm at the cost of a small design office. We work with residential and commercial clients to envision and design their space to suit their needs as we guide them through the process."

An Architect on a Mission to Bring His Designs to Life

Greg Houston founded GMH by Design, a residential and commercial architecture practice based out of Denver, Colorado, because of his love of architecture and his passion for working with clients to help bring their visions to life. His company specializes in quality workmanship, simple design, and modern convenience. "We offer the benefits of a large firm at the cost of a small design office," said Greg. "We work with residential and commercial clients to envision and design their space to suit their needs as we guide them through the process."

Improving Greg's Digital Experience

"Our website showcases the work we've done, who we work with, and our vision. It's our salesperson twenty-four hours a day," Greg shared. "It's important because it's the primary way we share our work with potential clients." His website is one of the main ways his clients find his business, which makes its pictures and content important when optimizing for search engines. As his website has continued to grow over the years he noticed that the speed of his site has been on a steady decline. This led Greg to start looking into changing hosting providers to find a better plan that would improve the performance of his website. Greg shared, "The front end and the backend of our website have been slow which made it hard for our potential clients to navigate and for us to update."

GMH by Design is currently on WordPress. Greg initially tried to combat the site speed issues with a caching plug-in as well as some other optimization plugins he found. This helped a bit, but it was not enough improvement for his company's site long term. Because of this, he set out to find a new solution.

When searching for a new provider and plan Greg had some specific requirements he was looking for. "First is reliability, then speed. The website needs to be up for our potential customers to reach and it has to be fast, even with the large images we use on our site to showcase our work. We need to rank well and we want customers to feel the site is professionally hosted," said Greg.

> "
> Our website showcases the work we've done, who we work with, and our vision. It's our salesperson twenty-four hours a day. It's important because it's the primary way we share our work with potential clients

GMH by Design was looking for a new host that offered stability, speed and was affordable. As a small business owner, Houston wants to prioritize time to devote to his business rather than worrying about the stability of his site or the speed of his page load times.

Greg was initially referred to A2 Hosting by a friend that was already working with us. "I was hesitant to move providers at first because I was worried about the migration process. I eventually decided on A2 because my friend who was a current customer with A2 Hosting recommended your plans. I also read reviews and while searching I saw you had a reputation for fast servers." He evaluated a few other shared packages with rival hosting companies, but in the end, decided on an A2 Hosting's Managed VPS plan.

