

10 Things You Must Check Before Migrating a Jewellery Website

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// A PRE-MIGRATION CHECKLIST FOR JEWELLERY E-COMMERCE BRANDS

Platform migrations are the highest-risk technical event in the lifecycle of a jewellery e-commerce business. A well-executed migration accelerates growth. A poorly executed one can cost a brand years of accumulated organic ranking — and in some cases, customer trust that is never recovered. This checklist covers the ten areas where migrations most commonly fail and what to verify in each before committing to a go-live date.

RISK KEY

■ **HIGH RISK** — Irreversible if missed. Must be resolved before launch.

■ **MEDIUM RISK** — Significant impact. Resolve within first 48 hours.

1

// SEO ASSETS

Crawl and Export Every Indexed URL

Before touching a single file, run a full site crawl using Screaming Frog or Ahrefs. Export every indexed URL — category pages, product pages, blog posts, and tag archives. This is your migration map. Every URL on that list needs a destination on the new platform or a 301 redirect to the closest equivalent. Missing even a small cluster of URLs from high-authority pages can cause significant ranking drops post-launch that take months to recover.

HIGH RISK



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// SEO ASSETS

Document All Title Tags, Meta Descriptions & H1s

Export all on-page SEO metadata from your current platform before migration begins. Most CMS-to-CMS migrations do not automatically carry metadata across platforms — and even when they do, field mapping errors are common. A product page that loses its optimised title tag reverts to a default format that Google treats as thin content. For a jewellery catalogue with thousands of SKUs, manual recovery after the fact is not a realistic option.

HIGH RISK



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// SEO ASSETS

Identify and Protect Your Top-Ranking Pages

Pull your organic traffic data from Google Search Console and identify the 20 pages generating the highest share of your organic visits and ranking positions. These pages are your highest-risk migration assets. They need individual attention — not just a bulk redirect rule. Verify that each one transfers with its metadata, internal links, structured data, and canonical tag intact on the new platform.

HIGH RISK



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// DATA INTEGRITY

Audit Your Product Variant Architecture

Jewellery product data is among the most complex in e-commerce. Before migration, document your complete variant taxonomy: metal types, ring sizes, carat weight ranges, stone grades, setting styles, and any custom attribute fields. Map each attribute from your current platform to the corresponding field structure on the destination platform. Variant mapping errors produce corrupted product pages that are invisible to both search engines and customers — and are extremely time-consuming to fix at scale.

HIGH RISK



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// DATA INTEGRITY

Back Up Customer Accounts and Order History

Your customer database and historical order records are irreplaceable business assets. Export a complete, tested backup before any migration activity begins — not just a platform export, but a verified, restorable archive stored independently of both the source and destination platforms. For jewellery businesses with VIP clients and repeat purchase history, loss of customer account data is a brand-damaging event that no technical recovery can fully address after the fact.

HIGH RISK



// ITEMS 1–5 COVER YOUR PRE-MIGRATION ASSETS AND DATA FOUNDATIONS. ITEMS 6–10 COVER BUILD, TECHNICAL SEO, AND LAUNCH PROTOCOLS.

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// DATA INTEGRITY

Verify API Feed Compatibility on the New Platform

If your current site connects to live diamond feeds — Nivoda, RapNet, IDEX, VDB — confirm compatibility and re-integration requirements on the new platform before committing to the migration. API endpoint structures, authentication methods, and webhook configurations differ significantly between WooCommerce and Shopify environments. Discovering an incompatibility post-migration can leave your diamond inventory offline for days while the integration is rebuilt from scratch.

MEDIUM RISK



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// PERFORMANCE

Benchmark Current Core Web Vitals Before You Move

MEDIUM RISK

Run a full Core Web Vitals audit on your current platform and record your baseline scores for LCP, CLS, and INP across both mobile and desktop. This benchmark serves two purposes: it tells you what performance improvements to target on the new platform, and it gives you a recovery reference point if performance unexpectedly degrades post-launch. A migration that moves a slow site to a slow new site has delivered no commercial value — and may actively harm rankings.



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// TECHNICAL SEO

Plan Your 301 Redirect Map Before Build Begins

HIGH RISK

Redirect mapping is not a post-migration task — it is a pre-build requirement. Every URL change between your old and new architecture needs a corresponding 301 redirect documented before development starts. For jewellery sites with thousands of product and category URLs, redirect mapping is a significant project in its own right. Attempting to build the redirect map after launch, while live traffic is hitting 404 errors, is one of the most common and costly migration mistakes.



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// TECHNICAL SEO

Re-implement Structured Data on the New Platform

HIGH RISK

Structured data — Product schema, LocalBusiness schema, BreadcrumbList, FAQPage — does not migrate automatically between platforms. On the new platform, every schema node needs to be re-implemented and validated against Google's Rich Results Test before go-live. For jewellery businesses where product schema drives rich snippets showing price, availability, and reviews in search results, losing structured data on launch day directly suppresses click-through rates on previously high-performing pages.



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// LAUNCH PROTOCOL

Establish a Real-Time Monitoring Protocol for Go-Live Day

MEDIUM RISK

The 24 hours immediately following a migration go-live are the highest-risk window of the entire project. Have Google Search Console, Google Analytics, and a crawl tool monitoring in real-time from the moment DNS switches. Specifically watch for: unexpected 404 spikes indicating missed redirects, crawl errors on key category pages, ranking position drops on your top-20 pages, and checkout flow errors that could silently block transactions. A monitoring protocol identifies and resolves issues within hours rather than days.



If you cannot confidently check off items 1, 2, 3, 4, 5, 8, and 9 before your go-live date, your migration carries significant organic ranking risk. These seven items are the ones that produce post-migration traffic losses that take months — and in some cases years — to recover.

How Diamond Stack Handles Every Item on This List

Checklist Item	Our Protocol
Full URL crawl & export	Screaming Frog crawl + manual audit of all indexed pages before build begins
Metadata documentation	Full metadata export with field-by-field mapping to new platform structure
Top-ranking page protection	Individual page review for top-20 organic pages with schema and CTA verification
Product variant mapping	Complete attribute taxonomy documented and tested in staging before data import
Customer & order data backup	Verified independent archive created before any migration activity begins
API feed re-integration	Compatibility confirmed pre-build; integration rebuilt and tested in staging
Core Web Vitals benchmark	Pre- and post-migration CWV audit with performance targets agreed in advance
301 redirect mapping	Full redirect map built and tested before go-live; verified post-launch via crawl
Structured data re-implementation	All schema nodes rebuilt on new platform and validated before launch day
Go-live monitoring protocol	Real-time GSC, GA4, and crawl monitoring active for 24 hours post-launch

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Schedule Your Free Migration Audit

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