



BOLD DIGITAL SOLUTIONS

Our Services

Twelve connected services under one roof, from brand and web to optimisation, security and support. One accountable team for your whole digital world.

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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SOLIDCO SERVICES

Web Development & Support

Fast, reliable, secure websites on solid technical foundations - then kept running, updated and improving long after launch.

OVERVIEW

Fast, reliable, secure websites on solid technical foundations – then kept running, updated and improving long after launch.

We build websites the right way: clean code, sensible architecture and the technical foundations to support growth. Whether it is a custom marketing site, a CMS you can edit yourself or a full e-commerce build, the engineering is done properly so it performs and lasts. And because a site is never really finished, we stay on to maintain, improve and support it.

WHAT'S INCLUDED

- | | |
|--|-----------------------------------|
| ✦ Custom website builds | ✦ CMS integration you can edit |
| ✦ E-commerce & online payments | ✦ Third-party integrations & APIs |
| ✦ Performance & Core Web Vitals tuning | ✦ Security, backups & updates |
| ✦ Hosting & deployment | ✦ Ongoing maintenance & support |

The result: A website that loads fast, stays secure and grows with your business.

How we deliver it

01 Scope

We map the pages, features and integrations you need and agree a clear plan.

02 Build

We develop with clean, maintainable code and test across devices and browsers.

03 Launch

We deploy carefully, check performance and security, and hand over cleanly.

04 Support

We keep the site fast, secure and evolving with ongoing updates and help.

GOOD TO KNOW

Can I edit the site myself?

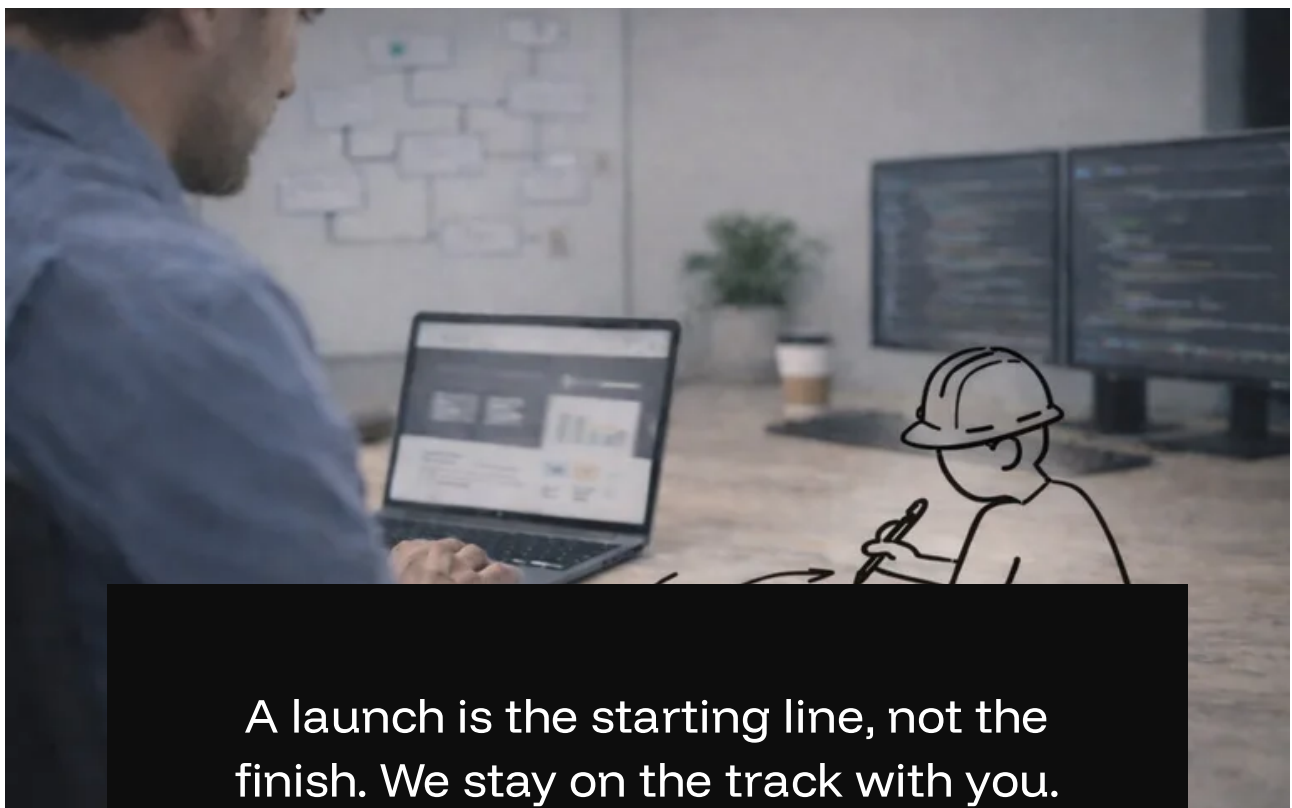
Yes. We build on a CMS so you can update content easily, and we are here whenever you want us to handle it.

Do you offer ongoing support?

We do. Our Care Plan covers updates, security, backups and small changes so your site keeps working hard.

GOOD TO KNOW**Can you work with our existing site?**

Often, yes. We can improve, extend or maintain an existing build, or rebuild it if that serves you better.



A launch is the starting line, not the finish. We stay on the track with you.

UNDER THE HOOD

Websites that behave like infrastructure, not decoration

Anyone can put pixels on a screen. Building something that stays fast at 2am, survives a traffic spike and still makes sense to the next developer who opens it – that is the craft.

There is a quiet moment on every project that most people never see: the one where a developer decides whether to do it properly or do it quickly. We have built SolidCo around choosing properly, every time. Clean, commented code. Sensible architecture. Names that tell you what things do. It is the unglamorous discipline that means your site can grow a new feature next year without the whole thing wobbling.

A website is not a poster you print once and forget. It is a living system – talking to payment gateways, syncing with your CRM, serving customers on a cracked phone screen on a train with one bar of signal. We engineer for that messy reality, not for a perfect demo. If a third-party service goes down, your checkout should bend, not break. If Google changes the rules, your Core Web Vitals should already be in good shape.

UNDER THE HOOD

Then comes the part almost nobody talks about at launch parties: what happens on day 400. Plugins age. Certificates expire. Frameworks release security patches on their own schedule, not yours. Our support keeps all of that handled in the background – backups running, updates tested before they go live, small tweaks made while you get on with your actual business.

And when something does break – because eventually, on the internet, something always does – you will not be shouting into a ticketing void. You will talk to people who already know your build, who can log in, find the problem and fix it. That familiarity is worth more than any number on a service sheet. It is the difference between a vendor and a team that genuinely has your back.

None of this is about chasing the newest framework for its own sake, either. Trends come and go; your business needs tools that will still be supported and sensible in five years. We pick technology the way a good builder picks materials – for how it performs under load and how easy it is to work with later, not for how it looks in a pitch deck. Boring, proven and maintainable usually beats exciting and fragile. The result is a site you are not quietly dreading having to replace the moment it is finished.



SOLIDCO SERVICES

Graphic & Brand Design

Distinctive brand systems and visual assets that bring clarity, consistency and character to every touchpoint - online and off.

OVERVIEW

Distinctive brand systems and visual assets that bring clarity, consistency and character to every touchpoint – online and off.

A brand is more than a logo. It is the complete toolkit that makes your business instantly recognisable wherever it shows up. We design brand systems that are practical to use and easy to keep consistent, then create the assets you need to bring them to life across web, social, print and campaigns.

WHAT'S INCLUDED

- | | |
|---------------------------------|-------------------------------|
| ✦ Brand identity systems | ✦ Logo design & variations |
| ✦ Colour & typography systems | ✦ Brand guidelines |
| ✦ Marketing & campaign creative | ✦ Social media assets |
| ✦ Print & collateral | ✦ Pitch & presentation design |

The result: A brand that looks the part everywhere and is easy to keep consistent.

How we deliver it

01 Discover

We learn your audience, positioning and personality to ground the design.

02 Explore

We develop directions for the mark, palette and type, then refine with you.

03 System

We build a coherent identity system with clear rules for how it is used.

04 Roll out

We produce the assets and guidelines your team needs to stay consistent.

