Unlocking growth: How to migrate from WooCommerce to Shopify

Why Shopify's commerce platform can enhance the customer experience, convert more checkouts, and drive revenue.

Quickfire Digital

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As the digital storefront becomes increasingly central to driving revenue and improving customer journeys, the choice of e-commerce platform becomes a strategic decision that directly impacts the success and growth trajectory of businesses of all sizes.

So, is your e-commerce platform working hard enough for your brand?

If you're not using Shopify, then it's likely the answer will be no.

Using our own expert knowledge at Quickfire Digital, testimonials from brands, and industry-leading know-how from some of our agency friends, this paper sets out how to successfully and seamlessly migrate from WooCommerce, and why Shopify will work harder for you and deliver standout results.

From practical migration checklists to maximising conversions, and from common risks to success stories of brands that have embraced the migration from WooCommerce to Shopify, we'll demonstrate why migrating can be a catalyst for:

- Revenue growth

- Scalability

- Better informed decision-making

- Multichannel selling

- More engaged customers

- Happier employees

Let's get started.

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Shopify benefits: An introduction

We'll dive into the many Shopify benefits in Chapter 3, but let's kick things off here with a quick look at the headline reasons why migrating from WooCommerce to Shopify makes straightforward business sense.

Nathan Lomax,
Co-Founder of Quickfire Digital

The best checkout in town

Cart abandonment remains the scourge of e-commerce, with a 2024 study finding the average abandonment rate sits at 70%.

However, Shopify Checkout is riding to the rescue.

The platform's fast, convenient, and customisable checkout pages reduce friction, decreasing the likelihood of cart abandonment. Shopify's checkout conversion rate outperforms the competition - including WooCommerce - by an average of 15% and, when using Shop Pay, conversion is lifted by up to 50%.

Shopify also allows brands to customise the checkout experience to simplify the user journey and reward the customer. You can use an intuitive drag-and-drop editor to design a unique checkout, with absolutely no coding required.

Apps are your friend

While WooCommerce relies heavily on plugins, Shopify and Shopify Plus provide a curated selection of apps designed to enhance functionality and streamline business operations. The Shopify App Store is home to over 8,000 apps covering all aspects, from marketing and analytics to inventory management and customer service. The store offers a one-stop solution for businesses looking to optimise their online presence.

Meanwhile, WooCommerce offers only around 800 apps (or extensions, as WooCommerce calls them).

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Extended support

With Shopify Plus, you receive access to strategic partnerships and ongoing 24/7 technical support. Shopify will work alongside your brand to help ensure a smooth migration while minimising downtime and potential disruptions to your day-to-day business trading.

Innovate, innovate, innovate

For direct-to-consumer brands seeking scalability, reliability, and a comprehensive set of features that continue to evolve, Shopify gives you everything you need. Shopify never stands still, with hundreds of product updates every year and new feature launches that ensure your e-commerce platform stays ahead of the game – and the competition.

Greater long-term value

Let's talk about money. Shopify Plus delivers a lower total cost of ownership than other e-commerce platforms and also offers a predictable pricing structure. While WooCommerce involves managing various costs, such as hosting, security, and additional plugins, Shopify Plus consolidates these expenses into a single monthly fee. This transparency simplifies financial planning and allows you to allocate resources to what really matters to your business.

What the experts say

This is what two of the world's biggest consulting companies say about Shopify:

Boston Consulting Group found that Shopify's overall checkout conversion rate outperforms the competition by up to 36% and by an average of 15%. Simply, this means Shopify Checkout is the best converting in the world. Who wouldn't want to use that?

Gartner named Shopify as a Leader in its prestigious annual report evaluating digital commerce solutions. The report – 2023 Gartner Magic Quadrant – evaluated 18 digital commerce vendors. Shopify was one of only five Leaders, and placed highest for its ability to execute.

Shopify numbers

Need more reasons to be convinced? These impressive numbers may help:

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30%

faster Shopify Storefronts than 12 months ago

448 BILLION
global economic activity

100m+
buyers have signed in to Shop Pay,
the preferred digital wallet across Shopify stores

