



Django in the Real World

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Shameless plug:



<http://revsys.com/>

Hat tip:

James Bennett (<http://b-list.org>)

So you've written a
Django site...

... now what?

- API Metering
- Backups & Snapshots
- Counters
- Cloud/Cluster Management Tools
 - Instrumentation/Monitoring
 - Failover
 - Node addition/removal and hashing
 - Auto-scaling for cloud resources
- CSRF/XSS Protection
- Data Retention/Archival
- Deployment Tools
 - Multiple Devs, Staging, Prod
 - Data model upgrades
 - Rolling deployments
 - Multiple versions (selective beta)
 - Bucket Testing
 - Rollbacks
 - CDN Management
- Distributed File Storage
- Distributed Log storage, analysis
- Graphing
- HTTP Caching
- Input/Output Filtering
- Memory Caching
- Non-relational Key Stores
- Rate Limiting
- Relational Storage
- Queues
- Rate Limiting
- Real-time messaging (XMPP)
- Search
 - Ranging
 - Geo
- Sharding
- Smart Caching
 - Dirty-table management

The bare minimum:

- Test.
- Structure for deployment.
- Use deployment tools.
- Design a production environment.
- Monitor.
- Tune.

Testing



*Tests are the
Programmer's stone,
transmuting fear into
boredom.*



— Kent Beck

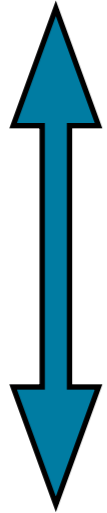
Hardcore TDD

// *I don't do test driven development. I do stupidity driven testing... I wait until I do something stupid, and then write tests to avoid doing it again.* **//**

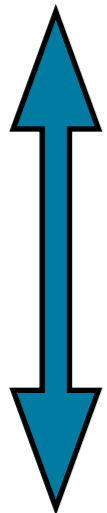
— Titus Brown

Whatever happens, don't let your test suite break thinking, "I'll go back and fix this later."

Unit testing



Functional/behavior testing



Browser testing

unittest

doctest

django.test.Client, Twill

Windmill, Selenium

You need them all.

Testing Django

- Unit tests (unittest)
- Doctests (doctest)
- Fixtures
- Test client
- Email capture

Unit tests

- “Whitebox” testing
- Verify the small functional units of your app
- Very fine-grained
- Familiar to most programmers (JUnit, NUnit, etc.)
- Provided in Python by unittest

django.test.TestCase

- Fixtures.
- Test client.
- Email capture.
- Database management.
- Slower than unittest.TestCase.

```
class StoryAddViewTests(TestCase):
    fixtures = ['authtestdata', 'newsbudget_test_data']
    urls = 'newsbudget.urls'

    def test_story_add_get(self):
        r = self.client.get('/budget/stories/add/')
        self.assertEqual(r.status_code, 200)
        ...

    def test_story_add_post(self):
        data = {
            'title': 'Hungry cat is hungry',
            'date': '2009-01-01',
        }
        r = self.client.post('/budget/stories/add/', data)
        self.assertEqual(r.status_code, 302)
        ...
```

Doctests

- Easy to write & read.
- Produces self-documenting code.
- Great for cases that only use `assertEquals`.
- Somewhere between unit tests and functional tests.
- Difficult to debug.
- Don't always provide useful test failures.

```
class Choices(object):
    """
    Easy declarative "choices" tool::

        >>> STATUSES = Choices("Live", "Draft")

    # Acts like a choices list:
    >>> list(STATUSES)
    [(1, 'Live'), (2, 'Draft')]

    # Easily convert from code to verbose:
    >>> STATUSES.verbose(1)
    'Live'

    # ... and vice versa:
    >>> STATUSES.code("Draft")
    2

    """
    ...
```

File "utils.py", line 150, in __main__.Choices

Failed example:

 STATUSES.verbose(1)

Expected:

 'Live'

Got:

 'Draft'

Functional tests

- a.k.a “Behavior Driven Development.”
- “Blackbox,” holistic testing.
- All the hardcore TDD folks look down on functional tests.
- But they keep your boss happy.
- Easy to find problems; harder to find the actual bug.

Functional testing tools

- `django.test.Client`
- `webunit`
- `Twill`
- ...

django.test.Client

- Test the whole request path without running a web server.
- Responses provide extra information about templates and their contexts.

```
class StoryAddViewTests(TestCase):
    fixtures = ['authtestdata', 'newsbudget_test_data']
    urls = 'newsbudget.urls'

    def test_story_add_get(self):
        r = self.client.get('/budget/stories/add/')
        self.assertEqual(r.status_code, 200)
        ...

    def test_story_add_post(self):
        data = {
            'title': 'Hungry cat is hungry',
            'date': '2009-01-01',
        }
        r = self.client.post('/budget/stories/add/', data)
        self.assertEqual(r.status_code, 302)
        ...
```

Web browser testing

- The ultimate in functional testing for web applications.
- Run test in a web browser.
- Can verify JavaScript, AJAX; even CSS.
- Test your site across supported browsers.

Browser testing tools

- Selenium
- Windmill

“Exotic” testing

- Static source analysis.
- Smoke testing (crawlers and spiders).
- Monkey testing.
- Load testing.
- ...

cockecounty

FAILED

Test MP Frontpage run at 2:49pm

semomarketplace

PASSED

Test MP Frontpage run at 2:49pm

ogden

PASSED

Test MP Frontpage run at 2:49pm

gatehouse

PASSED

Test MP Frontpage run at 2:49pm

everythingmidmo

PASSED

Test MP Frontpage run at 2:49pm

marketplacedemo

FAILED

Test MP Frontpage run at 2:49pm

FAILED

Test MP Frontpage run at 2:49pm

semoindiana

PASSED

Test MP Frontpage run at 2:49pm

postregistermarketplace

PASSED

Test MP Frontpage run at 2:49pm

ozark

PASSED

Test MP Frontpage run at 2:49pm

gazlo

PASSED

Test MP Frontpage run at 2:49pm

amarillo

PASSED

Test MP Frontpage run at 2:49pm

salinafyi

PASSED

Test MP Frontpage run at 2:49pm

wenatchee

PASSED

Test MP Frontpage run at 2:49pm

nea

PASSED

Test MP Frontpage run at 2:49pm

marketplacetraining

PASSED

Test MP Frontpage run at 2:49pm

lancaster

PASSED

Test MP Frontpage run at 2:49pm

wonderstate

FAILED

Test MP Frontpage run at 2:49pm

mcminn

PASSED

Test MP Frontpage run at 2:49pm

Further resources

- Windmill talk here at OSCON
<http://bit.ly/14tkrd>
- Django testing documentation
<http://bit.ly/django-testing>
- Python Testing Tools Taxonomy
<http://bit.ly/py-testing-tools>

Structuring applications for reuse

Designing for reuse

- Do one thing, and do it well.
- Don't be afraid of multiple apps.
- Write for flexibility.
- Build to distribute.
- Extend carefully.

1.

Do one thing, and do it well.

Application == encapsulation

Focus

- Ask yourself: “What does this application do?”
- Answer should be one or two *short* sentences.

Good focus

- “Handle storage of users and authentication of their identities.”
- “Allow content to be tagged, del.icio.us style, with querying by tags.”
- “Handle entries in a weblog.”

Bad focus

- “Handle entries in a weblog, and users who post them, and their authentication, and tagging and categorization, and some flat pages for static content, and...”

Warning signs

- Lots of files.
- Lots of modules.
- Lots of models.
- Lots of code.

Small is good

- Many great Django apps are very small.
- Even a lot of “simple” Django sites commonly have a dozen or more applications in `INSTALLED_APPS`.
- If you’ve got a complex site and a short application list, something’s probably wrong.

Approach features skeptically

- What does the application do?
- Does this feature have anything to do with that?
- No? Don't add it.

2.

Don't be afraid of many apps.

The monolith anti-pattern

- The “application” is the whole site.
- Re-use? YAGNI.
- Plugins that hook into the “main” application.
- Heavy use of middleware-like concepts.

(I blame Rails)

The Django mindset

- Application: some bit of functionality.
- Site: several applications.
- Spin off new “apps” liberally.
- Develop a suite of apps ready for when they're needed.

Django encourages this

- `INSTALLED_APPS`
- Applications are just Python packages, not some Django-specific “app” or “plugin.”
- Abstractions like `django.contrib.sites` make you think about this as you develop.

Spin off a new app?

- Is this feature unrelated to the app's focus?
- Is it orthogonal to the rest of the app?
- Will I need similar functionality again?

The ideal:

I need a contact form

```
urlpatterns = ('',
    ...
    (r'^contact/', include('contact_form.urls')),
    ...
)
```

Done.

(<http://bitbucket.org/ubernostrum/django-contact-form/>)

But... what about...

- Site A wants a contact form that just collects a message.
- Site B's marketing department wants a bunch of info.
- Site C wants to use Akismet to filter automated spam.

3.

Write for flexibility.

Common sense

- Sane defaults.
- Easy overrides.
- Don't set anything in stone.

Forms

- Supply a form class.
- Let users specify their own.

Templates

- Specify a default template.
- Let users specify their own.

Form processing

- You want to redirect after successful submission.
- Supply a default URL.
 - (Preferably by using reverse resolution).
- Let users override the default.

```
def edit_entry(request, entry_id):
    form = EntryForm(request.POST or None)
    if form.is_valid():
        form.save()
        return redirect('entry_detail', entry_id)
    return render_to_response('entry/form.html', {...})
```

```
def edit_entry(request, entry_id,
               form_class=EntryForm,
               template_name='entry/form.html',
               post_save_redirect=None):

    form = form_class(request.POST or None)
    if form.is_valid():
        form.save()
        if post_save_redirect:
            return redirect(post_save_redirect)
        else:
            return redirect('entry_detail', entry_id)

    return render_to_response([template_name, 'entry/form.html'], {...})
```

URLs

- Provide a URLConf with all views.
- Use named URL patterns.
- Use reverse lookups (by name).

4.

Build to distribute (even private code).

What the tutorial teaches

```
myproject/  
  settings.py  
  urls.py
```

```
myapp/  
  models.py
```

```
mysecondapp/  
  views.py
```

...

```
from myproject.myapp.models import ...  
from myproject. myapp.models import ...
```

...

```
myproject.settings  
myproject.urls
```


Project coupling
kills re-use

Projects in real life.

- A settings module.
- A root URLConf.
- *Maybe* a `manage.py` (but...)
- And that's it.

Advantages

- No assumptions about where things live.
- No PYTHONPATH magic.
- Reminds you that “projects” are just a Python module.

You don't even need a project

ljworld.com:

- `worldonline.settings.ljworld`
- `worldonline.urls.ljworld`
- And a whole bunch of apps.

Where apps really live

- Single module directly on Python path (registration, tagging, etc.).
- Related modules under a top-level package (`ellington.events`, `ellington.podcasts`, etc.)
- No projects (`ellington.settings` doesn't exist).

Want to distribute?

