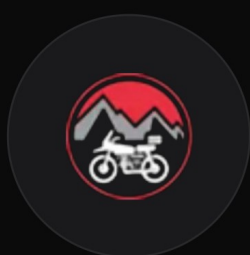


Case Study · Motorcycle Gear & Accessories

Furst Gear

55%
faster load speed

30%
higher order value



Furst Gear
Premium Motorcycle Gear · Bangalore, India

“ A premium gear brand needed **a store as quick and dependable as the gear it sells**. We moved it from WooCommerce to Shopify and rebuilt it around the rider — **faster, cleaner and made for mobile**.

Overview

Furst Gear sells helmets, riding gear, luggage and touring accessories across India. Its WooCommerce store had become slow and plugin-heavy, so we migrated it to Shopify and redesigned it for speed, sales and search.

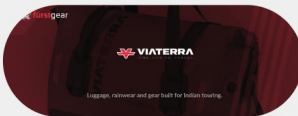
Key Deliverables

- 01 · Full platform migration
- 02 · Speed optimisation
- 03 · Store redesign, mobile-first
- 04 · AOV & upsell setup
- 05 · Technical SEO

Project Details

Client / Furst Gear
Industry / Motorcycle Accessories & Apparel
Location / Bangalore, India
Platform / WooCommerce → Shopify
Agency / ControlF5

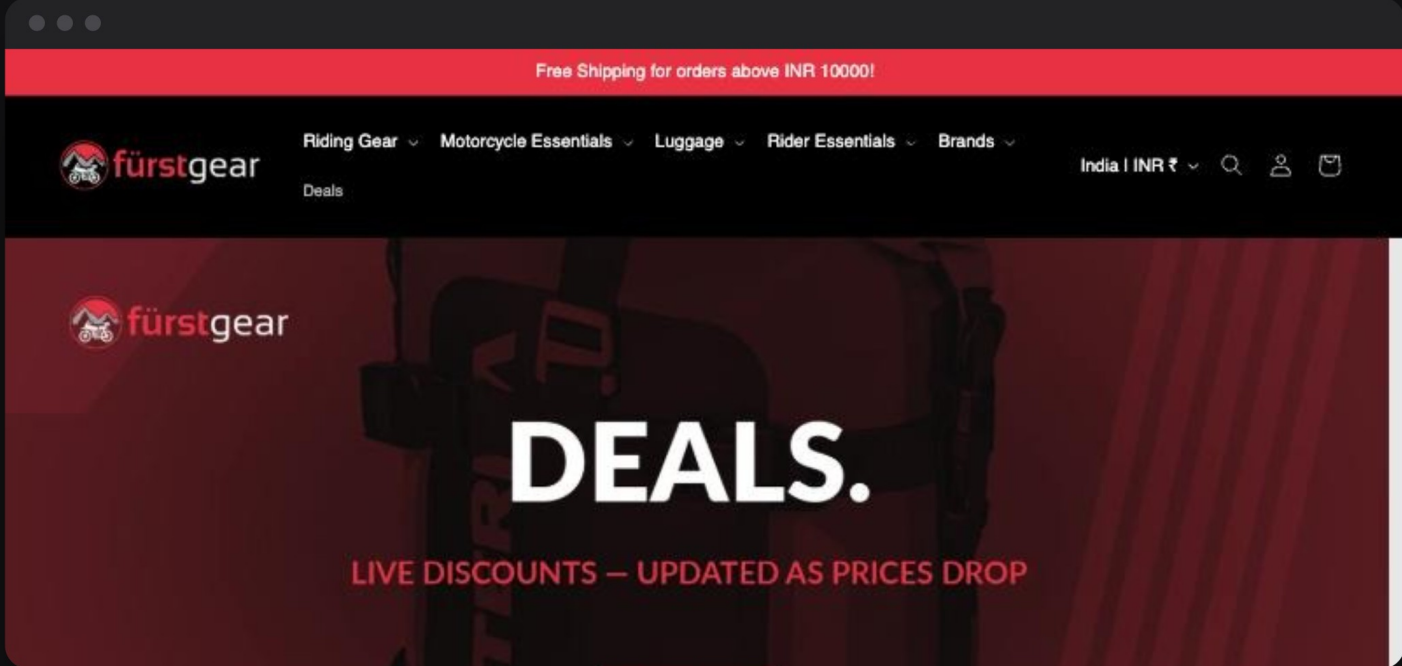
What is Furst Gear

Furst Gear is a *premium motorcycle gear store* that brings  riding gear, luggage and touring essentials into one store.

Catalogue moved

500+

products — with images, customers & order history, no data lost



fürstgear



RAM
MOUNTS

Aircraft-grade device mounting for motorcycles — official stockist.

