

STATEMENT OF WORK

Catalog Transfer

The BigCommerce Catalog Transfer consists of moving the data outlined below from your existing store into your new BigCommerce business. The Catalog Transfer represents the first step in relaunching your store on the powerful BigCommerce platform.

Catalog Transfer includes:

Categories

- ✓ Category names¹
- ✓ Sub-category names
- ✓ Standard (default) category & sub-category
301 redirects

Product

- ✓ Product price
 - Base price
 - Cost price
 - Retail price/MSRP
 - Sale price
- ✓ Product name/title (i.e., items in the store)
- ✓ Product category associations²
- ✓ Product descriptions
- ✓ Product images (e.g. gif, jpg, png)*
- ✓ Product options (e.g. colors, sizes)
- ✓ SKU

- ✓ Brand name/manufacturer
- ✓ Product search keywords
- ✓ Inventory
 - Inventory/Current stock level
- ✓ Custom product meta data
 - Meta data
 - Meta keywords
 - Meta description
- ✓ Product page title
- ✓ Standard (default) product 301 directs

Customer

- ✓ Customer first name
- ✓ Customer last name
- ✓ Customer address
- ✓ Customer email
- ✓ Customer phone

*Does not include image change rule images, or swatch images.

STATEMENT OF WORK

Catalog transfer exclusions

During your catalog transfer, we move a lot, but we can't transfer everything. Below is a high-level list of items we do not include.

Transfer exclusions include but are not limited to:

- × Product Filters (different from product options)⁴
- × Bundled products
- × Related products
- × Orders
- × Store settings
- × Product reviews
- × Blogs or blog posts
- × Other customer info (e.g. business name, store credit, etc.)
- × Sitewide product discounts/coupons
- × Templates, HTML, CSS
- × Custom fields & custom
- × Coding
- × Apps, plug-ins and integrations
- × Passwords (e.g. customer login passwords, etc.)
- × Digital content, digital downloads, digital products⁵

Once our dedicated team has finished moving your data, we will reach out via email so you may spot check our work.

¹ Some eCommerce platforms do not have a simple drag and drop category management system like Bigcommerce and it is not possible to bring over the same category listing order and/or sub category associations during the catalog transfer. You may need to reorganize your categories (simple drag and drop process) after your catalog transfer.

² For some stores (ex. Yahoo Stores), products may be limited to one category association. If your store has been customized to allow products to appear to be in multiple categories on the store-front, you may need to assign these additional categories after your catalog transfer.

³ Product/Category 301 redirects are created based on standardized product URLs for your platform. If you have custom product URLs, then you may need to create additional 301 redirects after your catalog transfer.

⁴ For the Magento platform the Product Attributes relate to the keywords for product filtering. This is not included in a standard migration, however the Product Options (i.e. Size Color) will be included.

⁵ The base product data for digital products is included, but you will need to upload and associate the product files after your catalog transfer.

Growing your high-volume or established business?

Call for a demo. [1-866-581-4549](tel:1-866-581-4549)

