



# A COMPLETE GUIDE TO SWITCHING ECOMMERCE PLATFORMS



Echo Dot (5th Gen)  
Smart speaker with clock  
and Alexa



Bluetooth Smartwatch with  
Touch Screen and Fitness  
Tracker



Apple AirPods Pro  
(2nd Generation)



Apple iPhone 15 Pro Max  
(1 TB) - Natural Titanium



Green Desk Lamps



SAMSUNG Galaxy Z Fold 5,  
512GB, Big 7.6" Screen,  
Icy Blue



Kindle Paperwhite (8 GB)  
with a 6.8" display



Beats Solo3 Wireless  
On-Ear Headphones -  
Rose Gold

In the constantly evolving eCommerce environment, if you don't pivot your business toward the emerging trends, you open up the opportunity for the competition to outpace you.

Having a flexible and easily scalable eCommerce platform is the best way to stay on top of new technologies. But, no matter how good your original shopping cart solution was when you first launched your new site, it may no longer answer your business goals. And this is where the time for a change comes.

However, the [ongoing economic woes](#) spell an uncertain future for eCommerce players facing the spectrum of fears that hold them back from migrating to a different solution. To help you ease your [replatforming concerns](#), we've put together the best practices and top eCommerce website migration tips to ensure your project goes smoothly.

### **In this guide, we'll uncover:**

1. The main reasons for switching eCommerce platforms.
2. eCommerce migration checklist.
3. How migrating your online store to X-Cart will resolve most website issues.

# I. Reasons to Set the Replatforming Project in Motion

For any eCommerce business, the reasons behind the decision to move to another platform are individual. Still, the most common factors are technical limitations, business-specific functionality gaps, poor website design, and elevated maintenance costs.

Replatforming is meant to improve your internal business processes, enrich functionality, make the website design more responsive and mobile-friendly, enhance the overall customer experience, and fill security gaps.

A few signals that indicate it's time to change your outdated eCommerce solution are:

- ✓ Each time you have spikes in website traffic, they cause downtimes.
- ✓ Your online store's speed is slower during the high season when the traffic is higher than usual.
- ✓ Your eCommerce platform's default functionality no longer meets your growing business needs.
- ✓ Your eCommerce platform lacks prebuilt business-specific integrations with third-party apps and offers few to no options for customization.

- ✓ The cost of ownership grows day by day.
- ✓ The competition is already ahead of you, offering a better user experience.
- ✓ Your web store is not mobile-responsive.
- ✓ Your website's design looks outdated.
- ✓ Your platform provider doesn't ensure [adequate eCommerce website security](#).
- ✓ Poor website usability and navigation lead to low conversions and high bounce rates.
- ✓ You have issues with indexing, which is a sign that your eCommerce platform is not ready for SEO.

If you experience at least three of the problems above, it may be the right time to consider replatforming.

## II. The eCommerce Replatforming Checklist

Today's eCommerce websites have multiple internal integrations and store numerous databases, from product categories to customer lists to historical sales and tax reports. Transferring

such complex eCommerce systems in one fell swoop increases the chances of a mistake and puts the overall website's performance at risk.

The more prudent option is not to bite more than you can chew and split the process into several stages:

## **1. Start with the list of things your eCommerce platform lacks**

Try to think out of the box and assess the overall performance of your current platform to spot the issues you would like to resolve in the future and consider the processes that can be automated. You can also spy on your competitors to borrow some ideas from them.











## **2. Gather feedback from every member of your team**

Get feedback from your sales and customer support teams working tightly with the clients to have the best insight into what features your customers anticipate. At the same time, focus on the efficiency of your internal processes to reveal your business's sore spots, including such things as security, scalability, and website's responsiveness, to name a few.

## **3. Put down the list of features you are seeking in the new platform**

Get a new angle on your business requirements and create a list of must-have features for your eCommerce website.

