



95-Point Checklist for Your Webstore eCommerce Platform Migration

95-POINT CHECKLIST FOR YOUR WEBSTORE ECOMMERCE PLATFORM MIGRATION

You are seeking a new e-commerce platform to build your online store. Or maybe, you might be on a mission to upgrade your current shopping cart with the latest technology.

If you run an active online store then even migration of a simple store would require thorough planning, seamless execution and a post migration checkup to ensure minimum interruption for online shoppers and business overall. This checklist, with it's 95 points, should provide you with all of the necessary steps to do so.

STEP 1: *Platform Selection*

Validate the target platform vs. your core business processes:

1. Shopper experience flow



2. Content and product maintenance



3. Order fulfillment



4. Customer service



5. Product promotions



6. Marketing communication



7. Customer services



STEP 2: *Migration Planning Checklist*

General Store Configuration:

8. Address



9. Contact Phone



10. Contact Email



11. Supported countries and currencies



12. Languages and local settings



13. Time zone



14. Shipping options and rates



15. Tax rules and rates



16. Payment gateways and PayPal



17. Required custom eCommerce platform extensions



18. Web site domain and your store URLs



19. SSL certificate



20. PCI compliance requirements



21. Up-time monitoring and alerts



22. Security and malware scanning



23. Data and content backup. Disaster recovery processes



STEP 3: *Migration Planning - Product Catalog*

Product Catalog Migration:

24. Map all standards and custom product attributes for import/ export process



25. Map old and new catalog category structures



26. Price settings and price promotions



27. Related Products



28. Cross Sell products



29. Ups-sell products



30. Price promotion rules



31. Per product tax group settings



32. Data feeds with POS inventory to other inventory systems



33. Data feeds to other market places (eBay, Amazon, etc.)



34. RSS Feed if any



STEP 4: *Migration Planning – Storefront*

Storefront style and content:

35. Branding style migration – logo, fonts, colors, images and photos



36. The site main and secondary navigation, calls to action menus



37. Validate responsive theme design on mobile phones and tablets



38. Common page header



39. Common page footer



40. Common page elements including fonts, icons, links, buttons, and content styles



41. Home page



42. Main category pages



43. Subcategory pages



44. Product detail pages



45. Search results page



46. Shopping cart page: cross-sell options



47. Other non-product content pages



48. Digital assets (PDF, images, videos)



49. Links to external content (Videos, Blogs, Documents on third party sites) migration



50. Sliders and banners



51. Generic and custom widgets functionality mapping



52. Data feeds inbound and outbound



53. Embedded form integration with external email marketing providers (MailChimp, Constant Contact, Bronto, etc.)



54. Product reviews module



STEP 5: *Migration Planning - Checkout*

Checkout Process:

56. Guest checkout options



57. Shipping options



58. Payment options



59. Free shipping rules



60. Order and account related transactional emails



STEP 6: *Migration Planning - Data*

Customs and orders data migration, validation and data QA:

60. Customer accounts



61. Orders



62. Credit memos



63. Gift registries



STEP 7: *Migration Planning - Policy Pages*

Informational and Policy pages:

64. Privacy policy



65. Terms of service policy



66. Return and refund policy



67. Customer service links



STEP 8: *Migration Planning - Integraton*

Third party sites and services Integration:

68. Shipping service providers



69. E-mail marketing providers (Mailchimp, Constant Contact, Bronto, Listrak, Silverpop, etc.)



70. Amazon, Ebay, Rakuten, Play.com or other market places integration



71. Google Merchant Center data feeds



72. Google Shopping Campaigns with Google Ads



73. WordPress or other blog integration



STEP 9: *Migration Planning - SEO*

Domain, URL and metadata:

74. Permanent URL mapping and 301 redirects



75. Search engine crawler settings - Robots.txt file



76. Keywords research and optimization



77. Google site maps



78. Rich snippets



STEP 10: *Migration Planning - Social Media*

Social media content and integration:

79. Facebook



80. Twitter



81. Pinterest



82. Instagram



83. LinkedIn (most for B2B stores)



84. Google +



STEP 11: *Migration Planning - Reports*

Data and reporting business rules:

85. Sales reports



86. Customer reports



87. Shopping cart reports



88. Product Reports



89. Reviews report



90. On-site search terms report



91. Web analytics reports



92. Campaign reports



93. Special reports



STEP 12: *Migration Planning - Customer Communication*

Customer communication and proactive customer care:

94. Email and online communication



95. Customer service training





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Eradium has extensive knowledge in helping merchants unify the shopping experience across all of their customer channels. We use data to extract the most relevant information to tailor each program from inception to launch.

For more information please email us at contact@eradium.com.

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