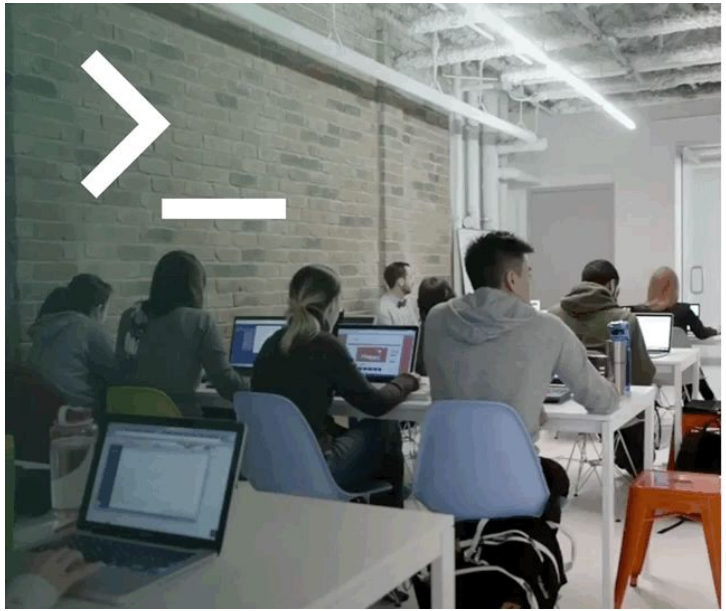
rebuilding
hackeryou.com

i’m Kristen Spencer

@_kristenspencer / @hackeryou

the old wordpress website...



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the old (wordpress) website...

The business outgrew the site leading to…

- Too many plugins
- Too much hacky code to add afterthought features
- A dev team that’s teaching most of the time instead of maintaining the site
- Huge performance issues

hackeryou.com/ ? Cool! First just let me first...

1. Load wp-config file
2. Setup default constants
3. Load advanced-cache.php file
4. Load wp-content/db.php file
5. Connect MySQL and Select Database
6. Load object-cache.php file
7. Load localization library
8. Load active plugins
9. Load pluggable.php file
10. Do Action ‘plugins_loaded’
11. Load rewrite rules
12. Instantiate $wp_query, $wp_rewrite, $wp
13. Do Action ‘setup_theme’
14. Load child theme’s functions.php
15. Load parent theme’s functions.php
16. Do Action ‘after_setup_theme’
17. Setup Current User Object
18. Do Action ‘init’
19. Do Action ‘widget_init’
20. Run wp()
21. Parse request
22. Run Query
26. Do Action ‘template_redirect’
27. Load Feed Template
28. Load Template
29. Do Action ‘shutdown’

