

Softlix App Development

A landing page for a mobile app and web development company

The service: Custom iOS and Android app development for businesses, from a team of 500+ developers.

The reader: Small and medium business owners worldwide, wary of budgets doubling and developers going quiet.

The goal: Request a free quotation, or book a consultation if not ready yet.

Spec piece. Names, numbers and testimonials are illustrative.

Promises suggested by the copywriter, for the client to confirm: the fixed quote, two-week builds, device testing, code ownership, a contact who works your hours, and the e-book.

Softlix · App development

Your app, live on the App Store and Google Play, for the price you agreed on day one

iOS and Android apps for small and medium businesses, built by a team of 500+ developers in the USA, Dubai and India.

Get my free quotation

1,500+ clients worldwide · 500+ developers · 15+ years building apps · 3 offices

When the developer goes quiet in month three

You agreed on a price, paid the deposit, and for a few weeks the updates came in fast.

Then they slowed down, and by month three it was radio silence, with the app still half-built.

Or the work kept going, but the quote didn't hold. Every change came with a new invoice, and the launch date drifted further out each time you asked.

Meanwhile, the business is stuck. You're paying for work that stalled, and the customers who wanted to book or order from their phones are doing it with someone else.

Why app projects go wrong, when the idea was fine

Most projects come apart in the gap between what you asked for and what got built. A vague scope leaves room for surprise invoices, and without regular check-ins, you only see the app when it's too late to change it cheaply.

When a small team is juggling ten clients, your project is the one that waits.

Softlix is set up to close that gap, and it starts with the price.

Why businesses choose Softlix

- **One fixed quote, agreed upfront.** Your scope and price are itemized before anyone writes a line of code, and the price only moves if your scope does.
- **A working version every two weeks.** You get an app you can tap through on your own phone and comment on.
- **A team big enough to keep going.** With 500+ developers, your project doesn't stall when someone goes on vacation or moves on.
- **Tested on the phones your customers use.** We check the app on real iPhones and Android devices before launch, so problems show up in testing rather than in your reviews.
- **The code is yours.** When the project is done, you own the app and its code, and you're free to take them anywhere.

In 15 years, our developers have built booking, shopping, social, map-based, learning and business apps, so most of your project's problems have been solved before.

How it works

1. **Free consultation.** Tell us what your app should do, and we'll ask the questions that shape the cost.
2. **Your fixed quotation.** You get a clear, itemized price and timeline.
3. **Build and review.** We build in two-week stages, and you try each version and tell us what to change.
4. **Launch and support.** We publish your app in both stores, then stay on to fix, update and improve it.

Get my free quotation

What owners say after launch

Image: client photo

"We'd already lost six months with another developer. Softlix rebuilt our booking app from scratch and had it in the App Store four months later."

Laura M., owner of three beauty salons

Image: client photo

"Trying a new version every couple of weeks changed everything for us. We caught problems early, while they were cheap to fix, instead of paying for them after launch."

Daniel K., operations manager at a property inspection firm

Questions owners ask before they get in touch

"What will my app cost?"

Every app is different, so there's no single price, but you'll have a fixed, itemized quote before any work begins. For a ballpark first, our free e-book, *The App Budget Guide*, explains what drives the cost.

[Send me the free guide →](#)

"I'm not technical. Is that a problem?"

Not at all. In the consultation, we'll walk you through the choices in plain English and explain what each one means for your budget.

"Will I be dealing with people on the other side of the world?"

Our offices cover three time zones, so you'll have a contact who works your hours. With a new version to try every two weeks, you'll always know where things stand.

Get your app live, without the surprises

Your customers already spend their day with a phone in their hand. The sooner your app is there, the sooner they order from you instead of someone else.

Send us a few lines about your idea, and we'll come back with a fixed price and a timeline before you commit.

[Get my free quotation](#)

Prefer to talk first? **Book a free consultation.**

Alternate headlines

1. An app for your business, on a fixed quote, with a working version every two weeks
2. Half-built apps cost more than finished ones. Get yours launched on a fixed quote. (Best for retargeting people with a stalled project.)

Notes for the client

- **Years in business:** the brief says "20+ years" in one place and "15+ years" in another. The page uses 15+ until that's confirmed.
- **The suggested promises** listed on top need confirming before publishing. The "why choose us" section rests on them.
- **A starting price:** if you can share a typical one ("most small-business apps start from \$X"), add it to the cost answer. A ballpark keeps cost-checkers on the page instead of leaving to get one elsewhere.
- **The e-book:** replace *The App Budget Guide* with the real title. It sits inside the cost question, so the page keeps one main action plus one softer option.

- **"As seen on"** press logos are left out until there's real coverage to show. Logos without coverage would be fake proof.
- **The page build:** from the brief, the Intercom live chat fits beside the consultation link. The pixel, conversion tracking and Google Analytics are for the build itself.
- **The opening** uses real owners' words from [1–2 star reviews of an app-development firm](#) ("radio silence for months", "My business is stuck") and a [news story about business owners who paid for an app that never arrived](#) (checked 12 Oct 2026).