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Lightning Talk:

Frustrated to Frictionless

How to Reduce Time to Launch, Increase Cost Efficiencies and Empower Marketing Teams via WordPress

Travis McAshan

FOUNDER & CEO,
GLIDE

- ✓ Reduce Time to Launch
- ✓ Increase Cost Efficiencies
- ✓ Empower Marketing Teams

The ultimate equalizer and accelerator for brands and agencies.

WordPress Is The Great Equalizer

YETI COOLERS
Wildly stronger! Keep ice longer!

iFLY INDOOR SKYDIVING

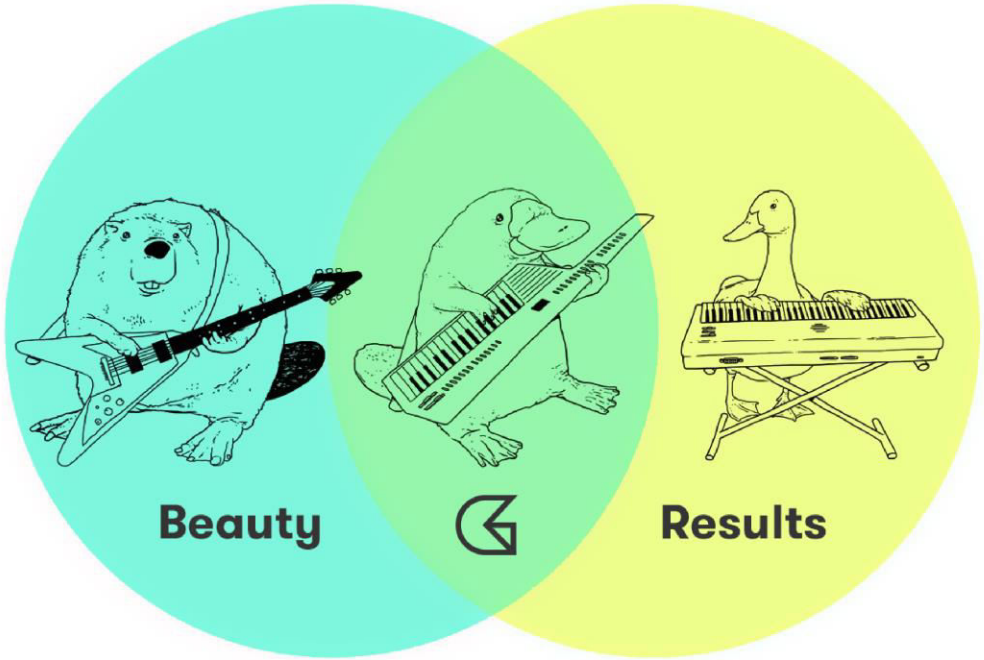
TORCHY'S DAMN GOOD TACOS

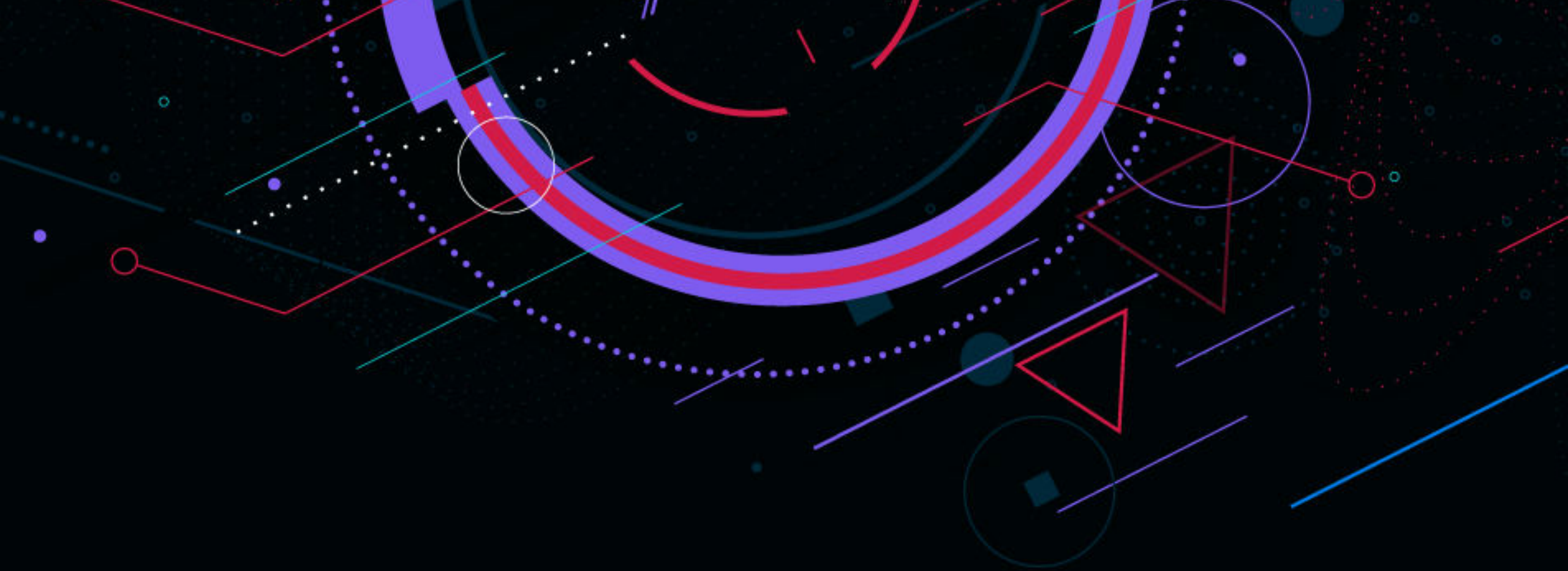
RetailMeNot

Outdoor Voices

NATURE NATE'S NATURAL SINCE 1972

GLIDE





Case Study:

The Real Deal by RetailMeNot

The Real Deal by RetailMeNot

Background

- Leading Savings Destination
- 481MM+ Visits to Main Site
- Gifts, Reviews, Trends & Deals
- 6MM+ Active Email Subs
- Inflexible WP Theme

