



## CASE STUDY:

# WEBSITE STABILIZATION & OPTIMIZATION

We improved website stability, performance, and usability by addressing technical gaps, optimizing key areas, and creating a more reliable foundation for ongoing growth.

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## Summary

A growing B2B company needed to improve the stability and performance of their website following platform changes that introduced inconsistencies, inefficiencies, and usability issues.

While the website remained functional, underlying technical gaps and performance limitations made it difficult to manage, scale, and deliver a consistent user experience. The goal was to stabilize the foundation, improve performance, and enhance usability without requiring a full rebuild.

## The Challenge

The website had a solid foundation but was impacted by a combination of technical debt, performance issues, and inconsistencies across key areas.

- Outdated plugins and compatibility risks
- Slow load times and database inefficiencies
- Inconsistent WooCommerce functionality and workflows
- Mobile responsiveness gaps across multiple pages
- Limited visibility into user behavior and engagement
- Increasing difficulty maintaining and updating the site

## Our Approach

We took a structured approach focused on stabilizing the website first, then improving performance and usability in a controlled and scalable way.

- Updated WordPress core and plugins in a staging environment
- Identified and resolved compatibility and conflict issues
- Optimized database and asset loading for better performance
- Improved mobile responsiveness across key pages
- Reviewed and cleaned up WooCommerce workflows and configurations
- Implemented behavioral tracking for better visibility into user interactions

## The Outcome

After stabilizing and optimizing the website, the platform became significantly more reliable, faster, and easier to manage moving forward.

- **30–50% improvement in page load speed**
- **Improved mobile experience** across devices and screen sizes
- **Reduced checkout friction** and improved WooCommerce consistency
- **Fewer technical issues and site errors**
- Increased engagement on key pages (time on site, interaction)
- A more stable and scalable foundation for future improvements

## Key Takeaway

Most websites don't need to be rebuilt — they need to be stabilized and optimized to perform effectively.