Go Global, Act Local.

Improve your reach by harnessing
the power of GeoIP.

WP engine

The Internet has made the world a much smaller place. Your website can reach practically anywhere on Earth. Wouldn't it make sense to immediately serve your visitors the relevant, accurate content that they're looking for, versus making them select their geographic location from a pulldown menu or a map?

Not knowing the physical location of your visitors can limit you to only serving generic content that may not be relevant to visitors coming from different locations. That can kill engagement and negatively impact sales - just watch your bounce rate climb!

Enter GeoIP, a technology that gives you the ability to present geographically-specific content from your WordPress sites based on a visitor's physical location.

If you're wondering what GeoIP is and why you should care, take a look at this ebook. We'll give you a primer on GeoIP and the benefits of using it on your WordPress sites. We'll also check out some of its main use cases (though there are many more), and hear from some GeoIP users who immediately noticed the benefit of serving the right content to the right audience on the first click.
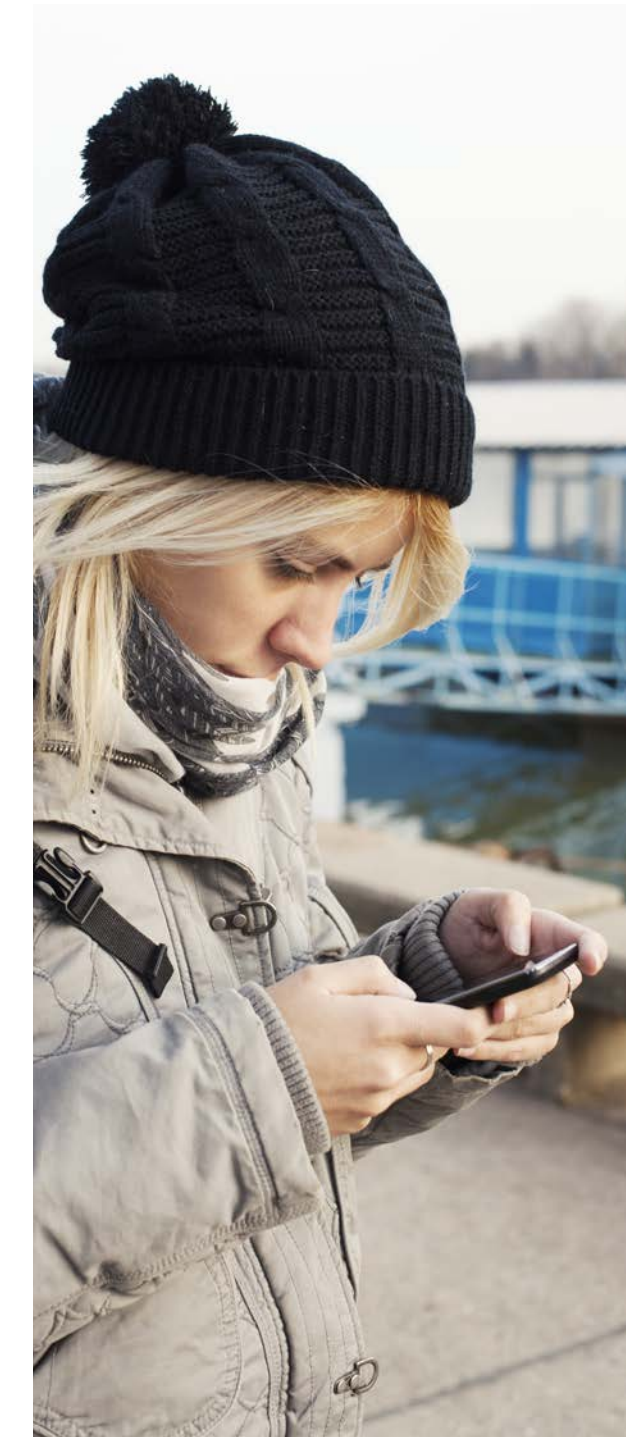
WHAT IS GeoIP?

The premise behind GeoIP is simple: it gives your WordPress sites a global reach while maintaining a local feel. GeoIP gives you the ability to serve different web content to different users depending on their location.

With GeoIP, you can display sites in a visitor's local language. You can display information with localized tax, timezone, and shipping information. You can redirect visitors to a specific branch's or store's site based on a visitor's country. Essentially, you can show, hide, or change content based on its relevance to a specific geography..

For example, with GeoIP:

Marketers	can serve different web content to different users depending on their location.
Engineers	can support localized content without sacrificing performance and scalability.
Legal departments	can display legal notices as they apply in certain countries, but filter the content from users for whom it's irrelevant.
Brands	can create more relevant, targeted, personalized user experiences.
Site owners	can immediately redirect visitors to content in their language or currency, display geographically-specific content, or hide irrelevant content.

What does this mean for your site? It means that if you run a business that serves international, regional, or geographically dispersed audiences, your site can adjust automatically to serve the correct content in the correct locale. No more will your British customers see dollar signs when checking your prices - they'll see prices in pounds. Your customers in Spain will see only the products that are available in their part of the world; same for your customers in Brazil, in New Zealand, in the United States - ANYWHERE!

