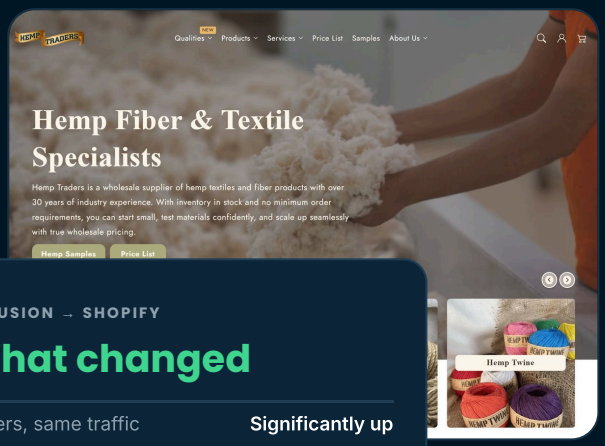
Web Ecommerce PROS | CASE STUDY

Hemp Traders Los Angeles

More orders from the same traffic: moving a B2B hemp wholesaler from Volusion to Shopify

Hemp Traders is a B2B hemp wholesaler selling fabric, rope, twine, fiber and seeds. We moved its store from Volusion to Shopify and gave it a new Shopify design built around how business buyers choose. The same traffic now turns into significantly more orders.

- Migration + redesign
- Volusion to Shopify
- 5 stars on Trustpilot



VOLUSION → SHOPIFY

What changed

Orders, same traffic	Significantly up
Store speed	Faster
Design	New on Shopify

30+ yrs	Orders ↑	Faster	B2B	5 stars
Supplying hemp products since 1994	A significant boost from the same traffic	Quicker pages after the move	Wholesale buyers, no minimum order	Client review on Trustpilot

01

THE CLIENT

A B2B hemp supplier with a catalog too wide for its store

Hemp Traders is a B2B wholesale supplier of hemp textiles and fiber products. It has supplied hemp since 1994, keeps inventory in stock and sets no minimum order.

Its business buyers range from designers and brands to industrial users, so one store had to serve very different needs.

Fabric · Apparel · Rope & twine · Yarn & webbing · Bast fiber · Hurd · Seeds · Building materials

INDUSTRY
Hemp textiles and fiber, wholesale: clothing, fashion, home textiles and industrial use

