

How to Scale WooCommerce

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Scaling WordPress

Easy Steps for WordPress Scaling

- **PHP 8**
- **HTTP/2**
- **Page Cache**
- **CDN - Content Delivery Network**
- **Object Cache**
- **Reduce TTFB - Time to first byte**
- **Don't use your Web hosting service for emails**

PHP8

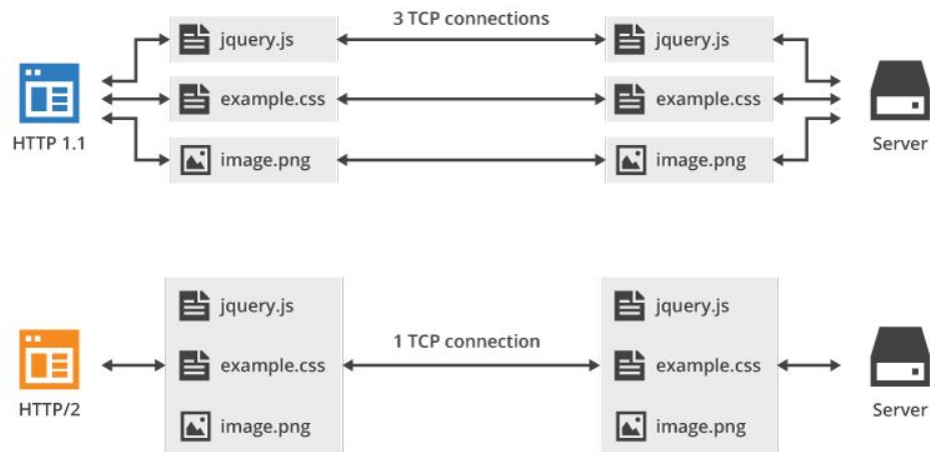
- ***It's supported! PHP 5/7 isn't.***
- ***Performance!***
- ***Enables better Code***
- ***Update only on testing environment!***
- ***You want to move to PHP 8 ASAP***
- ***Plugins/Themes that breaks can be indicator of performance hogs***



HTTP/2

- *Speed up requests*
- *No reason why not been used*
- *No minify needed*
- *Ask your Hosting company*
- *HTTP/3 is also available*

Multiplexing



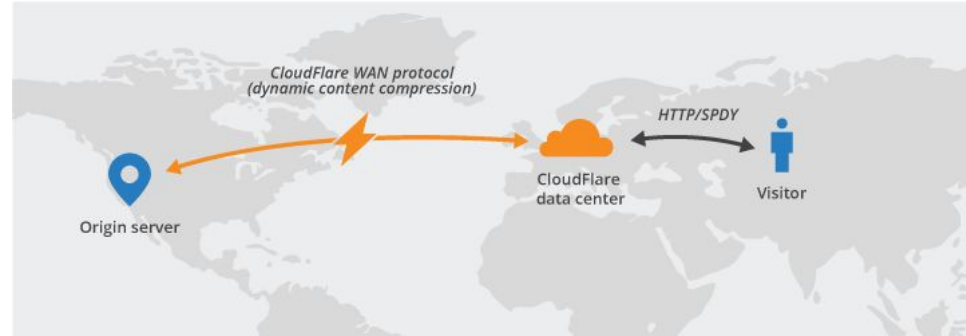
<https://blog.cloudflare.com/introducing-http2/>

Page Cache

- *Reuse rendered pages*
- *Don't bother PHP Request with useless requests*
- *Use Disk or Reverse-Proxy for caching*

Content Delivery Network

- **Reverse Proxy**
- **Not on the same server**
- **Closer to the visitor -> faster request**
- **Can also mitigate Attacks**
- **Your server can be offline**
- **Only use your server run PHP**



Object Cache

- *Server that serves data from Memory*
- *Memory is faster than disk*
- *Memcached or Redis Plugins for WordPress*
- *Perfect base to scale to multiple servers*
- *WordPress will speed up right away*
- *Look out for the right Invalidation*

Time to first byte

- *How long does it take to receive the first data from your site*
- *Good conversation starter with your host*
- *Can be optimized, but maybe prepare to switch hosts*
- *Everything influences that:*
 - a. How much is going on the server*
 - b. How fast is PHP*
 - c. Object caching*
 - d. Cold Caches*
 - e. MySQL*

Outsource email hosting

- *Let your Hosting focus on your website*
- *Use Google or Office for emails*
- *Every CPU cycle should go towards your website*

Hard Steps

Hard Steps for WordPress Scaling

- *ElasticSearch and Custom Development*
- *Write MySQL queries on a different server*
- *Use a Load Balancing*
- *Debug your Performance with tools like New Relic or Blackfire.io*
- *Review every line of plugins and themes*

Elastic

- **State of the Art Search**
- **WordPress is not for searching**
- **External Server**
- **Facet Search**
- **Weight**
- **Synonyms**

Site Search Engines Documentation Support Swifttype

searching-goodness SWIFTYPE TEAM A...