15%
higher conversion on average
over other leading commerce platforms

644,000,000 MILLION
global customers
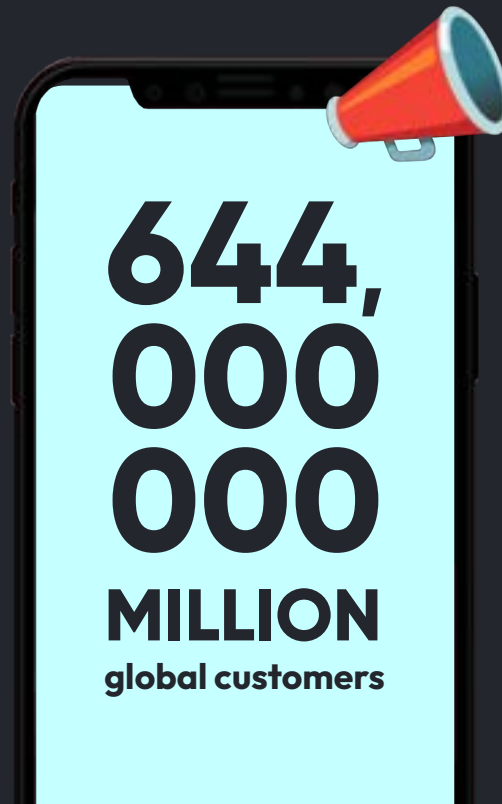
5.5 BILLION
order processed
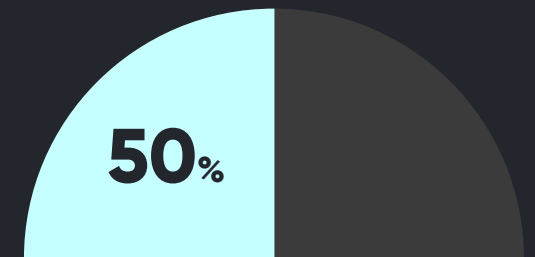
50%
cut to customer acquisition cost, with Shopify Audience

$7.5 BILLION
global sales on Shopify across 2022 Black Friday and Cyber Monday

02

Getting started: Understanding where your business is

Before migrating from WooCommerce, it is important to take a step back and evaluate where your business is now.

Why? Well, to migrate seamlessly and successfully, you need to have a clear picture of your brand's current market position, how your customer experience is viewed, and the technical capabilities and pain points of your tech stack. You also need to have an accurate assessment of your brand's strengths and weaknesses. Only then can you effectively align your brand's goals with the features and strengths of Shopify Plus and, in turn, empower those strengths and reduce weaknesses to a degree that is unfortunately not possible with WooCommerce.

Martin Harper ,
Co-Founder of Quickfire Digital

While this evaluation is essential, it doesn't need to be complicated. This chapter lends you a helping hand and takes you through a five-step process to conduct a comprehensive situation analysis and technical assessment of your brand:

Step 1:

Assess market position, target audience, and competitive landscape

A thorough analysis of your market position, target audience, and competitive landscape provides the foundation for selecting an e-commerce platform that meets your current needs and aligns with your long-term business goals.

This is how we suggest doing it:

A. Note down the names of brand competitors you want to leave behind in the rear-view mirror.

B. Next, map out two or three Ideal Customer Profiles (ICPs) for your brand. For instance, what does your customer look like? How do they behave? What are their buying habits? How do they like to be engaged? What do they want to see from a new website/platform? Make a note of these. ✏️

C. Now, map your competitors and the ICPs together. How are they reaching and serving your ICPs? This will help you understand how the market operates, how your customers think, and how they wish to behave online. Once you've analysed these factors, you'll be armed with golden insight into how your new website needs to reach its intended audience.

D. We also suggest reviewing your current sales channels, customer touchpoints, and marketing strategies to identify what works well and where improvements are needed.

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Top tip:
*Document how to do this within Google Analytics 4 .*

Step 2:
Map out your existing tech stack

At Quickfire Digital, we encourage our clients to put together MoScOW analysis: must haves, should haves, could haves, and will not haves. This helps to prioritise what's really important – and what isn't – when it comes to scoping and pricing.

All it takes is two actions:

✏️ Make a list of all existing integrations and third-party tools your brand uses and wants to keep on using.

✏️ Make a list of any tools you want your brand to use but currently isn't, or can't.

This top-down analysis will help us build the robust foundations for your project migration.

Step 3:
Measure your data integrity

Data makes the world go around and is one of your brand's most important assets. It enables informed decision-making, personalised customer experiences, and targeted marketing strategies, ultimately driving business growth.

So, before migrating, it is important to measure your data integrity and carry out any necessary data cleaning. This is a key step, and you can read essential tips for ensuring a seamless data migration in chapter 5.

Top tip:
We recommend a platform such as Screaming Frog for crawling your indexed URLs and building your redirect map.

Step 4:

Understand the user experience

It is essential to understand the user experience on your current e-commerce platform. If you don't have a clear understanding, you won't guarantee customer satisfaction, loyalty, and repeat business when you migrate.

A. Take a deep dive into your website analytics to review those heatmaps you have been collecting data on, but, let's be honest, probably rarely reviewing! Now's the time to start.

B. Collect user feedback from tools such as Census to identify pain points and areas for improvement.

This insight will inform the design and functionality requirements for your new Shopify Plus store, ensuring a user experience aligned with what your customers want.