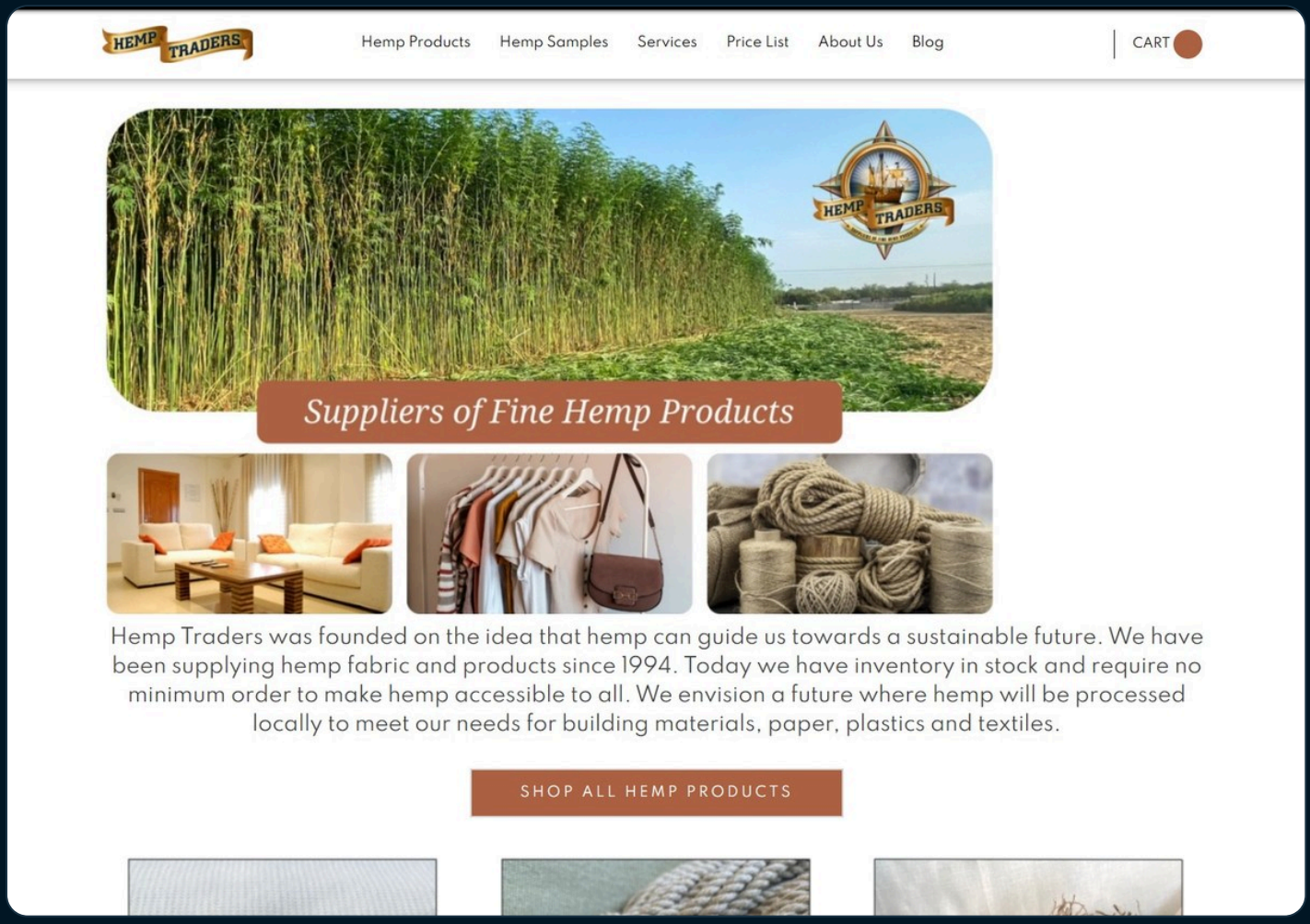
BASED IN
Los Angeles, California

PLATFORM
Volusion to Shopify

BUYERS
B2B: makers, brands, industrial users

SERVICES
Migration and Shopify redesign

WEBSITE
hemptraders.com



Where we started: the Volusion homepage, with one link for all products.

02

THE CHALLENGE

Volusion could not carry what this catalog had grown into

Five problems shaped the project.

01 · Design

An outdated storefront

The Volusion design looked dated and left little room to show what the business offers.

02 · Navigation

A wide catalog, hard to browse

Fabric, rope, twine, fiber and seeds sat behind one menu link, and fabrics were hard to compare by blend, weight and use.

03 · B2B

Wholesale terms not easy to find

As a B2B supplier with no minimum order, the price list and finishing services needed to be easy to find.

04 · Platform

A platform that limited growth

Volusion offers fewer apps and checkout options than business buyers now expect.

05 · Search

Keeping years of search value

The domain had years of rankings and backlinks that the move had to protect.

03

THE SOLUTION

A Shopify store built around how hemp is bought

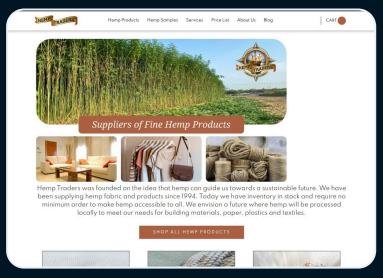
One answer for each challenge.

CHALLENGE 1 · DESIGN

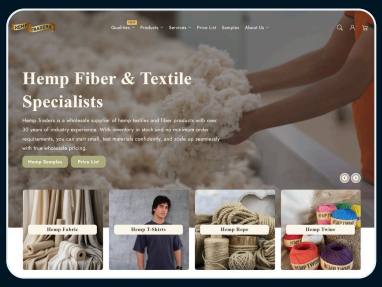
A new Shopify design built for B2B buyers

We redesigned the store on Shopify. The homepage states the offer in plain words, shows the main product groups at once and builds trust with certifications and customer reviews.

