

MIGRATION PLAYBOOKS

# Magento to Shopify Plus Migration Checklist

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Every task, timeline, and risk mitigation step for enterprise Magento to Shopify Plus migrations.

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2026 Edition

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# Migration Overview

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Migrating from Magento to Shopify Plus is a strategic decision that reduces infrastructure complexity while unlocking Shopify's enterprise features. This checklist covers every phase from planning through post-launch optimization.

Typical Magento to Shopify Plus migrations take 8-16 weeks depending on catalog size, customization complexity, and integration requirements. Plan for dedicated resources across development, QA, and project management.

## Phase 1: Discovery & Planning (Weeks 1-2)

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The discovery phase establishes the migration scope, identifies risks, and creates the project timeline. This is where you document every custom feature, integration, and business rule that needs to be replicated on Shopify Plus.

- Audit complete Magento feature set and custom modules
- Document all third-party integrations (ERP, PIM, OMS)
- Map Magento custom attributes to Shopify metafields
- Define data migration scope (products, customers, orders)
- Create URL redirect mapping spreadsheet
- Identify Shopify Plus apps for custom functionality
- Establish project timeline with milestones
- Assign roles and responsibilities

## Phase 2: Store Setup & Configuration (Weeks 3-5)

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Configure your Shopify Plus store with the correct settings, theme, and app stack before migrating data. This includes setting up Shopify Markets for international selling, configuring tax rates, and installing essential apps.

- Set up Shopify Plus store and configure settings
- Install and configure theme (custom or premium)
- Set up Shopify Markets for international selling
- Configure tax rates and shipping zones
- Install essential apps (reviews, email, analytics)
- Set up payment gateways (Shopify Payments, alternatives)
- Configure checkout customization via Checkout Extensibility
- Set up staff accounts with appropriate permissions

## Phase 3: Data Migration (Weeks 6-8)

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Execute the data migration in stages: products first, then customers, then historical orders. Use Shopify's API for enterprise-grade migrations to maintain data integrity and handle large volumes.

- Migrate product catalog with all variants, images, and metafields
- Transfer customer accounts and addresses
- Import historical order data for reference
- Migrate blog content and CMS pages
- Verify data integrity with spot checks (10% sample)
- Run full data reconciliation report

## Phase 4: Testing & QA (Weeks 9-11)

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Comprehensive testing is critical for enterprise migrations. Test every user journey, integration endpoint, and edge case before launch.

- Execute complete test plan across all devices
- Test all payment methods with live transactions
- Verify ERP/OMS integrations with test orders
- Load test the store for expected peak traffic
- Test email flows (order confirmation, shipping, returns)

- Validate SEO: redirects, meta tags, structured data
- User acceptance testing with stakeholders
- Performance benchmarking (target: sub-3s load times)

## Phase 5: Launch & Post-Launch (Weeks 12-16)

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Plan your launch for a low-traffic period, typically midweek. Have your team on standby for the first 48 hours to address any issues immediately.

- Point domain to Shopify Plus store
- Monitor 301 redirect performance in real-time
- Track site performance and error rates
- Monitor Google Search Console for crawl issues
- Send customer communication about the new store
- Run daily SEO ranking checks for 30 days
- Optimize based on real user data (heatmaps, analytics)
- Document learnings for future reference

# About Creative Labs

Creative Labs is a global eCommerce agency specializing in Shopify development, SEO, conversion optimization, and digital growth strategies. We help brands build online stores that convert and scale.

## Get in Touch

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