

The Zero-Loss Migration Checklist

7 steps to move an ecommerce store from Shopify to WooCommerce without losing organic rankings, revenue, or customer data.

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30+ Shopify to WooCommerce migrations, zero long-term traffic loss

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READ ME FIRST

This is the same 7-step process I run for every Shopify to WooCommerce migration. Average timeline is 4 weeks. Faster or slower on a case-by-case basis depending on catalog size, payment processor approval, and how quickly your team turns around review requests. If a Shopify shutdown notice has already landed, the 3-week emergency version cuts scope to fundamentals.

1 Pre-migration audit and baseline

Snapshot Google Search Console (pages, queries, impressions, clicks), GA4 (revenue, sessions, conversions), current keyword rankings, and the full backlink profile. Save the last 90 days as your recovery target. Every downstream decision is measured against this number.

RESOURCES

[Google Search Console](#) · [Google Analytics 4](#) · [Ahrefs](#) or [Semrush](#) for keyword tracking

2 1:1 URL mapping and 301 redirect plan

Every Shopify URL (product, collection, blog, static page) maps to a WooCommerce URL in a spreadsheet before you touch code. This is the single largest driver of ranking preservation. Redirects deploy on cutover, not after. Miss one and Google treats that URL as gone.

RESOURCES

[Screaming Frog SEO Spider](#) to crawl the current site · Google Sheets for the mapping · [Redirection](#) plugin for WooCommerce

3 WooCommerce rebuild preserving H1s, meta, and schema

Rebuild the storefront with H1 tags, meta titles, meta descriptions, canonical tags, product schema, and organization schema intact. No default titles, no missing structured data, no dropped canonicals. Every element carries over from the Shopify version so Google sees the same page just at a new URL.

RESOURCES

[WooCommerce](#) · [Yoast SEO](#) or [Rank Math](#) for meta + schema · [Kadence](#) or [Astra](#) for the theme

4 Payment processor wired to WooCommerce

Underwriting takes 1 to 3 weeks depending on your vertical. Start this application the day you decide to migrate, not after everything else is ready. Standard ecommerce: Stripe, Authorize.net, or your existing gateway. High-risk verticals (vape, e-cig, CBD, kratom, firearms, adult): PaymentCloud, Corepay, Instabill, or an equivalent that will underwrite your category.

RESOURCES

[Stripe](#) · [Authorize.net](#) · [PaymentCloud](#) · [Corepay](#) · [Instabill](#)

5 Managed WordPress hosting

Shared hosting will not survive real ecommerce traffic. Get on managed WordPress hosting built for WooCommerce checkout throughput. This is the difference between a storefront that stays fast under Black Friday load and one that falls over the first weekend after launch.

RESOURCES

[WPX](#) (my top pick — fastest support I've used) · [Kinsta](#) · [WP Engine](#)

6 Rigorous QA on staging

Every checkout path tested end to end before DNS cutover. Real card transactions on staging across every product type, every shipping method, every tax zone. Test the redirect map dry-run. Load the site in Chrome, Safari, Firefox, and mobile browsers. Every regression fixed before moving on.

RESOURCES

Your staging environment · A test payment-processor account · [BrowserStack](#) for cross-browser QA · [PageSpeed Insights](#)

7 Cutover, monitoring, and 90-day reconciliation

DNS flip during your lowest-traffic window. Live monitoring on redirects, checkout, and payment processing for the first 48 hours. Submit the new sitemap to Google Search Console and Bing Webmaster Tools the same day. Reconciliation passes at 30, 60, and 90 days post-cutover — any ranking drift diagnosed and fixed while the migration is fresh.

RESOURCES

[Cloudflare](#) or your DNS provider for TTL adjustments · [Google Search Console](#) for sitemap submission and coverage reports · [Ahrefs](#) or [Semrush](#) for ranking checks

Need help executing this?

I run this playbook end to end for a fixed engagement fee. 30+ migrations shipped, zero long-term organic traffic loss, average 4-week timeline (3 weeks if you already have a Shopify shutdown notice in hand).

Book a 30-minute strategy call: matchagrowth.com/contact/

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