GOOD TO KNOW

Do I get brand guidelines?

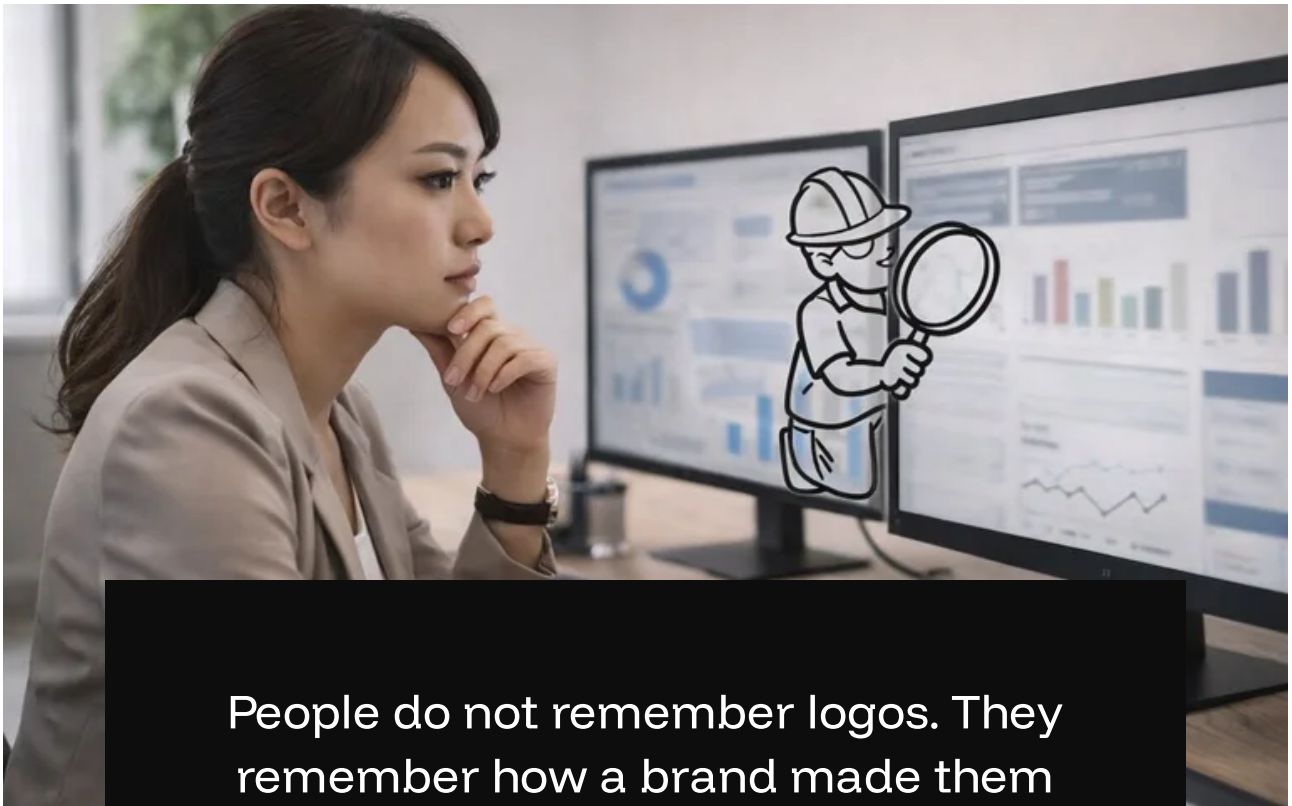
Yes. We provide clear guidelines so your brand stays consistent as your team and materials grow.

Can you refresh our existing brand?

Absolutely. We can evolve what you have or start fresh, depending on what serves your goals.

Do you design print as well as digital?

We do - from business cards and collateral to social assets and presentations.



People do not remember logos. They remember how a brand made them feel - again and again.

MORE THAN A LOGO

A brand is a promise people can recognise from across the room

Your logo is the handshake. Your brand is everything that happens after – the tone, the colour, the feeling someone gets three seconds before they have read a single word.

MORE THAN A LOGO

We think of a brand as a system, not a picture. A picture is one moment; a system is every moment. It is how your invoice looks, how your social grid feels, the exact shade that makes someone think of you and not the competitor two doors down. When those pieces agree with each other, your business starts to feel bigger, steadier and more trustworthy than its size alone would suggest.

Great design is not decoration bolted on at the end – it is decision-making made visible. Every choice of typeface, spacing and colour is quietly telling your audience who you are: careful or playful, premium or approachable, established or upstart. We make those choices on purpose, grounded in who you are actually trying to reach, so the impression is deliberate rather than accidental.

The real test of a brand is not the launch reveal. It is the Tuesday six months later when someone on your team needs to make a social tile at 4:55pm. If the system is good, they can – fast, and on-brand, without ringing a designer. That is why we hand over more than files. We hand over the rules, the reasoning and the reusable pieces, so consistency survives contact with real life.

Consistency, done right, compounds. Every touchpoint that looks like it belongs to the same confident company adds a little interest to the account.

MORE THAN A LOGO

Miss it, and you are quietly withdrawing trust every time your materials look like they came from four different businesses. We build identities that make the compounding work in your favour.

A strong brand also does quiet commercial work you rarely see on a balance sheet. It lets you charge a little more because you look like you are worth it. It makes hiring easier because good people want to be associated with something that feels considered. It shortens the distance between a stranger and a sale, because familiarity does half the persuading before your pitch even begins. Design, in that sense, is not a cost centre - it is one of the cheapest forms of leverage a small business has, and we treat it that way.



SOLIDCO SERVICES

Website Optimisation

Better visibility and performance where it matters - helping your site rank better, load faster and turn more visitors into customers.

OVERVIEW

Better visibility and performance where it matters – helping your site rank better, load faster and turn more visitors into customers.

Optimisation is not a one-off trick; it is steady, measurable improvement backed by real data. We find where your site is holding you back – speed, search visibility, conversion – and fix the things that move the needle, then keep improving.

WHAT'S INCLUDED

- ✦ Technical SEO audits
- ✦ Keyword & content strategy
- ✦ Analytics & conversion tracking
- ✦ Ongoing search-growth strategy
- ✦ On-page optimisation
- ✦ Core Web Vitals & speed
- ✦ Accessibility improvements
- ✦ Reporting & insights

The result: More qualified traffic, better rankings and a site that converts.

How we deliver it

01 Audit

We measure performance, search health and conversion to find the real issues.

02 Prioritise

We focus on the changes that will make the biggest difference first.

03 Improve

We implement fixes - speed, on-page SEO, structure and content.

04 Measure

We track results with clear reporting and keep refining over time.

GOOD TO KNOW

Can you guarantee a #1 ranking?

