

How Long Does It Take to Build an eCommerce Website?

For Australian businesses ready to sell online, development timelines typically span **four weeks to nine months** depending on your goals, platform, and the level of customisation required. From a lean product catalogue to a fully integrated enterprise solution, understanding what drives your timeline helps you plan smarter, avoid budget blowouts, and go live with confidence.

2-6

Weeks

Ready to launch with a polished
template store

3-5

Months

Purpose built for growing Australian
retailers

6-12

Months

Full scale enterprise or headless
commerce builds

Build Tiers at a Glance

Choosing the right build tier depends on your catalogue size, integration requirements, and long term growth ambitions. Here is a concise overview of the four primary eCommerce build tiers along with their typical delivery timelines.

Turnkey / Basic

2 to 4 Weeks · [Shopify](#), [WooCommerce](#) Standard

Launch fast with pre-built themes, essential payment gateways, support for up to 100 SKUs, and straightforward shipping configuration.

Custom Mid-Market

3 to 5 Months · Shopify Plus, BigCommerce, Custom WooCommerce

Tailored design and branding, mid-level ERP and CRM integrations, custom checkout experiences, and catalogue capacity up to 10,000 SKUs.

Enterprise / Multi-Store

6 to 9 Months · Adobe Commerce, Salesforce Commerce Cloud

Multi-region and multi-currency support, sophisticated database architecture, and deep integration with complex legacy business systems.

Headless / Composable

6 to 12 Months · Commercelayr, Shopify Headless, Next.js

Fully decoupled frontend and backend, microservices architecture, and ultra-low latency edge delivery for maximum performance and flexibility.

Phase 1 & 2: Discovery & Strategy plus UX Design

Phase 1: Discovery & Strategy (1 to 3 Weeks)

Engineers, solution architects, and key stakeholders collaborate to define core functional requirements, map detailed customer journeys, and outline the backend architecture. Essential outputs include a Technical Specifications Document, data modelling, system integration mapping, and a complete project roadmap with sprint schedules.

Phase 2: Wireframing & UX/UI Design (2 to 6 Weeks)

A strong user experience is the single greatest driver of online conversions. Design teams produce desktop and mobile wireframes, prototype high-friction touchpoints such as cart drawers and single-page checkouts, and establish comprehensive atomic design systems. Stakeholders should plan for **2 to 3 review iterations** before receiving final visual sign-off.

Phase 3: Core Platform Engineering (4 to 12 Weeks)

The most time-intensive phase of the entire project. Developers provision staging environments, configure platform modules, author custom code, and assemble UI components across three concurrent engineering tracks running in parallel.



Frontend Design

3 to 6 Weeks

HTML5, CSS3 and JavaScript frameworks power responsive layouts with client-side state management and Core Web Vitals optimisation throughout.



Backend Development

4 to 8 Weeks

Database schema configuration, custom business logic, API endpoint development, and tax and shipping calculation engines built to specification.



Middleware & Workflows

2 to 4 Weeks

Webhook setup, event queue management, automated transactional communications, and real-time inventory synchronisation services.

Phases 4 to 6: Data, QA, Security and Launch

1



Product Catalogue and Data Migration (2 to 6 Weeks)

Bringing thousands of SKUs into your new platform requires careful structuring of variant options, high-resolution product imagery, and region-specific pricing. Legacy data must be methodically mapped to preserve historic order records, existing customer credentials, and product identifiers. A thorough 301 redirect strategy is implemented to protect hard-earned search rankings throughout the transition.

2



QA, Security Audits and Load Testing (2 to 4 Weeks)

Comprehensive testing covers functional verification across cart behaviour, discount engines, tax calculations, and multi-currency support. Payment gateway validation is conducted through live test transactions, while PCI compliance and penetration testing confirm your store meets industry security standards. Performance load testing simulates peak traffic conditions using professional tools to ensure reliability at scale.

3



Deployment and Go-Live (1 to 2 Weeks)

DNS records are updated, production API credentials activated, and search engines prompted to re-index the new platform. Live transactions are monitored in real time to confirm everything is operating as expected. Your fully engineered staging environment transitions into a live, revenue-generating digital commerce platform ready to serve customers worldwide.

