

MIGRATING YOUR SITE

Follow this guide, and your migration experience will be a breeze! This short (but fun) read will give you a full understanding of the steps involved, and what you need in place to migrate your site.

PRE-MIGRATION

Setting goals

What do you expect to achieve with your site migration? Your first priority should be to determine the goals of your unique operation. Our job is to help you get there :)

Build a wish list

What's your vision for your site? Your wish list should contain all the things related to how your site works today that you want to keep, and the things you want to add. Here's an example:

Ross and Rachel are business partners at *Friends Inc.* and have an eCommerce store that sells both Paleontology courses and resources, and carries the latest in Paleontology fashion. Their site was built 5 years ago by one of their best friends, Chandler. The site fit their needs when it was created, but it's now time for a makeover, and to migrate it to a more robust platform that grows with them.

After thinking about what they want to see in their new store, they've come up with this list:

- sell online courses (as per current site)
- sell the latest in Paleontology fashion (as per current site)
- sell Paleontology books and resources (as per current site)
- sell courses subscription (new)
- offer free courses (as per current site)
- have a news/blog area, with the latest in Paleontology (new)
- have a social network for Paleontologists (new)
- have ad spaces for events (new)
- sell overseas (new)



Prioritization

With your goals defined, it's time to prioritize your wish list. An easy and intuitive way to do that is using the [MoSCoW framework](#). Huh... What is that?!? Check it out:

You'll break down your wish list into 4 different categories:

Must: Can't live without it (need this)

Should: It's painful to live without it (want this)

Could: My life is better with it (like this)

Won't: Meh (can live without it)

And that's exactly what Ross and Rachel did with their wish list, according to their goals. Check it:

Must

- Sell online courses (in current site)
- Sell the latest in Paleontology fashion (in current site)
- Sell Paleontology books and resources (in current site)
- Offer free courses (in current site)

Should

- Sell courses subscription (new)

Could

- Have a news/blog area, with the latest in Paleontology (new)
- Sell overseas (new)

Won't

- Have ad spaces for events (new)
- Have a social network for Paleontologists (new)



Preparation

After considering the options, deciding on the best platform for your needs, choosing a good agency, and coming out with your prioritized wish list, it's time to get ready for migration!

This is the step where you'll have lots of collab between your team and your agency, and where your wish list will get deeply studied and the development steps defined in order to achieve your goals. You'll need to keep the players accountable, engaged and responsive about answering questions (cause there will be lots!)

Rachel and Ross have briefed their team about the plan, and have tasked Phoebe (head of Creative), Monica (COO) and Joey (head of Marketing) with their individual responsibilities regarding the migration process. They are all showing up on time (even Joey) for all the meetings set with Social (not related to SAU/CAL...), the agency they chose to help them with the migration process.

MIGRATION

Development Phase

Yay! It's finally time to migrate! Or is it?

After the preparation phase, your agency will scope out your migration project, create a thorough plan of action to tackle each and every detail, and present that to you in a comprehensive way.

When you are ready to proceed, it's time for you to hand off the project to your agency and let them do the dirty development work.

That's when all the development and tests will happen, including database migration tests. A lot of tests are required on both the agency and your company's side, to cover all the little details. Your agency should have good standard development practices in place, such as Code Review, Quality Assurance, Code Versioning, and follow the platform's Coding Standards.

A good agency will also keep you updated on all the steps, get you involved in decision-making, as well as warn you about any roadblocks they find on the way and how to get past them — after all, this is your site!

After discussing all details with their agency (Social, remember?) and agreeing upon the plan they prepared and presented to them, it's time for the *Friends Inc.* gang to sit back and relax.

They all head to Central Perk to enjoy some coffee and listen to Phoebe sing *Smelly Cat*. They've got Slack installed on their phones (which they check a few times per day), so they are on top of everything that's going on in the development phase and are ready to answer any questions the agency asks them.

Migration — Finally! :D

Let me tell you a dirty little secret: The Migration phase is nothing more than taking all the work your agency developed + bring all the latest data from your current site's database, then replace your old site with your new one. Done!

Friends Inc. now has a new site, much more robust, secure, and ready to scale and grow with them!

POST MIGRATION

Post migration tests

It's important to continue testing your site after migration. Especially in the weeks after, keep an eye out for your analytics and check for any discrepancies, and to see if the orders are coming through with no issues, if a specific functionality is working as it should (subscriptions, for example, or a members area). If you find any issues, bring those up asap to your agency.

Ross and Rachel have their team on watch for any incoming messages, questions from customers, and are constantly checking the site for issues. They are getting happier customers, better conversion rates, and more visitors! Yay!



Implementation of lower-priority items

After a successful migration, it's time to plan the next steps.

Remember all those items you prioritized before? Let's tackle them and make your store even more awesome!

After migration, you may discover that a few items in your wish list are not that important (or not important at all), and you should be focusing on other tasks instead. Remember: Your site is a live entity, so don't be afraid to make changes wherever you see fit.

Get your agency to estimate those items for you, and make sure the changes are implemented gradually.

Friends Inc. have been wanting to implement subscriptions for a long time, and now their site can finally support it. They removed a couple of items from their previous wish list and added new ones based on their analytics after migration. This will be the best and most renowned Paleontology + fashion site ever! :D