

SITUATION

Bonefied Tools had strong product innovation and credibility in the engine-building space, but its previous Wix site undersold the brand and restricted performance.

Customers could place orders, but the old experience did not fully communicate the precision, quality, and professional use cases behind the product line.

The business needed a stronger ecommerce foundation—one that improved discovery, supported SEO, and positioned the brand for long-term online growth.

WHAT VICI DID

- ✓ Performed a full migration from Wix to Shopify.
- ✓ Designed a modern ecommerce storefront aligned with the premium Bonefied brand.
- ✓ Rebuilt the site structure to better showcase product innovation and value.
- ✓ Organized collections and navigation so products are easier to browse and search.
- ✓ Improved product-page presentation and merchandising.
- ✓ Established a stronger SEO foundation for future visibility and growth.

KEY RESULTS

2x-3x

Increase in Orders



Reported since launch of the new Shopify system.

2x-3x

Increase in Profits



Driven by a stronger ecommerce foundation and buying experience.



Fewer Customer Service Calls

A clearer site structure reduced friction and repetitive customer questions.

SOLUTION

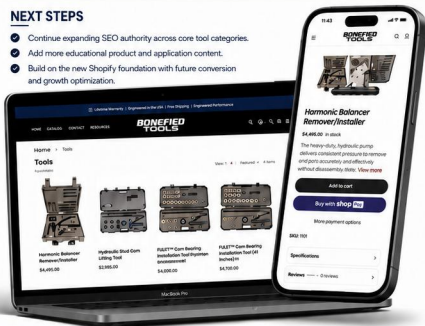
VICI reviewed the existing Wix site and rebuilt Bonefied Tools on Shopify to better reflect the quality and innovation of its products.

The new storefront delivers a more modern brand experience, cleaner navigation, more searchable collections, and a stronger path from discovery to purchase.

The new site is not just a place to order—it is now a scalable ecommerce platform designed to support future growth.

NEXT STEPS

- ✓ Continue expanding SEO authority across core tool categories.
- ✓ Add more educational product and application content.
- ✓ Build on the new Shopify foundation with future conversion and growth optimization.



LET'S BUILD WHAT'S NEXT

VICI helps ambitious ecommerce brands turn better websites into better growth systems.



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Grand Rapids, MI