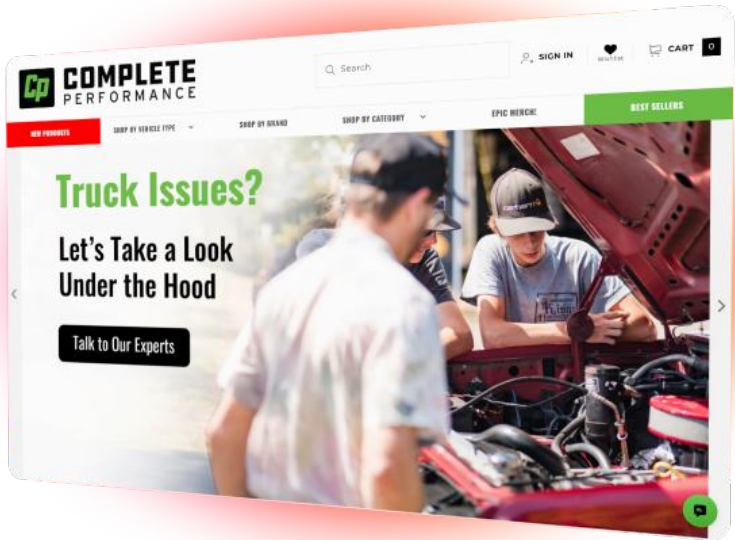




Eight layers deep, and nothing filtered.

Complete Performance sells Ford truck parts through CPAddict on a high-volume Shopify store. Years of custom code had left it fragile, its navigation was nested up to eight layers deep, and non-standard workarounds around Shopify variant limits were breaking Meta Ads and Rebuy outright.



3,234
PRODUCTS REMAPPED

3,726
METAFIELD VALUES ADDED

8 → 1
NAVIGATION LAYERS

Dawn v15
CLEAN THEME REBUILD

THE PROBLEM

Custom code broke the basics

A high volume of custom code overrode standard theme behavior and broke plugin compatibility, so global updates were nearly impossible.

Navigation buried the catalog

Sub-collections nested up to eight layers deep, with inconsistent tagging and filtering that could not show products accurately.

Integrations silently failing

Workarounds bypassing Shopify variant limits broke Meta Ads catalogs and Rebuy upsells, and Quick Buy failed without telling anyone.

WHAT WE FIXED

A clean, versioned theme

Unmodified Dawn v15 with modular sections, run through GitHub and the Shopify CLI.

Navigation flattened

Eight levels of sub-collections replaced by two levels plus Search and Discovery filters.

Product data normalized

Tag to metafield mapping across 3,234 products, adding 3,726 structured values.

Quick Buy restored

Choose Options rebuilt on metafield option detection, fixing Meta Ads and Rebuy feeds.

