



Tips for Safely Changing Ecommerce Platforms

Changing ecommerce platforms is never easy. In fact, many ecommerce retailers stay with a platform long after they should, simply because they fear that migrating to a new platform will cause too many complications. There is a lot that can go wrong, and those issues can affect all aspects of their business – including, most importantly, sales.

Unfortunately, not migrating to a new platform can also hurt sales. Staying with your current platform because it seems easier than changing might be holding your business back - from growth, from improving your operational processes, and from providing a better customer experience.

You may be wondering if it's the right time for you to change ecommerce platforms. Here are some indicators that it might be time for a change:

- **Lack of features in your existing ecommerce platform**
You may have started on a beginner plan realized you've outgrown it. This is a key indicator that it may be time to upgrade - or find a new platform so you can scale your business.
- **Poor quality of provided solutions**
You may require more advanced features as your customer base expands, or the platform itself may be outdated.
- **Too much maintenance**
One of the most common reasons for changing platforms? It requires too much maintenance or time from your team to manage.
- **Cost**
Ecommerce platforms come at various price point, and all charge different fees. You may find that you're paying too much money on your current platform.
- **Integration issues**
Managing a successful business may require more software than just your ecommerce platform, especially when selling across multiple sales channels. If you work with ERP, POS, inventory management, order management, email automation or loyalty systems, they may require additional functionality and advanced capabilities.

Any one of these issues may be a sign that your ecommerce platform is in need of a change. Review the tips below to ensure you safely transition your ecommerce store to a new platform.

Tips for Safe and Effective Data Migration

Once you've made the decision to change platforms, you'll want to make the transition as smoothly as possible. To help, here's a list of items to consider as you migrate your data.

1. Choose the right platform

You don't want to go through the migration process, only to discover that you have the same issues with your new platform. That means that you need to do some homework to ensure that the platform you choose has the features and scalability your business needs.

2. Make a plan

Changing platforms isn't something that you can just do all at once - it requires a lot of planning and a specific timeline for completing tasks. Make a project plan (using a project management tool can be very helpful) and lay out all the steps of your data migration. This will help you stay on top of the process and make sure nothing slips through the cracks.

3. Map your operational processes

Compare your old platform to your new one and make sure that all the important operational processes can be mapped to the new platform. Remember - you're looking to grow, which means that the new platform should have better processes and scalability.

4. Map your customer journey

Just like you have to consider your business processes and how they'll perform on the new platform, you also need to ensure that your customers will be able to easily navigate the entire sales cycle in your new platform, without any major interruptions.

5. Migrating your products

One of the most important things to keep in mind when changing ecommerce platforms is data accuracy. To maintain data accuracy and avoid any hiccups in reporting, you'll want to make sure you accurately map the current product IDs associated to existing orders before uploading them to your new store. Using current Product IDs helps prevent duplication of products and ensures better reporting accuracy. If you have a simple inventory, you can easily create a CSV export and upload it to your new system.

GLEW TIP:

Are you a Glew user? In addition to migrating your products, orders, and customers, we recommend creating a new store in Glew and using it as your test store until you're completely ready to go live. More often than not, things don't go as planned on the initial import, and you can't undo it. Starting fresh with a new store for your new platform allows you to validate the data on both stores in Glew and make sure everything appears accurate.

6. Migrating orders / order items

There are a few common mistakes users make moving from one ecommerce cart to another cart. One is that you don't need order IDs, because you have customers who have ordered. Not only do you need to import your orders, but make absolutely sure that the "created at" dates for order

IDs/order items also get migrated over. If you don't, your orders will assume the "created at" date of the import - not the true "created at" date.

7. Configure your analytics

The new ecommerce platform you choose should be able to integrate easily with your other systems, like Google Analytics, accounting, ERP and CRM. If you find some areas where there isn't an overlap, make sure that your choice of platform is worth having to move other systems.

GLEW TIP:

Make sure that you update or configure your reporting and analytics solution to begin tracking in your new platform. If you use Glew for your reporting and analytics, we can help you with this process!

8. Understand the migration process

Using a migration service is often your best bet. They're experts at this and will ensure that all your important data – products, customers, orders, and order items – migrate correctly.

GLEW TIP:

If you are going to perform the migration yourself, you need to understand the specific import/export features of your new platform. Typically, ecommerce platforms will have migration guides to help you:

- [Shopify](#)
- [BigCommerce](#)
- [WooCommerce](#)
- *Magento: Making the move to Magento may be a little more difficult. You'll find that most ecommerce veterans who have made the switch recommend that you don't try this yourself. Instead, enlist the help of a migration service.*

9. Check your URLs

During your data migration, be sure that you keep an eye on any change in the domain and subdomains of your platform. In the case of domain changes, you should set up a redirect to your new page or removed the indexed URL from the search engine.

10. Run parallel live

Make your new system live in parallel with your old system for a short time to test any bugs. Additionally, be sure that you have backed up all old information before your migration begins, in case there are issues in the data transfer.

Once You're Live - Test, Test, Test

When you have completed your data migration to your new platform, it's essential that you test extensively to work out the bugs.

Making the move to a new platform may seem daunting, but it doesn't have to be. When you thoroughly explore how your data migration will work, plan the process, and know what your options are, it's an impactful change that can feel easy.