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Changing shop platform: what to carry across and what breaks

Platforms & Getting Started

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Changing shop platform: what to carry across and what breaks

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Changing shop is not copying a folder. Platforms store products, customers and orders in different ways, and the old links that Google and customers know stop existing if nothing replaces them. This article is about **moving from one platform to another** (for example from a rented shop, or another platform, to WooCommerce); moving the same shop to a new host is a different matter. The rule is one: build and check the new one before you switch the old one off.

What comes across and what does not

What	Does it carry over?	How
Products and categories	Yes, nearly always	Export a CSV from the old one and import it into the new: **importing and exporting with CSV**. Check the columns one by one.
Images	Yes, with care	The image links must keep working during the import. It is often safer to upload them to the new shop first.
Variations and attributes	With work	This is the part that breaks most. Check a few products by hand.
Customers	The data, yes	Passwords usually do not, because each platform stores them its own way. Plan a message asking people to reset theirs.
Past orders	Depends	Import them, or keep an export for reference and accounting. Ask your accountant how long you must keep them.
Reviews	Sometimes	Some tools carry them; otherwise they are lost.
Page addresses	No	Each one has to be redirected to its new equivalent.

What	Does it carry over?	How
Payment methods	No	They are contracted and connected again. See **connecting a payment method**.

In this order

1. **Make a full backup of the old shop** and keep it: **making and testing your own backup**.
2. **Build the new one at a test address**, shown to nobody. See **a test site before touching what is live**.
3. **Import products and images** and check a sample: prices, variations, stock, images, categories.
4. **List the old addresses** (Search Console and the sitemap help) and write the new address next to each.
5. **Create the 301 redirects** from that list. See **301 redirects**.
6. **Test a whole purchase** on the new one, with a real low-value payment, the e-mail, the invoice and the refund.
7. **Pick a quiet hour** and point the domain at the new shop, or swap the content. DNS takes time to propagate: **how long it takes**.
8. **Keep watching Search Console** and the errors for a while, and only then switch the old one off.

Do not cancel the old shop on the day of the move.
If something failed, that is where you go back to. Cancel when orders, payments and redirects are confirmed, and after you have saved the export of the orders.

Do not change everything at once.
Changing platform, domain and design in one day leaves a drop in visits with no explanation. Move with the same design and the same addresses where possible, and improve afterwards.

NEED A HAND?

Bringing the shop here and want the right plan, or help checking the import? Tell us what platform it comes from and how many products it has.

Open a support ticket →

SEE ALSO

- 301 redirects when you change a page or a domain →
- Importing and exporting products with a CSV file →
- Hosting migration →

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