MIGRATION PLAYBOOK · WEBSITES AND ECOMMERCE

How to migrate a BigCommerce store to Shopify

Shopify's Store Migration app does not list BigCommerce, so you either import BigCommerce CSV exports or use a migration app that reads BigCommerce through its API. Import products, then customers, then orders; build redirects; test checkout; then move the domain.

Updated 4 Nov 2026 4 phases 6 detailed steps 6 official sources

START HERE

How do you migrate a BigCommerce store to Shopify?

SHORT ANSWER

This moves an online shop from BigCommerce to Shopify. You copy products first, then customer accounts, then past orders, using a migration app or exported spreadsheets. While the old shop keeps trading, you set up the theme, shipping, tax and payments in Shopify, add redirects from old page addresses, and place test orders.

- **Recommended route:** Migration app connected to both stores, with a demo run first
- **Order:** Shopify's order: products first, then customers, then historical orders.
- **4 phases:** Prepare, Pilot, Full migration and build and Launch.
- **You're done when:** Products, customers and agreed order history are in Shopify and checked.

On launch day you run a final top-up copy and point the domain at Shopify. Customers set a new password or sign in with a code.

RECOMMENDED ROUTE

Migration app connected to both stores, with a demo run first

It moves orders, coupons and redirects that the CSV route leaves behind, and can run a top-up copy before launch.

▼ **Other options and when to use them**

- **BigCommerce CSV exports into Shopify's product and customer importers**
  : Small catalogue, few customers and no need for order history in Shopify.
- **Shopify Partner or custom API work**
  : Complex products, B2B price lists or large order history.

TOOLS FOR THIS PLAN

Are you ready?
22-question readiness check

Plan your dates
Dated countdown you can add to your calendar

Compare options
WordPress hosting compared

New to the jargon?
Plain-English migration glossary

ORDER TO MIGRATE IN, AND WHY

Shopify's order: products first, then customers, then historical orders. Domain last.

1. **Back up BigCommerce and list what must move**
   Decides the tool and how much order history to bring.
2. **Shopify store set-up: currency, tax, shipping, payments**
   Imports use the store settings in place at the time.
3. **Demo or pilot migration**
   Shows how variants, options and SEO fields arrive.
4. **Full migration: products, customers, orders**
   Shopify asks for this order so orders link to existing products and customers.
5. **Redirects, test orders and launch**
   Old links keep working and checkout is proven before customers arrive.
6. **Top-up copy and domain move**
   Brings orders placed during the project.

SETTINGS CHECKLIST: DECIDE THESE BEFORE YOU COPY

Built-in and third-party tools treat these differently. Tick each one off once you have decided.

Download this checklist (Excel)

- [ ] **Which import route**
  CSV or a migration app.

  ▼ How each tool handles it

Built-in method	Shopify Store Migration app: lists Square, WooCommerce, Etsy, Wix, Amazon, eBay, Clover and Lightspeed, not BigCommerce. Shopify's migration guide also allows CSV import, migration apps, Shopify Partners or API work.
Cart2Cart	Moves BigCommerce products, categories, manufacturers, customers, orders, coupons, reviews, blog posts and CMS pages; up to 99 variants and 3 options per product. Free demo first.
LitExtension	Moves BigCommerce products with variants, customers, orders, coupons, CMS pages and blogs; reviews need a separate import. Needs a read-only BigCommerce API token, or CSV files.

  Tip: Run a demo migration and compare ten products in each store before choosing.

  Shopify App Store: Store Migration

- [ ] **Variants and options**
  How products with many options will be reshaped.

  ▼ How each tool handles it

Built-in method	Shopify products support up to 3 options. BigCommerce modifiers that are not stock-keeping variants have no direct Shopify match.
LitExtension	Maps stock-keeping combinations to Shopify variants; other modifiers may need an app or custom work.
Cart2Cart	Migrates no more than 99 variants and 3 options per product.

  Tip: List products with more than 3 options and split them before migrating.

  Shopify Help Center: What you need to consider when migrating

- [ ] **Customer sign-in**

What the launch email and login page say.

▼ How each tool handles it

Built-in method	Shopify customer import: passwords cannot be migrated. With current customer accounts, customers sign in with email and a one-time code; legacy accounts need an invite to set a password.
LitExtension	Says existing BigCommerce passwords do not transfer.

Tip: Tell customers before launch, and brief customer service.

Shopify Help Center: Importing and exporting customers

- [ ] **Order history**

How much history moves, and where the rest is archived.

▼ How each tool handles it

Built-in method	Shopify: import historical orders after products and customers. Imported orders can trigger new-order emails to staff; turn those notifications off first.
Cart2Cart	Migrates orders, with options to preserve order, product, category and customer IDs.
LitExtension	Migrates orders and can retain BigCommerce order numbers for reference.

Tip: Keep a full BigCommerce order export as your archive whatever you bring across.

Shopify Help Center: Migrate to Shopify

- [ ] **Redirects**

Who builds the redirect map.