The Real Deal Team

Noelle Buhidar

Content Marketing Manager

Sharanya Srinivasan

SEO Technical Manager

Kristen Larrea

Senior Manager, Brand and Content Marketing

Our Breakthrough Formula

1

TECHNOLOGY

WordPress & Gutenberg

2

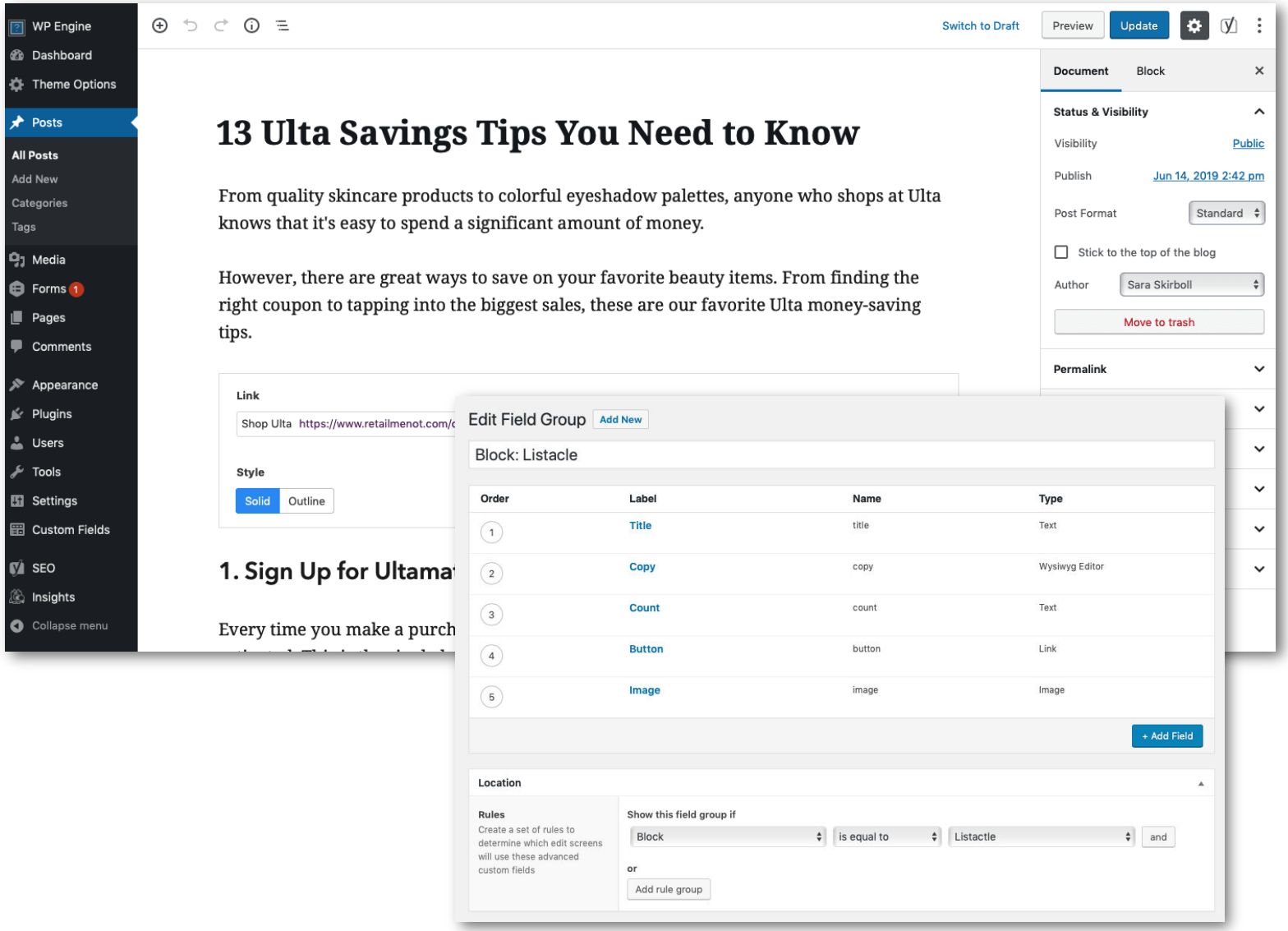
STRATEGY

Dynamic, Rich-Content Publishing

3

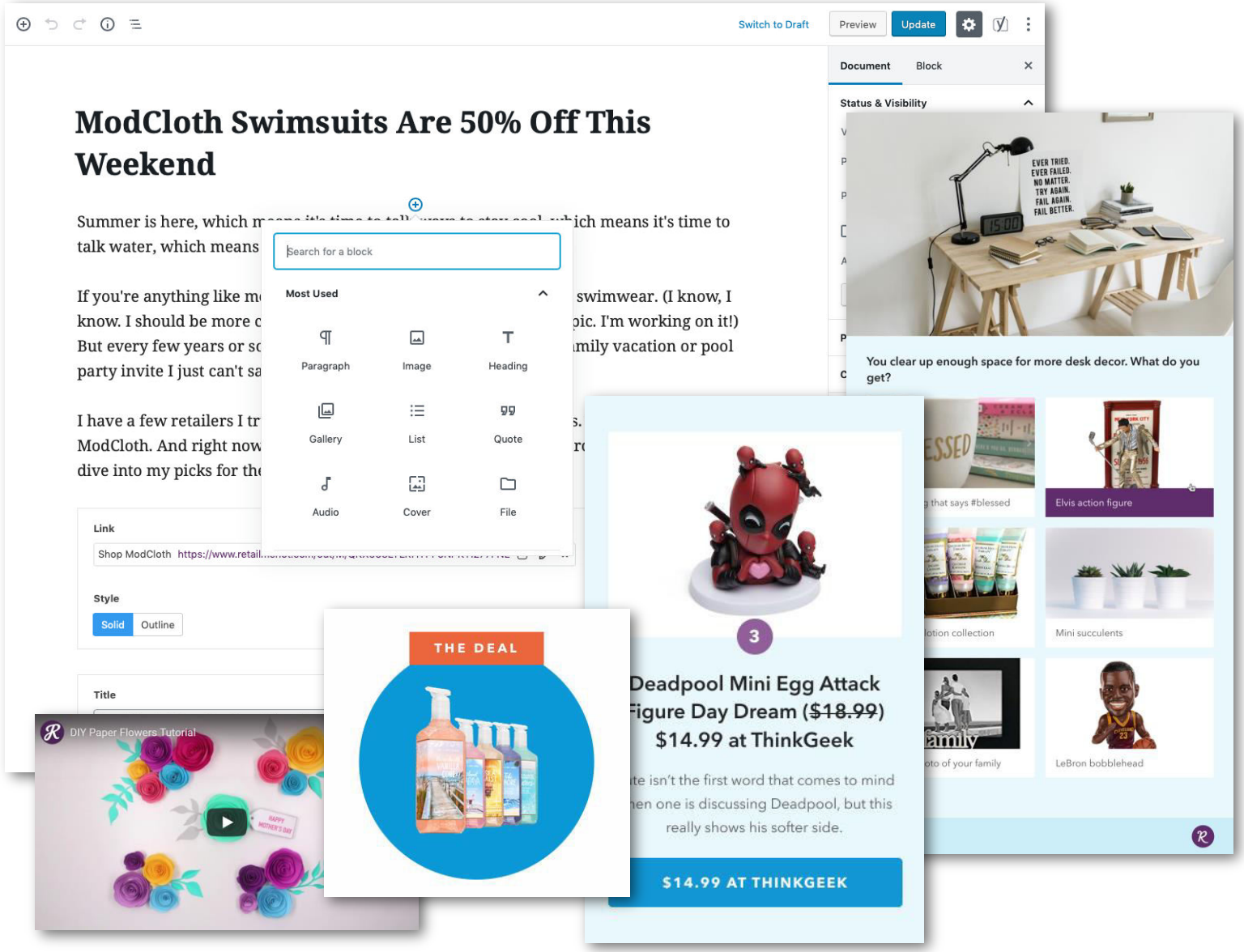
FOCUS

Build Mobile-First and Make It FAST!