Check out some of the cool use cases for GeoIP and start building out your global brand easily and quickly.

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USE CASE | GEOMARKETING

GeoIP enables you to create marketing campaigns that only target certain geographic areas. This means that incoming traffic is automatically routed to content that is in a visitor's local language, local currency, and other attributes specific to their geography. This can help businesses with local branches direct customers to the correct physical location or to a local microsite.

SUCCESS STORY | BLUE ANT MEDIA

Blue Ant Media gets granular

Blue Ant Media is a privately held media company that creates and distributes content globally across various categories, such as lifestyle, travel, music, nature, and more. It operates 11 media brands including Cottage Life, AUX, Oasis, and Smithsonian Channel Canada.

BLUE ANT
media

"With GeoIP, server-side IP-based geographic look-up has never been simpler. Just install the plugin and get immediate access to country, region, and city for any visitor on any page of your site. You no longer have to worry about page caches, client-side implementations or third-party web services."

-Matthew Hogg, Blue Ant Media

USE CASE | ECOMMERCE

Using GeoIP can greatly improve the ecommerce experience for your customers. It enables you to show only the products that are relevant and available to them in their specific geography. With GeoIP, ecommerce shops can filter out merchandise and services that aren't available in a certain location, eliminating the unwelcome "not available in your area" message. At the same time, you can display country-specific shipping, tax, and sales information, along with currency, so there are no surprises - or even worse, abandoned shopping carts - when your customers checkout.

SUCCESS STORY | ARNETTE EYEWEAR

Arnette uses GeoIP for localization

Arnette Eyewear is based in the U.S., but boasts strong sales and a massive following elsewhere. For example, Arnette operates in Brazil. If users in the U.S. attempt to access the Brazilian site, they are instantly redirected to the U.S. site. The same goes for users in Brazil who attempt to access another site - they will be automatically redirected to their localized site.

"With GeoIP, we've been able to take down the flags. We don't need our site visitors to find their location on a map. Now, they're served the correct content every time. It's improved site accuracy several times over.
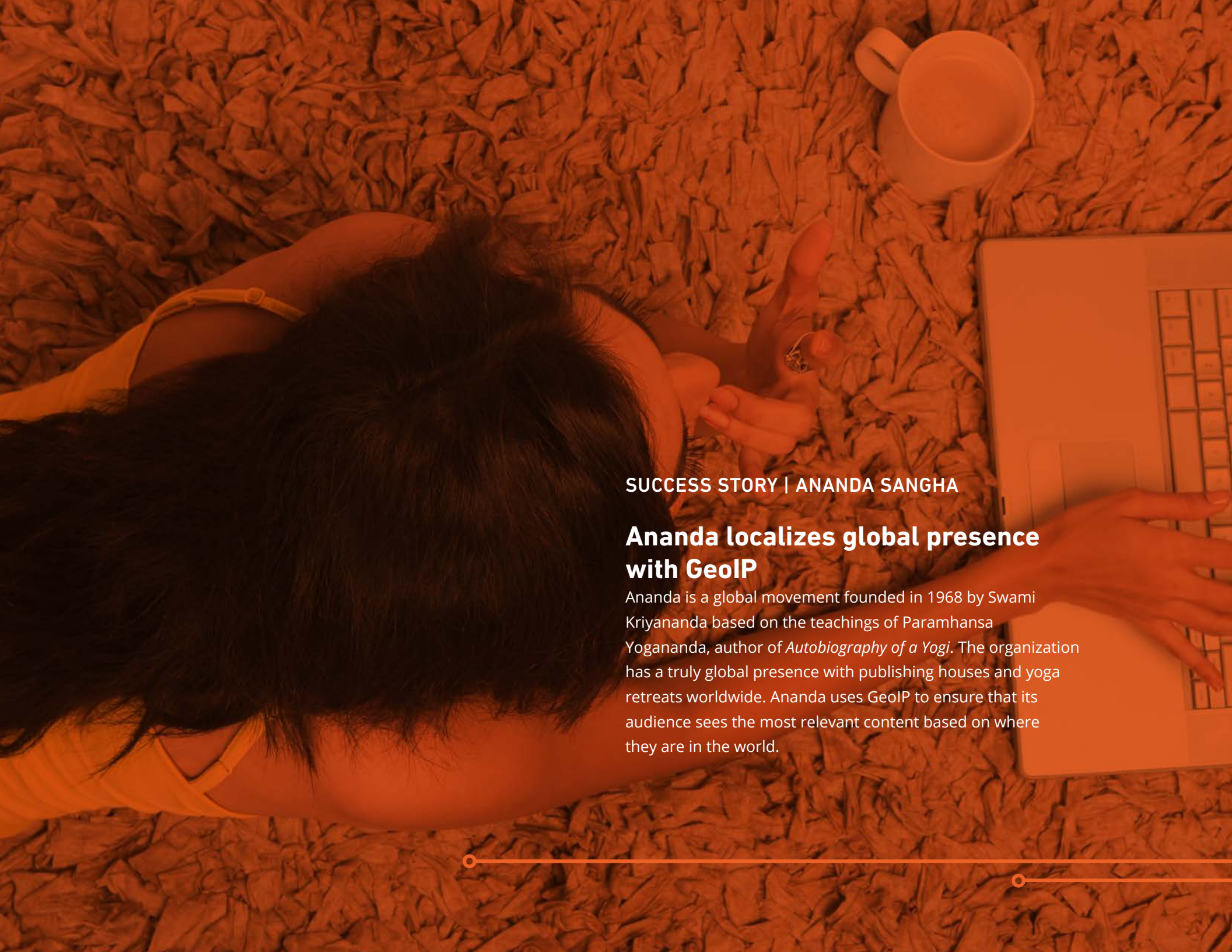
"We have a large global presence, and GeoIP empowers us to serve our customers and visitors the content that is most relevant to them, whether that's specific product lines that are only available in certain regions or prices presented in their national currency."

