

# Pycon2006 Lightning Talk

Building MerchantCircle.com

David Creemer, Architect  
(and sysadmin, phone guy, qa, etc.)

[david@zachary.com](mailto:david@zachary.com)

# Quick Summary

- Online marketing for small local merchants
- ~14.5M business listings,  $O(100M)$  unique pages.
- 250K pageviews/day (and not yet launched)
- High traffic public website, lower traffic registered customer web application
- Fairly traditional 3-tier architecture:
  - Web servers, app servers, database
- **Goal of Talk: Learn a bit from our experiences**

# Laundry List

- Lighttpd, squid, memcached
- CherryPy, Cheetah, FormEncode, Routes, FeedParser, PyCrypto, MochiKit, cElementTree, PyCaptcha, minjson, PIL, SQLAlchemy, psycopg
- PostgreSQL 8, Tsearch2, btree-gist (geo!), Slony
- Geocoder.us, Topix.net, Google Maps
- Ubuntu GNU/Linux (server install), 2xAMD64, lots of RAM, shorewall, munin, postfix, svn, trac, etc. meer.net co-location
- Dev Env == Production Env

# The Payoff Slide

- Awesome, and a serious + to the bottom line:
  - Python (duh), FormEncode, Routes, Postgres, Tsearch2, lighttpd
- No Problems:
  - ElementTree, FeedParser, PIL, PyCrypto, PyCaptcha,
- Great, except...
  - CherryPy, SQLAlchemy, Cheetah, Ubuntu, Squid, Slony
- Observations:
  - Avoid magic, Be(come) a DBA, Hire the best, Never stop cleaning.

# Contact

- David Creemer

MerchantCircle -- <http://www.merchantcircle.com>

[david@zachary.com](mailto:david@zachary.com)

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