THE STACK WE COORDINATED

Shopify Plus

Dawn v15

GitHub

Shopify CLI

Shopify Flow

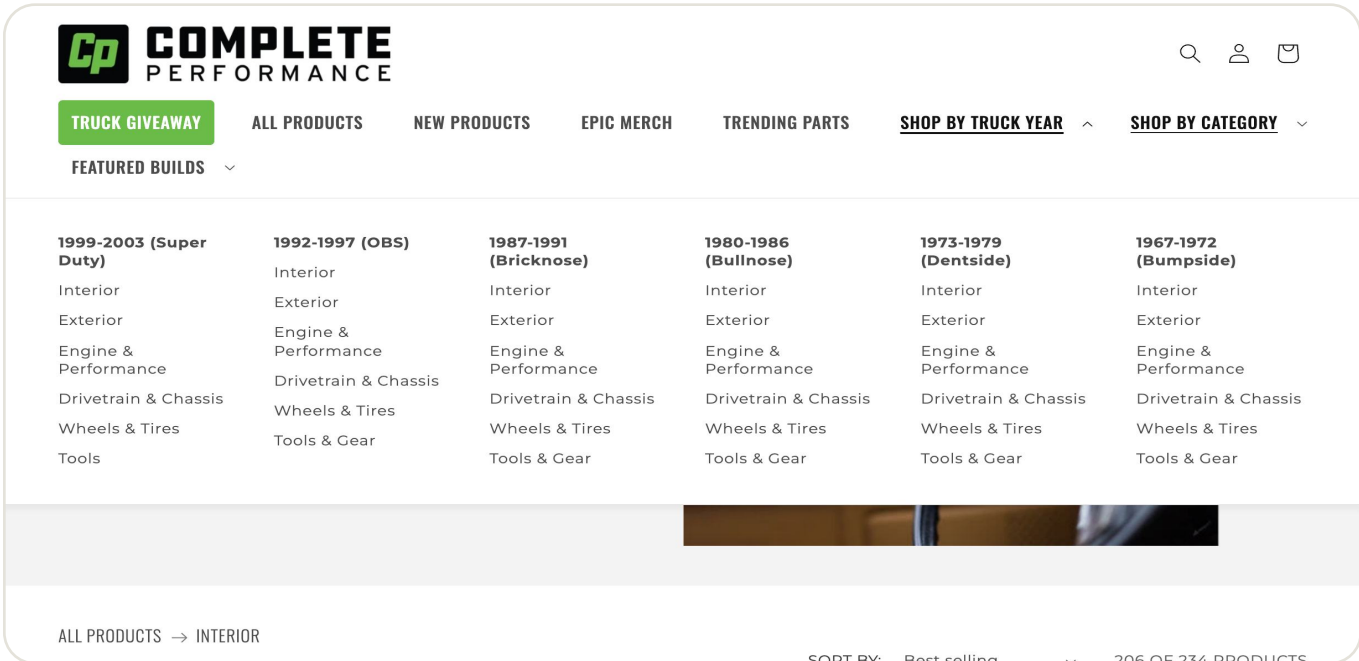
Search & Discovery

Rebuy

Meta Ads

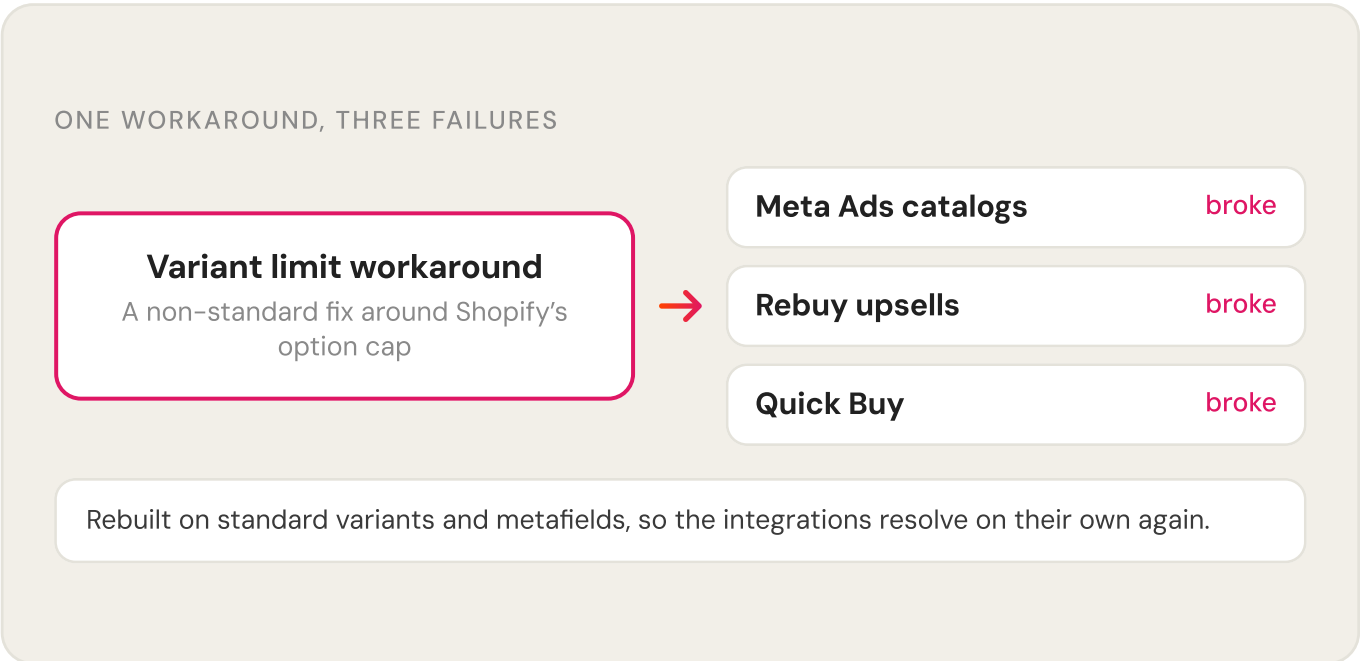
ViralSweep

IN PRODUCTION



Two levels, then filters

Generation and category in the menu, then year as a filter, not a path.



Why the integrations broke

One non-standard variant fix took the ad catalog and upsells with it.

Developers building again, not untangling.

A code audit in isolation, a sandbox, and a phased rebuild that left a scalable foundation instead of more technical debt.

1
SINGLE CUTOVER

HOW THE BUILD CAME TOGETHER

01

Audit in isolation
The existing custom code reviewed away from the live store before anything was touched.

