

# checklist

## Migrating or Replatforming your Ecommerce Site

You've taken time to consider your options and have decided that migrating your ecommerce site is the right decision for your brand. Below is a checklist to help you through every step in your migration process.



# Pre-Launch Checklist

## Research & Planning:

- Analyse your current website performance** - you don't want to risk making huge changes that could negatively impact sales
- Choose the right time to migrate or re-platform** - from your analysis, you'll understand when your quiet periods are, or times where performance isn't as strong
- Crawl your old site** - identify existing errors, problems and issues to avoid moving them over to the new site

## Design & Development Process:

- Content Requirements** - Understand what pages you need. From your homepage and product pages to a blog, all pages need careful consideration
- Wireframes & Page Design** - From analysing your content requirements, wireframe and design what those pages should look like
- Mobile-first / Device Responsiveness** - Ensure that your site is built to be responsive across devices and designed for a mobile-first user experience
- UX / CRO** - Consider how your user will navigate the site and what CTAs (calls to action) you will need across the site to encourage conversions
- Create a staging environment** - Before you go live, create a staging site so that you can test that everything works as it should
- Build Framework** - Develop the site using the wireframes and content from the earlier planning stages of the migration
- Website Security** - Make sure the site is GDPR compliant when handling customer data
- Payment Provider** - Ensure that your payment methods are in working order and the site is set up to input numbers and card details
- Shipping Requirements** - Your site should be set up to find addresses, register shipping details and will notify your courier if needed
- Testing Environment (Checkout Testing, Test Orders & UX Testing)** - When everything is in place in your staging environment, test the functionality to avoid the site having problems when it's live

## Business Integrations

- Ensure GA, GSC & GTM are set up correctly** - So that you can monitor performance of the site once live, including transactions and traffic
- Ensure that all off-page links are updated including GMB / Local citations** - To make sure that users aren't going to the old website
- Business ERP Integrations** - To organise and enhance your business processes

## SEO

- Full Technical SEO Audit** - Use third party tools or an agency to ensure there are no SEO issues with the site
- Sitewide On-page Optimisations (indexability, meta titles, HTML headings)** - To ensure that you can be found in search engines
- Structures, Internal Linking Strategy, Duplicate Content Handling** - For SEO best practice and to aid users throughout the site
- Product listing canonicalisation** - To highlight the master copy of the page and to avoid product facets competing with each other in the SERP
- Google Analytics E-commerce Conversion Tracking (Revenue, Goals, Funnels)** - Making sure you can attribute your sales to channels and iterate your marketing activity by analysing what works best
- Site speed audit** - Your site speed is an important ranking factor for performance and conversion and you should be aiming for 3 seconds or less
- Site maps** - Sitemaps are needed to make your site is visible to search engines for crawling
- Robots.txt** - To inform search engine crawlers how to crawl the pages on your website
- Set up a custom 404** - Include relevant links back to pages to keep the user on your site, such as the homepage

# Post-Launch Checklist

## Crawling & Monitoring Indexation Behaviour

- To maximise your crawl budget

## Support & Maintenance

- Split Testing (A/B Testing)** - Making sure that your UX and content is as effective as possible
- Conversion Rate Optimisation (CRO)** - Continually making sure that the site is fully optimised to encourage transactions
- User Training** - Ensuring your team are able to make changes to the new site for new products and content
- Long Term SEO Strategy** - To maintain site performance

If you would like support with your site migration, Xigen is a specialist in everything listed above. Feel free to **get in touch** to discover how we can help your eCommerce business grow.

