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Six Magento 1 to 2 Migration tips
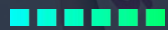
Replatforming insights from magic42

Contents

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Create a differentiated eCommerce experience with Magento 2

Magento 2 brings a true mobile first approach, with faster speeds, an enhanced admin interface and a seamless checkout experience.

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How we power retail success

Our experience as a retailer

We started life in 2000 as UK-based online retailer, Mobile Fun. We oversaw international expansion, a multi-site Magento migration and the establishment of a new global brand.

Following retail success, we wanted to pass our knowledge onto other ambitious businesses. And so, magic42 was born.

We drive Magento innovation

We work exclusively with Magento, providing a differentiated eCommerce experience.

Our dynamic team of Magento qualified Solution Specialists and Developers helps our clients get the most out of Magento.

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Tip One: Re-explore Magento's out-of-the-box functionality

Our clients are often unaware of how powerful and flexible Magento can be. Day to day acceptance of the status quo can mean Magento features go undiscovered.

Magento 2 has been rebuilt from the ground up, with many improvements over Magento 1. Some features are evolutions of familiar features, including 'back in stock alerts, "only x left in stock" intelligent messages and tiered pricing offering price breaks on larger quantity orders.
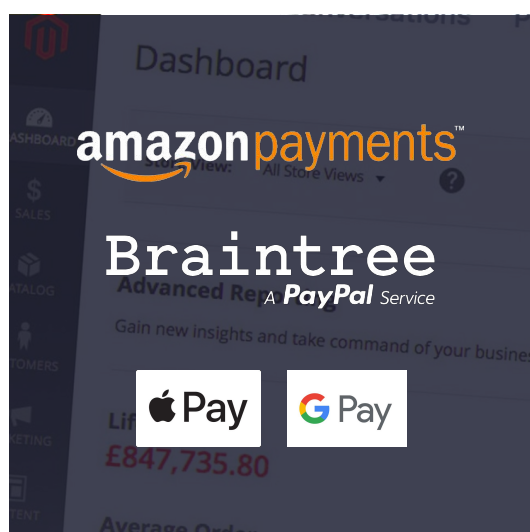

Some features are brand new to Magento 2. These include upgraded payment options such as advanced Braintree (a PayPal company) integration. This powerful payment service can even give you the option of taking Apple Pay, Google Pay and PayPal credit payments. There's also Klarna to offer consumer credit, Amazon Pay and Multi Site Inventory, among many other new additions.

We help our clients get the most out of Magento, with results you may not even know are possible. We can show you the practical differences between Open Source and licensed Commerce editions too, without any hidden partnership agenda, to help you find out which version is best suited to your eCommerce plans.

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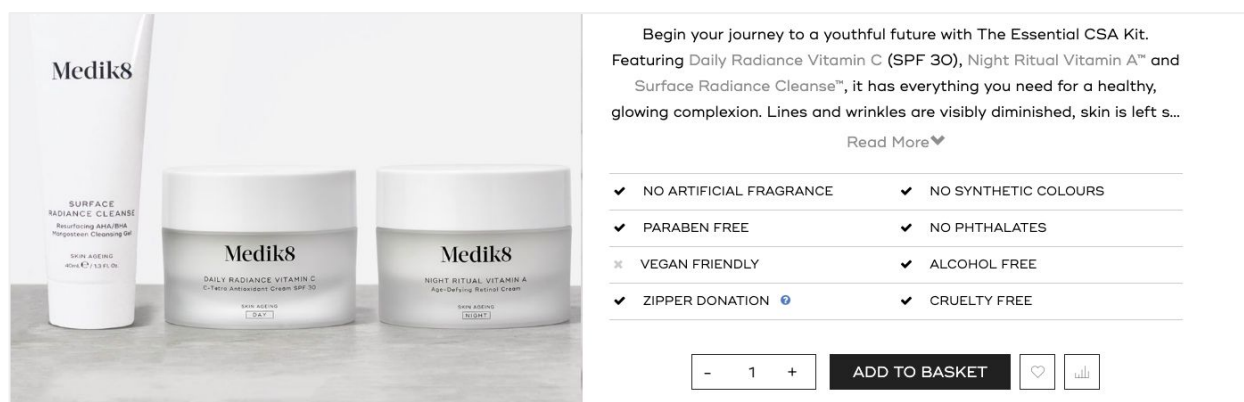magic42

