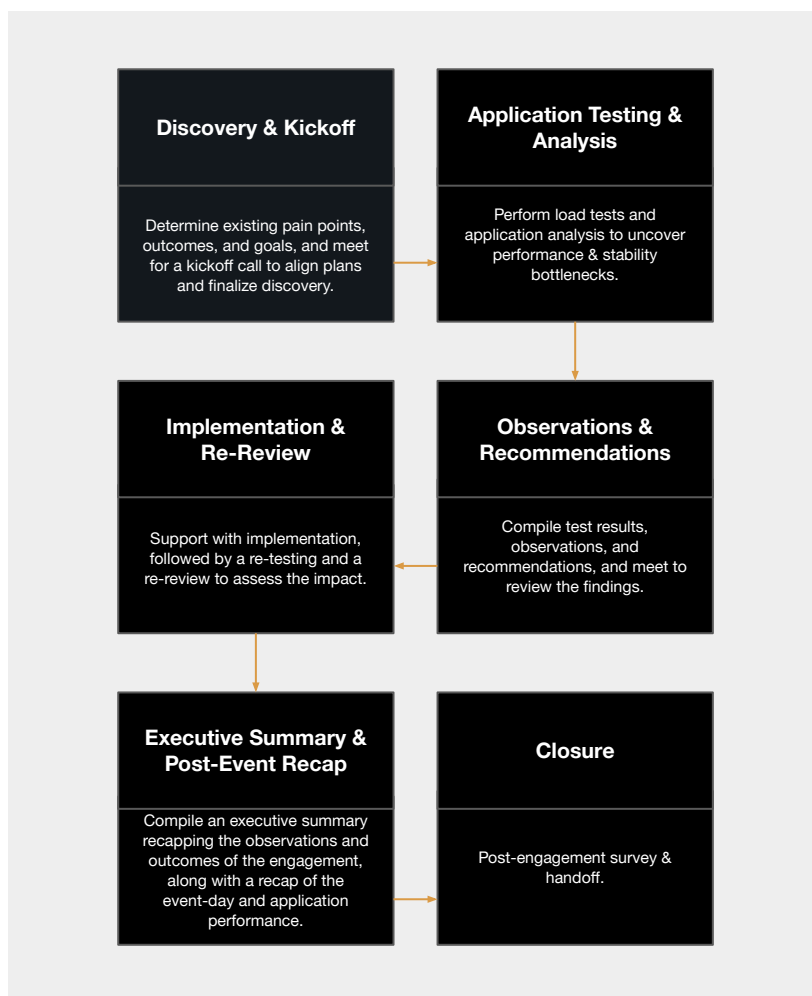


# High-Traffic Event Planning

## Armor up for your website's biggest day

WordPress VIP will help you prepare your applications to stand up to the heightened demands associated with sudden influxes of traffic and the unique behaviors that surface during critical moments. The service includes planning, load testing, deep application-level analysis, and recommendations for improvement where applicable.



### Preparing for major events

Deliver fast and reliable performance on your website's biggest days. We help you prepare for major announcements, advertising campaigns, or seasonal events like Black Friday.

### Planning for success

Strategize with WordPress VIP experts on timelines, deliverables, and anticipated outcomes in advance of the high traffic event. Make a high-traffic event service part of your readiness plan.

### Detailed analysis

Gain insights into the technical specifications of your application, including various performance-related data, load test results, and engineering-backed recommendations to prepare for the high traffic event.

### Impact evaluation

Obtain a clear summary of the performance of your application before and after the recommendations made by WordPress VIP. Review the success of the high traffic event and receive follow-up engineering guidance.