Step 5:

Check the digital infrastructure

Take a look at your existing hosting arrangements, server configurations, and load times. After all, it's about to become fully self-hosted within the Shopify ecosystem.

Shopify provides secure PCI-compliant website hosting with unlimited bandwidth, automatic backups, and a robust CDN network infrastructure. This means you can grow your business without worrying about bandwidth restrictions or unexpected costs and focus on driving growth for your business.

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Why you should choose Shopify: 24 reasons

Why Shopify? That's the big question. Of all the e-commerce platforms out there, why should you trust Shopify to grow your business? And, more specifically, why migrate from WooCommerce?

At Quickfire Digital, we have worked with both platforms for several years. WooCommerce has a lot to recommend it, but any brand that is serious about scaling its business, growing revenue, and increasing its customer base would be wise to move across to Shopify.

To demonstrate this, we have compiled 24 reasons why we believe Shopify and Shopify Plus hold a significant advantage over WooCommerce for e-commerce brands.

Fred Cohen,
Co-Founder of Quickfire Digital

1

Scalability

Shopify Plus is designed to accommodate the growth of enterprises. The platform processes over £200 billion GMV annually across 3 million brands and 20,000+ enterprise brands.

Advantage: Shopify Plus's scalable and customisable e-commerce platform is built to empower the unique needs of rapidly growing businesses.

Who benefits:

Business owner

2

Reliability

Say goodbye to platform instability: Shopify maintains 99.9% uptime across all major services in all locations. In contrast, hosting is external to WooCommerce, which means WooCommerce doesn't have control over the speed or reliability of its sites.

Advantage: Downtime can cost sales and reputation. Customers expect their experience to be seamless, and a reliable uptime means you can count on Shopify to ensure large sale events or product launches will go without a hitch, whatever the traffic volume. Gone are the days of lengthy website outages, constant expensive patching, and frustrating growth limitations.

Who benefits:

Business owner   Customers   Staff

3

App Ecosystem

With Shopify and Shopify Plus you will have a curated selection of over 8,000 apps to help customise and grow your business, reducing reliance on third-party plugins and ensuring seamless integrations. In contrast, WooCommerce offers only approximately 800.

Advantage: Whether it's inventory management, real-time analytics, token-gating, loyalty programmes, and everything in between, Shopify App Store gives you the freedom to accessorise your store, enhance functionality, and leverage data.

Who benefits:

Business owner   Customers

4

Streamlined Migration

Shopify Plus simplifies migration with user-friendly interfaces and robust import/export tools.

Advantage: Shopify takes the stress out of migrating, minimising disruptions to business operations.

Who benefits:

Business owner

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5

Out of the box

WooCommerce requires several time-consuming steps before you are ready to go: sign up for hosting, buy a domain name, sign up for WordPress, and add WooCommerce as a plug-in. Shopify is a simple out-of-the-box solution.

Advantage: Shopify simplifies the process by bundling everything together and tailoring it to each customer's needs.

Who benefits:

Business owner   Staff

6

Managed hosting

Shopify Plus includes fully managed hosting, eliminating the need for businesses to handle server configurations and hosting-related issues.

Advantage: Shopify's monthly subscription includes hosting. With WooCommerce, it isn't included at all. Shopify handles the tech while you look after your customers, so there's no need to employ technical staff to maintain servers.

Who benefits:

Business owner   Staff

7

Predictable pricing

Shopify Plus offers a predictable pricing structure, consolidating costs into a monthly fee.

Advantage: With no need to make ad hoc purchases or work with third parties, as you would with WooCommerce, Shopify helps you simplify financial planning and protect cashflow.

Who benefits:

Business owner

8

Peace of mind

The Payment Card Industry Data Security Standard (PCI-DSS) is an industry security standard that ensures all credit card details are stored securely. Shopify is certified Level 1 PCI-DSS compliant, while WooCommerce requires a third-party plugin to maintain compliance.

Advantage: Shopify Plus prioritises the security of customer data, reassuring customers and reducing the risk of costly data breaches. It also has a built-in fraud detection feature, while WooCommerce offers a chargeable extension.

Who benefits:

Business owner   Customers

9

Checkout optimisation

Shopify Plus has the best-converting checkout rate of all e-commerce platforms, outperforming the competition by up to 36%.

Advantage: The native checkout process in Shopify Plus is optimised for conversion. The platform even includes built-in tools for abandoned cart recovery, helping businesses re-engage potential customers and recover lost sales.

Who benefits:

Business owner   Customers   Staff

10

Performance analytics

Shopify offers comprehensive built-in performance analytics. While WooCommerce has introduced an analytics feature, it is only available with WordPress 5.3+.

