



# Creare

One client's site increased by around 20 rankings on Google, just by installing Cloudflare.

## Background

The Creare Group are one of the UK's leading web digital marketing agencies for small to medium businesses (SMEs). Creare works to deliver a digital presence that works as hard and affordably as possible for thousands of clients. Creare hosts thousands of websites, offering SEO solutions to many of these clients.

As Creare began the process of revamping its server security, they became aware of Cloudflare as an option. Creare's lead developer had already successfully rolled out Cloudflare at another digital agency, so they approached Cloudflare about their Optimized Partner program.



## Improved security

Cloudflare first demonstrated its value when Creare came to relaunch its brand and site at a high profile event. The company was hit by a DDOS attack, by enabling a Cloudflare Business account, Creare was able to prevent an attack that was so strong it had previously been able to take down the dedicated server that solely hosted the site.

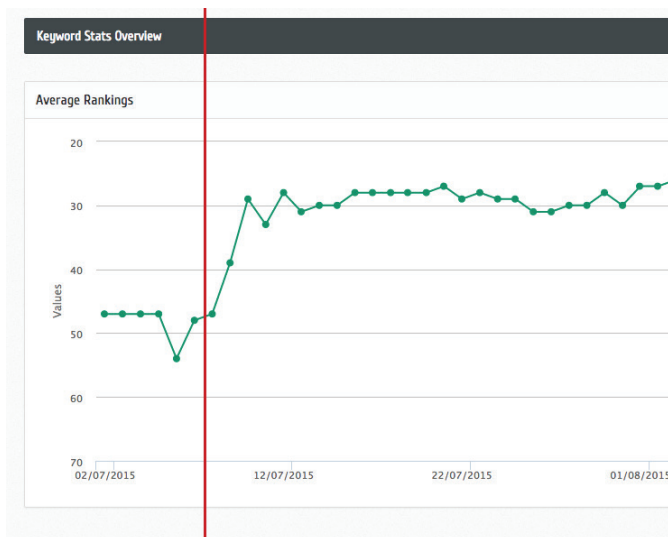
Using Cloudflare as an intermediary for SSL sites allowed Creare's client websites to rapidly mitigate new SSL vulnerabilities. Cloudflare also provides strong Web Application Firewall to prevent Layer 7 attacks against Creare's servers and preventing spam bots reaching Creare's servers.

Junade Ali, Creare's lead developer, says "A few weeks ago we had a DDOS attack, we wouldn't have had the technology in house to mitigate it. We just routed it through Cloudflare in less than half an hour the attack was mitigated. If we hadn't had that partnership agreement we wouldn't have been able to do that."

## Boost to SEO

Creare observed that after it rolled out Cloudflare amongst various clients, SEO rankings for clients' websites was dramatically boosted by improved speed, sitewide secure SSL and preventing sites being hacked and blacklisted by popular search engines as new vulnerabilities appear.

The SEO ranking improvements that Cloudflare were far more dramatic than any other on-page SEO performance technique Creare had attempted.



## Performance benefits

Creare found that by utilizing Cloudflare's two UK data centers in London and Manchester, it could deliver rapid load speeds to its clients in the UK. Cloudflare's global Anycast network enabled Creare to deliver clients' e-commerce solutions more quickly to their customers around the world. This allowed their small business clients to reach new markets by delivering their web pages faster, regardless of geographical location.

Moreover, as an Optimized Partner, Creare was able to benefit from Railgun, Cloudflare's dynamic content optimizer. The high rate of compression allowed Creare to dramatically improve the load speed of sites by caching previously uncacheable, highly dynamic Magento e-commerce sites.

Server statistics from Creare's Railgun instance (data via New Relic) indicated that Creare was able to achieve a 3x reduction in the amount of bandwidth needed to transmit out of their datacenter on Railgun optimized sites.



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