Long-term Scalability plan: To start, maybe just use one Amazon region (ex. California) and scale out from there. The idea is to use the Amazon Auto Scaling to automatically build new instances when various load conditions are met.

MySQL Galera Cluster
- Galera Instance VA-1 (Virginia)
- Galera Instance CA-1 (California)

Redis maybe in the future if DB queries too slow?

Apache/PHP Cluster
- Apache/PHP Instance VA-1 (Virginia)
- Apache/PHP Instance CA-1 (California)

Elastic Load Balancer(s)

Route 53 (DNS)

Set up Route 53 to automatically jump to the next ELB if one of the Amazon regions goes down.