Advantage: Shopify's analytics dashboard offers valuable insights into customer behaviour, website performance, sales trends, inventory management, finance reports, and product reports. Simply, everything you need to aid informed decision-making and deliver a better customer experience.

Who benefits:

Business owner   Customers   Staff

11

Customer support

Shopify Plus users benefit from dedicated award-winning support, from migration and beyond. You'll also have access to webinars, blog posts, an active community, help docs, and online courses.

Advantage: With support available 24/7, no matter what Shopify plan you're on, the days of not getting instant help when issues arise are gone. WooCommerce's support relies on a ticketing system, live chat, and email.

Who benefits:

Business owner   Staff

12

Marketing tools

Shopify Plus includes a suite of marketing tools to help businesses promote their products effectively and engage with their target audience. We highly recommend you check out Shopify Flow if you haven't already.

Advantage: Shopify Flow helps you customise your store and automate tasks and processes. From hundreds of example templates for popular use cases to triggering emerging alerts around low inventory, Flow is a game-changer for improving efficiencies.

Who benefits:

Business owner   Staff

13

Customisation capabilities

Shopify makes customisation simple and cost-effective, allowing businesses to tailor their online stores to unique brand aesthetics and requirements.

Advantage: The Shopify editor requires no coding and is user-friendly even for people with very little technical knowledge. Users can quickly and easily customise the site's design, as well as product pages, discounts, quantity rules, checkout, and payments.

Who benefits:

Business owner   Staff

14

Payment gateway options

Customers like flexibility when it comes to paying, and Shopify supports a wide range of payment gateways.

Advantage: Flexibility for businesses to choose and integrate the most suitable payment methods for their customers. However, we recommend using Shop Pay, Shopify's preferred digital wallet. It outpaces other accelerated checkouts by at least 10%, drives a 5% lift in lower-funnel conversion, and sells to over 100 million global shoppers.

Who benefits:

Business owner   Customers

15

Omnichannel selling

A Harvard Business Review study of 46,000 shoppers reported that 73% used multiple channels during their shopping journey. Shopify Plus facilitates omnichannel selling by seamlessly integrating with various sales channels, including social media platforms and marketplaces.

Advantage: Traditionally, selling across multiple locations can take time and effort. But Shopify provides tools to integrate all locations and channels so you can sell everywhere your customers shop. Through Shopify POS, retail teams can connect their e-commerce and point-of-sale systems under one umbrella, requiring no custom work.

Who benefits:

Business owner   Customers   Staff

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![Quickfire Digital logo]

16

Unlimited file storage

Shopify gives you automatic unlimited storage in your monthly subscription. That's not the case with WooCommerce, where you must pay $99 (around £80) annually through an extension.

Advantage: Cost savings and a more efficient process.

Who benefits:

Business owner

17

Regular updates

Shopify Plus is regularly updated with new features and improvements, with over 750 additions since February 2020. WooCommerce relies heavily on plug-ins and extensions, which means it doesn't have full control over updates for bugs.

Advantage: Shopify automatically handles platform updates, ensuring your brand benefits from the latest technology, features, security patches, and improvements without manual intervention. The result? Say goodbye to WordPress updates breaking things across your site and then having to play whack-a-mole.

Who benefits:

Business owner   Staff

18

Free subdomains

When you sign up to Shopify, you automatically get a free subdomain of myshopify.com. If you want your own domain name, that's not a problem: it takes only a few clicks.

Advantage: With WooCommerce, the process is more complicated as your domain name has to be purchased through a third party.

Who benefits:

Business owner

19

Community and resources

Shopify has a thriving and active community of business owners and Shopify staff, where you can join in and learn from discussions, groups, events, and blogs.

Advantage: You can connect with over 1,200 UK-based e-commerce brands, helping you find solutions to the common issues and challenges of running a business.

Who benefits:

Business owner   Staff

20

International support

Shopify simplifies selling internationally with features such as multi-currency support, localised pricing, and multiple language options. While WooCommerce charges for a plug-in that allows up to three languages, Shopify allows an unlimited number of languages as part of its monthly plans.

Advantage: Shopify Markets is a cross-border management tool that helps you identify, set up, launch, optimise, and manage international orders from a single store. You can also localise storefronts, customise content by market, show prices in local currencies and languages, and simplify tariffs, shipping, compliance, and conversions.

Who benefits:

Business owner   Customers   Staff

21

Automated fulfilments

Shopify Plus integrates with various fulfilment services, streamlining order fulfilment processes.

Advantage: For businesses with complex logistics, streamlining the process reduces manual operations. You make the sale, and Shopify handles the fulfilment.

