Paspartoo®

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Magento Insights

Re-build Tips

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About me briefly:

- **5+ years with Magento;**
- **Led a mid-size team of Magento Developers;**
- **Grew 100+ companies on the US market;**
- **Increased their income at least by 40%;**
- **Have a lot of success cases that are applicable to your business too.**

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1. **Write out what would you like to prevent on your new website.** You have to understand what was done badly and how it should look in the future.

2. **Don't use extensions from other companies.** It's a bad idea because it can lead to a lot of conflicts. Compose a list of extensions you need and what they should do. Then try to find a universal company that develops extensions the most useful for you. We recommend Amasty extensions. If you didn't find the right solution— you had better contact the developers.

3. **Choose the optimal server.** "Digital Ocean" and "Nexcess" - are really good services for Magento websites. If you have a small business or you just are going to start with Magento - we advise purchasing the cheapest droplet on "Digital Ocean" (about $5 per month). You can always upgrade the droplet if your website will require more capacity.

4. **Don't install extensions via Magento Admin Panel!** As we wrote early - extensions may create a lot of conflicts. Extension installation is a scrupulous process. Each experienced developer should install extensions using the composer. Let's imagine: you have decided to install a new module and you do not want to wait tomorrow when developers wake up. You are installing a new extension, Magento is showing a 90% completed progress bar and BOOM... your website stopped working and says: "There has been an error processing your request". It may be a simple issue, but it will make you feel stressed out. Especially on Friday evening ;)

5. **If you have a low range of budget - use popular Magento themes.** It cost less than developing the website from scratch with a custom design. Usually, we use "Ultimo" or "Porto" themes. But you can choose any theme that you like more. Don't forget to take a look at the theme's reviews and count of purchases.

6. **Going to marketing? Connect all the services you will need.** The best way is to install Google Tag Manager extension. It will be sending all data to Google Tag Manager and other services you will connect (Google Analytics, Google Ads, Facebook Pixel, etc).

7. **Plan you SEO.** Use all main SEO recommendations for Magento website:

   ☑ Configure sitemap, robots.txt;

   ☑ Connect Search Console to analyse results;

   ☑ Fill in meta fields, use <h1>, <h2>... tags;

   ☑ Write texts (category description for example) with relevant keywords;

   ☑ Use URL Keys for all categories and products;

   ☑ Configure 301 redirect from your old store.