## Just a couple of ideas for you include:

-  unlimited product catalog
-  smart search functionality
-  integrations with marketing apps, payment gateways, and shipping software
-  reporting tools to track sales and revenue
-  intuitive interface and flexible checkout
-  mobile-first web design
-  high level of security
-  enhanced SEO tools
-  extended customization options
-  opportunities for going omnichannel

## 4. Evaluate the budget for your replatforming project

The overall cost of eCommerce platform migration includes the price of the new software and the cost of expert assistance. However, given the complexity of eCommerce replatforming, business owners risk running out of the estimated amount of dollars they initially planned to invest. This is why you need a carefully elaborated plan that will help you control overspending.

## 5. Work out a detailed eCommerce migration plan

Each replatforming project varies from business to business, however the common steps always involve:

- Orchestration phase.** Map out the areas of your business that may be impacted during replatforming and optimize operations to minimize website performance disruptions.
- Content audits and backups.** Backing up all the eCommerce store data is a good practice that will save you a lot of headaches in case of an error.
- Migrating website data.** Assess whether you need any data migration services or an expert to transfer all your data.

- Website's branding and redesign.** Decide whether to hire a designer or pick one of the pre-built [design templates](#) the new eCommerce platform offers.
- Custom functionality.** Consider all your custom features to have them developed from scratch or replace them with the existing integrations on a new eCommerce platform.
- SEO migration planning.** Conduct an SEO audit to plan and transfer your search engine ranking, authority, and indexing signals. Carefully map all the redirects or let an SEO expert do it for you.
- Pre-launch training.** Test it from the ground up to be 100% sure that your storefront and admin backend work perfectly.
- Website launch.** Communicate the changes to your customers by making an announcement.
- Post-launch testing and debugging.** Have a team of migration experts who will spot and eliminate potential issues and ensure your new website meets your expectations.

## 6. Choose an eCommerce platform

To [pick an ideal eCommerce solution](#) for your online store, consider your business logic and assess the capabilities of a new platform in the context of your business goals.



**Pro Tip:** Headless and API-driven eCommerce platforms, like X-Cart, offer broader customization opportunities, helping you tailor your unique eCommerce solution around your business vision and promising higher agility for your online store.

## **How does an API-driven eCommerce platform help you grow your business?**

The essence of the API-driven solutions is in their modular structure that allows for creating an interconnected digital ecosystem that can be scaled and adjusted to your ever-evolving business goals without interfering with the overall platform performance. At the same time, this type of eCommerce software can provide the agility businesses need to efficiently deliver a better online customer experience and keep up with changing consumer demands.

## **7. Assess the need for hiring an eCommerce migration team**

While migrating your data and setting up the new platform, you'll need to ensure your efforts won't be lost. Evaluating your team's skills and abilities will give you a clear understanding of whether you need a team of experts hired to assist you during the replatforming.

Find and hire eCommerce shopping cart migration experts who will migrate all your data safely, if needed. Before going for a third-party service, ensure the platform does not offer migration as a free (or paid) service.

# III. Why Move Your Online Store to X-Cart

Behind any profitable online business that fulfills customer expectations stands the technology capable of creating great experiences. If you feel you've outgrown your eCommerce platform, the best option is transferring your web store to the shopping cart solution capable of managing consistent business growth and fulfilling elevated buyer expectations.

X-Cart eCommerce platform opens up unlimited opportunities for web store owners to grow and scale their businesses. With 20+ years of experience, we found the best, most efficient way for you to see a return on your eCommerce investment, offering:

- API-driven architecture
- boundless customization options
- multiple integrations with payment gateways, fulfillment, and tax software providers (Stripe, PayPal, Shipstation, and Avalara, to name a few)
- unlimited product catalogs (up to 1 million SKUs)
- smart, faceted search functionality
- mobile-first website design
- intuitive customer-centric navigation
- dedicated customer support and a professional team of migration experts to assist you

Online sellers prefer moving their businesses to X-Cart because the initial platforms restrict store owners' ability to grow and extend functionality. It either takes too much time, delivers poorer results, or is exceptionally costly. We're here to help you organize, ideate, and grow your business with a strategic replatforming process that delivers the finest results.

## Ready to Replace Your Outdated Solution With X-Cart?

Our team of replatforming experts will help you safely move all your data. Your website will stay up throughout the entire migration process, and you won't have to put your business on hold.

[Contact Our Migration Experts](#)