



SHOPIFY MIGRATION CHECKLIST

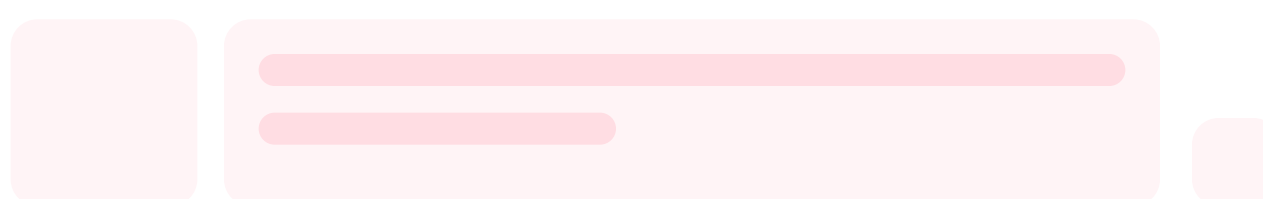
Migrating your eCommerce store to Shopify can be a complex process, but having a well-structured checklist can help ensure a smooth transition. This comprehensive Shopify migration checklist will help you cover **all the essential aspects of the migration process.**





PRE-MIGRATION PLANNING

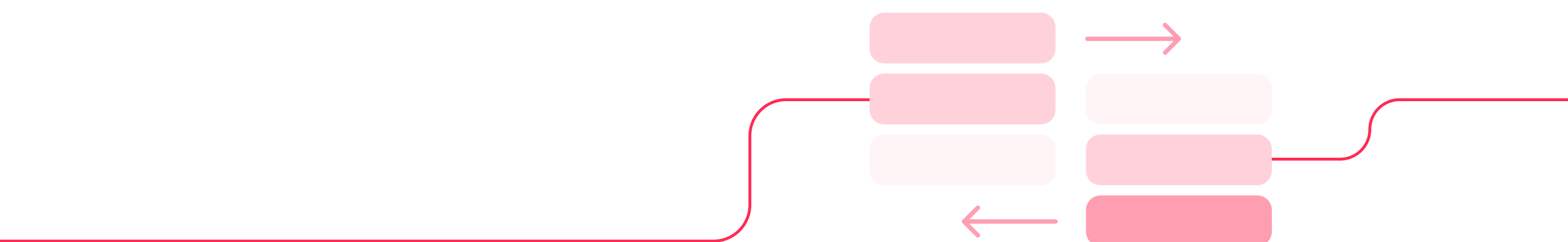
- ✓ Define your goals and objectives for the migration.
- ✓ Create a timeline with specific milestones and deadlines.
- ✓ Allocate a budget for the migration process.
- ✓ Identify the key stakeholders and assign responsibilities.
- ✓ Choose a migration method (e.g. manual, automated, or assisted).
- ✓ Backup your existing website and data.