Before



After

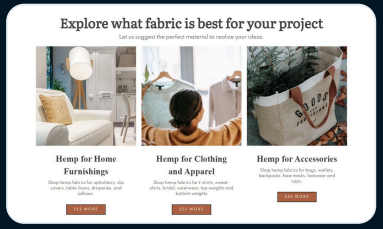


CHALLENGE 2 · NAVIGATION

Clear navigation and a fabric finder

A grouped menu with search now covers the whole catalog. The fabric finder lets B2B buyers browse by end use or by technical specification.

Before

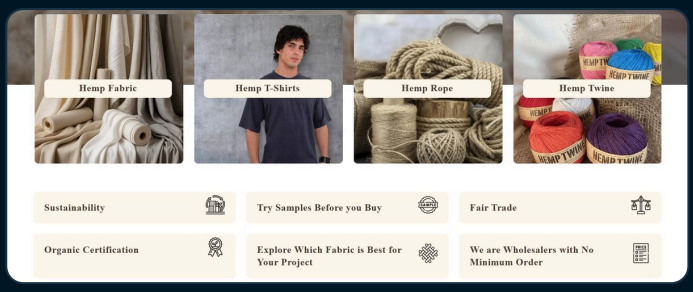


After

CHALLENGE 3 · B2B

Wholesale terms up front

The price list, the no-minimum-order message and the finishing services (washing, dyeing, water-repellent and fire-retardant) are one click from the homepage, and tiered discounts reward larger orders.



CHALLENGE 4 · PLATFORM

Shopify's checkout tools

Shopify brought Shop Pay, Apple Pay and Google Pay, a cart drawer, a country selector and first-order offers.

BEFORE · VOLUSION

PayPal · Visa · Discover · Mastercard · Amex

NOW · SHOPIFY ADDS

Shop Pay · Apple Pay · Google Pay

ALSO NEW

Cart drawer · Country selector · First-order offer

CHALLENGE 5 · SEARCH

Search value protected

The catalog was rebuilt on clean collection and product pages, with the move handled to protect rankings. The store still ranks number one for terms buyers use.

GOOGLE RANK TODAY

hemp t shirts	#1
hemp fabric by the yard	#1
hemp canvas	#1
hemp denim fabric	#1

04

HOW WE DID IT

Move the catalog first, then build the buying tools

We moved the store to Shopify first, then built the new design and tools on top of it, in this order.

1

STEP 1

Review the store

Map the Volusion catalog, categories and pages, and what buyers need from each.

DISCOVERY

2

STEP 2

Move the catalog

Products and categories move from Volusion to Shopify.

MIGRATION

3

STEP 3

Design to the brief

A new look built around the client's own vision and requirements.

DESIGN

4

STEP 4

Build the buying tools

Mega menu, fabric finder, price list placement and services pages.

BUILD

5

STEP 5

Check against the brief

We compare the result with the client's requirements, then launch.

REVIEW

05

THE RESULT

Same traffic, more orders

Clear navigation and a design built around how buyers choose turned the same visitors into significantly more orders.

More orders

The same traffic, more buyers

Clear navigation and a design built around how buyers choose helped the same visitors find what they wanted. The client saw a significant boost in orders.

A faster store

Pages load quicker

The move to Shopify made the store faster. Google's real-user data now rates it fast on every Core Web Vital, on desktop and mobile.

Rankings held

Top spots kept

The store holds the number one position on Google for terms such as hemp t shirts, hemp fabric by the yard and hemp canvas.

★★★★★ **Trustpilot** 5 out of 5

The transition was smooth and well-managed from start to finish.

"Their team was highly responsive, attentive to detail, and consistently available to answer questions and provide guidance throughout the process. They not only handled the technical migration efficiently, but also did an outstanding job redesigning our website to match our specific vision and requirements."

Lawrence Serbin

United States

March 6, 2026

Review on Trustpilot

Want a store that works like this for your buyers?

Book a free call. We'll look at your current store and show you what we would move and build first.

Book a call:

calendly.com/webecommercepros-com

or call **888-711-2347**

Screenshots are from the live Hemp Traders store (hemptraders.com) and its former Volusion store. Order growth is as reported by the client. The client review was published on Trustpilot in March 2026. Every business is different, and past results don't guarantee future results.

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