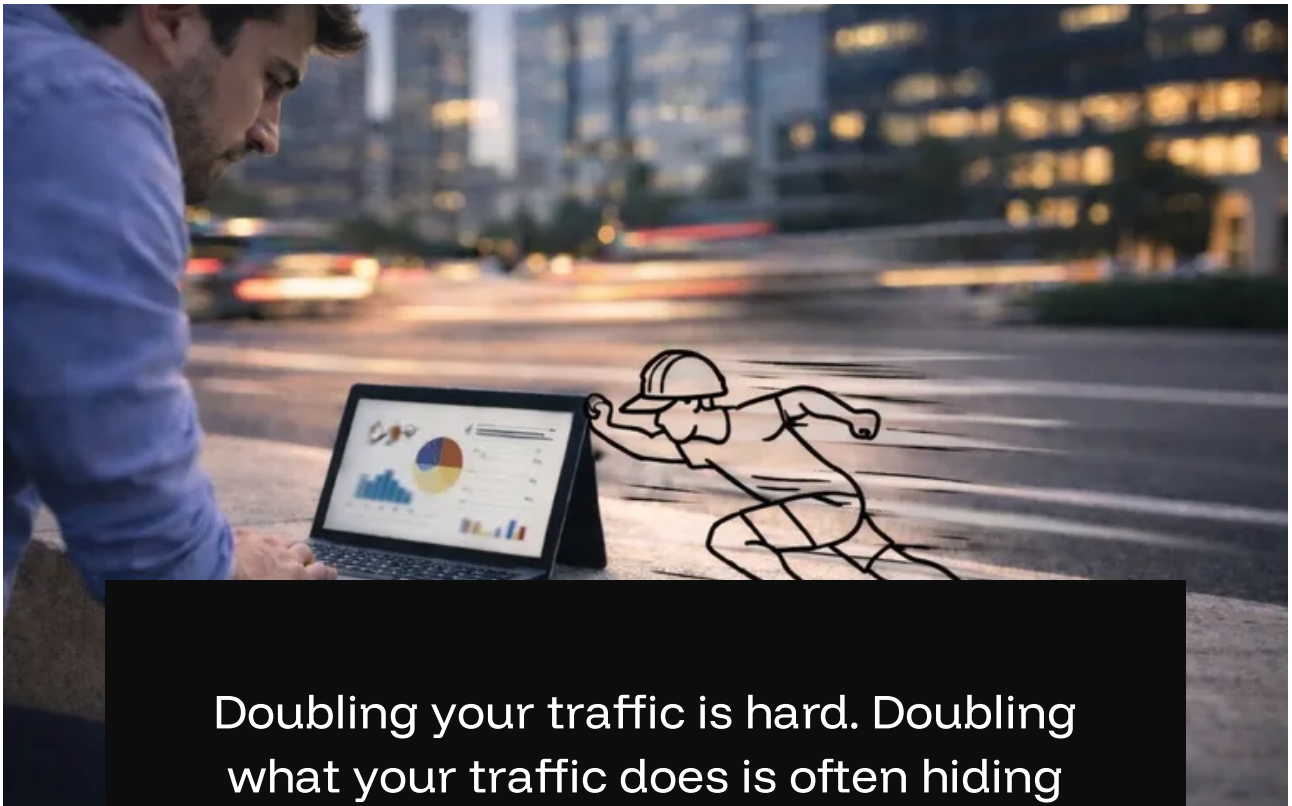
No honest agency can. We focus on durable, white-hat improvements that steadily grow qualified traffic.

How do you measure success?

With real analytics - traffic, rankings, Core Web Vitals and conversions - reported clearly.

Is this a one-off or ongoing?

Either. We can run a focused optimisation pass or work with you continuously.



Doubling your traffic is hard. Doubling what your traffic does is often hiding in plain sight.

MARGINAL GAINS

The site you already own is probably your best untapped channel

Before you spend more on ads to pour water into a leaky bucket, it is worth fixing the bucket. Optimisation is the quiet art of getting more from the traffic you already have.

MARGINAL GAINS

Optimisation has an image problem. It sounds like a dark art of keywords and hacks, when really it is closer to physiotherapy for your website – careful, measured, evidence-led. We start by measuring, not guessing: where do people leave, what loads slowly, which pages Google cannot quite make sense of. The data almost always points somewhere surprising.

Speed is the part everyone underestimates. A page that takes an extra second to load does not just annoy people – it quietly taxes every conversion you make, on every device, forever. We chase Core Web Vitals not to please a scoreboard, but because a fast site feels trustworthy in a way a slow one never can. Fast is a feeling before it is a metric.

Search visibility is the long game, and there are no honest shortcuts. Anyone promising you a guaranteed number-one ranking is selling something that will eventually cost you. We do the durable work instead: clean technical foundations, content that answers real questions, structure that search engines can read. Rankings that are earned tend to stay earned.

Then we do it again. Optimisation is not a project with an end date; it is a habit. Test, measure, keep what works, discard what does not. Small improvements stacked over months turn into the kind of results that make people ask what you changed.

MARGINAL GAINS

Usually, the answer is: a hundred small things, on purpose.

Perhaps the best part is how compounding rewards patience here. A faster page lifts every campaign that points at it. A cleaner site structure helps every new piece of content rank a little sooner. A better-converting checkout quietly improves the return on every dollar you will ever spend on traffic. These are not one-time wins; they are permanent upgrades to the machine. Fix the fundamentals once and every future effort you make lands harder, for free. That is why we would rather tune the engine you have than keep selling you more fuel.



SOLIDCO SERVICES

User Experience & User Interface

Intuitive digital experiences that make your brand easier to understand, easier to use and easier to trust - on any device.

OVERVIEW

Intuitive digital experiences that make your brand easier to understand, easier to use and easier to trust – on any device.

Great UX and UI is invisible – it simply guides people to what they came for. We research how your audience thinks, map the journeys that matter, and design interfaces that are clear, accessible and built to convert.

WHAT'S INCLUDED

- | | |
|-----------------------------------|-------------------------------|
| ✦ User research & journey mapping | ✦ Wireframes & prototypes |
| ✦ Interface (UI) design systems | ✦ Interaction & motion design |
| ✦ Conversion-led layouts | ✦ Reusable design components |
| ✦ Usability testing | ✦ Accessibility-first design |

The result: Interfaces people enjoy using – that quietly guide them to act.

How we deliver it

01 Research

We learn your users, their goals and where the current experience falls short.

02 Structure

We map journeys and wireframe the key flows before any visual design.

03 Design

We craft clean, accessible interfaces and interactive prototypes.

04 Validate

We test with real people and refine until it feels effortless.

GOOD TO KNOW

Do you test with real users?

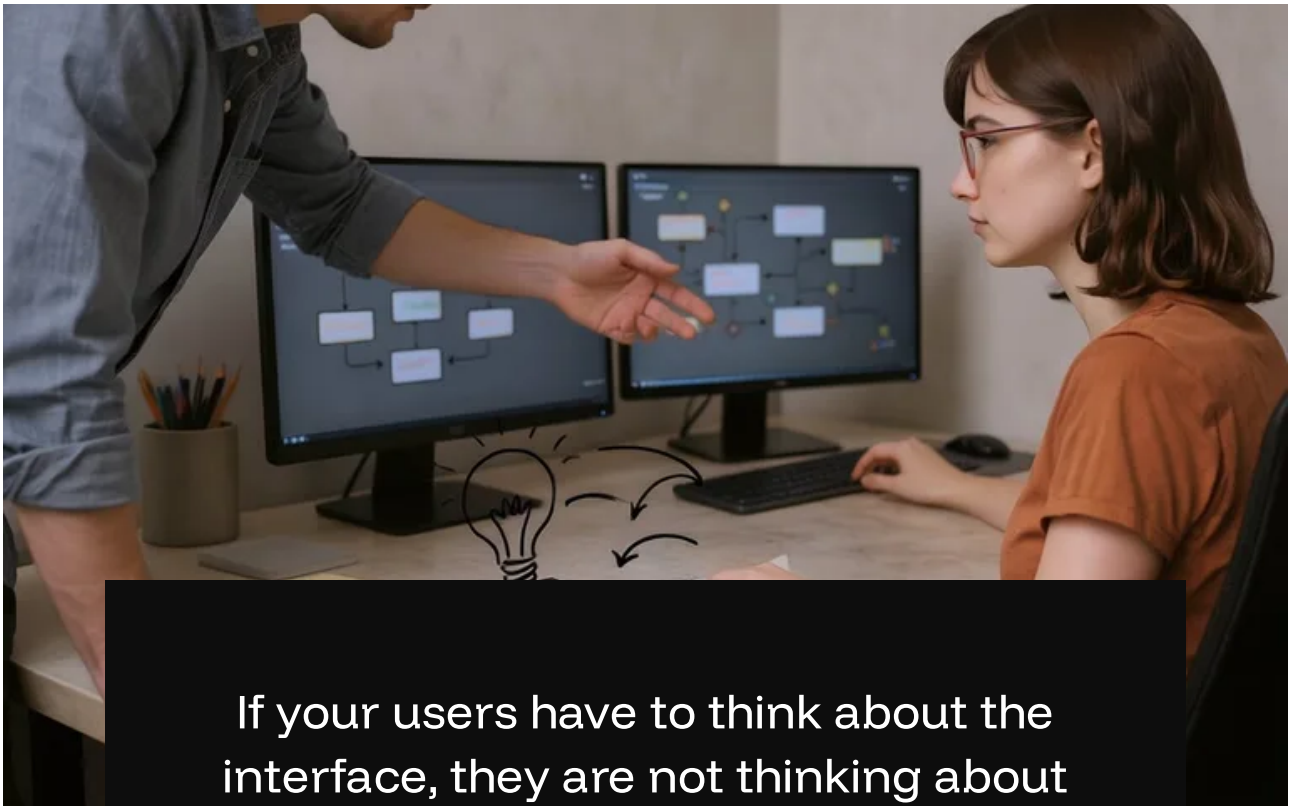
Where it adds value, yes. Usability testing helps us catch problems before launch.