DATA MIGRATION

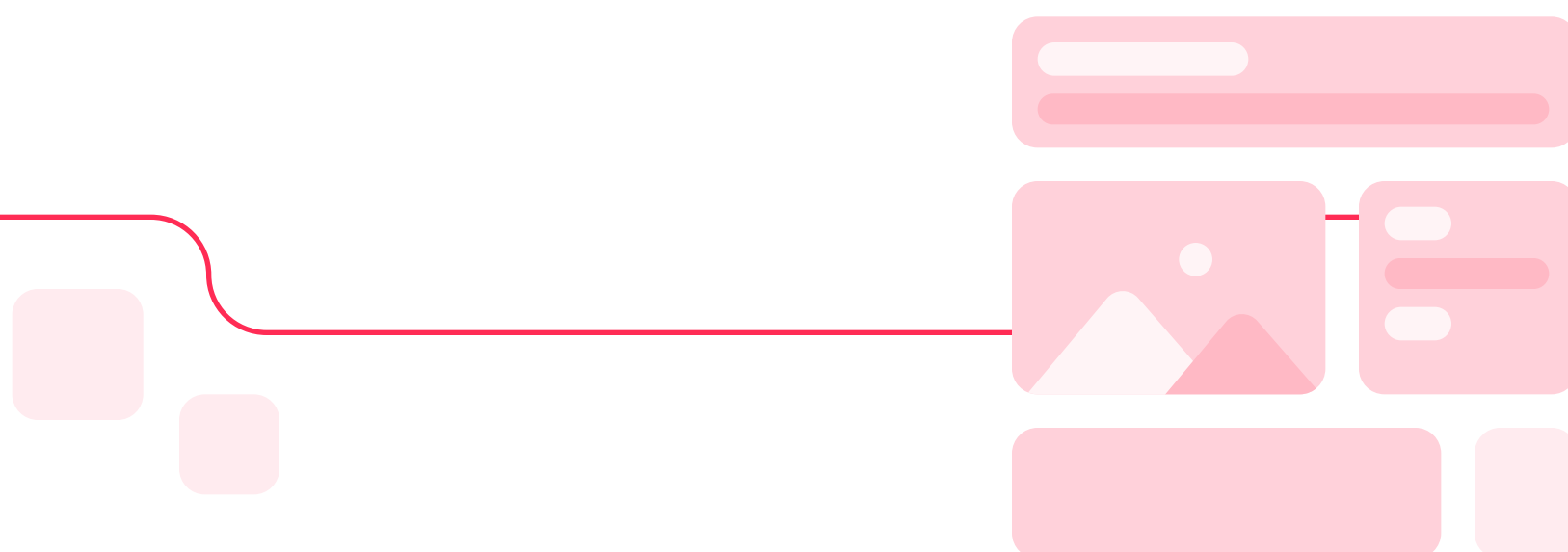
- ✓ Export product data, including descriptions, prices, and images.
- ✓ Export customer data, including contact information and order history.
- ✓ Export order data, including order status and payment information.
- ✓ Export blog posts, pages, and content.
- ✓ Export SEO data (meta tags, URLs, etc.).
- ✓ Ensure data accuracy and cleanliness to avoid issues during migration.

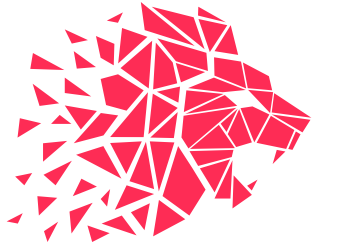




THEME AND DESIGN

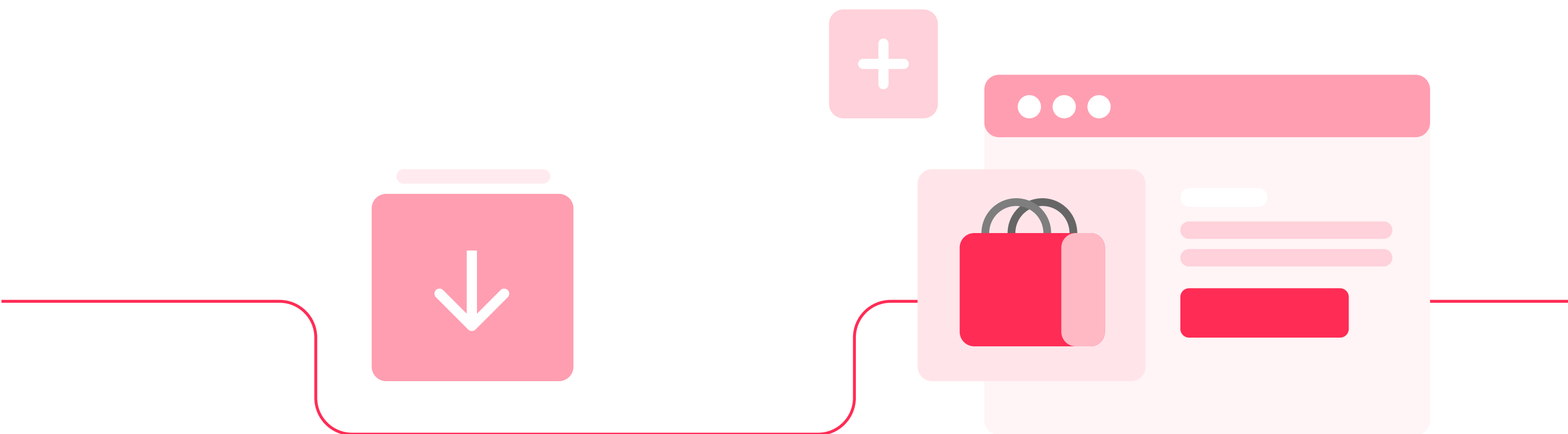
- ✓ Select a Shopify theme that fits your brand and needs.
- ✓ Customise the theme to match your branding (colours, fonts, logos, etc.).
- ✓ Test the responsiveness and compatibility of the theme across devices.
- ✓ Set up a custom domain if you're changing your website's URL.
- ✓ Implement any required design changes or improvements.





