Magento to Shopify Plus Migration Checklist

The complete pre-launch to post-launch checklist — 2026 edition

Most migrations fail on three things: incomplete URL redirect mapping (SEO loss), customer password migration (support spike), and ERP integration gaps (order-processing failure). Work through every box below before you cut over.

Pre-Migration: Audit & Planning

Magento Audit

[ ] Export full product catalog (SKU count, attributes, variants, images)

[ ] Export customer database (emails, addresses, order history)

[ ] Document all custom Magento extensions and their functions

[ ] List all third-party integrations (ERP, 3PL, CRM, email platform)

[ ] Crawl all URLs with Screaming Frog (export full URL list)

[ ] Document Magento URL structure (/category/subcategory/product.html patterns)

[ ] Record top 100 pages by organic traffic in Google Search Console

[ ] Document all custom pricing rules, discount codes, and B2B tiers

[ ] Identify all custom checkout steps or payment integrations

[ ] Map all CMS pages, blog posts, and static content

Shopify Plus Setup Planning

[ ] Determine store structure (single store vs. multi-store with expansion stores)

[ ] Plan Shopify Plus features to use: Flow, Launchpad, Scripts, Functions

[ ] Evaluate Shopify Plus apps for B2B pricing (if applicable)

[ ] Plan checkout extensibility replacements for custom Magento checkout steps

[ ] Select theme approach: Shopify 2.0 theme (OS 2.0) or custom theme build

[ ] Plan Shopify Markets setup for international stores

Phase 1: Data Migration

Products and Catalog

[ ] Export Magento products to CSV with all attributes

[ ] Map Magento custom attributes to Shopify metafields or tags

[ ] Convert product images to WebP, validate dimensions (main: 2048px+)

[ ] Import products via Shopify's bulk import CSV or API

[ ] Verify variant structures (Shopify: max 3 option types, 100 variants per product)

[ ] Map Magento categories to Shopify collections (create collection rules where possible)

[ ] Verify product URLs match planned redirect map

Customers

[ ] Export customer records with addresses, tags, order history

[ ] Import via Shopify Admin API (not CSV — API preserves more data)

[ ] Note: Magento password hashes cannot transfer. Customers must reset passwords.

[ ] Prepare "password reset" email campaign to send at launch

[ ] Migrate customer segments/groups to Shopify customer tags

Orders and History

[ ] Decide whether to migrate historical orders (important for customer service, loyalty)

[ ] Use a migration tool (LitExtension, Cart2Cart) or custom API migration for order history

[ ] Verify customer lifetime value data transfers to your CRM/email platform

Phase 2: SEO Preservation

URL Redirect Mapping

[ ] Create redirect map: every Magento URL → Shopify equivalent

[ ] Prioritize pages with significant organic traffic first

[ ] Map /catalog/category/view/id/ URLs to Shopify collection URLs

[ ] Map /catalog/product/view/id/ URLs to Shopify product URLs

[ ] Map CMS page URLs (/about-us.html → /pages/about-us)

[ ] Import redirects in bulk via Shopify Admin (CSV import)

[ ] Verify redirect chains don't exceed 2 hops

[ ] Test all top 100 traffic URLs post-redirect implementation

Meta Data Migration

[ ] Transfer meta titles and descriptions for all products and collection pages

[ ] Preserve structured data (Product schema, BreadcrumbList)

[ ] Update internal links to use new Shopify URLs

[ ] Submit new XML sitemap to Google Search Console post-launch

Phase 3: Custom Functionality Replication

Mapping Magento Features to Shopify Plus

[ ] Magento layered navigation → Shopify collection filters (Shopify 2.0 theme with filter UI)

[ ] Magento customer groups → Shopify customer tags + app (e.g., Wholesale Club for B2B pricing)

[ ] Magento promotions engine → Shopify Discounts + Shopify Functions (custom discount logic)

[ ] Magento custom checkout steps → Shopify Checkout Extensibility (Plus only)

[ ] Magento ERP integration → Rebuild via Shopify Admin API + webhooks

[ ] Magento multi-warehouse → Shopify Locations (up to 1,000 on Plus)

Phase 4: Theme Development

[ ] Build or configure Shopify theme to match approved designs

[ ] Implement Shopify OS 2.0 sections everywhere for merchant flexibility

[ ] Build custom product page sections for complex product types

[ ] Optimize theme for Core Web Vitals (target LCP < 2.5s)

[ ] Test on iOS Safari, Android Chrome, and desktop browsers

[ ] Validate checkout flow end-to-end (all payment methods, all shipping zones)

Phase 5: Integration Reconnection

[ ] Reconnect email platform (Klaviyo, Mailchimp) with new Shopify store

[ ] Verify all automated flows (welcome, abandoned cart, post-purchase) trigger correctly

[ ] Reconnect ERP/3PL via Shopify API webhooks — test order creation, fulfilment, and cancellation flows

[ ] Reconnect payment gateways — test all payment methods in staging

[ ] Set up Shopify Payments or preferred gateway with correct tax settings

Phase 6: Pre-Launch Testing

Pre-Launch Checklist

[ ] Place test orders through all payment methods

[ ] Test all discount codes and automatic discounts

[ ] Verify all email notifications send correctly

[ ] Test complete checkout flow on mobile (iOS and Android)

[ ] Verify all URL redirects work (spot-check 50+ URLs)

[ ] Confirm all product images load correctly

[ ] Test site search (verify product titles return correct results)

[ ] Check all CMS pages and blog posts display correctly

[ ] Run Lighthouse on homepage, collection page, product page — score ≥ 70 mobile

[ ] Verify Google Analytics / GA4 events firing correctly

[ ] Verify Meta Pixel and Google Ads conversion tags

[ ] Test 404 handling (non-redirected URLs should show custom 404 with search)

Post-Launch Monitoring

[ ] Monitor Google Search Console for crawl errors and indexing issues daily for 2 weeks

[ ] Track organic traffic vs. pre-migration baseline (expect 2–4 week fluctuation)

[ ] Monitor conversion rate vs. Magento baseline

[ ] Set up uptime monitoring (Pingdom, Better Uptime)

[ ] Monitor customer support ticket volume — password reset requests are expected