



SOLIDCO SERVICES

Content Management

Keep your website current and consistent - we set up, manage and update your content so it stays fresh, on-brand and accurate.

ABOUT SOLIDCO

We are SolidCo, a full-service digital studio crafting clean, high-performance experiences that feel intentional, fast and built to last.

We design, build and refine websites, applications and digital systems for businesses that want to stand out and move fast. With one clear point of contact, straightforward communication and experienced designers and developers behind every project, we keep the process focused and the details considered. From the first idea through to launch, support and everything that follows, every project is built on solid thinking and made to leave a lasting impression.

We also believe good work means staying connected to the industry that shapes it. SolidCo is a member of the Australian Web Industry Association (AWIA) and the .au Domain Administration (auDA), a Microsoft AI Cloud Partner, and part of the Amazon Web Services (AWS) Partner Network. Behind the scenes, we subscribe to industry alerts for security vulnerabilities (CVEs) and stay across the Australian Cyber Security Centre's (ACSC) cyber threat alerts - so the work we ship stays current, secure and supported.





HOW WE WORK

Bold ideas, solid delivery

01 Discover

We learn your goals, audience and constraints, then map a clear plan with real priorities.

02 Design

We shape the structure, brand and interface – refining together until it feels right.

03 Build

We develop with clean, tested code and prepare for a smooth, confident launch.

04 Support

After launch we keep improving – updates, new features and support.

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OVERVIEW

Keep your website current and consistent – we set up, manage and update your content so it stays fresh, on-brand and accurate.

A website is only as good as the content on it. We set up your CMS, structure it sensibly, and keep everything up to date - whether you want to manage it yourself with our support, or hand it to us entirely.

WHAT'S INCLUDED

- ✦ CMS setup & training
- ✦ Content updates & publishing
- ✦ Page & section builds
- ✦ Content structure & templates
- ✦ Media & asset management
- ✦ Editorial & proofing
- ✦ Migration & clean-up
- ✦ Ongoing content care

The result: A site that stays current without the hassle.

How we deliver it

01 Set up

We configure a CMS that's easy to use and structured for your content.

02 Structure

We build reusable templates and a clear content model.

03 Publish

We create, format and publish content that's on-brand and accurate.

04 Maintain

We keep it current with ongoing updates and housekeeping.

GOOD TO KNOW

Can we still edit it ourselves?