Who benefits:

Business owner   Customers   Staff

22

B2B capabilities

For businesses involved in wholesale operations, Shopify Plus offers features specifically tailored to wholesale and B2B selling, including custom pricing and order minimums.

Advantage: Shopify B2B allows your brand to manage D2C and B2B business from a single intuitive platform or store without coding. With flexible customisation, including product and pricing publishing, quantity rules, and payment terms, Shopify gives B2B buyers the same positive user experience that D2C buyers receive.

Who benefits:

Business owner   Customers   Staff

23

Superior POS

While both Shopify and WooCommerce have POS systems, Shopify POS specialises in connecting online and in-person inventory, payments, reporting, and customer profiles, all under one umbrella.

Advantage: Having all your business data in one place makes it far simpler to keep track of payments, manage inventory, and deliver customers a brilliant shopping experience.

Who benefits:

Business owner   Staff
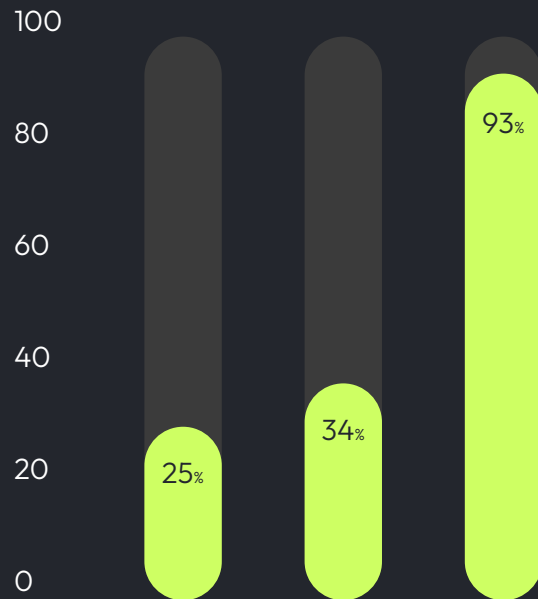
24

Most competitive total cost ownership

Finally, Shopify has a lower total cost of ownership than other e-commerce platforms.

Advantage: Reducing spend while increasing performance. Win-win!

Who benefits:

Business owner

CONVERSION RATES

100
80
60
40
20
0

93%
34%
25%

208,000

Site visits hosted at once, with no crashes

Muscle Nation, fitness apparel

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25% increase in conversion rate

T1TAN, football apparel

34% increase in conversion rate

Junglück, beauty products

93% y-o-y conversion rate growth

AMR, beauty products

222%

Increase in orders

Mandaue Foam, home furnishing

200%

Increase in sales

AMR, beauty products

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Digital

16%

Increase in returning customers

Mandaue Foam, home furnishing

7%

Increase in revenue

Junglück, beauty products

50%

Higher rate of first-time shoppers in showrooms powered by Shopify POS

Wildling, fashion apparel

25%

Average order value increase

Abode, home furnishing

Successful migrations

We strongly believe Shopify is a significant step up from WooCommerce, but you don't have to just take our word for it.

It's always best to hear from brands with the lived experience of migrating. So we've selected 11 testimonials, as told to Shopify, to paint a picture of why moving to Shopify transformed their business operations.

From fashion to football and solar power to beauty, these brands are just a few of the businesses that have unlocked their growth potential by migrating to Shopify. You can click on the brand's name to read their full migration case study on the Shopify site.

Matthew Parkes,
Head of Development at Quickfire Digital

"

Launchpad has transformed the way we manage sales campaigns,

especially during busy seasons. Teams no longer have to stay up at night to launch a promotion but can simply schedule it, giving us the time to focus on doing more for our customers.

Brand: Mandaue Foam

Industry: Home furnishing

"

With WordPress and WooCommerce, I was completely out of sync with my agency. Every time I needed to change a comma or anything, I had to create specifications, request a quote, and wait for the developer to be available. It was not at all sustainable. Shopify Plus is reassuring.

The support is responsive and dedicated.

There are constant innovations.

Brand: Sunology

Industry: Energy

"

Integration has been critical for us to get the information we need, when we need it. We're a very data-driven organisation.

The data's right at your fingertips with Shopify Plus.

Brand: HiSmile

Industry: Health, beauty, cosmetics

"

We're tracking the performance of our website and based on that we will tweak the cart/checkout page.

We couldn't do that with our old platform.

Brand: AMR Hair & Beauty

Industry: Health, beauty, cosmetics

"

Our website was stopping our growth. We realised we needed to stop, rewind, and get the right infrastructure in place to stabilise us. Then we could focus on growing again.

Moving to Shopify Plus is the best thing we did for our business.