PRODUCTS AND INVENTORY

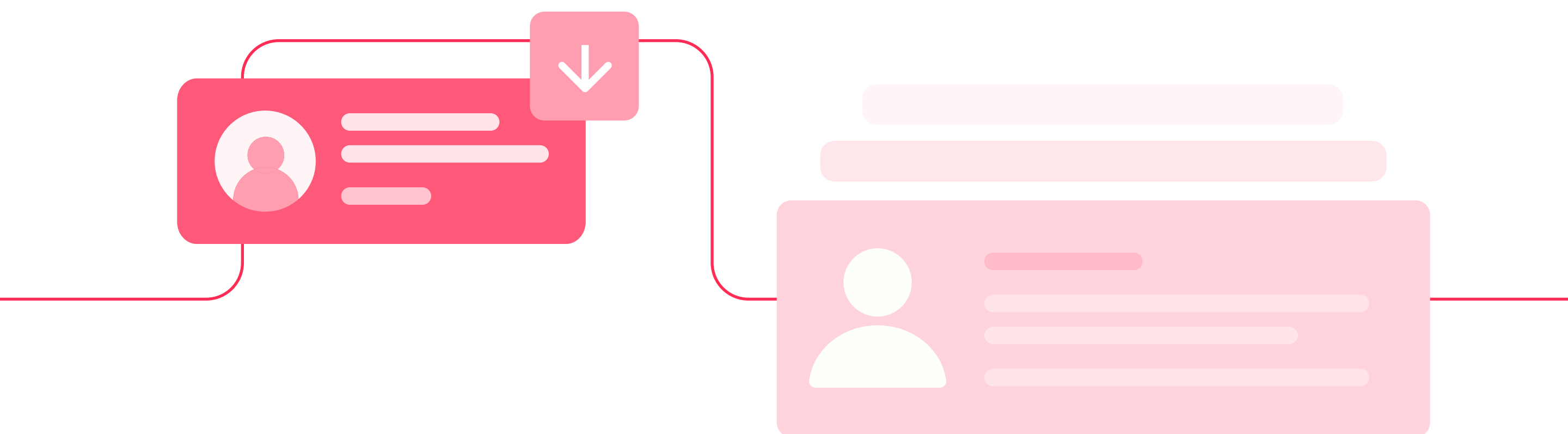
- ✓ Import product data into Shopify, ensuring product details are accurate.
- ✓ Set up product categories and collections.
- ✓ Configure inventory settings, including stock levels and alerts.
- ✓ Verify that product images and descriptions are correctly displayed.





