



Partner: Bella Web Design

Website: www.bellawebdesign.com

Partner Size: 20 employees

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 Trusts Windows to Run its Customers' WordPress Sites

"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 firm 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 maintain its commitment to the Windows platform while responding to customer needs.

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 because Microsoft consistently delivers the powerful, flexible tools that we need to address our customers' needs," 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. The Microsoft products consistently provide the rich features we need to do our work effectively.”

While continuing with its work on Windows, Bella Web Design also wanted to accommodate customers who requested sites built on WordPress, an open-source application. To do this, Bella Web Design 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 use another website 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.

Strong Performance, Reliability

Windows has proven to be a fast, reliable platform for running WordPress sites, says Scales. “Our customers 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,” she says.

“Our experience with WordPress on Windows is that everything runs great—the performance and reliability of the Windows backend has been rock solid in ensuring that customer sites run smoothly and without interruption. 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

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 continued to operate in the Windows environment, and they can work with WordPress sites knowing that they could host them on a Windows-based backend.”

Larger Market, Same Predictable Costs

Hosting WordPress on Windows provides Bella Web Design with the continuity of working in the familiar Windows environment.

“We’ve been able to adopt and host WordPress successfully on the Windows platform,” says Scales. “We can get those sites online quickly without additional resources and costs. And our customers can take advantage of an easy-to-use website application that is supported on Windows.”