Helmets, luggage and mounts from trusted brands — **now on a store built to keep up.**

furstgear.com

Problem & Solution

Problem Statement

A **slow, plugin-heavy store** was costing sales. Pages loaded slowly, old plugins clashed and raised security risks, SEO basics were missing, and more than half the visitors — on mobile — got a poor experience.

Turning a slow store into **a faster, smarter one**

01 Clean migration

Products, images, customers and orders moved to Shopify intact.

03 Higher order value

Upsells, cross-sells, bundles and abandoned-cart emails.

02 Built for speed

Compressed images, lean code and Shopify's CDN and caching.

04 Redesign & SEO

Clearer navigation, mobile-first layouts and SEO done right.

Key Challenges

Six problems holding the store back
— **every one of them costing sales**

01

Slow loading speeds
Heavy images and too many plugins slowed product and checkout pages, frustrating buyers and hurting SEO.

02

No tools to grow AOV
No simple way to upsell, bundle or run custom discounts on the old platform.

03

Outdated plugins
Unsupported WordPress plugins caused conflicts and security risks.

04

Cluttered UI / UX
Busy navigation and weak product pages pushed bounce rates up.

05

SEO gaps
Messy URLs, missing meta tags and no schema markup kept organic traffic low.

06

Weak on mobile
Over 50% of traffic came from mobile — and got the weakest experience.

Every stage was focused on building  a **faster store that sells more**

We worked in three phases so the live store kept selling until the new one was fully ready — first moving the data safely, then rebuilding the experience, then tuning it for speed, sales and search.

— Phase 01

Migrate

Data migration

Products & images

Customers

Order history

— Phase 02

Redesign & Build

Navigation

Mobile-first UI

Product pages

Visual hierarchy

301 redirects

— Phase 03

Optimise & Grow

Image compression

CDN & caching

Upsells & bundles

Abandoned cart

Schema & meta

Visual Identity

Keeping Furst Gear's bold red and black — **clean, confident and built for riders**

Furst Red

HEX #EF4941 · RGB 239, 73, 65

Grey

HEX #8E8E93

Rider Black

HEX #121212

Dark Grey

HEX #3A3A3D

Pure White

HEX #FFFFFF

Gradient

**fürstgear**

**fürstgear**

Storefront typeface

Satoshi

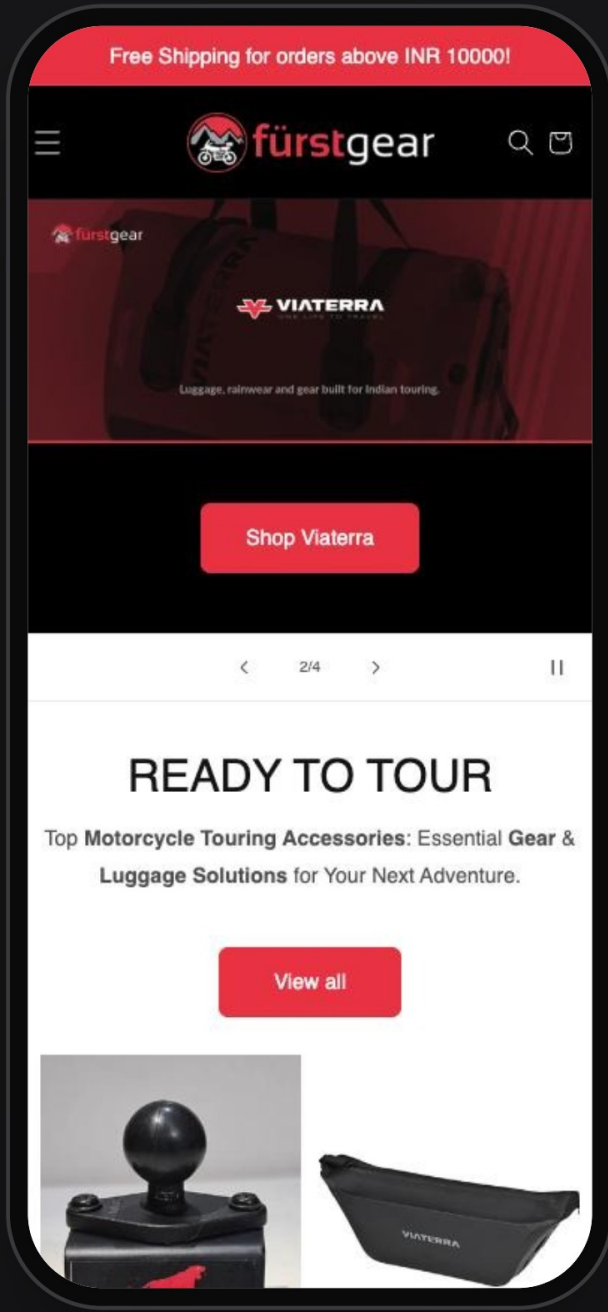
Clean geometric sans used across headings, menus and

One store. Every ride covered. A cleaner, faster path from browsing to checkout — designed for mobile first.

