

WooCommerce to Shopify Migration Checklist

9 phases, 66 checks. The redirect map is the spine. Built by Kaspian Fuad, Shopify developer.

Phase 1 - Pre-migration audit and planning

- Inventory the store: product count, variant count, custom/ACF fields, order-history depth, customer count, active discount codes, subscription products
- Take a full WordPress/WooCommerce backup (database + wp-content/uploads) and store it off-site
- Crawl the entire live site (Screaming Frog) to log every indexed URL as the redirect-map source list, not just the XML sitemap
- Export Google Search Console's Pages report (12-16 months) sorted by clicks to flag URLs that must not lose rankings
- Audit every WooCommerce plugin and flag ones with no clean Shopify equivalent (subscriptions, deposits, wholesale pricing, custom shipping, custom checkout fields)
- Document current tax setup, shipping zones/rates, and payment gateways for parity checking
- Set a timeline with a defined code-freeze window on the old site before cutover

Phase 2 - Shopify store and account setup

- Create the Shopify store and choose a plan tier based on the audit
- Set the primary domain in Shopify but keep live DNS pointed at the old site until cutover
- Configure currency, units, timezone, legal pages, and tax registrations
- Set up shipping zones and rates matching or improving on WooCommerce
- Configure payment providers and confirm parity with the current gateway
- Keep the storefront password-protected so the dev store is not indexable

Phase 3 - Data migration

- Choose the method deliberately: free native importer vs Matrixify vs LitExtension/Cart2Cart
- Define and map custom/ACF fields to Shopify metafields BEFORE importing products, so the data has somewhere to land
- Turn OFF staff order-notification emails BEFORE importing historical orders
- Migrate data in the correct order: products, then customers, then historical orders (switch notifications back on after)
- Migrate product titles, descriptions, images, variants/options, SKUs, weight, and inventory
- Migrate categories to collections and rebuild any nested hierarchy in navigation/metafields
- Migrate customer accounts and plan the password-reset email flow
- Migrate discount codes, rebuilding BOGO/tiered/role-based logic via Shopify Functions or an app
- Migrate blog posts and pages, preserving publish dates, authors, and categories

Phase 4 - Theme and design build

- Select an OS 2.0 theme (free Dawn/Horizon or paid) or scope a custom build
- Rebuild the product page: variant UI, size charts, reviews display, cross-sell/upsell
- Rebuild the collection page: filters (Search & Discovery), sort, pagination
- Rebuild homepage sections and navigation menus to match the current information architecture
- Confirm what checkout customisation your plan tier allows (full checkout editing is Plus only)
- Mobile QA every template at common breakpoints

Phase 5 - Apps and functionality parity

- Map every live WooCommerce plugin to a Shopify app equivalent
- Migrate product reviews with original dates and photos as a dedicated import step
- Import the email subscriber list (Klaviyo/Shopify Email), checking consent timestamps
- Recreate custom checkout logic via Shopify Functions or Checkout UI extensions where allowed
- Set up analytics parity: GA4, Meta Pixel, Google Ads conversion tracking
- Test every third-party integration (ERP, PIM, accounting, 3PL) before cutover

Phase 6 - SEO and URL redirect mapping (the differentiator)

- Build the URL inventory from a full crawl AND the GSC Pages export
- Build the master redirect map: one row per old URL to its new Shopify URL
- Apply the structural translation: /product/ to /products/, /product-category/ to /collections/, blog paths to /blogs/{blog}/{article}
- Redirect discontinued products to the closest collection, not the homepage
- Work around reserved paths (/shop, /cart, /orders, etc.) that Shopify blocks from redirects
- Import redirects via Online Store > Navigation > URL Redirects (bulk CSV, or Matrixify for very large sets)
- Re-enter meta titles, descriptions, H1s, and alt text (they do not transfer), and confirm each page's canonical self-references the new URL, not the old one
- Submit updated sitemaps to Google Search Console and Bing Webmaster Tools on cutover day
- Monitor GSC for 404 spikes weekly for 60-90 days and patch any missed redirect within 48 hours

Phase 7 - QA and pre-launch testing

- Full staging walkthrough: browse, add to cart, checkout, confirmation email, desktop and mobile
- Test every payment method in test/sandbox mode
- Test every shipping rate/zone against real addresses
- Test tax calculation against known jurisdictions
- Spot-check 50-100+ migrated 301 redirects, not just the top ones
- Cross-browser and device test (iOS Safari, Android Chrome, desktop browsers)
- Run a Lighthouse/PageSpeed pass on home, product, collection, and cart
- Verify Product, Breadcrumb, and Article schema via the Rich Results Test

Phase 8 - Launch day

- Freeze the old WooCommerce store: disable checkout and show a maintenance banner
- Run a final delta sync of orders/customers/inventory since the initial migration
- Lower DNS TTL ahead of time, then switch A/CNAME records to Shopify and confirm SSL
- Confirm MX records are untouched so email does not go down
- Turn off the Shopify storefront password AND verify the noindex tag is gone
- Place a real end-to-end test order to confirm checkout works
- Re-verify the domain in Google Search Console and confirm the new sitemap is crawled
- Email existing customers about the required password reset

Phase 9 - Post-launch monitoring (30/60/90 day)

- Monitor GSC daily for the first two weeks for 404 spikes and crawl/index issues
- Track organic traffic and rankings weekly for 90 days; flag if recovery stalls

- Reconcile order and inventory data between old and new systems through the first billing cycle
- Audit support tickets for password-reset and account-access confusion
- Compare conversion rate and checkout funnel against the WooCommerce baseline
- Decommission old hosting only after DNS TTL expires and 60-90 days of stable redirects
- Archive the final full WooCommerce export for tax/legal/audit purposes