- Build a package with distutils/setuptools.
- Put it on PyPI (or a private package server).
- Now it works with easy_install, pip, buildout, ...

General best practices

- Establish dependancy rules.
- Establish a minimum Python version (suggestion: Python 2.5).
- Establish a minimum Django version (suggestion: Django 1.0).
- Test frequently against new versions of dependancies.

Document obsessively.

5.

Embrace and extend.

Don't touch!

- Good applications are extensible without patching.
- Take advantage of every extensibility point an application gives you.
- You may end up doing something that deserves a new application anyway.

**But this application
wasn't meant to be
extended!**

Python Power!

Extending a view

- Wrap the view with your own code.
- Doing it repetitively? Write a decorator.

Extending a model

- Relate other models to it.
- Subclass it.
- Proxy subclasses (Django 1.1).

Extending a form

- Subclass it.
- There is no step 2.

Other tricks

- Signals lets you fire off customized behavior when certain events happen.
- Middleware offers full control over request/response handling.
- Context processors can make additional information available if a view doesn't.

If you must make
changes to
external code...

Keep changes to a minimum

- If possible, instead of adding a feature, add extensibility.
- Keep as much changed code as you can out of the original app.

Stay up-to-date

- Don't want to get out of sync with the original version of the code!
- You might miss bugfixes.
- You might even miss the feature you needed.

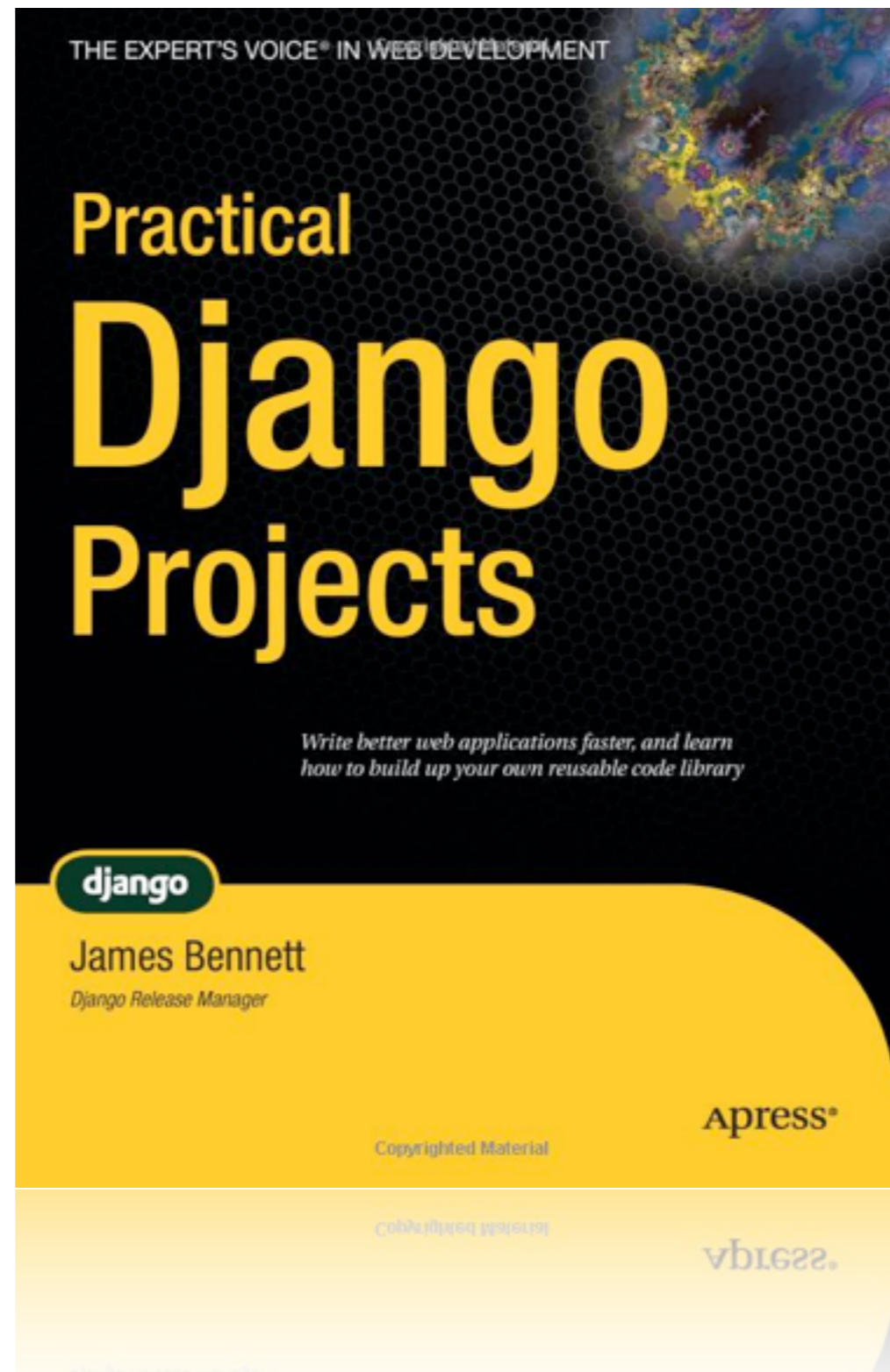
Use a good VCS

- Subversion vendor branches don't cut it.
- DVCSes are *perfect* for this:
 - Mercurial queues.
 - Git rebasing.
- At the very least, maintain a patch queue by hand.

Be a good citizen

- If you change someone else's code, let them know.
- Maybe they'll merge your changes in and you won't have to fork anymore.

Further reading



Deployment

Deployment should...

- Be automated.
- Automatically manage dependencies.
- Be isolated.
- Be repeatable.
- Be identical in staging and in production.
- Work the same for everyone.

Dependency management	Isolation	Automation
apt/yum/...	virtualenv	Capistrano
easy_install	zc.buildout	Fabric
pip		Puppet/Chef/...
zc.buildout		

Dependancy management

- The Python ecosystem rocks!
- Python package management doesn't.
- Installing packages — and dependancies — correctly is a lot harder than it should be; most defaults are wrong.
- Here be dragons.

Vendor packages

- APT, Yum, ...
- The good: familiar tools; stability; handles dependancies not on PyPI.
- The bad: small selection; not (very) portable; hard to supply user packages.
- The ugly: **installs packages system-wide.**

easy_install

- The good: multi-version packages.
- The bad: requires 'net connection; can't uninstall; can't handle non-PyPI packages; multi-version packages barely work.
- The ugly: stale; unsupported; defaults almost totally wrong; **installs system-wide.**

pip

<http://pip.openplans.org/>

- “Pip Installs Packages”
- The good: Just Works™; handles non-PyPI packages (including direct from SCM); repeatable dependancies; integrates with virtualenv for isolation.
- The bad: still young; not yet bundled.
- The ugly: haven't found it yet.

zc.buildout

<http://buildout.org/>

- The good: incredibly flexible; handles any sort of dependancy; repeatable builds; reusable “recipes;” good ecosystem; handles isolation, too.
- The bad: often cryptic, INI-style configuration file; confusing duplication of recipes; sometimes *too* flexible.
- The ugly: nearly completely undocumented.

Package isolation

- Why?
 - Site A requires Foo v1.0; site B requires Foo v2.0.
 - You need to develop against multiple versions of dependancies.

Package isolation tools

- Virtual machines (Xen, VMWare, EC2, ...)
- Multiple Python installations.
- “Virtual” Python installations.
 - **virtualenv**
<http://pypi.python.org/pypi/virtualenv>
 - **zc.buildout**
<http://buildout.org/>

Why automate?

- “I can’t push this fix to the servers until Alex gets back from lunch.”
- “Sorry, I can’t fix that. I’m new here.”
- “Oops, I just made the wrong version of our site live.”
- “It’s broken! What’d you do!?”

Automation basics

- SSH is right out.
- Don't futz with the server. Write a recipe.
- Deploys should be idempotent.

Capistrano

<http://capify.org/>

- The good: lots of features; good documentation; active community.
- The bad: stale development; very “opinionated” and Rails-oriented.

Fabric

<http://fabfile.org/>

- The good: very simple; flexible; actively developed; Python.
- The bad: no high-level commands; in flux.

Configuration management

- CFEngine, Puppet, Chef, ...
- Will handle a *lot* more than code deployment!
- I only know a little about these.

Recommendations

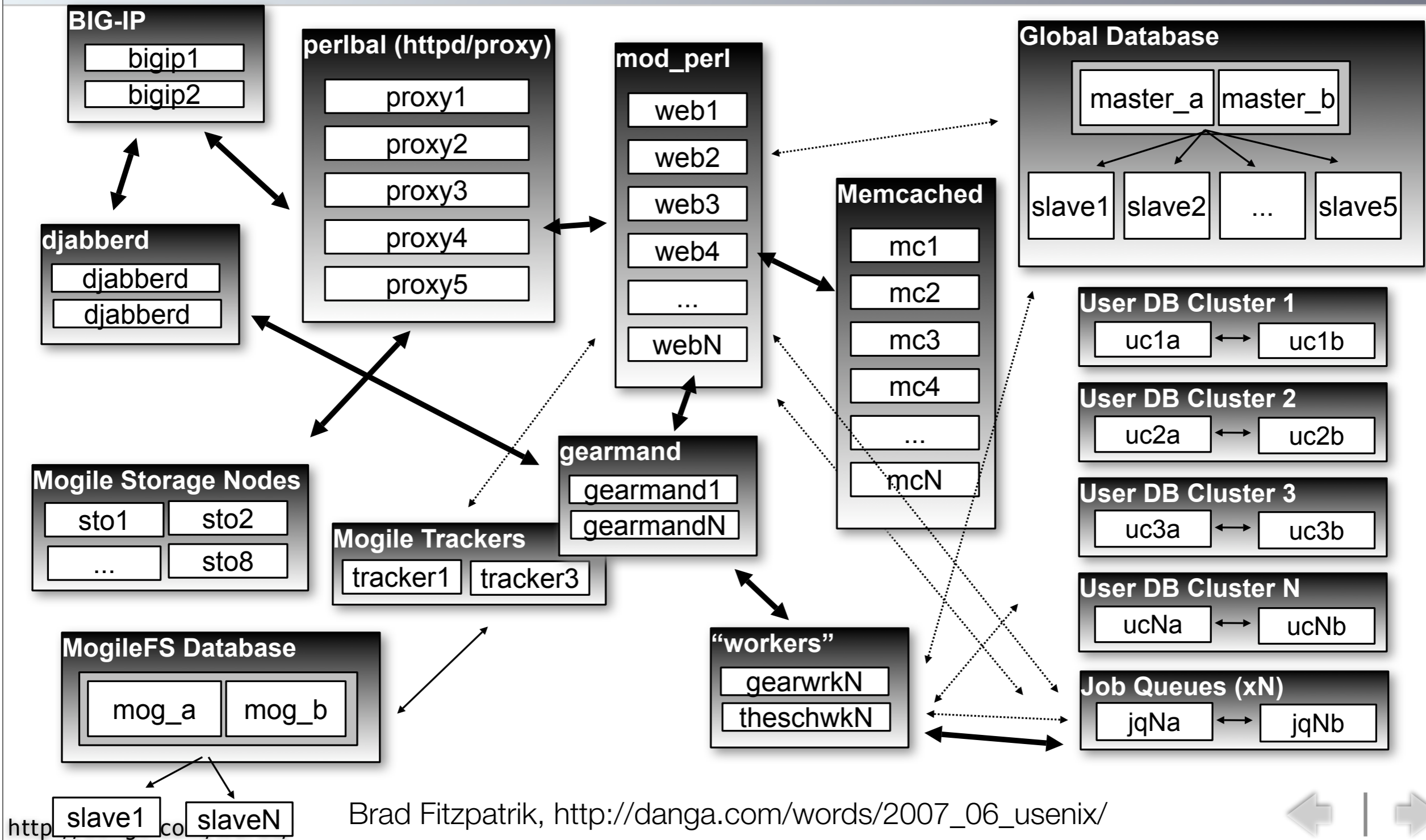
- Pip, Virtualenv, and Fabric
- Buildout and Fabric.
- ◆ Buildout and Puppet/Chef/....
- ◆◆ Utility computing and Puppet/Chef/....

