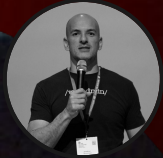


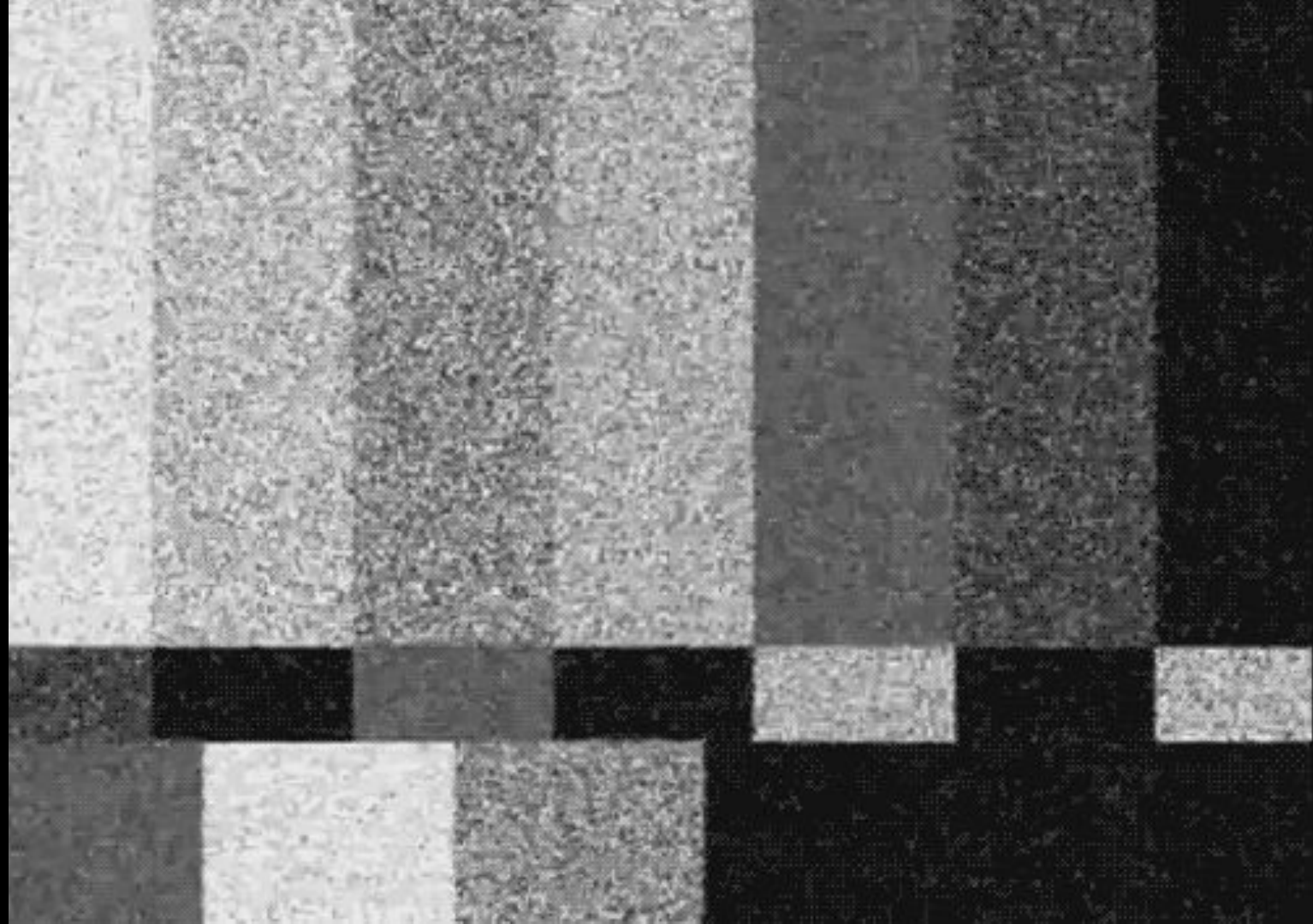
Powering a Global Membership eCommerce Platform with Multisite, or |

