

The Benefits of Moving from Magento to Shopify

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In brief

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Recently, Magento has started to lag behind modern realities. Old functionality, outdated integration, unreliable security system, poor technical support are not all problems that accompany the platform. This is not yet talking about the general unfriendliness to the user from the very beginning.

On a positive note, online commerce can be done across multiple platforms, with more and more online business owners seeing the disadvantages of using open source and the benefits of moving to Shopify. This provides an opportunity for a more manageable way of doing business. In our article, we will explain how to migrate products from Magento to Shopify.

Hosting and services that can be managed

A distinctive feature of modern platforms, including Shopify, is that it works for the client. On some others, you need to provide your hosting and install a large amount of server architecture before creating a store. To do this, you need to have programming skills.

A robust architecture is provided for Shopify Plus customers, no need to worry about adding many products, high website traffic. Therefore, many customers are switching to this platform.

Moving to Shopify means you no longer need to pay attention to slowdowns, traffic spikes, infrastructure, hosting.

Security

When it comes to e-commerce, security is critical. Mistrust is one of the reasons why many people are afraid to buy online. The online business owner's job is to provide guarantees to potential customers. One such method is PCI compliance. It is the seller who is responsible for the safety and reliability of transactions on his website. This can be a time-consuming process that requires distraction from other important aspects of running your business.

With Shopify, there is no need to worry about customer information being shared with a third party, as it is the platform's responsibility to protect it. This ensures that the online store meets the PCI requirements.

Customization

One of the reasons Magento has become one of the leaders in its segment since its inception is its robust customization capabilities. Store builders could edit the raw HTML / CSS for a website using an advanced interface that gave complete control over the display window for the first time.

Shopify also provides such an option but in a more understandable way. While the advanced settings in Magento can only be performed by those who are well versed in web programming, then on Shopify, the whole process is much more straightforward and more transparent. Everything can only be done using the menu editor.

Scalability

Scalability is an important challenge for enterprise-grade brands. First, you need to be sure that the platform you are currently using is reliable, and when revenues and traffic fall to the limit, it will not let you down.

Both platforms can work with large sellers, but the requirements for an online store owner are significantly different. Magento requires you to design your solution to accommodate peak traffic. This means that you can only use one day a year to create and manage infrastructure.

Shopify scaling is more straightforward and done by a team of professional developers and programmers. The platform offers unlimited scalability. Therefore, if you need a platform with growth potential and develop together with your business, this is the best choice.

Community

Magento, which is more than ten years old, has gathered many designers and developers. As a result, dozens of people have had a hand in the platform's success.

Shopify has also built its growing community. Sellers on this platform have the advantage of joining the Shopify Plus Partners program. This is a group of experts, each of them the best in their field. In addition, a Facebook group has been created, where everyone can speak about design, applications, e-commerce, and exchange experiences.

References

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