



Shopify Migration Readiness Checklist

Everything you need to prepare — client responsibilities and key collaborative points.

1. Audit & Discovery (Pre-Kickoff)

- Define goals, scope, and what will be migrated (products, customers, orders, content, apps).
- Set launch date, approvals, and primary contacts.
- Provide existing platform details and access credentials.

2. Product & Catalog Data

- Provide product data (CVS export or new product details)

3. Design, Branding & Theme

- Provide brand assets: logo, colors, fonts, banners, lifestyle images, brand guidelines.
- Deliver final page copy for About, Shipping, Returns, etc.
- List sites you like for reference and custom page needs.

4. Apps, Integrations & Technical Infrastructure

- List all apps used and their purpose (ex. Loyalty, email marketing, wholesale).
- Provide access to 3rd party integration API's.

5. Payments, Shipping & Taxes

- List preferred payment gateways and confirm active accounts.
- Provide shipping rules, rates, and fulfillment locations.
- Share current tax settings and nexus regions.

6. Analytics & Tracking Pixels

- Provide access to Google Analytics, Search Console, and GTM.
- Provide scripts for site behavior tracking (ex: Meta, Google Ads, etc.)

7. Policies, Compliance & Legal

- Provide final Privacy, Terms, Shipping, and Returns policies.
- Confirm GDPR/CCPA handling preferences.
- List accessibility or regulatory requirements.

8. Quality Assurance, Testing & Launch Prep

- Provide test cases and plan UAT sessions.
- Perform visual QA across desktop, tablet, and mobile.
- Test checkout, payments, and shipping flows.

9. Launch & Go-Live

- Freeze catalog edits during final sync.
- Run UX tests and confirm analytics tracking.
- Attend training and confirm support window.

Alpha Digital Pro — Shopify Migration Experts

We guarantee a seamless, zero-downtime transition to Shopify.

For questions or to start your migration, visit:

[Schedule a call with the team](#)

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[Shopify Migration FAQ](#)