



SOLIDCO SERVICES

Digital Consulting

Practical, senior advice to help you make confident digital decisions – strategy, technology and roadmap, without the jargon.

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.

CONTENTS

Overview	5
What's included	5
How we deliver it	6
Good to know	6
A clear head	7

OVERVIEW

Practical, senior advice to help you make confident digital decisions – strategy, technology and roadmap, without the jargon.

Sometimes you don't need more hands, you need a clear head. We help you cut through the options, choose the right approach and technology, and build a roadmap you can actually deliver against – grounded in real experience, not buzzwords.

WHAT'S INCLUDED

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|-------------------------------|---------------------------------|
| ✦ Digital strategy & roadmaps | ✦ Technology selection |
| ✦ Discovery & scoping | ✦ Competitor & market review |
| ✦ UX & conversion audits | ✦ Analytics & measurement plans |
| ✦ Project & vendor guidance | ✦ Ongoing advisory |

The result: Confident decisions and a clear plan you can act on.

How we deliver it

01 Understand

We learn your goals, constraints and where you want to get to.

02 Assess

We review your current state – tools, site, data and processes.

03 Recommend

We give you a clear, prioritised plan you can act on.

04 Support

We stay available to guide delivery and decisions along the way.

GOOD TO KNOW

Do we have to build with you afterwards?

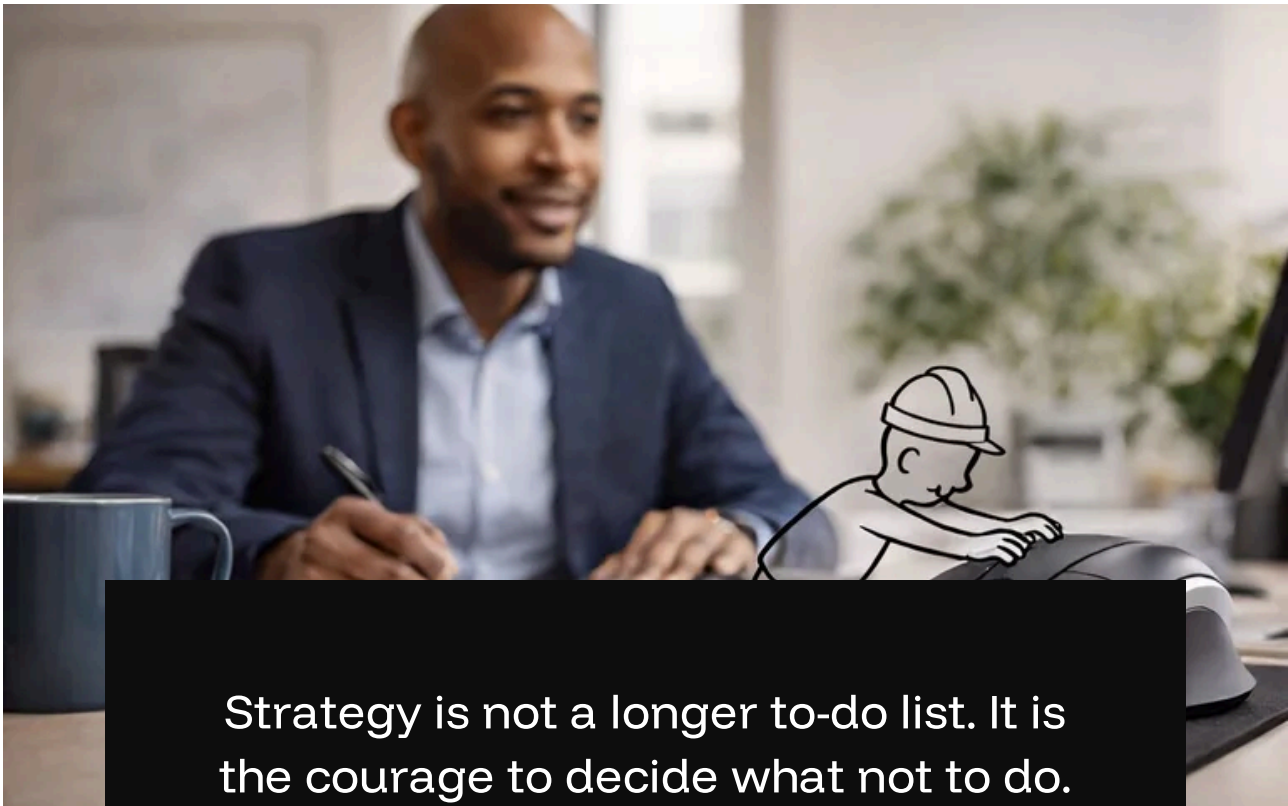
No. Our advice stands on its own – you're free to deliver it however you choose.

How is consulting delivered?

Through workshops, reviews and clear written recommendations, scaled to what you need.

Is it a fixed engagement?

It can be a one-off piece of work or an ongoing advisory arrangement.



Strategy is not a longer to-do list. It is the courage to decide what not to do.

A CLEAR HEAD

Sometimes you do not need more hands - you need someone to point

The hardest part of digital is not building things. It is deciding which things are worth building at all, in what order, with a budget that never quite stretches to everything on the list.

A CLEAR HEAD

Every business we meet is drowning in options and starved of clarity. Should you rebuild or refine? Is that shiny platform worth the migration pain? Which of the fourteen urgent priorities actually moves the needle? These are expensive questions to get wrong, and easy to get wrong when you are standing inside the problem. We bring the outside eyes.

Good consulting is mostly good listening followed by honest arithmetic. We learn your goals, your constraints and the awkward realities you might not put in a brief, then look hard at what you have already got – the tools, the traffic, the data, the team. The recommendation that follows is not a fashionable answer; it is the one that fits your actual situation and budget.

We are allergic to jargon and vendor theatre. You will get plain language, a prioritised plan and a clear reason behind every call – the kind of document you can hand to a board or a developer and have them both understand it. No mystique, no dependency, no ten-slide detours designed to make simple things sound complicated.

And crucially, you are never locked in. Our advice stands on its own two feet: build it with us, build it with someone else, or build it yourself. Good strategy should make you more independent, not less.

A CLEAR HEAD

If we have done our job, you will make the next ten decisions faster and with more confidence than the last ten.

And we are just as happy to tell you to do less, or nothing, or something far cheaper than you expected. The value of independent advice is that it has no quota to hit and no build to upsell. Sometimes the honest answer is that your instinct was right and you only needed permission to trust it; sometimes it is that the expensive thing everyone is pushing would be a mistake for you specifically. Either way, you walk out knowing why - and knowing is what turns an anxious guess into a decision you can defend.



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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