



Big Project for Little Cooks: WooCommerce to Shopify Re-platforming

Services:

Data Migration

UI/UX Design

Graphic Design

Custom Development

SEO Retention

Technologies:

WooCommerce

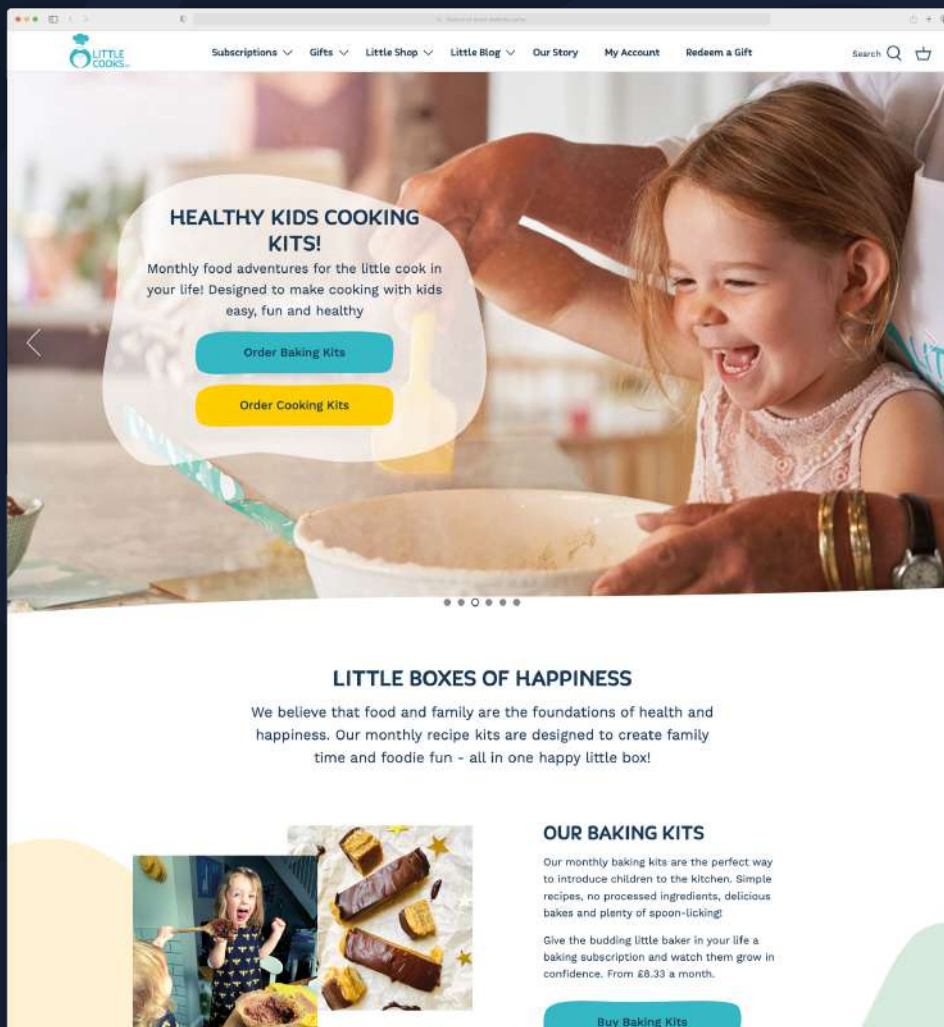
Shopify

Recharge

MySQL

PHP

JavaScript



About the client

Little Cooks Co is a successful UK-based eCommerce subscription business launched in 2017. Little Cooks Co is selling unique monthly cooking kits consisting of healthy recipes and ingredients for fun cooking activities for kids – the little cooks! – and their parents.

Challenges

The company's representative contacted Cart Blender with a list of very specific requirements, that included the following:

- 1 Carrying over all of the customer info, order history, and product-related data from WooCommerce to Shopify fully preserving their integrity
- 2 Seamless subscription provider switch from WooCommerce Subscriptions to Recharge
- 3 Re-creating the exact design of the WooCommerce website on Shopify
- 4 Ensuring that any custom-designed section is fully editable via Shopify Theme Editor by the website's admins without the need for developer involvement
- 5 Developing a new multi-step product Subscription Flow on Shopify with better UX
- 6 Increase the "Gift-to-Subscription" customer retention rate by revamping an existing Gifting Flow logic and allowing the gift-receiving customers to start the subscriptions themselves, instead of doing it on their behalf
- 7 Replacing the manually-managed reward system with an automated solution

