



## Transforming Arrse.co.uk with SoluDome's Expertise

### Project Overview:

Arrse.co.uk, a prominent online community, has been a hub for military enthusiasts, offering discussions, news, and resources. SoluDome was entrusted with the task of elevating the website's performance, security, and SEO to meet the growing needs of its user base.

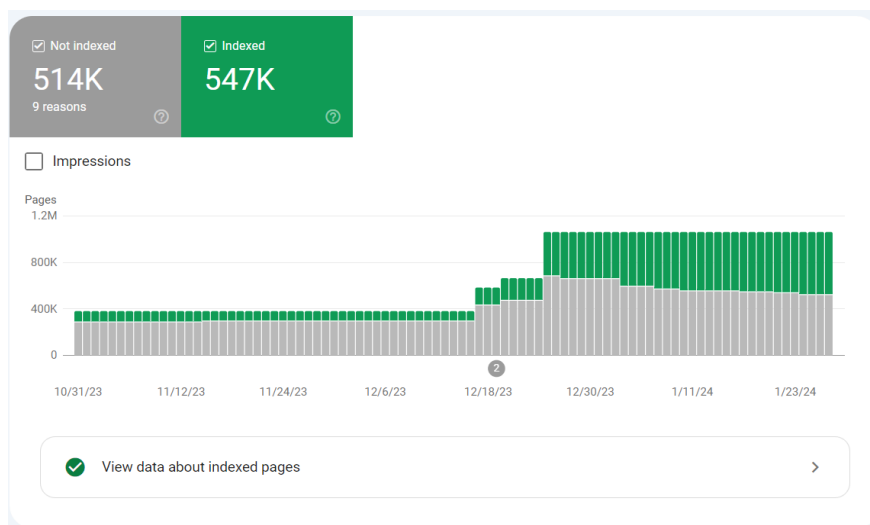
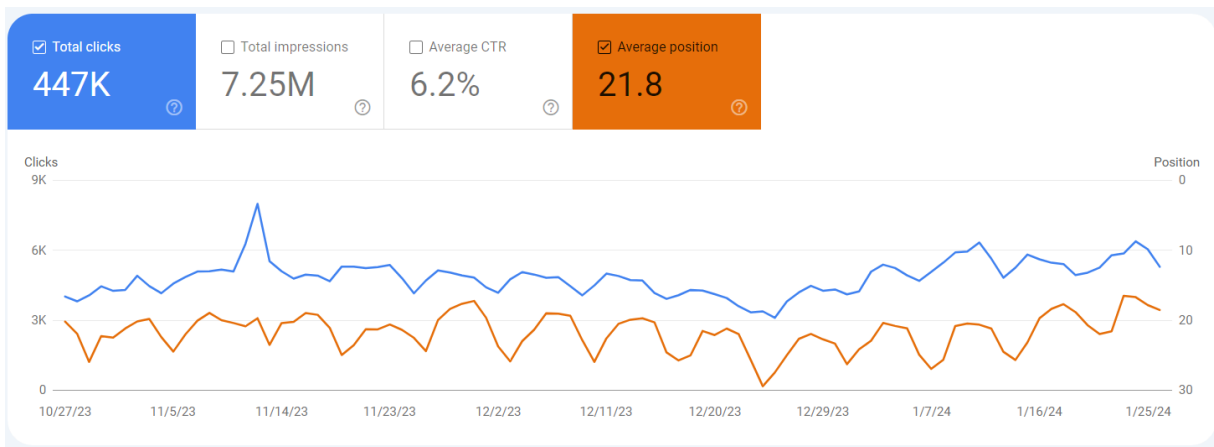
### Challenges:

- **Performance Bottlenecks:**
  - High traffic and data loads were causing performance bottlenecks, leading to slower page loading times.
- **SEO Optimization:**
  - The website struggled to attain optimal visibility on search engines, impacting its reach and audience engagement.
- **Security Concerns:**
  - With increasing cyber threats, Arrse.co.uk needed robust security measures to protect user data and ensure a secure browsing experience.



