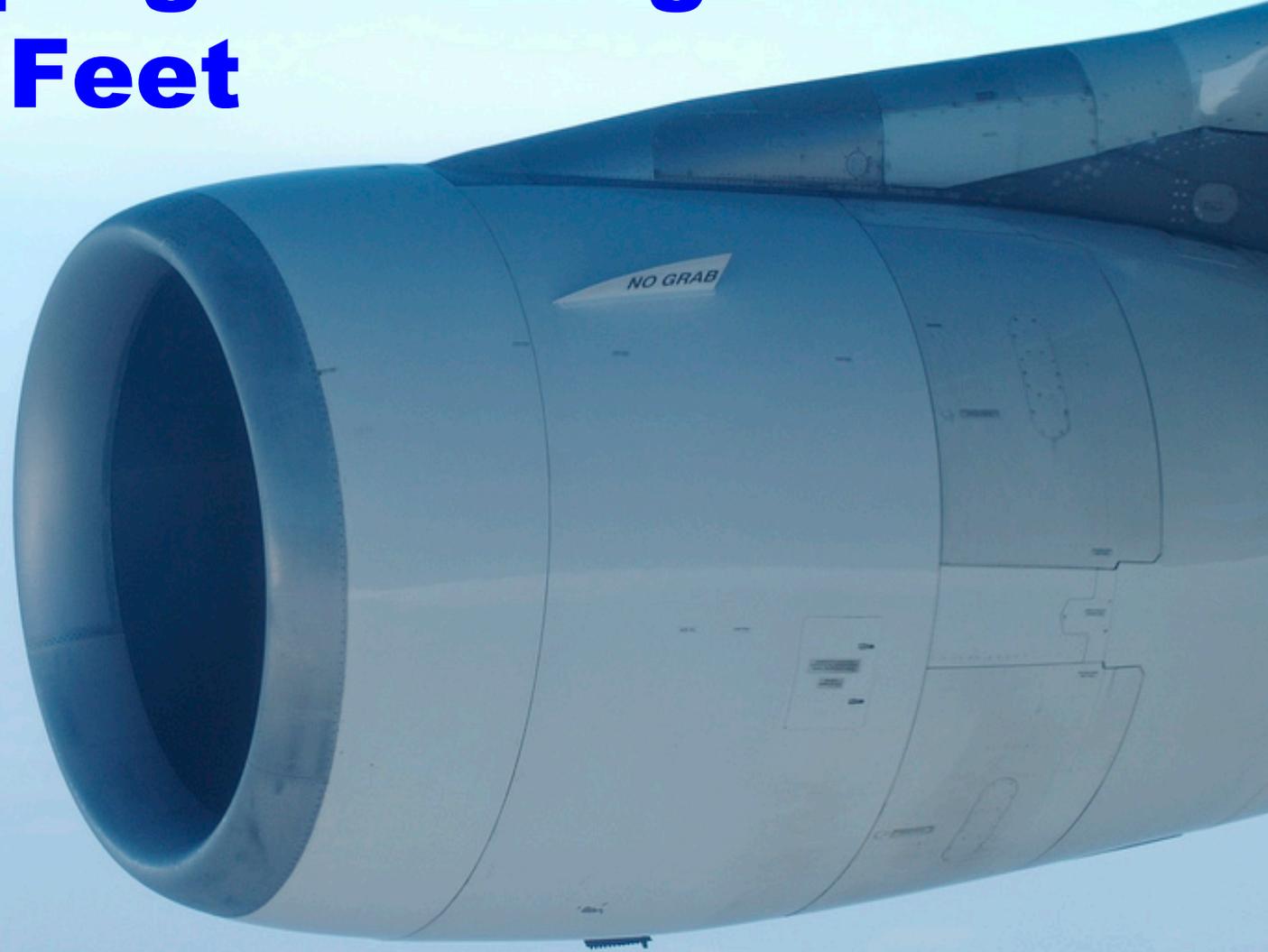


# Hot Swapping Your Engines At 30,000 Feet

War Stories from  
Shopzilla's Site  
Redesign



# Oops!



**Overview**

**Objective**

**Position**

**Shortcoming**



# Our Brands

United States:



Europe:



# Our Scale

**100M**  
**Impressions / day**

**8,000+**  
**Searches per Second**

**20-29M**  
**UV's per Month**

**100M+**  
**Products**



**Email Gone Wild**

**Kitchen Sinks Don't Scale**

**Sharing Ain't Caring**

**SEO Suicide**

## Overview

Why redesign?

Architectural Investment

A lot to do

eMAIL  
gone  
**WILD!**



## Objective

Faster sites

Release confidence

Business agility

eMAIL  
gone  
**WILD!**



## Position

Shopzilla exposed to public internet

Impact of production traffic

Tons of garbage URLs, requests

1000's of emails

It gets worse...

