



Case Study



WEB DESIGN & DEVELOPMENT



RUSSIANMACHINE NEVER BREAKS.COM

RMNB

An independent sports blog known for its sharp reporting, creative fan engagement, and loyal readership, RMNB is a leading voice in the world of Washington Capitals hockey coverage.

The Challenge



After more than a decade online and through multiple iterations, RMNB's website had become difficult to manage and outdated in both functionality and form.

The backend workflow was fragmented, and blog contributors—especially those not fluent in WordPress—found publishing to be slow and cumbersome.

As the site grew, so did the need for improved performance, better mobile responsiveness, and a refreshed design that still retained the beloved RMNB identity.

“We had a strong visual identity, but the backend was like trying to manage an aircraft with a potato.”

~ PETER HASSETT, RMNB CO-FOUNDER, EDITOR & WRITER



The Solution



ArachnidWorks' redesign had two guiding principles: (1) preserve the personality of a beloved blog and (2) radically improve how it functions behind the scenes.

Putting these principles into practice, the design and development team:

- Led a full redesign of the site's front-end experience, updating the look while retaining the charm and identity that RMNB readers have come to expect.
- Rebuilt the site on a custom WordPress framework, eliminating legacy plugins and inefficient templates that were slowing down performance.
- Developed a streamlined publishing workflow, including intuitive post-creation tools, simplified media management, and a flexible tagging system—all designed to make life easier for RMNB's editorial team.
- Enhanced site speed and mobile responsiveness, ensuring fans could access content quickly and cleanly from any device.
- Integrated smarter ad placements and monetization tools, supporting RMNB's desire to grow revenue without compromising the reader experience.



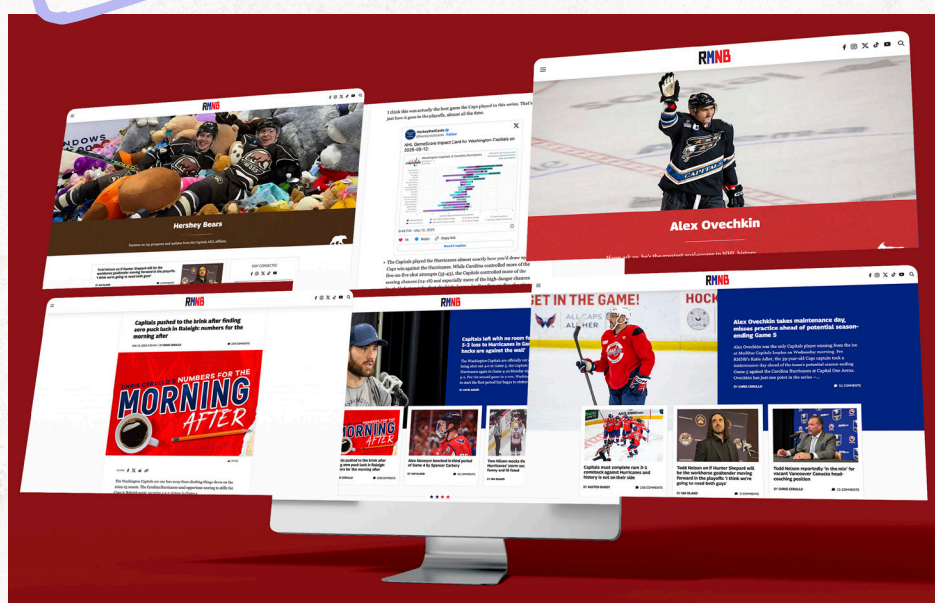
The Result

Throughout the project, ArachnidWorks collaborated closely with RMNB to ensure that every design and functionality decision aligned with their unique voice, style, and workflow needs. In the end, it was everything RMNB had asked for and needed:



Better Speeds, Better Mobile

Users experience faster load times and cleaner-reading layouts, especially on mobile.



Happier Hockey Editors

The site supports RMNB's unique tone and creativity without slowing down the workflow.

Better Backend Efficiency



Editors and contributors publish content faster and with fewer errors.

“The new RMNB is a winner. Fast, intuitive, and still feels like us. Publishing used to be a chore. Now it's fun again. I can't thank the team at ArachnidWorks enough for giving us a platform that finally matches our ambition. May it never break.”

~ IAN OLAND, RMNB CO-FOUNDER & MANAGING EDITOR