



NOW IS THE TIME TO

Upgrade to Magento 2



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WHAT TO EXPECT

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Magento 1 is nearing an end



If you're a retailer with an ecommerce website that uses the Magento 1 platform, you're likely aware that support for Magento 1 is nearing an end.

Come June 2020, and Magento will no longer be supporting the Magento 1 platform. That means that software support, including things like quality fixes and security patches, will no longer be available.

Like any big organisation, dynamic progress and advancement is the name of the game for Magento. This is embodied in the Magento 2 platform, which is helping more and more retailers achieve their online goals.

In the first 18 months since its launch, more than 10,000 live sites were built on the Magento 2 platform, with businesses across all sectors making the move and reaping the benefits of Magento 2 migration.

So if your ecommerce website still operates on the Magento 1 platform, the time to make the change really is here.



Plan and prepare

But it can't be a rushed decision and it certainly can't be a hurried migration. Strong planning, preparation and having a measured approach is the best way to succeed.

This is why working with a qualified agency partner is so advantageous. This allows your business to cover all bases and make the transition to your new ecommerce platform seamlessly.

Williams Commerce has vast experience of working with businesses to help them migrate, transition to and embrace Magento 2.

So with time running out ahead of Magento ceasing support for Magento 1, we've put together this helpful guide to explain all the why's, how's and what's your business needs to know about migrating to Magento 2.





Magento 2 in a nutshell

✓ Faster development times

Generally speaking, Magento 2 offers development times of around 80% of what you'd typically be dealing with for Magento 1. This is thanks to Magento 2's design and architecture.

✓ Higher performance levels

Site speeds can be up to 20% faster on Magento 2, enabling enhanced usability and boosting SEO.

✓ Speedier checkout processes

Magento 2 offers a two-stage checkout process, compared to the six stages of Magento 1. That means fewer cart abandonments and a better user experience.

✓ Magic on mobile

Magento 2 has been built with mobile users front and centre, with the ecommerce platform supporting mobile responsiveness for sites.

✓ Awesome admin

Magento 2 also offers a reimagined admin interface that is responsive, user-friendly, and allows multiple administrators to make changes and updates simultaneously.



Getting to grips with Magento 2



Magento 2 was launched way back in November 2015, with a stack of features and functions all available ‘out of the box’. Magento 2 comes in two forms, Magento Commerce and Magento Open Source.

Magento Commerce

A strong option for large businesses looking to take advantage of the full offering Magento 2 presents. This version is scalable to practically any deployment requirements.

Magento Open Source

This version gives users access to a host of Magento extensions that can enhance their ecommerce website’s customer offering.



Magento 2 migration checklist



Digital Marketing

It's important to build search engine optimisation into your migration plans from the outset. This will help ensure that no SEO value is lost as the site transfers over to the new

ecommerce platform. Dedicated PPC campaigns can also be used to push areas of focus and allow your company to attract more visitors to their site.



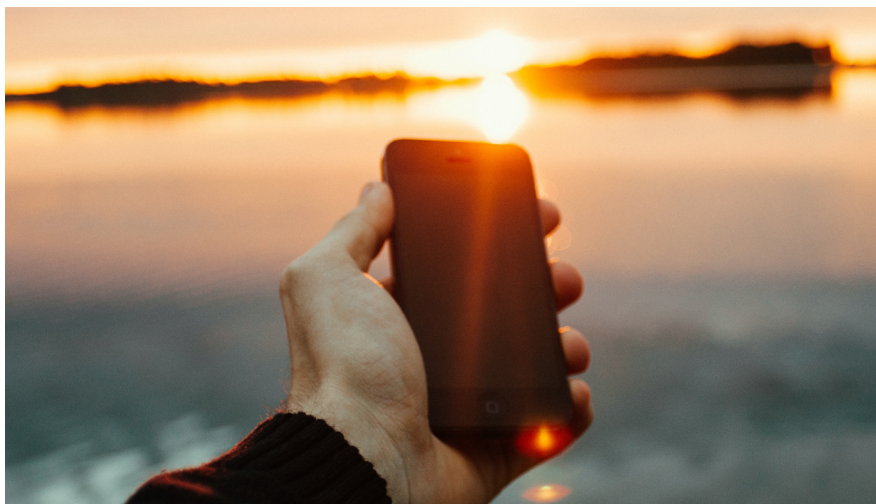
UX Design

It's never been more important to go into granular detail around your target audience, so be sure to budget for UX! Who exactly are you targeting and how do they or will they interact with your new Magento 2 website? You can reach new levels of insight around the

user experience by using data to inform decisions around planning out site hierarchy and user interface elements. This can help give website visitors a truly pleasurable shopping experience that goes beyond just the functional.



