

THE WORDPRESS 1%

What we have learned
in scaling our Multi-Site
to close to 1 million users

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The 1 Percent - Why?

- Derogatory Term from the Occupy Movement for elite
- We run into problems probably not shared by the larger community (e.g. bloggers)
- This is us reaching out, don't hit us
- In the grander scheme of things, this is still tiny. I know.

Who is this talk for?

- Your website budget is more than 100€/mth
 - Your business model is scalable:
The more traffic you get, the more money you can earn.
 - Your traffic is spiky: your peak loads are much higher than normal loads (think DHDL or TV ads)
 - You are a developer or you have access to developers
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- So – who needs to leave right now?



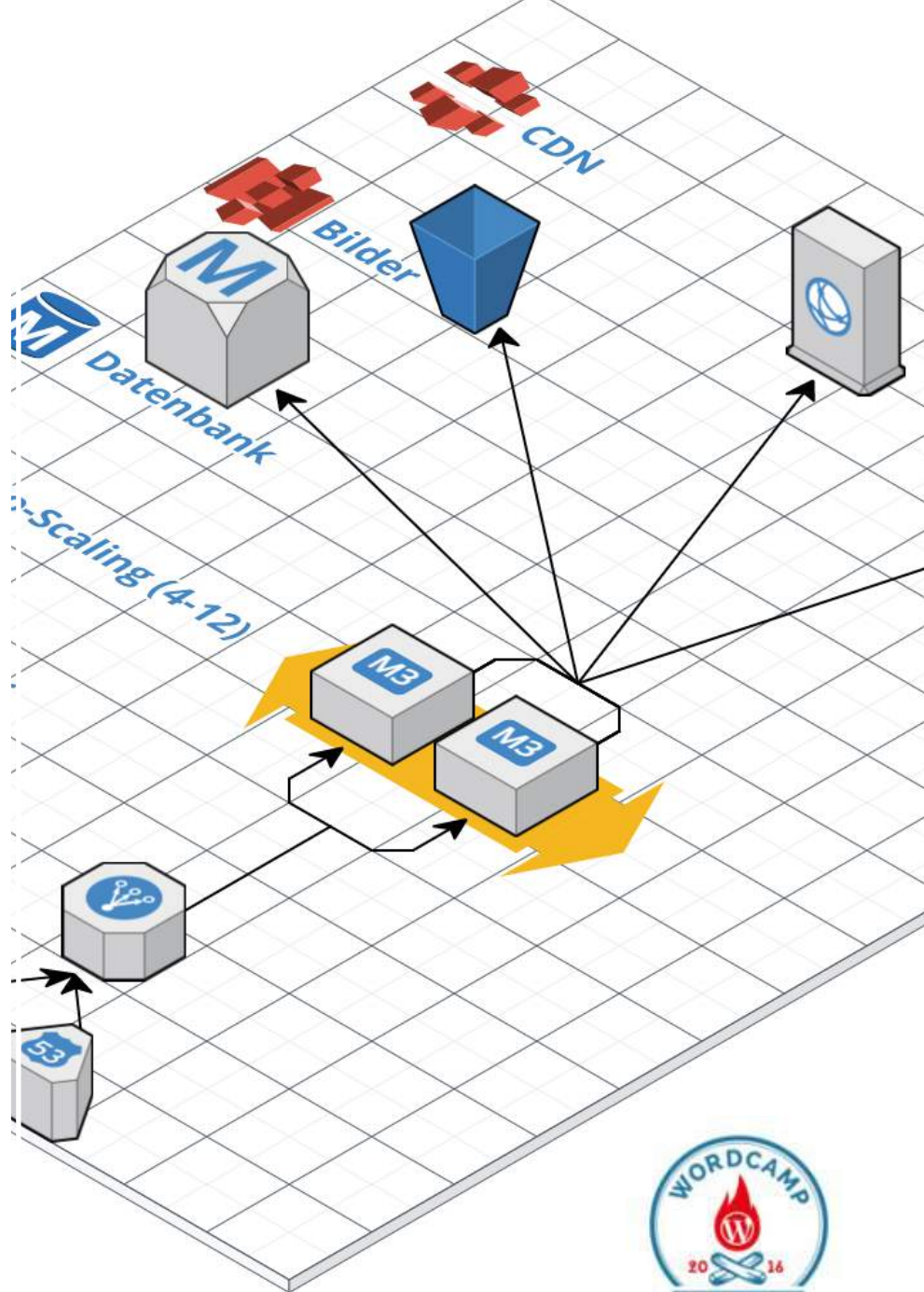
Current setup: Multisite on AWS

AWS products in use:

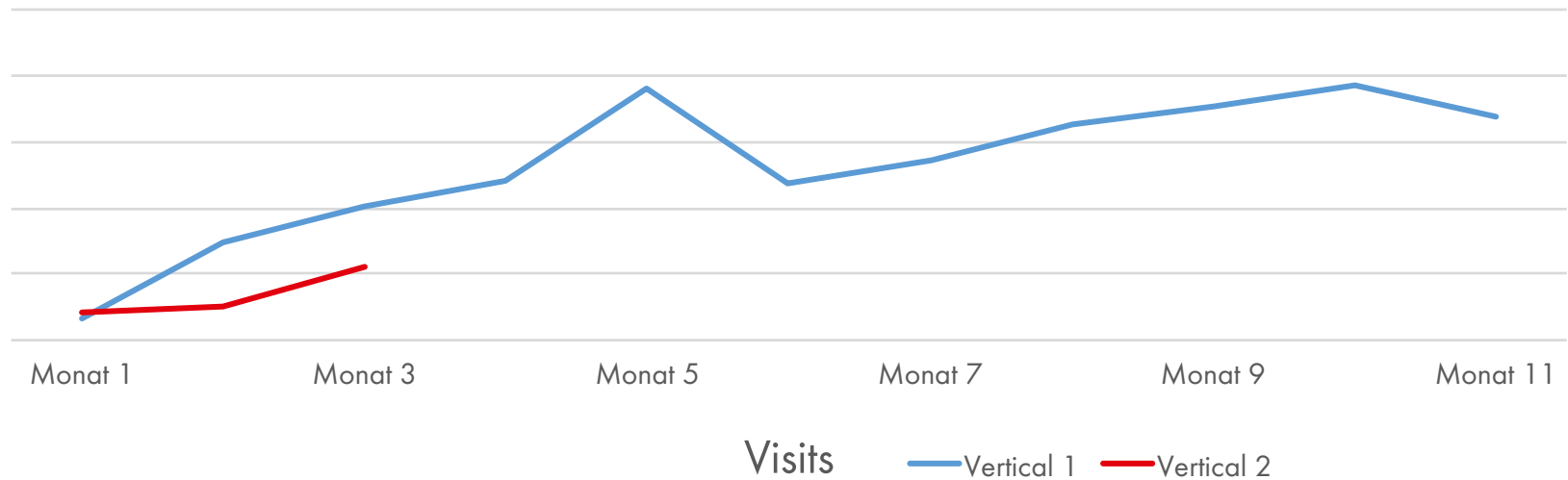
- EC2
- Elastic Load Balancing
- Elastic Beanstalk
- RDS
- S3
- CloudFront

Non-AWS

- Bitbucket
- Codeship
- JW Player for video content



Traffic: review and patterns



How did we get there?

Requirements were:

- Editors should get easy-to-use CMS – with custom teaser handling
- Biggest referrer will be Facebook
- Social and mobile audience are a given
- Performance budget: pages load in under 3 secs.
- Stage environment for testing, separate from production
- Video ads and display ads

Our Solution: Multisite AWS WordPress

- Step-by-step instructions – just google „multisite aws wordpress”: For example, <https://bigbitecreative.com/scalable-wordpress-with-aws-elastic-beanstalk/> or <https://clouonaut.io/wordpress-on-aws-you-are-holding-it-wrong/>
- Probably just works as well with Azure

What does that mean, day in, day out

This is not your usual WordPress anymore

- No more plugin installs from the backend
- Git workflow for deployments
- No more „It'll be done in a second“ to your manager
- Editors don't notice difference in working with wp-admin



Our biggest learnings

- Don't use site builders if SEO is relevant: Visual Composer is our single biggest technical debt
 - AJAX frontend
 - Bloated CSS
 - problems with plugins – W3 Total Cache, Facebook Instant Articles
- No plugin is the best plugin, literally: Use them wisely
- WordPress search is just broken
- Don't hire for WordPress skills, hire for dev skills



Next up

- Third vertical in Multisite framework
- Completely remove Visual Composer
- More caching layers: ElastiCache for less CPU strain on the backend
- Elasticsearch as search replacement
- Decoupled frontend
- AMPed version of the site
- Performance optimization
- <https://>

What are your learnings you can share?

Things I'm interested in:

- Redis?
- Multi CDN experience?
- AMP best practices with custom code
- Decoupling?
- Elasticsearch with ElasticPress and Advanced Custom Fields?



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- Head of Product at video content startup TargetVideo

Miss Made It <http://www.missmadeit.com/> is our DIY online video magazine