THE TECHNOLOGY

WordPress & Gutenberg



THE STRATEGY

Dynamic, Rich-Content Publishing

Build for Mobile and Make it FAST!

OLD Site
(Page Speed Score)

29

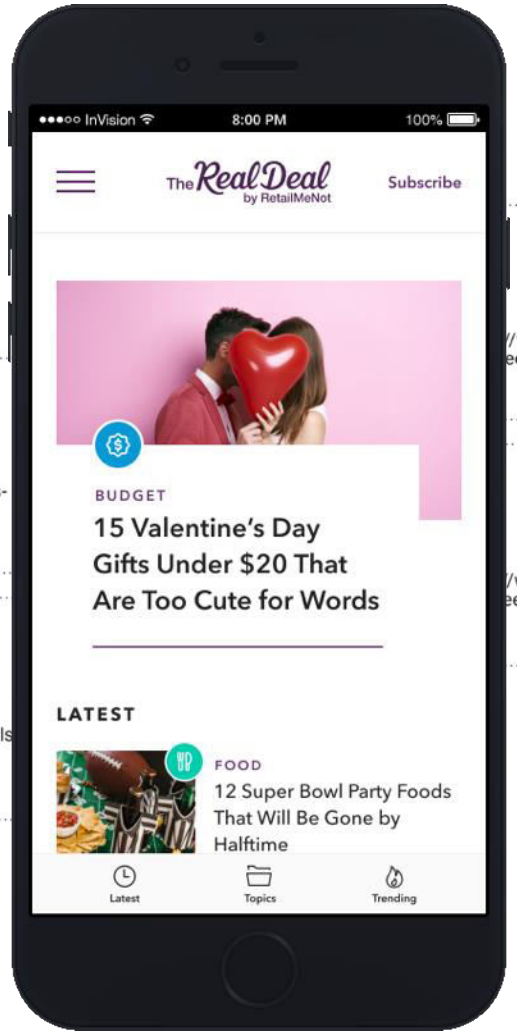
https://www.retailmenot.com/blog/mothers-day-restaurant-deals-and-freebies.html

