

grist

A BEACON IN THE SMOG

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grist

A BEACON IN THE SMOG



Grist is the Colbert Report of climate change, the Daily Show of deforestation, the Oprah of oil dependency — except with real reporting and analytical journalism. -Time Magazine

official grist haiku

A BEACON IN THE SMOG

official **grist** haiku
A BEACON IN THE SMOG

A frog in water
doesn't feel it boil in time.
Dude, we are that frog.

Grist and WordPress

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1 year ago:

Expression Engine, self hosted, ready to grow

today:

WordPress, .com VIP hosted, rapid growth++

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what we learned:

the transition, the results

the transition

limiting scope is good

redesign
part theme
change IA hire WP dev
learn WP API solve climate change
grow audience

the transition

limiting scope is good

port theme

learn WP API

solve
climate
change

Later: redesign, IA, hire, grow

the transition

porting a theme is fun (and sometimes tricky)

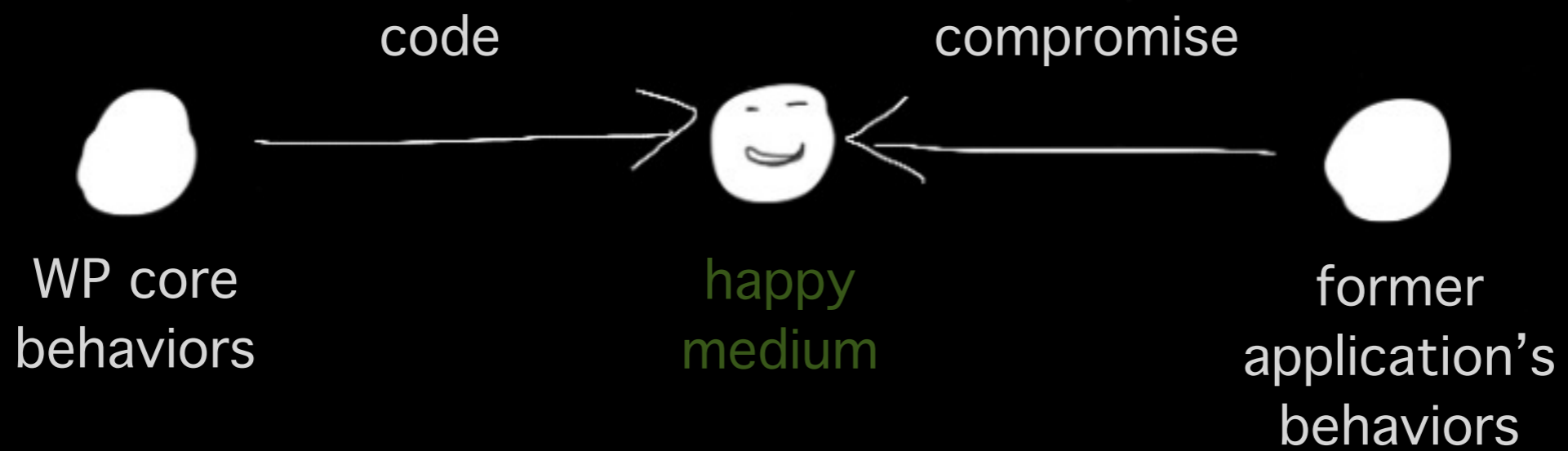


WP core
behaviors



former
application's
behaviors

the transition porting a theme is fun (and sometimes tricky)



the transition

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trick: support authors with no user accounts

<http://plugins.trac.wordpress.org/ticket/1440>

trick: represent series/collections of content and attach meta data to them

trick: URL structure that with %category% in the first position

<http://ottopress.com/2010/category-in-permalinks-considered-harmful/>

the transition good advice: best practices & standards

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how should we cache data (object cache?
transients? options table?)

how should we make calls to external services?

how should we write community-friendly code?