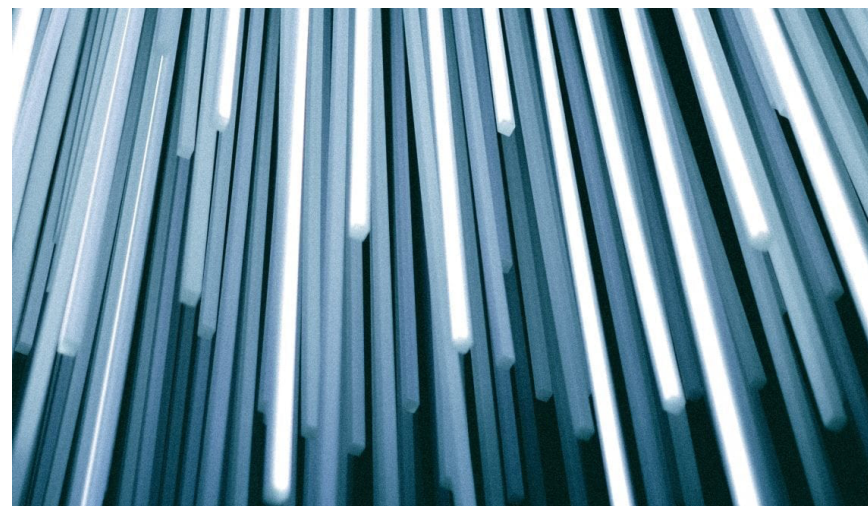
Magento 2 migration checklist



Mobile Development

To take full advantage of the capabilities offered by Magento 2 from a mobile standpoint, it's vital to work with qualified, experience developers to create optimised, seamless mobile experiences for shoppers. By taking a structured approach

to mobile, you can place your business in the best position to reach more people, increase brand awareness and enhance user engagement. Let more people experience your brand through the medium that is most familiar to them – mobile.



Integration

Integrating your existing business systems with your new Magento 2 store can help enhance internal operations and processes, while also providing a better user experience. Systems such as ERPs, payment solutions, document stores, process management systems, MRPs,

CRM systems and almost any application which can communicate through APIs, flat files, or direct database connectivity can be integrated. This can be a complex area, so it's vital your business finds a trusted partner with integration expertise.



Williams Commerce and Magento 2

As a Certified Magento Enterprise Partner, Williams Commerce is the perfect agency to help you make the transition from Magento 1 to Magento 2, or to move from your existing ecommerce platform to Magento 2.

We have a team of fully certified team of Magento developers that have the experience, know-how and expertise to help you migrate seamlessly to Magento 2.





“Every migration project from Magento 1 to Magento 2 is unique, so it is important to understand your current position and the future objectives of the business. With over 350 Magento builds to date, a dedicated in-house digital marketing team, Google Premier partner status and an accomplished systems integration team, we are very well placed to manage even the most technical of migrations.”



Laura Otten, Senior Project Manager at Williams Commerce



How Stone Tile Company achieved 75% YoY increase in revenue with Magento 2

Established in 2012, Stone Tile Company is a leading retailer of tiles for the home, with established partnerships with factories from around the world.

Having started online with Magento 1, the company saw their business grow thanks to the combination of high-quality products and prices at significantly lower than what is available on the high street.

The company took the decision to migrate to Magento 2, alongside a brand evolution and redesign campaign. Stone Tile Company now has a stunning website

with a streamlined design, search facility and easy navigation all based on the Magento 2 platform.

User benefits include multi-select filters and intelligent functionality, helping customers calculate the cost and place an order according to their preferred measurement – in square metres or by pack size.



STONE · TILE

COMPANY

“Feedback from our customers has been very positive. We’ve been able to present a more cohesive brand offering online and incorporated in elements that we know are so important to our customers, while taking advantage of all the core functionality within Magento 2.”

Katie Jenkin, Creative Director and Co-Founder at Stone Tile Company.



+18% TRAFFIC
INCREASE SITEWIDE



+75% INCREASE
IN REVENUE



+232% CONVERSION
RATE INCREASE



How Macfarlane Packaging entered a new digital era with Magento 2

Macfarlane Packaging is the UK's largest distributor of protective packaging.

In August 2017, the company launched Macfarlane Packaging Online on the Magento 2 platform, providing customers with an online destination to meet all their packaging requirements. Macfarlane Packaging selected Williams Commerce as the ecommerce partner for this major project, with Magento 2 chosen as the ideal ecommerce platform from which Macfarlane could start to grow in the digital space.

Delivering a high standard of customer service is part of the Macfarlane Packaging ethos, and this certainly extends into their Magento 2 website. A top-level UX design

was also part of the site's development. This means the Magento 2 website has enhanced navigation that ultimately leads to high user satisfaction.

Order tracking, strong reviews displayed prominently and a rewards point scheme creates brand loyalty and a user experience that places Macfarlane Packaging ahead of the competition.

Macfarlane Packaging's new online home provides customers with the information and experience they crave. This helps them make informed purchasing decisions and encourages brand loyalty.





Your strategic migration partner

Williams Commerce is the perfect digital ecommerce agency to begin your Magento 2 migration journey with.

June 2020 will soon be here, so there's no time like the present to make sure your ecommerce store doesn't fall behind. Our team of experts will help you every step of the way – from initial discussions to site support once you're live on Magento 2.





WE CAN HELP GROW YOUR BUSINESS ONLINE

Let's get together & talk



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