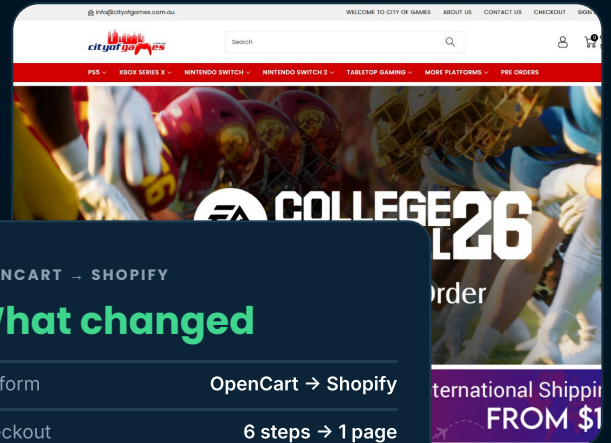


City of Games Australia

An urgent move from a broken OpenCart store to Shopify, done in four weeks

City of Games is an Australian electronics and gaming retailer. Its OpenCart store was broken, so we moved it to Shopify in four weeks, kept its look, rebuilt the features it had lost and kept its search rankings.

- Migration + rebuild
- OpenCart to Shopify
- Four weeks



OPENCART → SHOPIFY

What changed

Platform	OpenCart → Shopify
Checkout	6 steps → 1 page
Live in	4 weeks
Rankings	Protected

4 weeks

From broken store to live Shopify site

Shopify

New platform, mobile-responsive

1 page

Checkout, down from six steps

301s

Redirect map to keep rankings

Trained

Hands-on Shopify training and ongoing support

01

THE CLIENT

A gaming retailer that needed to sell again, fast

City of Games sells video games, consoles and accessories for PlayStation, Xbox and Nintendo, plus tabletop gaming and pre-orders. It ships within Australia and internationally.

When the OpenCart store failed, the business needed to be selling again quickly, with the features its customers relied on.

