### **Case Studies Page Content Strategy**

### **This page is where we provide the in-depth proof of your expertise. While the homepage provided the "trailers," this page delivers the main feature. The goal is to present your work as a series of compelling, narrative "deep dives" that showcase your strategic thinking and technical execution. Every story is an opportunity to highlight keywords and skills found in senior-level job descriptions.**

### **Here is the content and structure for the Case Studies page and the individual stories.**

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### **1. Main Case Studies Page (/case-studies)**

### **Goal: To serve as an impressive, filterable hub for your most significant projects. It should feel like a curated gallery of your strategic work.**

### **Page Headline (h1): Project Deep Dives**

### **Page Sub-headline (p): From Spark to System: The Stories Behind the Work. This is a behind-the-scenes look at the strategy, architecture, and problem-solving that goes into building scalable, revenue-focused marketing systems. *(Strategic Keywords: strategy, architecture, problem-solving, scalable, revenue-focused, marketing systems)***

### **Layout & Functionality:**

### **The page will feature a clean, filterable grid of all the narrative case studies.**

### **A user should be able to filter the stories by key strategic skills (e.g., Automation, Analytics, Security, Product Vision).**

### **Each card in the grid will serve as an entry point to the full, detailed story.**

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### **2. Individual Case Study Content**

### **Each of the following will be a separate markdown file, powering its own page and using an immersive, long-form reading template.**

#### **Case Study 1: The Launchpad**

### **File: content/deep-dives/the-launchpad.md**

### **Icon: 🚀**

### **Title: The Launchpad**

### **Subtitle: How a static directory was transformed into an automated revenue engine.**

### **Keyword Tags: Product Vision, Marketing Automation, Lifecycle Marketing, CRM Strategy, Lead Nurturing**

### **"Key Takeaways" Component:**

### **Product Vision: Identified an underutilized asset and reimagined it as a core growth driver.**

### **Automation Architecture: Architected a complex, multi-platform workflow (LearnDash, WooCommerce, FluentCRM) to create a seamless user journey.**

### **Lifecycle Marketing: Designed and implemented a 60-day automated email sequence to prove value and drive conversions.**

### **Narrative Content: *(Use the full, polished "The Launchpad" story we developed previously, starting with "The Spark: Seeing a Growth Engine in a Simple List...")***

#### **Case Study 2: The Guardian**

### **File: content/deep-dives/the-guardian.md**

### **Icon: 🧠**

### **Title: The Guardian**

### **Subtitle: How a customer pain point was turned into an automated compliance and sales engine.**

### **Keyword Tags: Customer Empathy, Data Architecture, Proactive Automation, Sales Funnel Development**

### **"Key Takeaways" Component:**

### **Customer Empathy: Identified a major pain point (CEU tracking) and designed a solution that provided immense value and peace of mind.**

### **Data Architecture: Structured and mapped complex, state-by-state compliance rules into a personalized, user-facing dashboard.**

### **Sales Funnel Development: Transformed a compliance tool into a revenue driver by integrating smart, timely course recommendations.**

### **Narrative Content: *(Use the full, polished "The Guardian" story we developed previously, starting with "The Spark: Turning a Customer Pain Point into a Strategic Advantage...")***

#### **Case Study 3: The Compass**

### **File: content/deep-dives/the-compass.md**

### **Icon: 🧭**

### **Title: The Compass**

### **Subtitle: How a broken analytics pipeline was rebuilt to enable precise marketing attribution and optimize ad spend.**

### **Keyword Tags: Analytics Engineering, Data Integrity, Conversion Rate Optimization, Performance Marketing, GTM**

### **"Key Takeaways" Component:**

### **Analytics Engineering: Executed a full overhaul of a chaotic GTM container, establishing a single source of truth for all marketing data.**

### **Data Integrity: Implemented custom event tracking and cross-domain user IDing to ensure clean, reliable, and actionable data.**

### **Marketing ROI Optimization: Reconfigured Google Ads conversion signals to focus exclusively on high-value actions, directly improving ad spend efficiency.**

### **Narrative Content: *(Use the full, polished "The Compass" story we developed previously, starting with "The Spark: We Were Flying Blind, and It Was Costing Us a Fortune...")***

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### **This completes the core content for the Case Studies section. This page and its deep dives are designed to be the heart of your portfolio, providing undeniable proof of your ability to think strategically and execute flawlessly.**

