



eCommerce Migration Checklist

Online shoppers are demanding increasingly sophisticated and connected online retail experiences and retailers are responding with eCommerce platforms that offer innovative features, multi-channel integration, and more technological bells and whistles than ever before. As online retail evolves more and more quickly, you may notice that your eCommerce platform is outdated, limited, or costly. If your current website has become too rigid, costly to maintain, or complicated to update, it may be time to consider a new eCommerce platform. It is, however, a complicated and big decision.

This checklist can help you determine if switching to a new platform is right for your business and will step you through the process of migrating to a new eCommerce platform.

Establish the Need to Switch

Here are some pain points, opportunities and competitive tactics to think about when assessing whether or not your business needs a new eCommerce platform.

	Status	Notes
<p>1. Website is a “patchwork” of add-ons and temporary fixes. Temporary fixes and add-ons may inhibit functionality for customers and reduce efficiency of your company’s backend operations.</p>		
<p>2. Website updates take time and resources. Minor site changes that take a long time and require additional resources may limit your company’s ability to move and adapt quickly.</p>		
<p>3. Customers are increasingly disappointed in their online experience. Frequent, consistent complaints about your site’s user friendliness may highlight a failure to keep pace with changing consumer preferences and expectations. Ask yourself:</p> <ul style="list-style-type: none">▪ Do we have the mechanisms to take this feedback?▪ Are these things that can be resolved through redesigning the site?		
<p>4. Website does not support new technology and innovation. It’s important to stay ahead of the innovation curve—and your competitors—as eCommerce evolves. Ask yourself:</p> <ul style="list-style-type: none">▪ Are we set up to take advantage of the latest trends in consumer behavior and consumer purchasing?		
<p>5. Website does not support business goals. If you find that your business’s growth is limited by your site’s capabilities, or if your platform has grown so big and complicated that it’s inhibiting your agility, consider whether an updated platform might increase ROI.</p>		

It’s possible that none of these problems, in and of themselves, will be a sufficient reason to replatform. **The most important question is:** Have we outgrown our current eCommerce platform? Or is it too big for us?

Perform Research and Evaluate Alternatives

Once the need to migrate to a new eCommerce platform has been established, it's time to research and evaluate alternatives.

	Status	Notes
<p>1. Gather real data and don't rely on guesswork. Set concrete key performance indicators (KPIs) and benchmark with industry standards. Ex: Test site traffic, bounce rates, how are people navigating, checkout process, layout and design, revenue/visit before & after replatforming</p>		
<p>2. Evaluate the pros and cons of implementing a new eCommerce platform. Replatforming can have benefits as well as potential drawbacks. Some companies may experience hidden costs, unexpected delays, and temporary traffic loss. It's important to use data to decide if what you hope to achieve with the migration is worth any potentially unforeseen problems.</p>		
<p>3. Determine what you need in your new platform. It's unlikely you can address or improve everything, so decide what your guiding principles are and prioritize those first. Ask yourself:</p> <ul style="list-style-type: none">▪ What do you need and what do you want?▪ Are you looking for better scalability and agility so your platform can meet changing customer demands and expectations?▪ Do you need seamless multi-channel integration to stay current with eCommerce trends?		
<p>4. Determine which functions and applications are must-haves and which can you do without. There are a lot of features to choose from and it's easy to get distracted by the bells and whistles of a new eCommerce platform. Use analytics to gain an understanding of how your customers currently use the site and use customer feedback to identify areas of improvement. Clearly indentifying which features your customers will use can help you focus on what's important for your business.</p>		
<p>5. Evaluate alternatives: In-house, outsourced, or hybrid models. In-House</p> <ul style="list-style-type: none">▪ If you have highly unique requirements for your eCommerce platform or		

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<p>if IT is something you excel at, building an in-house eCommerce solution may be the best fit. Remember, in-house development is often complex, expensive, resource-intensive and can hamper agility.</p> <p>Outsourced</p> <ul style="list-style-type: none"> Using an outsourced model can help online retailers launch quickly and focus on other differentiators of the business. Outsourced eCommerce platforms often require long-term contracts, can negatively impact customer experience, and can limit brand control. <p>Hybrid</p> <ul style="list-style-type: none"> eCommerce solutions such as Software-as-a-Service (SaaS) usually offer the best mix of brand control, agility, low cost of ownership, and streamlined technology implementation. The hybrid model is a great fit for online retailers who have a highly dynamic consumer base, need brand control and whose core differentiators are merchandising and marketing. 		

