

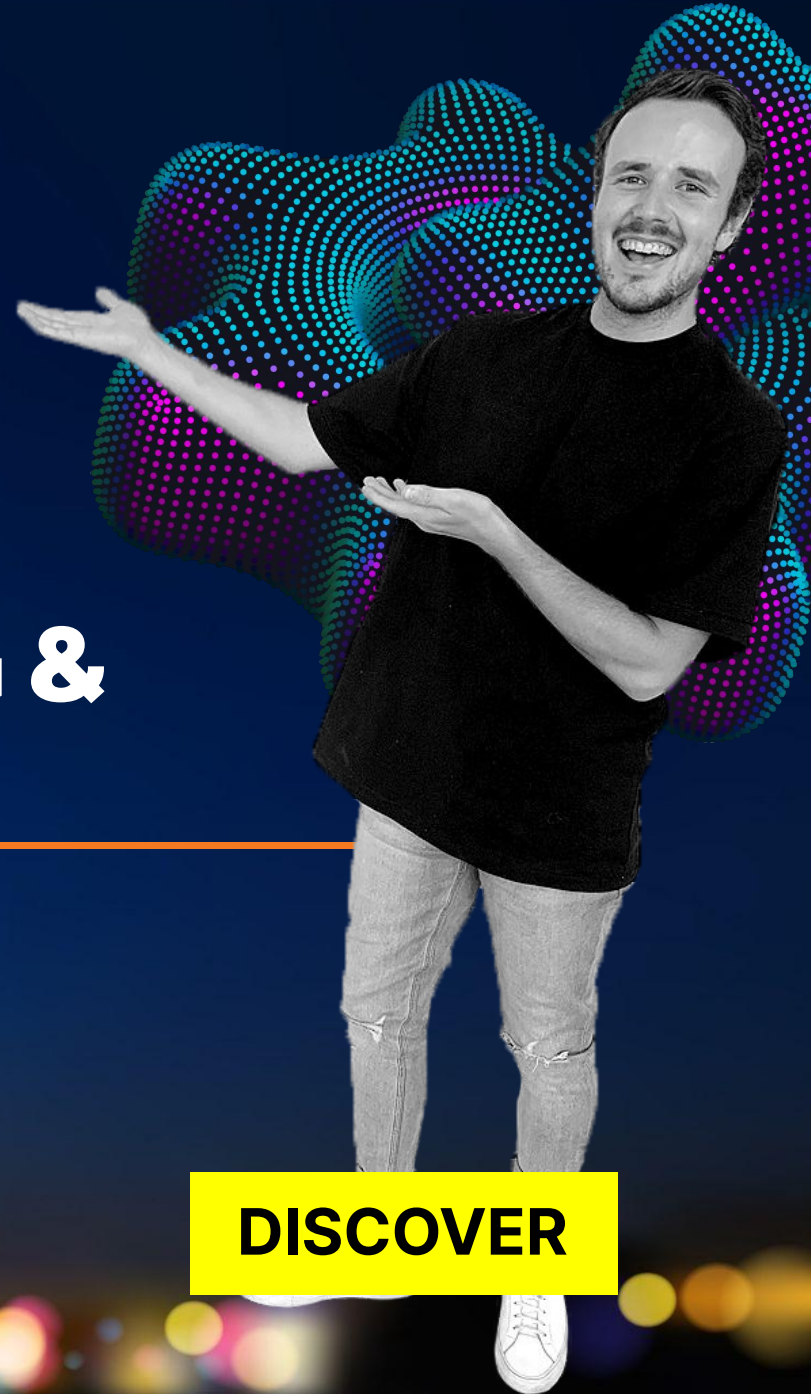


WEBSITE RE-PLATFORMING & MIGRATION

Case Study – Redsbaby

redsbaby

DISCOVER



THE COG DIGITAL APPROACH TO WEBSITE RE-PLATFORMING AND CONTENT MIGRATION

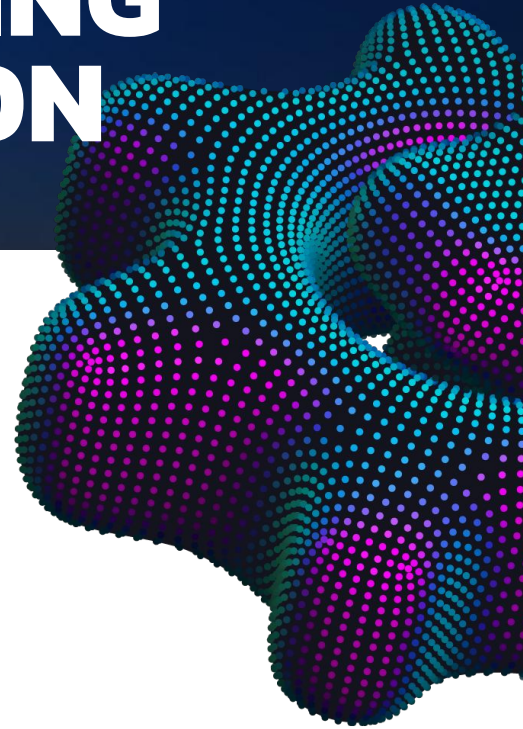


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This document will introduce you to one of the COG Branding eCommerce Website RePlatforming and Migration projects as a simple case study.

It supports our work experience and provides some insight to how we connect brand to business and provide value in our brand and marketing services.

Read through, enjoy, and get in touch anytime!





WHAT WE KNEW FROM THE START

We knew that Redsbaby needed a trusted professional Australian website design team to develop and manage their eCommerce platform migration from BigCommerce to Wordpress, and ensure the primary digital assets performed at go live and during warranty period and beyond.

We also knew that the Redsbaby brand needed a Web Development agency that is affordable, communicates clearly, and understands both proprietary BigCommerce platform and the open source Wordpress WooCommerce platform.

Going from proprietary software to open source software determined their partner digital development agency could offer a WMA (Website Maintenance Agreement) and hosting resources to support aftercare once the replatforming was complete.

Plus, their business wanted a team of digital experts to offer solutions for better performance in Google, UX, and solve hosting and resource issues.



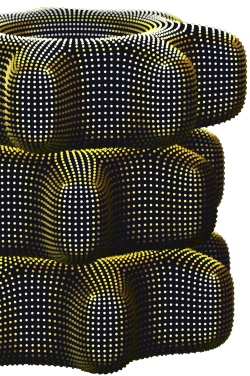
ABOUT THE CLIENT

From the very beginning, the Redsbaby vision has been to enrich the lives of Australian families via the Redsbaby Pram Collection, Carriers and Wraps and Nursery Furniture.

Redsbaby are open-minded, inclusive and champion the uniqueness and diversity of Australian culture. Deeply rooted in Australia; the Redsbaby story, team and product design meet Australia's vast landscape, diverse people and unique communities to inspire everything they do.

Beautifully Australian.

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FROM THE CLIENT