Can you design and build?

Yes - our design and development teams work together, so nothing gets lost in handover.

Is accessibility included?

We design accessibility - first so your site works for everyone and meets modern standards.



If your users have to think about the interface, they are not thinking about your product.

THE INVISIBLE CRAFT

Good design is the door you walk through without noticing it was a door

The best interfaces disappear. Nobody praises a door handle that just works – they only notice the one they pull when they should have pushed. UX is the discipline of never making people feel stupid.

THE INVISIBLE CRAFT

Every confusing form, every mystery-meat button, every wait-where-do-I-click moment is a small tax on your customer's patience – and patience is the one currency you cannot refund. We design to remove those taxes. Not by adding more, but by taking away: fewer steps, clearer choices, one obvious next move at any given moment.

It starts with research, because you are not your user. What is obvious to the person who built the thing is often a maze to the person seeing it for the first time. We map the journeys that actually matter to your business, then wireframe them in plain grey boxes before anyone argues about colour – because if the flow is wrong, no amount of beautiful is going to save it.

Only then do we make it look good, and looking good is not vanity. Visual hierarchy tells the eye where to go. Motion reassures people that something happened. Whitespace gives a decision room to breathe. Done well, the interface guides someone toward action so gently they will swear it was their own idea all along.

And we design for everyone, on purpose. Accessibility is not a compliance checkbox we tick at the end; it is a better product for all of your customers – the ones on old phones, bright trains, slow connections and every kind of ability.

THE INVISIBLE CRAFT

An experience that works for the person having the hardest time usually works beautifully for everybody else too.

There is a business case hiding inside all this empathy, too. Every point of friction you remove is a customer who finishes rather than abandons, a support ticket that never gets raised, a refund that never gets requested. Good UX pays for itself in the boring, beautiful metrics - completion rates, repeat visits, fewer confused emails. You do not need users to consciously admire your interface. You need them to breeze through it, get what they came for, and come back without quite knowing why it felt so easy. That quiet ease is the whole product.



SOLIDCO SERVICES

Digital Consulting

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

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

- | | |
|-------------------------------|---------------------------------|
| ✦ 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?

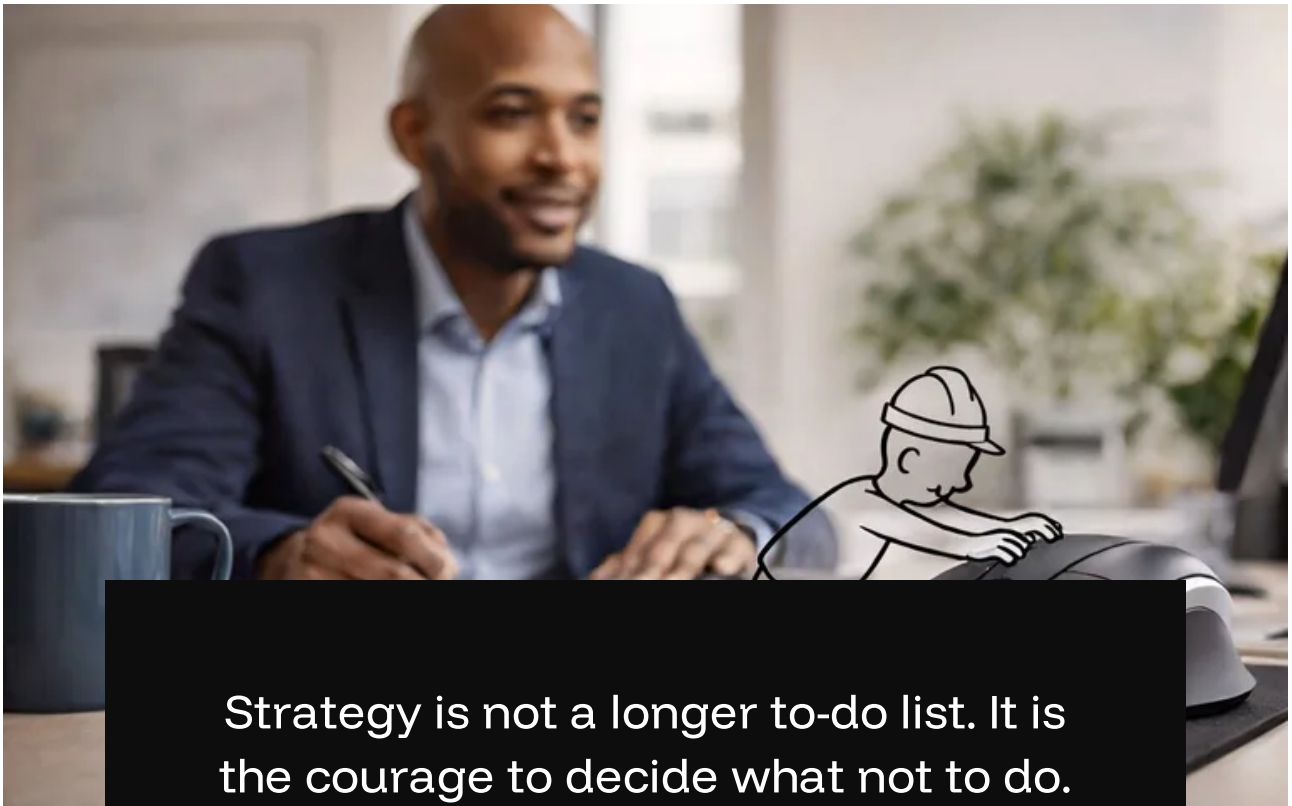
No. Our advice stands on its own – you're free to deliver it however you choose.

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.



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.

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?

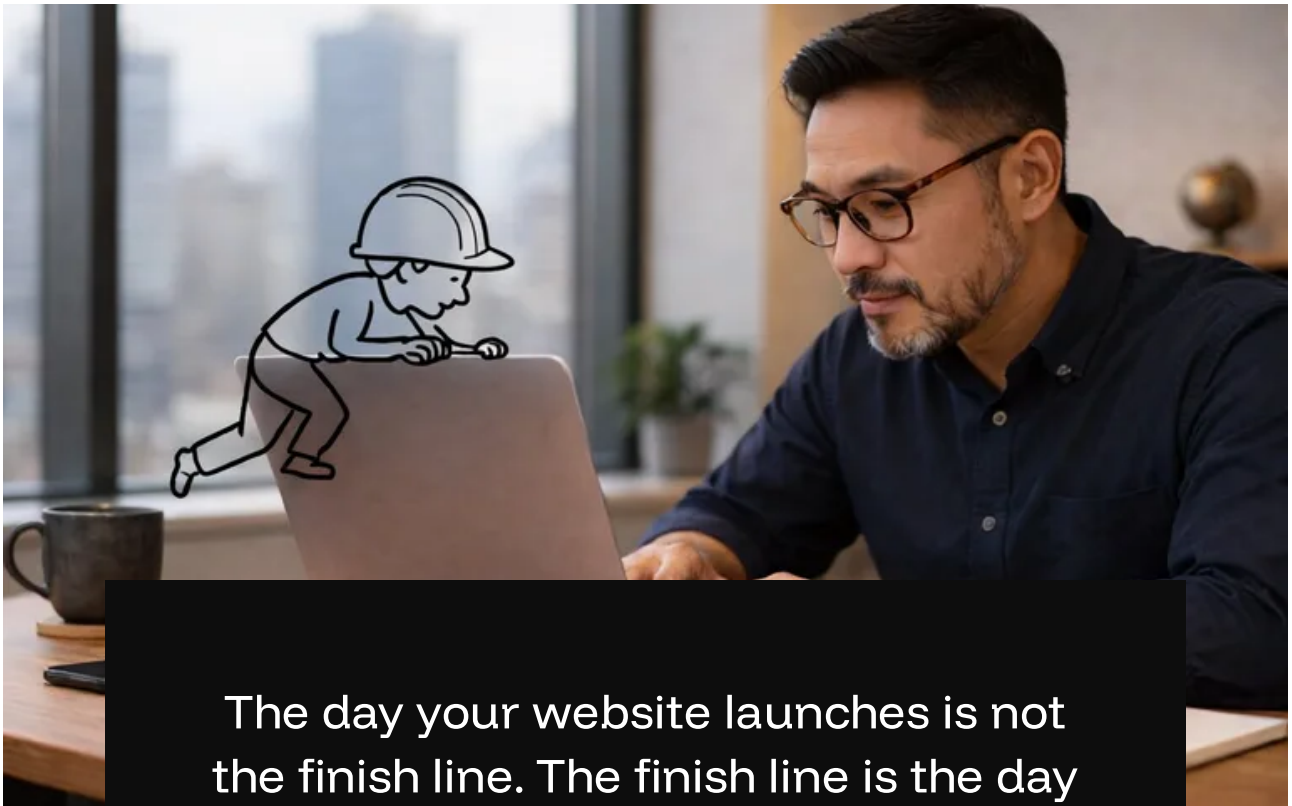
Yes. We set you up and train your team, and step in whenever you'd rather we handled it.

