The Shopware 5 to 6 *migration* checklist

16 steps that move a Shopware 5 store to Shopware 6 without losing data or rankings, each with what it can break.

Checked against Shopware 6.7.15.1 and Migration Assistant 19.0.0, October 2026.

Project sheet

#	STEP	WHO	DONE
	BEFORE YOU START		
01	List every plugin and decide its fate	Planning	☐
02	List every integration	Planning	☐
03	Count what you are moving	Server	☐
04	Export every indexed URL	SEO	☐
05	Screenshot every Shopping World	Planning	☐
	DATA MIGRATION		
06	Install the Migration Assistant and connect it	Administration	☐
07	Migrate in stages and check each one	Administration	☐
08	Script the plugin data	Server	☐
09	Rebuild CMS pages and Shopping Experiences	Administration	☐
	URLS AND SEO		
10	Check the log for skipped SEO URLs	SEO	☐
11	Map everything else to a 301	SEO	☐
12	Test the map against staging	SEO	☐
	GO-LIVE		
13	Test checkout end to end	Administration	☐
14	Switch Shopware 6 to production mode	Server	☐
15	Lower the DNS TTL, sync, then cut over	Server	☐
16	Keep Shopware 5 and watch the 404s	SEO	☐

1. Plan
Tick what is already done in the sheet below. The empty boxes are your project plan.

2. Stage
Run every data step into a staging Shopware 6 first, never straight into production.

3. Check
Check each stage before the next one starts. Errors multiply downstream.

Before you start

Know what you are moving before anything moves.

01 List every plugin and decide its fate

PLANNING

Shopware 5 plugins do not run on Shopware 6. Each one gets a Shopware 6 version, a rebuild, or the bin.

> WATCH OUT Custom plugins are usually the largest cost in the whole project. Price them before you commit to a launch date.

02 List every integration

PLANNING

ERP, PIM, payment, shipping and analytics connections all change. Ask each partner whether they support Shopware 6.

> WATCH OUT One ERP connector that only speaks Shopware 5 can hold up the launch on its own.

03 Count what you are moving

SERVER

Product, variant, customer, order and media counts decide how long the data run takes and how you batch it.

```
-- on the Shopware 5 database
SELECT COUNT(*) FROM s_articles;
SELECT COUNT(*) FROM s_articles_details;
SELECT COUNT(*) FROM s_user;
SELECT COUNT(*) FROM s_order;
SELECT COUNT(*) FROM s_media;
```

> WATCH OUT Variants live in `s_articles_details`, so a shop with few products can still be a large migration.

04 Export every indexed URL

SEO

Crawl the live shop and add the top landing pages from the Google Search Console performance report. This list becomes your redirect map.

> WATCH OUT Do it while the old shop is still live. Once it is gone, so is the list.

05 Screenshot every Shopping World

PLANNING

Shopping Worlds do not migrate. They are rebuilt as Shopping Experiences, and the screenshots are the spec.

> WATCH OUT After the theme, rebuilding these is often the largest single job.

Data migration

Move data in stages and check each stage before the next.

06 Install the Migration Assistant and connect it

ADMINISTRATION

The free Migration Assistant runs in Shopware 6 and reads Shopware 5 through its API or straight from its database. It has profiles for Shopware 5.4 to 5.7.

> WATCH OUT Run the first pass into a staging Shopware 6, where a bad mapping only costs a reset.

07 Migrate in stages and check each one

ADMINISTRATION

Products and categories first, then customers, then orders. Spot-check prices, variants and a few customer accounts before the next stage.

> WATCH OUT A wrong tax or currency mapping shows up in every order that follows. Catch it on the products.

08 Script the plugin data

SERVER

Shopware 5 attributes come across as custom fields. Data that plugins keep in their own tables does not, and needs its own import.

> WATCH OUT The attributes land in a set named `migration_<connection>_<entity>`. Rename or merge it before your team builds on it.

09 Rebuild CMS pages and Shopping Experiences

ADMINISTRATION

Shop pages and CMS content are rebuilt by hand in Shopware 6, from the screenshots in item 05.

> WATCH OUT Give the new pages the same URLs where you can. Every URL you keep is one redirect fewer.

URLs and SEO

Every URL that changes without a redirect is a ranking you lose.

10 Check the log for skipped SEO URLs

SEO

The Migration Assistant converts product and category URLs and skips every other type. The migration log lists what it skipped.

> WATCH OUT Migrated URLs are kept as canonical SEO URLs, so they stay live. Older ones get a canonical header, not a 301, unless you switch that on in the SEO settings.

11 Map everything else to a 301

SEO

Blog posts, shop pages, manufacturer pages and anything you renamed on purpose each need a target on the new shop.

> WATCH OUT Ship the map as 301 rules in the web server or CDN, so one file holds every redirect.

12 Test the map against staging

SEO

This loop prints every old URL that does not answer with a 301 to the right target. An empty output means the map is complete.

```
# redirect-map.txt: one "old-path new-url" pair per line
while read -r old new; do
  read -r code target < <(curl -s -o /dev/null \
    -w '%{http_code} %{redirect_url}\n' "https://staging.example.com$old")
  [ "$code" = 301 ] && [ "$target" = "$new" ] || echo "FAIL $old -> $code $target"
done < redirect-map.txt
```

> WATCH OUT Run it before DNS moves, then once more on production right after launch.

Go-live

Launch on a quiet day, with a way back.

13 Test checkout end to end

ADMINISTRATION

Guest and registered checkout, every payment method, every shipping method, discount codes, and the order emails.

> WATCH OUT Test with each payment provider's real sandbox. Payment is where a launch fails in public.

14 Switch Shopware 6 to production mode

SERVER

Production mode, debug output off, HTTP cache on. A shop launched in dev mode is slow and shows errors to customers.

```
# .env.local
APP_ENV=prod
SHOPWARE_HTTP_CACHE_ENABLED=1
```

WATCH OUT Point the web server document root at `public/`, not the project root.

15 Lower the DNS TTL, sync, then cut over

SERVER

Lower the TTL a day ahead, run a final migration of recent orders and customers, then switch DNS.

WATCH OUT Pick a quiet day. Never launch during a sale, a campaign or a holiday weekend.

16 Keep Shopware 5 and watch the 404s

SEO

Keep the old shop running for 30 days as a fallback, and watch "Not found (404)" in the Search Console page indexing report.

WATCH OUT A new cluster of 404s is a URL missing from the map. Add it the same day.

NEED A HAND?

We can run this *migration* with you.

The data run is the easy part. Plugins, the theme and the redirect map are where migrations slip, and they depend on how your Shopware 5 shop was built.

Send us your shop URL and your plugin list. We reply within 24 hours with what we would plan first.

elixentdigital.com/contact Book a 30-minute call

Sources: the Shopware 6.7.15.1 and Migration Assistant 19.0.0 source code, and the Shopware 5 end-of-life notice on docs.shopware.com.