Tip Two: Enhance your product data

With an established eCommerce platform, it can be challenging to make wholesale changes to your product data. You are often bound by decisions made early on in development. Often businesses simply don't have the dedicated time to make changes.
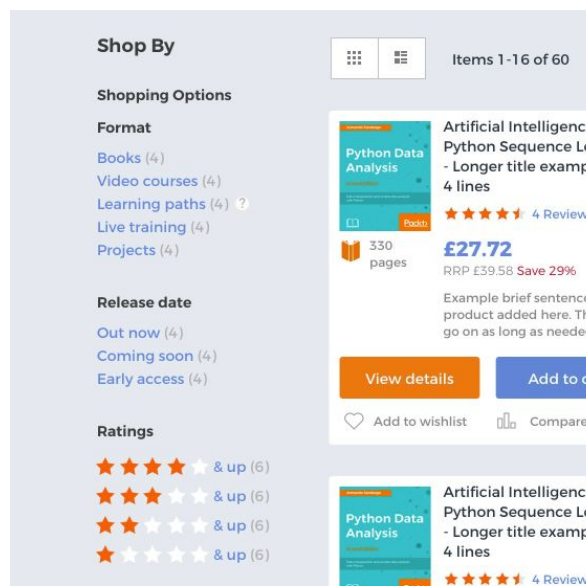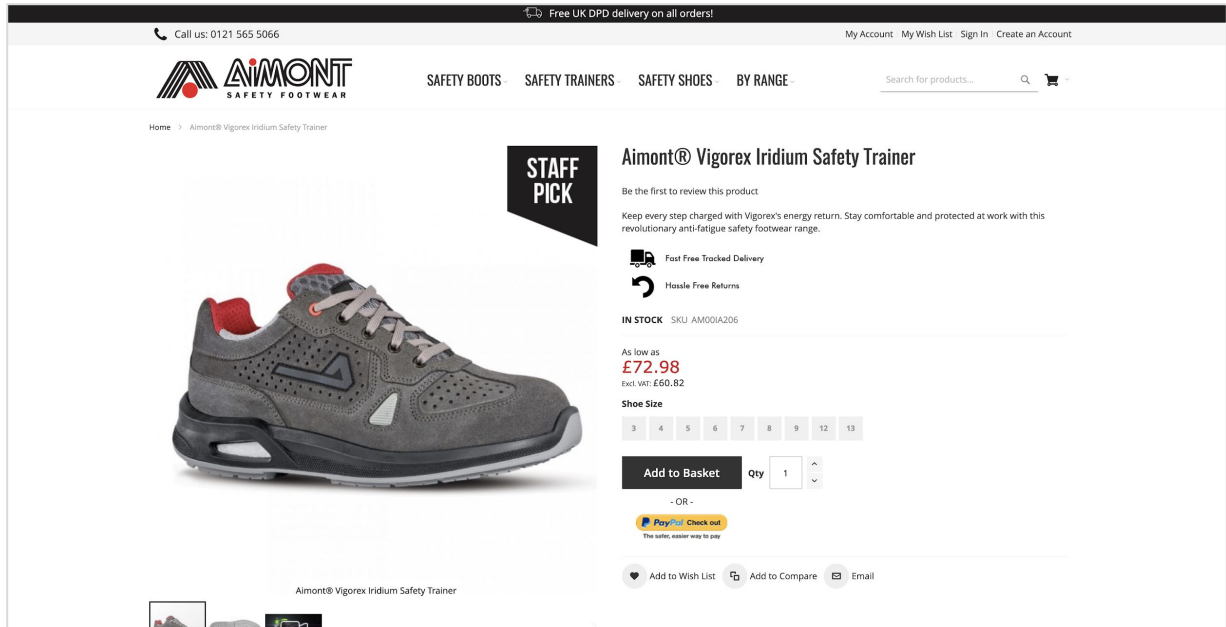
Moving to a newer platform brings with it the opportunity to revisit the user experience, especially with layered navigation. Should a drop-down be a multi-select? Should you move some data to its own attribute so it can be displayed on the product page? A migration can open the door to these changes, and many others.

More compelling visual layouts can also help to highlight gaps with existing data. Plans to highlight data on the product page to help customers can identify unpopulated data which can then be identified and fixed as part of the transition process.

Enhancing your product data allows for better segmentation of products too. For instance, Google Shopping Campaigns can have custom labels such as product types, margins or clearance status.

