One Million in Ten Days

Robb Lewis, PHP Hampshire, October 9th 2013

The launch of justdelete.me and how I became #1 PHP developer on GitHub

What is justdelete.me?

"JustDelete.Me is a directory of urls to delete your account from web services. Services are marked either easy, medium or hard depending on how difficult it is to delete that account. Those marked as hard have additional information on how to completely remove your account, such as Skype which requires you to contact customer services to do so."

What is justdelete.me?

A list of links. That's it.

The Launch

- 16 Services
- 2400 visitors
- 60,000 visitors

Featured in...

- Wired
- Mashable
- Wall Street Journal
- Lifehacker
- TechCrunch
- PC World
- Huffington Post

Portsmouth, U.K.
via Skype
Robb Lewis
Web Developer
WSJ
Live

Ed Poole
@_ewp
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More
1m
Total Pageviews
+Infinity%

Number 1

- Hacker News
- Pinboard
- PHP Developer on GitHub?

PHP

```
01. $sites = json_decode(file_get_contents('sites.json'));
02. usort($sites, function($a, $b) {
03.     list($a, $b) = array(strtolower($a->name), strtolower($b->na
04.     if ($a < $b) return -1;
05.     if ($a > $b) return 1;
06.     return 0;
07. });
```

The Server

- 800 visitors
- Media Temple
- $1.50 p/month

Lessons Learnt

- Don't cheap out on hosting
- Tech bloggers
- The general public

The general public

"I clicked the link to delete my account and it asks me to login. Why do I have to sign up to something to delete my account? Doesn't that defeat the point?"

"Why would I sign up to justdelete.me to delete other accounts? That's just stupid."

Questions?