Production environments

net.

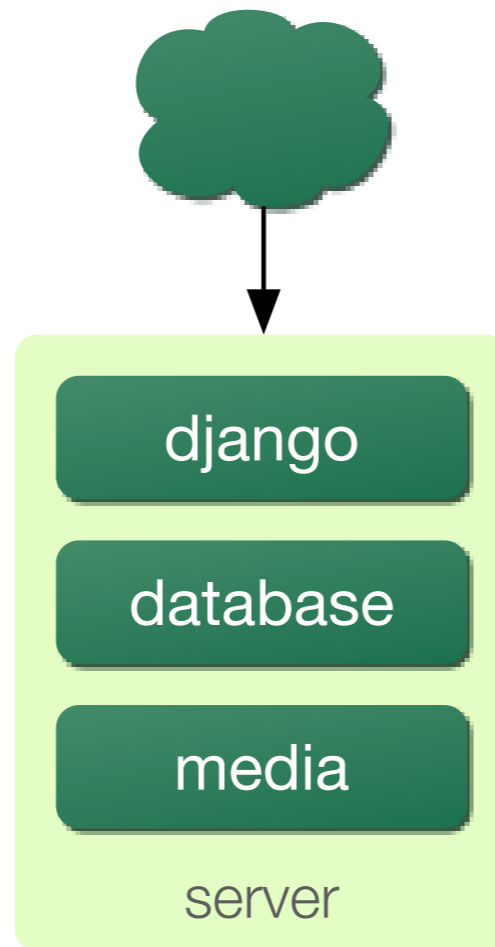
LiveJournal Backend: Today

(Roughly.)



Brad Fitzpatrik, http://danga.com/words/2007_06_usenix/





Application servers

- Apache + mod_python
- Apache + mod_wsgi
- Apache/lighttpd + FastCGI
- SCGI, AJP, nginx/mod_wsgi, ...

Use mod_wsgi

```
WSGIScriptAlias / /home/mysite/mysite.wsgi
```

```
import os, sys

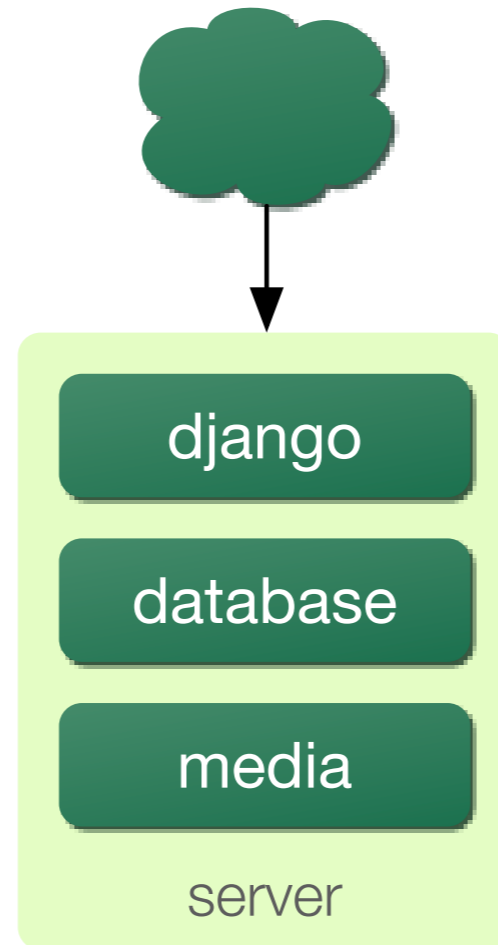
# Add to PYTHONPATH whatever you need
sys.path.append('/usr/local/django')

# Set DJANGO_SETTINGS_MODULE
os.environ['DJANGO_SETTINGS_MODULE'] = 'mysite.settings'

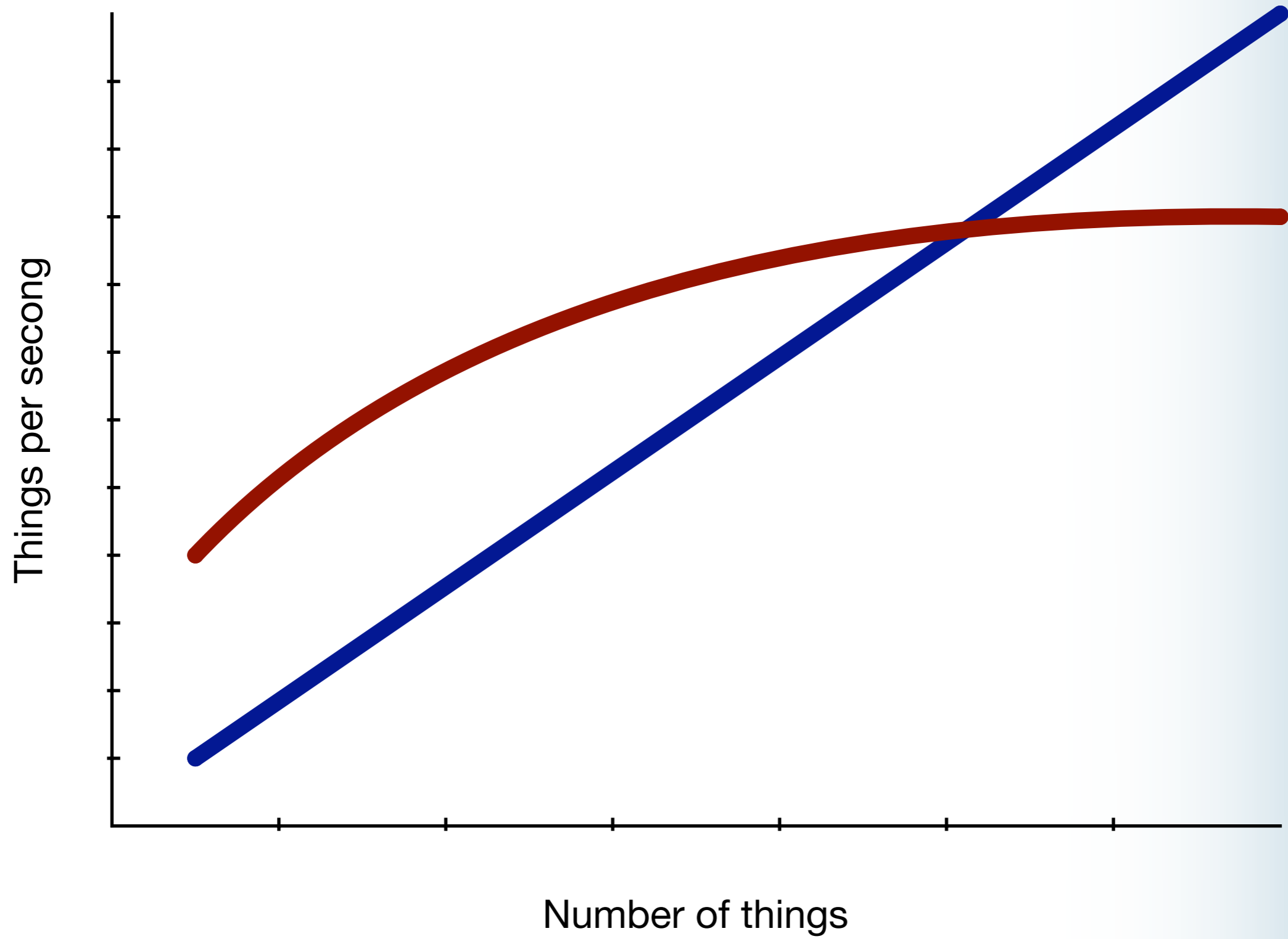
# Create the application for mod_wsgi
import django.core.handlers.wsgi
application = django.core.handlers.wsgi.WSGIHandler()
```

“Scale”

Does this scale?



Maybe!



