



INDUSTRY

Web Development Services

PRODUCTS

Cloud VPS, Dedicated

PAIN POINTS

Server management issues associated with operating systems, network protocol stacks, and software were getting in the way of actually helping clients with their search engine performance.

HOW LIQUID WEB HELPED

The Most Helpful Humans in Hosting™ helped reduce Pistonbroke's customer's load times, further strengthening their search value. In addition, LiquidWeb's ability to deliver on-target support in a timely manner solved a major business time-sink, having a positive impact on time and money.



“Reliable, scalable, and easy to manage”

Pistonbroke Meets Website Clients' Diverse Managed Hosting Needs by Partnering with Liquid Web

Bradley Glonka of PistonBroke helps businesses and technology companies across the US build websites and make those sites appear at the top of search results during that crucial moment when customers are searching for help. Originally the company hosted most of their own servers on-site. But server management issues associated with operating systems, network protocol stacks, and software often got in the way of actually helping clients with their search engine performance.

This added complexity was adding a level of frustration for their customers, and was quickly diluting all the positive search engine performance abilities that PistonBroke had built a reputation on.

How Liquid Web Helped

Part of the benefit of relying on an outside web host is the ability to find the exact product that you need for your client's hosting needs. Pistonbroke has a variety of clients with different requirements for their hosting and Glonka is able to find everything he needs at Liquid Web.

"I'm a Liquid Web hosting customer that has more than 10 servers and several hundred client websites to manage," revealed Glonka. "Our clients range from sites with five thousand visits per month up to sites that get two million visits per month. Some of these websites have complicated e-commerce solutions that require a dedicated server. Others are content heavy blog type websites. With Liquid Web we can get problems solved quickly and be more productive to do what we want to do."

Liquid Web Helped PistonBroke Adapt Quickly to Client Needs

Glonka and his company utilize high-quality enterprise servers to ensure the company can quickly scale to sudden client needs. For example, one of their clients had an ad on a national TV show. They let PistonBroke know before it aired so PistonBroke was able to move their site to an oversized server that Liquid Web upgraded, enabling PistonBroke to handle the traffic surge.

In addition to handling traffic surges, Liquid Web has been able to help reduce load times for PistonBroke's websites—improving speeds and their rankings in the search engines. One PistonBroke client had recently been moved off of their old problematic virtual private server to a properly configured Liquid Web dedicated server. Talk about a smooth transition: Once they migrated over, the time it took for their webpage to load was reduced from 4.1 seconds to 0.5 seconds.

"I would recommend Liquid Web mainly because of the technical support," Glonka said. "It is one thing they focus on: the ability to deliver on target support in a timely manner. And that has a positive impact on my time and my money. Clearly, they solved that need for my business years ago."



The local lawyer or dentist that we maintain a website for doesn't care who the hosting company is, as long as it's working when customers come to their site. We came to Liquid Web to give us the platform that is reliable, scalable and easy to manage, so that we can provide that for our business clients.

- Bradly Glonk, Founder



ABOUT LIQUID WEB

Liquid Web powers content, commerce and potential for SMB entrepreneurs and the designers, developers and digital agencies who create for them. An industry leader in managed hosting and cloud services, Liquid Web is known for its high-performance services and exceptional customer support.

With over 30,000 customers spanning 150 countries, Liquid Web owns and manages its own core data centers and provides a wide portfolio of offerings spanning from bare metal servers and fully managed hosting to Managed WordPress and Managed WooCommerce Hosting. The Most Helpful Humans in Hosting™, Liquid Web earns the industry's highest customer loyalty and has been recognized among INC Magazine's 5,000 Fastest Growing Companies for eleven years.

*2017 NPS score of 66%