INDUSTRY

Electronics and gaming retail

BASED IN

Australia

PLATFORM

OpenCart to Shopify

TIMELINE

Four weeks

SERVICES

Migration, rebuild, training

WEBSITE

cityofgames.com.au

PS5

Xbox Series X

Nintendo Switch

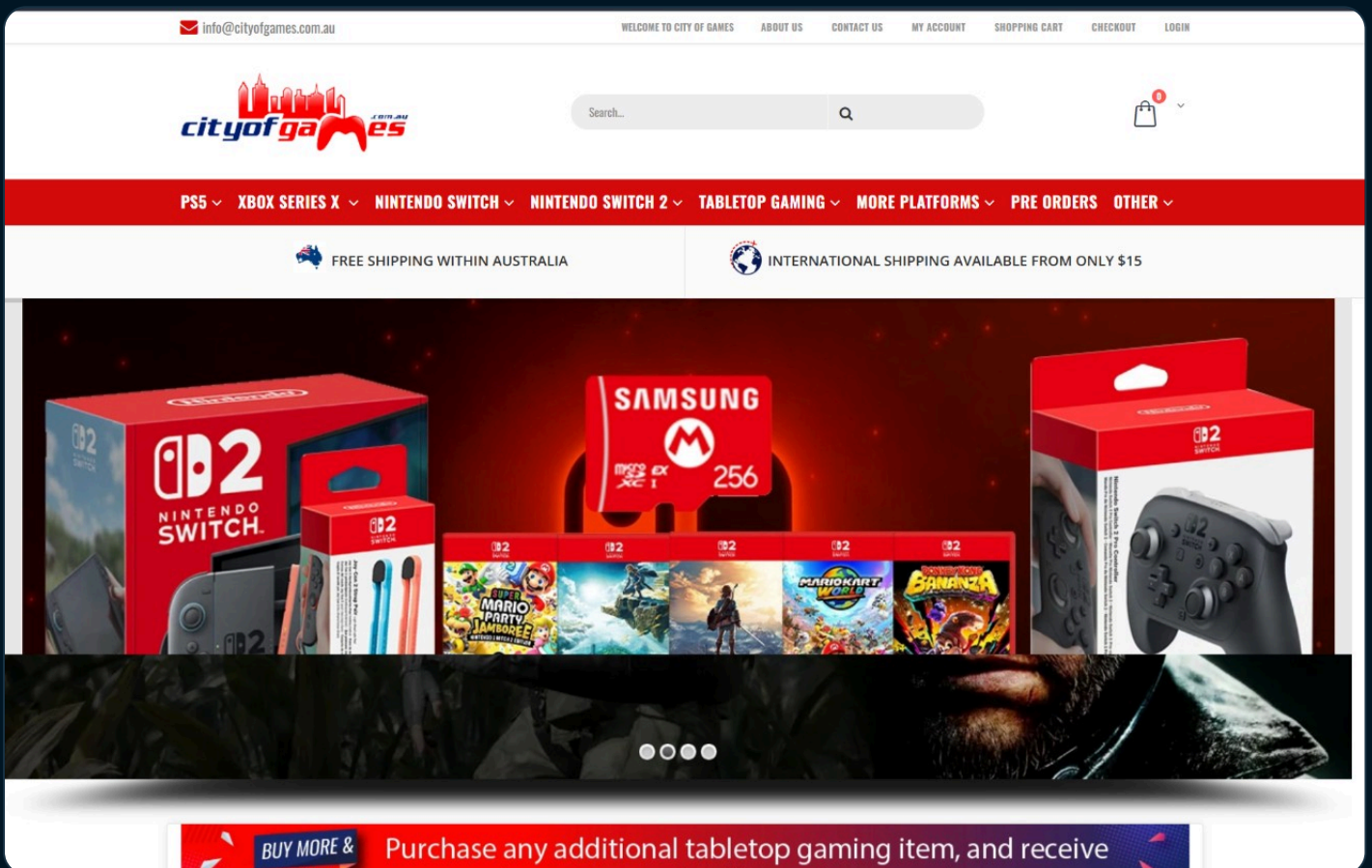
Nintendo Switch 2

Tabletop gaming

Pre-orders

Consoles

Games



Where we started: the OpenCart homepage.

02

THE CHALLENGE

A broken store, and no time to lose

Six things had to be solved.

01 · Platform

A store that had stopped working

The OpenCart store was broken, and the business needed a reliable platform urgently.

02 · Browsing

A large catalog, little filtering

Hundreds of games, consoles and board games sat in long lists that could be sorted but not filtered.

03 · Checkout

A long checkout

OpenCart's checkout ran through six steps before an order was placed.

04 · Layout

An ageing layout

The old layout looked dated and had to work well on mobile.

05 · Search

Rankings at risk

Years of search visibility could be lost if old addresses stopped working.

06 · Team

A smooth hand-over

The team needed to run the new store on its own, with sales uninterrupted.

03

THE SOLUTION

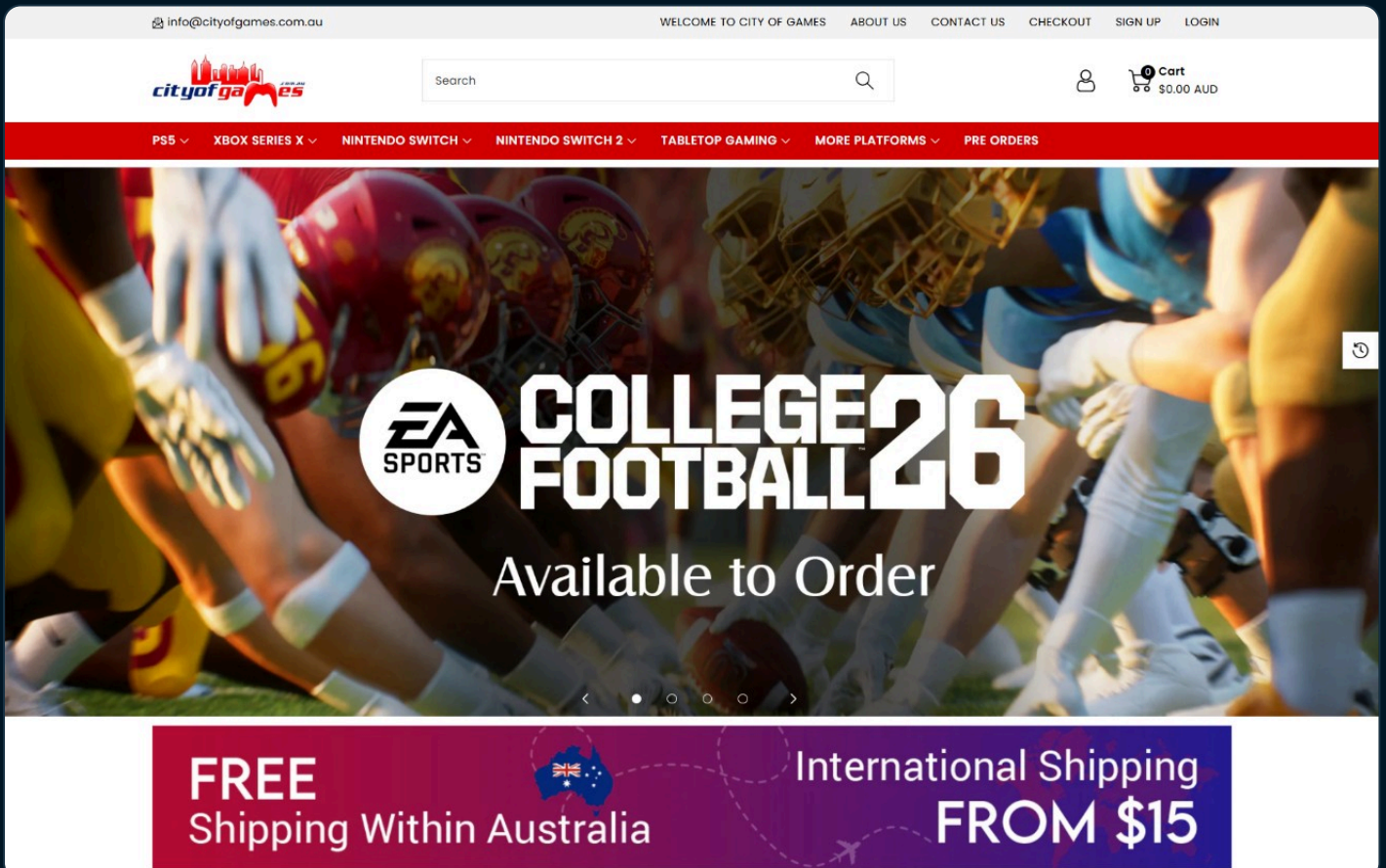
A Shopify store that does what the old one did, and more