Real-world example

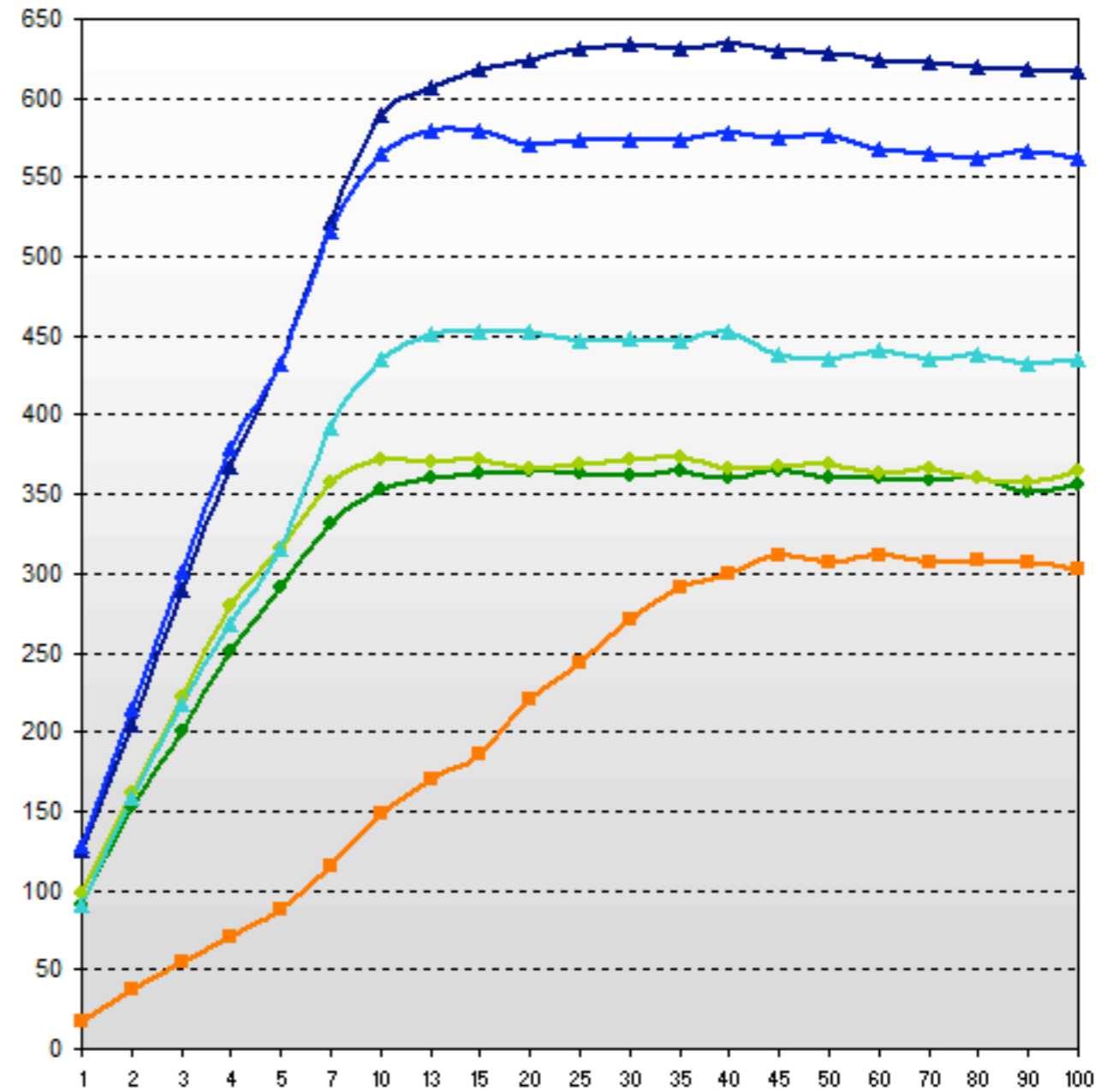
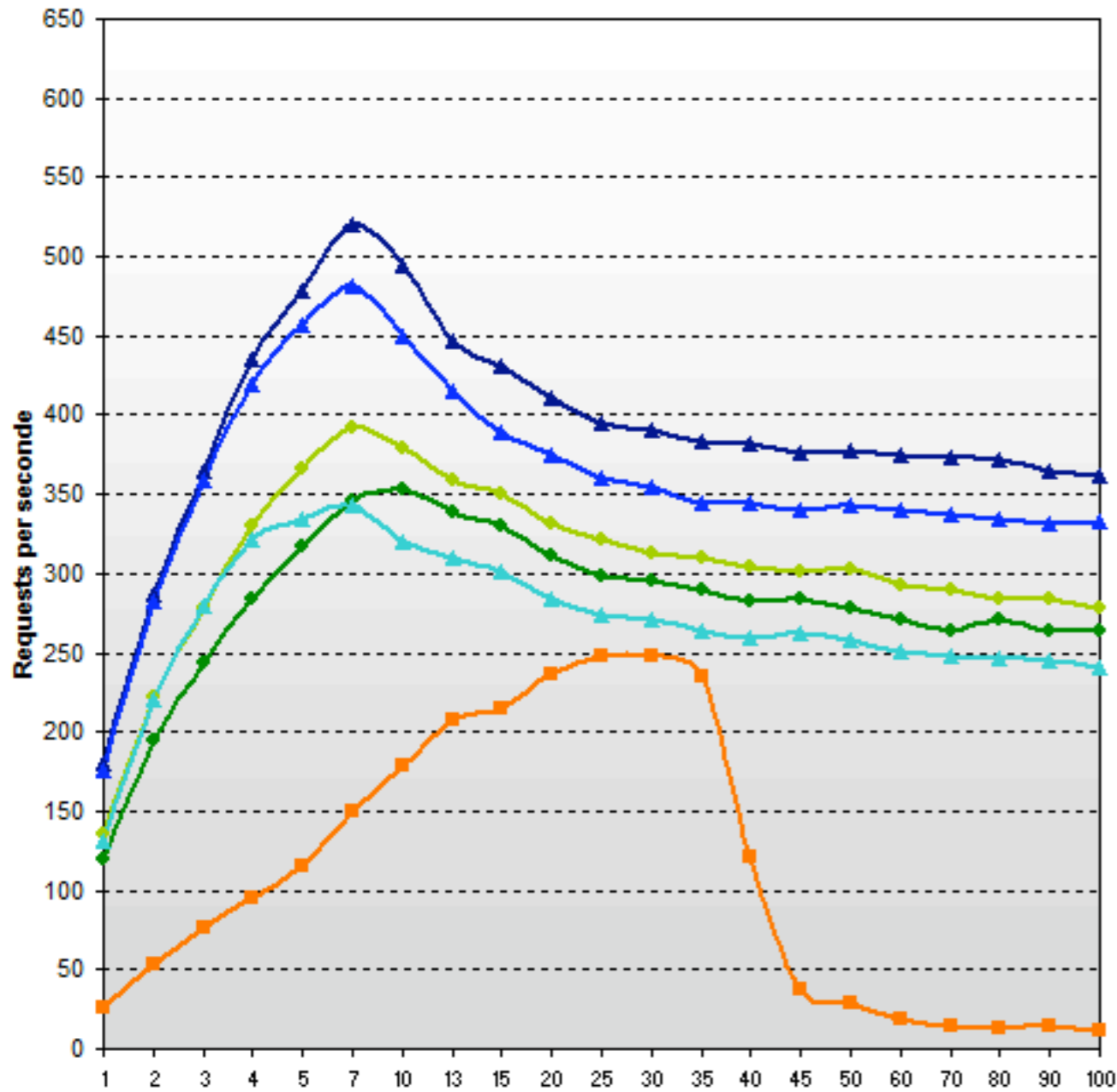
Database A

175 req/s

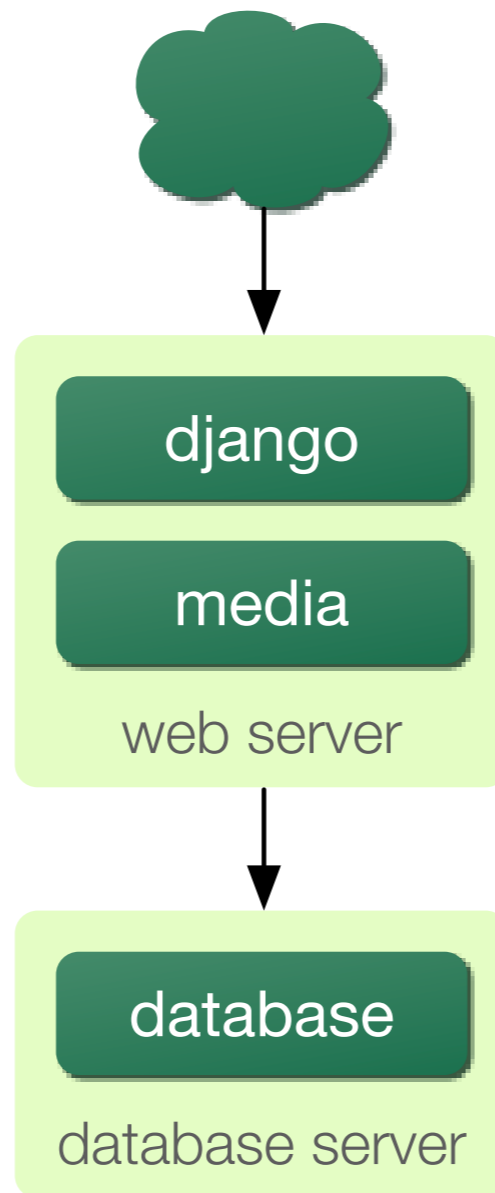
Database B

75 req/s

Real-world example



<http://tweakers.net/reviews/657/6>



Why separate hardware?

- Resource contention
- Separate performance concerns
- $0 \rightarrow 1$ is much harder than $1 \rightarrow N$

DATABASE_HOST = '10.0.0.100'

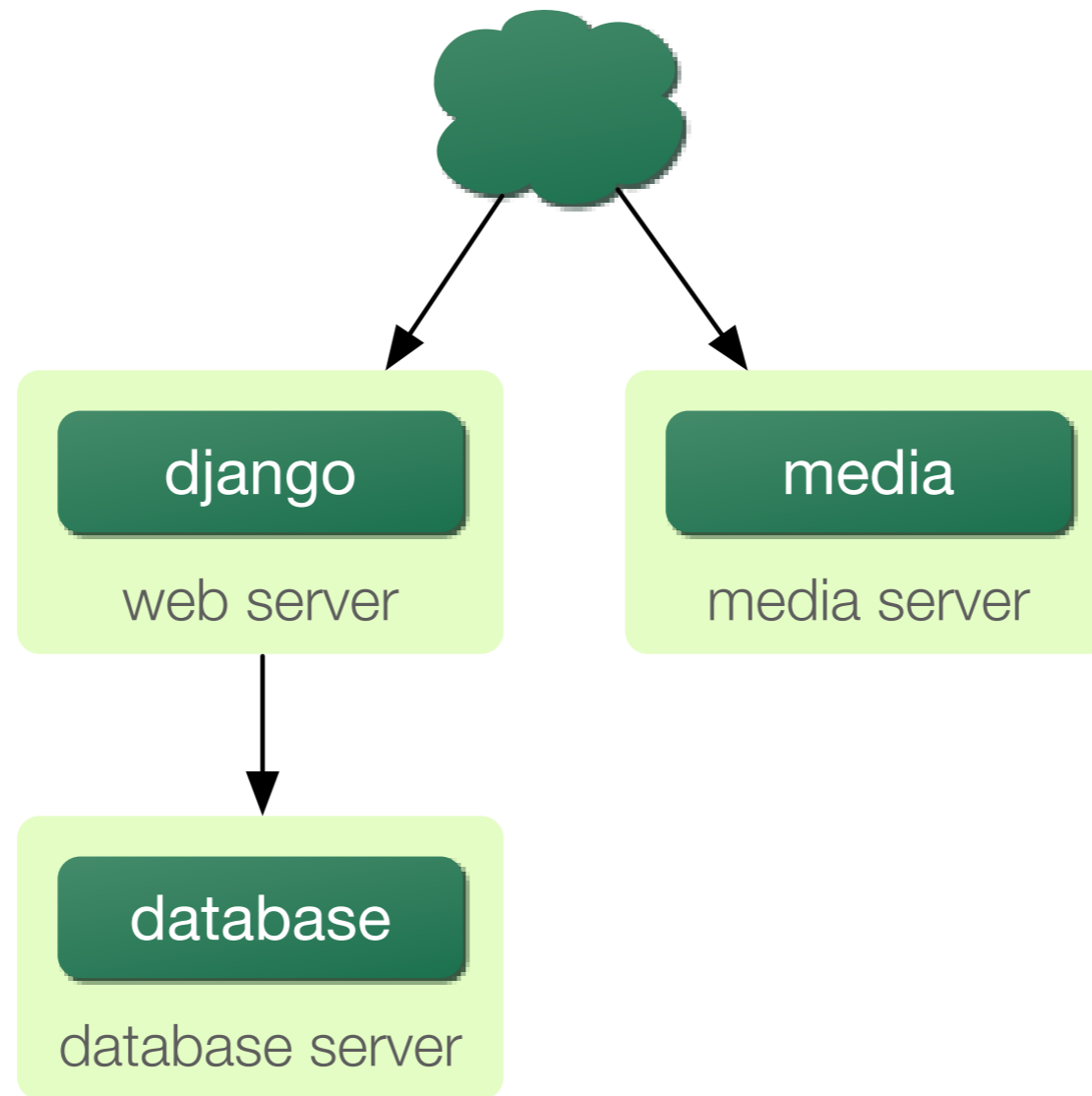
FAIL

Connection middleware

- Proxy between web and database layers
- Most implement hot fallover and connection pooling
 - Some also provide replication, load balancing, parallel queries, connection limiting, &c
- `DATABASE_HOST = '127.0.0.1'`

Connection middleware

- PostgreSQL: pgpool
- MySQL: MySQL Proxy
- Database-agnostic: sqlrelay
- Oracle: ?