“Stuart Halley, Head of Digital at Redsbaby says that “COG Branding proved their knowledge of both BigCommerce and Wordpress technologies, and also the more technical elements of website hosting”. While our COG Branding team is humble, Stuart was clear that “As I’m client side, stressful situations arise with the communications of technical information, you need a team like COG to provide confidence, clarity and ensure there is accurate and measure planning in place to keep the project on track and moving forward”.

- [Stuart Halley](#)
Head of Digital

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THE KEY COG DIGITAL SOFTWARE & TECHNOLOGY IN THIS PROJECT.

Wordpress CMS

WordPress is a free and open-source content management system written in PHP and paired with a MySQL or MariaDB database with supported HTTPS.

Features include a plugin architecture and a template system, referred to within WordPress as Themes.

eCommerce is enabled via the WooCommerce plugin and ecosystem.

BigCommerce

BigCommerce is a NASDAQ-listed ecommerce platform that provides software as a service services to retailers.

The company's platform includes online store creation, search engine optimization, hosting, and marketing and security from small to Enterprise sized businesses.

Multi Environment Integration

COG Branding combines both open source (Wordpress) and proprietary (BigCommerce) knowledge and creates a migration strategy and plan to ensure a replatforming nurtures project success. Success would include CMS, SEO, DNS and Website Hosting elements to all be considered and managed through to live production environments.



MAIN CHALLENGES

Whether you are starting your first project or have a lot of experience, one thing is for certain – COG Branding will ensure the project journey is rich in communication and accuracy.

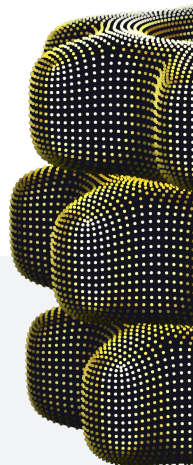
All projects have challenges and people rely on COG Branding for our astute and confident project management.

Our team proactively engages with our clients during the project planning phase to ensure we meet the exact requirements as well as understand the expectations. So during production and aftercare we're on the same page.