▼ How each tool handles it

Built-in method	Shopify: set up URL redirects before transferring the domain. Some paths, such as /products and /collections, cannot be redirected.
Cart2Cart	Optional "Create 301 SEO URLs" setting.
LitExtension	Optional 301 redirects from supported BigCommerce URLs to Shopify pages.

Tip: Check the top 100 landing pages from analytics by hand.

Shopify Help Center: URL redirects

THE PLAN, PHASE BY PHASE

1 Prepare Week 1

- Export products, customers and orders from BigCommerce as a backup.
- Set Shopify currency, tax, shipping and payments.
- Choose and install the migration route.

Watch out: Shopify's Store Migration app does not list BigCommerce.

WAYS AROUND IT

- Use CSV import, or a migration app.

TOOLS THAT CAN DO IT

Cart2Cart
Hosted BigCommerce to Shopify migration with a free demo.

LitExtension
BigCommerce to Shopify via API token or CSV.

Show the detailed steps (2) →

2 Pilot Week 1 to 2

Run a demo or small import.

Check variants, images, prices and SEO fields.

Adjust products with more than 3 options.

> ⓘ **Watch out:** Reviews may need a separate app.
>
> **WAYS AROUND IT**
>
> - Choose a Shopify review app that imports reviews.

Show the detailed steps (2) →

3 Full migration and build Weeks 2 to 4

Import products, then customers, then orders.

Build the

theme and pages.

Create redirects and place test orders.

> **Watch out:** Imported orders send staff emails.
>
> **WAYS AROUND IT**
>
> - Turn off staff new-order notifications during the import.

Show the detailed steps (2) →

4 Launch — Launch day

Run a top-up migration of new orders and customers.

Connect the domain to Shopify.

Submit the sitemap in Search Console and

watch
404s.

> **Watch out:** Domains still connected to BigCommerce can cause SSL errors.
>
> **WAYS AROUND IT**
>
> - Disconnect the domain from BigCommerce first, as Shopify advises.

Show the detailed steps (2) →

You are finished when

- Products, customers and agreed order history are in Shopify and checked.
- Redirects cover the old URLs that get traffic.
- Test orders, refunds and cancellations work.
- The domain points to Shopify and BigCommerce is closed after a fallback period.

Tools named in this plan are independent third-party products, not endorsed by the platform vendor and not paid placements. Check the tool's own documentation and run a pilot first.

CLICK BY CLICK

What does each step involve?

Open a part when you reach it in the plan. Each step says where to go, what to do and what you should see.

About this migration — What it covers, limits at a glance

Shopify lists Square, WooCommerce, Etsy, Wix, Amazon, eBay, Clover and Lightspeed as sources for its Store Migration app, but not BigCommerce. That leaves two routes: export CSV files from BigCommerce and reshape them for Shopify's importers, or use a migration app that connects to both stores and moves orders, coupons and redirects too.
This playbook follows Shopify's migration order and adds the BigCommerce specifics. Going the other way, or from WooCommerce? See WooCommerce to Shopify.

SHOPIFY STORE MIGRATION APP
Does not list BigCommerce as a source

IMPORT ORDER
Products, then customers, then historical orders

CUSTOMER PASSWORDS
Do not transfer

BIGCOMMERCE EXPORTS
Products, customers and orders, as CSV or XML

REDIRECTS
Set up before moving the domain

STAFF EMAILS
Turn off new-order notifications during the order import

1 What do you need before you migrate a BigCommerce store to Shopify?

Need	Details	Where to get it
BigCommerce admin access	To export data and create a read-only API account for a migration app.	BigCommerce control panel
Shopify store	Currency, tax, shipping and payments set.	Shopify admin > Settings
Redirect map	Old URL to new URL for pages that get traffic.	The 301 redirect map template
Domain access	To connect the domain to Shopify.	Your domain registrar

2 Back up BigCommerce and set up Shopify

2 steps

1

Export BigCommerce data

Where: BigCommerce control panel > Products, Customers or Orders > Export

Export products, customers and orders as CSV. Use the Bulk Edit template for products and customers and Default for orders. For large files, save to the server and download over WebDAV.

✓ **You should see:** CSV files you keep as an archive.

2

Set store defaults in Shopify

Where: Shopify admin > Settings

Confirm currency, then set up shipping zones, taxes and a payment provider before importing.

✓ **You should see:** Store settings match BigCommerce.

3 Migrate products, customers and orders

2 steps −

1

Turn off staff order emails

Where: Shopify admin > Settings > Notifications > Staff notifications

Turn off new-order notifications for every recipient before importing orders.

✓ **You should see:** No email flood during the import.

2

Run the migration

Where: Your migration app, or Shopify admin > Products > Import and Customers > Import

Import products first, then customers, then orders. Check a sample of each in Shopify after every stage.

✓ **You should see:** Records appear in Shopify with correct prices, stock and variants.

4 Redirect, test and launch

2 steps

1

Create redirects

Where: Shopify admin > Content > Menus > URL Redirects (or your app's 301 option)

Add redirects from old BigCommerce URLs to new Shopify URLs. See set up 301 redirects.

✓ **You should see:** Old URLs land on the right Shopify pages.

