

DOWNLOADABLE CHECKLIST

Shopify Plus Migration Checklist

Every pre-launch, launch-day, and post-launch step for upgrading to Shopify Plus or migrating from another platform.

Covers both migration scenarios: standard Shopify → Plus upgrade, and external platform → Plus migration (Magento, WooCommerce, BigCommerce, custom-built).

Prepared by Suplex · suplex.design · 2026 Edition

Before You Start

BOTH SCENARIOS

The foundation phase. Get scope wrong here and every later phase inherits the error.

Strategic Alignment

- ☐ Define migration objectives in measurable numbers (LCP, conversion rate, traffic retention target)
- ☐ Set your go-live date and build the plan backwards from it — avoid peak sales windows
- ☐ Assign a named owner for data, theme, integrations, SEO, QA, and launch operations
- ☐ Confirm your Shopify Plus contract term, features, and Merchant Success Manager

Store and Data Audit (external migration only)

- ☐ Product catalogue inventory — flag products over 100 variants
- ☐ Customer and order data audit — note password migration is not possible
- ☐ URL inventory via Screaming Frog / Ahrefs, cross-checked with Search Console
- ☐ Integration inventory — every connected system and data flow
- ☐ SEO baseline snapshot — rankings, traffic, top landing pages
- ☐ Custom code inventory — every theme and pricing customisation

Phase 1: Data Migration

EXTERNAL PLATFORM ONLY

Skip entirely if upgrading from standard Shopify — your data is already in Shopify.

Product Data

- ☐ Map source schema to Shopify's model (max 3 options, 100 variants per product)
- ☐ Clean data before migration — remove duplicates and inactive records
- ☐ Run a test migration to a staging store first
- ☐ Verify image migration at original resolution, check alt text
- ☐ Validate inventory levels against the source system

Customer and Order Data

- ☐ Import customer records — confirm no duplicate emails
- ☐ Import order history with correct fulfilment status mapping
- ☐ Prepare password reactivation email sequence with a welcome-back offer
- ☐ Migrate gift card and loyalty balances
- ☐ Verify discount codes, expiry dates, and usage limits

Phase 2: Store Build & Configuration

BOTH SCENARIOS

Scope differs sharply: an upgrade audits an existing theme, a migration often builds one from scratch.

Theme and Design

- ☐ Select or build your Shopify Plus theme (confirm OS 2.0 support)
- ☐ Configure Checkout Extensibility — checkout.liquid was deprecated August 2025
- ☐ Rebuild navigation and collection structure
- ☐ Migrate blog content with original URLs or redirects
- ☐ Configure Shopify Markets for international selling

Plus Feature Configuration

- ☐ Rebuild automations in Shopify Flow
- ☐ Configure Launchpad and test one scheduled launch
- ☐ Set up B2B: company accounts, price lists, payment terms
- ☐ Configure Organisation Admin for multi-store brands

Phase 3: Integrations

BOTH SCENARIOS

Tier every integration by launch criticality before building any of them.

Tier	Examples	Risk if Missing
Tier 1 Launch-critical	Payment, tax, shipping, ERP/OMS, COD (UAE)	Cannot take or fulfil orders
Tier 2 Launch-important	Klaviyo, reviews, loyalty, subscriptions	Degraded retention, manual workarounds
Tier 3 Launch-eventual	Analytics enrichment, BI, reporting apps	Delayed insight only, no revenue risk

- ☐ Payment gateway tested with a real transaction, not just test mode
- ☐ Tax calculation configured per market (UAE 5%, KSA 15%)
- ☐ Shipping zones and rates rebuilt and tested at checkout
- ☐ ERP/OMS sync tested end to end (allow 4–6 weeks for NetSuite/SAP/Dynamics)
- ☐ COD enabled for UAE market

Want a scoped assessment before you commit to a timeline?

Suplex runs Shopify Plus migrations for UAE and global D2C brands, starting with an audit, not a proposal.

Book a call → suplex.design/contact

Phase 4: SEO Migration

EXTERNAL PLATFORM ONLY

Skip most of this for a standard upgrade — URLs and SEO equity stay unchanged.

URL Redirect Mapping

- ☐ Build a complete 301 redirect map for every URL with organic traffic
- ☐ Implement redirects using Shopify's native tool (not JS redirects)
- ☐ Audit for redirect chains — every redirect should be one hop
- ☐ Test a minimum of 50 redirects manually in staging
- ☐ Never redirect everything to the homepage

On-Page SEO

- ☐ Migrate meta titles and descriptions accurately (don't auto-generate)
- ☐ Match H1 tags to originals on high-traffic pages
- ☐ Rebuild image alt text, starting with top-revenue products
- ☐ Verify Product, BreadcrumbList, and OfferCatalog schema
- ☐ Check canonical tags on multi-collection products
- ☐ Configure hreflang for multi-market stores
- ☐ Confirm sitemap.xml generates correctly and excludes staging pages

Phase 5: Testing & QA

BOTH SCENARIOS

Run every check on staging before DNS cutover.

Full Customer Journey

- ☐ Homepage and navigation on desktop, mobile, and RTL (if Arabic)
- ☐ Collection filtering and sorting
- ☐ Product pages: images, variants, price, reviews
- ☐ Add to cart and checkout (guest and account) with a real card
- ☐ Order confirmation and ERP fulfilment trigger
- ☐ Abandoned cart email trigger

UAE / Gulf Market QA

- ☐ VAT-inclusive AED pricing across products and checkout
- ☐ COD option visible at checkout
- ☐ Tabby and/or Tamara BNPL visible if configured
- ☐ Arabic RTL layout renders correctly
- ☐ UAE address format accepted without mandatory postal code
- ☐ Telr / PayTabs / Tap Payments processes a live test transaction

Launch Day

BOTH SCENARIOS

A controlled execution of a plan, not improvisation. Run in this exact order.

1. Final inventory sync, then freeze updates on the legacy system
2. Run the final delta migration (external migration only)
3. Remove password protection from the new store
4. Enable search engine indexing in Shopify Admin
5. Activate 301 redirects before DNS cutover
6. DNS cutover — allow 24–48 hours for propagation
7. Place a live test order immediately after cutover
8. Verify payment gateways are live, not in test mode
9. Verify analytics tracking on the live domain
10. Confirm reactivation emails are queued (external migration)
11. Submit sitemap to Google Search Console (external migration)
12. Brief internal teams and your Merchant Success Manager

Days 1-7

- ☐ Check Search Console daily for crawl errors and ranking drops
- ☐ Watch conversion rate — a 5–15% dip is normal, beyond that investigate checkout
- ☐ Categorise support tickets by root cause
- ☐ Crawl the live site for broken links and redirect chains

Weeks 2-4

- ☐ Monitor keyword ranking trends for stabilisation
- ☐ Redirect any 404s with prior click traffic to the most specific page
- ☐ Recheck for redirect chains introduced by launch-day fixes
- ☐ Confirm pages move from "Discovered" to "Indexed" in Search Console

Weeks 4-12

- ☐ Run PageSpeed Insights on top 20 revenue pages vs. baseline
- ☐ Remove apps replaced by native Plus features
- ☐ Confirm Launchpad, Flow, Checkout Extensibility, and B2B are actively used
- ☐ Run a 60-day SEO health check against your baseline

Migrating to Shopify Plus?

Suplex handles the full migration: audit, data, theme, integrations, SEO, and launch — with UAE and Gulf market configuration built in from day one.

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