



SOLIDCO SERVICES

Website Optimisation

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

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

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 | ✦ On-page optimisation |
| ✦ Keyword & content strategy | ✦ Core Web Vitals & speed |
| ✦ Analytics & conversion tracking | ✦ Accessibility improvements |
| ✦ Ongoing search-growth strategy | ✦ 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?

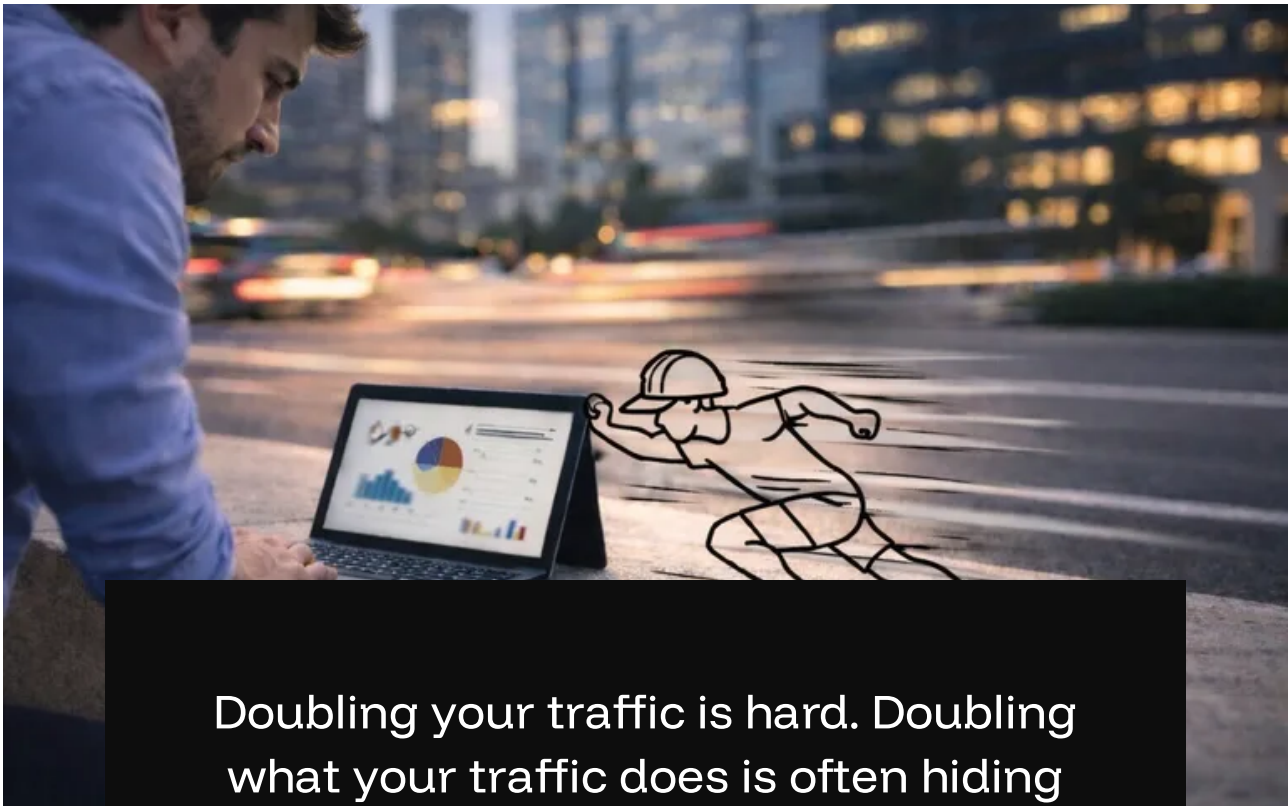
No honest agency can. We focus on durable, white-hat improvements that steadily grow qualified traffic.

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.



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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