- 8 Mitigating any possible SEO drop after the switchover
- 9 Guaranteeing access of the existing subscribers to their account areas and order history
- 10 Ensuring all of the order, customer, and product stock data is up to date after the switchover
- 11 Meeting a tight deadline for all of the scope defined

Solutions

After an in-depth analysis of the client's requirements, the Cart Blender team and Little Cooks Co technology lead came out of the following solutions:

- 1 Adapted the **Cart Blender Migration Engine**; ran a full-scale eCommerce data migration
- 2 Integrated Recharge to replace WooCommerce Payments
- 3 Perfectly recreated the existing website's design by customizing a Shopify theme; improved mobile performance
- 4 Added UI controls over the custom design sections to the Theme Editor

- 5 Implemented a brand new multi-step Subscription Flow with improved UX; added a cross-selling functionality
- 6 Developed and implemented a new uninterrupted Gifting logic that constitutes of:
 - Frontend Gifting Purchase Flow
 - External custom database
 - Custom Shopify app that creates
 - Frontend Gifting Redeem Flow
- 7 Introduced an automated rewards system for order tracking and loyal subscribers ranking
- 8 Migrated all of the SEO-relevant tags, recreated schema.org markup, and created 301 SEO redirects for all product, collection, and blog post pages
- 9 Developed and implemented a tailored switchover strategy that included:
 - Final order, customer, and stock data sync scheduled the domain switch
 - Customer bulk account invitation newsletter with a password reset link followed by a round of segmented follow-ups
 - Developed a functionality of detecting customers' login attempts who don't have their passwords reset and triggering an invitation email sending automatically