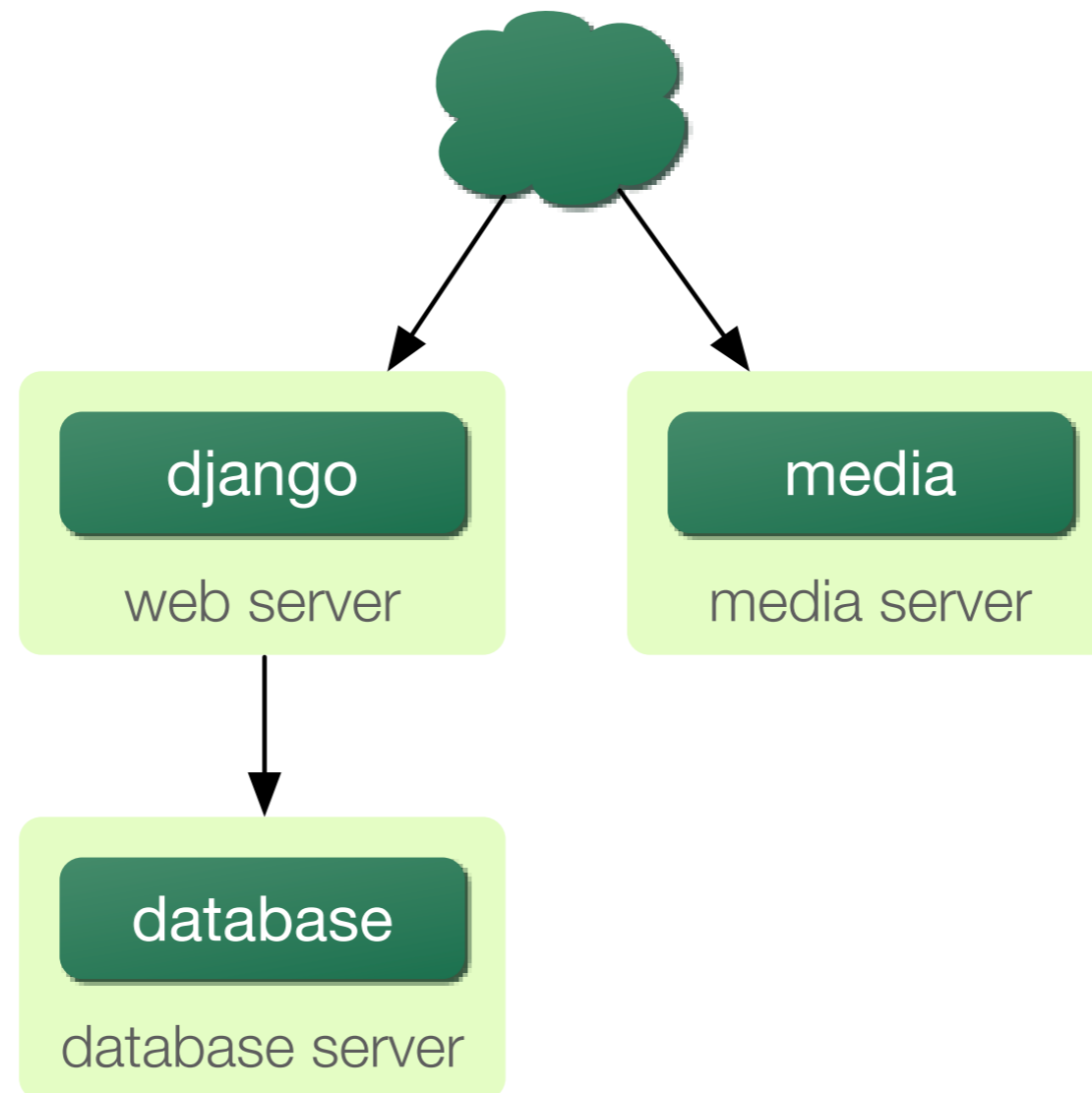
Media server traits

- Fast
- Lightweight
- Optimized for high concurrency
- Low memory overhead
- Good HTTP citizen