Brand: Muscle Nation

Industry: Fashion and apparel

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"

We thought Shopify would be easier to use than our previous e-commerce platform, and we've been proven right: it's very intuitive.

It's enabled us to scale and grow more quickly

– it's so easy to use new features. As a company focused predominantly on marketing, that makes our job much easier.

Brand: Junglück

Industry: Health, beauty, cosmetics

> Ninety-nine percent of LVLY's sales come from our online channel, so it has always been critical to have a powerful interface. It's been a great relief to move from feeling like we were stuck in a hole to being excited about the

endless possibilities of doing more with Shopify Plus.

Brand: LVLY
Industry: Services

> The Shopify POS app allows customers to try and buy in our showrooms by generating an order in the Shopify Plus store that is processed the same way as our online purchases - it easily integrates into one system.

Shopify POS enabled us to reach different customer groups

without huge investments in new technologie

Brand: Wildling
Industry: Fashion and apparel

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> Our in-store experience is very personal and tactile. Translating that online is a challenge as we always want the shopping experience to be as honest, creative and fun as possible.

All roads led to Shopify Plus

as the best platform for retail.

Brand: Abode Living
Industry: Home furnishing

> Whenever we did a launch, we had to pray the site wouldn't crash. The stability of Shopify Plus has given us peace of mind. We have a global community of football fans, and

we needed a platform that could keep up with high traffic and large volumes of orders

being placed at the same time—especially when we launch new products.

Brand: T1TAN
Industry: Fashion and apparel

> By being an easy-to-use e-commerce platform,
>
> **Shopify Plus takes the stress off retailers**
>
> by maintaining an efficient and seamless environment. It allows you to focus on building your brand, building your customer base, improving your messaging, and things that are actually going to drive your bottom line.

Brand: Alternative Brewing

Industry: Food and beverage

> We've been blown away. The Shopify Collabs product has not only simplified the way we work with creators and advocates of our brands, but it's also made it
>
> # incredibly simple to manage our affiliate and gifting workflows.
>
> The team is highly receptive to feedback and we're seeing positive changes and improvements coming along all the time.

Brand: Duradry

Industry: Health, beauty, cosmetics

05

Reducing migrations risks: 7 key tips

Paul Rogers is an experienced ecommerce consultant and the co-founder of Vervaunt, which focuses on replatforming brands. We asked him to list the common migration risks, and how to plan for them.

While I'm a pretty big advocate of WordPress, I've never been a huge fan of it for e-commerce sites. A lot of the core functionality you'd want for a store isn't available natively, and there's not the same community of e-commerce-focused developers extending the native capabilities as there is with Shopify. It's flexible, due to the open-source nature, but ultimately you end up doing a lot of work yourself.

The result? Very few WooCommerce sites are best-in-class. The maintenance overheads are frustrating, there's no real development or enhancement at platform-level, it's a struggle to find specialist development partners, and the technology partner ecosystem around the platform can't compete with most specialist e-commerce platforms. For the average implementation at SMB level, WooCommerce doesn't deliver anywhere near the benefits Shopify offers, nor does it provide the ecosystem to support growth.

Paul Rogers
Founder of Vervaunt

However, with any migration there is risk. But, done the right way, it can be mitigated. These are my main tips for reducing risk:

01

Check functionality

Plenty of functionality in WooCommerce is custom-built via plug-ins, so it's important to understand how some things have been built ahead of migrating. This will help you to reduce friction for end users and also reduce the risk of losing functionality.

02

Assess plug-ins

Third-party plug-ins are common with WooCommerce but may not be recognised by Shopify. So, you'll want to audit how these areas work before approaching the Shopify discovery and build.

03

Rebuild your catalogue

There's always a temptation to try and automate the migration of catalogue data, but my suggestion would be to take the time to properly rebuild the catalogue in-line with Shopify best practices. It's likely that the way WooCommerce data is structured won't translate well into tags, metafields, metaobjects, and the native fields within Shopify.

04

Get orders and customers in early

This is a general best practice when running a migration project. The earlier you get the order and customer data in, the less risk there is with issues, and it takes longer than expected. This means you'll need a delta import, but it's just an example of a large task that can happen in parallel with design and other aspects of the build.

05

Ensure integrations are scoped correctly

Again, there'll likely be lots of change here due to the differences in how the platforms work. I'd think about starting again rather than trying to carry over how things have worked in the past. You also have more specialist middleware partners and platforms in the Shopify ecosystem that could be worth considering.

06

Plan for SEO changes

From an SEO perspective, URL structures and how things are managed in WooCommerce are very flexible. So, you'll want to ensure you're putting extra time into planning redirects and content migration. SEO has always been a big pro for WordPress and WooCommerce, but as long as you plan and manage it properly, it doesn't need to have a big impact. You can also read about overcoming common SEO issues in Chapter 7.

