

CASE STUDY

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**80% BOOST IN  
TRAFFIC IN JUST  
7 DAYS**

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By MageHost



# OVERVIEW

## ABOUT COMPANY

1. **Website:** smartcellular.co.uk
2. **Location:** London, UK
3. **Services:** Managed Magento Hosting

## CHALLENGES

1. **Loading time:** 15 secs
2. **TTFB:** 11 secs
3. **Bots** hit causing high server-load



# WHY THEY CHOSE MAGEHOST?

We spoke to Yaasameen Ahmed, Owner at Smartcellular to discuss their speed issues and how MageHost can help them.

Their major concern was ***slow speed*** and ***round-the-clock support***.

Since managing Magento store requires technical expertise and 24\*7 availability, our 9+ years experience aligned the best with their requirements.



# PROBLEM

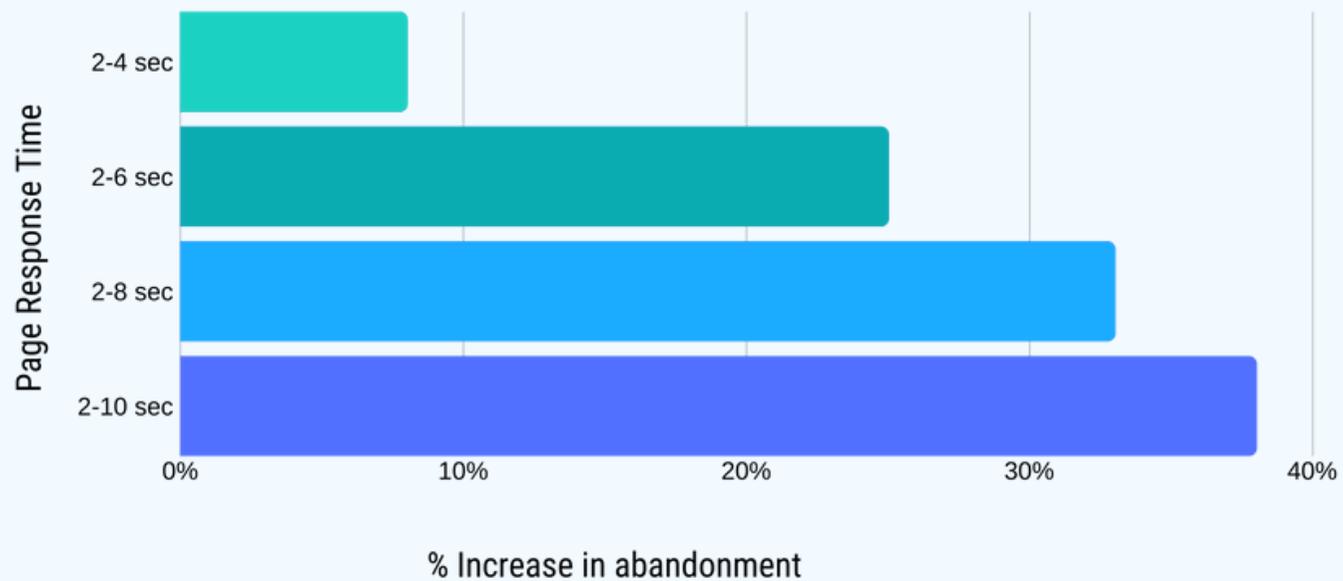
When Smartcellular contacted us, their website loading time was 15 seconds.

In fact, TTFB or Time to First Byte was as high as 11 seconds. For any eCommerce store owner, Speed of their website is one of the main concerns.

To remain in the competition and stop losing customers, one must load faster (under 2-secs, as per customer's expectations).



## Page Load Time vs Page Abandonment



# SOLUTION

Moved smartcellular to our servers. We began with migrating the entire website to our servers to see if the issue is with the servers or not.

*What we found?*

The website's loading time was still the same, i.e., 15 seconds.

This led us to conclude that the problem was with the application and not the server.



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# SOLUTION

**1. *Performed Magento 2 Profiling:*** Found out there was a code-level issue. Layout rendering (CSS merge) was taking 11 secs to load.

**2. *Disabled the CSS merge:*** Helped us achieve site speed as fast as 3 seconds.

**3. *Reduced Extra Burden on servers:*** Analyzed the old servers and found CloudFlare got hits from countries like China, Ukraine, and more. Challenged these servers to reduce server burden.



# RESULT

**80%**

SPEED IMPROVEMENT

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**3-SEC**

STORE SPEED

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**56%**

INCREASE IN REVENUE



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# ABOUT MAGEHOST

MageHost started in 2012 is a premium eCommerce hosting company.

With a team of 50+ cloud experts, we take care of all your critical websites and applications 24x7. We work towards automating, scaling, and securing your websites.



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TWITTER

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INSTAGRAM

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# GOT QUESTIONS?

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