

MIGRATION PLAYBOOKS

The Complete WooCommerce to Shopify Migration Playbook

A step-by-step guide to migrating your store from WooCommerce to Shopify without losing data, SEO rankings, or customers.

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2026 Edition

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Why Migrate from WooCommerce to Shopify?

WooCommerce has served millions of merchants well, but many brands are outgrowing its plugin-dependent architecture. Shopify offers a more reliable, secure, and scalable platform that eliminates the need for constant plugin updates, server management, and security patches.

Key advantages of Shopify include built-in hosting with 99.99% uptime, automatic security updates, native payment processing, and a vast app ecosystem. For growing brands, the reduced technical overhead translates directly to faster time-to-market and lower total cost of ownership.

- Eliminate server management and hosting costs
- Reduce security vulnerabilities from outdated plugins
- Access native Shopify features like Shop Pay and Shopify Markets
- Scale internationally with built-in multi-currency support
- Leverage Shopify's app ecosystem without plugin conflicts

Pre-Migration Audit

Before touching any data, conduct a thorough audit of your current WooCommerce store. This ensures nothing is lost during migration and helps you identify opportunities to clean up your catalog.

Start by exporting a complete inventory of all products, including variants, images, meta descriptions, and custom fields. Document your category taxonomy, tag structure, and any custom attributes that need mapping to Shopify's metafield system.

- Export complete product catalog with all variants and images
- Document URL structure for 301 redirect mapping
- Inventory all active plugins and their Shopify equivalents
- Backup customer accounts and order history
- Map custom fields to Shopify metafields
- Identify custom functionality that needs Shopify app alternatives

Data Mapping Template

Create a spreadsheet mapping every WooCommerce field to its Shopify equivalent. Key mappings include: product categories to collections, tags to tags, custom fields to metafields, and coupon codes to discount codes. Pay special attention to variant structures, as Shopify handles options differently than WooCommerce.

Plugin Replacement Matrix

For each active WooCommerce plugin, identify the Shopify app equivalent. Common replacements include: Yoast SEO to native Shopify SEO + JSON-LD app, WooCommerce Subscriptions to Recharge or Loop, and Advanced Custom Fields to Shopify Metafields.

Product Data Migration

Product migration is the most critical phase. Use Shopify's native CSV import for simple catalogs, or the Shopify API for complex stores with thousands of products and variants.

For stores with over 1,000 products, we recommend using a migration tool like LitExtension or Cart2Cart, which handle the heavy lifting of data transformation and image transfer. For custom migrations, the Shopify Admin API provides full programmatic control.

- Use bulk CSV import for catalogs under 1,000 products
- Leverage Shopify Admin API for complex or large migrations
- Verify all product images transfer at full resolution
- Validate variant pricing, inventory, and SKUs post-migration
- Test product metafields and custom data

SEO Preservation Strategy

Preserving your search rankings is critical. A poorly executed migration can destroy years of SEO equity overnight. The key is comprehensive URL redirect mapping and metadata preservation.

Map every WooCommerce URL to its new Shopify equivalent. WooCommerce typically uses /product/product-name while Shopify uses /products/product-name. Create 301 redirects for every

product, collection, and page URL. Don't forget blog posts, which move from /blog/post-name to /blogs/news/post-name.

Preserve all meta titles, meta descriptions, and heading structures. Shopify allows custom meta tags through the admin or via apps like JSON-LD for SEO. Submit your updated sitemap to Google Search Console immediately after launch.

- Create 301 redirects for every URL (products, collections, pages, blogs)
- Preserve meta titles and descriptions during migration
- Maintain heading hierarchy (H1, H2, H3) on all pages
- Submit updated XML sitemap to Google Search Console
- Monitor rankings daily for 30 days post-migration
- Set up Google Search Console alerts for crawl errors

Customer Account Migration

Customer data migration requires careful handling due to password hashing differences between WooCommerce (WordPress) and Shopify. You can migrate customer names, emails, addresses, and order history, but passwords cannot be transferred.

Shopify provides a customer invite system that sends password reset emails to migrated customers. Plan your communication strategy around this: send a pre-migration email explaining the change, then trigger account activation emails on launch day.

Post-Migration QA Checklist

After migration, conduct thorough quality assurance testing before pointing your domain to the new Shopify store. Test every critical user flow: browsing, searching, adding to cart, checkout, and account management.

- Verify all products display correctly with images, pricing, and variants
- Test the complete checkout flow with test orders
- Validate 301 redirects are working (spot-check 50+ URLs)
- Confirm email notifications are sending correctly

- Test mobile responsiveness across devices
- Verify analytics tracking (Google Analytics, Facebook Pixel)
- Check site speed with Google PageSpeed Insights
- Validate structured data with Google Rich Results Test

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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