

SITUATION

Molnar Technologies had a strong reputation in high-performance connecting rods and crankshaft components, but its prior Wix website created limitations in performance, trust, and long-term ecommerce growth.

The previous setup exposed a payment-security risk and delivered a dated buying experience that did not fully reflect the quality and precision of the Molnar brand.

The business needed a more secure ecommerce foundation—one that protected checkout, improved product discovery, and positioned the brand for scalable online growth.

WHAT VICI DID

- ✓ Migrated the site from Wix to a more secure ecommerce platform.
- ✓ Closed the payment-security gap and implemented a safer checkout workflow.
- ✓ Rebuilt the storefront to better represent the Molnar Technologies brand and product line.
- ✓ Organized product collections and navigation to make parts easier to browse and purchase.
- ✓ Improved product-page presentation, merchandising, and conversion flow.
- ✓ Established a stronger foundation for SEO, trust, and future growth.

KEY RESULTS

2x-3x

Increase in Orders



Reported after launch of the new secure ecommerce system.

2x-3x

Increase in Profits



Driven by a more secure platform and improved buying experience.



Reduced Payment Risk

The prior checkout security issue was resolved with a more secure payment setup.

SOLUTION

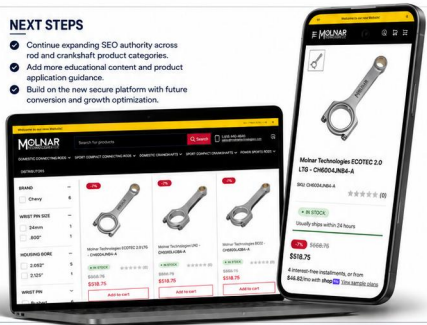
VICI rebuilt Molnar Technologies on a stronger ecommerce foundation to eliminate a critical payment-security concern and modernize the customer buying experience.

The new storefront delivers a more professional brand presentation, cleaner product discovery, and a safer path from browsing to checkout.

By pairing better security with a more scalable ecommerce structure, Molnar now has a platform built to support continued growth.

NEXT STEPS

- ✓ Continue expanding SEO authority across rod and crankshaft product categories.
- ✓ Add more educational content and product application guidance.
- ✓ Build on the new secure platform 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