Results

Client Satisfaction

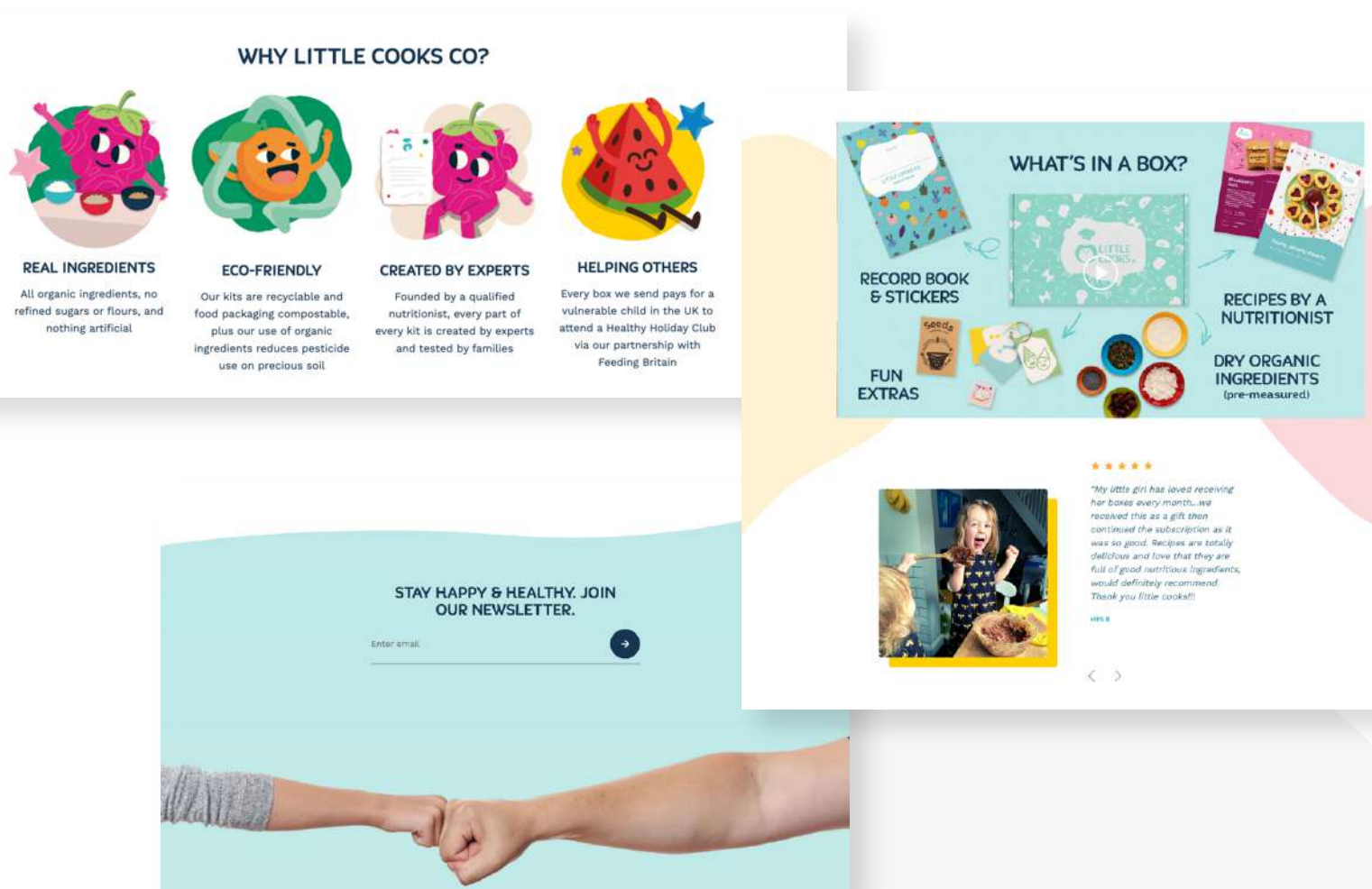


"Looking forwards to working on many more projects in the future!"

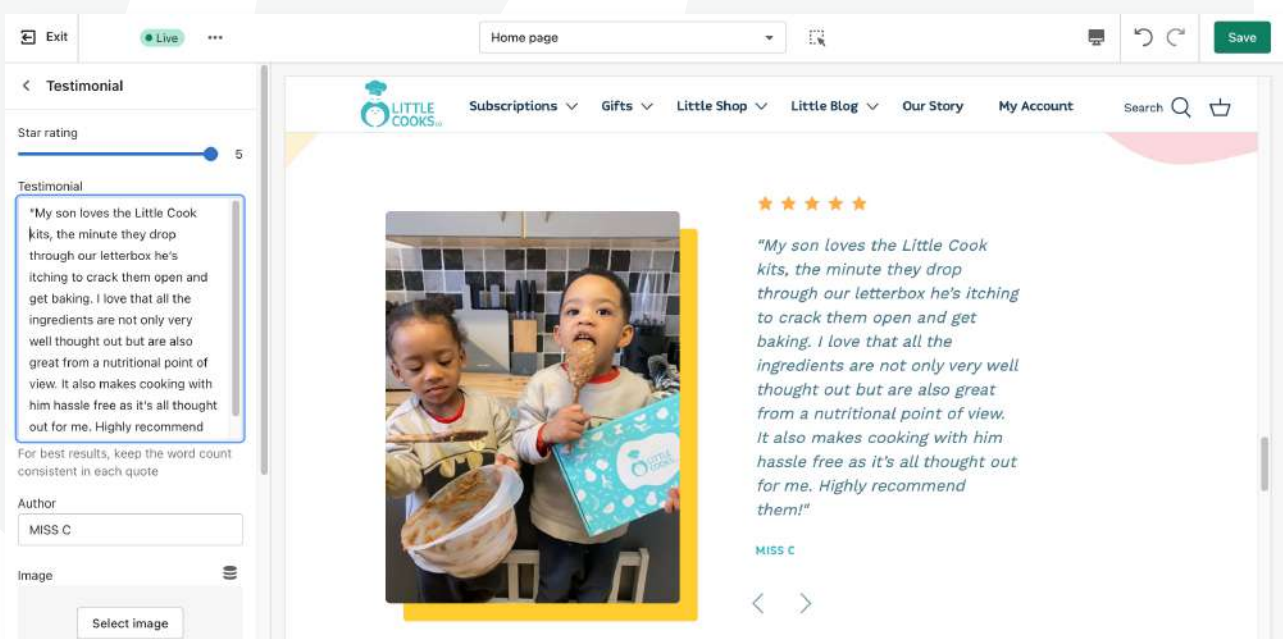
The Little Cooks Co company successfully switched to a brand new Shopify store. Thanks to our mutual efforts, the following was achieved:

- 1** Company switched to the Shopify website with all the product, category, customer, order, and blog post data migrated; **exactly on time for the scheduled cutover**
- 2** All new subscription charges started **processing by Recharge**