the transition

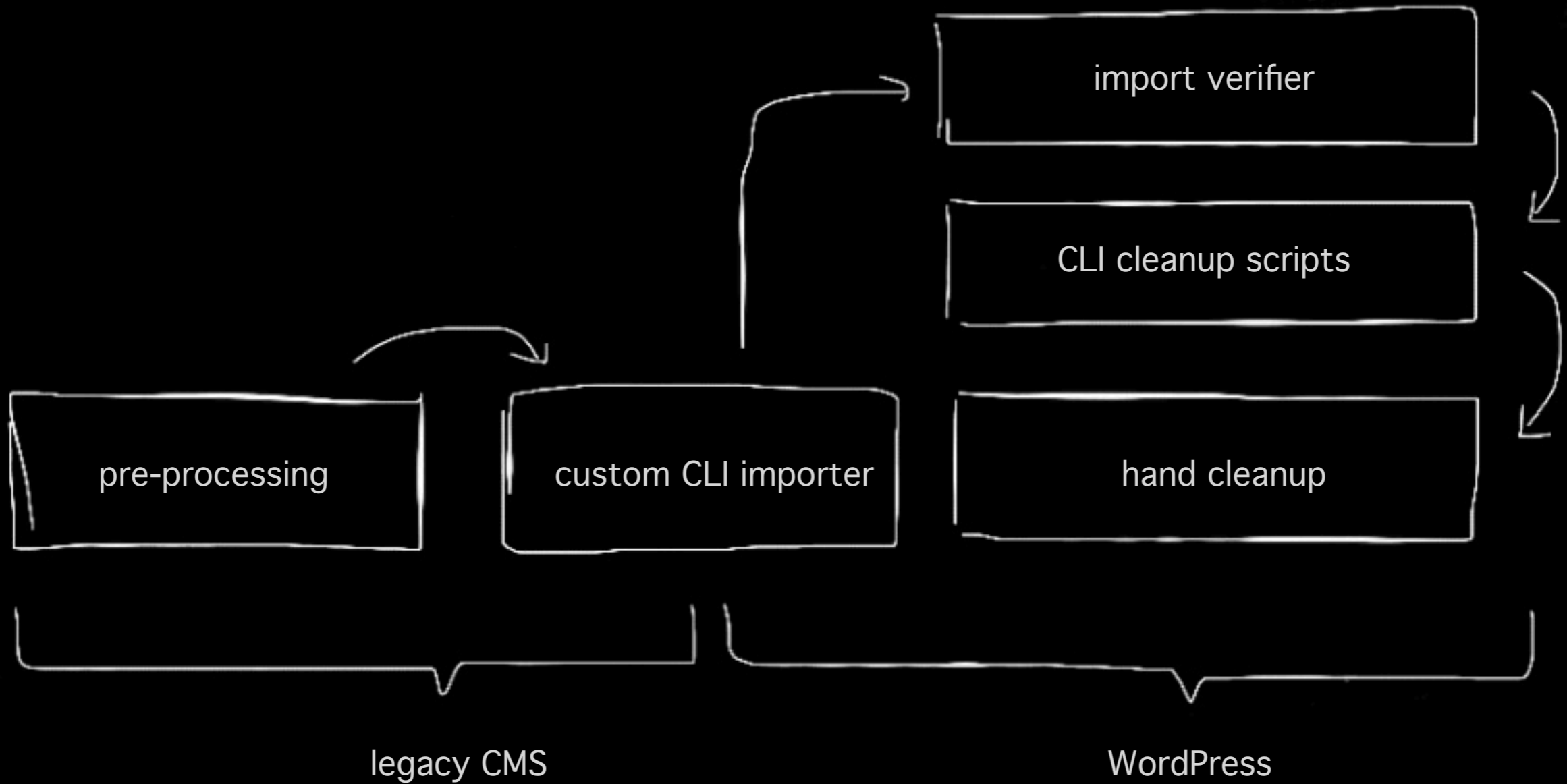
import is hard



40,000+ posts
700+ authors
30,000+ images
12 years of content
4 legacy CMS

the transition

import is hard



Launch Day!

