Hot Swapping Your Engines At 30,000 Feet

War Stories from Shopzilla's Site Redesign

shopzilla

shopzilla

Overview

Objective

Position

Shortcoming

shopzilla

Our Brands

United States:

shopzilla bizrate beso TaDa

Europe:

shopzilla.co.uk bizrate.co.uk

shopzilla.de spardeingeld.de

shopzilla.fr prixmoinscher.com

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Our Scale

100M
Impressions / day

8,000+
Searches per Second

20-29M
UV's per Month

100M+
Products

shopzilla

Email Gone Wild
Kitchen Sinks Don’t Scale
Sharing Ain’t Caring
SEO Suicide

shopzilla

eMAIL gone WILD!

Overview

Why redesign?

Architectural Investment

A lot to do

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eMAIL gone WILD!

Objective

Faster sites

Release confidence

Business agility

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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

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Shortcoming

Missing requirements

Engineers own errors

eMAIL gone WILD!

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SEO Suicide

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Kitchen Sinks DON'T Scale

Overview

Broke from traditional J2EE approach

All work performed concurrently

Website resilience to subsystem failures

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Kitchen Sinks DON'T Scale

Objectives

- Architectural tenets
- SLAs
- Business features for 'content'
- Proving architectural concepts
- Abstracting presentation specific features

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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

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Kitchen Sinks DON'T Scale

Position

Few features related to 'content'

Broke from architectural tenets

Caching profile

Performance profile

An old adage...

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Shortcoming

Architecture / requirement disconnect

Right the first time

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Overview

Shopzilla redesign mostly complete

Redesign a wild success

A cohesive, infected team!

Looking down the road…

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Objective

Rapid redesign for Bizrate

Similar sites

Single business unit

Legacy site code architecture

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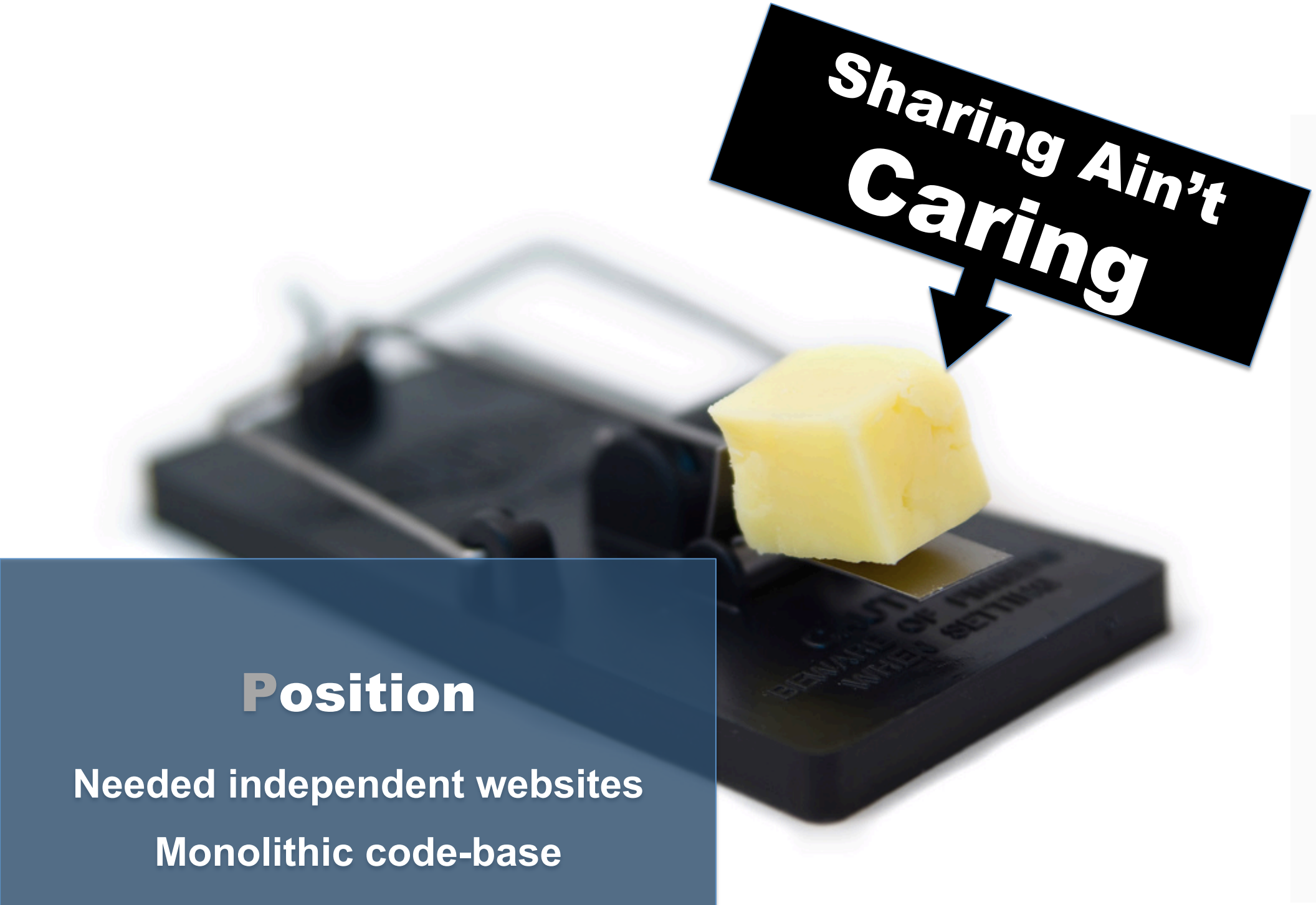