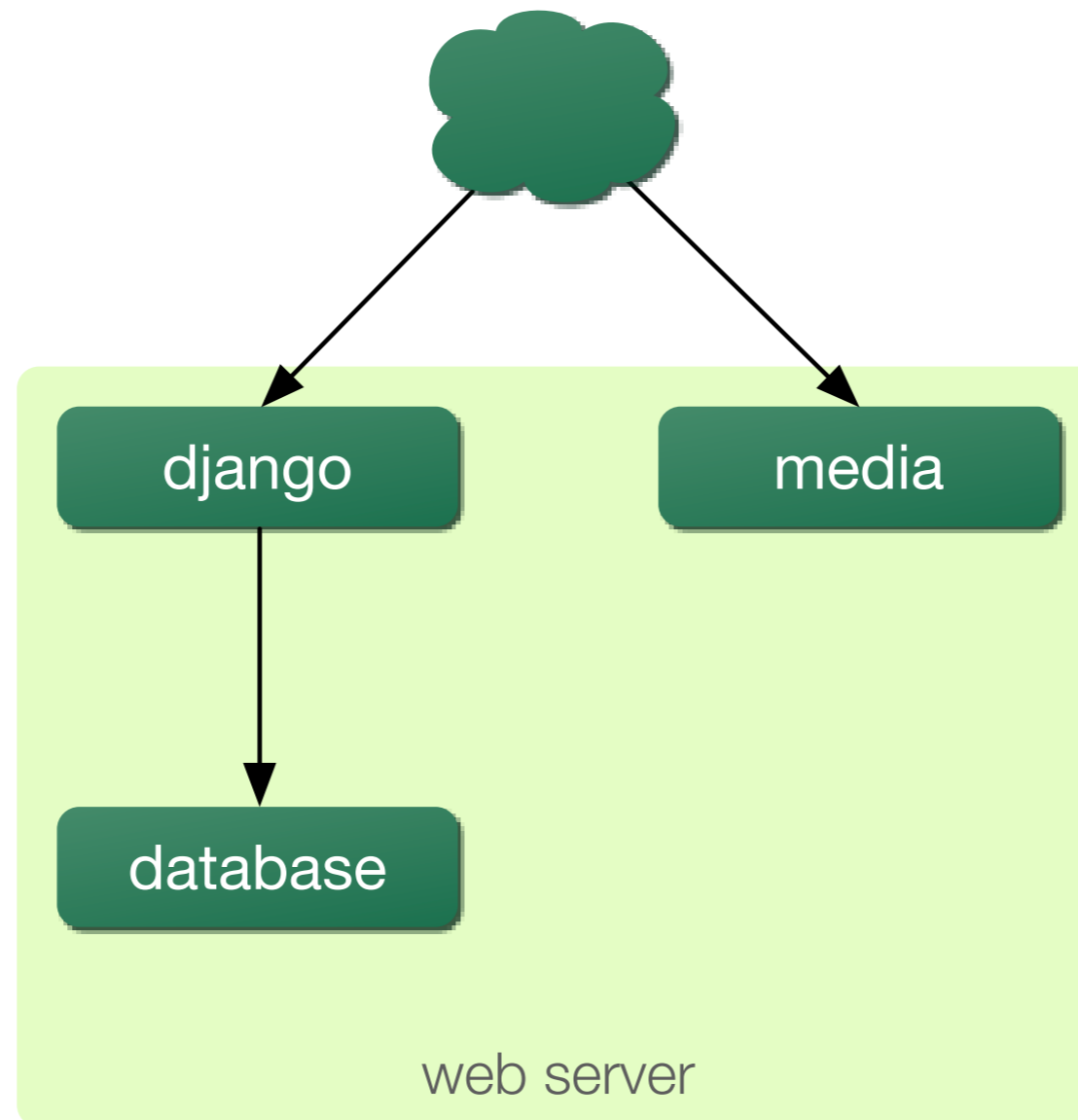
Media servers

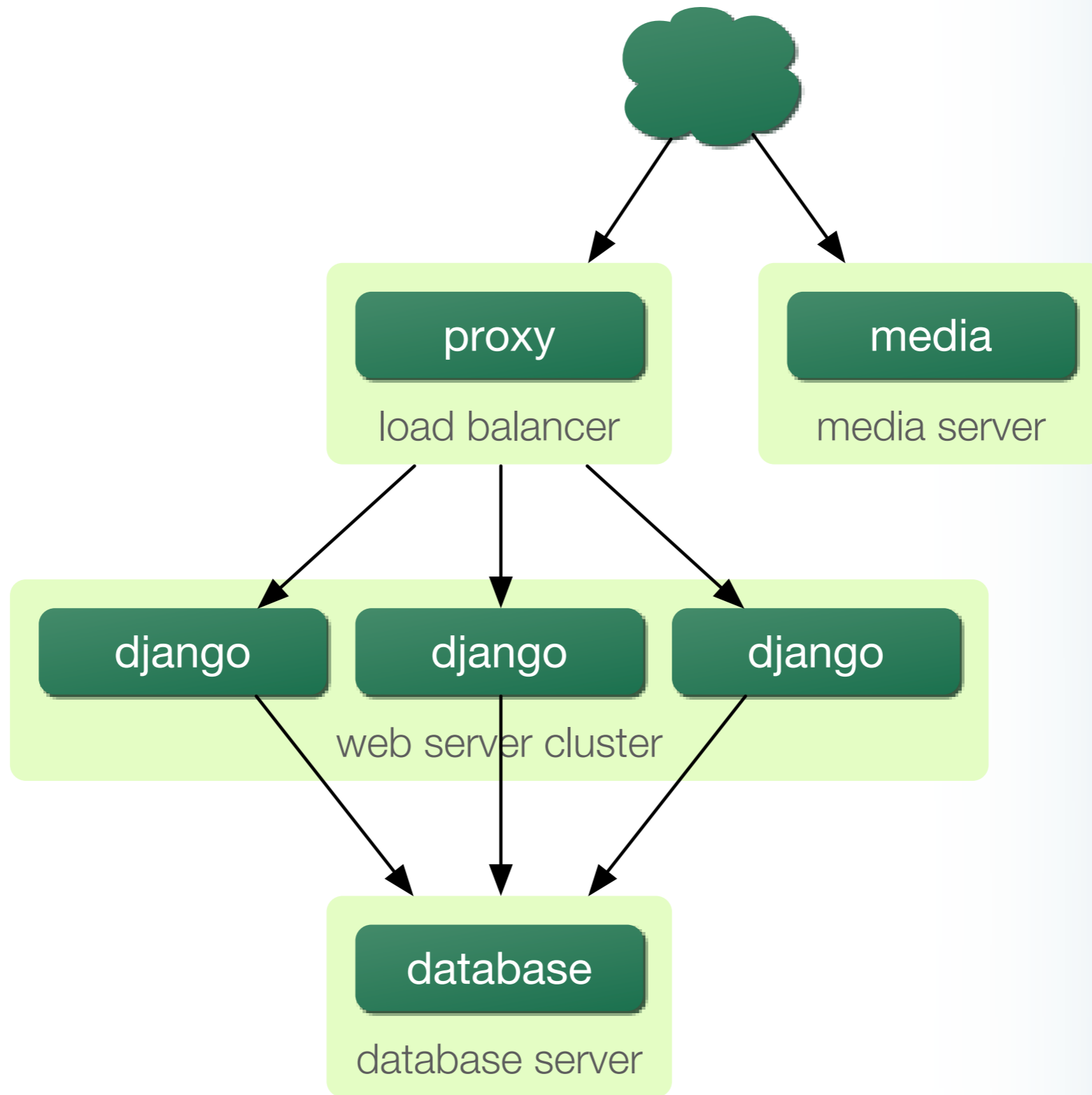
- Apache?
- lighttpd
- nginx
- S3

The absolute minimum



The absolute minimum





Why load balancers?

Load balancer traits

- Low memory overhead
- High concurrency
- Hot fallover
- Other nifty features...

Load balancers

- Apache + mod_proxy
- perlbal
- nginx
- Varnish
- Squid

```
CREATE POOL mypool
  POOL mypool ADD 10.0.0.100
  POOL mypool ADD 10.0.0.101

CREATE SERVICE mysite
  SET listen = my.public.ip
  SET role = reverse_proxy
  SET pool = mypool
  SET verify_backend = on
  SET buffer_size = 120k
ENABLE mysite
```

```
you@yourserver:~$ telnet localhost 60000
```

```
pool mysite add 10.0.0.102
```

```
OK
```

```
nodes 10.0.0.101
```

```
10.0.0.101 lastresponse 1237987449
```

```
10.0.0.101 requests 97554563
```

```
10.0.0.101 connects 129242435
```

```
10.0.0.101 lastconnect 1237987449
```

```
10.0.0.101 attempts 129244743
```

```
10.0.0.101 responsecodes 200 358
```

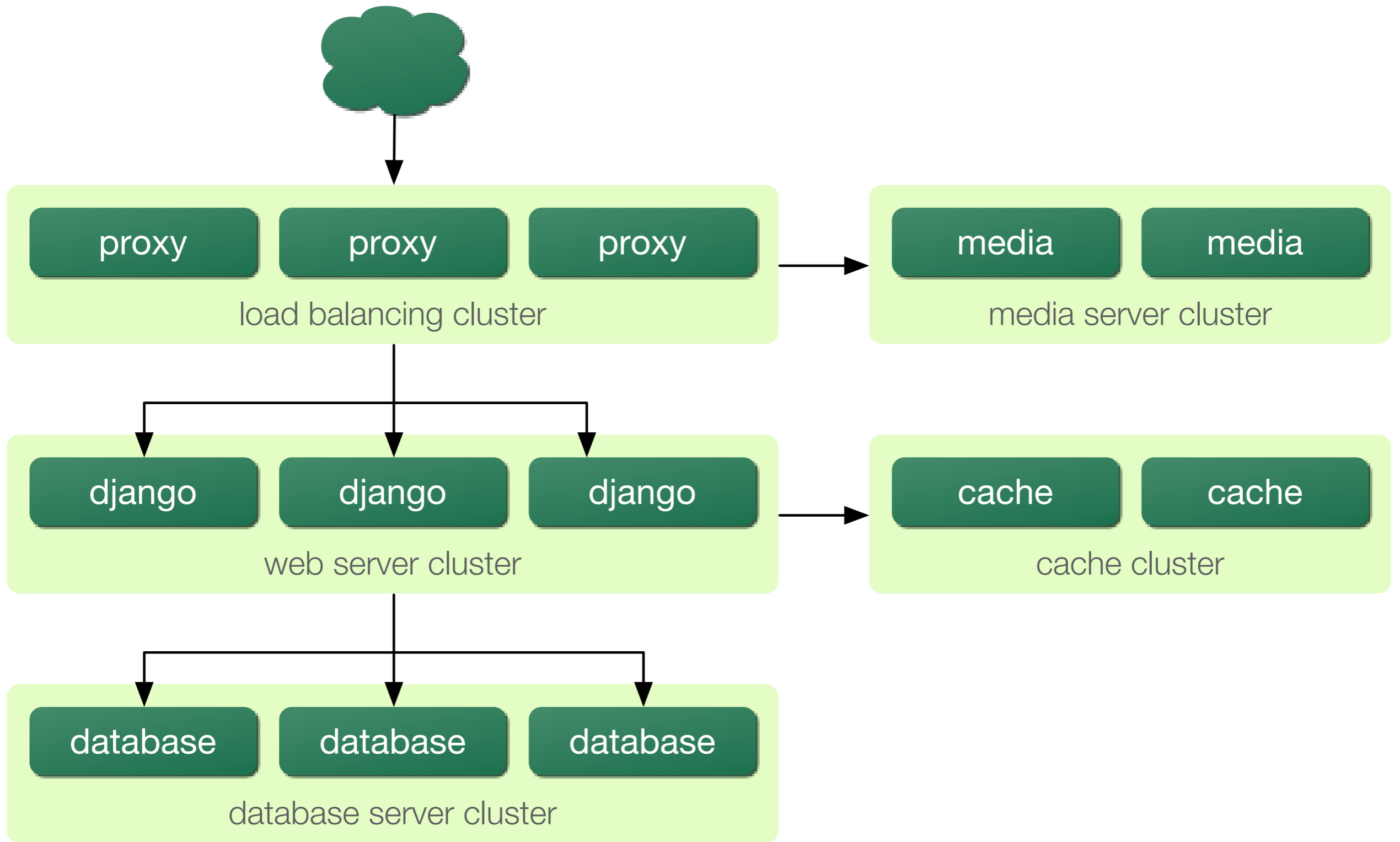
```
10.0.0.101 responsecodes 302 14
```

```
10.0.0.101 responsecodes 207 99
```

```
10.0.0.101 responsecodes 301 11
```

```
10.0.0.101 responsecodes 404 18
```

```
10.0.0.101 lastattempt 1237987449
```



“Shared nothing”

```
BALANCE = None
```

```
def balance_sheet(request):  
    global BALANCE  
    if not BALANCE:  
        bank = Bank.objects.get(...)  
        BALANCE = bank.total_balance()  
    ...
```

FAIL

Global variables are
right out

```
from django.cache import cache

def balance_sheet(request):
    balance = cache.get('bank_balance')
    if not balance:
        bank = Bank.objects.get(...)
        balance = bank.total_balance()
        cache.set('bank_balance', balance)
```

...

WIN


```
def generate_report(request):  
    report = get_the_report()  
    open('/tmp/report.txt', 'w').write(report)  
    return redirect(view_report)  
  
def view_report(request):  
    report = open('/tmp/report.txt').read()  
    return HttpResponse(report)
```

FAIL

Filesystem? What filesystem?

Further reading

- Cal Henderson, *Building Scalable Web Sites*
- John Allspaw, *The Art of Capacity Planning*
- <http://kitchensoap.com/>
- <http://highscalability.com/>

Monitoring

Goals

- When the site goes down, know it immediately.
- Automatically handle common sources of downtime.
- Ideally, handle downtime before it even happens.
- Monitor hardware usage to identify hotspots and plan for future growth.
- Aid in postmortem analysis.
- Generate pretty graphs.

Availability monitoring principles

- Check services for availability.
- More than just “ping yoursite.com.”
- Have some understanding of dependencies.
- Notify the “right” people using the “right” methods, and don’t stop until it’s fixed.
- Minimize false positives.
- Automatically take action against common sources of downtime.

