

### About Our Client:

Passionate about all things motocross, Motocrossgear's goal has always been to make buying gear online as simple and no-hassle as possible, while still delivering quality products on time. Built on the foundation of great customer service, the company sells a variety of accessories for motocross enthusiasts, from helmets and protective gear to casual wear and jerseys.

"Creatuity not only built us a site that has greatly enhanced our online presence. They also took the time to understand our design vision and create a site that suited our mission as a company."

- John Holloway  
Founder of Motocrossgear

### The Challenge:

With an established blog dedicated to all things motocross, the owners of Motocrossgear were eager to set up an eCommerce store that would allow them to begin selling the products they were so passionate about to fellow enthusiasts. They wanted a store with customizable features that would help them run their business with their key values in mind: dedicated customer service, no-hassle purchasing process, and an array of high-quality products. In addition, Motocrossgear wanted to make sure their popular existing blog was not only integrated with the new store but also became a tool for bringing potential customers to the site. With these criteria in mind, Motocrossgear came to Creatuity for a full development solution.

### The Solution:

Creatuity began the initial design process by consulting graphical mockups drafted by the owners and making sure that the new site would match their creative vision for Motocrossgear.com. Following this consulting process, Creatuity's development team implemented the new store in Magento Community Edition with customized features requested by the owners, such as easy browsing for related products and a streamlined checkout process, using a variety of web technologies. This solution allowed Motocrossgear to provide the quality customer experience that they were so passionate about and helped convert visitors to the site into customers at a greater rate. Following the initial launch, Creatuity continued to consult with Motocrossgear and provide maintenance solutions to improve the site's functionality and improve productivity.

### The Results:

- Rapid design and implementation of new site
- Established eCommerce presence for new business
- Ongoing enhancement of checkout process to increase conversion rate
- Integration with blog to drive traffic

### Client Profile

**Founded:** 2011

**Location:**  
Marietta, GA

**Size:** 2 employees

**Industry:** Online clothing retail, sports gear

**Services:** Magento design and development, WordPress consulting, eCommerce consulting