

# Your website is your business. Optimizing it is ours.

They can't tell if you're in a high-rise in LA or a showroom in Chicago. They don't care if you're slaving away at your desk or snoozing by the pool. They only know what they can see and do on your website, and their only question is:

Will I be able figure out this site and find what I need, or should I give up and search for another site?

That's where our expertise can make the difference.

*Our perspective:* **It's about conversion**

Whether it's a persuasive brochure site or a custom web application, your website should be optimized to help your visitors achieve their goals. The look and feel, ease-of-use, and content combine to form an initial impression of your company. If any element fails to meet the needs of your visitors, it may well be their final impression.

*Our approach:* **Keep it simple**

No matter what business you're in, clean, simple, usable design and engaging, user-focused content offers a competitive edge. Technology can make tasks easier and faster (which is why we build your site or application using Ruby on Rails). It can get pretty complicated. Our job is to make it simple, yet elegant.

*Your results:* **Optimize your web presence**

Since we founded Resolve Digital in 2001 we've helped our clients

- Attract the right people
- Demonstrate credibility
- Provide accessible information and tools
- Motivate visitors to take action
- Measure, analyze and improve their results

"Resolve Digital combines the best design with innovative technology. The result is a clean, efficient site that communicates our message - and it's refreshingly simple to update. It was a fun project to work on!"

*Lynne Martin, Executive Director  
studentsrisingabove.org*