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.



SOLIDCO SERVICES

Electronic Direct Mail

Email that lands and converts - from newsletters to campaigns, designed, built and sent with the right tools and tracking.

OVERVIEW

Email that lands and converts – from newsletters to campaigns, designed, built and sent with the right tools and tracking.

Done well, email is still one of the most effective channels you have. We design and build on-brand emails, manage your lists and automations, and keep an eye on deliverability and results – so your messages reach the inbox and drive action.

WHAT'S INCLUDED

- | | |
|-------------------------|-------------------------------|
| ✦ Email template design | ✦ Campaign build & send |
| ✦ Newsletter management | ✦ List & segment setup |
| ✦ Automation & journeys | ✦ Deliverability & compliance |
| ✦ A/B testing | ✦ Reporting & insights |

The result: Emails that reach the inbox and drive action.

How we deliver it

01 Plan

We shape the message, audience and goal for each send.

02 Design

We build on-brand, responsive templates that render everywhere.

03 Send

We schedule, test and send through the right platform.

04 Measure

We report on opens, clicks and conversions, and refine.

GOOD TO KNOW

Which platforms do you use?

We work with the major providers - Mailchimp, Brevo and others - depending on your needs.

Do you handle compliance?

Yes. We build in unsubscribe handling and follow spam and privacy requirements.

Can you set up automations?

We can build welcome journeys, drip sequences and triggered emails.



You do not own your followers. You rent them. Your email list is the audience you keep.

THE INBOX ADVANTAGE

Email is the channel everyone underestimates and nobody can ignore

Social platforms rent you an audience and change the rules whenever they like. Email is the one place online you actually own the relationship – a direct line to people who chose to hear from you.

**THE INBOX
ADVANTAGE**

There is a reason email refuses to die despite a thousand think-pieces predicting its end. It is personal, it is permission-based, and it lands in a space people check every single day. Done badly it is noise. Done well it is the highest-returning channel most businesses have, quietly outperforming the flashier options while getting a fraction of the attention.

The craft is in the details most senders skip. An email has to survive a gauntlet before it earns a click: spam filters, a crowded inbox, a two-word subject-line judgement, and dozens of email clients that each render your careful design slightly differently. We build templates that hold together everywhere - from the latest phone to the ancient desktop client your best customer refuses to upgrade.

Then there is the machinery behind the scenes: clean lists, sensible segments, and automations that do the follow-up you would never have time to do by hand. A welcome sequence that greets every new subscriber. A gentle nudge to the people who drifted off. The right message reaching the right person at the right moment, on autopilot, while you sleep.

And we watch what actually happens - opens, clicks, conversions, unsubscribes - because a send you do not measure is a lesson you did not learn.

**THE INBOX
ADVANTAGE**

Every campaign teaches us something about your audience, and every lesson makes the next one sharper. Compliance and deliverability are baked in throughout, so you reach the inbox and stay welcome in it.

It also compounds in a way rented audiences never can. Every subscriber you earn today is someone you can reach for free tomorrow, and the year after that, without asking a platform's permission or paying its going rate. A healthy list is a genuine business asset – one that quietly appreciates while your competitors keep renting attention by the click. We help you build it deliberately, treat it with respect, and turn it into the dependable channel you reach for when you actually need something to happen, not just when the algorithm allows it.



SOLIDCO SERVICES

Mapvera Interactive Maps

Free, interactive maps for any space. Host them on our own platform, drop in the WordPress plugin, or embed them anywhere with a simple shortcode. Visitors zoom, search, tap a landmark and follow turn by turn directions on any device.

OVERVIEW

Free, interactive maps for any space. Host them on our own platform, drop in the WordPress plugin, or embed them anywhere with a simple shortcode. Visitors zoom, search, tap a landmark and follow turn by turn directions on any device.

Mapvera is our own map platform and a WordPress plugin that also drops into any website, or runs with no website at all. It turns any image or floor plan into a living, interactive map people actually explore, with clickable landmarks, 360° location shots, opening hours, live GPS and accessible turn by turn directions between one point or many, plus QR codes and short links to any map, place or route. It is lightning fast and scales from a single visitor to hundreds of millions with no servers to manage, and it keeps working offline. Best of all, the platform is free. We design and build your map, then publish it at map.au under your own address, or embed it straight into your site.

The fine print, since you asked. The free tier is the full, high-powered platform, not a stripped-back demo: the same edge that scales from one visitor to millions, with real wayfinding, offline, GPS and 360° built in.

It stays free because that edge costs us almost nothing to run, and every team gets a free address like `yourname.map.au` from day one. What funds it is the optional paid side. We design and build maps from your artwork for a fee, and the Enterprise upgrade unlocks branded domains (`maps.yourbrand.com`), A.I. features that do cost real compute per visitor, SLAs and hands-on support. Need something we have not built yet? Enterprise teams can fast-track the roadmap, get it first, and make the whole platform stronger for everyone. Those paid services are exactly what keep the free tier free.

WHAT'S INCLUDED

- | | |
|-------------------------------------|------------------------------------|
| ✦ Clickable landmarks & place cards | ✦ GPS & turn by turn directions |
| ✦ Step-free accessible routes | ✦ Multi-level floors & minimap |
| ✦ Built-in search & walk times | ✦ Embed anywhere or host on map.au |
| ✦ Deep links & QR codes | ✦ Offline mode, mobile & always on |

The result: A map people enjoy exploring, one that quietly answers 'where is...' so your team doesn't have to.

How we deliver it

01 Map

We start from your image, floor plan or artwork and turn it into a deep-zoom, searchable base map.

02 Mark up

We add clickable landmarks, rich place cards, categories and multi-level floors so everything is easy to find.

03 Wayfind

We draw the routes for turn by turn directions, walk times and step-free accessible paths.

04 Publish

We publish your map at map.au or embed it in your site, then keep it current as your space changes.

GOOD TO KNOW

Where does the map live?

On Mapvera, at your own address on map.au. From there you can point a custom domain at it or embed it right inside your website, so it feels part of your brand while Mapvera quietly serves and scales it behind the scenes.

GOOD TO KNOW**Will it work on phones and offline?**

Yes. Mapvera maps are mobile-first and include an offline mode, so once a map has loaded it keeps working even when venue Wi-Fi or reception drops out.

Can visitors get directions?

