

MIGRATION PLAYBOOKS

Squarespace to Shopify Migration Blueprint

Move from Squarespace to Shopify while preserving your brand identity, content, and search rankings.

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When to Migrate from Squarespace

Squarespace excels at content-first websites with simple commerce, but brands that need advanced eCommerce features, scalability, and a robust app ecosystem consistently outgrow the platform.

Common triggers for migration include needing advanced product variants, subscription capabilities, wholesale pricing, multi-currency support, or integration with ERPs and inventory management systems.

Design Translation Strategy

One of the biggest concerns in a Squarespace migration is preserving your brand's visual identity. Shopify themes offer different design paradigms, so plan the design translation carefully.

Audit your current Squarespace design: document fonts, colors, spacing, image treatments, and layout patterns. Find or build a Shopify theme that matches your brand aesthetic. Consider a custom theme if your brand design is highly distinctive.

- Document brand fonts, colors, and spacing
- Screenshot key pages for reference during rebuild
- Identify Shopify theme that matches brand aesthetic
- Plan custom CSS overrides for brand consistency
- Prepare all brand assets in required formats

Content Migration

Squarespace stores typically have rich content pages alongside products. Plan to migrate products, blog posts, general pages, and any embedded content (videos, galleries, forms).

Use Squarespace's built-in export for blog posts (WordPress XML format) and manual migration for pages. Products can be exported via CSV. Images need to be downloaded and re-uploaded to Shopify.

Domain & DNS Transfer

If your domain is registered through Squarespace, you'll need to transfer it to Shopify or a third-party registrar. This requires unlocking the domain in Squarespace, obtaining a transfer authorization code, and initiating the transfer.

Plan for 5-7 days for domain transfer to complete. During this window, you can configure DNS records to point to your new Shopify store. Set up SSL certificates (automatic on Shopify) and verify all redirects are in place.

Post-Migration Optimization

After migration, optimize your new Shopify store for conversions. Squarespace users often underutilize eCommerce features that Shopify makes available.

Install conversion-focused apps: product reviews, upsells and cross-sells, abandoned cart recovery, and email marketing integration. Set up Google Analytics 4 and Facebook Pixel for tracking.

- Install review collection app (Judge.me, Loox, or Stamped)
- Set up abandoned cart recovery emails
- Configure upsell and cross-sell recommendations
- Install email marketing integration (Klaviyo, Mailchimp)
- Set up Google Analytics 4 with enhanced eCommerce
- Configure Facebook/Meta Pixel for retargeting

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.

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