

real travel

Paul Hepworth —Lead Web Developer

What is Real Travel?

Real Travel helps people plan trips with advice from other travelers, experts and deal finding tools



Big things come in small packages



“Essential Travel Site”



“Best of the Web”



“Travel Community of the Year”

- ✓ Helping over 1.5M people each month plan and research trips
- ✓ Millions of pieces of content in 27k destinations
- ✓ Profitable for sometime and growing rapidly in the downturn
- ✓ SCRUM/Agile
- ✓ 7 employees (4 engineers)
- ✓ Located in Palo Alto, CA

Not looking back and not stopping

- ✓ Went from .Net to Rails
- ✓ Hit a wall with .Net, a year and a half ago all new development on Rails
- ✓ NOBODY misses .Net
- ✓ February 2009 finished staged migration and now 100% Rails
- ✓ A top 40 Rails site

What we learned

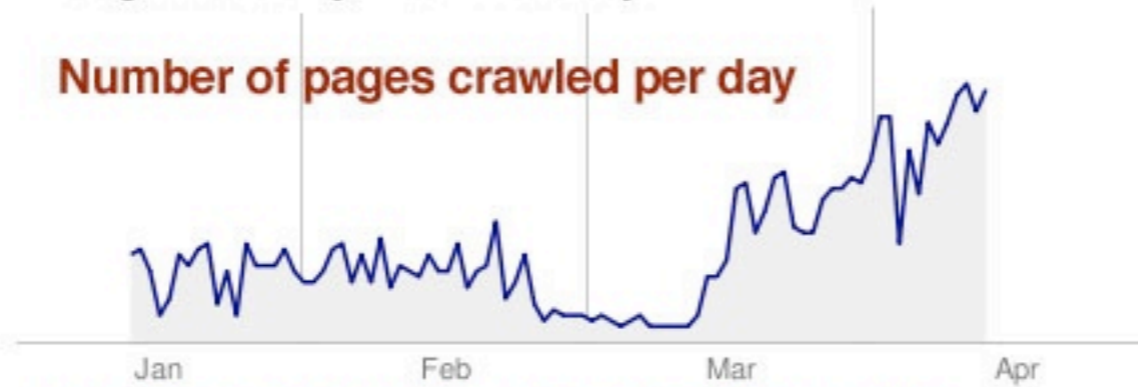
- ✓ Rails does not scale if you have performance problems
- ✓ Profiling your app is critical!
- ✓ NewRelic is very helpful with web clusters!
- ✓ Take your time preserving your old pages
 - Built a redirecting mapping system that saved us
- ✓ Google likes fast sites

Crawl stats

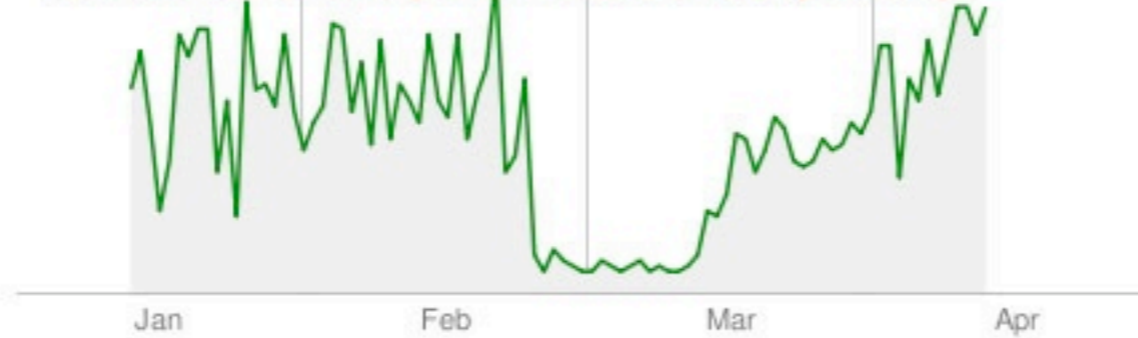
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Googlebot activity in the last 90 days

Number of pages crawled per day



Number of kilobytes downloaded per day



Time spent downloading a page (in milliseconds)



Thank you for listening!

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