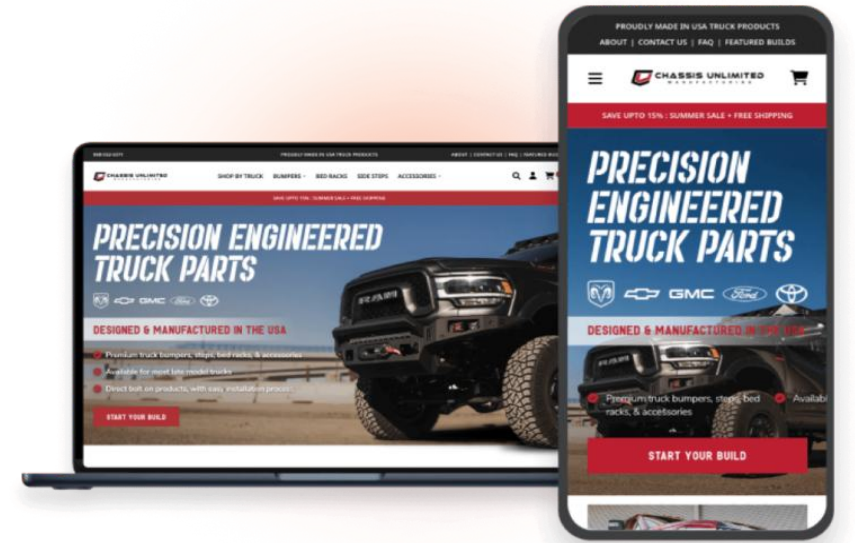




Precision bumpers, finally findable.

Chassis Unlimited builds American-made, precision CNC truck bumpers and off-road accessories. Magento had become unsustainable to maintain, slow to load, and hard to navigate across a very large and fitment-bound catalog.



+70%
HIGHER REVENUE

+150%
FASTER ON GTMETRIX

-30%
LOWER BOUNCE RATE

Y/M/M
FITMENT STORE-WIDE

THE PROBLEM

Magento cost more than it returned

Maintaining and updating the site had become unsustainable, diverting money and attention away from growth.

Slow pages, hard navigation

Long load times and complex navigation drove bounce rates up and conversion down.

A vast catalog, poorly managed

Managing a large inventory on Magento was cumbersome, and the dated design gave buyers no intuitive way through it.

WHAT WE BUILT

Year, make, model fitment

A custom tool filtering the catalog by make, model and year, with vehicle tags storewide.

A bumper page that sells

Curated photography, weight and dimension specs, manuals, military and Prop 65 notices.

Featured Builds

A content type showcasing real customer trucks, with galleries and links to every part.

A collection per vehicle

Every vehicle gets an automated collection from a vehicle tag, with a mega-menu image.

