Achieving over 6s reduction in page load time for a multilingual WordPress site

(PgO
POSTGRADO EN
ODONTOLOGÍA
CLÍNICA UNIVERSITARIA

UCAM
UNIVERSIDAD CATÓLICA
SAN ANTONIO

Industry:

Education

Size:

51 - 200 employees

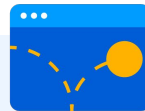**Headquarters:**

Murcia, Spain

Ismael García González

Desarrollador, Postgrado en
Odontologia UCAM

Case Study Highlights

12,098
webpage position
improvement

19%
website bounce
rates achieved

6 - 8 seconds
reduction in page load
time

The Postgraduate in Dentistry (PgO) program at the Catholic University of San Antonio (UCAM) is a response to the growing demand for specialized clinical training.

PgO UCAM's web performance challenges arose due to a **high amount of accumulated malpractices** in using images on **WordPress**. They were looking for solutions to **optimize their existing images** (use of modern image formats, automatic creation of responsive images, CDN delivery) to **speed up the loading time of their web pages**.

With Cloudimage, PgO UCAM successfully optimized **70,000 images** on their multi-lingual site:

- **increased** their national ranking by **12,098 positions**
- **lowered** their **bounce rates to 19%**
- **achieved 6 to 8 seconds reduction** in page load time

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The use of Cloudimage was remarkable. I liked the transparency and information received from the administration panel, from image cache and CDN traffic consumption to product updates and configurations.

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The Challenge

PgO UCAM's web performance challenges arose due to a **high amount of accumulated malpractices** in using images on **WordPress**. They were looking for solutions to **optimize their existing images** - allowing them to use **modern image formats** and create **responsive images** without manually resizing them.

As a global website offering numerous languages and serving different nationalities, they required a **CDN** to **cache images closer to users** and **speed up their page load time**.

The Solution

PgO UCAM considered different WordPress plugin options, including Ewww Image Optimizer, and eventually chose Scaleflex's Cloudimage media optimization and integrated the solution into their WordPress site within a day.

With Cloudimage, PgO UCAM successfully optimized 70,000 images on their multi-lingual site:

- **increased** their national ranking by **12,098 positions**
- **lowered** their **bounce rates to 19%**
- **achieved 6 to 8 seconds reduction** in page load time

"The use of Cloudimage was remarkable for our current capacity and our future projection due to the other tools that we can add. I thoroughly enjoyed the transparency and information received from the administration panel, from image cache and CDN traffic consumption, product updates, to new configurations." - Ismael García González, Desarrollador, Postgrado en Odontologia UCAM

Discover other success stories with Scaleflex **here**!

The Company

The Postgraduate in Dentistry (PgO) program at the Catholic University of San Antonio (UCAM) is a response to the growing demand for specialized clinical training. The academic training offered by PgO UCAM consists of its exclusive degrees, with two schools - Chair of Training and R&D in Clinical Dentistry and Chair of Aesthetic Adhesive Dentistry.