

Tao of Tea: Migration of PHP Website to WordPress



'The Tao of Tea' is a pure leaf tea company based in Portland, Oregon. Back in the day, 'The Tao of Tea' used a custom PHP website that was built from scratch. As the company grew, they needed this website to become more than just their digital presence. They needed:

- A simple way to manage the website
- Quicker addition of new features
- A reliable eCommerce system that supports their business efforts

Going ahead with WordPress and WooCommerce was a complete no-brainer! WordPress, enables easy site set up and administration for novice users, while WooCommerce helps build a comprehensive eCommerce solution.

Before we got to the fun part of building a full-fledged eCommerce website, we were to ensure a smooth migration of over 1,500 products, 23,000 registered users, and data of 47,000 placed orders to WordPress.

Once we migrated all the data and had all the basics set up, the best way forward was to build one module of this eCommerce site at a time.

- Module 1: Custom Shipping and Payments Module
- Module 2: Dynamic Product Pricing
- Module 3: Category Based Points and Rewards System
- Module 4: Quick Order Functionality for Wholesale Users
- Module 5: The Order Processing and Tracking Unit

There's a reason we're such huge fans of WordPress & WooCommerce. It's in-built features and extensions helped us easily set up and deliver a comprehensive eCommerce system to The Tao of Tea.

What we admire most about working with this client is that they're committed to making sure their site is always at its best, as any growing eCommerce business should. We certainly love being a part of their inspiring journey as they go onwards and upwards!