



CASE STUDY

ICFLA | MemberPress Optimization & Website Stability

SITUATION

ICF Los Angeles supports professional coaches through membership, events, education, resources, and community programming across the Los Angeles coaching community.

With a large member base and a high-volume annual calendar, the organization needed dependable website and MemberPress infrastructure that could support access, registrations, and administration.

VICI provides ongoing optimization and maintenance to keep the platform stable, reduce technical friction, and give the organization a stronger digital foundation for membership growth.

WHAT VICI DID

- ✓ Manage and optimize the MemberPress membership system.
- ✓ Stabilize member access, account workflows, and digital administration.
- ✓ Provide ongoing troubleshooting and technical support for the organization.
- ✓ Maintain the WordPress website, updates, performance, and user experience.
- ✓ Support event infrastructure, content updates, and recurring program pages.
- ✓ Strengthen the digital foundation for membership, events, and future growth.

KEY RESULTS

200+

Members Supported

Stable MemberPress infrastructure helps support a growing chapter and member community.



100+

Events Yearly

Reliable site and event support for a high-volume calendar of programs and learning opportunities.



Stable

Digital Infrastructure

Ongoing maintenance reduced technical friction and improved confidence in the platform.



SOLUTION

VICI manages and optimizes ICFLA's WordPress and MemberPress infrastructure so the organization can focus on serving coaches, members, and the broader Los Angeles coaching community.

Our team handles ongoing maintenance, system optimization, troubleshooting, site updates, and support around membership access and event-related digital workflows.

By bringing consistency and stability to the website and membership platform, ICFLA has a stronger operational foundation to support its member base, frequent events, and long-term chapter growth.

NEXT STEPS

- ✓ Optimize MemberPress workflows and access.
- ✓ Support events and website updates.
- ✓ Improve stability, performance, and usability.



LET'S BUILD WHAT'S NEXT

VICI helps organizations create stable digital systems that support growth and community engagement.



vicico.io



Grand Rapids, MI