

CASE STUDY

65% BOOST IN TRAFFIC IN JUST 3 DAYS

By WebScoot.io

OVERVIEW

ABOUT COMPANY

1. **Website:** oyegifts.com
2. **Location:** Delhi, India
3. **CMS:** **Magento** 2.2

RESULTS

1. Store Speed improved to 2.41 sec
2. Number of requests reduced to 88
3. Cost cutting by 25%

WHY THEY CHOSE WEBSCOOT?

Mr. Dhirendra Tiwari, Tech Head at Oyegifts contacted us to understand how can we boost their website.

While they were looking out for managed services options, there weren't enough "truly" managed plans. We offered "Faster or Free" and instant provisioning.

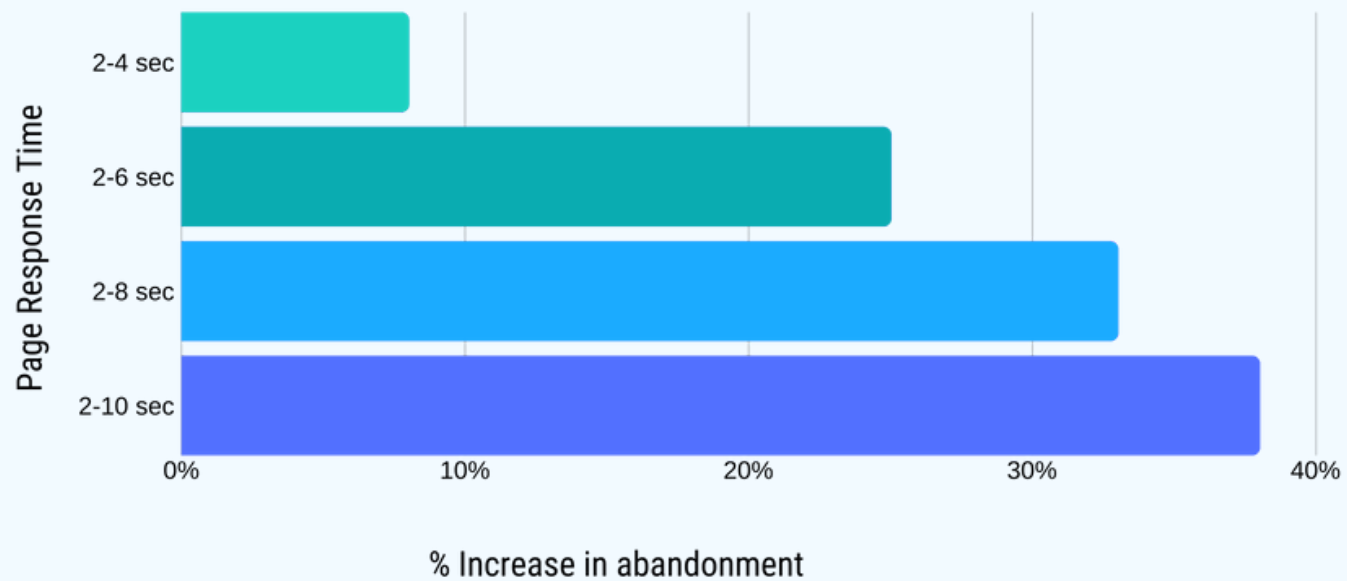
Since then, we've been managing their Magento store and achieved under 3-sec store speed.

PROBLEM

Their major concern was speed. Being an eCommerce website, having a killer speed is a priority.

1. Store Speed was 7 sec
2. Number of Requests as high as 250
3. Although they were using dedicated server, there was still performance lag.

Page Load Time vs Page Abandonment



SOLUTION

Oyegifts had 70-80k page views monthly, therefore, website speed was priority to enhance user-experience.

We performed Magento-level as well as application-level optimizations to achieve desired results.

SOLUTION

1. Implemented CDN: We implemented CloudFlare CDN for better performance and rich user-experience.

2. JS bundling and CSS merging: When performed application level optimizations, we found the calls made are way too high.

Pingdom Website Speed Test

Enter a URL to test the page load time, analyze it, and find bottlenecks.

URL

<http://www.oyegifts.com/>

Test from

Europe - Germany - Frankfurt

START TEST

The internet is fragile. Be the first to know when your site is in danger.

START YOUR FREE 14-DAY TRIAL



Your Results:

DOWNLOAD HAR

SHARE RESULT



Performance grade

D 70

Page size

3.9 MB

Load time

2.41 s

Requests

88

65%

SPEED IMPROVEMENT

RESULT

2.41 SEC

STORE SPEED

25%

COST REDUCED



ABOUT WEBSCOOT

WebScoot (formerly known as 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.

[FREE CONSULTATION](#)



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GOT QUESTIONS?

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