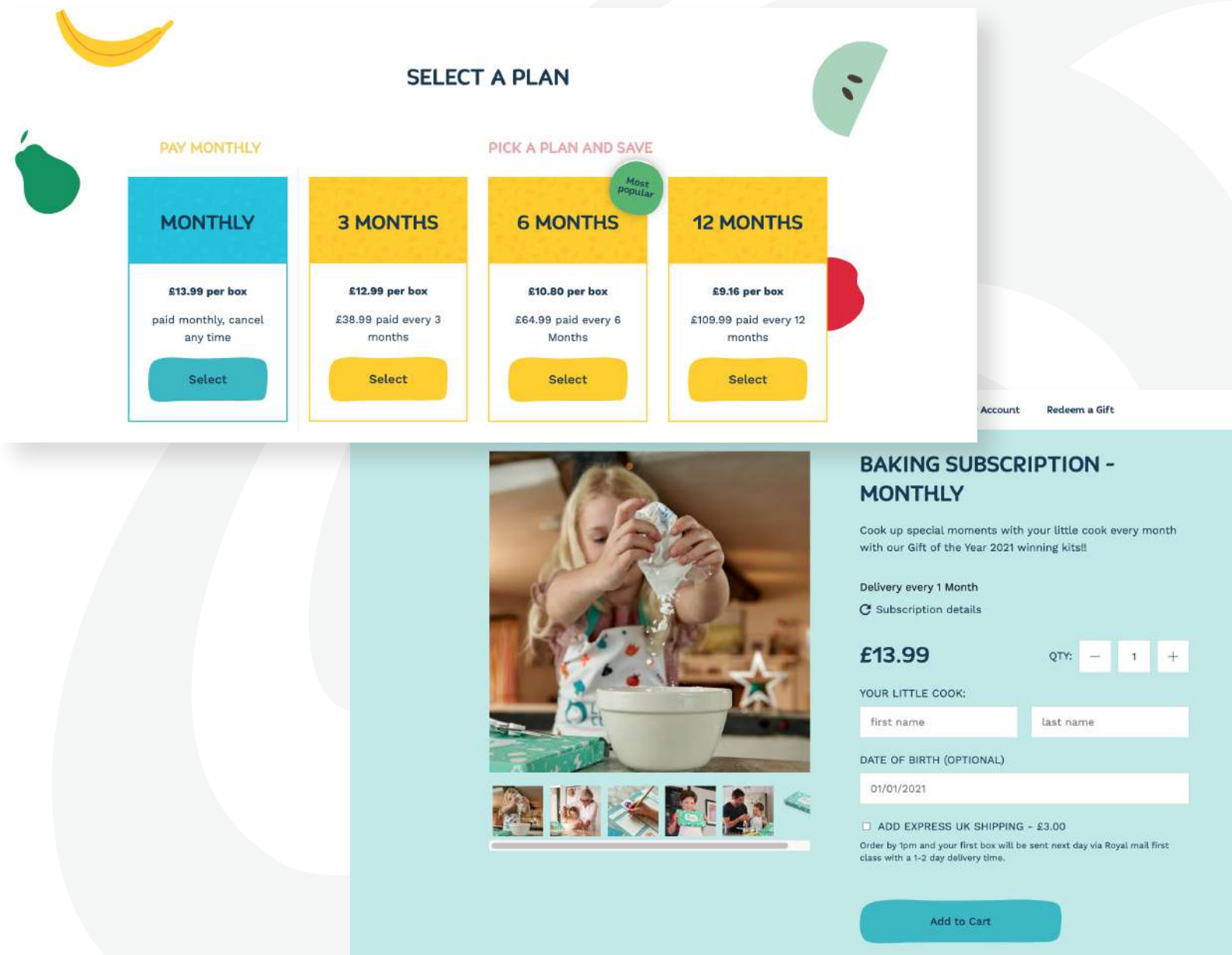
3 WooCommerce store's **design was recreated on Shopify identically**



4 All custom-developed sections on Shopify are controllable via Theme Customizer UI. Admin controls of design and texts are expected to **reduce expenses on developer maintenance invoices by up to \$300/mo.**



- 5 Subscription Flow design was revamped; the **number of one-time products sold increased by 32%** in the first 2 months thanks to an introduced cross-selling section



