How Wordpress powered Forbes?

Boris Kolev, Founder of JT Design

Personal Context

- Started with Macromedia Flash and Action Script in 2001
  (but first... Fortran, Basic, Visual Basic, SQL, C++, C#)

- Switched to PHP in 2003 + some early Java Script.

- Started web development with Flash and Joomla & Drupal.

- Founded my Web Studio – JT Design (jtdsn.com) in 2004

- Got in love with Networks and Communication (CCNA, CCNP)

- Founded JT International Group in 2007

- Founded DigiMark in 2012

- Founded DigiMark Ventures in 2017, micro-VC which invested in 10+ digital and biotech startups in Bulgaria.

Professional Context (Web)

▸ Build our first websites in Macromedia Flash – 2004

▸ Adopted Drupal and Joomla in 2005
  (Our first hosting provider was SiteGround :D)

▸ Mainly built on Bootstrap Frameworks, Angular & React

▸ Switched generally to Wordpress in 2010

▸ Many websites on Squarespace, Wix, Magento, OpenCart, Webflow, Framer, Shopify, CloudCart

▸ Over 600+ projects for 20 years.

20 YEARS Design

How our **Forbes** story begins…

Year is 2019..

Forbes grants license in Bulgaria

We have been approached to help with the local website…

The beginning

- License for Online Media Pending
- Minimal budget, almost 0
- No defined strategy
- No requirements
- Let's take this challenge…
- First call with Forbes HQ scheduled

150M+
registered users

200M+
unique users

1,5B+
pageviews

30M+
concurrent users during peak times

Top 50
websites in US

2800+
content writers

400K+
news articles

Forbes.com

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Top 50
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running on

WORDPRESS

Their setup:

▸ Large internal web team

▸ WordPress VIP

▸ Multiple WP Instances

▸ Centralized Custom Theme

▸ Custom Plugins

▸ Premium partnerships with plugin developers

▸ Partnership with CDNetwork

Our Requrements:

▸ Very simple website

▸ Follow on Forbes branding (pending approval)

▸ HQ owns the domains, DNS and the analytics

▸ Convenient and simple editor

▸ Custom permissions accounts

▸ Extended Author profiles

▸ Very flexible in terms of new content types and ideas

▸ We have never built a media website for large audience

▸ Connected with Forbes Russia, Brazil, Portugal… they were all on WordPress

▸ We researched the top Bulgarian medias ~ 1M max monthly visitors ~ 10-15M pageviews.

▸ Forbes HQ didn't help with Code, Template, Settings or Configuration advices.

▸ **So, we decided to go with WordPress.** ☺

Challenge 1: The Theme

‣ Quick loading time

‣ Less resources and memory

‣ Minimum bloatware

‣ Code Quality

‣ Dynamic Layouts

‣ Easy and light Editor with options to limit features per user type

‣ Drag-Drop Builder

‣ Good SEO

‣ Fully Responsive

‣ Good Support + Regular Updates + Community Support

‣ Infinite Scroll…

We went for **Themify Ultra**

Challenge 2: Online Store

- On top of thousands of articles and advertising – a shop

- Online subscription view of PDF Magazines

- Subscription to receive the latest magazine

- Membership to view library of magazines

Challenge 3: Event Tickets System

Challenge 4: Custom User Profiles

Challenge 5:
Caching & Speed

Forbes Bulgaria Web Platform

300k+ unique users

2M+ pageviews

5000+ articles

Current VPS Configuration

- Ubuntu 20,04 LTS

- Apache, PHP, MariaDB

- 6 CPU Cores

- 10GB RAM

- 250GB SSD

- PHP Opcache

- Nitropack

Thank you!
Q&A