Position

Needed independent websites

Monolithic code-base

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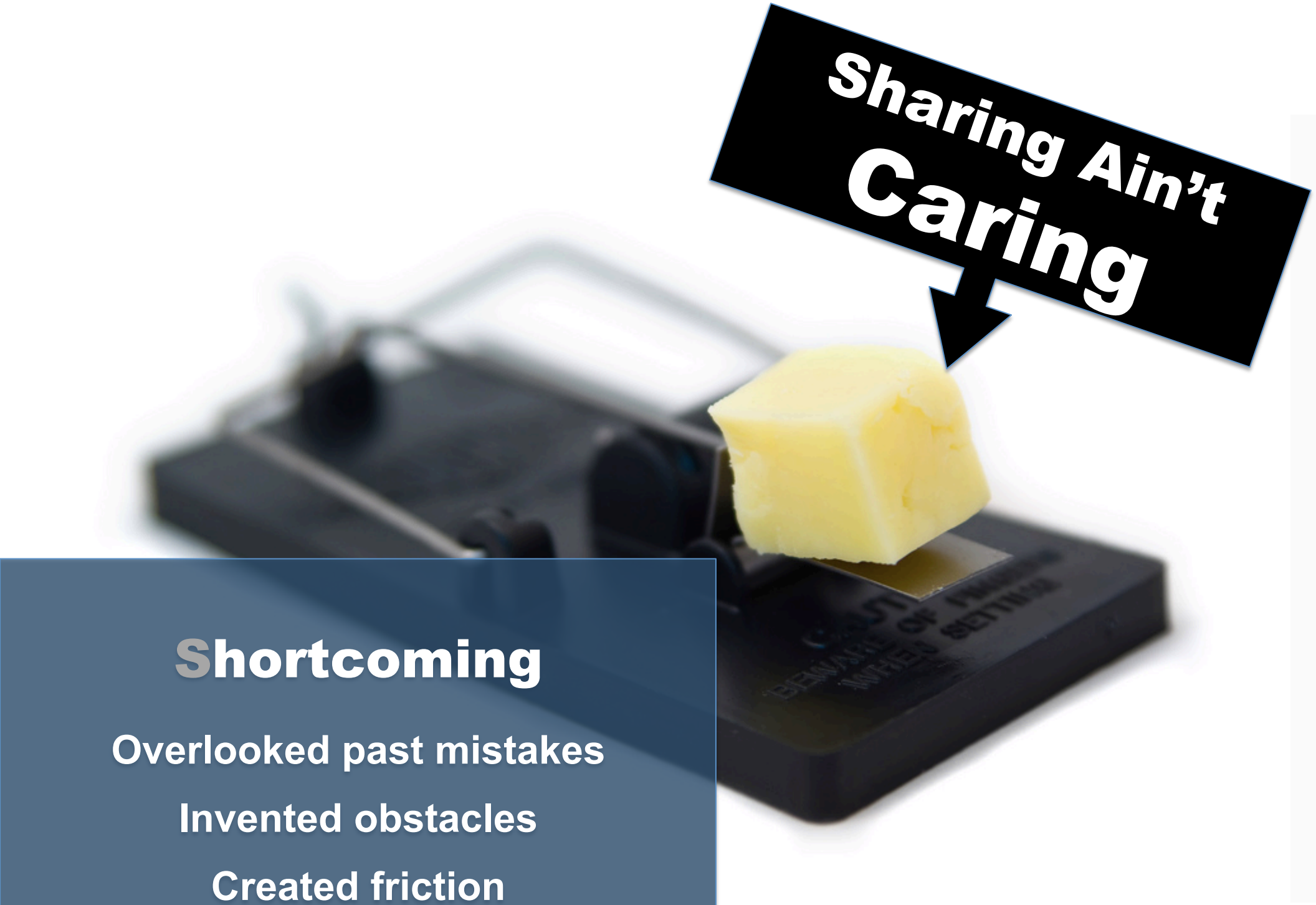
Sharing Ain't Caring



