



Let's work together and
create better websites.

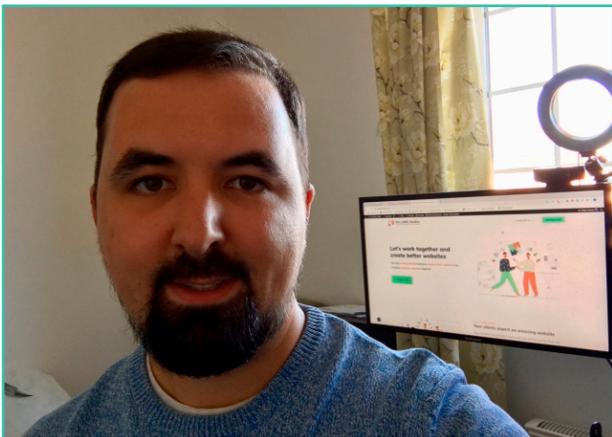


Cloudways Saved Me From **Server Management and Now I Can Work on Creating More Sites for Clients.**

Customer Q&A with Oliver Martin, the founder
of NO LABEL Studios

NO LABEL Studios is a white label web agency offering the design, build & deployment of WordPress websites and funnels to marketing agencies who wish to outsource and scale. We take the technical hassle out of website design so our clients can concentrate on what they do best for their clients.

In this customer Q&A with Cloudways, Oliver Martin, the founder of the agency shares the insights from the beginning. So, let's read on!



Cloudways: How did NO LABEL Studios get to where it is today? (Tell us about who you are? When did you start this agency? Why you are different from others).

NO LABEL Studios: Hi, my name is Oliver Martin and I own NO LABEL Studios. Before NO LABEL Studios was opened for business I ran another agency, which had the usual past that most agency owners can relate to. I used to do way too much for tiny profits, work seriously health damaging hours and felt like I wanted to quit.

When I began taking agency life more seriously I realised there had to be a number of changes, a lot of changes. The first thing I did was I stripped back my agency to its bare bones and started all over again.

I wanted to figure out who I served best and it felt like, for a brief time anyway, that coaches and consultants were my ideal clients. I had recently landed a few of these clients so perhaps I was blinded by the prospect of money and didn't really do my research. We all make mistakes.

Some time passed and I ended up landing a new client, who I believed to be a consultant but it actually turned out they were a marketing and social media agency owner. This new client had a client on Squarespace and they wanted the site to be redesigned.

Long-story-short I ended up establishing a partnership with their agency and to this day, 9 months later, I'm there sole website design and development professional of choice. NO LABEL Studios was born soon after in March 2019.

What makes us different is our tailored partnership programme. We establish flexible and long-lasting partnerships with the marketing agencies that we serve, which enables us to react quickly to jobs that come in whilst maintaining the same high level of service every time.

Cloudways: Can you talk about your experience with WordPress & WooCommerce (other web applications) / why you chose it specifically for developing client sites? Can you tell us more about the types of digital projects you work on?

NO LABEL Studios: For NO LABEL Studios it has, and always will be, WordPress. We don't work with any other CMS on the market for a number of reasons:

1. We don't want to jeopardize our expertise by trying to be a master of all the top CMS'. We are strong believers in only doing what we do best, and letting someone else take care of Joomla, Drupal and other CMS platforms.
2. WordPress appears to be endlessly flexible. You can appear to do anything with it as long as you have the skill and expertise to pull it off. Even then there are a number of plugins that can allow you to do complex things with very little technical knowledge.
3. Ease of use is very important, not only for our clients but their clients too. It should be easy for everyone to login, edit, save and manage a site. Unfortunately, we never found this with any other CMS on the market.

We are big fans of WooCommerce and Cartflows. These two plugins are vastly different but they compliment each other perfectly. The guys at Brainstorm Force and Adam Praiser did a grand job. I don't think you would get a similar e-commerce power duo if you chose Drupal, Magento or Joomla. Just saying.

We're an extension of our agency partners team. Our primary aim is to establish a partnership that supports agency owners in the creation of amazing websites for their clients. We unburden them, thus enabling them and their team to do what they do best.

We build websites, create stunning visual designs and illustrations (just look at our website) and take care of the on-going support and maintenance of the end clients' website. In essence we help our partners look like rockstars to their clients.

Lately we've noticed a trend from our partners. They are looking to provide extra value to their clients and so we've released 3 productised services that help them do just that. Those are Speed Optimisation, A/B Split Testing and Chatbots. These valuable services are unlocking additional opportunities for our partners and it's exciting to see them scale.

Cloudways: Which hosting company were you using before Cloudways and what limitations made you switch to us? Where did you first find out about Cloudways?