Overview Search Preview

METRICS Analytics Insights

CUSTOMIZE Result Rankings Weights Synonyms

MANAGE Content Logs

INTERFACE Install Search Interface Designer Engagement Modules Conversions

Manage Weights

Your search relevance function determines the order of your search results.

RESTORE

Field: body Impact: 5.5

Field: excerpt Impact: 1

Field: title Impact: 1

Field: author Impact: 1

SAVE ADD FIELD

post SEARCH

HELLO WORLD!

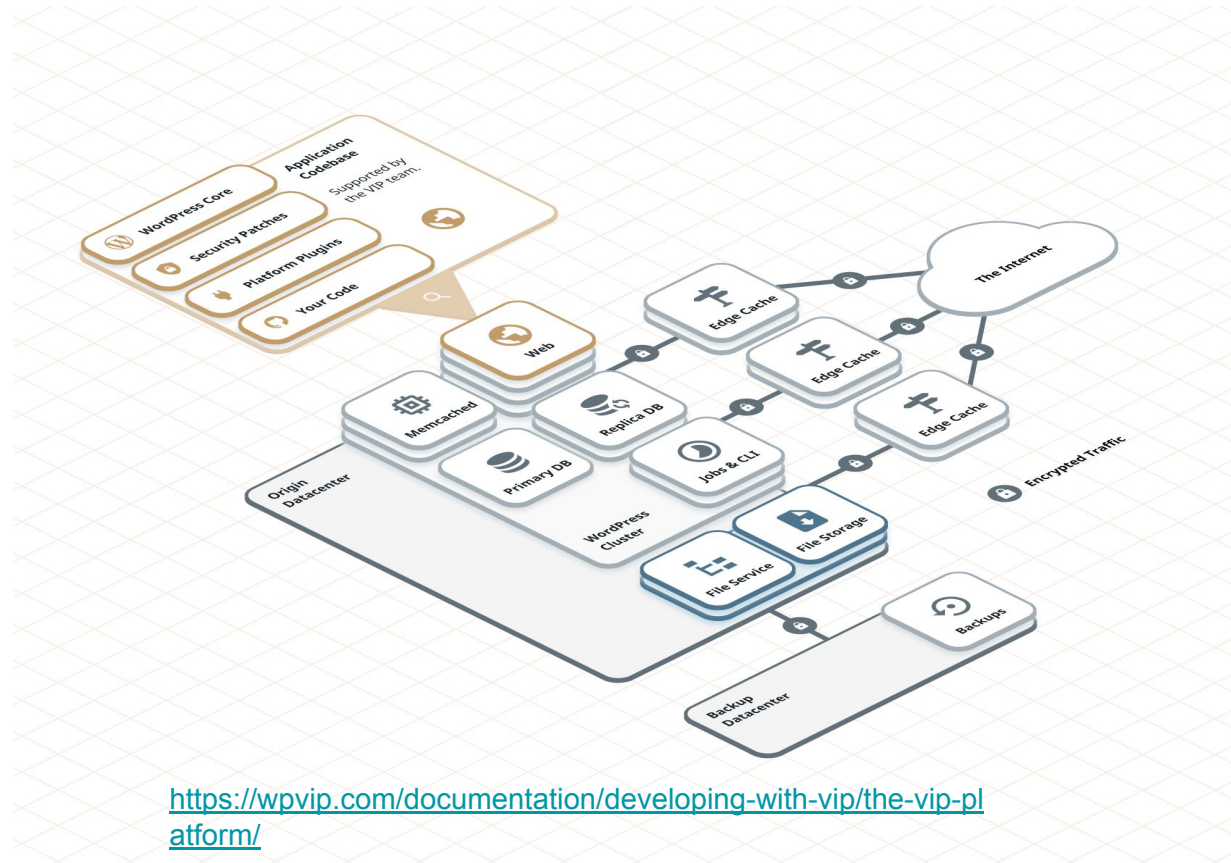
Welcome to WordPress. This is your first **post**. Edit or delete it, then start writing!