- **Nurturing content migration from platform to platform**
- **Sitemap management for UX and also SEO**
- **Staging Server and Production Server Environments**
- **Front end UX Design requirements**



BRIEF SUMMARY



Redsbaby had a BigCommerce eCommerce CMS and needed to replatform this to a Wordpress CMS with WooCommerce. This included front end UX Design, content migration, eCommerce Merchant optimisation and SEO.

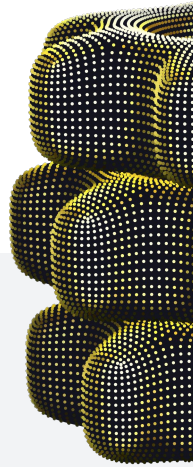
Replatforming from BigCommerce to Wordpress was initiated to eliminate pain points that the Redsbaby current platform was been giving them. COG Branding developed a list of dependencies to ensure they are not adversely affected when Redsbaby made the switch. This included more than just Redsbaby staff and internal processes.

Our job was to ensure Redsbaby were set up for as little disruption to their BAU as possible. Replatforming the Redsbaby ecommerce business successfully included a robust strategy and precise planning.

From BigCommerce and Wordpress website development, content handling and project management, indexing the new sitemap via Search Console at Google, and performing 301 redirects and CMS SEO tasks – our efforts was all encompassing.



SOLUTIONS SUMMARY



The Redsbaby eCommerce Replatforming project initially commenced with a workshop with stakeholders to be certain they understand their concerns and what they would most want to be made available.

Then, as we reviewed the two platforms and isolated the must-haves against the nice-to-haves we began to create a dashboard that would guide our client in selecting the best execution for the project as a 1.0 Wordpress production go live, and a 2.0 Wordpress Evolution.

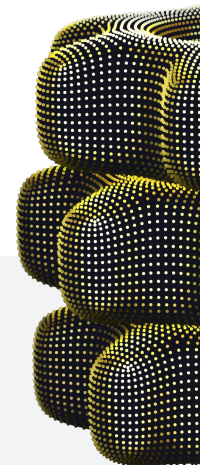
An audit of the BigCommerce environment which included sitemap, inventory and third party plugins allowed our replatforming strategy to meet a new Wordpress CMS with WooCommerce and hosting environment to be developed in a staging environment from scratch. Here we would include front end UX Design, content migration, eCommerce Merchant optimisation and SEO line items as part of the technical scope with clarity.

The COG Branding Ecommerce replatforming checklist is -

- Select your replacement solution.
- Identify platform dependencies.
- Review existing contracts.
- Map your migration path and scenarios.
- Analyze costs and build a business case.
- Develop a customer-facing communication plan.



RESULTS SUMMARY



Go live with project Success! Redsbaby successfully departed the BigCommerce eCommerce platform and onto a Wordpress CMS with WooCommerce platform.

The replatforming project included front end UX Design, product shopping cart content migration including configurable inventory, shipping matrix, bundle buys, POS inventory management plugins and CRM connectivity.

Google Search Console was optimised to ensure the updated sitemap successfully managed 301's and 401's and the paid performance marketing team had a clear site architecture to overhaul their paid campaigning strategy.

With an inhouse Creative Director and Graphic Designer delivering creative direction our UX design needed to be onpoint and to the pixel across desktop, tablet and mobile.

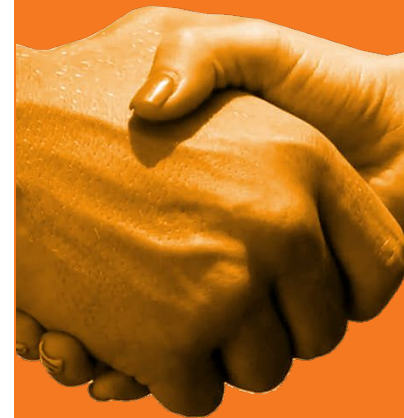
A successful replatforming from BigCommerce to Wordpress WooCommerce.





**WE'VE DELIVERED PROJECT SUCCESS
FOR COMPANIES THAT YOU KNOW.**

**BUT WE'RE SMALL BUSINESS
SPECIALISTS READY FOR NEW
PARTNERSHIPS.**



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If you have any questions, or would like our help on implementing the type of strategy we've presented here take advantage of our free 30-minute strategy session where we'll discuss your business goals and challenges.

Please note this is not a sales call. You will be speaking with one of our highly experienced marketing experts, not a salesman.

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