CUSTOMER DATA

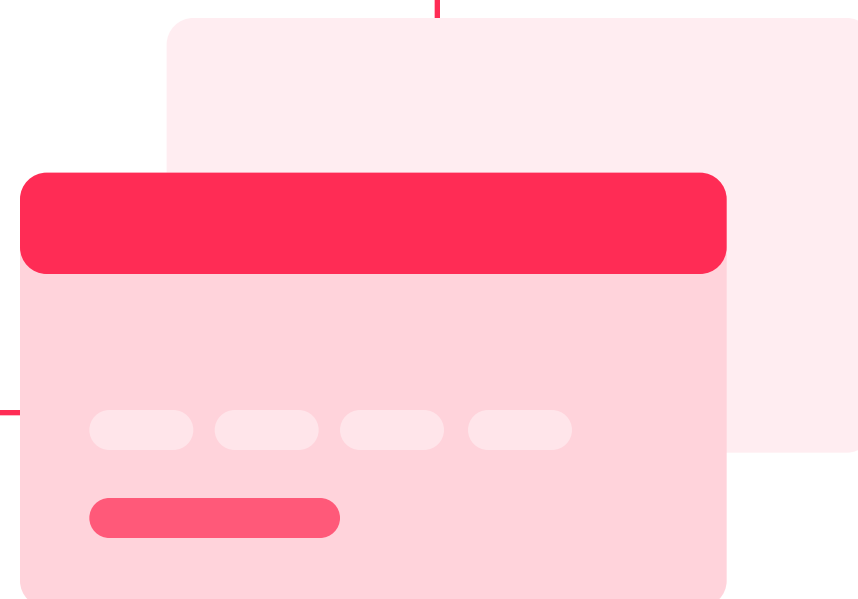
- ✓ Import customer data and ensure it's properly segmented.
- ✓ Configure customer accounts and password reset options.
- ✓ Notify existing customers about the migration and any necessary account changes.





ORDERS AND PAYMENTS

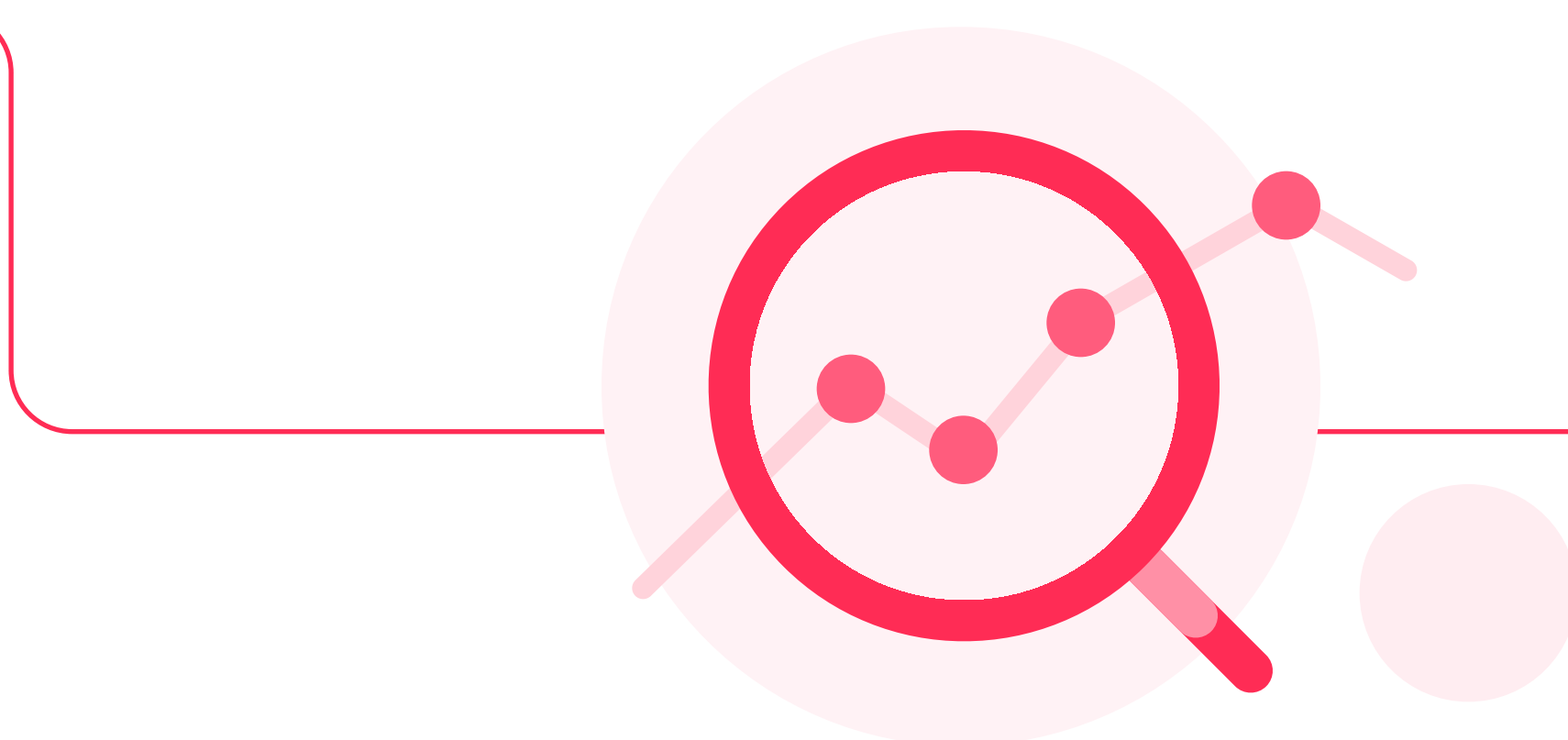
- ✓ Set up payment gateways and configure payment settings.
- ✓ Import historical order data, including order status and transaction history.
- ✓ Test the checkout process to ensure it's functioning correctly.
- ✓ Verify that tax and shipping settings are accurate.