Shortcoming

Overlooked past mistakes

Invented obstacles

Created friction

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SEO Suicide

Overview

Shopzilla redesign, a page at a time

Realize value soon

Realize risk early

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Objective

Apply architecture to Bizrate

Complete the US site redesign

Scaling in the large!

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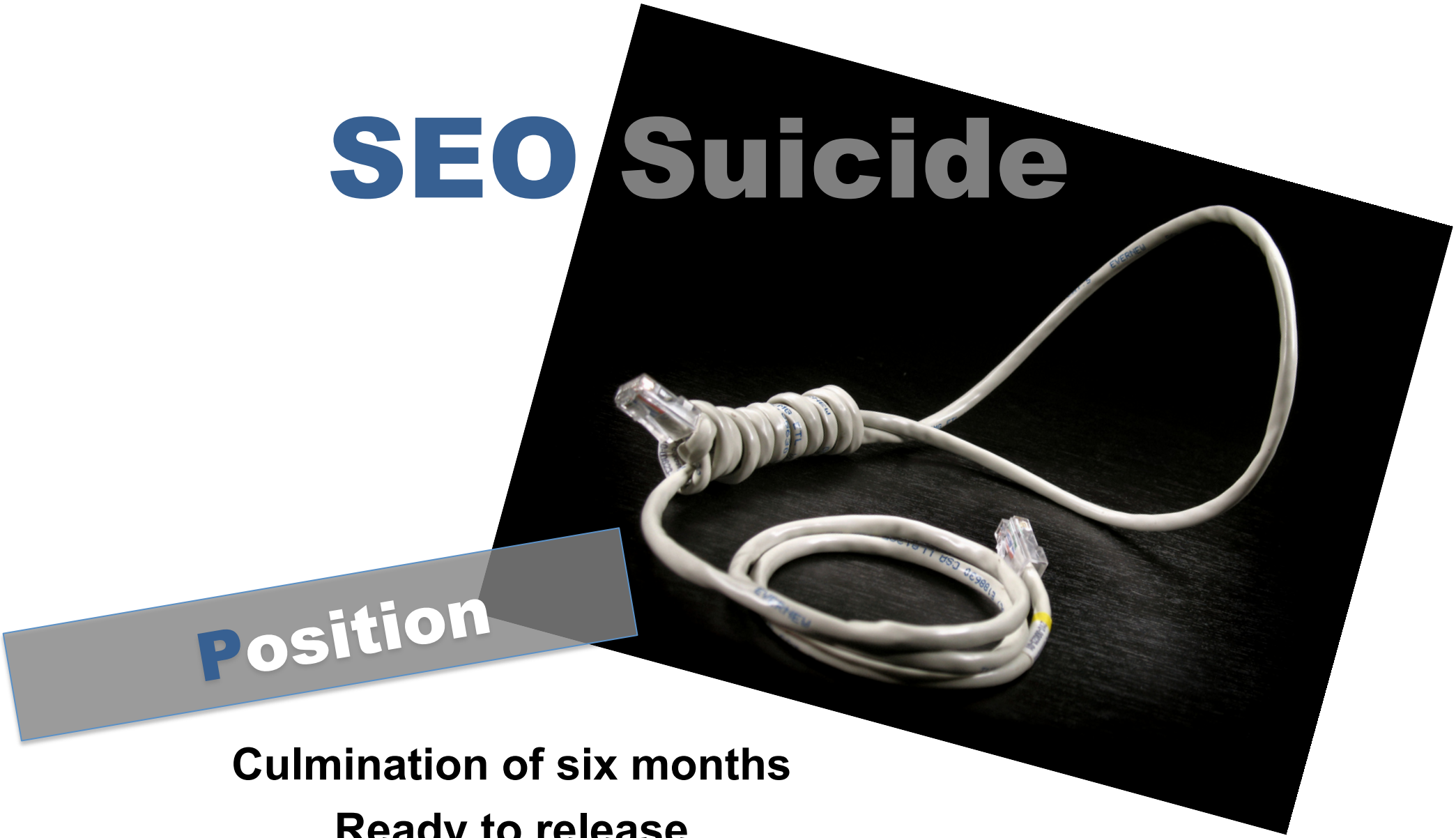

Position

Culmination of six months

Ready to release

Rapid, frantic prototyping

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Shortcoming

Googlebot who?