Total Timeline by Store Tier

Every [eCommerce build](#) follows a unique path, shaped by the complexity and scale of the project. The table below brings together estimated durations across all six development phases, giving you a clear picture of what to expect from start to launch.

Phase	Basic Store	Mid-Market	Enterprise
1. Discovery & Strategy	1 week	2 to 3 weeks	4 to 6 weeks
2. UX/UI Design	1 to 2 weeks	3 to 5 weeks	6 to 10 weeks
3. Development & Build	2 to 3 weeks	6 to 10 weeks	12 to 20 weeks
4. Data & Migration	1 week	2 to 4 weeks	4 to 8 weeks
5. QA & Security Testing	1 week	2 to 3 weeks	3 to 6 weeks
6. Deployment & Launch	0.5 weeks	1 week	1 to 2 weeks
Total Estimated Time	6.5 to 8.5 Weeks	16 to 26 Weeks	30 to 52 Weeks

What Shapes Your eCommerce Launch Timeline



Theme Choice vs. Custom Design

Launching with a pre-built commercial theme can get your store live in a fraction of the time. These themes come with tested CSS and JavaScript frameworks that accelerate development. A fully bespoke design, however, introduces additional review cycles, custom asset compilation, and tailored layout engineering to deliver a storefront that performs exactly as your brand demands.



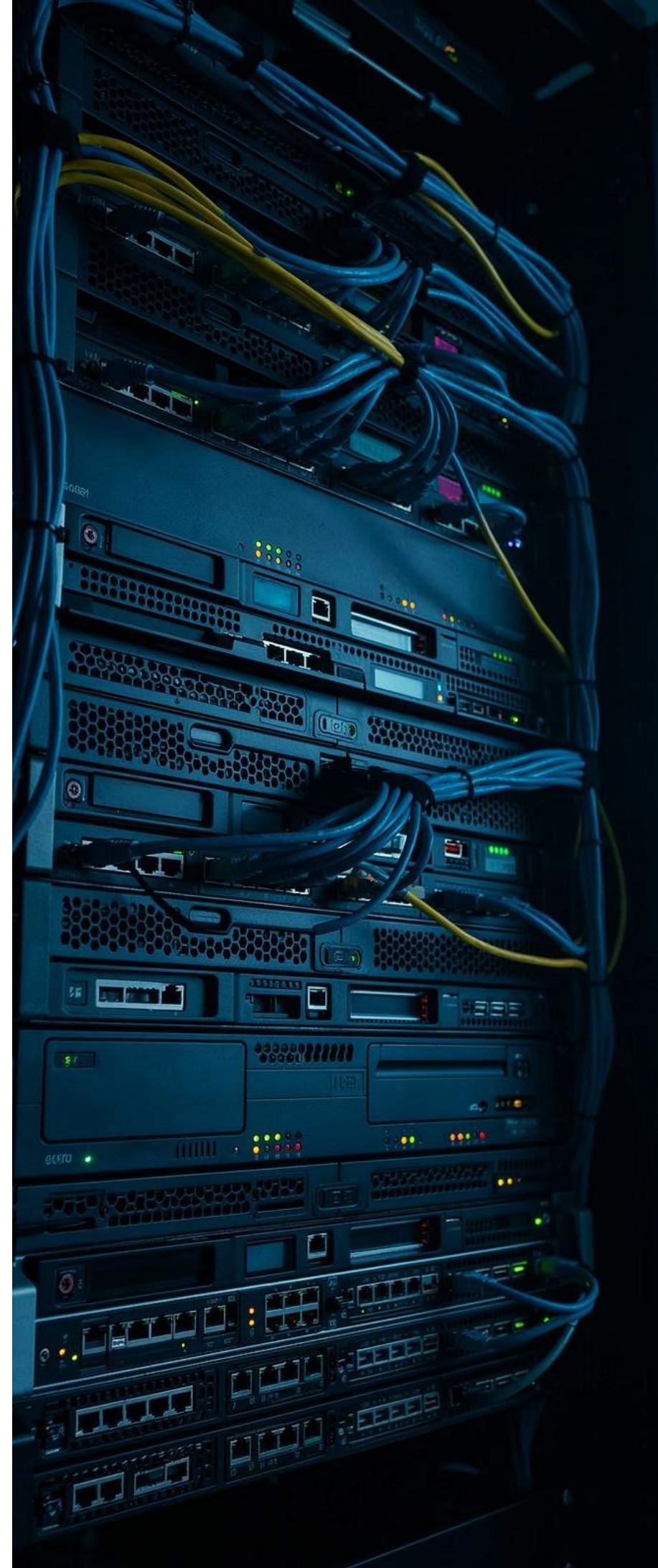
System Integrations and Platform Connections