Plan for Your Launch

Once you've gathered real data and made the decision to migrate to a new eCommerce platform, it's time to build a thoughtful, practical plan for your launch.

	Status	Notes
<p>1. Create and map out a project plan.</p> <ul style="list-style-type: none"> Develop a project plan that identifies data, design, marketing, integration requirements, and custom functionality. Calculate a budget that accounts for possible cost overruns. 		
<p>2. Build out timelines.</p> <p>Create a timing outline for best and worst case scenarios.</p>		
<p>3. Create risk and contingency plans for best and worst case scenarios.</p> <ul style="list-style-type: none"> Prepare for short-term negative impacts. Make a plan to deal with inevitable problems. 		

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<ul style="list-style-type: none"> ▪ Switching to a new eCommerce platform will likely impact nearly every aspect of your organization, so it's important to prepare your team for the upcoming changes. ▪ Prepare a plan to help your customers make the transition to minimize drops in traffic and conversion rate. 		
<p>6. Revisit your guiding principles. This will help you make quick decisions as you get into the thick of the implementation and ultimately increase efficiency.</p>		
<p>7. Track key performance indicators (KPIs). Here are some common KPIs: Conversion, site performance, new customer acquisition, time on site, average order value, revenue per session</p>		
<p>8. Consider conducting usability testing. It's great to have feedback before you move a new eCommerce platform into production. Use key employees or key users to gather this feedback before you launch.</p>		

Launch your New eCommerce Website

Immediately after launching your new eCommerce platform, keep an extremely close eye on your progress. Try to address problems early before they grow or create additional issues.

	Status	Notes
<p>1. Track KPIs and evaluate how your website is performing. Track your established KPIs closely and compare them against your benchmarks. Evaluate how your new site is performing in real time and if you have KPIs that are not trending in the right direction, try to determine the cause.</p>		
<p>2. Plan and execute a phased rollout if needed. Know which features are critical and which ones can be phased.</p>		

	Status	Notes
<p>3. Keep a close eye on customer feedback. Solicit outside feedback and keep in touch with your customers. Pay attention to their comments and complaints and implement adjustments where necessary.</p>		
<p>4. Regularly communicate status to all stakeholders. Solicit in-house feedback and gather information from your stakeholders to address any critical issues. Enlist your whole team in monitoring the launch process.</p>		

Post-Launch Follow-up

Many people fail to follow up their launch with a detailed, practical post-launch plan. You don't have to monitor your site as closely as you did immediately following launch, but you should continue to track data, solicit feedback, test and retest, and examine progress towards your goals.

	Status	Notes
<p>1. Continue to track KPIs and overall performance. Take note if any performance indicators flat line or regress.</p>		
<p>2. Identify critical issues. Continue to solicit regular feedback from stakeholders and customers because some issues may not become apparent until well after launch.</p>		
<p>3. Test and retest. Create a recurring testing schedule and stick to it.</p>		
<p>4. Create an incremental improvement roadmap and evaluate your progress. Have you met the goals you singled out during pre-launch? If not, what can you do to reach them?</p>		
<p>5. Evaluate your current ROI against your original goals. Re-evaluate your ROI, data, and information against your original goals to make sure you are getting the most out of your new platform. Ask yourself:</p> <ul style="list-style-type: none"> ▪ How are you tracking against the original business case? 		

Conclusion

Migrating a website is always a complex process and it touches all aspects of the business. Properly evaluating whether or not a migration is needed is essential to overcoming the common pitfalls of moving to a new eCommerce platform. Once the decision to switch has been made, planning and tracking will gauge the overall success of your website migration. Performing the critical checks on this list will help minimize the overall risk and ensure you are making the right decision for your business.

amazon webstore

Amazon Webstore is a complete commerce platform that enables companies to leverage Amazon technology and expertise in building and managing their direct-to-consumer business.

Commerce sites built on the Amazon Webstore platform utilize Amazon's powerful cloud infrastructure and payment processing technology to deliver a scalable, secure online shopping experience to customers. Amazon Webstore also integrates seamlessly with selling on the Amazon Marketplace and using Fulfillment by Amazon, Amazon Prime, and other Amazon Services.

To get started with Amazon Webstore, visit the website at webstore.amazon.com or [contact the Amazon Webstore team](#) directly.