



CASE STUDY

RDB SOLUTIONS

TRANSLATING COMPLEX SOFTWARE INTO A CLEAR, SCALABLE DIGITAL STRATEGY

RDB Solutions | ERP Software | Messaging + SEO Architecture

OVERVIEW

RDB Solutions provides specialized ERP software for the lumber and building materials industry. Their platform supports complex operations, compliance requirements, and evolving business needs. As RDB Solutions expanded its footprint, the company needed a digital presence that clearly communicated both technical capability and business value. Just By Design partnered with RDB Solutions to align messaging, structure, and strategy.

BACKGROUND

RDB Solutions serves a niche audience with sophisticated operational needs across the lumber and building materials industry. While the platform itself is highly capable, the website did not fully reflect the depth of the software or clearly connect features to real-world business challenges such as inventory control, reporting, and operational efficiency. The company needed clarity, not complexity, in order to support sales conversations and long-term growth.

THE CHALLENGE

- Explaining complex software in clear, accessible language
- Differentiating from competitors in a technical space
- Supporting sales conversations with better content
- Structuring solutions logically by audience and need
- Building a foundation for long-term content and SEO
- The website needed to work as a sales and education tool.



Just By Design did an amazing job redesigning and launching our website!

The process was smooth, the team was responsive, and the final result is modern, user-friendly, and exactly what we needed. Highly recommend!

M. Bull, RBD Solutions



THE STRATEGY

Just By Design focused on translation and structure. The strategy included:

- Messaging that connects software features to business outcomes
- Clear solution-based content organization
- SEO foundations for niche industry terms
- A scalable framework for future offerings and content

The emphasis was on usefulness, not buzzwords.

IMPLEMENTATION

The project included:

- Content restructuring and page strategy
- Website messaging refinement
- Solution-focused page development
- SEO-ready architecture and technical cleanup
- Ongoing advisory support

The site was designed to grow alongside the software.



RESULTS & IMPACT

- Clearer communication of platform value
- Improved sales enablement through content
- Better alignment between marketing and product
- A scalable digital foundation
- Increased confidence in their online presence

The website now supports conversations instead of complicating them.

“

We love our new website and loved working with Justine and her team! Cannot say enough good things!

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RELATED SERVICES

Messaging Architecture | SEO & Content Strategy | Website Strategy

RDB Solutions now has a digital presence that reflects the intelligence and capability of its platform while remaining approachable and clear for decision-makers. The result is a website that supports sales conversations, builds confidence, and scales alongside the business.

START A CONVERSATION
WITH JUST BY DESIGN

Just
by
Design