One answer for each challenge.

PLATFORM AND DESIGN

A reliable Shopify store, live in four weeks

We moved the store's data to Shopify, carried the brand's look over with a cleaner layout and made the site mobile-responsive.



A homepage that leads with offers

Free shipping within Australia and international shipping from \$15 now sit at the top. Deals of the week carry discount badges, and pre-orders, featured tabletop games and a shop-by-platform row follow.

DEALS OF THE WEEK



41% off Xbox Series X|S Xbox One

Call of Duty Modern Warfare 2 Xbox Series X|S Xbox One

★★★★★

\$34.95 AUD ~~\$59.95 AUD~~

Add To Cart



25% off

GO-TCHA GOTCHA Generation for Pokemon Go 2022 Version

★★★★★

\$59.95 AUD ~~\$79.95 AUD~~

Add To Cart



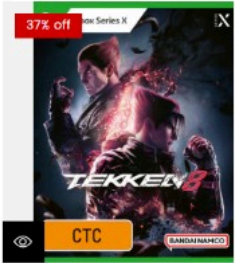
30% off PS5

Gran Turismo 7 PS5

★★★★★

\$69.95 AUD ~~\$99.95 AUD~~

Add To Cart



37% off Xbox Series X

Tekken 8 Xbox Series X

★★★★★

\$49.95 AUD ~~\$79.95 AUD~~

Add To Cart



37% off PS5

Undisputed PS5

★★★★★

\$49.95 AUD ~~\$79.95 AUD~~

Add To Cart

Advanced filtering for a wide catalog

Collection pages now filter by platform, with product counts, a grid and list view and sorting. A single platform collection holds more than 300 products.

MORE PLATFORMS

Filter:

CATEGORIES

☐ 3DS (16)

☐ PC (11)

☐ PS3 (5)

☐ PS4 (150)

☐ PS5 (7)

☐ Wii U (3)

☐ Xbox 360 (7)

☐ Xbox One (85)

☐ Xbox Series X (42)



Ace Combat 7 Skies Unknown PS4

★★★★★

\$37.95 AUD

Add To Cart



Ace Combat 7 Skies Unknown Xbox One

★★★★★

\$37.95 AUD

Add To Cart



AEW Fight Night

★★★★★

\$69.95 AUD

Add To Cart

PRODUCT PAGES

Product pages built to sell

Each page shows the sale price, stock status, add to cart, Shop Pay and delivery badges.

Home > Gran Turismo 7 PS5



Gran Turismo 7 PS5

\$69.95 AUD

~~\$99.95 AUD~~

Sale

In Stock

Quantity

-

1

+

Add to cart

Buy with shop Pay

[More payment options](#)

Platform:

PS5

Genre:

Racing

RELATED PRODUCTS

Smart related products

A related products row on product pages keeps shoppers browsing.