Losing a database with

100 page views / sec

**eMAIL**  
**gone**  
**WILD!**



## **Shortcoming**

**Missing requirements**  
**Engineers own errors**

**eMAIL**  
**gone**  
**WILD!**





**Email Gone Wild**

**Kitchen Sinks Don't Scale**

**Sharing Ain't Caring**

**SEO Suicide**

**Kitchen Sinks**

**DON'T**

**Scale**



**Overview**

**Broke from traditional J2EE approach**

**All work performed concurrently**

**Website resilience to  
subsystem failures**

**Kitchen Sinks**

**DON'T**

**Scale**



**Objectives**

Architectural tenets

SLAs

Business features for 'content'

Proving architectural concepts

Abstracting presentation specific features

**Kitchen Sinks**

**DON'T**

**Scale**



**Position**

Additional features: robots, keywords, searches

More content!

Category groupings, product details, email IDs

Boutique content, URL translations

Cobbled together

Unrelated features

Broke from architectural strategy

**Kitchen Sinks**

**DON'T**

**Scale**



**Position**

Few features related to 'content'

Caching profile

Broke from architectural tenets

Performance profile

An old adage...

**Kitchen Sinks**

**DON'T**

**Scale**



**Shortcoming**

**Architecture / requirement disconnect**

**Right the first time**



**Email Gone Wild**

**Kitchen Sinks Don't Scale**

**Sharing Ain't Caring**

**SEO Suicide**



**Sharing Ain't  
Caring**



## Overview

Shopzilla redesign mostly complete

Redesign a wild success

A cohesive, infected team!

Looking down the road...



**Sharing Ain't  
Caring**



## **Objective**

**Rapid redesign for Bizrate  
Similar sites**

**Single business unit**

**Legacy site code architecture**

**Sharing Ain't  
Caring**



## **Position**

Needed independent websites

Monolithic code-base

**Sharing Ain't  
Caring**



## **Shortcoming**

Overlooked past mistakes

Invented obstacles

Created friction



**Email Gone Wild**

**Kitchen Sinks Don't Scale**

**Sharing Ain't Caring**

**SEO Suicide**

# SEO Suicide

## Overview

Shopzilla redesign, a page at a time

Realize value soon

Realize risk early

# SEO Suicide

## Objective

**Apply architecture to Bizrate**  
**Complete the US site redesign**  
**Scaling in the large!**

# SEO Suicide

**Position**

**Culmination of six months  
Ready to release  
Rapid, frantic prototyping**

# SEO Suicide

**Shortcoming**

**Googlebot who?  
Last minute scramble  
DevOps are integral**



**Business Agility is**

**Key**



**Requirements are**

**King**

# Check Us Out

## Our Tech Blog



### "Acceptance Testing: Just Say No" By James Shore – Author Of "The Art Of Agile Development"

Posted by [Rony Sawday](#) Tuesday, October 26th 2010

Come meet James Shore at Shopzilla on Nov. 2 @ 6pm

**"Just one test," they said. "C'mon, man, everyone's doing it. You'll like it." And so I plunged in.**  
Acceptance-test driven development. It was bliss, at first. I could write code confident in what my users wanted. But then I noticed the cracks forming. My customers complained that I wasn't really listening to them—that I cared more about the tests than about their needs. My build started breaking. Just a little bit, at first, and then all the time. Then my dog left me. That had nothing to do with ATDD, really, but it was my wake-up call. I learned the hard way that acceptance testing costs more than it's worth. It seems so easy when you start, and so effective. It sucks you in. I've since learned how to get the same results without the dangerous addiction. And now I'm on a crusade. Come see what I've learned. — **James Shore**

\*First 50 people to arrive at the event will receive a free signed copy of "The Art of Agile Development."

RSVP for FREE via:

[Linked In](#) or [Meetup](#)

Parking and attendance are both free. See you there!

Tags: [Agile](#), [software engineering](#)

[Comments \(0\)](#)

<http://tech.shopzilla.com/>

## Our Careers Page



### Careers

#### Top Ten

[Our Values](#)

[Careers US](#)

[Careers Europe](#)

## TOP 10 REASONS TO JOIN THE ZILLAGE

- 1. Change a bit of the world for good.** Shopzilla makes the world a better place (at least for shoppers).
- 2. Help people save a lot of money.** Shopzilla helps millions of people find great deals online each day!
- 3. Be creative and innovate.** It'll keep you young and help us get better every day. We never stop thinking technology. With the broadest and most up-to-date index, and the fastest and most relevant results, Shopzil in shopping search.
- 4. Having fun is smart.** So we've created an atmosphere where laughter is encouraged, dress is casual, i himself too seriously.
- 5. Being smart is fun.** There are tons of challenging problems for us yet to solve and we're finding more e your great ideas and then let's get to working on the solutions.
- 6. We are family.** Zillans: Brothers and sisters in arms in the land of Shopzilla! And so we have frequent Zi annual party that is out of this world, a Halloween Costume Contest that must be seen to be believed, and i
- 7. Put a little love in your cart.** We truly care about our Zillans and show it by providing great benefits and programs where we promote work/life balance.

<http://about.shopzilla.com/careers-at-shopzilla>



# Thanks!

**Rod Barlow, Architect**



**@rodneybarlow**

**More:**

**<http://rodneybarlow.org>**

**<http://www.linkedin.com/in/rodneybarlow>**

# CREDITS:

## PHOTOS:

1. <http://www.flickr.com/photos/ryns/2353681115/>
2. <http://www.flickr.com/photos/dsevilla/97727582/>
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