WHY

MULTISITE

ISN'T DEAD





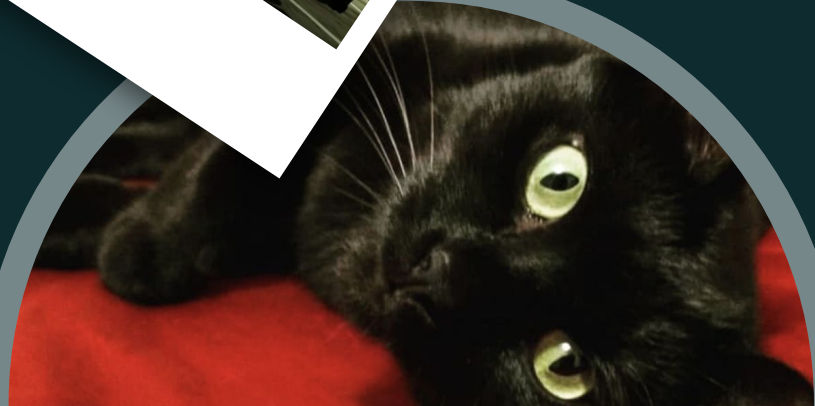
Ryan!



Where I'm From

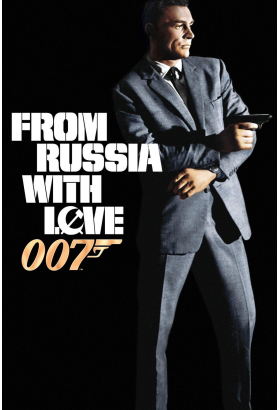


Things I Like

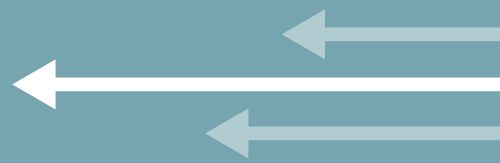
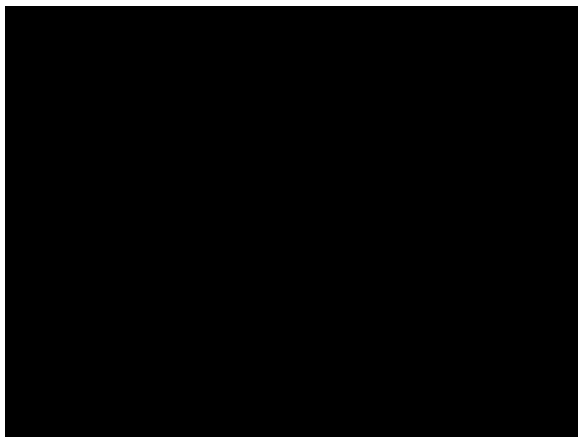
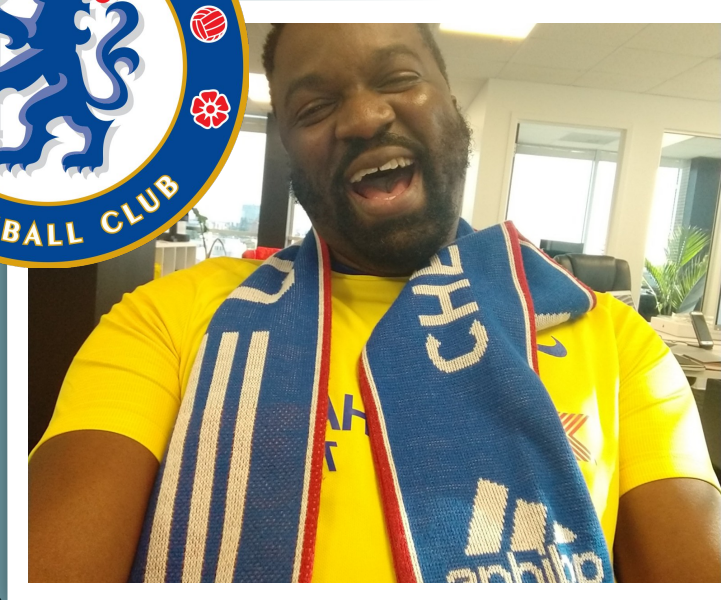


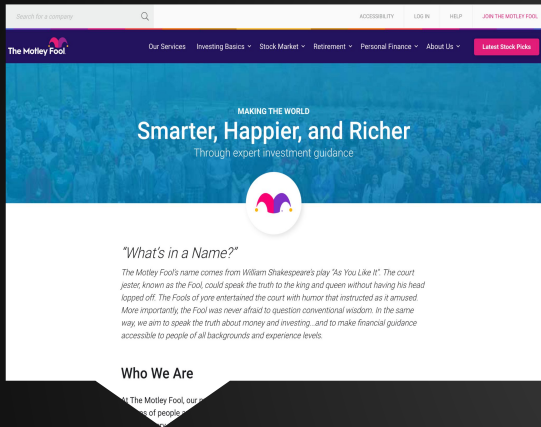
Fam-bam!