THE STACK WE COORDINATED

Shopify Plus

Avalara Avatax

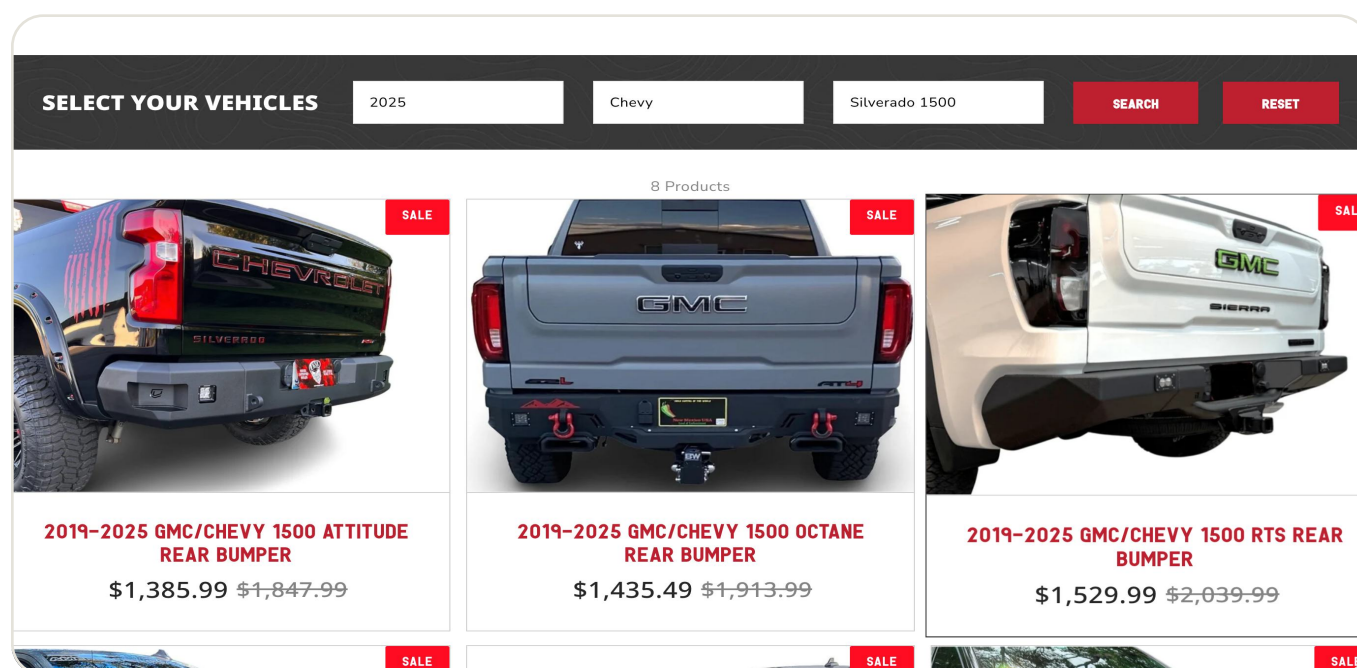
Affirm

Klaviyo

Shop Pay

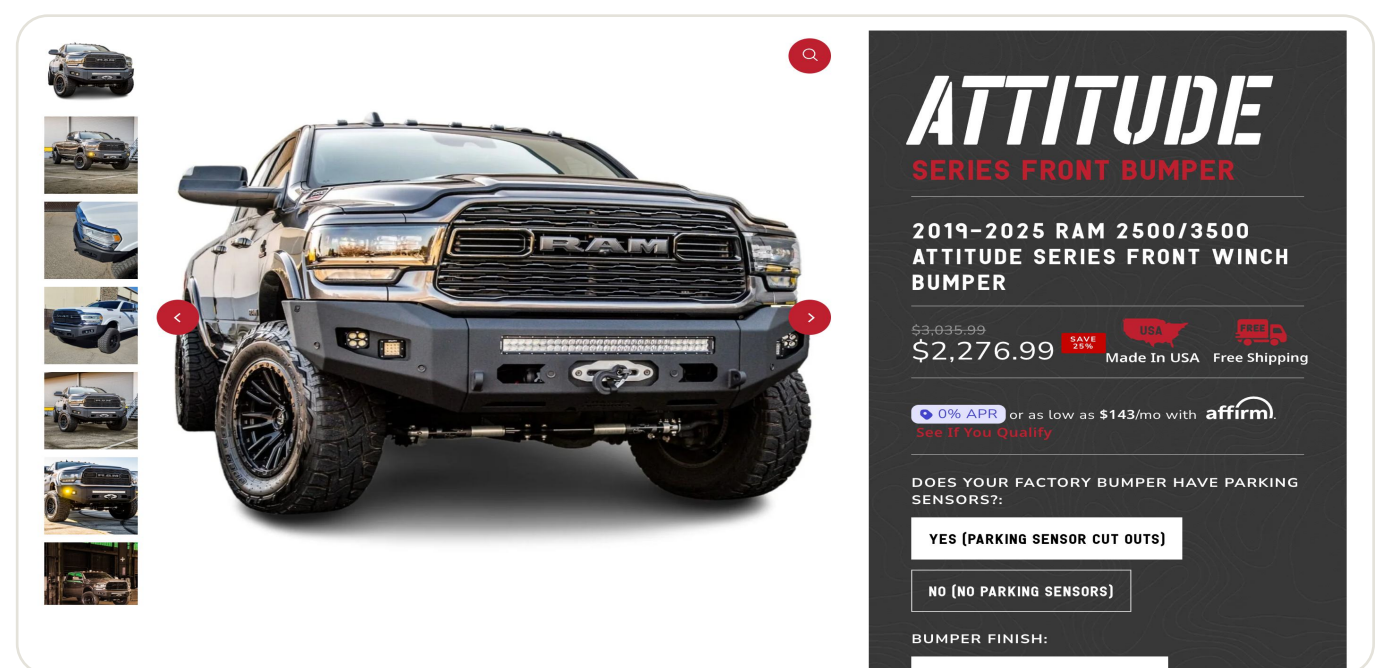
GA4 & Tag Manager

IN PRODUCTION



Fitment filtering

Vehicle tags wired into collections across the entire catalog.



Bumper product page

Photography, specs, and compliance notices in one template.

Navigation people can actually use.

An audit-driven redesign with visual navigation across a very large catalog, on a store that loads 150 percent faster.

-30%
LOWER BOUNCE RATE

HOW THE BUILD CAME TOGETHER

01

Audit

A full UI and UX audit against the Magento storefront before any rebuild started.

02

Migrate

The Magento catalog moved onto Shopify with its structure and search equity preserved.

03

Build taxonomy

An automated collection per vehicle, each populated by its own vehicle tag.

04

Wire fitment

Vehicle tags wired into those collections so filtering resolves across the whole store.

05

Optimize

Speed and navigation work taking GTMetrix up 150 percent and bounce down 30.

WHERE THIS PATTERN APPLIES

Chassis Unlimited makes bumpers, but this is the shape of any manufacturer whose catalog is too large and too fitment-bound to browse without structure.

Fitment-bound catalogs

Buyers who need a vehicle match before a product means anything to them.

Catalogs too big to browse

Thousands of SKUs where taxonomy and navigation decide whether anything is found.

Magento cost pressure

License and maintenance spend crowding out the growth work.

Content that sells product

Customer builds and real photography doing merchandising work.

MORE FROM THE BUILD



2021 CHEVY SILVERADO 2500

Instagram @ Alpha_S3V3N