Linking your store to enterprise platforms such as [ERP](#) solutions, CRM tools, warehouse management systems, and custom B2B approval portals introduces substantial engineering complexity. Each connection requires scoping, authentication, endpoint mapping, and thorough testing before your store can go live.



Catalogue Quality and Data Readiness

The condition of your existing product data plays a major role in determining how long migration will take. Inconsistent attribute naming, missing imagery, non-standardised sizing charts, and duplicate SKUs all require manual remediation before your engineering team can proceed confidently with the build.



Custom Code vs. SaaS Platforms: Time to Market

Selecting the right platform architecture is one of the most consequential decisions your business will make, shaping both long term flexibility and your speed to revenue.

SaaS Platforms: Shopify, BigCommerce

Fast: 2 to 10 Weeks · Low to Medium Complexity

The ideal choice for Direct to Consumer brands that prioritise rapid deployment, predictable monthly costs, and a fully managed hosting environment with minimal infrastructure overhead.

Open Source Platforms: WooCommerce, Magento

Moderate: 8 to 20 Weeks · Medium to High Complexity

Best suited to businesses that require complete ownership of their server environment, database architecture, and hosting configuration, with the ability to extend core functionality freely.

Headless and Composable Commerce

Extended: 16 to 36 Weeks · Very High Complexity

Purpose built for enterprise brands requiring omnichannel content delivery, bespoke frontend frameworks, and exceptional page performance across every customer touchpoint.

Build Blockers and How to Beat Them

What Slows Projects Down

Content Not Ready in Time

Product copy, imagery, and compliance text arrive after development is already complete. Start asset production in your very first phase to keep everything moving in sync.

Unreliable Third-Party Integrations

Stale documentation and locked backend credentials grind progress to a halt. Validate every API endpoint and permission level before a single line of code is written.

Uncontrolled Scope Growth

New feature requests land mid-build with no timeline adjustment. Commit to a lean core release and push nice-to-haves into a follow-up sprint.

Approval Bottlenecks

Decisions get stuck in committee with no clear owner. Nominate one Product Owner who holds full sign-off authority from day one.

Strategies to Accelerate Your Launch

-  **MVP Strategy:** Ship your core revenue features first. Loyalty programmes, AI personalisation, and advanced filtering belong in later releases once the foundation is proven.
-  **Leverage Automation:** Streamline environment provisioning, database syncing, and release pipelines with modern automation tooling so your team focuses on building, not babysitting infrastructure.
-  **Run Parallel Workstreams:** Configure backend data models and middleware while designers work on wireframes. These tracks do not need to be sequential.
-  **Use Pre-Built Connectors:** Standard integration platforms eliminate the need to engineer custom API bridges from scratch, saving weeks of unnecessary groundwork.

Post-Launch: Ongoing Maintenance and Next Steps

Going live is a major milestone, but your digital store requires continuous care long after launch day. Stability, security and conversion performance all depend on regular attention including security patches, platform updates, database optimisation, UX refinements, automated regression testing and round the clock uptime monitoring.



[How to Choose the Right eCommerce Development Company](#)

Begin by mapping your technical requirements, cataloguing the integrations your business depends on such as ERP, CRM, PIM and payment gateways, then set a realistic total budget before you approach any agency.



[How to Hire an eCommerce Developer for Your Business](#)

Write a clear technical brief, then assess each candidate on their depth of experience across the platform ecosystems your business runs on, whether that is Shopify, WooCommerce or Magento.



[How Much Does eCommerce Development Cost in Australia?](#)

A practical 2026 guide for Australian founders and business owners who need honest, up to date figures before committing to an eCommerce investment.



Unsure how this applies to your business? Book a complimentary 45-minute strategy call with no obligation attached. You will leave with a defined scope, an honest timeline and a fixed written quote.

[Book a Strategy Call](#)