Case Study · deselt.com

Rustic Revolutions - Skull & Biker Auto-Parts Storefront

SERVICE
Web Design

YEAR
2026

A complete, custom-built e-commerce platform for a hand-cast metal auto-parts brand — catalog, live PayPal checkout, automated marketing, and AI-assisted SEO, all on a self-hosted .NET stack with zero platform fees.

Industry: Retail Client: Rustic Revolutions Service: Web Design

Abandoned-cart recovery emails

AI-assisted SEO review workflow

Real-time Telegram order & error alerts

Self-hosted - zero SaaS platform fees

The Challenge

Launching a niche retail brand from a standing start is mostly a plumbing problem: you need a real store that takes real money on day one, looks the part, and doesn't bleed margin to monthly SaaS fees.

Rustic Revolutions sells hand-cast skull and biker-themed auto parts — exhaust tips, headlights, air cleaners, hood ornaments — a distinctive product line that deserved a distinctive storefront, not a templated cart.

The build had to clear several bars at once:

Accept live payments securely, with order tracking and returns.
Run lean — a small team can't babysit orders, chase abandoned carts, or hand-write SEO for every product.
Rank from zero on a brand-new domain in a competitive aftermarket niche.
Own the code and the data outright, with no per-sale platform tax or lock-in.

Our Solution

We built the entire platform from the ground up on ASP.NET Core 8 (MVC), C#, EF Core, and SQL Server - self-hosted on Deselt's own infrastructure behind pfSense, with no third-party storefront SaaS in the stack.

Storefront:

Full product catalog across eight categories with category intro bands, sorting, search, and related-product suggestions.
Product pages with image galleries, plus a standalone Gallery with a masonry layout and lightbox.
Cart and live PayPal checkout in production, order tracking, and a 30-day returns flow.
Branded throughout - custom 404, favicon from the Rustic Revolutions monogram, and a rugged dark aesthetic that matches the product.

Operations & growth automation (the part that lets it run lean):

Abandoned-cart recovery emails.
Real-time Telegram alerts for new orders and runtime errors.
An AI-assisted SEO review workflow that drafts titles, descriptions, and meta - human-approved, never auto-published.
Matomo analytics, self-hosted, for privacy-friendly traffic insight.
An admin toolset: searchable product dropdown, bulk editing, and an in-house image-production pipeline that outputs optimized WebP.

Foundation for search: prerendered pages, structured data, and a dynamic sitemap submitted to Google and Bing so the new domain could start earning impressions immediately.

The Results

Rustic Revolutions launched live and is taking real orders through PayPal - the full path from product page to paid order to fulfillment is in production.

What the build delivered:

A storefront with eight live product categories, fast page loads from prerendering and WebP imagery.
Hands-off operations: carts recover themselves, orders and errors surface instantly via Telegram, and SEO drafts are generated rather than hand-written.
Complete ownership - all code, data, and infrastructure stay in-house, with no recurring platform fees or transaction lock-in eating into margin.
A search-ready launch: structured data and sitemaps submitted to both major engines from day one, so organic visibility compounds from the start.

It doubles as a working proof point: the same stack and approach behind this store is what Deselt brings to

client e-commerce work.

Tech Stack

ASP.NET Core 8 (MVC) · C# · Entity Framework Core · SQL Server · PayPal API · Matomo Analytics · Telegram Bot API · ImageSharp

Ready to start a similar project?

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