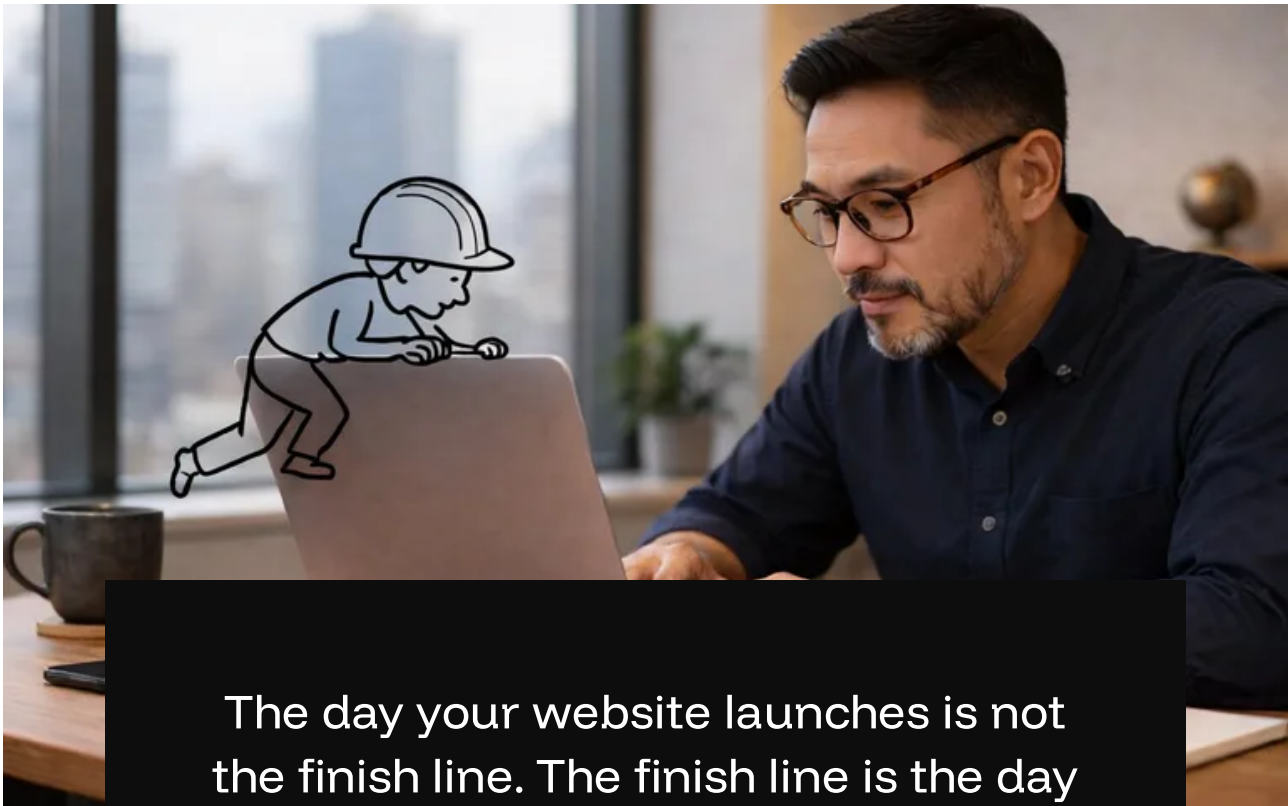
Yes. We set you up and train your team, and step in whenever you'd rather we handled it.

Can you migrate our old content?

We can migrate and clean up content from an existing site or platform.

Do you write content too?

We can format and proof your content, and help with editorial where needed.



The day your website launches is not the finish line. The finish line is the day you stop caring. Keep improving.

THE LIVING WEBSITE

A website that never changes is quietly telling people you have stopped

The most expensive site in the world goes stale the moment nobody updates it. Fresh, accurate, on-brand content is what separates a business that is alive from one that just has a nice-looking headstone online.

THE LIVING WEBSITE

Content is the part of a website that keeps working after the build team goes home – and it is the part that most often falls apart. Old prices linger. A team member who left in 2022 still smiles from the About page. The blog stops dead on a post titled exciting-things-coming-soon. Each little lapse chips away at the trust the design worked so hard to build.

We take that weight off you. First we set up a CMS that a human can actually use – structured sensibly, with reusable templates so adding a page feels like filling in a form, not defusing a bomb. Then it is your choice: keep the keys and update it yourself with us on speed-dial, or hand the whole thing over and let us keep it humming.

Structure is the unsung hero here. When content is modelled properly – the right fields, the right templates, a clear system underneath – updates are quick, consistent and hard to break. When it is not, every small change becomes a wrestling match, and things slowly drift out of shape. We build the tidy version, so staying current stays easy.

Migrating from an old platform? We will bring your content across and clean it up on the way – fixing the broken links, the orphaned images and the formatting gremlins that always come along for the ride. You end up with a site that is not just current, but genuinely easier to keep current for years.

THE LIVING WEBSITE

Think of it as the difference between owning a garden and owning a photograph of one. A neglected site is a snapshot slowly yellowing; a maintained one grows, responds to the season and rewards regular attention. The businesses that win online are rarely the ones with the flashiest launch – they are the ones that kept showing up, week after week, with something current to say. We make that consistency effortless enough that it actually happens, instead of becoming the job everyone means to get to and never does.



LET'S TALK

Have a project in mind? Let's build something solid.

Tell us what you're after and we'll get straight back to you with clear next steps and an honest estimate, no pressure, no jargon.

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