

CASE STUDY:

MULTI-SITE WEBSITE MANAGEMENT & TECHNICAL SUPPORT

We streamlined technical website operations across multiple sites, improving efficiency, reducing bottlenecks, and enabling the team to focus on higher-value work.

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Summary

An advertising company managing multiple client websites needed consistent technical support to handle ongoing updates, maintenance, and troubleshooting across their portfolio.

As the number of websites grew, so did the operational complexity. Technical work began to slow down delivery timelines and pull focus away from strategic initiatives. The goal was to create a more consistent, reliable approach to managing website operations.

The Challenge

Managing multiple websites introduced ongoing technical demands that created inefficiencies and operational strain.

- Frequent updates and maintenance across multiple sites
- Technical issues impacting client delivery timelines
- Inconsistent processes for managing website changes
- Time spent troubleshooting instead of executing strategy
- Lack of standardization across websites
- Increasing workload as the portfolio expanded

This made it harder for the team to stay focused on strategy and client growth.

Our Approach

We focused on creating consistency and reliability across all website operations, allowing the team to offload technical work and operate more efficiently.

- Managed ongoing updates and maintenance across all websites
- Monitored site health and addressed issues proactively
- Supported DNS updates and website launches
- Standardized processes for managing website changes
- Provided ongoing troubleshooting and technical support
- Helped create a scalable system for handling multiple websites

The Outcome

With a more structured and consistent approach, the agency was able to reduce technical bottlenecks and improve overall

operational efficiency.

- **30–50% faster issue resolution** across websites
- **Reduced internal technical workload**
- **Improved delivery timelines** for client work
- More capacity for strategy and high-value initiatives
- Improved consistency across all managed websites
- A scalable system for managing a growing portfolio

Key Takeaway

When technical execution is handled consistently, teams can focus on what actually drives growth.