Availability monitoring tools

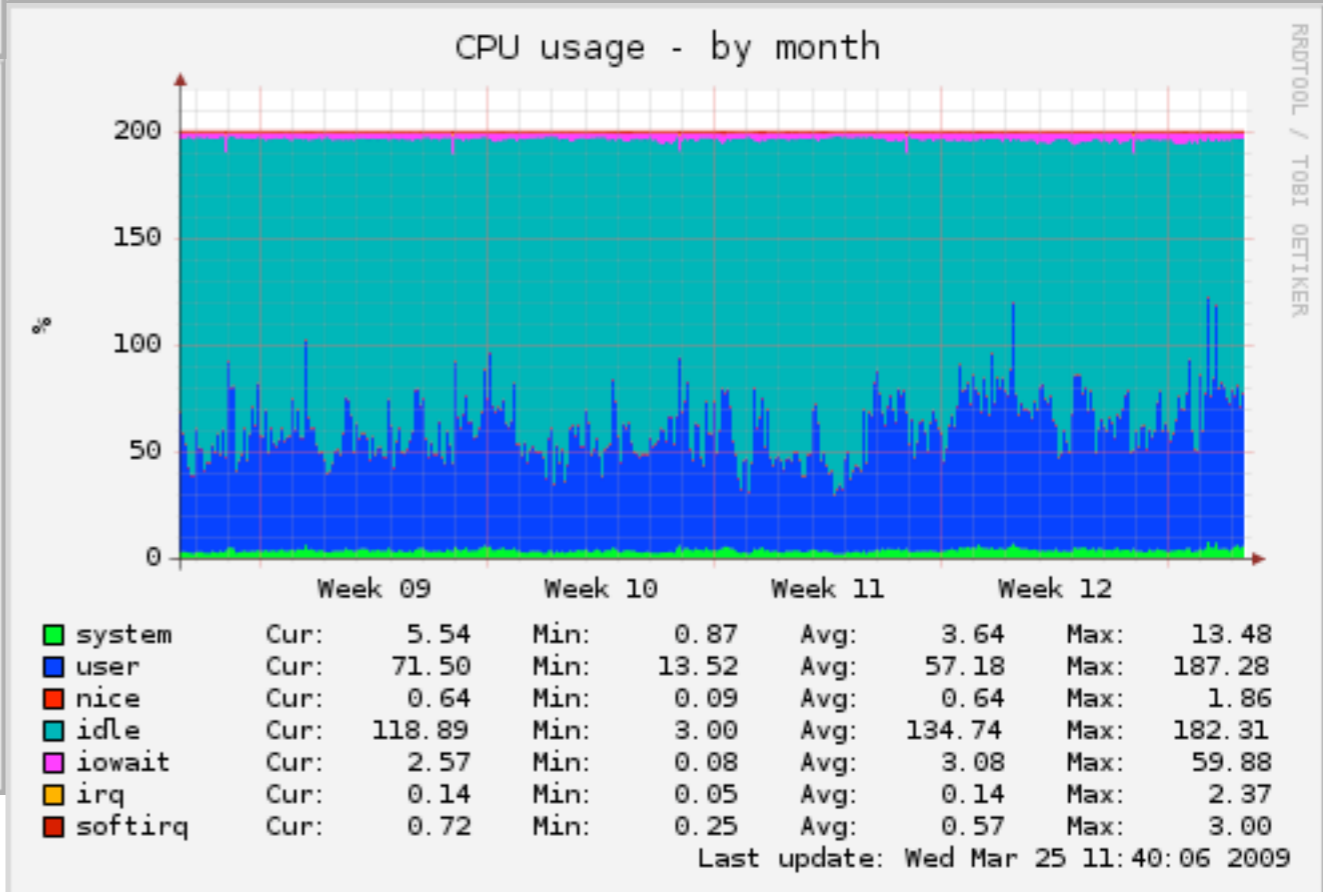
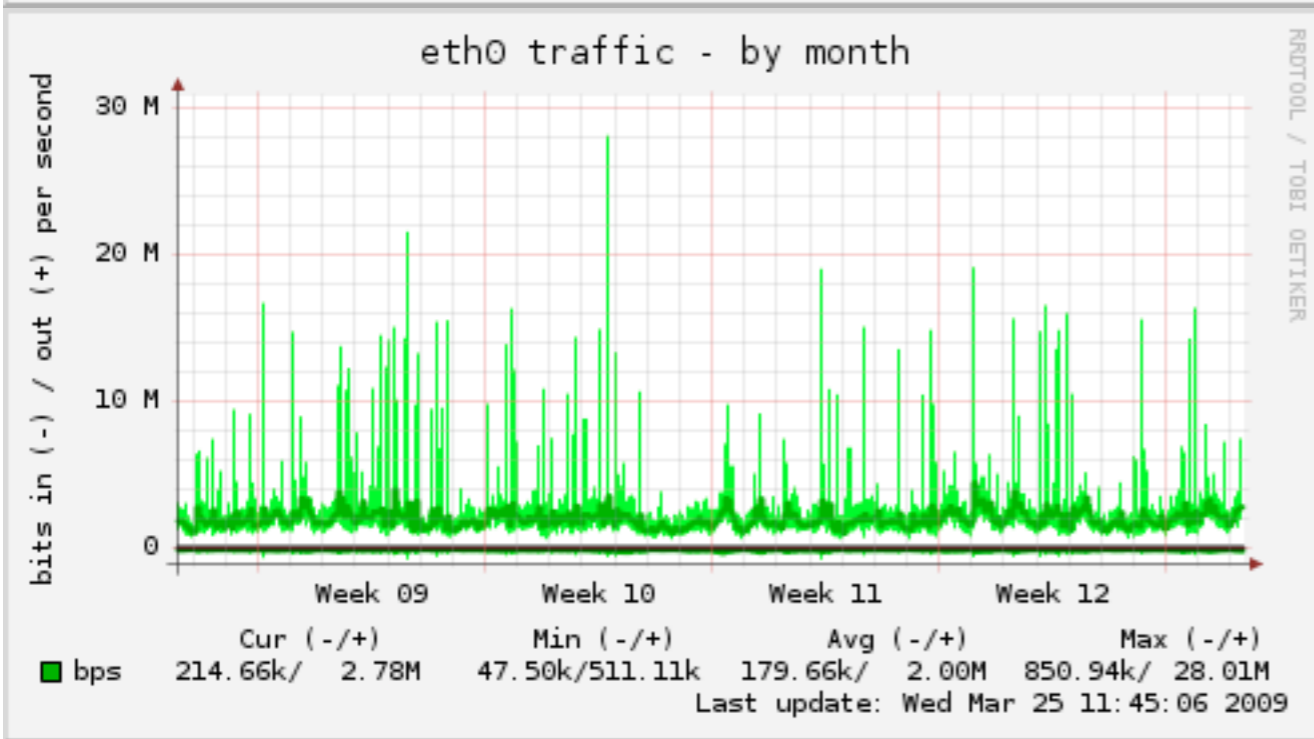
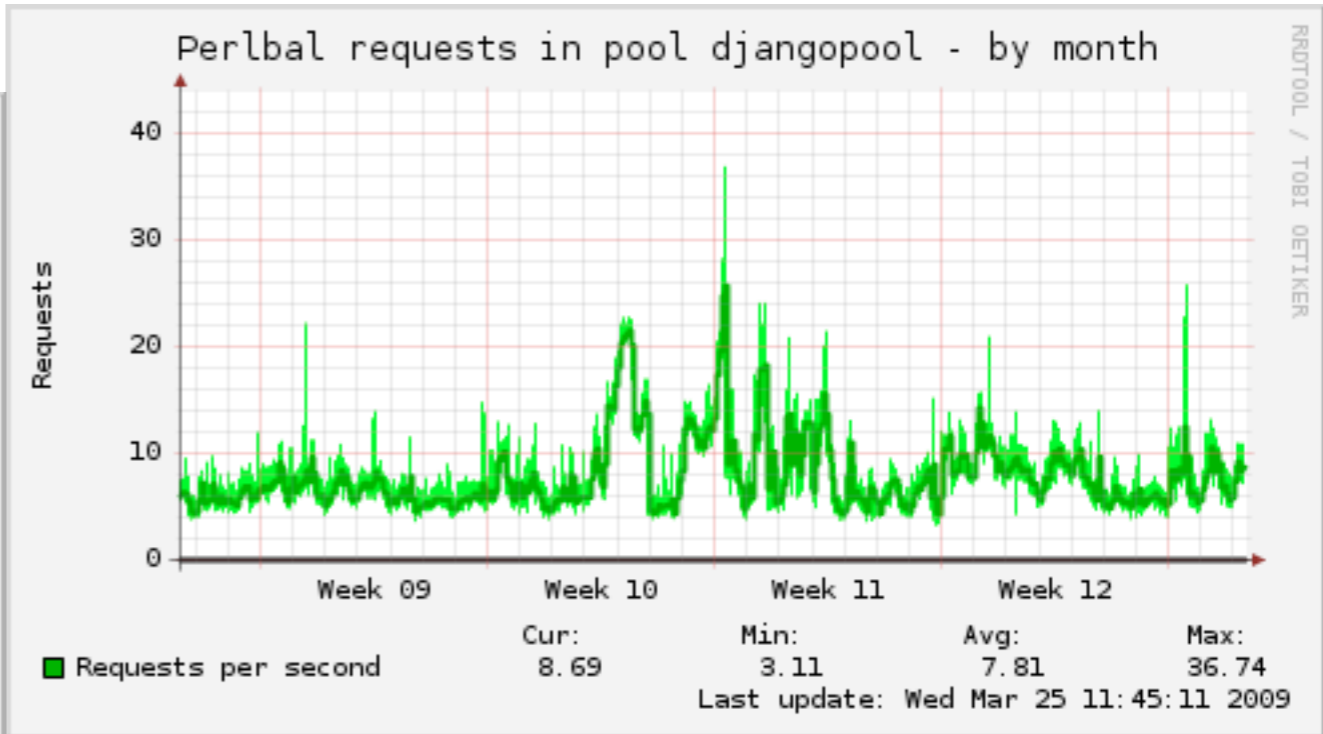
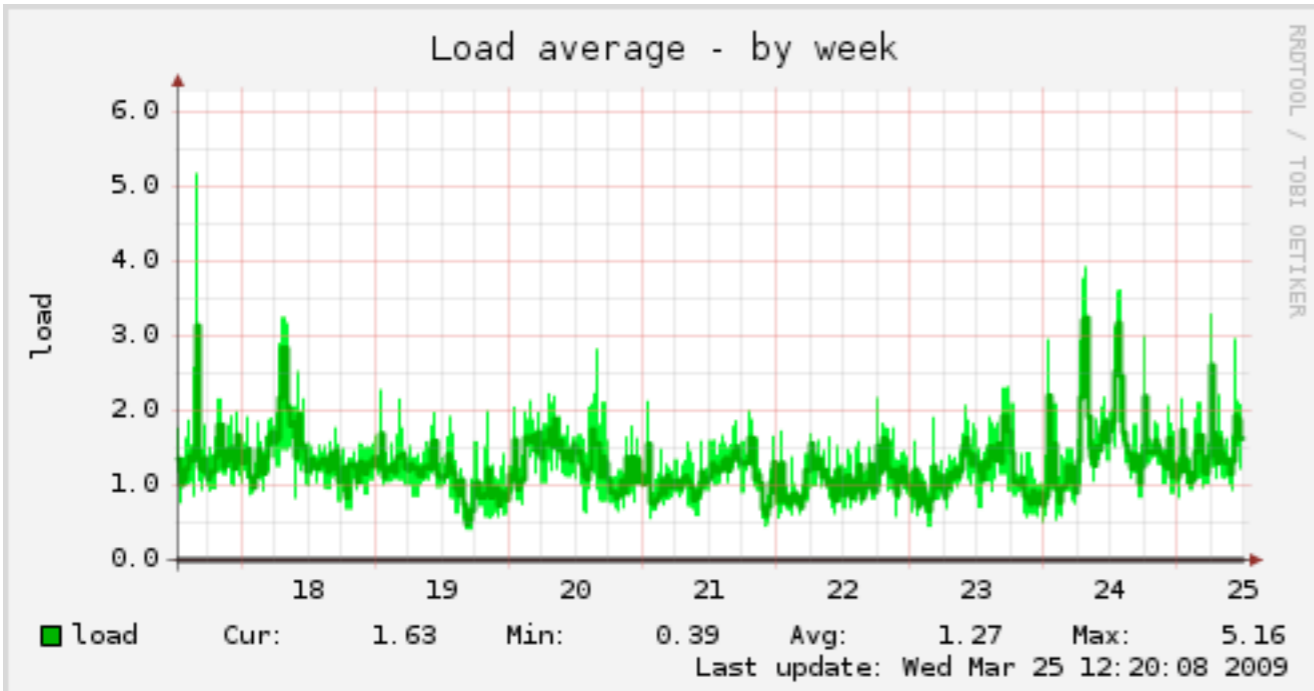
- Internal tools
 - Nagios
 - Monit
 - Zenoss
 - ...
- External monitoring tools

