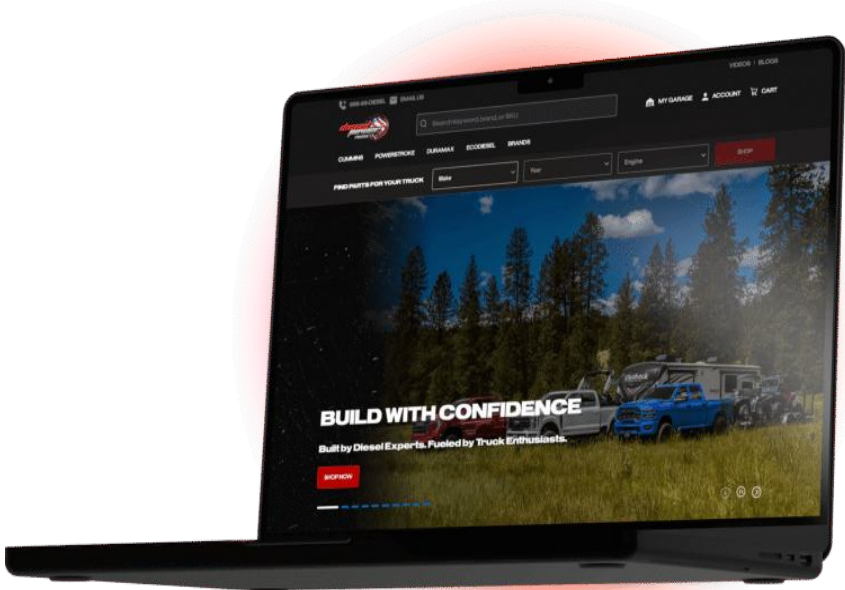




We took back the search infrastructure.

Diesel Power Products sells performance parts for diesel trucks, where nothing is bought without a Year, Make and Engine match. Their vehicle filtering ran on an external Elasticsearch cluster and a hand-generated lookup file, both owned by the prior agency, with no documented hosting, access or sync process.



0.9 → 1.7%
CONVERSION RATE

Algolia
FITMENT SEARCH REBUILT

0
BLACK-BOX DEPENDENCIES

Y/M/E
NATIVE FITMENT MATCHING

THE PROBLEM

A black box nobody owned

Filtering ran on an Elasticsearch cluster the prior agency controlled, with no documented hosting, access or sync process.

One outage from invisible

If any piece went down or was decommissioned, vehicle-specific product listings could simply disappear with no recovery path.

Core charges nobody could manage

Remanufactured parts carry core charges, and the existing handling was difficult to administer and hard to keep tax-accurate.

WHAT WE BUILT

Algolia fitment replatform

Ranking tuned for Year, Make and Engine, with brand synonyms and popularity tiers.

A self-maintaining index

A Shopify to Algolia pipeline syncing products, variants and fitment as the catalog moves.

Fitment flattened

A dynamic metafield collapses compatible years into one indexable string for matching.

Core charge rebuild

Deferral periods, editable due dates, partial charges, multi-state tax, admin workflow.

