

WooCommerce → Shopify: 14 mistakes caught before launch.

In this test, a fictional agency moves a 1,000-row WooCommerce catalog into a Shopify import file. Before anything goes live, McKay compares the two files line by line and lists what passed the agreed checks and what needs fixing first.

Seeded test on synthetic data — not a customer result. We built a fictional catalog, planted 14 realistic migration mistakes in the Shopify file, sealed the answer key, and ran McKay's review without it. Then we checked the results against the key.

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planted mistakes caught

0false alarms on the correct
file**1,000**rows checked, every one
accounted for**849**of the 899 Shopify rows
passed the agreed checks

What we compared

- **Before:** a 1,000-row WooCommerce export with 100 products (each a parent row plus 8 size/color variants) and 100 single products.
- **After:** the Shopify import file an agency would build from it, with Shopify's own columns, variant rows, product details (metafields) and price fields.
- **The rules:** how each WooCommerce field should map into Shopify, written down before the review.

What you get back

- **Issues to fix:** every problem, with the old value, the new value and why it matters (page 2).
- **Safe:** the 849 Shopify rows that passed every agreed check, plus 96 parent rows that folded correctly into their variants.
- **The ledger:** proof that every row was checked, so nothing silently disappeared (page 3).
- **The spreadsheets:** issues-found.csv, Safe rows, exceptions (every Review and Blocked row, with the reason), field-level findings, summary counts and the full ledger.
- **One free re-check** of your corrected file (time limits are on mckaysys.com/pricing).

McKay never touches the live store. We review the files; your team decides and imports. A real engagement uses your own field mapping, agreed with you before the review.

14 problems, each one explained

Every row is marked **Safe**, **Review** or **Blocked**. **Blocked** = fails a hard rule the import can't safely pass (a duplicate or missing ID, a blank required value, rows attached to the wrong product); don't import until fixed. **Review** = a large or unusual change that needs a person's decision (prices, weights, swapped options, lost details).

#	DECISION	WHAT'S WRONG	OLD EXPORT	NEW FILE	WHY IT MATTERS
1	Review	A size/color variant is missing from the Shopify file Rivermist Canvas Utility Smock — Series 030 · MKS-V0030-S-DENIM	1 variant (Size S, Denim)	not in the file	That variant can't be bought after launch.
2	Review	Price shrank to one hundredth Harbor Fleece Vest — Series 005 · MKS-V0005-S-PINE	\$80.50	\$0.81	Sells at 1% of its price from day one.
3	Blocked	Two products ended up with the same SKU Juniper Recycled Paper Notebook — Edition 034 · MKS-S0034	MKS-S0034	"mks-s0059 " — another product's SKU	Stock and orders for two products get mixed up.
4	Review	Material detail lost (all 8 variants) Rivermist Linen Tunic — Series 027 · MKS-V0027	100% linen	blank	Product page and filters lose the material info.
5	Review	Size and Color swapped (all 8 variants) Élan Merino Cardigan — Series 046 · MKS-V0046	Size: XS · Color: Cloud	Color: XS · Size: Cloud	Variant pickers show nonsense; shoppers can't choose.
6	Review	Sale price and regular price swapped Juniper Brass Desk Ruler — Edition 035 · MKS-S0035	\$21.60 sale, was \$27.00	\$27.00, "was" \$21.60	The sale disappears, and the "was" price shows below the selling price.
7	Review	Stock reset to zero Willow Linen Tea Towel Set — Edition 080 · MKS-S0080	64 in stock	0	Shows sold out; lost sales.
8	Blocked	Stock count left blank Orchard Beech Kitchen Brush — Edition 089 · MKS-S0089	3 in stock	blank	The import fails, or stock goes untracked and the item oversells.
9	Review	Live product imported as a draft Élan Brass Desk Ruler — Edition 045 · MKS-S0045	Active (published)	Draft (hidden)	The product silently disappears from the store.
10	Review	Weight multiplied by 1,000 Willow French Terry Hoodie — Series 072 · MKS-V0072-S-OAT	552 g	552,000 g (552 kg)	Shipping rates break or checkout fails.
11	Review	Accented letters garbled in the title Copperleaf Café Pour-Over Dripper — Edition 012 · MKS-S0012	Café	CafÃ©	Garbled product name on the storefront and in search.
12	Review	Barcode lost its leading zero Juniper Studio Leggings — Series 039 · MKS-V0039-XS-BLACK	0290000003051	290000003051	Scanners and marketplace listings reject it (classic spreadsheet damage).
13	Blocked	A T-shirt's 8 variants were attached to a different product (a vest) Juniper Cotton Crew Tee — Series 031 · MKS-V0031	handle mks-v0031	handle mks-v0075	Two products merge into one broken listing.
14	Review	Care instructions lost (all 8 variants) Meadow Cotton Crew Tee — Series 051 · MKS-V0051	Machine wash cold; reshape and air dry.	blank	Product page loses care info customers rely on.

Suggested fixes are in `issues-found.csv`. Some mistakes affect a whole product, so the 14 problems touch 55 WooCommerce rows (50 in the Shopify file).

EVERY ROW ACCOUNTED FOR

The ledger: nothing slips through

Shopify stores products differently from WooCommerce: each product's “parent” row folds into its variant rows. So the row counts don't match, and that's expected. What matters is that **every single row is explained**.

WOOCOMMERCE FILE (BEFORE)		DECISION ON EACH WOOCOMMERCE ROW (SOURCE SIDE)	
Matched to a Shopify row	899	Safe (passed the agreed checks)	945
Parent rows folded into their variants	100	Review	34
Missing from the Shopify file (issue #1)	1	Blocked	21
Total	1,000	Total	1,000

Shopify file (after): **899 rows, all 899 matched** to their WooCommerce source: **849 Safe, 31 Review, 19 Blocked**. On the WooCommerce side, the 945 Safe rows are the 849 matched Safe rows plus 96 parent rows that Shopify folds into their variants, which is why 945 is higher than 849. **0 rows unaccounted** on either side.

HOW WE KEPT THE TEST HONEST

- **Sealed answer key.** The list of planted mistakes was locked (with a digital fingerprint) before the review ran. The review never had access to it.
- **No tuning after the fact.** The review rules were frozen before scoring and not changed afterwards.
- **Every flagged row checked.** Each flagged row was checked against the answer key after the run.
- **Reproduced in a second run.** A second, separate run rebuilt the files from scratch and got identical results.
- **False-alarm test.** We also ran the review against the *correct* Shopify file, with no planted mistakes: zero issues raised on any of the 1,000 WooCommerce rows.
- **Correct changes left alone.** Eight intentional, correct transformations (renamed columns, kg → grams, sale-price logic, genuine zero stock...) all passed without being flagged.

WHAT THIS DOES AND DOESN'T SHOW

It shows McKay's checks working on a realistic, variant-heavy WooCommerce → Shopify migration, with different column layouts, product details and prices. It is **not** a customer result and doesn't prove accuracy on every real catalog: the mistakes were chosen by us, and this sample covers one currency, one stock location and no images. A real review compares your own old export and new import file. Pilot and pricing details: mckaysys.com/pricing.

All product names, prices and identifiers are invented; the sample data is released under CC0. Barcodes are test values, not real GS1 numbers.