



CLOUDWAYS

CASE STUDY



HOW CLOUDWAYS PROVED **INSTRUMENTAL TO THE GROWTH OF A LEGAL MARKETING AGENCY**

A thick, hand-drawn style yellow brushstroke underline that starts under the word "GROWTH" and extends to the right, ending under the word "AGENCY".



Success in the digital landscape is all about identifying the opportunity and capitalizing on it. In fact, success comes to those who see opportunities where others don't.

Dan Steiner and Brian Gomez founded [Elite Legal Marketing](#) because they wanted to cater to a specific niche: legal firms. They realized the potential for

marketing companies to target the legal industry and decided to go after it themselves. Many of these firms wanted to move away from impersonal “big guys” and wanted a familiar and friendly experience. The founding duo struck gold with their idea. Today, Elite has more than 150 clients, and their growth is mainly because of their commitment to never compromise on quality standards.

Based in Austin, Texas, Dan and Brian have built a team of professionals who are dedicated to their work. The results speak for themselves. The agency has grown by leaps and bounds since its inception.

Running Headfirst into Security Problems

Elite Legal Marketing was getting popular in the legal industry, with both law firms and solo practitioners approaching them for their marketing needs. The company offered not only web design, but also video

production, SEO, and other paid online marketing services to attorneys. They also provided web hosting services.

In the beginning, Brian and his team stuck to the “big” hosting companies. He thought it was best to play it safe, and these were established, reputable companies. The choice seems ironic in hindsight, given Elite Legal’s clients’ penchant for a more personalized marketing approach.

Unfortunately, it wasn’t long before Brian’s decision to stick with these hosting companies backfired.

The company began experiencing security problems in various shared hosting environments, which affected their clients’ websites. When the clients contacted them, the agency immediately reverted to their hosting provider to fix the issue. But instead of an emergency fix, they had to face below par and slow customer support.

Why Shared Hosting is a Nightmare for Digital Agencies?

That was the last straw. Brian and his team decided that change was necessary.

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Years ago, we got really tired of dealing with the “big” hosting companies. We constantly were experiencing security breaches in their shared hosting environments that compromised our client’s sites, and extremely poor support in those emergency type situations. Not to mention, no flexibility on technical things that affected your SEO like using different C blocks for client sites. These cookie-cutter packages were creating too many problems.

Brian Gomez, Co-Founder and CMO.

Managed Cloud Hosting from Cloudways Restores the Balance

Brian and his partner started looking for a reliable hosting partner and wanted a viable solution that they could stick with, in the long run. That's when they hit the sweet spot with [Cloudways](#) and they realized this can prove to be a gamechanger for their clients.

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My partner actually found Cloudways and recommended we sign up for an account to see if it was better than what we were previously using.

Brian Gomez.

Like any other marketing agency, Elite Legal Marketing wanted to focus on hassle-free hosting

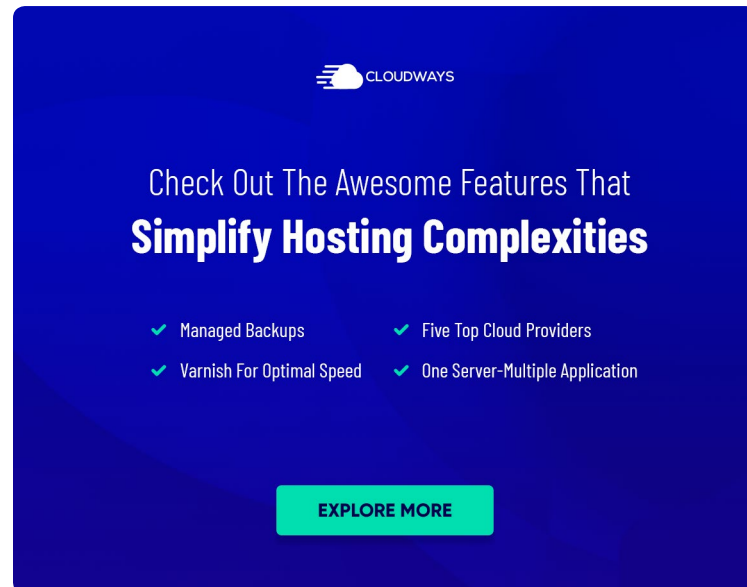
solutions without getting [too technical with server management](#). That is why Cloudways proved to be an excellent choice for Brian and his team.

“One of the catalysts for our change was there was a major outage across a bunch of sites a few years ago - even ones that were with different hosts. It was so upsetting when we learned that most of these companies are owned by the same company and are based out of Utah.

So, this idea that we were spreading the risk of a mass outage around by using multiple hosts was simply an illusion. Also, we weren't looking for a self-managed solution - we are marketers, designers and developers - we have no interest in being in the server management business.” – Brian Gomez.

Brian and his team wanted a hosting provider that not only provided good speeds, but also the peace of mind that they weren't getting before. With [migration](#) made incredibly easy at Cloudways through the use

of the WordPress plugin, Brian was able to help his clients transition to Cloudways quite easily.



Cloudways has also managed to resolve many of their clients' problems, providing Brian and his team much-needed reprieve from petty issues and allowing them to focus on their clients' growth.

“So, there are a few issues that happen now and then that Cloudways is great with. One is very simple - keeping our clients in different IP neighborhoods. I know every host has this “capability” but Cloudways is the best at making it easy to assign an IP range that is unique.

Second is migrations to and from Cloudways. Again, every host has this but with the Cloudways WordPress plugin, it’s the simplest process. No messing with MySQL databases or any of that nonsense. It just works in a simple manner.

Third, is that because Cloudways allows you to fully customize each client’s server, there’s much less risk of having these massive issues bringing down multiple clients at once. In 4 years of using Cloudways, we have never had multiple sites be compromised or taken offline at once. With the other guys, it was a few times a year.” – Brian Gomez

A Long and Fruitful Journey Ahead

Brian believes that the switch to Cloudways helped his company grow in more ways than one. It just goes on to show that the right hosting provider could have a profound impact on an agency's prospects, while the wrong one could limit the growth of your business dramatically.

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*Ease of use, **excellent support, competitive pricing,** and I just really like the Cloudways brand in general.*

They have delivered on every expectation we had coming to them with.

Brian Gomez.



But as long as you have the right hosting provider, you can stop worrying about day to day worries and focus on the big picture, just like Brian and his team did. Elite Legal's clients are happy, they don't have to worry about security breaches and website issues, and the team greatly benefits from the awesome experience offered by Cloudways.



“Cloudways has been critical to our company’s growth. We have doubled in size 4 years in a row and one of the biggest tools is Cloudways. The interface is great and easy to use. My team likes how easy it is to build servers and customize each one based on the client’s needs. Also, when we do have issues or have more advanced needs the support has been fantastic. For us, the less time we spend talking about or thinking about hosting, the better it is for our business and Cloudways allows us to focus on our clients and grow our business.” - Brian Gomez

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