Transferring to a VPS Plan with A2 Hosting

When asked about his experience getting started with A2 Hosting, Greg commented, "It was very easy. The free migration was simple and fairly hands-off and my experiences with the support team so far have been great."
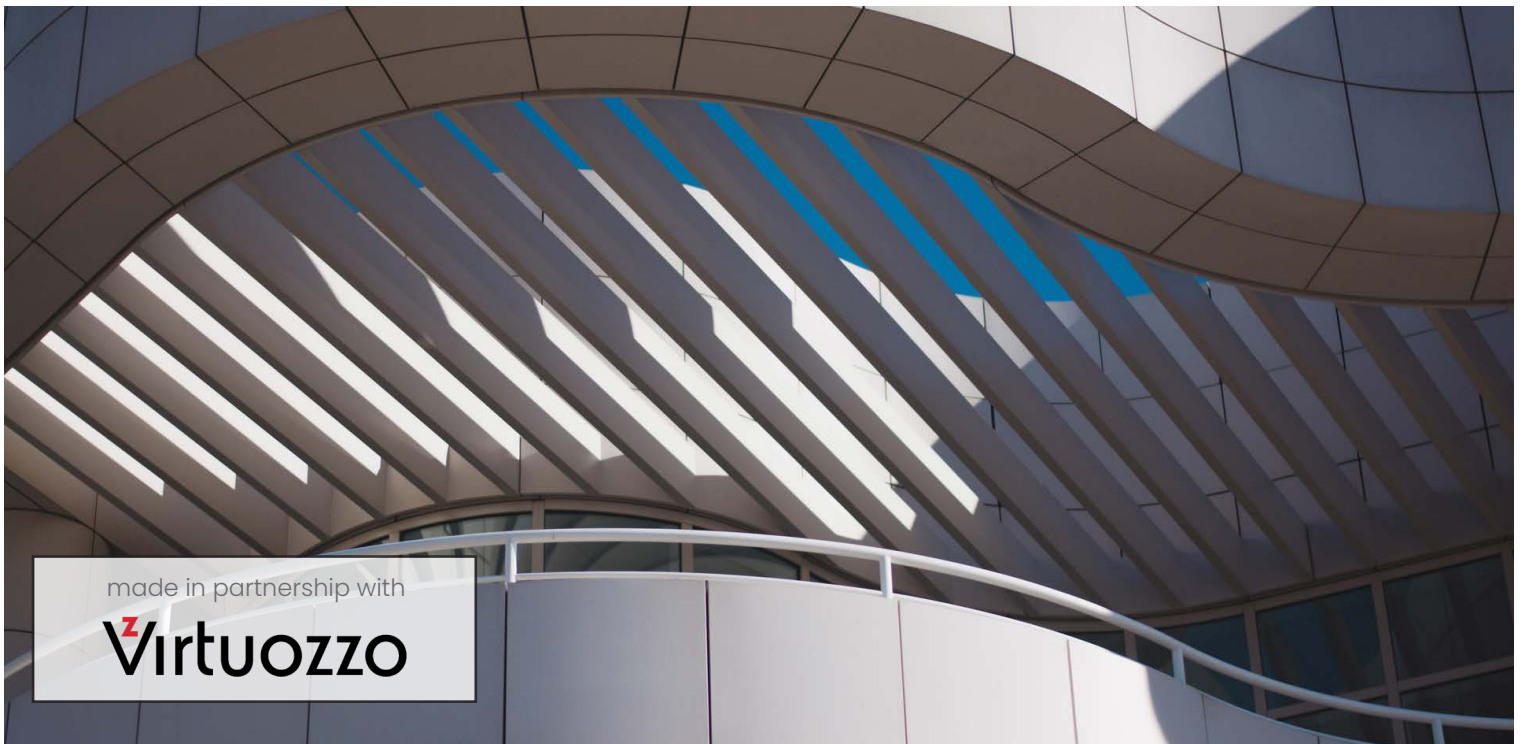
Greg was interested in A2's Managed VPS plans (powered by Virtuozzo) because he knew he needed more power overall to improve his website. "I would say investing in a Managed VPS over a Shared Hosting plan had several advantages that I wasn't aware of, speed being the primary one." Not only do VPS plans offer more resources over a shared hosting package, but they also can provide GMH by Design with more independence from noisy neighbors on the server who could affect Greg's site's performance when they get heavy traffic. "I wasn't aware of how beneficial dedicated resources can be for a site," Greg said. "With a VPS the overall function of my website on average is increased because of not sharing resources with other business sites." VPS servers offer users their own disk space, RAM, and CPU. They come with significantly more space to store website-related files, images, and folders. This is something that will be important for Greg as he continues to work on new projects and post large images to his site.

> "I would say investing in a Managed VPS over a Shared Hosting plan had several advantages that I wasn't aware of, speed being the primary one. I wasn't aware of how beneficial dedicated resources can be for a site, With a VPS the overall function of my website on average is increased because of not sharing resources with other business sites."

Lessons Learned

"My best advice would be not to wait to migrate your site to a faster host, even if it seems like it will be a lot of work before you get there," Greg shared. "I thought migration would be difficult or time-consuming but it wasn't. If I had known, I would have moved my site much sooner." Greg's overall migration took less than a day with no downtime. "Since the move, my website has been faster and much easier to manage."

made in partnership with

Virtuozzo

A2 HOSTING®
OUR SPEED, YOUR SUCCESS