One of our Newer model bumpers, the 2020+ Chevy Silverado Octane Series Front winch bumper and dual swing out rear bumper featured on Sergio's 2021 Silverado 2500. This truck Its fully outfitted with our Octane series bumpers loaded up with Baja Designs Lighting. The Octane winch front bumper on this truck allows room for up to a 12,000LB winch along with 6 LED Cube Lights- However Sergio Added on 4 Baja Designs LP6 Lights along the top of the bumper as well for Additional Lighting for those late-night adventures. This truck is constantly out on remote trips, including a recent trip to Alaska. The Rear dual swing out bumper also features our Fuel/Water can holder, allowing him to carry up to 10 Gallons of spare fluids.

ONE STRUCTURE, TWO SURFACES

Vehicle collection

One per vehicle, driven by a tag

→

Fitment filter

What a shopper picks from

Mega menu

Built from an image metafield

A new truck year is one tag. The filter and the navigation both pick it up, with no second job.

Featured Builds

Real customer trucks, elevating Chassis products

One structure, two surfaces

The same vehicle collection drives both the filter and the mega menu.

THE OUTCOME

Seventy percent more revenue on a store the team can run.

Better performance, a rebuilt buying experience and a catalog that is finally manageable, on a platform costing a fraction of Magento to maintain.

GOT A MAGENTO PARTS OR ACCESSORY BRAND?

We will prototype it before anyone commits.

Send the merchant name, the workflow that is blocking the deal, and one technical call with their team. For qualified opportunities we build the hardest part on real Shopify primitives, at our cost.

Fitment tools

Vehicle collections

Magento migrations

Custom PDP templates



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Ready for the long haul.**

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Learn more at fyresite.com

Sean Elstins

Chief Commerce Officer

Office: 888-221-6509
Cell: 925-997-3055

Sean@fyresite.com
Sales@fyresite.com

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