SEO AND URL REDIRECTS

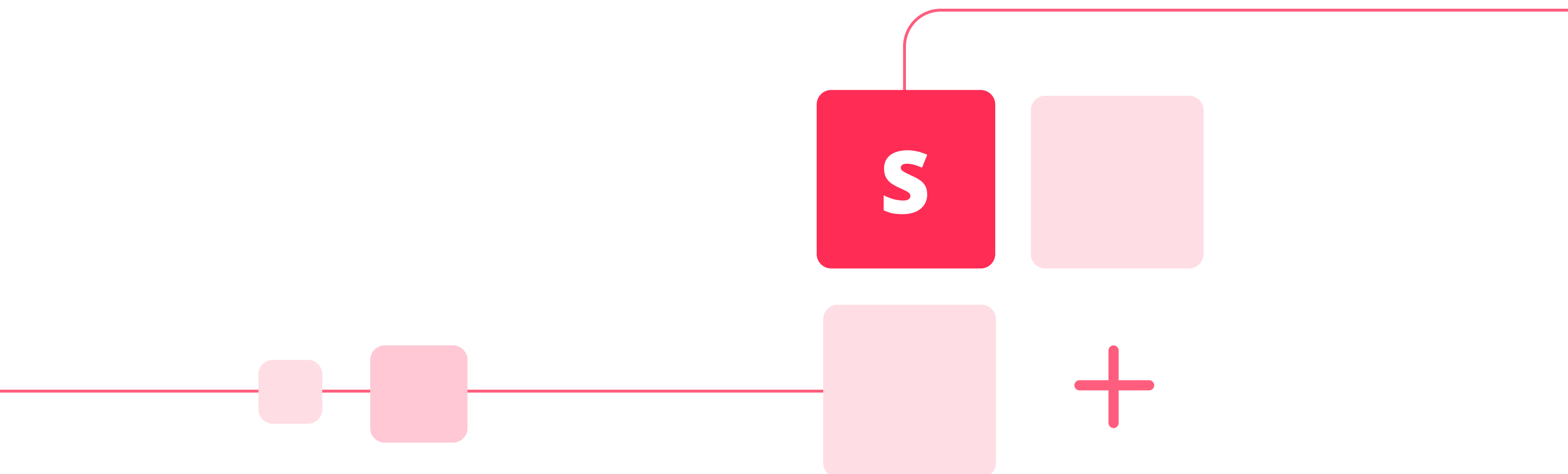
- ✓ Create 301 redirects for old URLs to new Shopify URLs.
- ✓ Update meta tags, descriptions, and other SEO elements.
- ✓ Submit updated sitemaps to search engines.
- ✓ Monitor SEO performance post-migration and address any issues.