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### **🛡️ Case Study 4: The Fortress**

* **File:** content/deep-dives/the-fortress.md
* **Icon:** 🛡️
* **Title:** The Fortress
* **Subtitle:** How a multi-layered **security architecture** transformed a vulnerable WordPress site into a hardened, resilient, and high-performance platform.
* **Keyword Tags:** Infrastructure Security, Performance Tuning, DevOps Principles, Cloudflare, Risk Mitigation
* **"Key Takeaways" Component:**
  + **Proactive Threat Mitigation:** Architected a "defense-in-depth" strategy that neutralized threats at the network edge, before they could impact the origin server.
  + **Performance as a Security Feature:** Leveraged Cloudflare's caching and tiered cache capabilities (86% hit ratio) to ensure that robust security measures also enhanced site speed.
  + **End-to-End Encryption & Trust:** Implemented DNSSEC and Authenticated Origin Pulls to create a verifiable and secure data pipeline from user to server.
* **Narrative Content:  
  The Spark: Defending Against the Invisible Siege**The Graston Technique® website had become a mission-critical platform, but beneath the surface, it was under constant, invisible attack. The server logs revealed a relentless barrage of brute-force login attempts, XML-RPC floods from botnets, and scrapers consuming valuable resources. This malicious traffic was causing CPU spikes, inflating bandwidth costs, and posing a significant security risk.  
  I saw an opportunity to turn security from a defensive afterthought into a proactive, competitive advantage. My goal was to build a digital fortress that would not only neutralize these threats but also deliver a faster, more reliable experience for our legitimate users.  
  **The Blueprint: A Defense-in-Depth Strategy**I designed and implemented a multi-layered defense wall that combined edge security with server-level hardening.
  + **The Outer Wall (Cloudflare Firewall & Bot Management):** I configured aggressive WAF (Web Application Firewall) rules to block common WordPress exploits at the edge. I deployed "Super Bot Fight Mode," which **automatically neutralized ~85,000 bad-bot hits every month**, and implemented strict rate-limiting on the homepage and login endpoints, silently dropping brute-force attacks.
  + **The Secure Gate (SSL/TLS & DNS Hardening):** I deployed a 15-year Cloudflare Origin CA certificate and enabled Authenticated Origin Pulls, creating a secure, encrypted tunnel that ensures only Cloudflare can communicate with our server. I then rolled out DNSSEC, adding a verifiable chain of trust to our DNS records to prevent spoofing attacks.
  + **The Inner Sanctum (Server & Application Hardening):** I enforced critical security headers like HSTS and CSP at the Apache level to protect users from click-jacking and cross-site scripting attacks.
* **The Impact: From Vulnerable Target to Resilient Fortress**This project transformed the platform's security posture and delivered tangible business value.
  + **Dramatically Reduced Server Load:** By blocking malicious traffic at the edge, CPU and bandwidth usage on the origin server dropped significantly, freeing up resources for real users.
  + **Near-Elimination of Common Threats:** XML-RPC attacks, login brute-force attempts, and REST enumeration were virtually eliminated as threats.
  + **Enhanced Business Continuity:** Even during massive, coordinated bot attacks, our revenue-critical flows—training signups and e-commerce purchases—continued to operate without interruption.

