


Solving slow imports and large data migration performance bottlenecks

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Who is this for?

WordPress configurators
&
Developers

What to expect?

- 1. Short introduction on the subject**
2. Common bottlenecks
3. Imports with WP All import
4. Imports with WP-CLI
5. Last but not least!?!

What not?

- Frontend caching
- Profiling (xhprof)
- Server setup/scaling
-

Debugging

RAY

myray.app

Dump Debugging Evolved



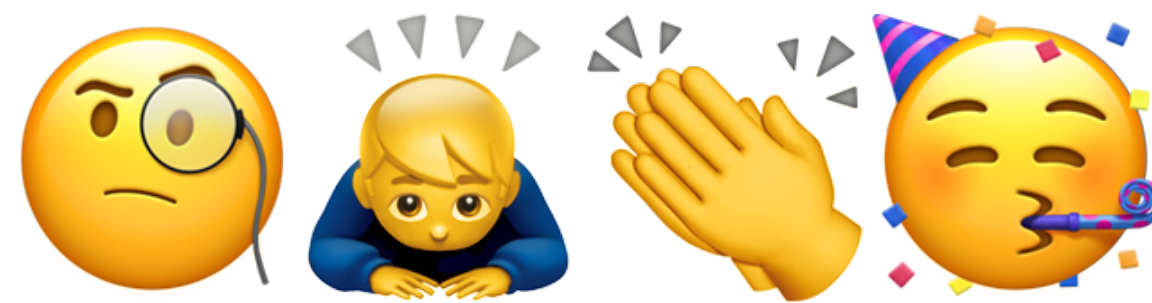
Import vs Migrations



Imports? Oh oh!



Imports! Yeahhh!



Imports first run



Imports?!

Who is already doing
imports and migrations?

Imports?!

Who lets other do it?

Imports?!

How much data / items?

Different way to import?

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WordCamp Vienna 2025



How to import?

WP-CLI

WP All Import

Speed ++

snelheid --

stability +++

stabiel +/-

simplicity --

simplicity +/-

WP-CLI

Less barriers for **developers** 🎉

Needs developers 😊

Compacter code

Fast runtime

Slightly more **static**

WP All Import

Easy to configure via UI by the site / webshop owner

Out-of-the-box support multiple plugins (ACF / Woo)

Customer can do it themself with a source file like
Google Spreadsheets

Slower runtime 🐌

A lot of '**under-the-hood**' knowledge is needed

Something else?



Barry Kooij 

zelfs WP gerelateerde klusjes in Go gedaan. Grote data migraties wilde ze voor WP databases.

Dat in Go doen was zoveel sneller dan WPCLI of PHP :D

May 23, 2023, 2:29 PM



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Actions: Automagic processes

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Actions: To do or not To do

```
do_action( string $hook_name, mixed $arg )
```

Actions: do_action

FacetWP: Index post, termen & meta data

Caching: Clear cache e.d.

WooCommerce: Product lookup table / Image regeneration

Yoast SEO: Sitemap.xml refreshen

SearchWP / ElasticPress: Index post & termen

Actions: Short circuit plugins

```
// Disable FacetWP indexing process  
  
add_filter( 'facetwp_indexer_is_enabled',  
    '__return_false' );  
  
add_filter( 'searchwp_index_process_enabled',  
    '__return_false' );
```

Actions: Short circuit plugins

WooCommerce: Image background resizing

```
add_filter( 'woocommerce_background_image_regeneration', '__return_false' );
```

Actions: Short circuit actions

While running the migration / import

```
wp import --skip-plugins=wp-rocket,facetwp,searchwp
```

Shell

Afterwards

```
# FacetWP  
wp facetwp index  
wp searchwp index  
  
# WP Rocket clear and preload  
wp rocket clean --confirm  
wp rocket preload --sitemap
```

Shell

Images: Online vs. locally

Online

<https://www.reiscompany.eu/wp-content/uploads/2023/07/luxe-safaritenten-op-uylkens-hof-emst-veluwe-glamping-1.jpg>

Locally

~/import/files/2023/07/luxe-safaritenten-op-uylkens-hof-emst-veluwe-glamping-1.jpg

Images: Disable image sizes

Empty the "image_sizes" array

```
add_filter( 'intermediate_image_sizes_advanced', function() {PHP  
    |     return [];  
});
```

Or **minimize** the "image_sizes" array

```
add_filter( 'intermediate_image_sizes_advanced', function() {PHP  
    |     return ['thumbnails', 'medium_large'];  
});
```


Term en comment counting

Disable **term recount** with PHP

```
wp_defer_term_counting( true );  
wp_defer_comment_counting( true );
```

PHP

Fix with **WP-CLI**

```
wp term recount  
wp comment recount
```

Shell



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Imports with WP All Import (WPAI)

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WP All Import (WPAI)

UI where you can extract data from an XML, Spreadsheet (XLSX) or CSV and map the columns to WordPress fields.