APPS AND INTEGRATIONS

- ✓ Identify and install necessary Shopify apps for your store.
- ✓ Set up integrations with other tools (e.g., email marketing, analytics).
- ✓ Test and configure app functionality.









CONTENT AND MEDIA

- ✓ Migrate blog posts, images, and other media content.
- ✓ Update internal and external links if necessary.
- ✓ Optimise images for Shopify's recommended sizes and formats.





TESTING AND QUALITY ASSURANCE

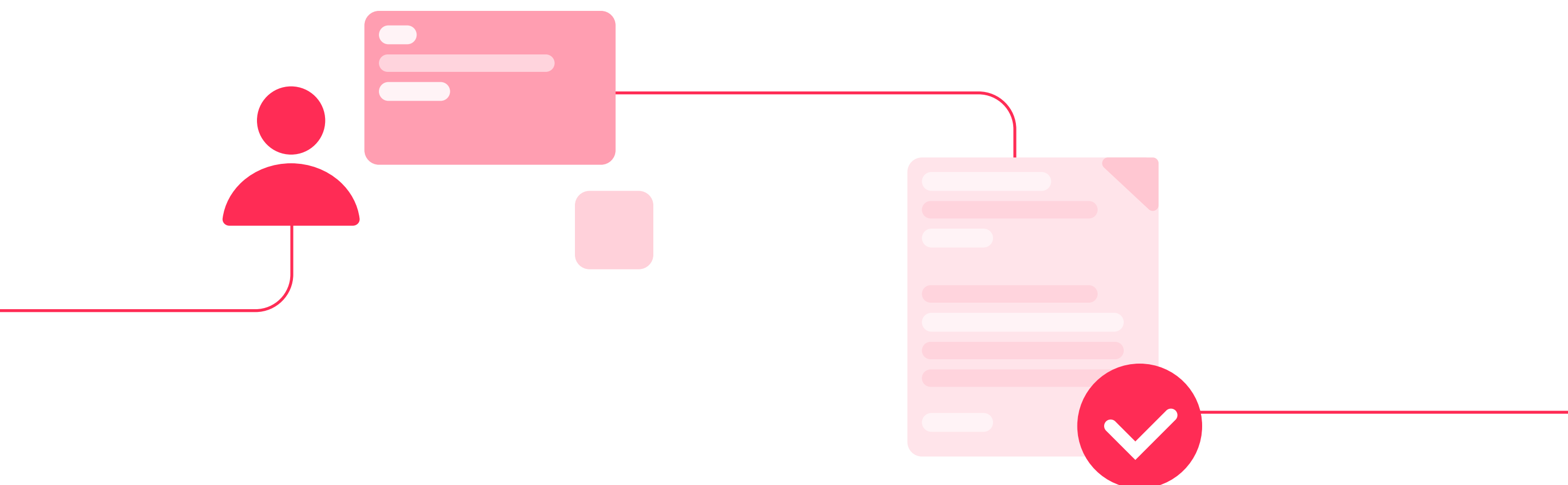
-  Conduct thorough testing of your website's functionality.
-  Test order placement, payment processing, and shipping.
-  Check for broken links and missing content.
-  Ensure that all forms and contact methods are working correctly.