### **⚙️ Case Study 5: The Conductor**

* **File:** content/deep-dives/the-conductor.md
* **Icon:** ⚙️
* **Title:** The Conductor
* **Subtitle:** How a fragmented registration process was re-architected into a seamless, automated **data pipeline**, creating a single source of truth.
* **Keyword Tags:** Systems Integration, Data Architecture, Process Automation, MarTech Stack
* **"Key Takeaways" Component:**
  + **Systems Integration:** Designed a cohesive ecosystem where five disparate platforms (WooCommerce, LearnDash, Gravity Forms, FluentCRM, Google Sheets) acted as one.
  + **Data Architecture:** Created a unified data model that ensured consistency and accuracy across all systems, eliminating manual data entry and messy reporting.
  + **Process Automation:** Built a fully automated workflow that dramatically improved both the customer onboarding experience and internal team efficiency.
* **Narrative Content:  
  The Spark: A Broken Data Trail Was Costing Us Time and Money**Every new training registration, which should have been a win, was instead the start of a manual data chase. A single signup created a trail of disconnected records across five different platforms. The result was operational chaos, missed follow-up opportunities, and hours wasted each week manually stitching data together. The system wasn't scalable, and the friction was holding back our growth.  
  My vision was to build a definitive source of truth—an automated data sync pipeline where a single customer action would instantly and accurately populate every system.  
  **The Blueprint: Orchestrating a Real-Time Data Sync**I designed an intelligent, event-driven architecture to serve as the central conductor for all registration data.
  + **The Purchase & Enrollment:** When a clinician purchased a training product in WooCommerce, they were instantly auto-enrolled in the correct LearnDash Group.
  + **The Data Enrichment:** At checkout, a strategic Gravity Form captured crucial data like license type and profession.
  + **The Conductor (Uncanny Automator):** The moment a user was enrolled, an Automator "recipe" fired, logging event details and creating a unified record.
  + **The Unification (WP Fusion & FluentCRM):** WP Fusion acted as the universal translator, mapping all data points into a single, cohesive contact record in FluentCRM.
* A clinician would click "Buy," and within seconds, their complete record would be alive and consistent across all platforms.  
  **The Impact: From Data Chaos to Operational Clarity**This new data pipeline had a profound impact on the entire business.
  + **A Frictionless Customer Experience:** The onboarding journey became seamless. Clinicians registered once and instantly received access to everything they needed.
  + **Massive Gains in Team Efficiency:** We eliminated hours of mind-numbing manual data entry every single week.
  + **Smarter, More Precise Marketing:** With complete and accurate CRM records, our marketing automation became exponentially more powerful, allowing for hyper-targeted and effective campaigns.

### **🖥️ Case Study 6: The Engine Room**

* **File:** content/deep-dives/the-engine-room.md
* **Icon:** 🖥️
* **Title:** The Engine Room
* **Subtitle:** How deep, **server-level optimizations** rescued a high-traffic site from chronic instability and performance bottlenecks.
* **Keyword Tags:** Server Administration, Performance Tuning, DevOps Principles, PHP, MySQL
* **"Key Takeaways" Component:**
  + **Full-Stack Diagnostics:** Went beyond front-end fixes to identify and resolve root causes of instability at the server, PHP, and database levels.
  + **Proactive Monitoring:** Implemented Netdata for real-time server monitoring and intelligent alerting, shifting from a reactive to a proactive maintenance posture.
  + **Infrastructure Optimization:** Executed a series of critical updates (PHP handler upgrades, Apache tuning, MySQL extension fixes) to build a stable, scalable foundation.
* **Narrative Content:  
  The Spark: The Site Was Choking Under its Own Success**Despite having multiple caching plugins, the site was buckling under pressure. During peak traffic, editors were hit with 504 gateway timeout errors, and clinicians were experiencing painfully long checkout times. This wasn't a simple front-end problem; the issues were deeper, hidden in the server's engine room.  
  **The Blueprint: A Full-Stack Surgical Intervention**I initiated a series of under-the-hood repairs to stabilize the platform.
  + **PHP-FPM Optimization:** I dug into the PHP FastCGI Process Manager, increasing the max\_execution\_time and memory limits to stop the 504 errors.
  + **Handler & Extension Fixes:** I upgraded the site to a more stable PHP 8.1 FPM handler and installed a missing mysqli extension that was causing critical database connection errors.
  + **Apache Tuning:** I discovered that long URLs from our CRM were hitting Apache's character limit. I tuned the Apache config, raising the LimitRequestLine to resolve the issue.
  + **Proactive Monitoring:** I installed Netdata on the server to provide real-time monitoring and configured alerts for CPU, memory, and I/O spikes, allowing us to get ahead of future issues.
* **The Impact: Stability as a Foundation for Growth**The result of this deep, server-level work was a complete restoration of the site's stability and reliability.
  + **Downtime Eliminated:** The constant fear of the site crashing during a marketing campaign was gone.
  + **A Consistent User Experience:** Visitors now experienced fast, consistent page loads, even during traffic spikes.
  + **A Future-Proofed Platform:** The platform was no longer just patched; it was prepared for future growth and security challenges.

This completes the full set of six narrative deep dives. We have now covered the entire spectrum of your skills, from high-level product vision to deep, in-the-weeds technical problem-solving.

We are now ready to move on to the **About Page**.