

Engineering a Zero-Disruption Shopify Migration for Luxury Retail

How Carat Craft Modernized Its Storefront While Safeguarding
Years of SEO Equity and Customer Trust



Client Overview

Carat Craft isn't merely a jewelry brand - it's a manifesto for self-expression. Each handcrafted piece celebrates the audacious spirit of women who wear their stories with pride. For years, their UAE atelier set the standard for bold, narrative-driven designs, but their digital presence lagged behind this physical prestige.

The brand's WooCommerce platform, while functional, strained under the weight of luxury expectations: sluggish load times dulled the sparkle of high-resolution gemstone galleries, and rigid architecture hindered personalized shopping journeys.

Recognizing that their digital storefront should mirror the artistry of their creations, Carat Craft partnered with Devsinc (formerly Alchemative) to orchestrate. Subscribe your first a **seamless migration to Shopify** - a move designed to marry technical scalability with emotional resonance.



Business Challenges

For a luxury jeweler like Carat Craft, data isn't just numbers - it's the digital embodiment of their craftsmanship. **Migrating from WooCommerce to Shopify** wasn't merely a technical lift; it was a precision operation to safeguard years of SEO equity, product lore, and customer trust. One misstep could mean vanishing search rankings, broken collection pages, or worst of all eroded confidence among clients investing thousands in heirloom pieces.

1

Data Migration:

500+ SKUs with intricate details (gemstone origins, artisan notes) needed flawless transfer-zero tolerance for errors.

2

SEO Continuity:

Maintaining SEO rankings and ensuring customers were directed to the correct pages post-migration.

3

Platform Whiplash:

WooCommerce's PHP/MySQL architecture clashed with Shopify's Liquid framework, risking data corruption.



The Solutions

Migrating Carat Craft's jewelry empire demanded surgical precision - every diamond detail, client history, and SEO asset had to **transition with zero margin** for error. Our approach blended cutting-edge automation with artisan-level manual oversight to recreate their WooCommerce ecosystem on Shopify, then elevate it.



➤ Data Alchemy

Custom scripts flawlessly migrated 500+ SKUs with gemstone certifications, while triple-validation ensured 1000+ product images retained zoom functionality.

➤ Luxury Store Architecture

Created a new Shopify store with a design closely matching the original site to ensure brand consistency. Set up essential Shopify apps and integrations to replicate WooCommerce functionalities.

➤ SEO Safeguards

1:1 URL mapping for pages with monitored 301 redirects prevented organic traffic loss during transition.

➤ White-Glove Testing

Conducted extensive testing of the Shopify store, including functionality, performance, and user experience tests. Performed QA checks on product listings, customer data, and order processing.

➤ Team Empowerment

Provided training to Carat Craft's team on managing the new Shopify store. Offered post-launch support to address any issues and ensure smooth operation.



Client Testimonial

"They did an outstanding job designing our website for Carat Craft. Their team was professional, efficient, and handled the project seamlessly from start to finish. They delivered a beautifully designed website that's functional and user friendly. Highly recommended for anyone looking for top-notch e-commerce development!"

Hiral Krupesh

Founder - Carat Craft

Measurable Outcomes

Carat Craft's Shopify migration delivered immediate performance gains and laid the foundation for sustained luxury commerce growth, with key metrics surpassing industry benchmarks.

28%

Sales Uplift

Faster checkout and mobile-optimized checkout increased Q1 conversions, with AOV rising 28%.

68%

Fast Browsing

Post-optimization Lighthouse scores hit 92+ (vs. 48 on WooCommerce), reducing bounce rates by 35% during peak GCC shopping hours

40%

Better CX

Streamlined navigation and one-click wish lists drove NPS scores to 82, with 89% of users praising the "intuitive luxury experience."

3x

Fast Backend

Unified Shopify admin reduced product upload time by 75% and enabled real-time inventory sync across stores.

Zero SEO Disruption: 301 redirects preserved 98% of organic traffic, while Shopify's CDN boosted UAE/KSA search visibility by 22%.

About Devsinc

Devsinc is a Shopify Plus Partner with over 10 years of experience building, scaling, and optimizing Shopify commerce for retailers across North America, the UAE, and the MENA region. We have delivered 350+ Shopify stores, supported platforms handling 100K+ peak monthly transactions, and built 12 Shopify App Store apps. Our expertise spans the full commerce lifecycle: store migrations, storefront development, checkout engineering, integrations, and ongoing optimization.

Our commerce capabilities are strengthened by deep enterprise technology and digital transformation expertise. With 15+ years of engineering experience, 3,000+ successful projects, and 230+ active clients across 23 countries, Devsinc delivers enterprise application engineering, AI and data solutions, technology advisory, and product development. Combined with an AI-first approach, we help enterprises identify opportunities, modernize technology, and scale for what comes next.

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