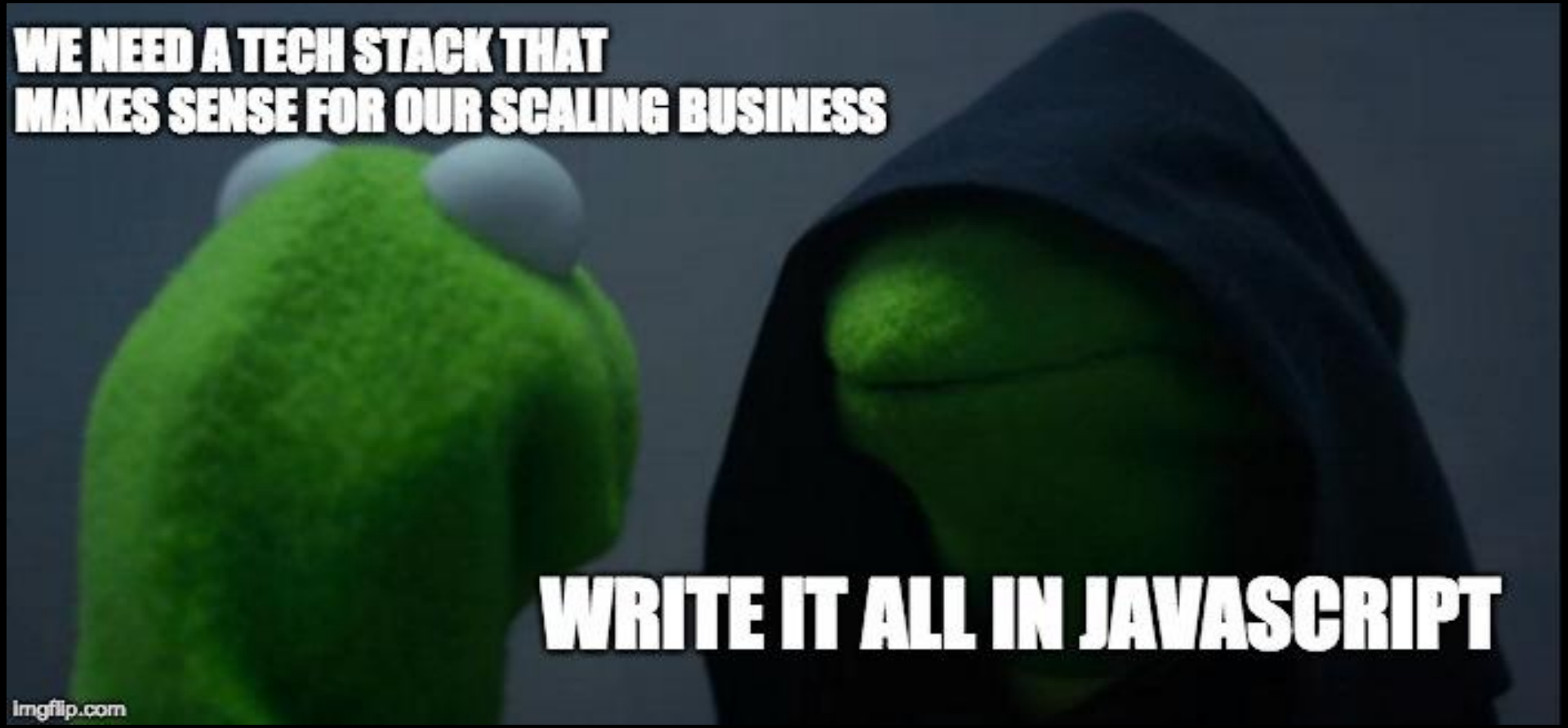
Time to interactive 23s

This is embarrassing!

We are an internet school.

It’s not Wordpress’s fault!

But was there something better for our team of technical and tech savvy people?


WE NEED A TECH STACK THAT
MAKES SENSE FOR OUR SCALING BUSINESS
WRITE IT ALL IN JAVASCRIPT
imgflip.com

come for the dev experience

stay for the performance benefits

~~slow shared hosting~~

~~bloated CMS~~

~~bulky real time application~~

Gatsby

contentful

netlify

write some code

Gatsby

merge to master branch

Speedy AF Static site

gatsby build
runs & site is deployed

webhook notifies netlify

contentful

webhook notifies netlify

netlify

update some content

hackeryou.com/ ? Cool! First just let me first...

1. Load html, css, js, images from a CDN.

DONE!

That’s a little better!

Gatsby

static site generator

pages are all react components

plug & play with the CMS of your choice (we chose Contentful)

Gatsby

easy cli setup

hot reloading

performance minded from the start

hey Gatsby how u so speedy?

Static files cached on CDN with Netlify

Out of the box pre-fetching which loads the next links content in the background

hey Gatsby how u so speedy?

