

# Shopify Replatforming Runbook

Written against Shopify API version 2026-07. Every constraint below is taken from Shopify's own URL redirect and migration documentation, checked on 1 August 2026.

Work through it in order. The URL inventory comes before the design is signed off, not after.

## 1. The URL Inventory

Do this first. Every decision later depends on it.

- ☐ Export every URL on the current site.
- ☐ Attach traffic to each one, over at least twelve months.
- ☐ Attach revenue or conversions where you can.
- ☐ Mark which URLs use query strings. Shopify notes redirects with query strings may not function as expected.
- ☐ Mark any collection URL filtered by tag. Those cannot be redirected.
- ☐ Mark any URL that collides with a Shopify reserved or fixed path. See section 2.
- ☐ Decide, commercially, which low traffic URLs are not worth mapping at all.

## 2. What Shopify Will Not Redirect

**Reserved paths.** You cannot redirect from URLs beginning `/apps` `/application` `/cart` `/carts` `/orders` `/services` `/shop`

**Fixed Shopify paths.** You also cannot redirect from `/products` `/collections` `/collections/all`

- ☐ Every URL in the inventory checked against both lists.
- ☐ For each collision, a decision recorded rather than a mapping.

## 3. The Precondition, Read Carefully

Shopify states you can redirect only from broken URLs, the ones already showing a 404 or a page not found. That is a statement about paths on Shopify, not about your old site. A path that does not exist on the new store already returns a 404 there, so the redirect can be created before the domain is pointed anywhere.

- ☐ Confirm each intended source path returns a 404 on the new store.
- ☐ Build and load the map early, while a wrong target is still cheap to correct.

**Why early matters.** Shopify notes that 301 redirects are cached by browsers and search engines and may persist after being removed. A redirect pointed at the wrong page is not simply undone by deleting it.

## 4. Volume And Locale

- ☐ Count the mappings. A standard store allows a maximum of 100,000 redirects. Plus allows 20,000,000.
- ☐ If you sell into more than one market, note that redirects do not automatically apply to all market subfolders. Individual redirects are needed per locale.
- ☐ Multiply the mapping count by the number of locales before assuming the ceiling is comfortable.

## 5. Choose The Data Route

Shopify names four. Pick before anyone starts.

| ROUTE                     | USE IT FOR                                                                                           |
|---------------------------|------------------------------------------------------------------------------------------------------|
| CSV import                | Products, customers, already fulfilled historical orders, gift cards and store credits, blogs, pages |
| Store Migration app       | Amazon, Clover, Etsy, eBay, GoDaddy, Lightspeed, Square, Squarespace, Wix, WooCommerce               |
| Manual copy and paste     | Individual pages                                                                                     |
| Shopify API, or a Partner | Anything the first three do not cover                                                                |

- ☐ Route chosen per data type.
- ☐ Established which of your data cannot be migrated by CSV. Shopify says some cannot, without listing what, so check it against your own data rather than assume.

## 6. Import Order

Shopify is explicit about this and the order is not optional.

- ☐ **Deactivate staff order notifications first.** Importing historical orders sends a new order email for every one otherwise.
- ☐ Import products.
- ☐ Import customers.
- ☐ Import historical orders.
- ☐ Spot check records across all three for completeness, not just counts.

## 7. Cutover

- ☐ Data imported, in the order above.
- ☐ New URLs confirmed, because they are what the map points at.
- ☐ Every redirect target checked against a real page on the new store, not a plausible guess.
- ☐ Redirect map loaded and spot checked.
- ☐ Order notifications reactivated.
- ☐ DNS switched last.
- ☐ Redirects re-checked from the live domain.
- ☐ Search Console and analytics pointed at the new property.

## 8. The Week After

- ☐ 404 report checked daily for the first week.
- ☐ Any new 404 with traffic mapped and added.
- ☐ Crawl the site and confirm no redirect chains or loops.
- ☐ Compare organic landing pages against the pre migration list.

## 9. Sources

1. URL redirects  
[help.shopify.com](https://help.shopify.com)
2. migrating to Shopify  
[help.shopify.com](https://help.shopify.com)

All checked 1 August 2026.

### Free Shopify Store Audit

If a migration is coming up, the form asks for your store URL and a note on what is eating the time. The Shopify store audit costs nothing.

[edm-uk.com/#form-start](https://edm-uk.com/#form-start)

Free audit:  
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