Usage monitoring

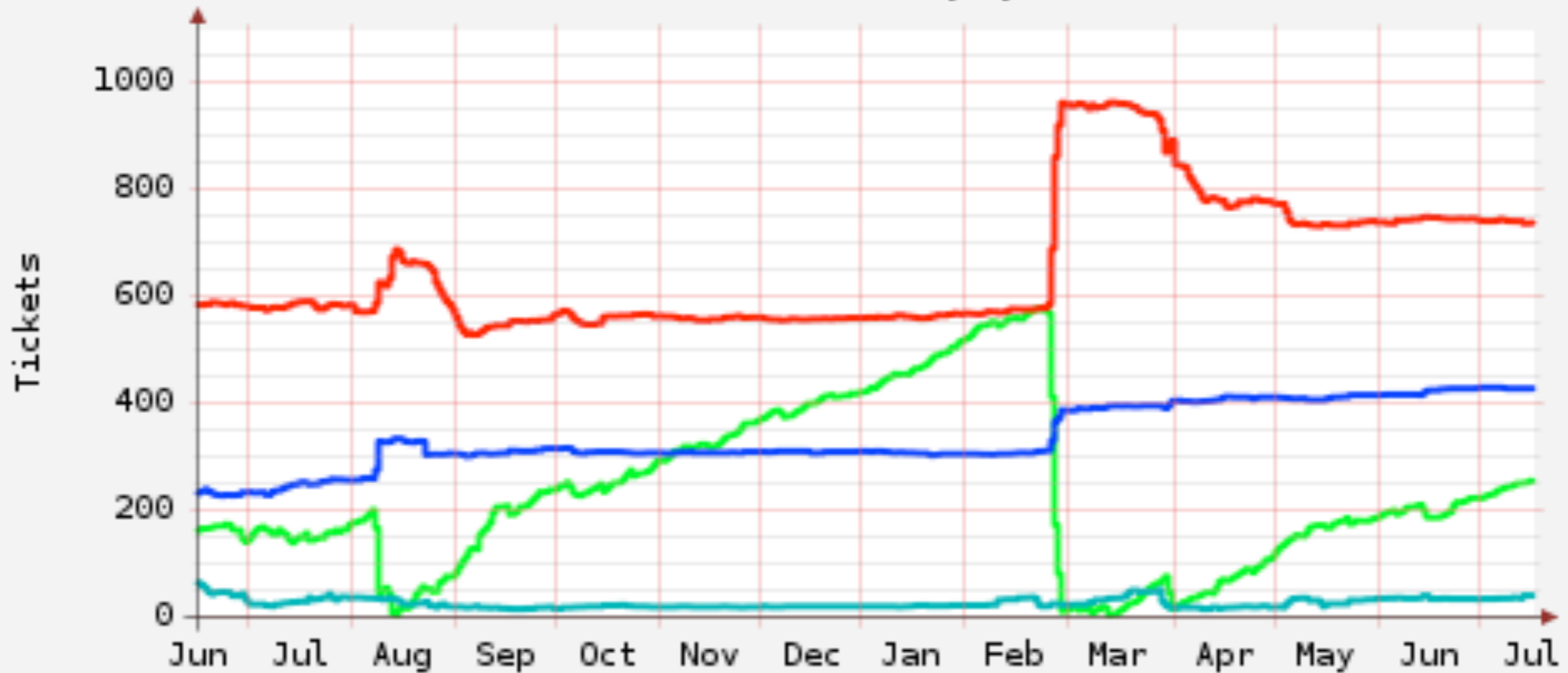
- Keep track of resource usage over time.
- Spot and identify trends.
- Aid in capacity planning and management.
- Look good in reports to your boss.

Usage monitoring tools

- RRDTool
- Munin
- Cacti
- Graphite



Trac tickets - by year



unreviewed	Cur: 254.59	Min: 0.00	Avg: 230.63	Max: 581.00
design	Cur: 427.00	Min: 226.00	Avg: 335.88	Max: 429.00
accepted	Cur: 736.77	Min: 526.79	Avg: 653.95	Max: 969.00
ready	Cur: 40.00	Min: 14.96	Avg: 26.38	Max: 82.00

Last update: Mon Jul 20 11:35:10 2009

Logging

- Record information about what's happening right now.
- Analyze historical data for trends.
- Provide postmortem information after failures.

Logging tools

- print
- Python's logging module
- syslogd

Log analysis

- `grep | sort | uniq -c | sort -rn`
- Load log data into relational databases, then slice & dice.
- OLAP/OLTP engines.
- Splunk.
- Analog, AWStats, ...
- Google Analytics, Mint, ...

What to monitor?

- Everything possible.
- The answer to “should I monitor this?” is always “yes.”

Performance

And when you should care.

Ignore performance

Step 1: write your app.

Step 2: make it work.

Step 3: get it live.

Step 4: get some users.

...

Step 94,211: tune.

Ignore performance

- Code isn't "fast" or "slow" until it's deployed in production.
- That said, often bad code is obvious. So don't write it.
- YAGNI doesn't mean you get to be an idiot.

Low-hanging fruit

- Lots of DB queries.
- Rule of thumb: $O(1)$ queries per view.
- Very complex queries.
- Read-heavy vs. write-heavy.

Anticipate bottlenecks

- It's probably going to be your DB.
- If not, it'll be I/O.

“It’s slow!”

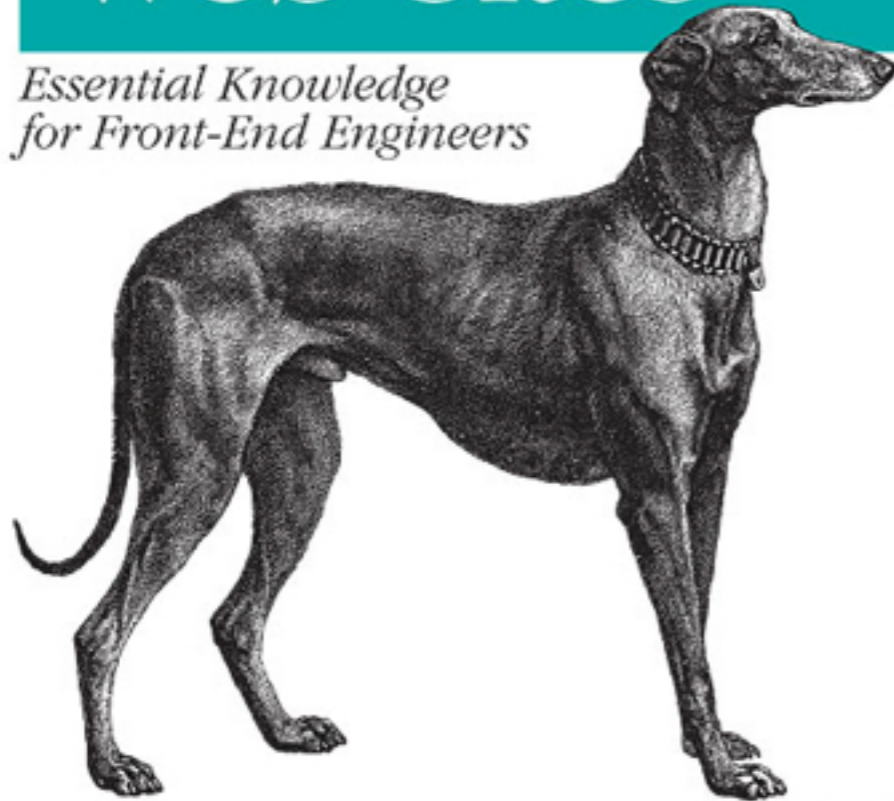
Define “slow”

- Benchmark in the browser.
- Compare to wget/curl.
- The results can be surprising.
- Often, “slow” is a matter of *perceived* performance.

14 Steps to Faster-Loading Web Sites

High Performance Web Sites

*Essential Knowledge
for Front-End Engineers*



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Foreword by Nate Koechley

Essential Knowledge for Frontend Engineers



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YSlow

<http://developer.yahoo.com/yslow/>

Server-side performance tuning

Tuning in a nutshell

- Cache.
- Cache some more.
- Improve your caching strategy.
- Add more cache layers.
- Then, *maybe*, tune your code.

Caching is magic

- Turns less hardware into more!
- Makes slow code fast!
- Lowers hardware budgets!
- Delays the need for new servers!
- Cures scurvy!

Caching is about trade-offs

Caching questions

- Cache for everybody? Only logged-in users? Only non-paying users?
- Long timeouts/stale data? Short timeouts/worse performance?
- Invalidation: time-based? Data based? Both?
- Just cache everything? Or just some views? Or just the expensive parts?
- Django's cache layer? Proxy caches?

Common caching strategies

- Are most of your users anonymous? Use `CACHE_MIDDLEWARE_ANONYMOUS_ONLY`
- Are there just a couple of slow views? Use `@cache_page`.
- Need to cache everything? Use a site wide cache.
- Everything except a few views? Use `@never_cache`.

Site-wide caches

- Good: Django's cache middleware.
- Better: A proper upstream cache. (Squid, Varnish, ...).

External caches

- Most work well with Django.
- Internally, Django just uses HTTP headers to control caching; those headers are exposed to external caches.
- Cached requests never even hit Django.

Conditional view processing

GET / HTTP/1.1

Host: www2.ljworld.com/

HTTP/1.1 200 OK

Server: Apache

Expires: Wed, 17 Jun 2009 18:17:18 GMT

ETag: "93431744c9097d4a3edd4580bf1204c4"

...

GET / HTTP/1.1

Host: www2.ljworld.com/

If-None-Match: "93431744c9097d4a3edd4580bf1204c4"

HTTP/1.1 304 NOT MODIFIED

...

GET / HTTP/1.1

Host: www2.ljworld.com/

If-Modified-Since: Wed, 17 Jun 2009 18:00:00 GMT

HTTP/1.1 304 NOT MODIFIED

...

Etags

- Opaque identifiers for a resource.
- Cheaper to compute than the resource itself.
- Bad: “17”, “some title”, etc.
- Good:
“93431744c9097d4a3edd4580bf1204c4”,
“74c05a20-5b6f-11de-adc7-001b63944e73”, etc.

When caching fails...



“I think I need a bigger box.”

Where to spend money

- First, buy more RAM.
- Then throw money at your DB.
- Then buy more web servers.

No money?

Web server improvements

- Start with simple improvements: turn off Keep-Alive, tweak MaxConnections; etc.
- Use a better application server (mod_wsgi).
- Investigate light-weight web servers (nginx, lighttpd).

Database tuning

- Whole books can be — and many have been — written about DB tuning.
- MySQL: *High Performance MySQL*
<http://www.amazon.com/dp/0596101716/>
- PostgreSQL:
<http://www.revsys.com/writings/postgresql-performance.html>

Build a toolkit

- `profile`, `cProfile`
- `strace`, `SystemTap`, `dtrace`.
- Django debug toolbar
<http://bit.ly/django-debug-toolbar>

More...

<http://jacobian.org/r/django-cache>

<http://jacobian.org/r/django-conditional-views>

Final thoughts

- Writing the code is the easy part.
- Making it work in the Real World is that part that'll make you lose sleep.
- Don't worry too much: performance problems are good problems to have.
- But worry a little bit: “an ounce of prevention is worth a pound of cure.”

Fin.

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Hire me: <http://revsys.com/>