The image shows a two-part user interface for a subscription service. The top part is a 'SELECT A PLAN' screen with a white background and fruit illustrations (banana, apple, kiwi). It features four plan options: 'MONTHLY' (blue header, £13.99 per box), '3 MONTHS' (yellow header, £12.99 per box), '6 MONTHS' (yellow header, £10.80 per box, marked 'Most popular'), and '12 MONTHS' (yellow header, £9.16 per box). Each plan includes a 'Select' button. The bottom part is a 'BAKING SUBSCRIPTION - MONTHLY' product page with a teal background. It features a video of a child baking, a price of £13.99, a quantity selector set to 1, and a form for 'YOUR LITTLE COOK' (first name, last name, date of birth). It also includes a shipping option for £3.00 and an 'Add to Cart' button.

SELECT A PLAN

PAY MONTHLY

MONTHLY

£13.99 per box
paid monthly, cancel any time

Select

PICK A PLAN AND SAVE

3 MONTHS

£12.99 per box
£38.99 paid every 3 months

Select

6 MONTHS

£10.80 per box
£64.99 paid every 6 Months

Select

12 MONTHS

£9.16 per box
£109.99 paid every 12 months

Select

BAKING SUBSCRIPTION - MONTHLY

Cook up special moments with your little cook every month with our Gift of the Year 2021 winning kits!!

Delivery every 1 Month

Subscription details

£13.99

QTY: - 1 +

YOUR LITTLE COOK:

first name last name

DATE OF BIRTH (OPTIONAL)

01/01/2021

☐ ADD EXPRESS UK SHIPPING - £3.00

Order by 1pm and your first box will be sent next day via Royal mail first class with a 1-2 day delivery time.

Add to Cart

6 New Subscription Gifting logic is expected to help increase the customer retention rate by ~15%



CHOOSE YOUR PLAN LENGTH

Select from 3, 6 or 12 month gift plans. Your gift recipient will then be able to activate their plan using a unique gift code, and choose between our baking kits or savoury cooking kits!



3 MONTH GIFT PLAN

£38.99

Buy now



6 MONTH GIFT PLAN

£64.99

Buy now



12 MONTH GIFT PLAN

£109.99

Buy now



Subscriptions

Gifts

Little Shop

Little Blog

Our Story

My Account

Redeem a Gift

Search

6 MONTH GIFT PLAN

The perfect start to a little cook's kitchen adventures - a gift that gives them quality time, fun and learning!

The lucky recipient can activate their plan when it suits them, using a unique gift code, and can choose between our baking kits or savoury cooking kits.

£64.99

HOW WOULD YOU LIKE TO SEND?

POST



Special gift pack (+ £4.99)

EMAIL



Your voucher will be sent to you in an email

☐ ADD A 100% COTTON RAINBOW APRON AND UTENSIL STARTER SET (+ £30.00)

The apron and utensil Bundle will be sent after the order is placed. Please enter your Little Cook's address in the Shipping Address section on checkout.

TO:

MESSAGE:

Maximum character limit: 0/100







Add to Cart

 +380673887615

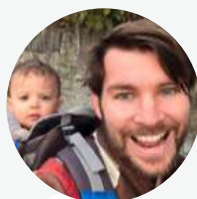
 hello@cartblender.com

 www.cartblender.com

- 7 Automated reward system helped **reduce 2h of administrative work per week** and prevent the risk of human errors
- 8 Little to no **SEO drop experienced** (based on the SERP stats collected 1 month after the switchover)
- 9 More than **40% of the active subscribers re-gained their accounts access within 7 days**; the number is expected to raise up to ~100% within the next few weeks.

Client's Review

I worked with Cart Blender on a complex WooCommerce to Shopify re-platforming project for my client, migrating over 8000 subscribers and 100,000 orders. They did a great job recreating the look and feel of the store while extending functionality to introduce new sign-up and gifting flows. We also developed a number of complex backend solutions for subscription management through Recharge. Excellent communication and quality made remote working and off-shore development a pleasure. Looking forwards to working on many more projects in the future.



Jason Malone
eCommerce consultant
Jason Malone Digital LTD
Frome, UK

Migrate to Shopify Efforlessly!

Grow your business by adopting state of the art SaaS eCommerce platform. Our team will ensure a smooth transition to Shopify from A to Z with zero headache and care about your SEO.

Bonus: name a code phrase "**BLEND IT**" to get an exclusive 5% off your project price discount!