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Our Magento 2 builds

Aimont: We partnered with Supertouch, a PPE clothing distributor on their first B2C venture. We included product badging, swatches for sizes and Paypal Express.
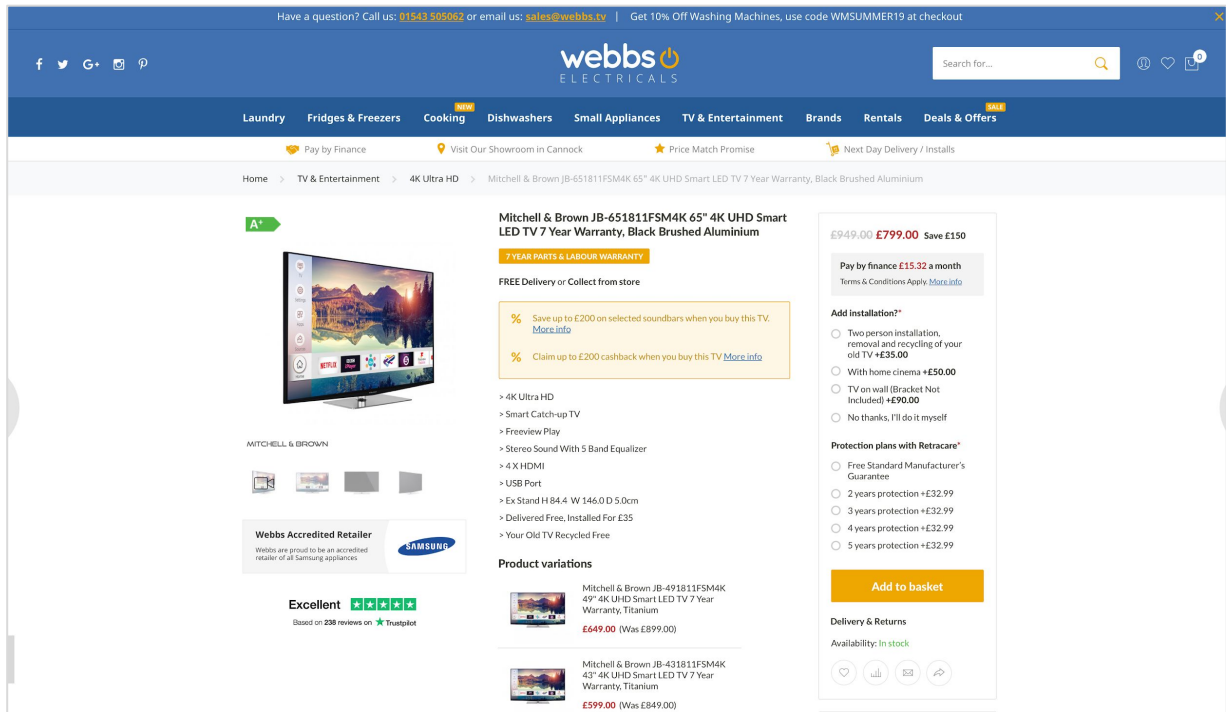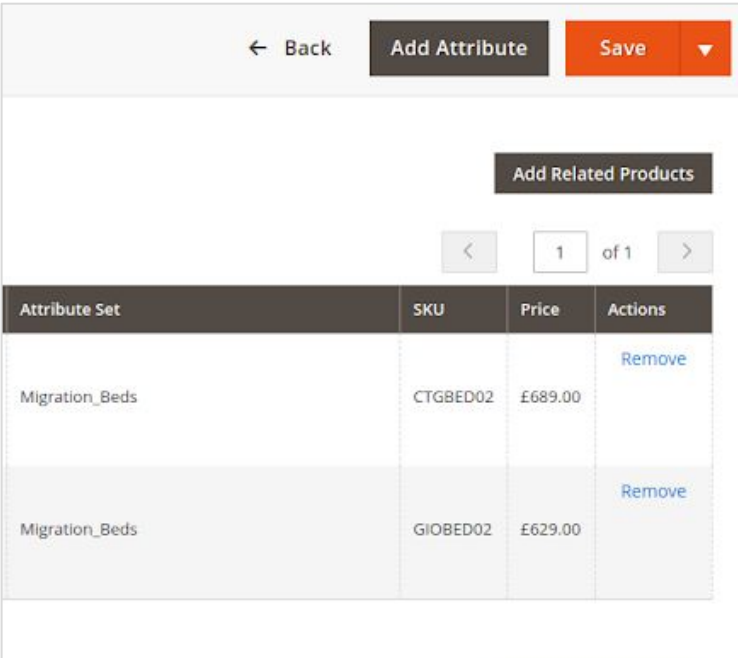