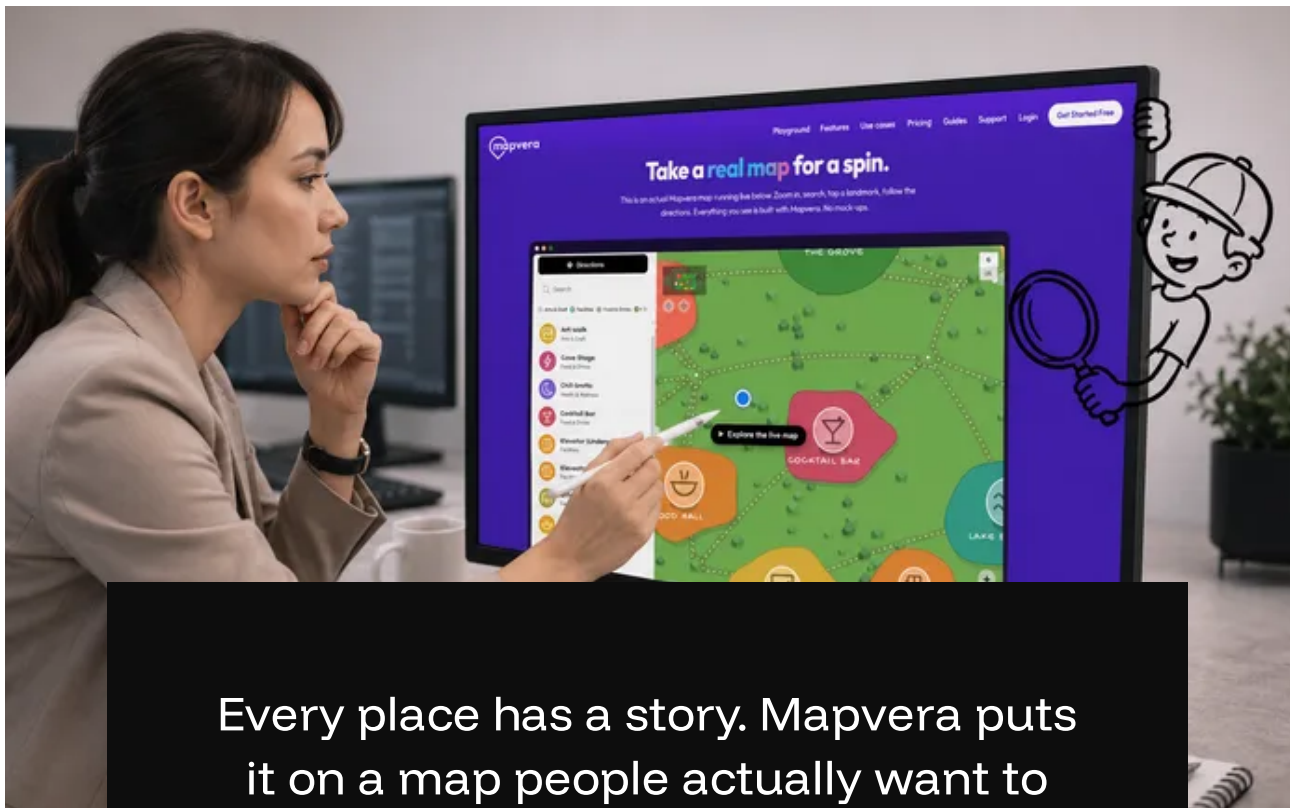
Yes. Any two points can be joined with animated turn by turn directions and walk times, plus optional step-free routes that avoid stairs.

Can we update it ourselves?

Yes, any time. You edit your map directly at map.au: add places, change details or sync from a simple spreadsheet, and your updates go live everywhere it is embedded or shown, with no code and no redeploy.

Can people scan to open the right spot?

Yes. Deep links and QR codes drop a visitor straight onto a specific place or floor, ideal for signage, tickets and printed maps.



Every place has a story. Mapvera puts it on a map people actually want to explore.

FIND THE WAY

A map people actually explore, not a PDF they pinch and squint at

Most venue maps are a flat image someone exported once and forgot. Mapvera makes a map that moves, one visitors zoom into, search, and follow like they would any map on their phone.

FIND THE WAY

There is a moment every visitor knows: standing in a big, unfamiliar place, turning a static map sideways, trying to work out where they are and which way is which. It is a small, universal frustration, and it quietly costs venues in missed shops, late arrivals, and queues at the information desk for questions a good map would have answered. Mapvera exists to remove that moment.

The trick is that a Mapvera map behaves like the maps people already use every day. You pinch to zoom, type a few letters to jump to a place, and tap a landmark to see photos, hours and a share button. Ask for directions and the route animates between where you are and where you want to be, with a realistic walking time attached. None of it needs teaching. It simply works the way a map should.

Because real places are rarely flat, Mapvera stacks levels like basements, mezzanines and sky decks, and lets visitors switch floors in a tap. It offers step-free routes that avoid stairs, so a parent with a pram or a visitor using a wheelchair gets a path they can actually take. Accessibility here is not a checkbox; it is a route on the map.

It is built to survive the real world, too.

FIND THE WAY

Maps are served fast from the edge and keep working offline once loaded, which matters most exactly where reception dies, whether that is a stadium concourse, a basement car park or a packed festival field. Deep links and QR codes let a poster, a ticket or a sign drop someone straight onto the right spot, and the whole thing is mobile-first from the start.

And it stays yours. We host your map at map.au under your own address or embed it invisibly in your existing site, brand it to match, wire in your own Google Analytics, and for larger teams add single sign-on, enforced two-factor and enterprise controls. We design and build the map from your artwork, then hand you something living you can keep current as your space changes, a map worth exploring, not a picture worth ignoring.



SOLIDCO SERVICES

Agency Support

White-label design and development for agencies
- reliable, discreet delivery behind the scenes, on
your brand and to your deadlines.

OVERVIEW

White-label design and development for agencies – reliable, discreet delivery behind the scenes, on your brand and to your deadlines.

We regularly partner with agencies and teams to deliver design and development work behind the scenes. Everything is handled professionally and discreetly, to your standards and under your brand – so you can take on more work with confidence.

WHAT'S INCLUDED

- | | |
|-------------------------------|----------------------------|
| ✦ White-label web development | ✦ Overflow design & build |
| ✦ Ongoing partner support | ✦ Technical implementation |
| ✦ Site maintenance & fixes | ✦ Digital consulting |
| ✦ Flexible capacity | ✦ Clear communication |

The result: A dependable delivery partner your clients never see.

How we deliver it

01 Brief

You brief us; we ask the right questions and confirm scope.

02 Scope

We agree deliverables, timelines and how we'll work together.

03 Deliver

We build to your standards, on your brand, to deadline.

04 Support

We stay on hand for revisions, fixes and ongoing work.

GOOD TO KNOW

Is the work white-label?

Yes. We work under your brand and under NDA where required – your clients deal with you.

Can you scale with our workload?

We provide flexible capacity so you can take on overflow without hiring.

Who do we deal with?

A consistent point of contact who understands your process and standards.



The best white-label work is the kind
nobody can trace back to us - and
that is the point.

BEHIND THE CURTAIN

The dependable team your clients will never know exists

Some of our best work has your logo on it, not ours. When agencies need to deliver more than their own hours allow, we become the quiet extra floor of the building – present, capable and completely invisible.

BEHIND THE CURTAIN

Agencies live and die on two things: winning the work and delivering it without the wheels coming off. The gap between those two is where good partnerships earn their keep. We fill that gap – taking on design and development overflow so you can say yes to the big brief without a panicked hiring spree or a quality compromise you will regret.

Discretion is the whole point, so we treat it as non-negotiable. We work under your brand, to your standards, behind your NDA. Your client sees a seamless team hitting deadlines; they never see us. No stray branding on a staging link, no confusing cc, no awkward who-are-these-people moment. As far as the outside world is concerned, your agency simply delivered – beautifully, again.

What makes it actually work is that you are not re-explaining yourself every time. You get a consistent point of contact who learns your process, your quirks and your definition of done – so briefs get shorter and trust gets longer. We ask the right questions up front precisely so we can disappear into reliable delivery afterwards.

And because your workload breathes – flat one month, frantic the next – we flex with it. Scale us up for the big push, quiet us down when things ease off.

BEHIND THE CURTAIN

It is capacity without the payroll, expertise without the onboarding, and a safety net that means a sudden win is cause for celebration rather than a staffing emergency.

Over time, the relationship becomes something more useful than a supplier: a bench you can call on the moment a pitch lands or a deadline moves. You stop padding timelines to cover capacity you are not sure you have, and start quoting with the confidence of a bigger team behind you. That quiet backstop changes how you sell, not just how you deliver. Ambition stops being a staffing risk and becomes something you can simply say yes to, knowing the delivery will be there when the client signs.



SOLIDCO SERVICES

24/7 Enterprise Support

Round-the-clock support for business-critical sites and systems - monitoring, rapid response and clear SLAs so you're never left waiting.

