

# What to Consider When Updating from Magento 1

## **Procrastinators beware: it's time to leave Magento 1 behind**

We all knew this day would come. The sunset of Magento 1 has been a long time coming. But after several postponed deadlines, many companies felt comfortable delaying their eCommerce platform update. And now, June 2020 feels shockingly close, and they're scrambling to figure out their migration plan. Sound like you?

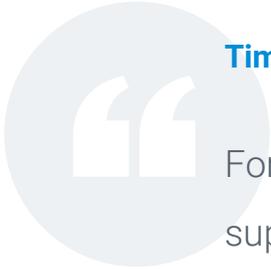
If you just nodded, then first, step away from the panic button; we're here to help. We want to make this transition as painless as possible, which is why we picked our Magento experts' brains on what retailers like you need to consider when transitioning from Magento 1.x to another eCommerce platform.

## **Background: how did we get here?**

ICYMI: Magento users weren't exactly happy with Magento 1 (or the subsequent 1.x versions). There were constant grumblings from users, developers and critics that eventually crescendoed to a roar and got Magento's attention.

Their complaints? Many performance-related issues, the inability to create proper functionality, a steep developer learning curve and the seeming endless architecture requirements to get Magento up and running.

After a decade as the bane of developers' existence, in September 2018 the Magento team (now part of the Adobe family) announced [Magento 1's end of life](#).



### Time of death: June 2020

For Magento Commerce 1, we are providing software support through June 2020... For Magento Open Source 1, we are providing software security patches through June 2020 to ensure those sites remain secure and compliant... the time to upgrade to Magento Commerce 2 is now.”

— Magento

## What comes next

With Magento 1.x on its deathbed, it's crucial retailers start taking steps to move on to a new eCommerce platform. But there's much more than logistics to consider, which is exactly why Magento gave its customers a two-year heads-up.

Magento wants its customers to **have enough time to make a thoughtful, confident decision about their future digital platform**. Pretty considerate, don't you think?

## Why Magento 2?

Magento 2 is everything that Magento 1.x wasn't. It's intuitive, easy to use, fast, reliable — the list goes on. In fact, Magento 2 has already earned applause and recognition when it comes to performance, scalability, flexibility, SEO advantage and customizability.



Built-in SEO capabilities  
and mobile-friendly  
features



50% faster loading  
speed and rapid  
development



Secured payments  
and efficient backend  
operations



High compatibility  
and unlimited  
customization



Improved  
performance and  
streamlined checkout

## Things to consider when planning your eCommerce platform migration

Before your business can delight in all things Magento 2, you need to find and partner with a team of Magento eCommerce developers. And before that can happen, you have some important considerations to make and a lot of planning to do.

Take time to take stock of your eCommerce experience up to now.

- *What have you liked?*
- *What has frustrated you?*
- *What features are working well? Which are missing?*
- *What do you want to see improved moving forward?*

After you've evaluated your Magento experience to date, you need to decide whether you'll be moving to Magento 2 or moving away from Magento all together.

## Your pre-migration checklist

Before migrating to Magento 2 or another eCommerce platform, you should:

- INVENTORY YOUR EXTENSIONS:**  
Create a list of every paid or free extension that's currently being used on your site. Determine which of these you need on the new site and which can go.
  
- PRIORITIZE FUNCTIONALITIES:**  
What functionalities do you need now? Can't live without? Are more ideal than real? Compile a list of all the functionalities you want on your new site, then prioritize which features are most important and which can wait until after launch.
  
- TAKE STOCK OF CURRENT SHIPMENT AND FULFILLMENT PROCESSES:**  
Draw out your online shop's current fulfillment process. Is there anything you'd like to improve in this process? Anything you would like to change? Are you breaking even on shipping, or are you taking a loss?
  
- EVALUATE PAYMENT OPTIONS:**  
Take some time to think a bit about your payment processor. Is the current processor adequate? Do you need to make improvements? Do you want to start giving your customers the option to store their payment method?

**LOOK AT SALES TAX:**

With the recent changes in tax laws, now is a strategic time to examine how you're charging sales tax across the country. Check out this overview of the [sales tax landscape for eCommerce businesses](#) from TaxJar.