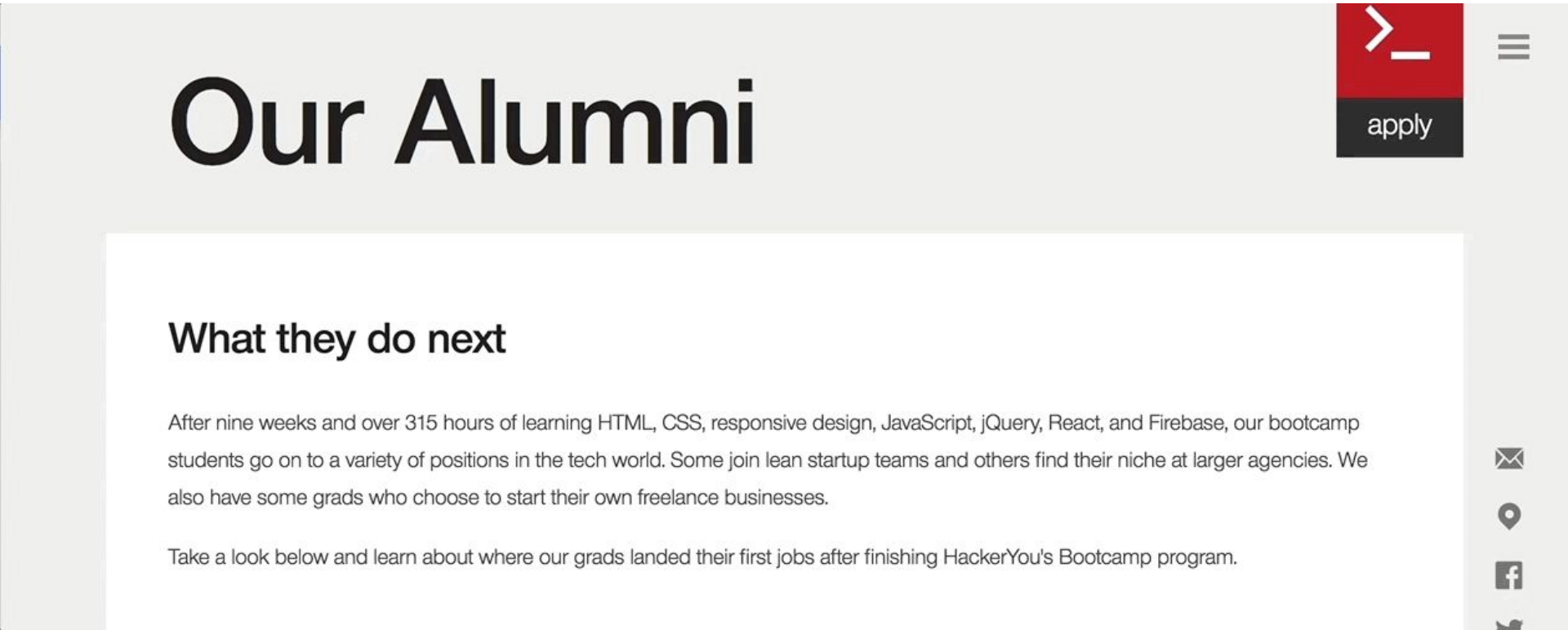
Out of the box page caching

Progressive image loading

Inlines critical CSS

Built in image optimization alone was enough to sell us on choosing Gatsby to build our new site.