Cool story bro...





The idea: Make the ~~USA~~ world smarter, happier and richer

- The Motley Fool founded in 1993.
- Provides free and premium expert investment guidance via:
 - Website
 - Newsletter subscriptions
- We were a .NET shop

The idea: Make the ~~USA~~ world smarter, happier and richer



Australia's as good a place as any

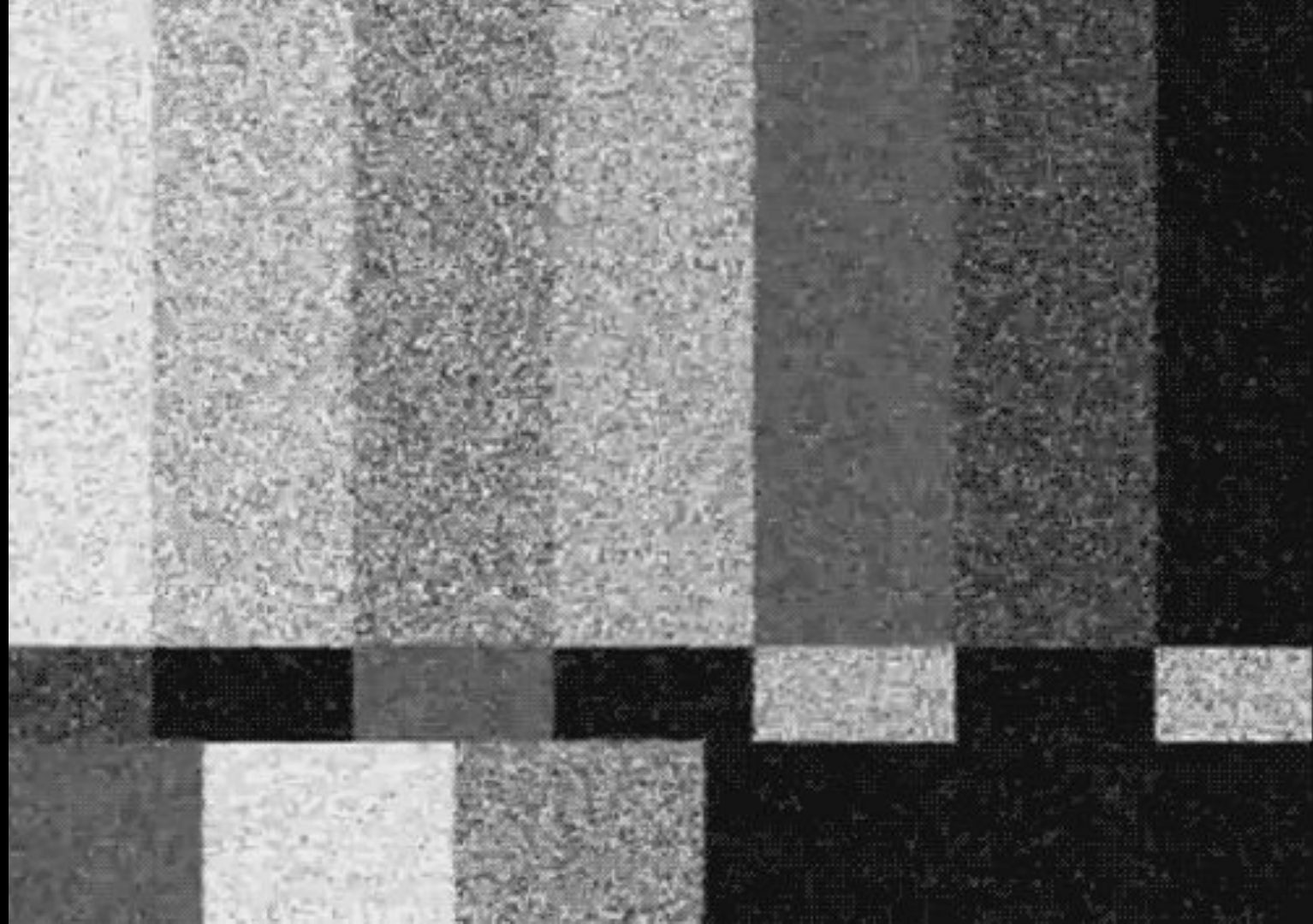
- Monolithic codebase
- Deployments were big, risky and time-consuming

Do it fast, rinse and repeat

How do we **quickly, reliably** and **effectively** reach our target audience and satisfy our internal stakeholders?