2

Test orders and move the domain

Where: Shopify admin > Settings > Domains

Place test orders, refunds and cancellations. On launch day run the top-up, disconnect the domain from BigCommerce and connect it to Shopify. Follow the website launch checklist.

✓ **You should see:** The domain loads the Shopify store over HTTPS.

WORTH KNOWING

What can go wrong, and how do you avoid it?

The detail behind the plan: options compared, and what experienced engineers check first. Tap any item.

Compare all the ways to do this

3 options –

Migration app — LOW EFFORT

Best for: Stores that need order history, coupons and redirects

+ Moves orders and coupons
+ Redirect options
+ Demo first
– Third-party service

CSV export and import — MEDIUM EFFORT

Best for: Small catalogues without order history

+ No extra service
– Columns must be reshaped
– No orders

Shopify Partner or custom API — HIGH EFFORT

Best for: Complex products or B2B

+ Handles custom data
– Most effort

OUR ADVICE

Use a migration app with a demo run for most stores. Use CSV only for small catalogues where order history can stay in an archive.

Customers need a new way to sign in

USER IMPACT

Passwords cannot be migrated into Shopify.

WHAT TO DO

Explain sign-in on the login page and in the launch email.

Shopify Help Center: Importing and exporting customers

Order imports email your staff

USER IMPACT

Shopify sends a new-order email to staff for each imported order.

WHAT TO DO

Turn off staff notifications before importing orders and back on after.

Shopify Help Center: What you need to consider when migrating

Some URLs cannot be redirected

PERFORMANCE

Shopify redirects only fire from URLs that are broken in Shopify, and some paths cannot be redirected.

WHAT TO DO

Check the redirect map for reserved paths and update ads and email links directly.

Shopify Help Center: URL redirects

Order history drives the effort

COST LEVER

Orders need a migration app or API work; CSV product and customer importers do not move them.

WHAT TO DO

Bring only the history you need (for example the returns period) and archive the rest.

TOOLS THAT CAN GET AROUND THIS

These tools move BigCommerce orders into Shopify, which the CSV importers cannot.

Cart2Cart

Migrates orders with an option to preserve order IDs.

LitExtension

Migrates orders and can retain BigCommerce order numbers.

Third-party tools, not endorsed by the platform vendor. Confirm in the tool's documentation and run a pilot first.

Shopify Help Center: Migrate to Shopify

Themes do not transfer

SAVES TIME

Shopify's migration steps include choosing a Shopify theme: the BigCommerce design is rebuilt, not copied.

WHAT TO DO

Choose a Shopify theme early and rebuild key pages.

Shopify Help Center: Migrate to Shopify

FINISH SAFELY

How do you check it worked, or roll back?

Full validation checklist

4 checks

Run these before you declare the migration complete. Record the results in the data validation report.

Check	How to check	What good looks like
Product counts and prices	Compare counts and a sample of prices and stock.	They match.
Customers	Compare counts and check addresses for a sample.	They match.

Check	How to check	What good looks like
Redirects	Test top landing pages from analytics.	Each lands on the right page.
Checkout	Place test orders, refunds and cancellations.	All work.

Rollback plan

If it goes wrong

ROLL BACK IF

- Checkout fails after the domain move
- Large numbers of products or customers are missing

POINT OF NO RETURN

Keep BigCommerce active until launch is stable. While it is active, rollback is pointing the domain back.

1

Point the domain back

Where: Domain registrar or DNS host

Restore the BigCommerce DNS records.

✓ **You should see:** The old store loads.

2

Reconcile orders

Where: Shopify and BigCommerce

Fulfil any orders taken in Shopify before rollback.

✓ **You should see:** No order is lost.

Agree the triggers and who decides before the go / no-go meeting. Use the rollback plan template.

Common problems and fixes

4 errors

`Product imported without variants`

Cause: More than 3 options on the product.

Fix: Split the product or move an option to a metafield, then reimport.

`Customer cannot log in after launch`

Cause: Passwords do not migrate.

Fix: Point them to sign in with a code or reset the password.

`Old product URL shows 404`

Cause: No redirect, or a reserved path.

Fix: Add a redirect in URL Redirects; update links for reserved paths.

`SSL error on the domain`

Cause: Domain still connected to BigCommerce.

Fix: Disconnect it from BigCommerce, then reconnect in Shopify.

Search the full error library →

FAQ

Frequently asked questions

Does Shopify's Store Migration app support BigCommerce?

Its listing does not include BigCommerce. Use CSV import or a migration app.

Will customer passwords move?

No. Customers sign in with a code or set a new password.

Can I keep my order numbers?

Some migration apps offer an option to preserve order IDs.

When do I move the domain?

Last, after redirects and test orders.

SOURCES

Official sources

6 official pages this guide is based on

Vendors change limits and features, so confirm details on the source before you rely on them. Last checked 4 Nov 2026.

- Shopify Help Center: Migrate to Shopify
- SHOPIFY APP STORE: STORE MIGRATION
- Shopify Help Center: Importing and exporting customers
- Shopify Help Center: What you need to consider when migrating
- Shopify Help Center: URL redirects
- BigCommerce Help Center: Import/Export overview