0–49 50–89 90–100

87

https://www.retailmenot.com/blog/mothers-day-restaurant-deals-and-freebies.html

0–49 50–89 90–100



90

/www.retailmenot.com/blog/mothers-day-restaurant-deals-eebies.html

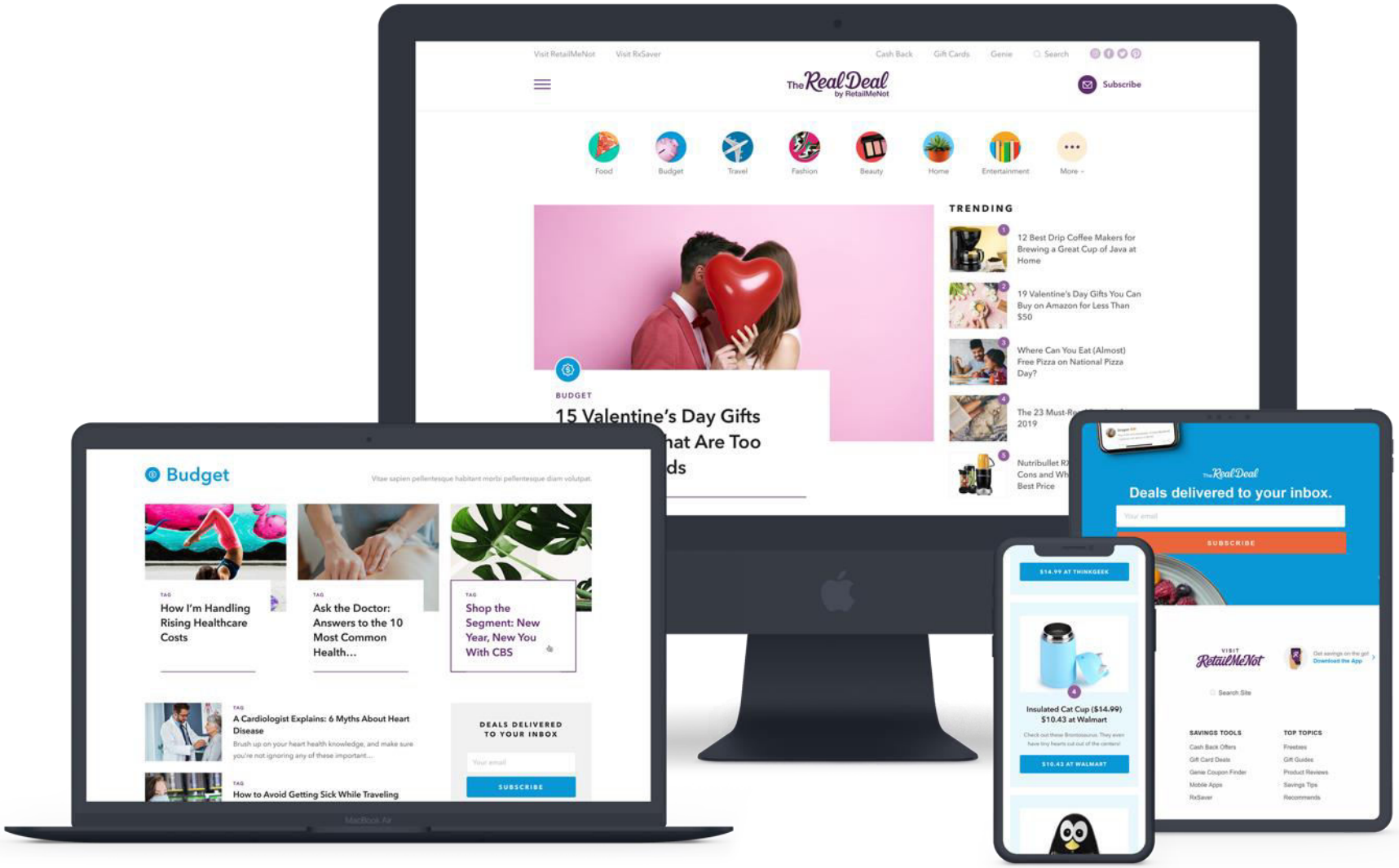
0–49 50–89 90–100

98

/www.retailmenot.com/blog/mothers-day-restaurant-deals-eebies.html

0–49 50–89 90–100

NEW Site
(Page Speed Score)



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#WPESUMMIT

+63%

Mobile Organic Traffic
Last 30 days (MoM)

+49%

Avg. Session Duration
Last 30 days (MoM)

<1.5s

Page Load Time
(article detail page)

"GLIDE's proficiency in engineering, design and WordPress is undeniable. They gave us a clutter-free design that's already showing improvements across our key metrics"

– Noelle Buhidar,
Content Marketing Manager

WordPress

Gutenberg

A next generation rich-content publishing experience

Case Study:

H.E. Butt Foundation

H.E. BUTT FOUNDATION

Background

- Grant-making Foundation
- Founded in 1934
- Offering Youth Camps & Family Retreats
- Serving Over 1M Youth
- 9 Web Properties