Related Products



Cry 6 PS4

★★★★★

\$9.95 AUD

Add To Cart



Farming Simulator 22 PS4

★★★★★

\$66.95 AUD

Add To Cart

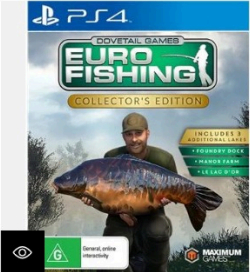


Battlefield 1 PS4

★★★★★

\$49.95 AUD

Add To Cart



Euro Fishing Collectors Edition PS4

★★★★★

\$34.95 AUD

Add To Cart



EA Sports FC 25 PS4

★★★★★

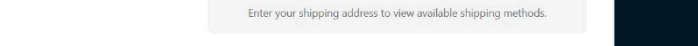
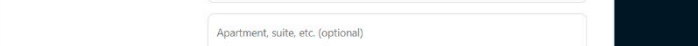
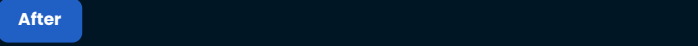
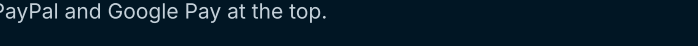
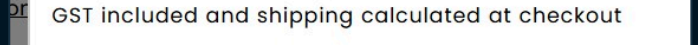
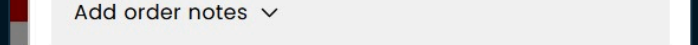
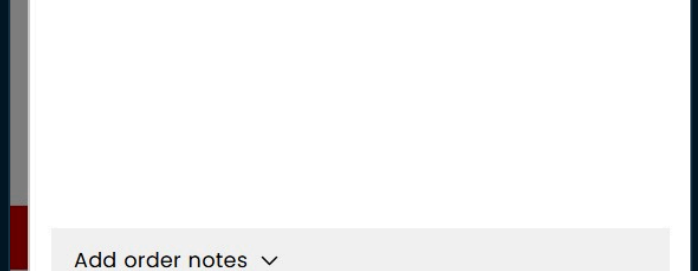
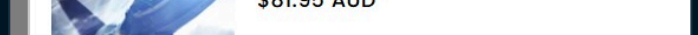
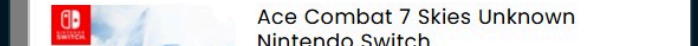
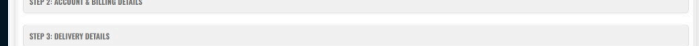
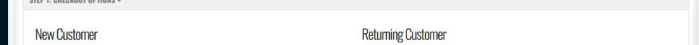
\$94.95 AUD

Add To Cart

A simpler cart

One-page checkout

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CONTENT PAGES

Contact and information pages carried over

About, contact, delivery and returns pages moved across. The contact form is shorter and no longer asks for a captcha code.

Contact Us

City Of Games

Name

Email *

Phone number

Comment

Submit

SEARCH

Rankings protected

Old addresses were mapped to the new ones with 301 redirects, and page metadata was optimized. Collection pages also carry a short introduction for search.

XBOX SERIES X

Explore the latest Xbox Series X products at City of Games – including cutting-edge games, next-gen consoles, wireless controllers, headsets, charging stations, and other accessories. Whether you're upgrading your console or expanding your collection, we have everything you need for the ultimate Xbox experience. Enjoy fast shipping Australia-wide.

Sort by:

Alphabetically, A-Z

80 products

Xbox Series X

Xbox One

Xbox Series X

Xbox Series X

XBOX ONE

XBOX SERIES X

04

HOW WE DID IT

Four weeks, from broken store to live Shopify site

We moved the data first, then carried the look over and rebuilt the features, in this order.

1

STEP 1

Review the store

Map the OpenCart catalog, data and the features that had to come back.

DISCOVERY

2

STEP 2

Migrate the data

Store data moves from OpenCart to Shopify.

MIGRATION

3

STEP 3

Carry the look over

The brand's look moves to Shopify with a cleaner, mobile-responsive layout.

LAYOUT

4

STEP 4

Rebuild the features

Apps for filtering, one-page checkout and related products, plus 301 redirects and metadata.

BUILD

5

STEP 5

Train and support

Hands-on Shopify training for the team, then ongoing support.

LAUNCH

05

THE RESULT

A reliable store, back in business

The move gave City of Games a stable store, an easier buying experience and a team ready to run it.

Reliable

A store that works again

The business moved to a stable platform with business continuity from the first day.

Easier buying

Better shopping experience

Filtering, a one-page checkout and related products make it simpler to find and buy.

In control

Trained and supported

The team learned Shopify hands-on and has ongoing support.

Need your store back on a reliable platform?

Book a free call. We'll look at your current store and show you what we would move and rebuild first.

Book a call:

calendly.com/webecommercepros-com

or call 888-711-2347

Screenshots are from the live City of Games store (cityofgames.com.au) and its former OpenCart store. Every business is different, and past results don't guarantee future results.