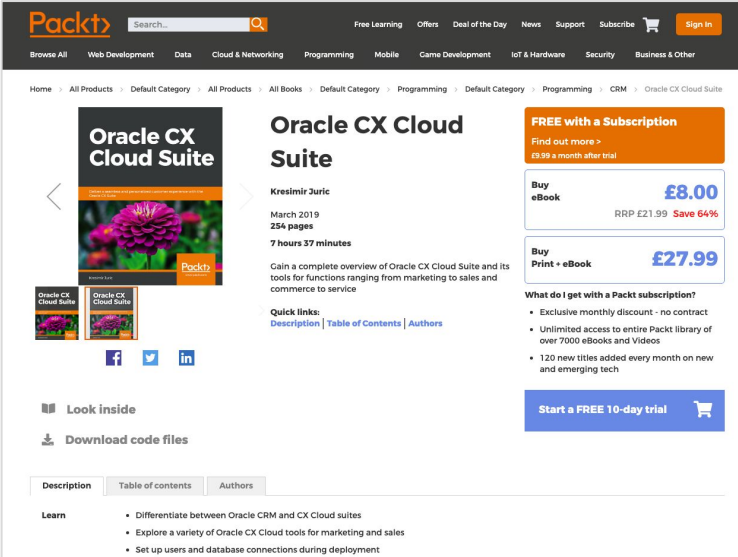
Webbs Electricals: Cross selling, extended warranties and paying by finance options help Webbs differentiate their online presence.

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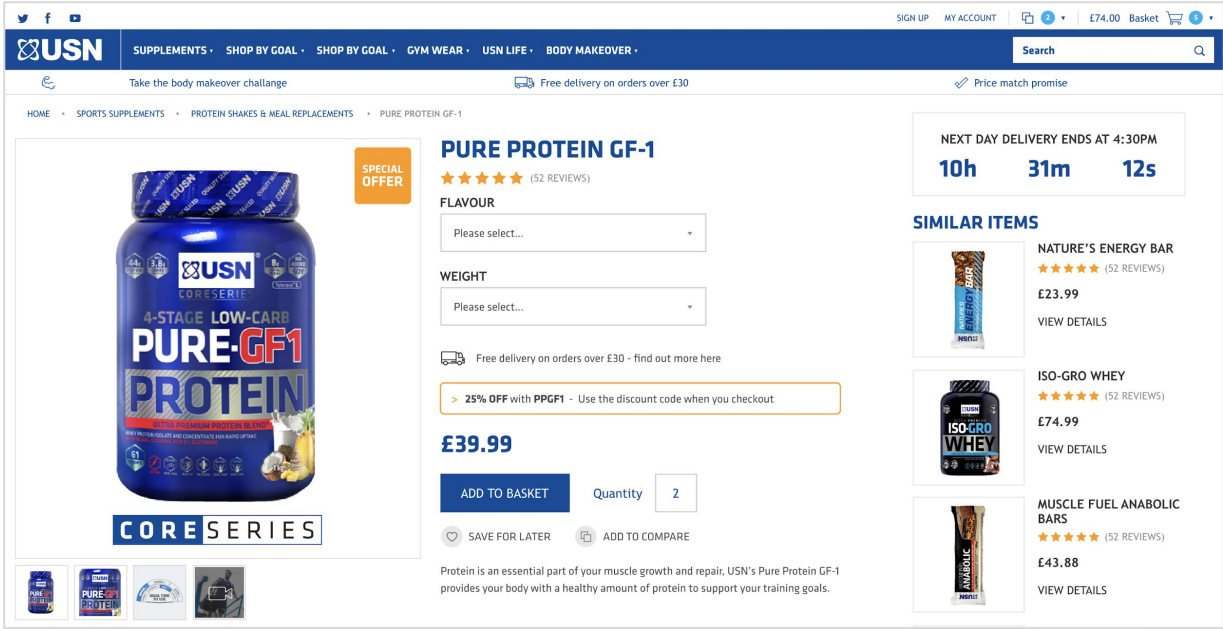# Tip Three: Use the Magento migration tool as part of your planning process

Each website and business is unique, with different data, extensions and custom work that has likely evolved over years. The answers to "how long will it take" and "how much will it cost" always differ.

A Magento 2 build requires planning, design and development in a variety of areas. To ease this transition, Magento have provided a migration tool.

Using this tool early in the planning phase will show how easily your data will migrate and where intervention will be necessary. Important information can be learned to inform expectations and decision making.