The People

Marcus Goodyear

Director of Communications Operations

Paul Soupiset

Creative Director

Jessica Hawkins

Marketing Coordinator

Our Breakthrough Formula

1

TECHNOLOGY

WordPress & Multisite

2

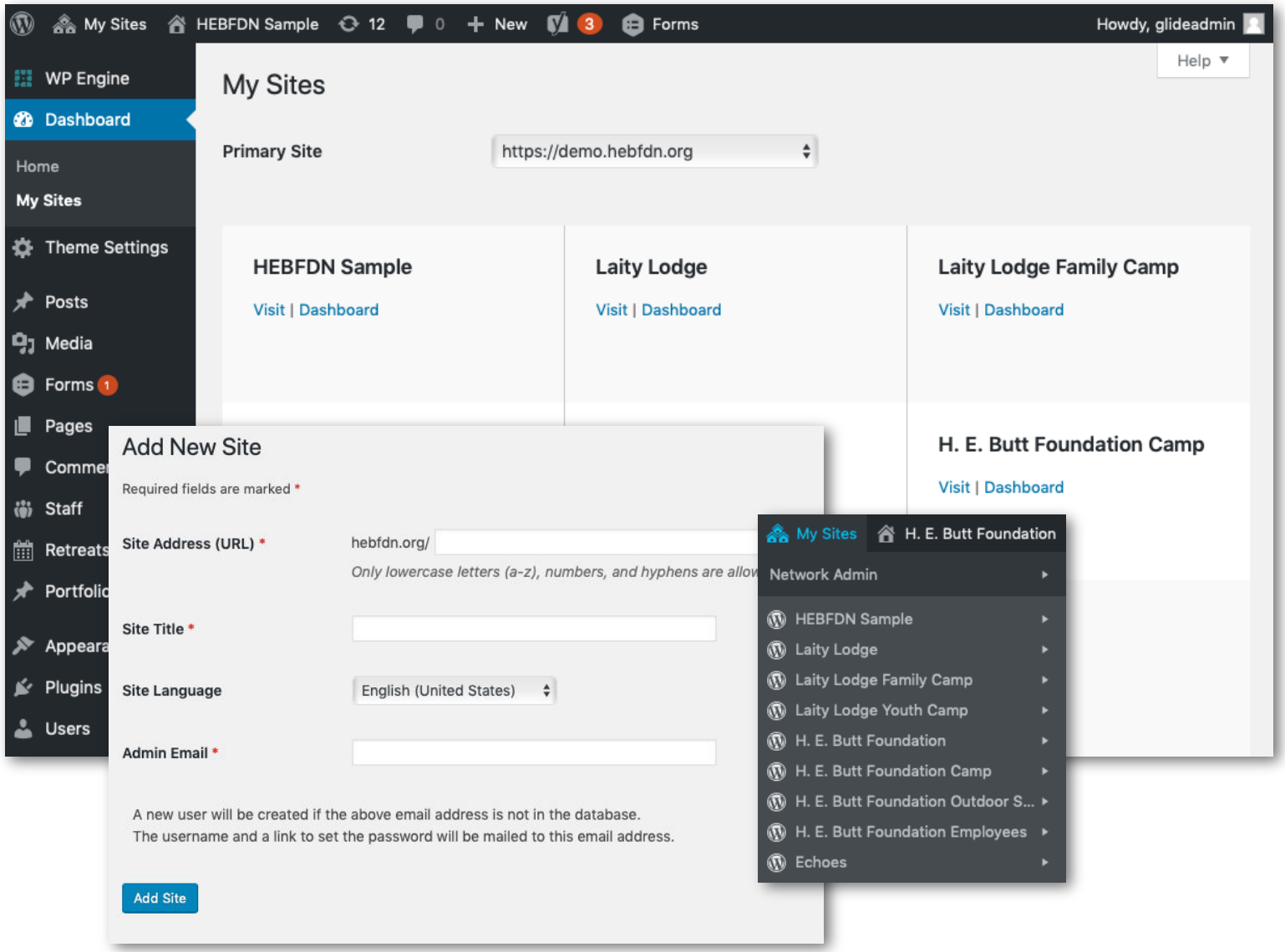
STRATEGY

Flexible, Modular & Shared Theme

3

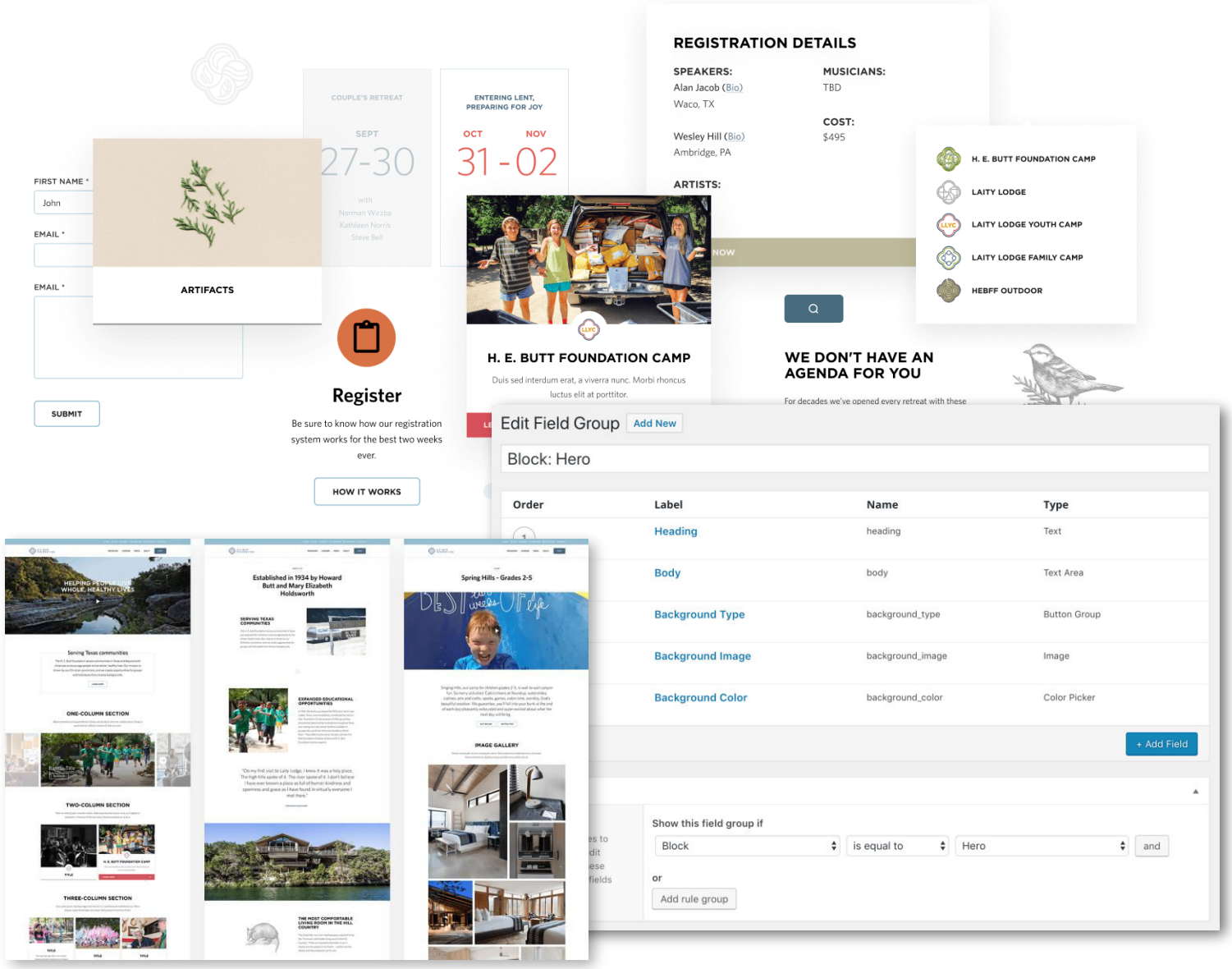
FOCUS

Integrated & Collaborative Team



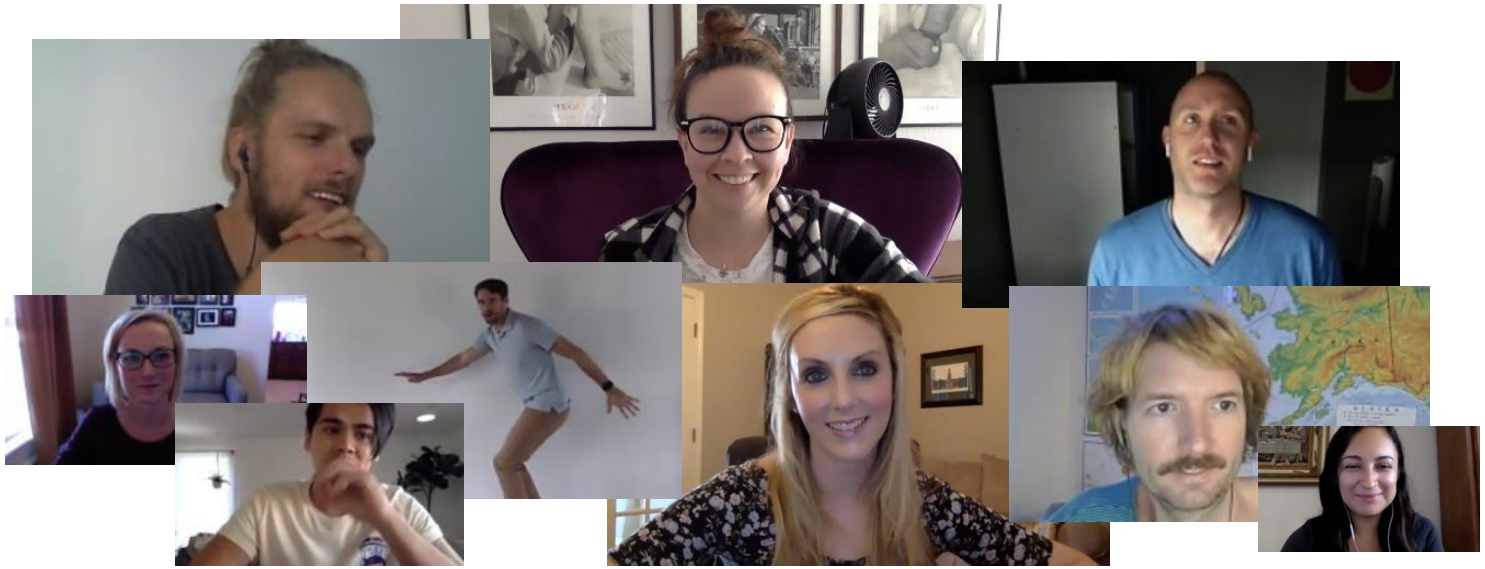
THE TECHNOLOGY

WordPress & Multisite



THE STRATEGY

Flexible, Modular & Shared Theme



THE FOCUS

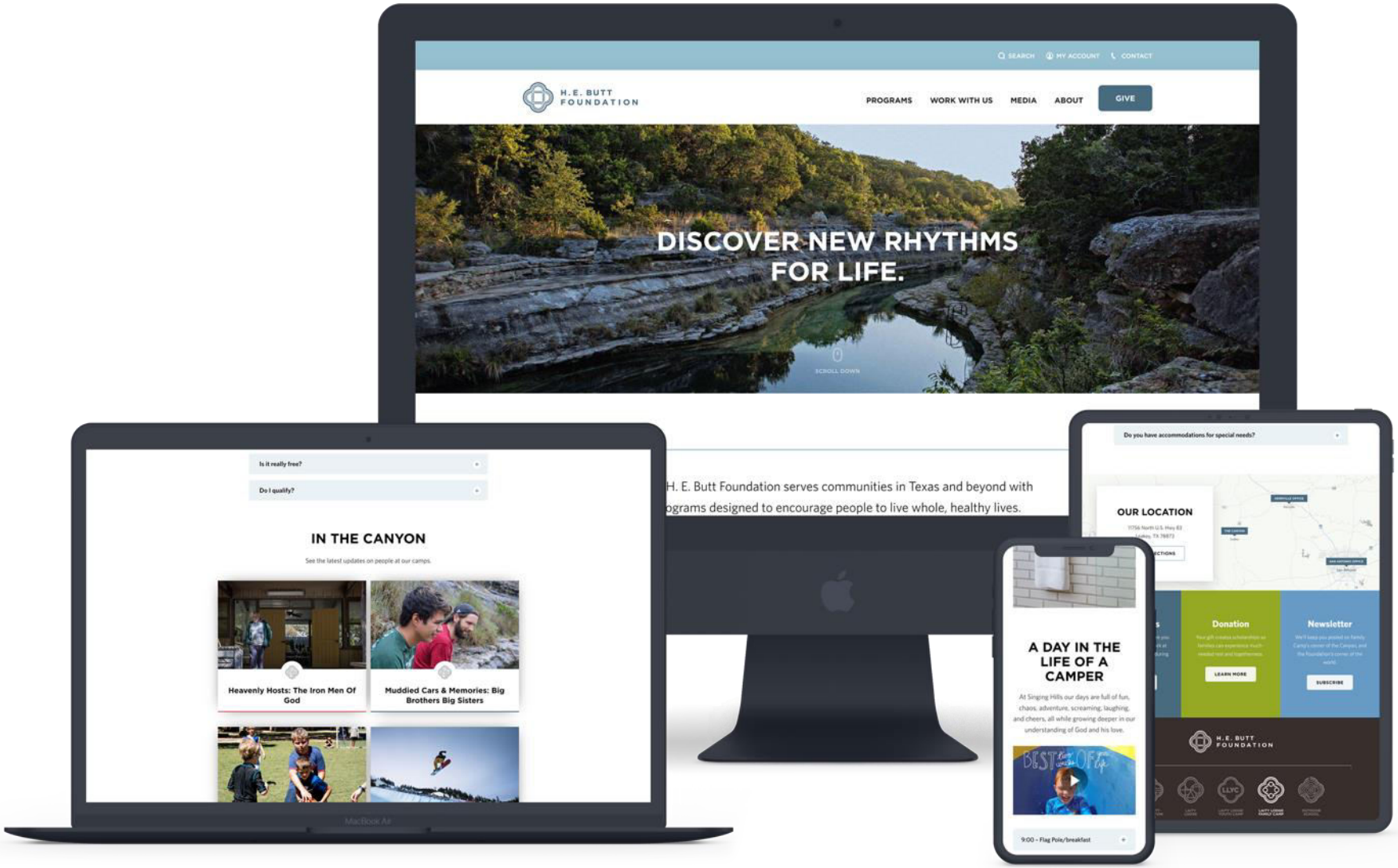
Integrated & Collaborative Team

Design

Content

Dev