NO LABEL Studios: In my old agency prior to using Cloudways we had tried a number of options from dirt cheap shared hosting powered by cPanel, all the way up to self-managed dedicated servers from a company called Hetzner. I will say at the time of using these providers they were the best fit for our agency. However, as time went on we found we needed a suitable alternative to our self-inflicted DevOPS nightmare, and after some discussion with our peers in Facebook groups we landed on Cloudways.

Our full story can be read on the Cloudways blog [HERE](#).

Cloudways: In terms of telling a client + agency story, is there a particular customer who faced a challenge that was resolved through Cloudways?

NO LABEL Studios: I actually do have a story worth sharing from a few weeks back. One of my marketing agency partners was working with us on their clients' website and wanted it to go live on a server with their usual host in their country. It made sense, the end clients' business was a local food establishment and only needs to serve a local market. Unfortunately, upon going live the website was out of action due to poor management with the host and the lack of weekend support didn't help.

Our solution was simple. I switched DNS, linked the domain to my Cloudways development site and the site has been live on Cloudways without an issue. I also know that if we come across any issues in the future the Cloudways support team will be available 24/7 to help us.

Cloudways: How did Cloudways helped you resolve your problems? What do you think about speed, security and customer support at Cloudways?

NO LABEL Studios: I've always been really impressed with the Cloudways platform and have yet to see any lag or latency when managing sites. Entire server setups, cloning and WP installation take only a few minutes each. Just enough time to get a top up of my coffee.

I've never had a server wide security issue, even when one of my WordPress websites got infected with malware last year. The rest of the applications could have theoretically been infected but I didn't experience any further issues. Cloudways certainly provide reliable server side security.

When it comes to support I really can't recall ever having experienced poor customer service or technical support from Cloudways. I would, without a

shadow of doubt, score them 10/10 for their support.

Live chat is initially dealt with by their chatbot, a service we actually offer in our agency. At any time you can ask to speak to a live agent so you don't have to deal with the bot if it isn't your cup of tea.. This approach is beneficial because they can focus on those who need hands on support, and let the bot filter those that could be reading a help article instead. It's a very smart and well thought out approach to support.

Cloudways: Are there specific tools or features at Cloudways that help increase productivity or that your team finds very useful?

NO LABEL Studios: The UI alone is crazy simple and this makes it super easy to manage servers, applications and advanced settings. Compared to alternative platforms like cPanel it's a godsend.

Beyond the beautiful UI I find several features maximise my efficiency on a daily basis.

- **Cloning applications** - When I need to duplicate my "starter site" for new web projects I can simply click a few button prompts and have a brand new copy available in under 2 minutes.
- **Staging** - Applications can be cloned as staging sites and you can PUSH or PULL data from/to the staging or live sites at any time. When I'm doing changes for my clients I will roll up a quick staging site, make edits and push the changes live with a click of a button.
- **Backups** - Backups just work and are truly set and forget. Default settings allow you to just ignore them all together if you have no custom backup

requirements.

- **Team management** - Being able to invite people to my Cloudways platform is really awesome. Even better I can set granular permissions to restrict access to things like just billing or specific applications on a server. Great for working with external developers, or for when clients wish to move hosting providers.

Cloudways: What are five things that you think we do better than any other hosting provider and why you recommend your customers to use Cloudways?

NO LABEL Studios: My list of reasons for being a Cloudways fanboy are:

1. Community presence - Cloudways have a strong community presence in many of the WordPress/ Agency Facebook groups that I and my peers belong to. Mustaasam Saleem Ansari is a welcomed member of many groups and a true asset to Cloudways. He is a genuine and helpful person and I would go so far as to say he is a great friend too.

2. Timely and knowledgeable support - I have yet to find one slow, unenthusiastic and unprepared support agent at Cloudways. Whether my query be sent via ticket, live chat or other I have always been pleased with the level of support I get from Cloudways.

3. Ease of use - As previously mentioned Cloudways' UI is of the highest standard and partly due to their desire to keep things simple. They've avoided the mistakes of platforms like cPanel, with its ultra confusing UI and terrible outdated design.

4. Billing - You can check estimated costs, add credit to your account in case of problems with your bank and enjoy instant credit when referrals sign up. Billing is a breeze and a pleasure.

5. Breeze cache - Talking about breeze their purpose built caching plugin is a real joy to use. Simple to use yet powerful, optimisations can be achieved with a few clicks and little to no advanced changes are required.

Cloudways: If we talk about "Price to Value Ratio", what do you think of Cloudways?

NO LABEL Studios: It's obvious that dealing with a platform like Cloudways that you end up paying a little bit extra for the convenience of being able to have servers with a number of the top hosting providers. That being said I have paid similar prices in the past for a server at Hetzner that had no control panel, so I consider myself thankful for Cloudways and gladly pay their fees.

Their price is well worth it and provides you with a simple and convenient service.