07

Keep the original site up

It is general best practice to keep the server and site up in the background under a password-protected domain. This will make any delta imports easier and also help to cross-reference should you have any issues.

Paul Rogers has worked in e-commerce and digital for over 15 years, working with many global brands on migration projects, including Timex, COS, Self-Portrait, Sunspel, Toteme, David Austin Roses, Bulletproof, The V&A, and many others. Find out more **here**.

06

Data migration: Getting it right

Stefan Loncar's expert team at Loncom Consulting handles data migrations for a wide range of clients who wish to move from WooCommerce to Shopify. So, we asked Stefan for his expert tips for ensuring a seamless data migration from WooCommerce to Shopify.

Stefan Loncar,
CEO at Loncom Consulting

Leaders are only now waking up to the full significance of data in decision-making and automation, and its importance cannot be overstated. Data empowers us to understand customer behaviour, historical context, and the ability to predict the future.

E-commerce stands as the exemplar of data-driven operations, a sector using data for everything from advertising to inventory management. Yet, during platform migrations like WooCommerce to Shopify, critical backend data can face neglect, with clients often suffering a loss of critical datasets or continued system errors.

To avoid these pitfalls, here are my essential tips for migrating data from WooCommerce to Shopify:

01

Assessment

Before exporting data from WooCommerce and importing it to Shopify, assess its current state and make sure all areas of data migration to Shopify are compatible. Examine customers, orders, products, and coupons and evaluate their size, complexity, and consistency so you can plan how you will migrate.

02

Clean-up and standardise

The most neglected step is data clean-up and standardisation. Why? Well, let's be honest, it is a long and tedious process. In my view, however, it is the most important step. The more data is clean and standardised, the easier it is to draw out meaningful insights.

03

Format for Shopify

Once data is exported from WooCommerce, it is time to format it for Shopify. Shopify's data structure is very different from WooCommerce's, so make sure to map the right areas and migrate the data correctly. For example, tax status is a dropdown in WooCommerce, while it is a checkbox in Shopify.

04

Treat it as a fresh start

Any migration is a great time to start again in the data department. Refresh your old data, get rid of the "junk", and keep only what is useful and good.

05

Don't forget, data is complex!

Years of orders, a large catalogue of products, frequent sales, and a lot of customers bring complexity to the data infrastructure of e-commerce brands. This means you will not be able to just export and import your data, but you will need adequate technical support to complete the migration. Adjust your expectations and build in phased targets.

06

Think about disadvantages

Research data migration costs, investigate if there will be a downtime, plan for lower productivity during the migration, but settle for no less than full data migration, a clean dataset, and useful information.

07

Migrate to Shopify

After all the steps are complete, it is time to do the most rewarding part: click the button to migrate all your valuable data collected over the years into your new Shopify site. It is time to get back to work and grow your brand.

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Maintain, develop, and implement

After the data migration process, you should appreciate data even more. So, now it is time to learn from mistakes and ensure clear data procedures for the future. This should include frequent data clean-ups, data quality assessments, and adequate reports and dashboards, allowing better decision-making.

Stefan Loncar is the founder of Loncom Consulting. His expert team does the heavy lifting in data clean-up and manages the migration process from start to finish, so you can focus on your business. Make an appointment at **loncomconsulting.com**

SEO: How to overcome common issues

Sophie Gibson is Technical SEO Director at StudioHawk, a specialist SEO agency. She is an expert in e-commerce SEO, so we asked her to run through the kind of SEO issues that arise during a migration.

Sophie Gibson,
Technical SEO Director at StudioHawk

First, it's important to say that leveraging SEO is less daunting than some might think. This is especially true with Shopify, which has a simple, out-of-the-box SEO editor. All it requires is a bit of planning. So, let's have a look.

Moving to a new URL structure

You cannot customise the Shopify URL structure. All collection/category pages are set up with **www.example.com/collections**/custom-collection-name, and all product pages are **www.example.com/products**/custom-product-name

This makes it easier to analyse how different page types perform when a consistent variable exists in the URL. However, this does mean that all URLs within your e-commerce site will be changing - which can affect how you rank on Google for your existing organic traffic if you don't plan for this.

Google needs to be told that this page has moved to a new location, which you do by adding a 301 redirect. These need to be in place for every page of your site and ensure that users land on the new version of the page rather than a dead '404' page.

This means you need to map all your existing pages to their new equivalent in Shopify, and upload the new and old locations to a redirect map to make sure users and Google end up on the right page.

Page mapping

You can find all the pages on your current site in your sitemap. Head to example.com/sitemap.xml for a list of all the pages, and you can copy all the page URLs here.

