TO EIGHT FIGURES & BEYOND
WHEN WOOCOMMERCE GETS BIG
What explosive growth looks like...
..expressed in server response times
Overview

Right now

210
active users on site

- New client
- Unknown codebase
- More traffic than the site could handle
Under the bonnet

16,000 lines of Function.php
(intertwined in Parent & Child theme...)

WordCamp Brisbane 2018
Things weren’t looking promising

So where do you start?
More servers!
Ready to take on the world right...
WRONG!

Things got worse before they got better
Slooooooow
It’s your code

It’s your servers

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Massive queries aren’t fun especially when being pushed over a limited backend network...
So more servers weren’t an instant magical fix.

But gave us learnings.
Start with the **end in mind**.
What’s the end when the start is this?
What it looked like

- WordPress Site
  - Blog
  - Custom Application
  - E-commerce
    - WooCommerce Subscriptions
    - PayPal Subscriptions
    - Shopp Single Products
What we planned

WordPress 1
  - Blog

WordPress 2
  - WooCommerce
    - Subscriptions
    - Single Products

Meteor App
  - Android
  - iOS
Keep the client on board.
Look for the biggest bangs.
Bird’s-eye view of the stack

Image credit newrelic.com
Quickly identify problem areas

AND demonstrate the wins
Caching isn’t just content
Server optimisations we couldn’t live without.
OPcache
Use InnoDB
Load the entire DB in RAM
PHP 7 (Stay current and benefit)
Redis (But be aware of expiries)
Beyond two servers
THE BEAST was born
NOW we were definitely ready to take on the world!

BUT...
Oh yes more problems
Clustering bring complexity...
• Locking and deadlocks became an issue

• Switched transients db table to MyISAM

• Switched to Read-committed transactions
Web Servers

Yep we’ve tried them all
Don’t get too hung up
When you go on TV
Most of the time it’s actually a let down.
Be setup for simultaneous connections

& know your limits
When you get the right coverage you will know it.
Locations
66 active cities

Right now
1600 active users on site

AUSTRALIA: 96.42%
OTHER: 3.58%
TIPS for TV

● Use a CDN

● Increase cache TTL’s

● Warm caches with a crawler
Yeah we had this TV thing Down now!
More **lessons** will be learnt on the way to success
Lots of Carts = Lots of Transients

WHEN MIXED WITH

Multiple products in an single order = very large transients
DevOps
Don’t be in it alone
Your moment of Zen
Thanks

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