TRAINING AND DOCUMENTATION

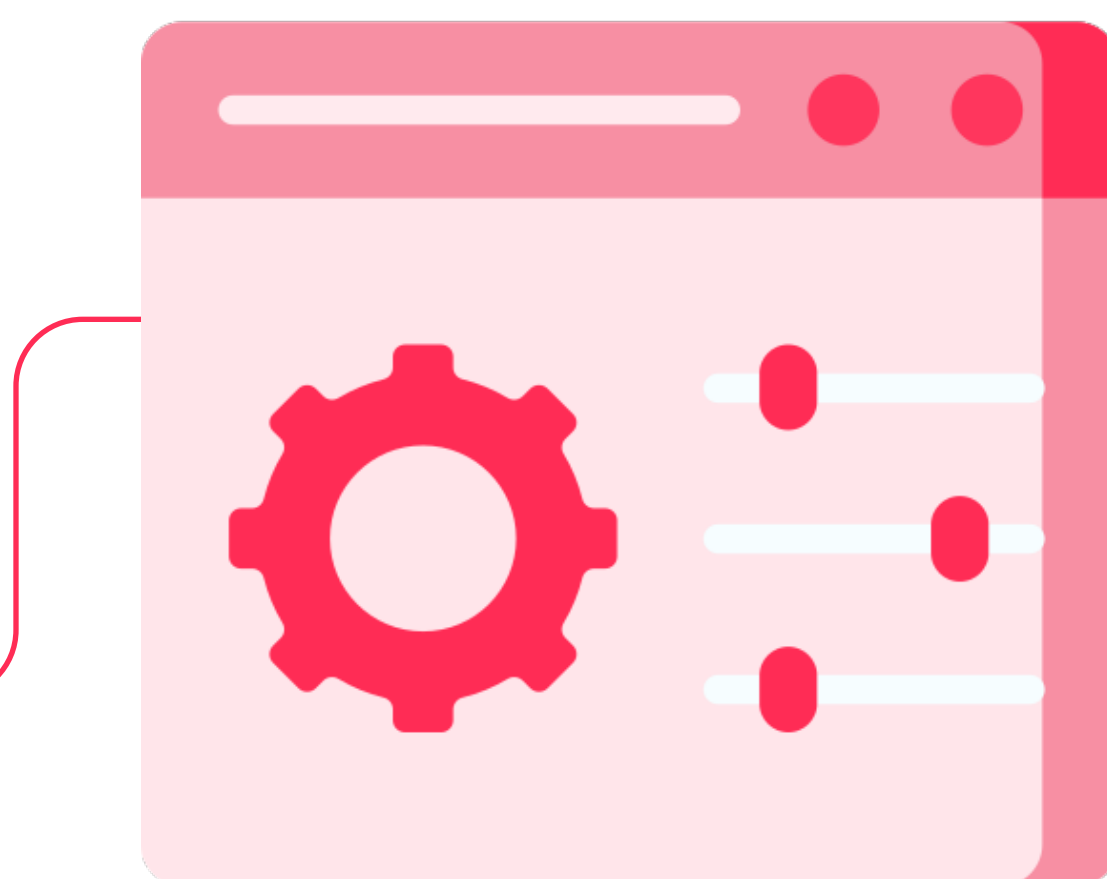
- ✓ Train your team members on using Shopify's admin panel.
- ✓ Document processes and procedures for future reference.
- ✓ Create a support plan for addressing customer inquiries during and after migration.





LAUNCH AND POST-MIGRATION

- ✓ Announce the new website to your customers and provide clear instructions if needed.
- ✓ Monitor the website's performance, including site speed and user experience.
- ✓ Continuously optimise and improve your Shopify store based on customer feedback and analytics.





FIND OUT HOW OUR SPECIALISTS CAN HELP MIGRATE YOUR STORE TO SHOPIFY

GET IN TOUCH NOW

