



Custom Grips Retailer Partners with Smart Solutions to Create a High-Converting Website

CLIENT SINCE 2023

Overview

Wicked Grips, a family-owned and operated business, specializes in crafting unique one-of-a-kind custom grips for firearms.

Faced with challenges on their WordPress/WooCommerce site, particularly the ongoing plugin upgrades, they sought a more stable SaaS platform to streamline development and minimize upgrade efforts.

They collaborated with Smart Solutions for a new BigCommerce site. This partnership provided a robust platform with an effective site architecture, a new UI/UX, and increased conversion rates from the jump.

Project Highlights

- New UI/UX with streamlined navigation
- Klaviyo integration
- Stock notifications
- ShipStation implementation to streamline business and shipping processes
- Enhanced shipment tracking

CASE STUDY: WICKED GRIPS

Results

Smart Solutions architected, designed, and implemented a new BigCommerce site that helped Wicked Grips achieve its replatform goals. The team's collaborative efforts resulted in a design that prioritized brand consistency, promoted trust, and enhanced the overall user experience. The new Wicked Grips site now ranks for its top keywords ahead of other competitors in the industry.



The problem we are having right now is higher sales, so everyone is on deck making products and packaging. It's a good problem to have. Conversions are up!

Ed Strange, Owner



Reduction in Site Load Speed



Increase in Revenue



Increase in Product Purchases

Ready to take your eCommerce business to the next level?

Get in Touch

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