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Our Magento 2 builds

USN: We helped USN take advantage of Magento's bundle and configurable products to provide customers full visibility of their range.
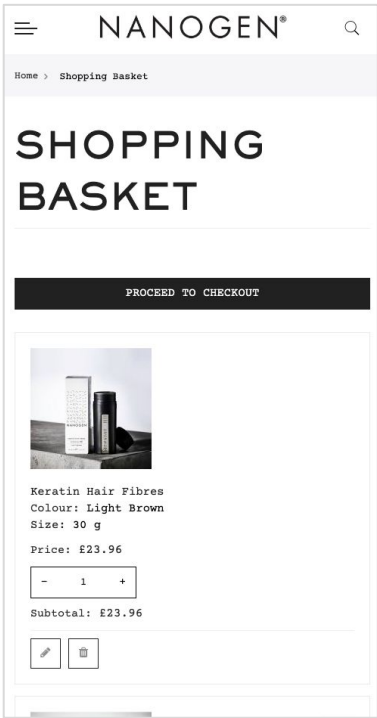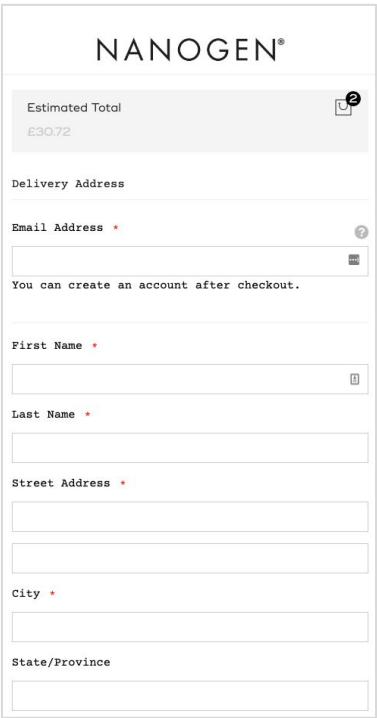
Nanogen: A seamless mobile checkout ensure high conversion rates, to maximise the site's eCommerce growth.

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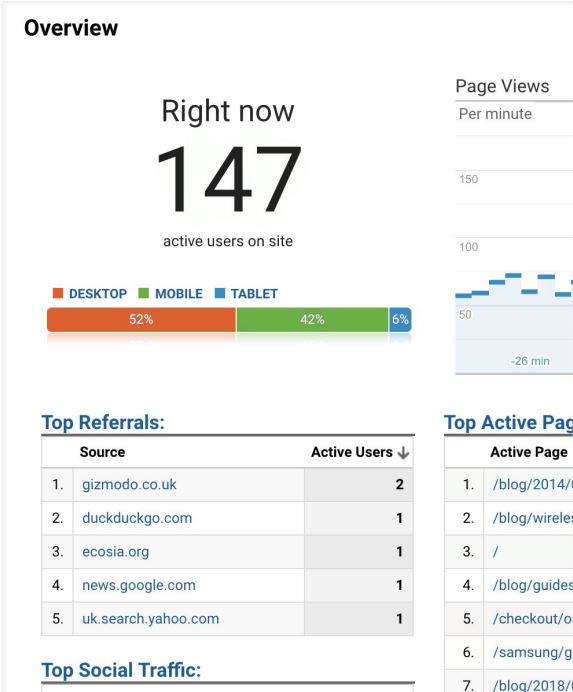magic42

Tip Four: Plan your URL strategy carefully

Re-platforming can lead to opportunities to improve the information architecture of your site. You can reimagine category structures and reclassify products to improve user experience. This has the added bonus of optimising and expanding the site's footprint for Google.

However, ideally you should minimise URL changes as part of migration between platforms to limit risk and avoid organic traffic disruptions.

Therefore, extremely careful handling, proper application of 301 redirects and graceful retiring of pages is a must where any URL changes occur.

A lack of planning and management can have a devastating effect on site rankings and traffic. We help our clients minimise disruption, and ensure continuity and improved performance in moving between the two platforms.

Overview

Right now

147

active users on site

■ DESKTOP   ■ MOBILE   ■ TABLET

| 52% | 42% | 6% |

Page Views

Per minute

150

100

50

-26 min

Top Referrals:

	Source	Active Users ↓
1.	gizmodo.co.uk	2
2.	duckduckgo.com	1
3.	ecosia.org	1
4.	news.google.com	1
5.	uk.search.yahoo.com	1

Top Social Traffic:

Top Active Pag

|	Active Page
1.	/blog/2014/(
2.	/blog/wireles
3.	/
4.	/blog/guides
5.	/checkout/o
6.	/samsung/g
7.	/blog/2018/(

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Tip Five: Re-evaluate offerings from the Magento community