02

Rebuild clean
A fresh Dawn v15 theme with modular sections under version control.

03

Normalize the data
Tags mapped to structured metafields across the whole catalog, tags preserved.

04

Restore integrations
Meta Ads, Rebuy and Quick Buy fixed, and Flow automating kit inventory.

05

Cut over once
A single launch from sandbox to live rather than a staged rollout.

WHERE THIS PATTERN APPLIES

Not every engagement is a migration. This is the shape of a merchant already on Shopify whose store has accumulated enough custom code that nothing standard works any more.

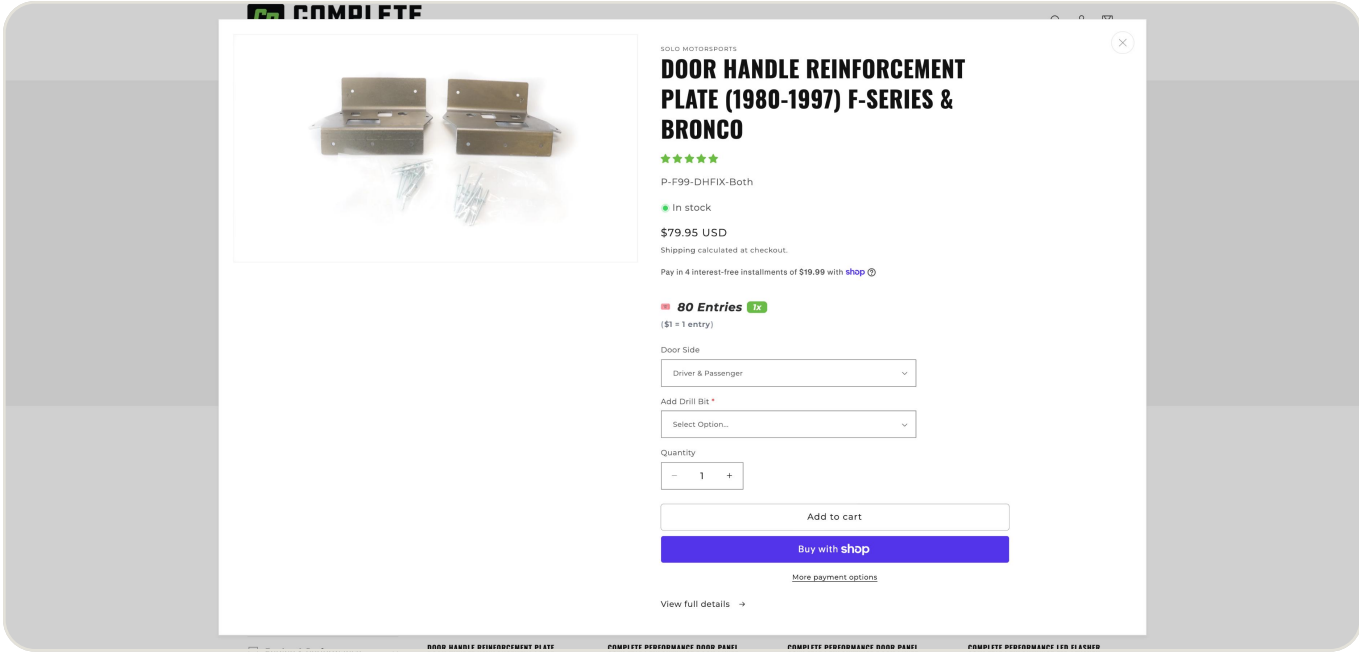
Custom code debt
Theme overrides that break plugins and make global updates impossible.

Navigation nobody can use
Deep collection hierarchies burying products and driving drop-off.

Variant limit workarounds
Non-standard fixes that quietly break ad catalogs and upsell tools.

Tagging instead of metafields
Filtering built on tags that cannot carry structured data.

MORE FROM THE BUILD



FILTERING MOVED OFF TAGS

Tags
free text, unstructured

→

Metafields
structured and filterable

3,234
PRODUCTS REMAPPED

3,726
METAFIELD VALUES ADDED

Existing tags were preserved, so nothing downstream broke on cutover.

Quick Buy restored

Native Choose Options working again, with no silent failures.

Tags became structured data

Filtering moved onto metafields without losing the existing tags.

THE OUTCOME

A stable store on a scalable foundation.

Filtering and integrations finally behave, the catalog is structured rather than tagged, and the team can ship changes without untangling somebody else’s code first.

GOT A SHOPIFY STORE NOBODY CAN MAINTAIN?

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.

Theme rebuilds

Metafield migrations

Integration repair

Navigation restructures



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