Last minute scramble

DevOps are integral

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Business Agility is

Key

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Requirements are King

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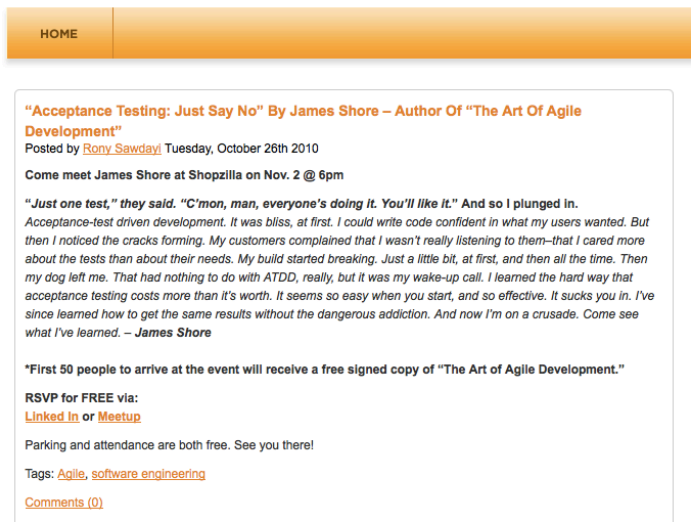
Our Tech Blog



http://tech.shopzilla.com/

Our Careers Page

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

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Thanks!

Rod Barlow, Architect

@rodneybarlow

More:

http://rodneybarlow.org
http://www.linkedin.com/in/rodneybarlow

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