



## SUMMARY

Women's Soccer United was the first website to be established to provide professional and commercial online promotion for women's football around the world. After a poor hosting experience with another company, United Hosting (UH), an iomart company, was recommended to Women's Soccer United because of its reputation for trust, reliability and high performance hosting. A great new hosting partnership has led to the website's performance improving.

## BENEFITS

- Reliable hosting company
- High performance cloud
- Fast data restores
- 24x7x365 support
- Secure hosting partnership



## The Challenge

Gina West is a pioneer in women's football. She set up the first commercial website, Women's Soccer United, to publicise the sport to women around the world, and it's still going strong today. However while she has had huge success promoting the women's game to millions of people across the globe, trying to find a reliable hosting company to support her website has not been such a positive experience up until now.

"I was recommended a hosting provider when I won a start-up competition but had a terrible experience. The website kept going offline – it even went down in the middle of the Women's World Cup in 2015 which was a key time for us," Gina West explains. "It was a very difficult period. I didn't get the technical support the website needed and then when I tried to leave they even blocked me from getting access. I'm so glad that I finally managed to move to United Hosting. They have been so professional and so supportive."

## ■ The Approach

Gina's experience is not uncommon. Lock in from an aggressive hosting company can cause huge headaches for a business, especially one in its early stages.

United Hosting (UH) was recommended to Gina by several contacts when she began to search for a new hosting provider. The team at UH overcame the restrictions on access to complete a complicated migration of the website to a cloud server and then optimised it to boost the site's performance.

## ■ The Solution

The Women's Soccer United website now sits on a single cloud instance with the flexibility to upgrade or downgrade the service according to traffic flow. Regular performance testing is carried out by throwing traffic at the site to see how it will behave under pressure – an integral part of any of the marketing campaigns and live streaming that take place on the website. Martin Cole, Sales Director at United Hosting, says, "We thoroughly test the capabilities of and optimise the website to ensure that it will perform to the maximum no matter how busy it gets."

The Women's Soccer United website has an average of 45,765 visitors a month which rises to over 155,000 when a major tournament is taking place. Traffic spikes often take place when famous players and celebrities or the football authorities tweet links to coverage of the big tournaments that are streamed through the website. The site is particularly popular in the U.S. and the U.K.

UH runs multiple backups to provide reassurance for Gina and her team. On the odd occasion when there has been a need to restore data, the process has been quick and straight forward.

## ■ The Results

"I would entirely recommend United Hosting," says Gina. "It was hard to know who to trust after my previous experience but the team at United Hosting are extremely knowledgeable and their support is incredibly reassuring. They respond quickly, even if it's at the weekend, and

they've usually fixed the issue by the time we've even noticed anything's wrong."

The next big global event for the website is the 2019 Women's World Cup which is due to take place in France. "I am already looking forward to it and feel confident about how we will handle the traffic we get," says Gina. "With United Hosting we really do have a great hosting partnership."

For more information about Women's Soccer United visit [www.womenssoccerunited.com](http://www.womenssoccerunited.com)

## ■ About United Hosting

UnitedHosting offers a full suite of managed hosting services to digital agencies, online retailers, and high traffic sites of all shapes and sizes. Customers benefit from tailored hosting solutions to match each website or application workload. With accurate traffic simulation testing, customers can see how their site will perform under peak traffic. This allows businesses running services with variable workloads to be certain about their site performance. With UnitedHosting's ongoing support they can make informed decisions about how to scale in the future. [www.unitedhosting.co.uk](http://www.unitedhosting.co.uk)