## A word on digital transformation

When life throws change our way, we do more than shift; we transform. We get a haircut before the first day of a new job. We hit the gym hard after a big breakup.

Similarly, when we're confronted with changes to our digital landscape, we face opportunities for digital transformation.

According to author [Greg Verdino](#), *"Digital transformation closes the gap between what digital customers already expect and what analog businesses actually deliver."*

That could mean making your customers' online shopping experience as hassle-free as their in-store experience, or even making the information on your website as valuable as (or more than) what the store associate could provide.

You can implement positive digital transformation by fully leveraging the changes and opportunities facing you. As you're gearing up to change eCommerce platforms, you should also carefully evaluate your business's digital footprint, namely your website's design, SEO status and digital brand identity.

- *When's the last time you updated your website's design?*
- *Is the content out-of-date? Showing up on search engines?*
- *Is it optimized for mobile? Or does it need a little work?*

If there's room for improvement, now may be the time to make a positive digital change. So as you start looking for a migration partner, keep an eye out for an agency that can expertly and efficiently handle your platform migration, as well as all of your other needs.

## What to consider when choosing a migration partner

Switching eCommerce platforms is a lot like moving across the country. You wouldn't hire a moving company without doing some research, right? You want all of your stuff to arrive at your new place safe and sound, so you'll choose the movers that have five stars on Yelp.

And just like with moving, you want a migration partner that'll flawlessly move every bit of data and every widget, add-on and piece of functionality to its new home.



### **All digital agencies aren't created equally.**

Make sure you carefully evaluate these important factors when choosing your Magento migration partner:

#### **EXPERIENCE**

You definitely don't want yours to be the first Magento migration an agency has done. Choose a partner that has some Magento 1.x migrations under their belt — one that already knows the best way to navigate the murky waters of eCommerce platform migration and how to solve the issues that'll inevitably arise.

**QUALITY**

Speaking of success, you want to make sure the websites your partner has migrated are well built, fast and up to the standards you expect for your new site.

 **STYLE**

If you're taking advantage of your platform migration by also updating your website, you want a partner who can do both – and a whole lot more. Review potential partners' design portfolio, especially eCommerce-specific work, to find someone you can trust to bring your vision to life.

 **SEO SKILL**

If SEO is an afterthought, things like traffic, conversions and revenue can get seriously damaged. It's crucial you partner with an agency that has a proven track record of executing successful SEO strategies and optimizing eCommerce sites.

 **EXPECTATIONS**

Ask about timeline and budget, and make sure it matches your needs and expectations. Your Magento developer and migration partner must have the capacity to meet or beat the June 2020 expiration date.

 **COMMUNICATION**

Working with a local agency is great, but not always possible.. When it isn't, make sure the partner you choose is set up for successful long-distance communication. Look for collaborative tools, digital communication channels and a clear project plan; these all demonstrate a strong commitment to and an understanding of a remote partnership.

**CHEMISTRY**

You'll be working with this partner for a while, so make sure you, your staff and your partner's team have good chemistry.

## Why you should partner with Fruition for your Magento migration

For over a decade, the Fruition team has been helping companies build, grow and protect their online presence. And for most of those years, we've been building successful eCommerce stores across various platforms.

We've already learned the hard lessons that come with migrating to and building on Magento 2, and our team of talented Magento developers will use their collective expertise to make your platform change as successful as possible. They're sure to make your store run better than ever before.

### THE FRUITION TEAM

Our team regularly solves complex digital problems. To be able to do so, we've stacked our bench with the most creative and capable digital minds. When you partner with Fruition, our team becomes your team, and on our team we have:

- ✓ Developers that'll use their deep and broad technical expertise to improve your existing site's problem areas.
- ✓ UX and UI experts that can completely redesign or improve your existing website before it's transferred to the new platform.

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- ✓ Creative designers and content specialists that can enhance your visual brand identity and make sure you're sending the right message.
- ✓ SEO specialists that'll pose your new store (and site) for SEO success by ensuring your old site's SEO "juice" is transferred to the new one.
- ✓ Digital marketing experts that can plan, manage and execute successful marketing strategies that support your SEO and increase your sales.
- ✓ Attentive account managers that'll ensure a proper and complete migration, and that nothing slips through the cracks.

Learn more about the smart, passionate [digital experts at Fruition](#).