You can also find your key pages within Google Search Console and Google Analytics accounts and export the list of URLs with traffic and clicks. Google Search Console is typically the easiest way to get these.

Once you have a list of all your pages, you can add your new collection page URLs and make sure you've created/listed a new URL within the new Shopify structure for each one across the old WooCommerce site.

Adding redirects

You can do this via Navigation > Add Redirects within the Shopify backend. You can add these manually, or upload a .CSV file in a list. There are also apps to help with this, such as Redirectify and Easy Redirects. These track 404 pages to make sure any broken pages users find are logged, so you can ensure missing redirects don't slip through the cracks.

Internal linking

Shopify's URL structure is 'flat', which means it does not have an inbuilt hierarchy for category pages. This means you need a robust internal linking structure so people can go from Category A > Subcategory A1 > Sub-sub Category A1.1.

For example, Dresses > Party Dresses > Black Party Dresses might look like example.com/dresses/party-dresses/black in WooCommerce, but with Shopify, you'd have **www.example.com/collections/dresses**, **www.example.com/collections/party-dresses**, and **www.example.com/collections/black-party-dresses**, and use the menu and custom links in collections or breadcrumbs to make sure these are internally linked and accessible to users from the main category pages.
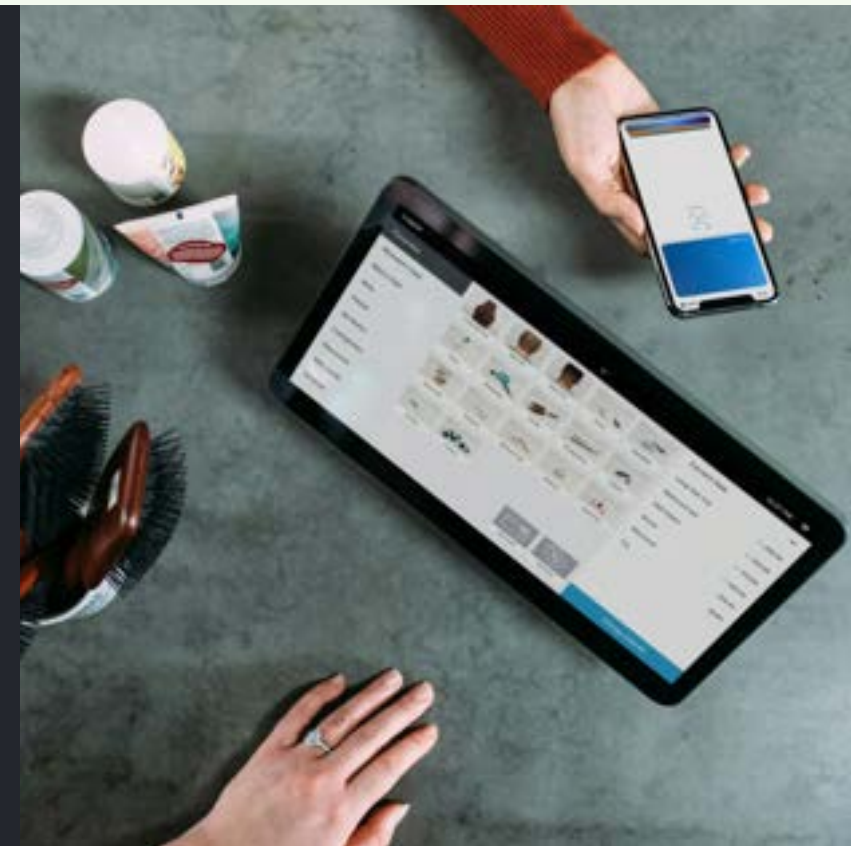
Shopify tools
that optimise SEO

Alt text editor

Easy Alt Text makes sure that all your product and site imagery have accessible alt text that describes the image. This helps users with visual impairments and adds context for Google. You can set up templates to make sure that any future images have this text, and you don't have to spend hours manually writing and updating text.

Structured data

This helps Google understand your pages in a machine-readable format, making them easier to process. This can improve your chances of appearing for Rich Results, which are expanded features within Google Search, such as product listings, product reviews, and prices appearing on the result pages for your products. Yoast SEO is an excellent app for all-around SEO keyword targeting and structured data, while JSON-LD Express is specifically for structured data.

Want to know more about how SEO can boost visibility and traffic? Get in touch with StudioHawk **here**.

Team up with Quickfire Digital

As Shopify Plus specialists and European e-commerce Agency of the Year, we'll help you migrate to Shopify, make your website work harder, and begin to digitally transform your business.

Whether a fast-paced start-up or an established heritage brand, we have built proprietary tools and processes to help you generate greater profitability, efficiency, and scalability in your organisation.

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