

Website platform migration checklist

10-point checklist to ensure a smooth migration

10-Step Platform Migration Checklist

How to avoid the biggest platform migration mistakes

If your legacy system has reached the end of its rope and you need something more scalable – or simply want to make a fresh start with new commercial objectives firmly in mind, re-platforming might already be on the cards. Once you've agreed an approach, chosen a new platform partner and established costs, you're ready to make a start.

To help you avoid the most common platform migration mistakes, we've put together a checklist using lessons learnt from first hand experience working with clients.



10-Step Platform Migration Checklist

1

Audit your business processes

A complete, honest review of business processes will help to establish which parts of the old system need to be incorporated into the new one. Consider how you could modify processes to make the most of the features of the new platform.

A graphic of a target with concentric circles and two arrows hitting the bullseye, overlaid on a background of blue and white circular patterns.

2

Define success

General goals – such as delivering an improved customer experience – are all well and good but you should try to establish a benchmark for measuring success (or failure) when your site is live. By setting success criteria at the outset, you'll better understand your ROI.

3

Draw up a timetable

Involve every department in your migration timetable. Consider what each team needs to achieve and assign responsibility for overseeing agreed actions. Schedule regular progress meetings with team leaders and your migration partners so you stay on track.

4

Prioritise data and product migration

Carefully consider how the new platform will manage migration of essential data and information from the legacy system and how it will interface with your existing inventory. It's crucial that this element of the switch is handled smoothly.



5

Allow time for training

Staff will need to get up to speed on the quirks and features of the new platform, as they'll be on the front line, operationally speaking. It's easy to overlook training in the rush to complete the re-platforming process, so schedule ample time for meaningful sessions.

6

Sort out your SEO

Mishandle SEO and you could squander all the time, money and resources you've spent on optimisation to date. Allocate the responsibility for managing SEO to an experienced hand and make sure redirects are in place. Don't leave it till the last minute.

7

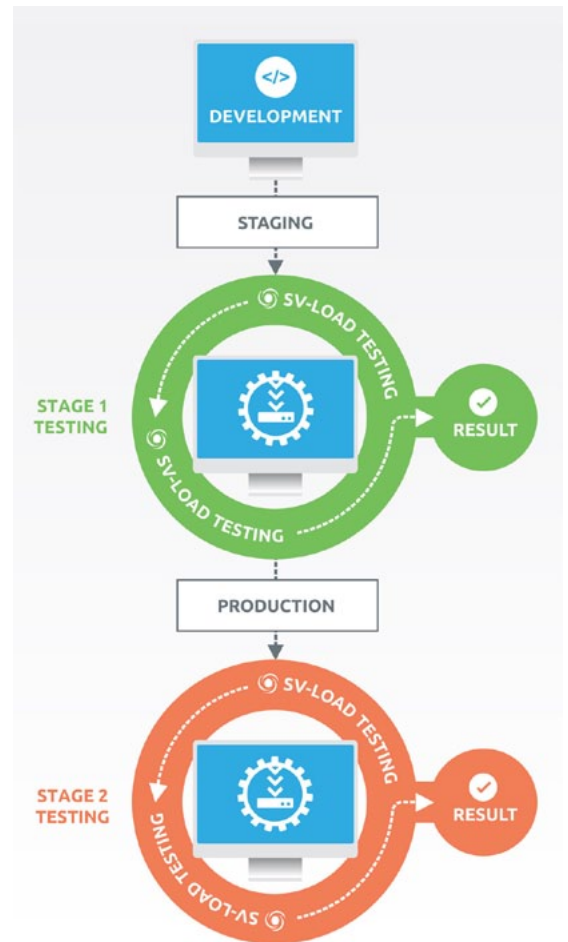
Test early and often

Re-platforming can seem like a leap of faith, so give yourself some cold, hard facts to work with. Commission a thorough programme of realistic load testing – preferably during staging, and again when you go live, to make sure your site is primed to run like clockwork.

8

Give yourself a safety net

As an extra safety measure, keep your old system running in parallel until you're absolutely, 100% happy with the new platform. Belt and braces might seem like overkill but better to be safe than sorry.



9

Keep your customers in the loop

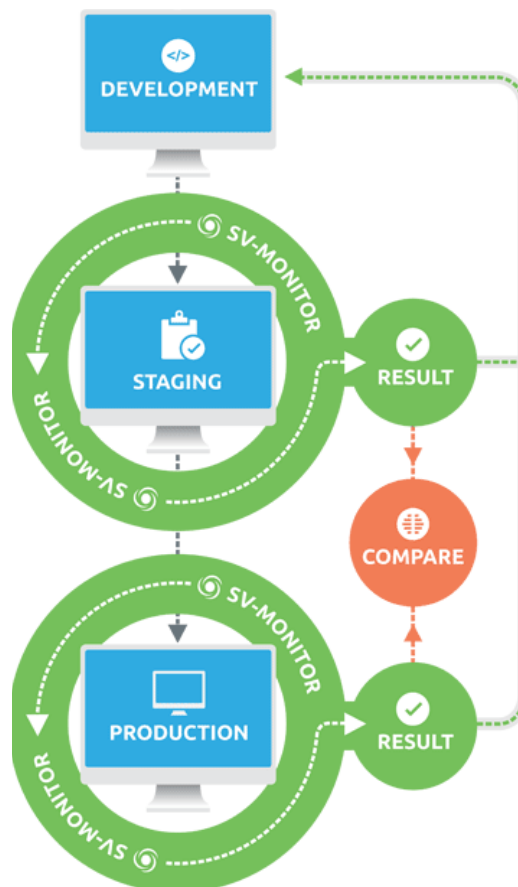
If you've made any significant changes to the way you do business, don't forget to let your customers know. It may be that you can no longer access email strings or order history – in which case, the customer will need to be updated.

10

Monitor performance throughout

You won't be able to measure performance improvements if you don't have an appropriate yardstick. Make early plans to monitor performance of realistic user journeys on the legacy platform and also on the new one to make sure you're operating at optimal levels.

Find out how SciVisum can monitor performance at any point in the release cycle. Many clients run monitoring journeys in both staging and production environments and measure the impact of any changes by comparing the two sets of results. This helps to find and resolve issues more quickly saving time and money.



How Neilson ensures optimum website performance at peak following replatform

Thanks to realistic load testing and some collaborative planning with the testing and monitoring experts at SciVisum, tour operator Neilson was able to deliver a hassle-free online experience throughout a recent replatform.

[Read case study](#)

“We particularly like the project management and proactive support provided by SciVisum. Having a fully managed service enabled us to focus on completing site development while SciVisum took care of the load testing.”

Richard Scales, Neilson's Delivery Manager



About SciVisum

Measuring realistic user experience for peak digital performance

SciVisum's cloud-based website performance monitoring and load testing services provide unparalleled insight into your customers' digital experience by behaving exactly as end users would. A unique combination of realism – delivered by an intelligent test engine, and expert human insight provides the most accurate, actionable data enabling you to take control of today's performance challenges.

For over ten years, SciVisum has helped [leading UK brands](#) such as Transport for London, Cineworld, Dixons Carphone, Channel 4 and Debenhams optimise user experience and deliver peak performance.

If you would like to schedule a free consultation regarding your website performance, learn more about our performance testing services or arrange a free trial then please contact us.

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