Think of a WooCommerce price or an Advanced Custom Fields field.

WPAI - Drag & Drop

WooCommerce Add-On

Product Type Variable product Set Product Type With XPath

General

SKU

Regular Price (\$) (required)

Sale Price (\$) [Schedule](#)

Adjust Prices ?

Remove currency symbols from price ?

Convert decimal separator to a period ?

Attempt to convert incorrectly formatted prices to WooCommerce format ?

[Preview Prices](#)

WPAI – Google spreadsheets

<https://docs.google.com/spreadsheets/d/1fcou3pQPiYc7RrPqfk1lp5bm8iqax1Thvh69xcuCdU/edit#gid=0>

<https://docs.google.com/spreadsheets/d/e/2PACX-1vQDAITM3tJRevDED1qv1AaygqeeUyJsg964PY-paiz3ppZjVIKDt7sBAuB1kIU5GhbIxTICNkFWC4II/pub?output=csv>

WPAI: Actions

```
/**
 * Adds the action for a saved post by WP All Import
 */
add_action('pmxi_saved_post', function($post_id, $xml_node, $is_update)
{
    // post-type check
    // $xml_node normalizeren
    $post = get_post( $post_id );

    $new_slug = sanitize_title( $post->post_title . '-' .
$xml_node['fotograaf'] );

    wp_update_post(
        array (
            'ID' => $post->ID,
            'post_name' => $new_slug
        )
    );
}, 10, 3);
```

WPAI - Slowness?

1. Split up the import

- First basic data
- Then attachments / taxonomies

2. Run through WP-CLI

- Als least **50% faster** then through the UI

WPAI - Slowness?

3. Add Indexes to database tables

- **Common WordPress** Indexes
via [Index WP MySQL for speed plugin](#)
- **WP All Import** Indexes & **Woocommerce** Indexes
via [Scalability Pro plugin*](#)
-



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Import via WP-CLI

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External IDs

Always import an external reference

Data: Loop in batches

- Don't request **all 20k** items from the API at once
- Do **request 500** and then process those
- Use an **offset / pointer**

Data: Cache requests responses

Save the result **locally**

Less WordPress

```
define WP_IMPORTING
```

```
define WP_REVISION
```


Cache cleanup

Clean up memory

- Query caching
- Action logging
- Local WordPress object-cache
- Term metadata

Stop cache writes

Suspend

- `wp_suspend_cache_addition(true);`
- `wp_suspend_cache_invalidation(true);`

Base WP-CLI command

Initieert een lichtere versie van WordPress

- Prevents indexing actions
- Cache clear
- Easy iterator / loop functionality

<https://jaimemartinez.nl/open-source/wp-cli-base-command/>



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Last but not least!?!

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Hosting

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Hosting: Server type / Provider



Hosting: Object caching



Tip - Assign terms

TRUE = Append term to existing terms

FALSE = Overwrite all terms

```
$term_taxonomy_ids = wp_set_post_terms( $post_id, [ $term_ids ],  
'product_category', TRUE );
```

Tip: HTML to Blocks

```
function acf_gallery_block( $image_ids ) {  
  
    $content = '<!-- wp:acf/gallery ' ;  
    $content .= addslashes(  
        wp_json_encode(  
            array(  
                "id" => "block_73825e2chj59i",  
                "name" => "acf/gallery",  
                "data" => array(  
                    "images" => $image_ids,  
                    "_images" => "field_44u9d1d789aa0",  
                ),  
                "mode" => "preview"  
            ),  
            JSON_PRETTY_PRINT | JSON_UNESCAPED_SLASHES |  
            JSON_UNESCAPED_UNICODE  
        )  
    );  
    $content .= ' /-->';  
  
    return $content;  
}
```

Tip: HTML naar Blocks

Convert to block van 10-up

<https://github.com/10up/convert-to-blocks>

Tip - Local data copy

1. **Snellere** test fase
2. **Omzetten** naar bruikbaar formaat
 - Ophalen
 - Omzetten naar CSV
 - Lokaal importeren via WP All Import
 - Uitvoeren via WP-CLI

Summary

1. Beware those automagic 'do_actions'
2. Cut import up in multiple steps
3. Loading images, requests or other files from local disk (warm-up)
4. General tips
5. Hosting & Object cache

Want to know more about me?


<https://jaimemartinez.nl/about>

Questions?

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