results

editors and writers love WordPress ... a lot

results

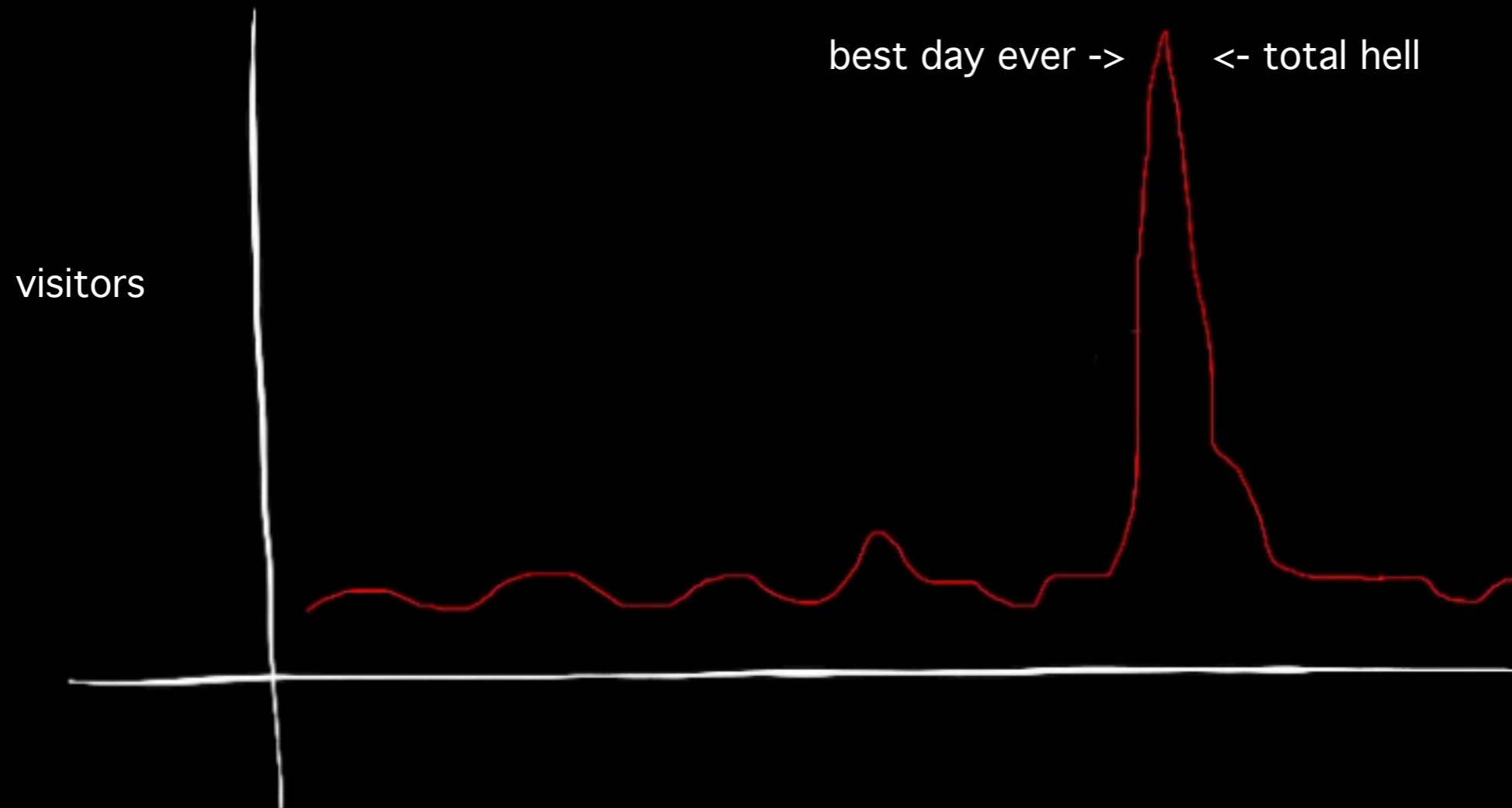
editors and writers love WordPress ... a lot

“Posting does not suck anymore”

“EVERYTHING is better”

results scaling is hard - it's awesome when someone else does it for with you

results scaling is hard - it's awesome when someone else does it for with you



results

a better to-do list

then

fix basic problems with
authoring interface

build a better caching layer

build a better image manager

re-invent the wheel

now

build awesome news products

grow and retain new audiences

empower editorial team

write software that addresses our
mission

results

WordPress can't solve global warming ...
but we think it's helping

results

WordPress can't solve global warming ...
but we think it's helping

14

major releases of
our theme since
relaunch

results

WordPress can't solve global warming ...
but we think it's helping

350

commits to our
theme since
relaunch

results

WordPress can't solve global warming ...
but we think it's helping

30

number of recent
very large traffic
spikes ,

number of times
we worried about
going down during
those spikes

results

WordPress can't solve global warming ...
but we think it's helping

101

% growth in
uniques since
September 2011

results

community is really, really important

results

community is really, really important



Nacin

Otto



A Guy



results

community is really, really important

you

grist

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