Cross-Functional


H.E. BUTT FOUNDATION
PROGRAMS
WORK WITH US
MEDIA
ABOUT
GIVE
DISCOVER NEW RHYTHMS FOR LIFE.
IN THE CANYON
Heavenly Hosts: The Iron Men Of God
Muddied Cars & Memories: Big Brothers Big Sisters
OUR LOCATION
Donation
Newsletter
A DAY IN THE LIFE OF A CAMPER

200 Hrs.

Time Saved Each Year in Maintenance

$0

Budget of new roll-out costs beyond staff time

+128%

Increase in pageviews

(30 days / YoY)

"I can honestly say, working with your team has been one of the best development experiences we've ever had."

– Marcus Goodyear,
Director of Communications Operations

WordPress

Multisite

An efficient, scalable, and powerful site management solution

What Have We Learned?

- ✓ Reduce Time to Launch
- ✓ Increase Cost Efficiencies
- ✓ Empower Marketing Teams

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Thank you.

Travis McAshan

FOUNDER & CEO, GLIDE

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Panel Session

MODERATOR: RYAN ASHBY, SENIOR DIRECTOR OF PARTNERSHIPS AND GLOBAL AGENCY PRACTICE LEAD, WP ENGINE

Ryan Ashby

SENIOR DIRECTOR OF PARTNERSHIPS AND GLOBAL AGENCY PRACTICE LEAD

WP ENGINE

Travis McAshan

FOUNDER & CEO, GLIDE

Chris Broomall

SVP & GROUP HEAD, DEVELOPMENT TECHNOLOGY, EDELMAN