OVERVIEW

Round-the-clock support for business-critical sites and systems – monitoring, rapid response and clear SLAs so you're never left waiting.

When your website is business-critical, downtime isn't an option. Our enterprise support keeps things monitored, patched and responsive around the clock, with defined service levels and clear escalation – so there's always someone watching.

WHAT'S INCLUDED

- ✦ 24/7 monitoring
- ✦ Defined SLAs
- ✦ Security patching
- ✦ Escalation paths
- ✦ Priority incident response
- ✦ Uptime & performance checks
- ✦ Backups & recovery
- ✦ Regular reporting

The result: Peace of mind that someone's always watching.

How we deliver it

01 Monitor

We watch uptime, performance and security around the clock.

02 Detect

Automated alerts flag issues the moment they appear.

03 Respond

We act fast to defined SLAs with clear escalation.

04 Prevent

We patch, harden and improve to stop issues recurring.

GOOD TO KNOW

What are your response times?

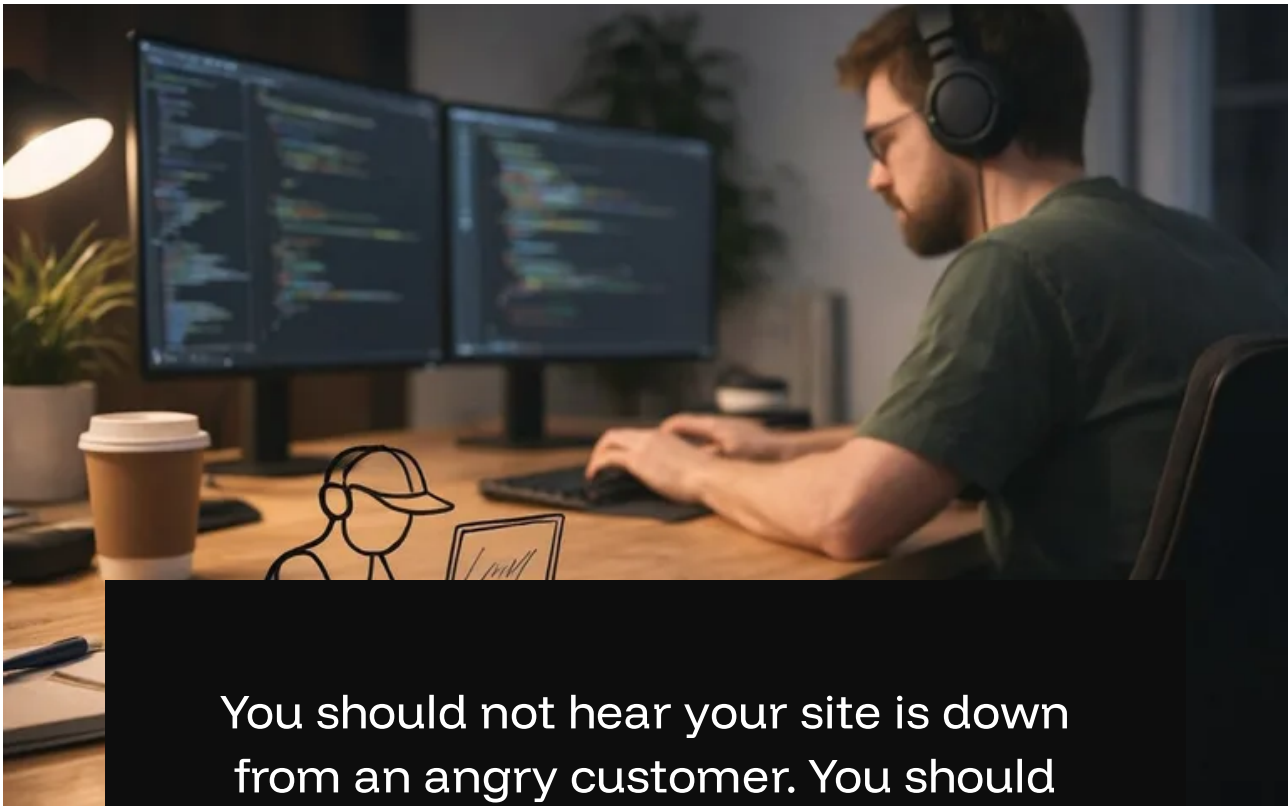
They're set out in a clear SLA agreed with you, based on severity and impact.

Is this only for large businesses?

It's ideal for business-critical sites of any size that can't afford downtime.

Do you cover security too?

Yes - monitoring, patching and incident response are part of the service.



You should not hear your site is down from an angry customer. You should never hear at all.

ALWAYS ON

Downtime does not check your office hours, so neither do we

The internet does not clock off at five. When your website is the business – the storefront, the booking system, the thing that takes the money – a quiet outage at 3am is a very loud problem by breakfast.

ALWAYS ON

For a business-critical site, we-will-look-at-it-Monday is not support - it is a gamble with your revenue and reputation. Every minute of downtime is orders not placed, customers turned away and trust leaking out through an error page. Our enterprise support exists to make sure that gamble never has to be taken, because someone is always watching the dials.

The trick to reliability is that most of the real work happens before anything goes wrong. We monitor uptime, performance and security around the clock, so problems announce themselves to us in a quiet alert rather than to your customers in a broken page. The best incident is the one your users never notice, because it was caught and handled while they slept.

When something genuinely urgent does happen - a spike, an outage, an attempted breach - you do not want to be reading the fine print wondering who to call. You want defined service levels, clear escalation and a real person already moving. That is what we agree up front: exactly who does what, how fast, at what severity. No ambiguity in the moment that matters most.

And every incident feeds back into prevention. We patch, harden and tune so the same fire cannot start twice, and we report clearly so you can see the health of your systems rather than just hoping for the best.

ALWAYS ON

It adds up to the most underrated feature in technology: the quiet confidence that someone competent has their eyes open, always.

There is also a hidden cost to the do-it-yourself approach that rarely shows up until the worst moment: the 3am scramble, the one person who knows the server, the frantic search for a password nobody wrote down. We replace all of that with process – documented, monitored, rehearsed – so a crisis is met with a checklist rather than a panic. The value is not just faster fixes; it is that your own team gets to sleep, take holidays and think about growth instead of living one alert away from disaster.



SOLIDCO SERVICES

Security & Compliance

Protect your site and your customers' data – hardening, monitoring and compliance support aligned to Australian privacy and global standards.

OVERVIEW

Protect your site and your customers' data – hardening, monitoring and compliance support aligned to Australian privacy and global standards.

Security isn't a bolt-on. We help protect your website and the data it holds, and support your compliance obligations – from the Australian Privacy Act to GDPR where relevant – so you and your customers can trust your digital presence.

WHAT'S INCLUDED

- | | |
|-------------------------------|------------------------------------|
| ✦ Security audits & hardening | ✦ SSL/TLS & encryption |
| ✦ Firewalls & WAF | ✦ Vulnerability & patch management |
| ✦ Backups & disaster recovery | ✦ Access controls & MFA |
| ✦ Privacy & GDPR support | ✦ Incident response planning |

The result: A safer site and confidence you're meeting your obligations.

How we deliver it

01 Assess

We review your site and data handling to find the real risks.

02 Harden

We fix vulnerabilities and lock down access and configuration.

03 Monitor

We watch for threats and keep everything patched.

04 Comply

We help you meet privacy and compliance obligations.

GOOD TO KNOW

Do you help with the Privacy Act and GDPR?

Yes. We support your compliance obligations and can point you to our own policies as a model.

Can you audit our current site?

We run security audits and give you a prioritised list of fixes.

What happens if there's a breach?

We help you plan for incidents and respond quickly if one occurs.



Customers forgive a lot. Losing their data carelessly is not usually on the list.

TRUST, PROTECTED

Security is not a feature you add. It is a promise you keep

Every business online is holding something precious – customer details, payment data, the simple trust that says you can give us your information. Protecting that is not paranoia. It is the price of being allowed to operate.

TRUST, PROTECTED

Most breaches are not Hollywood hacks; they are open windows nobody bothered to close. An outdated plugin, a weak password, a forgotten admin account, a setting left on the default. Attackers rarely pick the lock when so many doors are simply unlatched. Our job is to walk the building and quietly close every one of them before someone else finds them first.