01

Clear navigation, bold campaigns

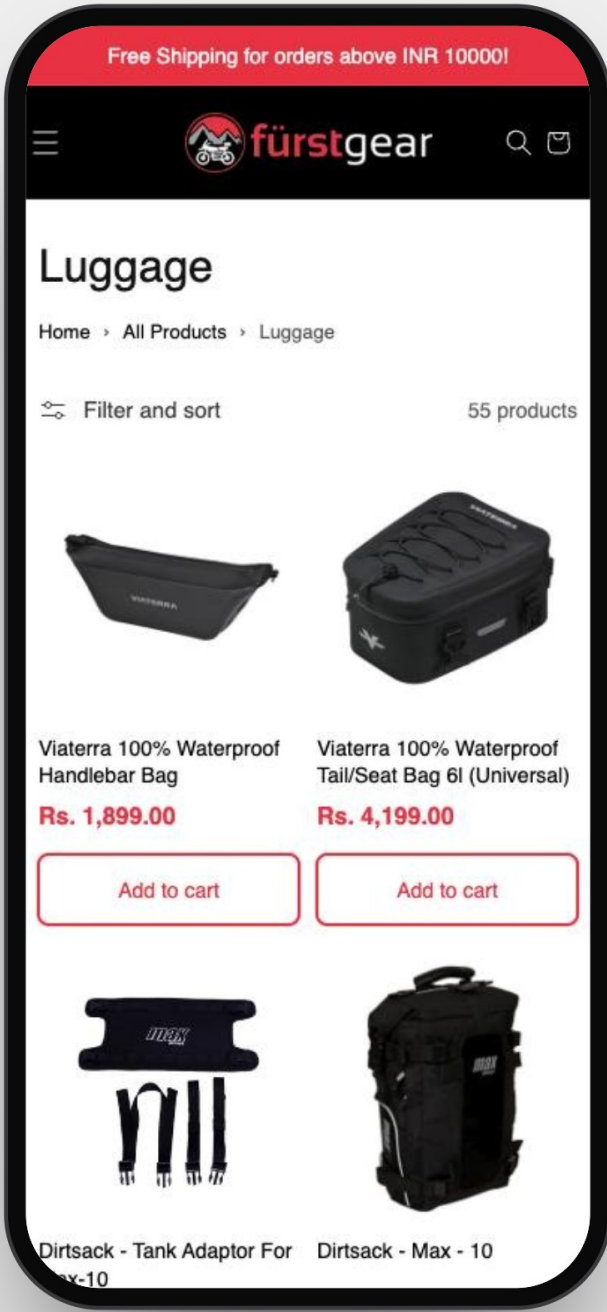
A simpler menu and full-width brand banners help riders find gear fast — and spot deals straight away.



02

Collections that are easy to scan

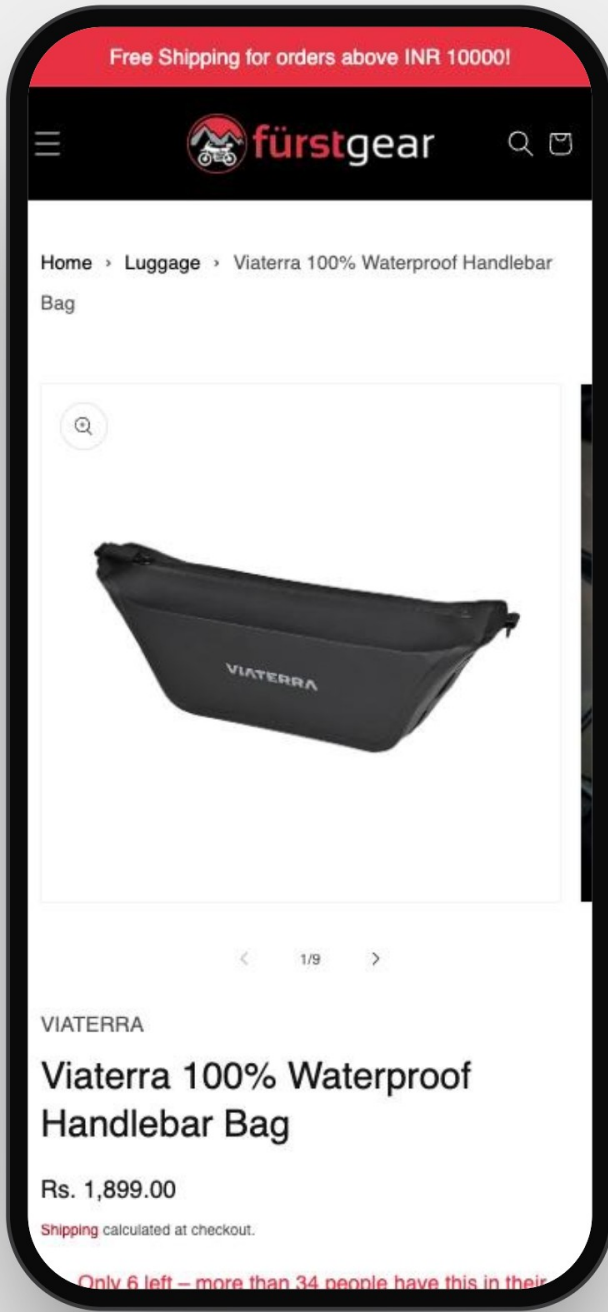
Clean product grids with filter & sort, clear prices and one-tap add to cart.