WORDPRESS + *MULTISITE*

Multisite is a feature of WordPress 3.0 and later versions that allows multiple virtual sites to share a single WordPress installation.



- Offer services based on area of interest

Digital Explorers

Exclusively dedicated to recommendations in digital assets like cryptocurrencies

Real Estate Winners

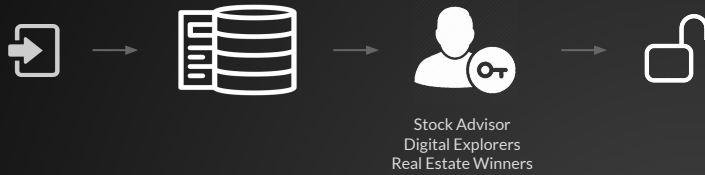
Designed to capture the benefits of real estate investing through publicly traded entities.



- Create multiple sites that each have unique content

One codebase, multiple sites

- Gated content based on purchased services



- Multiple user tables

Content Access

```
<?php
add_action('wp_login', function(string $user_login, WP_User $user)
{
    if (current_user_can('read')) {
        return;
    }

    if(userIsEntitledToService($user->email)) {
        //log me in
    }

    // Finally, send them away with a prompt to purchase
    wp_safe_redirect( $url );
    exit;
});
```

- Distinguish between services, free and premium experiences
 - Investor Tools like Scorecards
 - Widgets with real time stock quotes



- Themes and plugins can be installed and activated
 - Network-wide
 - Site by site basis

Similar, but not the same

“

**I OWE YOU AN
APOLOGY. I WASN'T
REALLY FAMILIAR
WITH YOUR GAME.**

SHAQ



- All our content, whether articles, recommendations or quotes, are all tied to tickers.
- A ticker is an entity identified by a unique symbol that represents an instrument
 - Eg: NYSE:SHOP

```
$ wp db query "SELECT * FROM wp_terms WHERE slug='nyse-shop'"
```

term_id	name	slug	term_group
111111	NYSE:SHOP (Shopify)	nyse-shop	0

```
$ wp db query "SELECT wp_term_taxonomy.* FROM wp_terms, wp_term_taxonomy WHERE wp_terms.term_id = wp_term_taxonomy.term_id AND wp_terms.slug = 'nyse-shop'"
```

term_taxonomy_id	term_id	taxonomy	description	parent	count
111111	111111	tickers_global	Shopify's e-com...	0	11111

Total # rows = Total # Tickers x Total # Sites

Tying it all together

- Custom Global Ticker Taxonomy stores all tickers in a single table on the main (free) site.
- Term queries on premium sites are adjusted via hooks to use the main (free) site tables
 - Modify `wp_terms`, `wp_term_taxonomy` table references
 - Leave `wp_term_relationships` intact for each site

```
<?php
const TICKERS_TAXONOMY_NAME = 'tickers_global';

add_action('switch_blog', function(int $new_blog_id, int $prev_blog_id, string $context)
{
    global $wp_query, $wp_db;

    if (is_main_site()) {
        return;
    }

    if ($wp_query && $wp_query->query_vars['taxonomy'] === TICKERS_TAXONOMY_NAME) {
        //change terms table to use main site's
        $wpdb->terms = $wpdb->base_prefix . 'terms';
        //change taxonomy table to use main site's taxonomy table
        $wpdb->term_taxonomy = $wpdb->base_prefix . 'term_taxonomy';

        //do not touch $wpdb->term_relationships, we need to preserve those for each site!

        return;
    }
});
```

Tying it all together

- We've demonstrated how Multisite can be useful in a variety of scenarios
- What's next for our Global presence?
 - Aggregate content with a full-text search index
- Multisite Wishlist
 - Share taxonomy terms across sites natively
 - Make it available by default
 - Keep extending the feature with learnings from Wordpress.com

The Future?

Q&A