So we start by assessing the real risks in your specific setup, not a generic checklist – where the sensitive data lives, who can reach it, and what would actually hurt if it got out. Then we harden: patching vulnerabilities, locking down access, adding encryption and multi-factor authentication, putting a firewall between your site and the constant background noise of the internet trying its luck.

Compliance is the other half of the same coin, and it is less frightening than it sounds when someone translates it. The Australian Privacy Act, GDPR where it is relevant – these are really just formalised versions of a promise you already want to keep: handle people's data carefully and honestly. We help you meet those obligations in practice, not just on paper, and can point to our own policies as a working model.

Because when a breach does make the news, customers do not remember the technical detail. They remember whether they can still trust you.

TRUST, PROTECTED

Getting security right is invisible on your best days and priceless on your worst – the difference between a quiet non-event and a headline you spend years living down.

None of this has to be alarmist, either. Good security is not about living in fear of the internet; it is about earning the right to stop worrying about it. Once the doors are locked, the backups are tested and the monitoring is quietly running, you get to do the thing every business actually wants: forget about security and get on with the work. We carry that background hum of vigilance so you do not have to, and so the trust your customers place in you turns out to be well founded.



SOLIDCO SERVICES

SolidSite for WordPress

SolidSite is your private WordPress publishing platform. We take WordPress off the public internet and serve your finished site from the edge - fast, secure and private.

OVERVIEW

SolidSite is your private WordPress publishing platform. We take WordPress off the public internet and serve your finished site from the edge – fast, secure and private.

SolidSite keeps WordPress where it belongs: locked away in your own private environment, never exposed to the open web. Your team keeps publishing exactly as they do now, and the SolidSite plugin builds a fast static version of your site right inside WordPress, then pushes it out to the edge of the internet. No public PHP, no database on show, no attack surface to defend – just a site that loads instantly and stays online even when WordPress is off.

For now, SolidSite is in private beta and open to just a select number of teams. You're welcome to register your interest or chat with us to find out more.

WHAT'S INCLUDED

- ✦ WordPress kept fully private
- ✦ Static delivery from the edge
- ✦ Publish in seconds, atomically
- ✦ Works with Zero Trust or VPN
- ✦ No public PHP or database
- ✦ Forms & search via outbound polling
- ✦ Version history & instant rollback
- ✦ Plugin compatible - Elementor, ACF & more
- ✦ Stays online even if WordPress is down

The result: A WordPress site that is invisible to attackers, lightning fast for visitors, and always on.

How we deliver it

01 **Render**

The SolidSite plugin runs inside WordPress and renders your pages to static HTML - all locally, with nothing exposed to the internet.

02 **Build**

It assembles the static site, capturing only what changed for fast, incremental publishing.

03 **Optimise**

Pages and assets are optimised for speed so every one is ready to serve the instant a visitor asks for it.

04 **Publish**

The plugin pushes the finished site out to the edge - an outbound push, so WordPress never has to accept an inbound connection.

HOW IT COMPARES

The same WordPress. None of the exposure.

Locking the backend behind Zero Trust or a VPN helps, but the public site still runs on WordPress. SolidSite removes the public runtime entirely. Here is how the three approaches stack up.

Capability	WP + SolidSite	WP + Zero Trust	Standard WP
ARCHITECTURE			
Public site runs independently of WordPress	✓	✗	✗
WordPress becomes a private publishing engine	✓	✗	✗
Public site served from the edge	✓	✗	✗
Static HTML delivered to visitors	✓	✗	✗
No public inbound HTTP / HTTPS required	✓	✗	✗
PERFORMANCE			
Static page delivery	✓	✗	✗
Edge caching by default	✓	△	△
Handles traffic spikes without scaling WordPress	✓	✗	✗
Reduced database load	✓	✗	✗
Instant rollback	✓	△	△
SECURITY			
Public WordPress runtime removed	✓	✗	✗
Public PHP execution removed	✓	✗	✗
Public database access removed	✓	✗	✗
Public login endpoint removed	✓	△	✗
No anonymous PHP execution	✓	✗	✗
SQL injection exposure reduced	✓	△	✗
OPERATIONS			
One-click publish	✓	✗	✗
Publish only changed pages	✓	✗	✗
Deployment logs & verification	✓	✗	✗
Public site stays online if WordPress is offline	✓	✗	✗
COMPATIBILITY, NO TRADE-OFFS			
Existing hosting retained	✓	✓	✓
No headless rebuild required	✓	✓	✓
Elementor, ACF & Gravity Forms	✓	✓	✓
SEO & analytics preserved	✓	✓	✓
Works with Wordfence & Patchstack	✓	✓	✓

✓ Included △ Partial or manual ✗ Not available

Residual risk, side by side

If the worst happens	WP + SolidSite	WP + Zero Trust	Standard WP
Origin discovery	Low	Medium	High
Compromised administrator	Low	Medium	High
Malicious plugin	Low	High	High
Compromised WordPress server	Low	High	High

Summary comparison of common approaches; your exact setup may vary. WordPress + Zero Trust refers to the common enterprise setup of the backend only protected by Zero Trust, while the frontend remains public.

GOOD TO KNOW

Do we have to change how we use WordPress?

No. Your team keeps writing and editing in WordPress exactly as before. SolidSite handles publishing and delivery quietly in the background.

Will our plugins still work?

Yes. SolidSite works with the tools you already rely on – Elementor, ACF, Gravity Forms, Forminator, SEO and analytics plugins, and thousands more.

How do forms and search still work?

The SolidSite platform captures form submissions and search queries at the edge and passes them to your WordPress through outbound polling. Your site reaches out to collect them, so forms and search keep working without WordPress ever accepting an inbound connection.

GOOD TO KNOW**What happens if WordPress goes offline?**

Your live site keeps running. Because visitors are served a static copy from the edge, your presence stays online even while WordPress is down for maintenance, updates or an outage.

Where can WordPress live?

Anywhere private - on premises, a private VPC or cloud, or behind a VPN, Zero Trust access or Tailscale. SolidSite only needs a secure outbound connection to it.

Is SolidSite available now?

SolidSite is currently in private beta. Speak with us to learn more and register your interest in early access.

You cannot attack what you cannot see. SolidSite takes WordPress off the public internet entirely.

The most popular CMS in the world is also the most attacked

WordPress runs a huge share of the web, which is exactly what makes it the single biggest target on it. SolidSite's answer is refreshingly blunt: stop putting the engine on the public internet at all.

Almost every WordPress horror story starts the same way - an open door nobody meant to leave open. A plugin a version behind. An exposed login page being tried thousands of times a night by bots that never sleep. A database sitting one misconfiguration away from daylight. The usual response is an arms race of firewalls and scanners, all working furiously to defend something that did not need to be publicly reachable in the first place.

SolidSite takes the target off the board. WordPress stays in your private environment - on your network, in a private cloud, behind a VPN or Zero Trust access - and never answers a request from the open internet again. There is no public PHP to exploit, no database to reach, no admin page to brute-force. You cannot attack what you cannot see, and to the outside world your WordPress simply is not there.

**WHY PRIVATE
WORDPRESS**

What visitors get instead is a fast, static copy of your site, published in seconds and served from the edge of the internet – close to wherever they happen to be. Static pages have no code to execute and nothing to inject, so they are both dramatically faster and dramatically safer. The result feels less like a website and more like infrastructure: quick, quiet and hard to knock over.

Publishing stays effortless because nothing about your day changes. Your team writes and edits in the WordPress they already know, hits publish, and the SolidSite plugin builds the change and pushes it live – atomically, with a full version history and a one-click rollback if a change ever needs undoing. The plugins you depend on keep working; the workflow you trained everyone on stays intact.

And because the live site no longer depends on WordPress being reachable, your presence stops being fragile. Update plugins in the middle of the day. Take the server down for maintenance. Weather a traffic spike that would have flattened a normal install. Through all of it, the version your customers see keeps loading – fast, secure and online. That is the quiet promise of SolidSite: your content still lives in WordPress, but your website no longer has to depend on it.



EXPLORE EVERYTHING

Scan to see the full picture



SolidCo.com.au



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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