There are many reasons our clients choose Magento as their platform for growth. One is the vast, innovative community working to improve and support the platform.
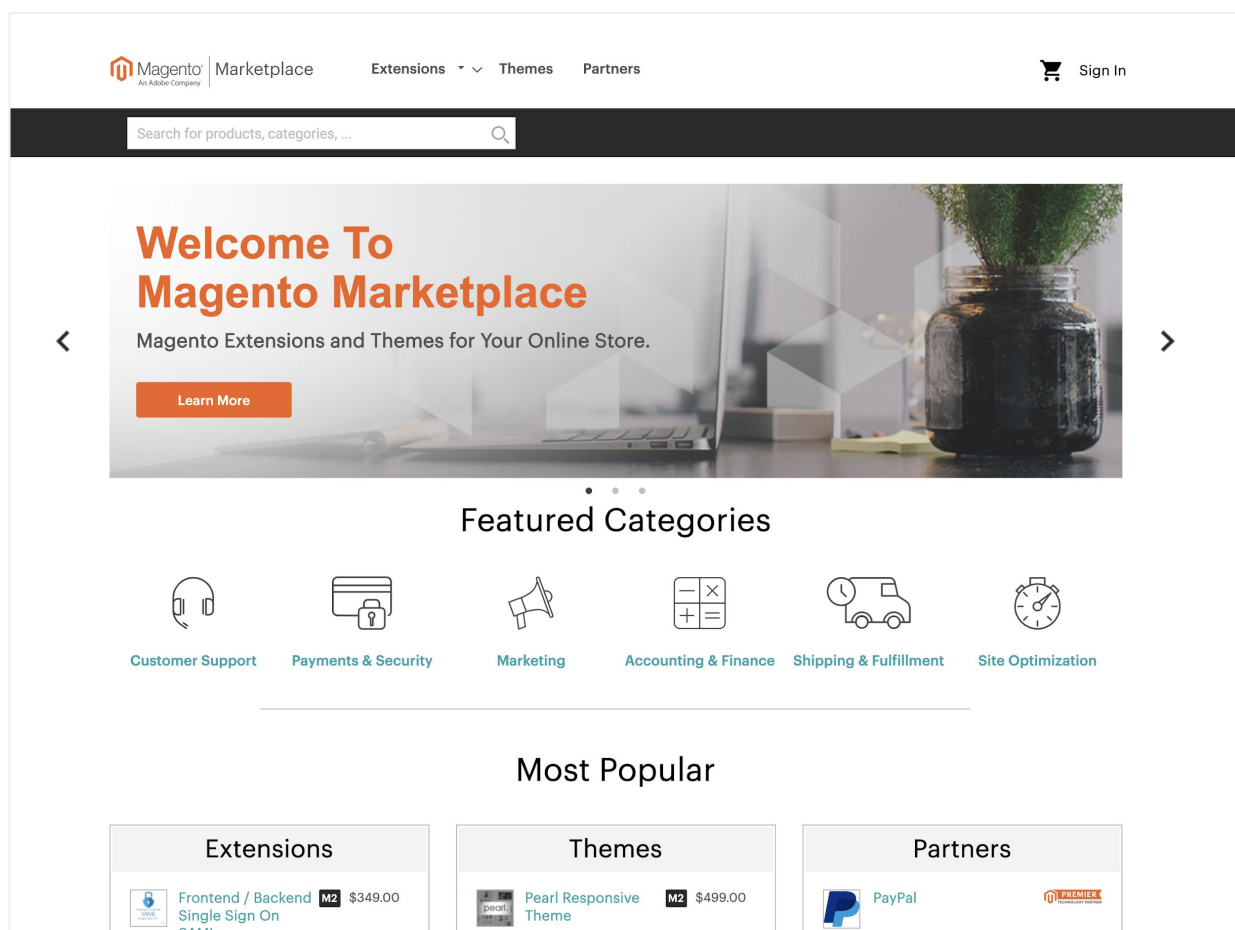

Through the Magento Marketplace, this community approach constantly moves Magento forward and keeps build costs down. The right extensions can offer fantastic value and lower development turnaround. Some can improve customer experience, aid the buying journey and encourage repeat business. Some can be added to Open Source to replicate features of licensed versions of Magento too. With tighter security and quality controls, the revamped Magento Marketplace offers many possibilities.