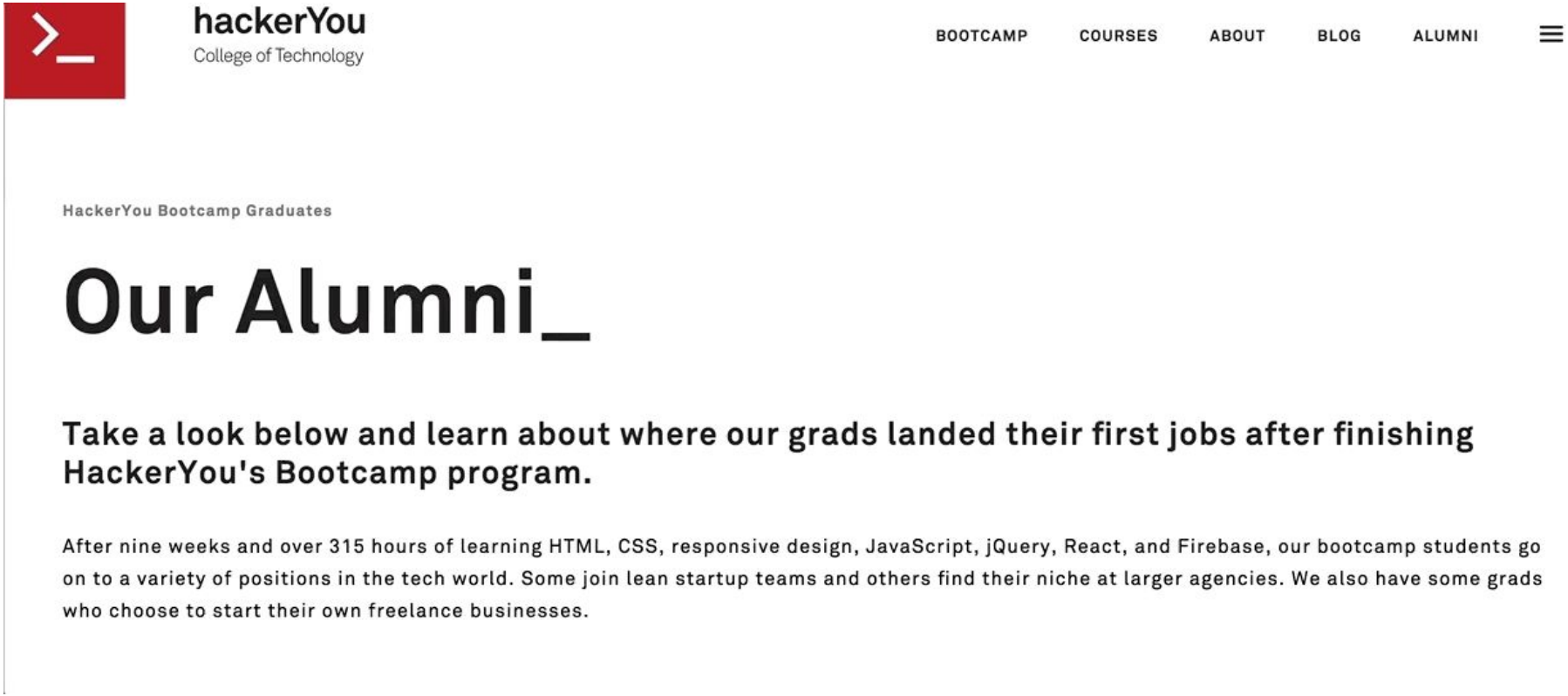
The problem: >500 alumni.



The solution: **gatsby image**

- React component
- Grabs images in multiple sizes with GraphQL
- Loads an appropriately sized image based on device size
- Lazy loads images with a blur up effect

Gatsby Image in action



We’re still not *quite* as speedy as we’d like to be, though...

What’s slowing us down?

Marketing & SEO!

