ControlF5 × Yallatoys

Yallatoys : Magento to Shopify

25,000+ products · 2 countries · 2 languages · 3 brands in one store



> The move to Shopify **improved our site performance**, lifted **engagement and conversions** — and the team **delivered on time**.

Marketing Manager
Yallatoys, Qatar

— Overview

Yallatoys is a Gulf e-commerce retailer selling toys, baby care and children's books in Qatar and Bahrain. ControlF5 moved its entire catalogue off a legacy Magento store and rebuilt it on Shopify as one bilingual, dual-country store with three brands inside — without giving up the search rankings it had earned.

Platform Migration · Shopify Design · Bilingual SEO · Multi-Market Setup

Industry
Toys, Baby & Books Retail

Markets
Qatar & Bahrain

Platform
Magento → Shopify

Languages
English (LTR) & Arabic (RTL)



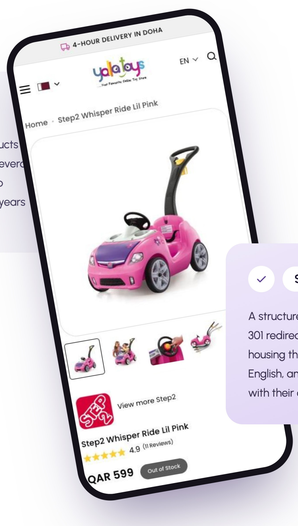
yallatoys
...Your Favourite Online Toy Store

— Problem & Solution

A store this size can't just be copied across. The catalogue, the URLs, the languages and the two markets all had to move together — and keep working on day one.

Problem

A legacy Magento store holding 25,000+ products with outdated metadata, ageing extensions (several unsupported), English only, and one loose setup serving two countries. Any platform move put years of rankings and backlinks at risk.



Solution

A structured Magento-to-Shopify migration with full 301 redirect mapping, a customised Glozin theme housing three brands, native Arabic (RTL) next to English, and separate Qatar and Bahrain storefronts with their own currency and payment methods.

— Approach

We ran the project in three phases so nothing live was touched until the new store was ready: plan the move, build and migrate, then grow the store once it was live.

Plan

Catalogue audit
URL pattern map
Keyword research EN / AR
App selection

Phase 01

Build & Migrate

Glazin theme
25,000+ SKUs
301 redirects
RTL / LTR
Shopify Markets
Bilingual QA

Phase 02

Grow

Bilingual SEO
6 articles / month
Loyalty & reviews
Upsells
Google & Meta ads

Phase 03

— Key Challenges

Six problems that had to be solved at the same time

01
Large-scale migration
Move 25,000+ products with images, metadata, URLs and category trees without losing SEO equity.

02
Three brands, one store
Give YallaToys, YallaMomz and YallaBookz their own identity while sharing one cart and checkout.

03
Arabic as first-class
Native RTL typography, layout logic and search behaviour — not a translation layer on top.

04
Bilingual SEO at scale
Unique meta titles, descriptions and keywords for every product, in English and in Arabic.

05
Two countries
Qatar and Bahrain shoppers behave differently and need their own pricing, content and campaigns.

06
App ecosystem
Rebuild what Magento extensions did using Shopify apps — all working in two languages.

— Typography

The storefront keeps a simple, highly legible pairing — Instrument Sans for headings and Poppins for body text — so a busy catalogue stays easy to scan, with Arabic set right-to-left alongside it.

Instrument Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Light Regular Medium **SemiBold**

Aa a

Poppins — body & UI

Arabic · RTL

تسوق حسب الفئة

"Shop by category"

— Color

Every colour comes straight from the Yallatoys logo — playful on its own, balanced by lots of white space so products stay the hero.

Purple	#77569B	Magenta	#C83191
Sky Blue	#3FA8DF	Steel Blue	#6385AD
Leaf Green	#9BBD3C	Orange	#ED8922
Sun Yellow	#FFE111	Ink	#1B1530

— Three Brands, One Store

One Shopify store, one cart and one checkout — but three sections that each feel like their own shop, with their own logo, colours and content.

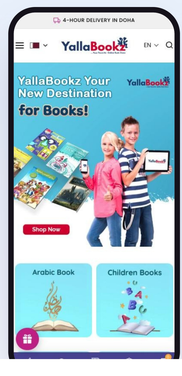
YallaToys
Toys and games for every age — girls, boys, toddlers and outdoor play.



YallaMomz
Baby and maternal care — feeding, diapering, gear, bath and more.



YallaBookz
Children's books, Arabic books and learning resources.



— Migration

Every product, collection, image and URL was moved in a planned sequence, with redirects mapped before launch so existing rankings and backlinks kept pointing somewhere real.

25,000+
Products migrated & re-optimised

3
Brands in one store

2
Countries — Qatar & Bahrain

2
Languages — English & Arabic

01
Catalogue audit
Full review of the Magento catalogue, category tree and URL patterns.

02
Structured migration
Products, collections and media moved to Shopify in a planned order.

03
301 redirect map
Old URLs mapped to new ones to protect rankings and backlinks.