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Our Magento 2 builds
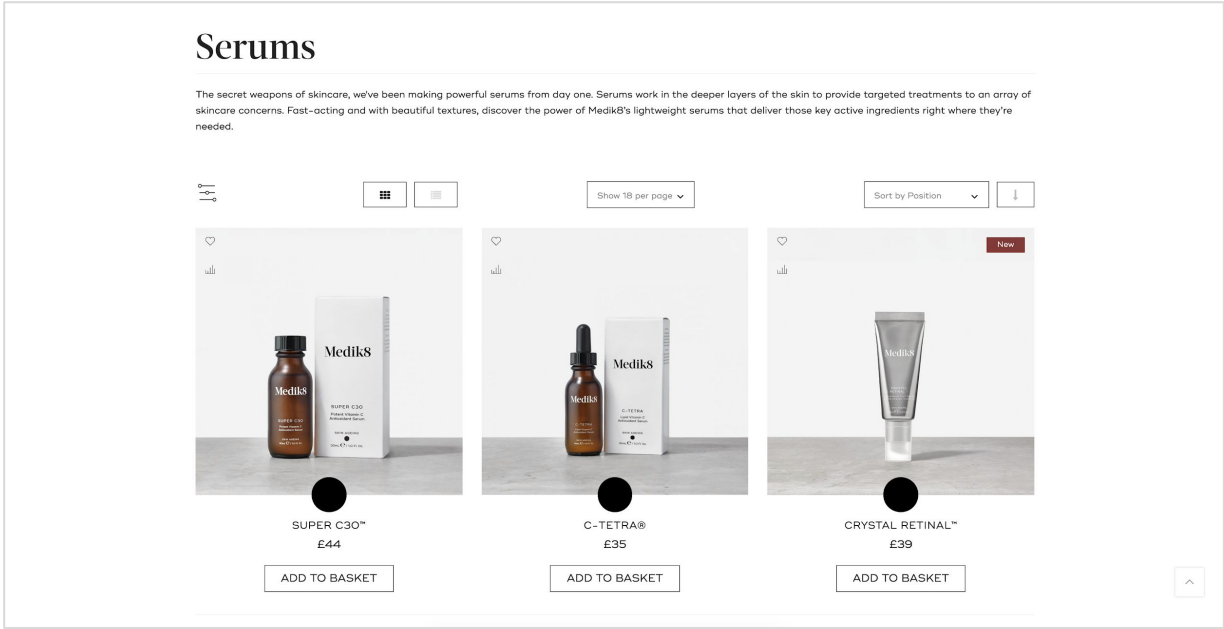
Medik8: The beautifully designed, responsive site, serves as a platform to promote the stunning range of Medik8 products globally.
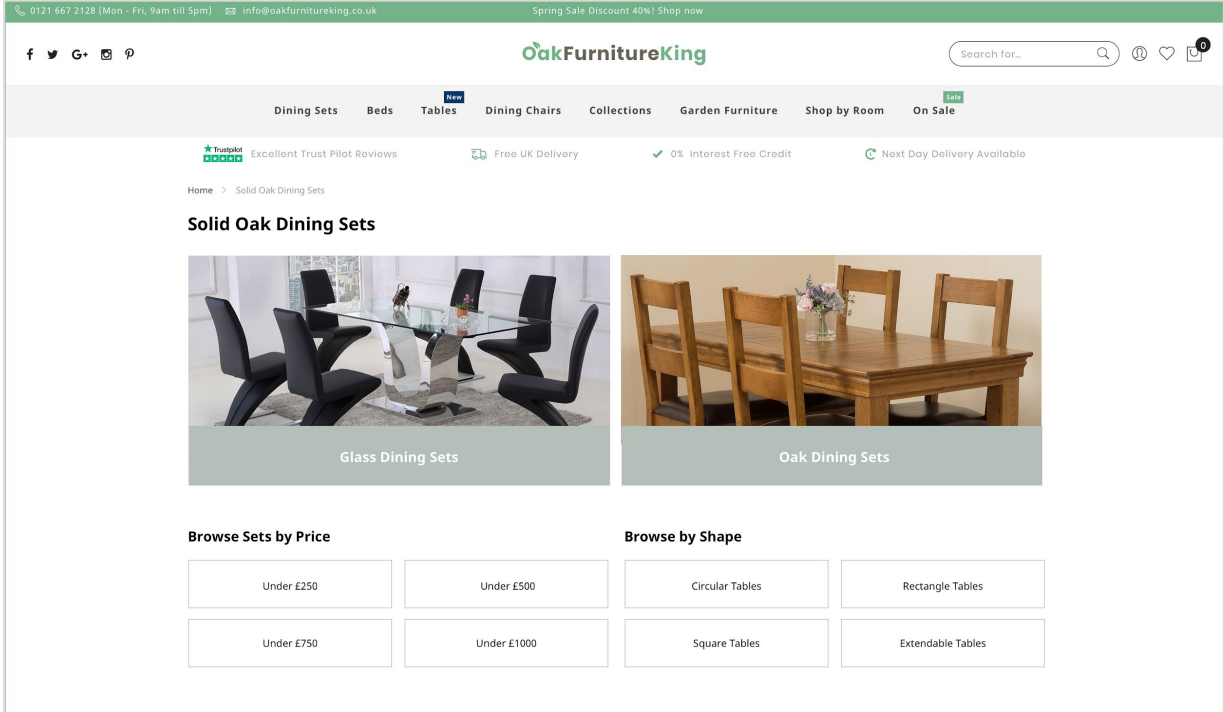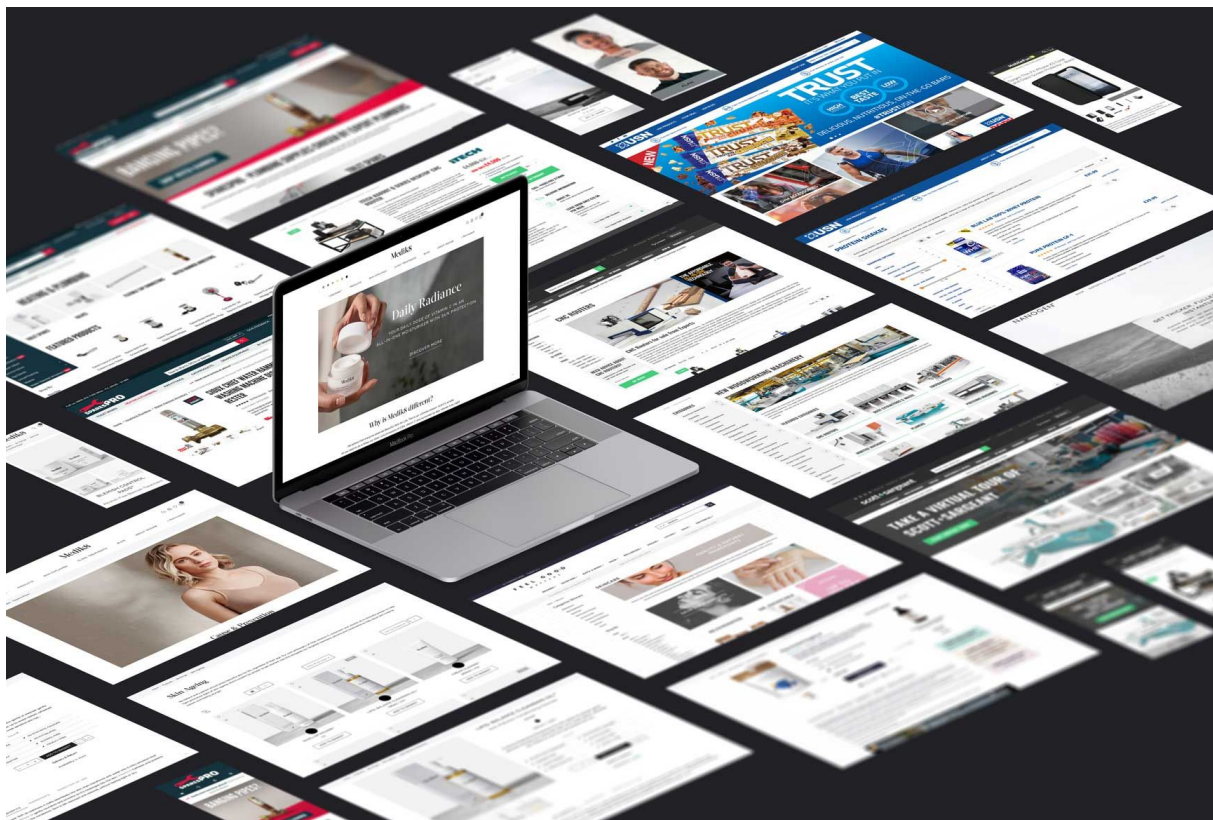

Oak Furniture King: Reimagined category structures to grow organic traffic and a renewed focus on the customer user journeys informed our redesigned site on Magento 2.

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Tip Six: Enhance your approach to Magento security

Magento have announced that they will not be offering any security support for Magento 1.x after June 2020. For this reason alone, now is the time to get your migration plan moving.

Moving over to Magento 2 allows you to take advantage of new tools and features, and review your approach to securing your eCommerce site. Magento 2 allows you to fully manage user roles and access privileges. This gives you a great opportunity to review your user's permissions and access. There's now also two factor authentication, and Google's Recaptcha to keep your website safe and secure. Automated security scans from Magento can also identify weaknesses like missing security patches and vulnerabilities.

With our knowledge we can help you devise a robust approach to Magento 2 security.

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Speak to our Magento Solution Specialists for more details

Magento 2 is the next generation of eCommerce platforms.

If you're wondering what benefits you'll get, contact us to discuss your options.

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