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Financial industry construction firm Solidus launches new website

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Connecticut-based financial industry construction company, Solidus, has undertaken a major overhaul of their existing site that was originally built in 2005.

GoSolidus.com is now a sleek, image-oriented experience, with parallax scrolling, a portfolio, and information pages about the history of the company.

From its beginnings in the 1960s as a furniture store in West Hartford, Solidus is now a sophisticated planning and construction firm offering "turnkey" services to financial industry clients across the region.

"We didn't want too many bells and whistles," said CEO Mark Charette. "Our clients are interested in quality and ROI, not gimmicks, but the clarity really is superb."

The website now has its own blog, (<http://blog.gosolidus.com>), featuring financial industry articles. Quarterly newsletters and monthly project study emails are planned for 2015. Several social media accounts have been opened, including LinkedIn, Facebook, YouTube, Twitter, Google Plus and Pinterest. The Solidus team is interested to see how these new channels will impact their business and engage clients.

"We are looking more closely at data from Google Analytics and on our email platform to determine where our visitors are coming from", Charette said. "I don't personally check those numbers myself, but I discuss the data with those who do, and it's very informative."

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