-Eric Meyers, Digital Marketing Specialist, Arnette Eyewear

Ananda localizes global presence with GeoIP

Ananda is a global movement founded in 1968 by Swami Kriyananda based on the teachings of Paramhansa Yogananda, author of *Autobiography of a Yogi*. The organization has a truly global presence with publishing houses and yoga retreats worldwide. Ananda uses GeoIP to ensure that its audience sees the most relevant content based on where they are in the world.

Ananda ✿ Sangha

"Our organization has publishing houses and yoga retreats around the world, and nearly every country visits our website over the course of the year. We use GeoIP to provide our visitors with content that is highly relevant to where they are to ensure that we are responding to their needs.

"From a development perspective, GeoIP was super easy to implement, much easier than I expected. It did what I needed it to do with just a few lines of code."

-Nabha Cosley, Manager, Ananda.org

USE CASE | LEGAL REQUIREMENTS

You can use GeoIP to filter the required legal notices from countries for whom those notices may not be relevant. For example, many European websites feature a cookie warning on their homepage. This is a legal requirement that does not exist in the U.S. With GeoIP, you can ensure your U.S.-based site visitors never see the warning and that it's only served in the parts of the world where it is required by law.

This site uses cookies.
EU regulations require us to gain your consent before continuing

Accept   No Thanks

Automatically serve the legally mandated health warning to visitors from California, and hide that warning from visitors from other states.

Along with geomarketing, ecommerce, and legal requirements, there are a number of other ways to use GeoIP. With GeoIP, the world is your audience.

THE WORLD IS YOURS

Those are just some of the possible use cases for GeoIP, but there are many more. Here are other potential ways you can use GeoIP:

Local Advertising
Display ads only in areas where they make sense. It's ineffective to display an ad in Boston, Mass. for a shop that only has a physical presence in the Iowa Corn Belt.

Unique Footers
With GeoIP, you can display a different footer with your company's address or other specific details about store locations, branch locations, and more, based on where the visitor lives.

Translated Pages
Use GeoIP to serve completely pre-made translated pages to specific audiences based on their country. That way, if a person in France comes to your site looking for information, they'll see that info in French regardless of where your company is based.

"Our company was looking at outside vendors to provide geo-targeting capabilities for our in-house ad servers in order to serve up ads that were not only related to the currently viewed article or category on enlightenme.com, but also location targeted, so that instead of seeing every florist in the U.S., you only see the ones near you (if available). When WP Engine told us about their GeoIP service, we were more than excited to hop on board.... It does exactly what we were looking for, and does it well. "

- Nathan Noom, enlightenme.com

THE ADVANTAGES OF
WP ENGINE GeoIP

GeoIP is now available as a WP Engine-native feature that empowers you to identify various things about people that come to your site such as their location, organization, connection speed, and user type.

The GeoIP look-up happens on WP Engine's servers so there is no need to connect with an external service to provide the data, which can be expensive and result in slow load times. This makes WP Engine GeoIP faster than third-party services and appropriate for any of the use cases we highlighted here. With other retargeting services, requests are redirected to a third-party adding site complexity, costs, and performance concerns.

Additionally, WP Engine GeoIP integrates with our EverCache technology to keep sites fast and scalable.

If you run a hotel that features six locations, your homepage can serve the location that is most relevant to a user based on geography. This is helpful for presenting information to guests on nearby restaurants and attractions, walking maps, mass transit access, and more. Meanwhile, for other visitors your site can show reservation information, amenities, and more.

With other providers, this would require special page-caching information where you'd have several different versions of each page for very specific contexts and locations. With WP Engine GeoIP, this type of caching is already set up. Without it, you'd have to disable caching, slowing down your website and creating a less reliable experience. Because WP Engine GeoIP integrates closely with EverCache, you still benefit from the scale and speed of WP Engine, but with a new level of customization offered by GeoIP.

WP Engine GeoIP is available to WP Engine customers on a Business plan or higher. For more information and to take GeoIP for a spin, contact WP Engine at info@wpengine.com or 877-973-6446.