9: www.googletagmanager.com - gtm.js
10: s.pinimg.com - core.js
11: fonts.googleapis.com - css
12: d33wubrfki0l68....o-text.8fc32650.svg
13: d33wubrfki0l68....yvideo.8254e74e.mp4
14: d33wubrfki0l68....itchup.70700193.png
15: d33wubrfki0l68....report.f01050c2.png
16: d33wubrfki0l68....google.9d244cc8.png
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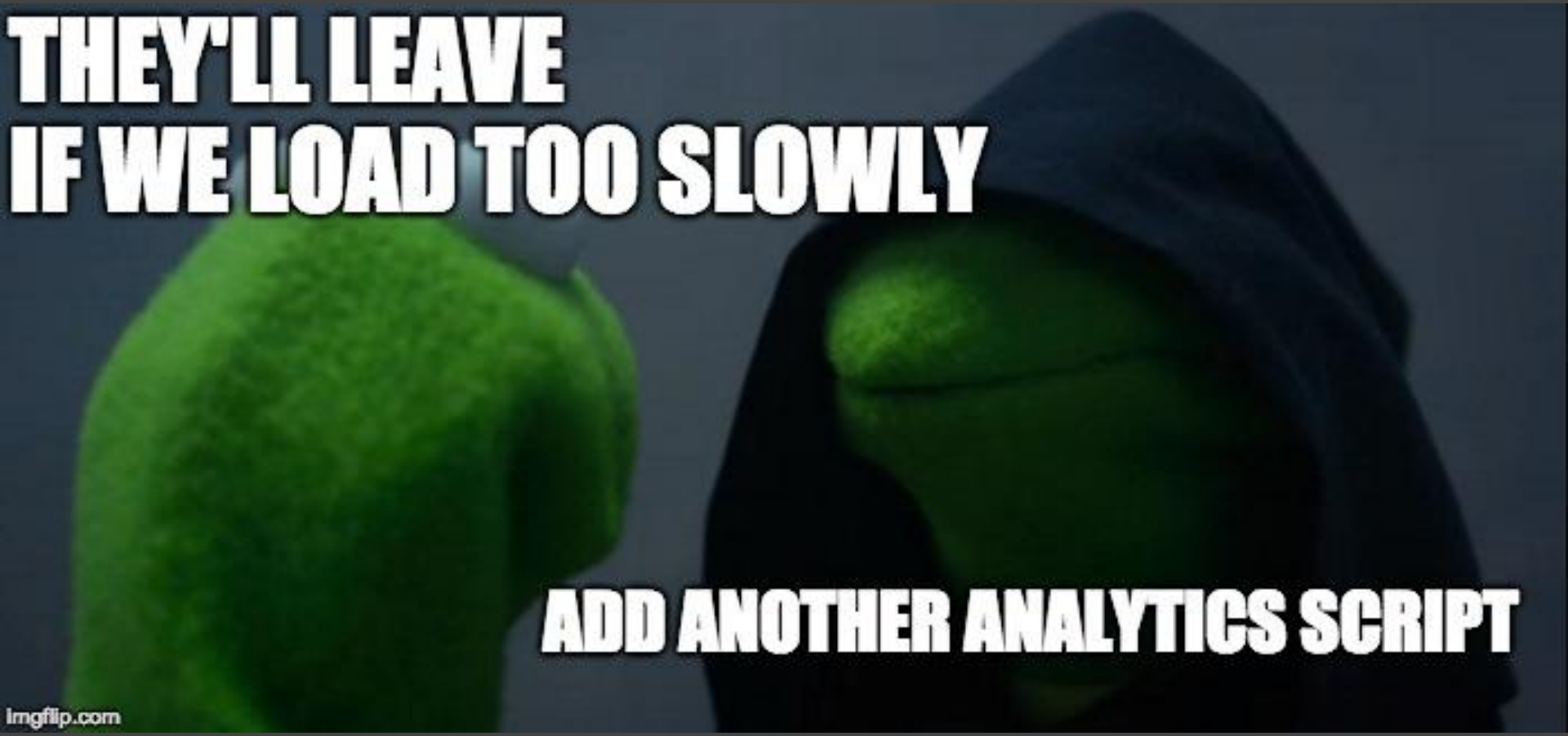
18: d33wubrfki0l68....- dots.eeaebdb6.png
19: d33wubrfki0l68....- hero.04985043.jpg
20: ct.pinterest.com - user/
21: ct.pinterest.com - v3/
25: connect.fa
26: www.google-
27: static.ads-t .com - uwt.js
28: snap.licdn.com - insight.min.js
29: hackeryou.com -...2e0ab9c0bd0009dd.js
30: connect.facebook.net - identity.js
31: connect.faceboo...t - 391214597945825
32: www.google-analytics.com - collect
33: cdn.contentful.com - entries
34: maps.googleapis.com - js
webpagetest.org

google tag manager
Pinterest analytics
Linkedin ads
webpagetest.org
Facebook analytics
Pinterest analytics
Pardot scripts


THEY'LL LEAVE
IF WE LOAD TOO SLOWLY
ADD ANOTHER ANALYTICS SCRIPT
imgflip.com

It’s still so much better than before!

Our dev team is stoked.

“I’ve never been excited to work on a webSITE before now”

- Karley, Head of PT JavaScript who prefers Application Development and was just onboarded

Our alumni are noticing the improvements!

“Wow it’s fast”

- Miguel Bautista, HackerYou Alumnus

10/10, Would Use Again

Thank you!