04
Bilingual QA
Post-migration checks on both the English and Arabic versions.

— Dual-Country Setup

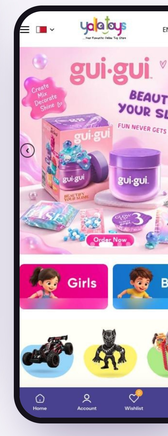
Two countries, each with its own store experience

- Shoppers are routed to their country's store automatically
- A visible market switcher on every page
- Local pricing — Qatari Riyal and Bahraini Dinar
- Payment methods per market with Shopify Payments + Markets
- Content and campaigns tuned to each country

Qatar · yallatoys.com · QAR



Bahrain · bh.yallatoys.com · BHD



— Arabic, Done Natively

English and Arabic, mirrored screen for screen

Full right-to-left layouts, switched with Weglot (AI + human translation) and T Lab — and every Arabic line reviewed by a person, not left to a machine.



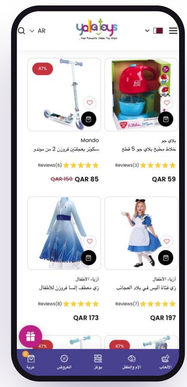
Home · EN



الرئيسية · AR



Product · EN

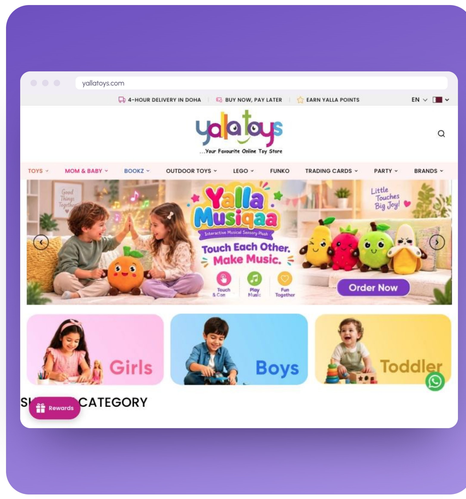


المجموعة · AR

— Store Design

A customised Glozin theme, built mobile-first

- Custom collection & product templates
- Complete RTL / LTR layout support
- PageFly for campaign landing pages
- LFS Instant Brand Pages for brand content
- Smartviewer Quick View to cut browsing friction



— Bilingual SEO

Two search strategies, not one translated twice

All 25,000+ products were re-optimised one by one — unique meta titles, descriptions and keyword sets, researched separately for English and Arabic searchers.

English track

LTR

Keyword research for toys, baby care and children's books, with location terms for Doha and Manama shoppers.

Arabic track

RTL

A parallel research and optimisation track in Arabic — its own keywords, meta copy and collection content.

- URL structure, headings & internal links
- Alt text & image metadata across the catalogue
- Structured data for products & collections
- Original bilingual copy on every collection page
- Location targeting for Doha & Manama
- Avada AI SEO Suite · Boost AI Search & Filters

— Content Strategy

6

bilingual SEO articles every month

Pillar-and-cluster, editorial tone first

YallaToys	Age-appropriate toy guides, seasonal gifting and child development
YallaMomz	Parenting, baby care and maternal health
YallaBookz	Children's reading, literacy milestones and learning resources

— App Stack

Ageing Magento extensions were replaced with a Shopify app stack chosen for the Gulf market, then tested in both languages.

Reviews & social proof

Judge.me · Yotpo Reviews · AIT WhatsApp Reviews

Loyalty, retention & email

Smile Loyalty · UpPromote Affiliates · Yotpo Email & SMS · Klaviyo

Upsells, bundles & pre-orders

Kaching Bundles · Frequently Bought Together · Post Purchase Upsell · Notify! Back in Stock · STOQ Preorder

Ads & translation

Facebook & Instagram · Google & YouTube · Weglot · T Lab Translate

— Results

Before and after ControlF5

A clean move off Magento, with strong organic visibility in Qatar and Bahrain from the first months on Shopify.

Area	Before	After
Platform	Legacy Magento store	Fully migrated Shopify store on the Glozin theme
Store structure	One monolithic store, hard to scale	Live in Qatar & Bahrain with 3 audience sections
Catalogue	25,000+ products, outdated metadata	25,000+ products with bilingual meta titles, descriptions & keywords
Language	English only	English & Arabic with native RTL layout
Markets	One instance loosely serving both	yallatoys.com & bh.yallatoys.com, each its own experience
Organic search	Rankings at risk during the move	Ranking for category & product keywords in EN & AR
Content	No published content	6 bilingual, location-targeted articles a month
Conversion stack	Ageing, partly unsupported extensions	Reviews, loyalty, bundles, upsells, email & WhatsApp live

> "Arabic-language SEO is not just translation — it is a completely separate research and optimisation track."

Sumit Bula
Project Manager, ControlF5

— Services Delivered

Migration strategy & execution · Shopify store design · Theme customisation · Bilingual store setup · Multi-market & currency · Product data migration · Bilingual SEO · Technical SEO · Content strategy & publishing · App integration & testing · Google & Meta ads setup · Post-launch support

Thank you for scrolling

Planning a Magento to Shopify move? Let's build it together.

www.controlf5.in

Shopify · SEO · WordPress