03

Product pages that do the selling

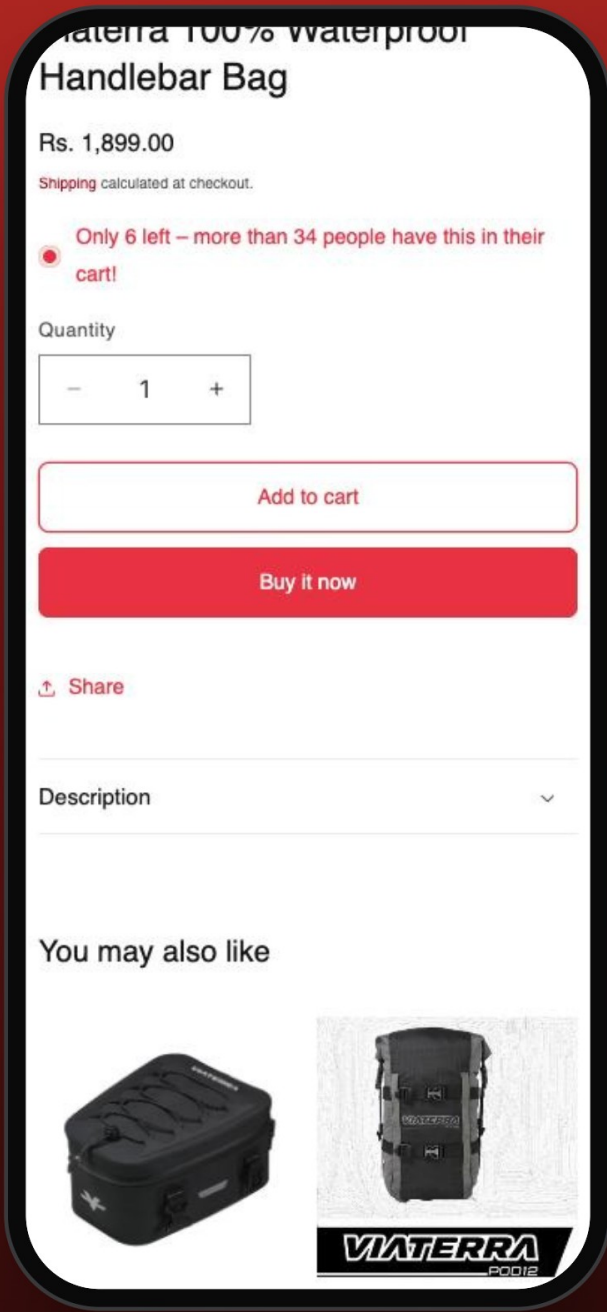
Large, fast-loading images, a clear brand and price, and nothing in the way of the buy button.



04

Built to raise order value

Buy-it-now, low-stock nudges and “You may also like” picks — backed by bundles and abandoned-cart emails.



Speed & SEO

The work you don't see — that makes everything faster and easier to find

Speed

Image compression & lighter code

Speed

Shopify CDN & built-in caching

SEO

Updated meta tags & image alt text

SEO

Clean, keyword-rich URLs

SEO

Schema markup for products

Migration

301 redirects to keep old rankings

Sales

Upsell, cross-sell & bundle apps

Sales

Abandoned-cart email automation

Results

What changed after the move to Shopify

Load speed

55%

faster pages

Average order value

+30%

from upsells & bundles

Organic traffic

+50%

within 3 months

User engagement

+40%

rise in engagement

Bounce rate

-25%

fewer visitors leaving

Mobile conversions

+20%

on phones

- E-commerce migration
- Shopify design & development
- Speed optimisation
- AOV growth
- SEO
- Mobile optimisation

From a slow WooCommerce store to a fast Shopify store that sells more — in one migration, with nothing lost.

Planning to move off WooCommerce?

Let's build your next store

www.controlf5.in Shopify · SEO · WordPress