SAMPLE PAGE

This is an example page. It's different from a blog **post** because it will stay in one place and will show up in your site navigation (in most themes). Most people start with an About page that introduces them to potential site visitors. It might say something like this: Hi there! I'm a bike

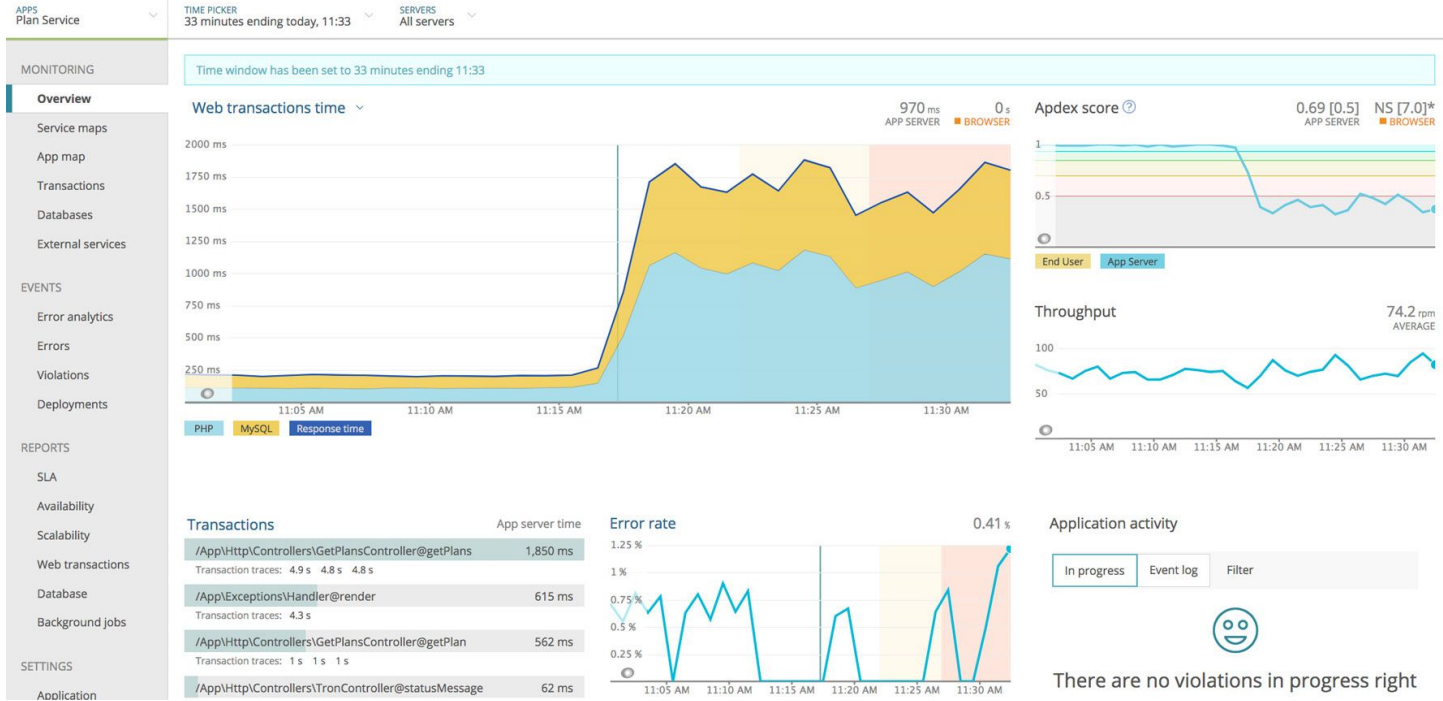
MySQL / Loadbalancing

- **MySQL Read only Server**
- **That's how the big hosting does it**



<https://wpvip.com/documentation/developing-with-vip/the-vip-platform/>

New Relic



Review the Code

- ***Not everything init actions***
- ***Read every line!***

Scaling WooCommerce

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- *Check Data Stores to tweak requests*

<https://github.com/woocommerce/woocommerce/wiki/Data-Stores>

- *Custom Tables for WooCommerce*

<https://github.com/woocommerce/woocommerce-product-tables-feature-plugin>

Who is using WooCommerce?

<https://woocommerce.com/showcase/>

Trusted and used by amazing brands.

Learn more about some of the biggest brands and agencies using WooCommerce.



Thank you

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