



Partner: Bella Web Design

Website: www.bellawebdesign.com

Customer Size: 20

Country or Region: United States

Industry: Professional services—
Marketing and IT services

Partner Profile

Bella Web Design provides a range of online marketing, website design, development, and hosting services. The Atlanta-based company specializes in helping small and mid-sized businesses create and maintain a strong web presence.

Software and Services

- Microsoft Server Product Portfolio
 - Windows Server 2008 Standard
- Microsoft Visual Studio
 - Microsoft Visual Studio 2008 Professional Edition
- Technologies
 - Microsoft .NET Framework
- Microsoft Expression Web

For more information about using WordPress on Windows, please visit: www.microsoft.com/web/wordpress

Web Agency Enhances its Portfolio by Hosting WordPress on Windows

“Our customers initially don’t care what platform their WordPress site runs on. But if their site goes down or their email goes down, it becomes a real issue. Our experience with running WordPress on Windows is that everything runs great.”

Desiree Scales, Chief Executive Officer, Bella Web Design

Bella Web Design, a web design and development company that has built a successful business on the Windows platform, wanted to support a growing number of customers who use WordPress—a PHP-based application for creating blogs and websites. Bella Web Design worked with web hosting company Applied Innovations on a solution that lets WordPress run on Windows Server. This has enabled Bella Web Design to capture a piece of the growing WordPress market while retaining the familiar tools and environment of the Windows platform.

Business Needs

Bella Web Design is a web development and design and online marketing agency that targets small and medium sized businesses, offering them services for creating and deploying websites and for conducting marketing campaigns. The company, which has more than 350 customers in the United States, Canada, and Europe, also provides services such as search engine optimization, social media coaching, deployment of ecommerce shopping carts, database design and email marketing campaigns.

Bella Web Design began and grew on the Windows platform—and adopted a policy of hosting its customers’ sites on Windows.

“Our sites have always been run on the Windows platform,” says Desiree Scales, Chief Executive Officer of Bella Web Design. “We develop on Windows and our designers use Microsoft products such as the .NET Framework, Microsoft Expression Web, and Visual Studio programs to run the company.”

In the past several years, however, Bella Web Design saw a growing trend that could have created a problem for the company: More and more small and mid-sized businesses were turning to WordPress—an open source application—to create and manage their websites. “Most of our clients come to us because they don’t really want to deal with technology—they just want to run their businesses, and WordPress works for them,” says Scales.

Bella Web Design wanted to capture a piece of the burgeoning WordPress market, but needed to find a hosting company that could use the Windows platform to run WordPress.

Solution

Bella Web Design worked closely with [Applied Innovations](#), a web hosting company and Microsoft Gold Certified Partner based on Florida. Applied Innovations, which hosts dozens of Bella Web customer websites, took advantage of new tools and features of Internet Information Services (IIS)—the web server component of the Windows Server operating system—to run WordPress on the Windows platform.

“Microsoft has done a lot of work to ensure that Windows Server and IIS can effectively manage PHP-based web applications like WordPress,” says Jess Coburn, President and Chief Executive Officer of Applied Innovations.

Following the work at Applied Innovations to run WordPress on Windows, Bella Web Design quickly began deploying customers’ WordPress sites on the Windows platform. These include online retailers such as [Universal Whiskey Experience](#), an image-intensive site that promotes top-tier

whiskey brands through tastings and other events; [BrightClaim](#), which provides claims administration services to the insurance industry; and [IBG](#), a building construction and project management company that focuses on “green” initiatives.

Nathan Hester, a web developer for Bella Web, says these examples highlight how easy it is to run WordPress sites on Windows. “A lot of web designers and developers are afraid to run WordPress on Windows,” he says, “but we feel there is no reason for that concern. Our experience has shown that WordPress runs smoothly and quickly on the Windows platform.”

Benefits

By working with a hosting company that runs WordPress on Windows, Bella Web Design has been able to embrace a popular website creation application while retaining its strong commitment to the Windows platform. Bella Web Design experiences high performance and reliability when running its customers’ WordPress sites on Windows. In addition to the smooth performance, Bella Web Design has eliminated the need to migrate to another platform and related tools. The company can also confidently offer WordPress hosting for its customers without any variation in cost or availability.

Strong Performance, Reliability

Windows has proven to be a fast, reliable platform for running WordPress sites, says Scales. “Our customers don’t care initially care what platform their WordPress site runs on. But if their site goes down or their email goes down, it becomes a real issue,” she says. “Our experience with running WordPress on Windows is that everything runs great. We don’t have any significant issues. And that means that

I don’t get calls at 10 o’clock at night saying that someone’s site or email is down.”

Familiar Environment

Embracing WordPress was a strategic decision for Bella Web Design—but the move initially created concerns that the company would need to add more in-house development expertise. “That proved not to be the case at all,” Scales says. “Our web development team quickly learned how to use and customize WordPress as a web design and content management system that complements our other capabilities. They did this in a Windows environment, and can work with WordPress sites knowing that they could host them on a Windows-based backend.” Adds Hester: “I think more and more Windows developers will become interested in working with WordPress and other PHP-based applications because the process is smooth and efficient. It gives them more tools to work with.”

Larger Market, Same Predictable Costs

Adding WordPress design and hosting services to its portfolio has allowed Bella Web Design to expand its potential market base without having to worry about extra costs. “Working with WordPress and hosting it on Windows is cost-effective,” says Scales. “We’ve been able to adopt WordPress with our in-house talent, and can host it on the Windows platform. We can customize WordPress sites to look exactly how our clients want them to look, and we can get those sites online quickly without additional resources and costs. Our customers can take advantage of an easy-to-use website application that is supported on Windows—and one that’s giving us a path for more growth.”