THE STACK WE COORDINATED

Shopify Plus

Algolia

Shopify metafields

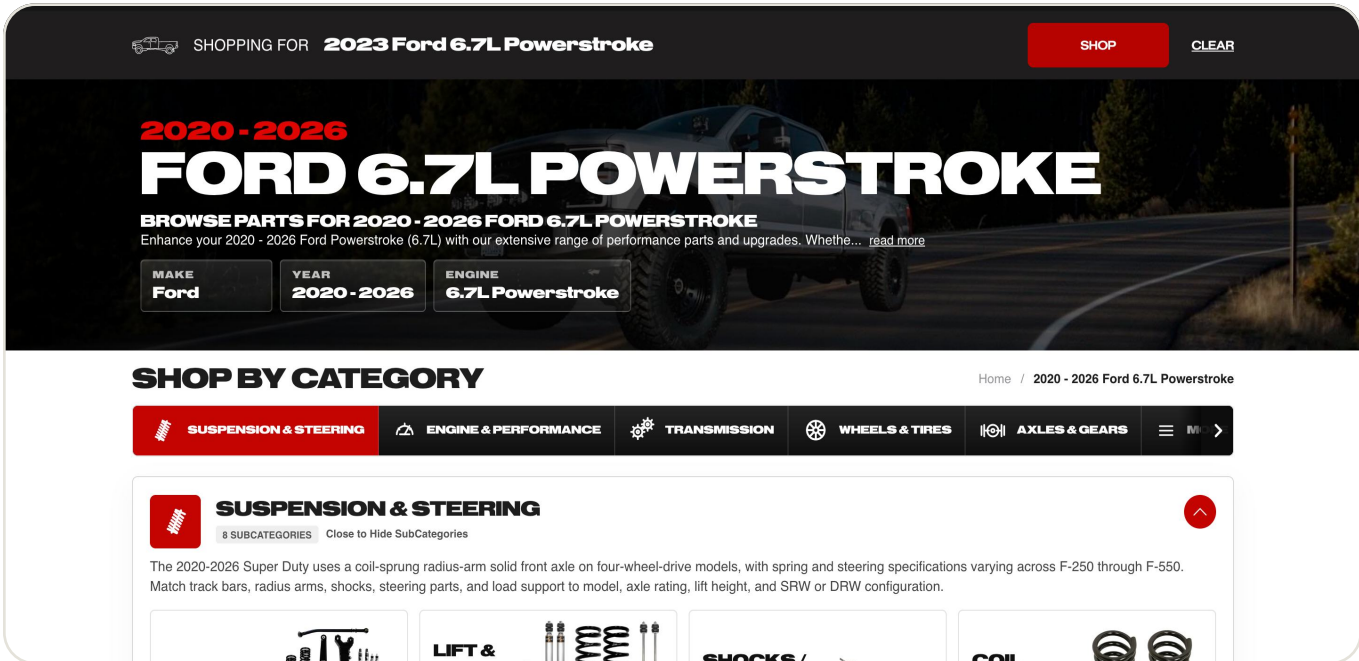
Klaviyo

GA4 & Tag Manager

Google Shopping

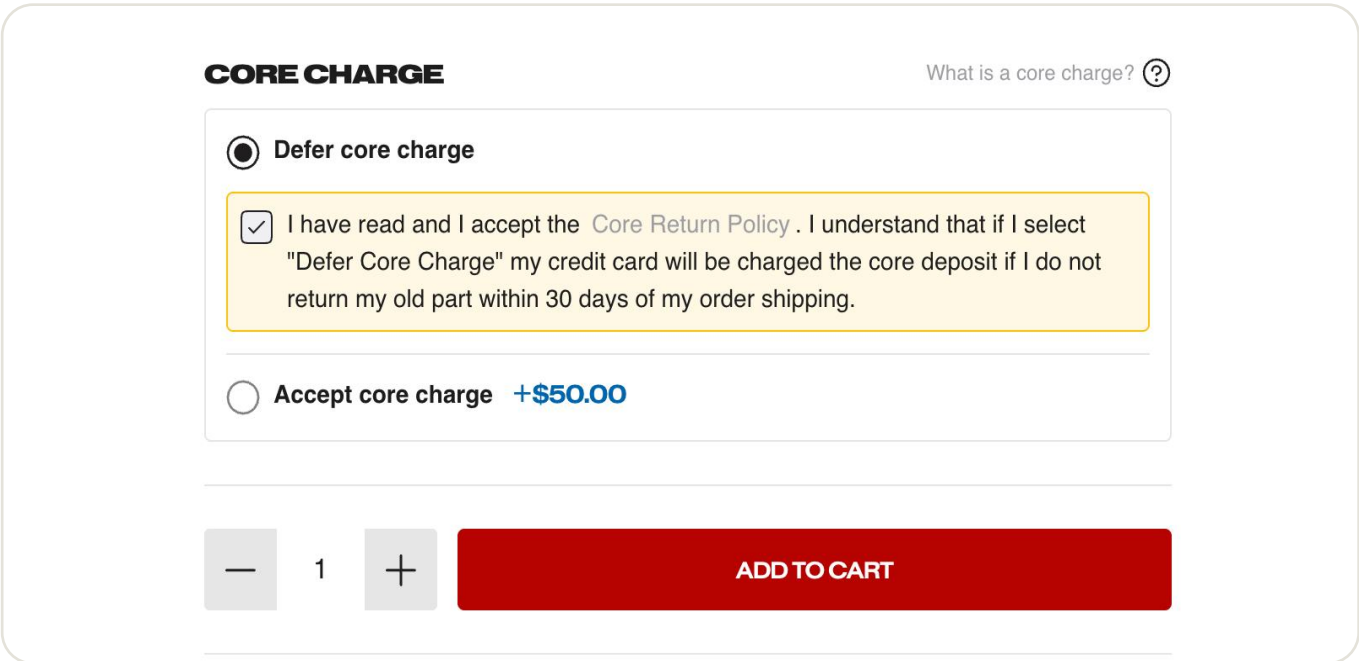
Sandbox expansion store

IN PRODUCTION



Fitment search

Year, Make and Engine matching tuned for diesel in Algolia.



Core charge on the product page

Deferral periods and due dates the operations team controls.

Fitment is the buying experience.

Search that returns the right parts for the right truck, on infrastructure the business owns and can keep improving.

Owned
NOT RENTED

HOW THE BUILD CAME TOGETHER

01

Take it over
Prior agency cluster access, hosting and ownership rights documented before anything moved.

02

Stand up a sandbox
An expansion store for testing so the live storefront never stopped selling.

03

Replatform search
Elasticsearch retired and Algolia tuned for diesel Year, Make and Engine fitment.

04

Rebuild core charges
Deferral periods, editable due dates and multi-state tax accuracy under admin control.

05

Harden the theme
Exposed keys removed, unsafe markup sanitized, integrity added and heavy scripts minified.

WHERE THIS PATTERN APPLIES

This is the Parts Intelligence pattern: inherit a fitment storefront somebody else built, take ownership of it, and replace the fragile parts without interrupting sales.

Inherited agency infrastructure
Search, feeds or fitment running on systems the merchant cannot access or audit.

Fitment on rented rails
An external cluster or lookup file standing between the buyer and the catalog.

Core charges and deposits