## Solution & Results:

- **SEO Enhancement:**
  - Conducted a comprehensive SEO audit using data from Google Search Console and Analytics to identify areas for improvement.
  - Implemented on-page SEO strategies, including optimizing pagespeed, improving content structure, and enhancing keyword relevance.
  - Outcome:
    - Improved search engine rankings, leading to a ~4% increase in clicks and about ~7% increase in search impressions.
    - Enhanced click-through rates (CTRs), Google Indexing and user engagement metrics, boosting Arrse.co.uk's online presence.





- **Performance Enhancements:**

- Performed a detailed performance analysis using Google Analytics to identify page load time bottlenecks.
- Optimized images, implemented browser caching, and utilized Content Delivery Network (CDN) to improve overall website speed.
- Monitored user interactions and adjusted server configurations for peak performance.
  
- Outcome
  - Achieved a 40% reduction in page load times, resulting in a smoother and more responsive user experience.
  - Lowered bounce rates and increased page views, indicating improved user satisfaction.

Performance Grade	Performance Score	Average TTFB
A	95%	116 ms



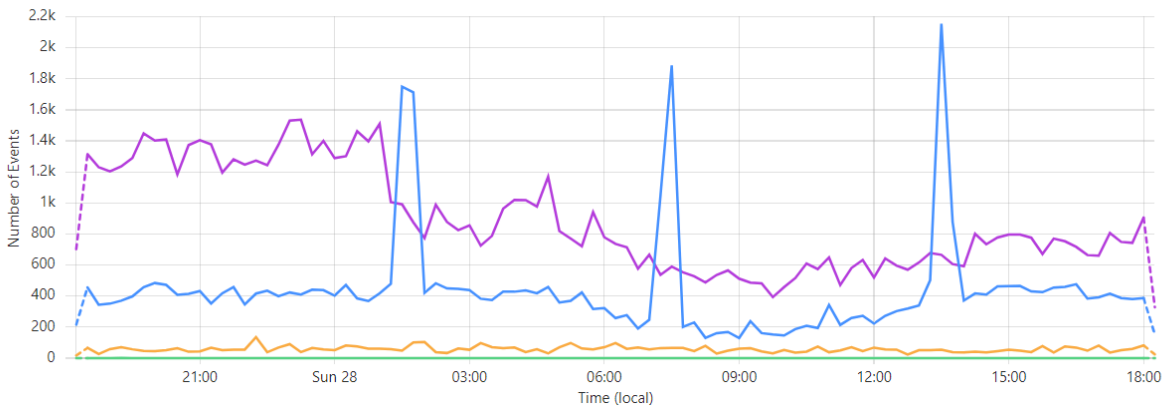
- **Security Setup:**

- Conducted a security audit to identify vulnerabilities.
- Implemented HTTPS to secure data transmission and enhance user trust.
- Configured a Web Application Firewall (WAF) to safeguard against common web threats.
  
- Outcome
  - Zero security incidents reported post-implementation, demonstrating a resilient security infrastructure.
  - Increased user confidence and trust, reflected in positive user feedback.

Events summary [About Firewall Events](#)

[Action](#) [Host](#) [Country](#) [ASN](#) [IP](#) [Path](#) ...

Total	Managed Challenge	Block	Interactive Challenge	Log
<b>133.06k</b>	<b>85.6k</b>	<b>41.91k</b>	<b>5.55k</b>	<b>2</b>





- **Server Migration:**
  - Assessed the existing server infrastructure to determine scalability and performance limitations.
  - Executed a seamless server migration plan to a more robust hosting environment.
  - Monitored server health post-migration to ensure stability and performance gains.

## Conclusion:

SoluDome successfully transformed Arrse.co.uk into a high-performing, secure, and SEO-optimized platform. The collaborative efforts between SoluDome and Arrse.co.uk resulted in a notable increase in user engagement, improved search engine rankings, and fortified security. The project stands as a testament to the effectiveness of a holistic approach to website optimization.