Remanufactured or returnable parts that finance needs to be exactly right.

Takeovers that cannot pause
Replatforming underneath a storefront that has to keep selling.

MORE FROM THE BUILD

A SHOPPER TYPES A BRAND ABBREVIATION

PPE
what they type

→

Pacific Performance Engineering
what Algolia resolves

THEN RESULTS ARE RANKED BY

Year / Make / Engine fitment

Popularity tier

Quick-ship boost

Stale inventory demoted

[Backend] - Core Charge Products

[Backend] - Core Charge Products

Add description

2 channels

Collection items 1,091

Default sort: Best selling

Status: Active, Draft, Unlisted, and Suspended

Clear all

Products

core_charge_product_... is equal to

CORECHARGE-2500 × OR

CORECHARGE-150 × OR

CORECHARGE-300 × OR

CORECHARGE-200 × OR

CORECHARGE-100 × OR

CORECHARGE-500 × OR

CORECHARGE-125 × OR

CORECHARGE-400 × OR

CORECHARGE-1600 × OR

How a query resolves

Brand synonyms and ranking rules tuned for diesel fitment.

Core charge admin

Partial or full charges with multi-state tax accuracy, no developer.

THE OUTCOME

A storefront the business finally controls.
Faster and more relevant fitment search, a self-maintaining index that reflects the live catalog without manual regeneration, and a documented path off the prior agency's infrastructure.

INHERITING SOMEBODY ELSE'S FITMENT BUILD?

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 replatforms

Algolia tuning

Agency takeovers

Core charge workflows



**Built to perform. Designed to scale.
Ready for the long haul.**
Reach out today for Fyresite Parts Intelligence™
Learn more at fyresite.com

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