

Code Charley Expands Website Design, Software Development, and SEO Services with New Website Launch for Truly Investor Capital

May 11, 2026

FLUSHING, NY - May 11, 2026 -

Code Charley, a New York-based provider of website design, software development, and SEO services, today announced the successful launch of a newly redesigned custom website for Truly Investor Capital, a real estate lending company headquartered in Chandler, Arizona. The project represents a continued investment in modern digital infrastructure for the lending industry and reflects both companies? commitment to innovation, performance, and long-term scalability.

The newly launched platform was designed and engineered to provide a streamlined experience for borrowers, brokers, investors, and business partners seeking fast and reliable lending solutions. Built with a strong emphasis on performance, search engine optimization, scalability, and modern user experience, the website delivers a highly responsive interface capable of supporting Truly Investor Capital?s expanding portfolio of real estate lending products and services.

Code Charley partnered closely with Truly Investor Capital throughout the entire development process to create a website that reflects the company?s professionalism, lending expertise, and long-term vision within the real estate finance market. The collaboration focused on building a digital platform that not only presents the company?s loan products clearly but also improves user engagement, strengthens online visibility, and supports lead generation efforts across multiple channels.

The website highlights Truly Investor Capital?s core financing solutions, including DSCR Loans, Bridge Loans, Rehab Loans, and Construction Loans. Each product category was developed with dedicated landing pages structured to improve user education, simplify navigation, and strengthen search engine discoverability. The project also included technical SEO enhancements, optimized metadata structures, mobile responsiveness, performance optimization, and scalable development architecture to ensure long-term maintainability.

In addition to front-end website design, Code Charley implemented modern software development practices and optimization strategies to improve load speeds, accessibility, and overall technical performance. The platform was engineered using scalable development frameworks and modern deployment methodologies, allowing Truly Investor Capital to continue expanding its online presence while maintaining speed, flexibility, and reliability.

?This project is a great example of how website design, software development, and SEO work together to create measurable business impact,? said Charles Park, CTO of Code Charley. ?Our goal was to build a modern platform that not only delivers a professional visual experience but also performs at a high level from a technical and marketing perspective. We focused heavily on scalability, search visibility, and user experience to help support Truly Investor Capital?s long-term growth.?

The new website was also developed with conversion-focused design principles intended to guide users through the lending process more effectively. Strategic page layouts, improved content structure, enhanced navigation systems, and optimized calls-to-action were incorporated to help borrowers and investors quickly access relevant information and engage with the company?s services.

As part of the broader initiative, Code Charley also worked to ensure that the website architecture aligns with current SEO best practices. Technical improvements included optimized page hierarchy, responsive layouts for mobile and tablet devices, cleaner URL structures, enhanced site performance, and improved indexing capabilities designed to support stronger rankings in search engines over time.

The development process focused heavily on creating a user-friendly experience for both desktop and mobile visitors. With an increasing percentage of borrowers and investors accessing financial services through mobile devices, the platform was optimized to ensure smooth navigation, fast page loading times, and

improved accessibility across all screen sizes. The responsive design approach helps maintain a professional and consistent experience regardless of device or browser.

Beyond visual presentation, the website was structured to support long-term content growth and future scalability. The platform architecture allows Truly Investor Capital to continue expanding its online resources, lending product information, and educational content while maintaining site speed and technical efficiency. This forward-looking approach positions the company to adapt quickly as market demands and digital trends evolve.

?Code Charley delivered exactly what we needed?a website that reflects our brand and improves how clients interact with our services,? said a spokesperson for Truly Investor Capital. ?The combination of design, technology, and SEO has significantly elevated our online presence and provides a stronger foundation for future growth.?

The launch further reinforces Code Charley?s growing position as a trusted digital partner for companies seeking comprehensive website design, software development, and SEO solutions. With experience supporting businesses across finance, technology, automotive, and service industries, the company continues to focus on building high-performing digital platforms that prioritize speed, scalability, visibility, and user engagement.

Code Charley?s approach combines creative website design with technical software development and strategic SEO implementation to help businesses strengthen their digital presence in competitive industries. By focusing on both aesthetics and functionality, the company helps clients build websites that not only look modern and professional but also perform effectively in search engines and support measurable business objectives.

The collaboration between Code Charley and Truly Investor Capital demonstrates the growing importance of integrated digital solutions within the real estate lending and financial services industries. As more borrowers and investors rely on digital platforms to research financing options and connect with lenders, businesses continue investing in scalable websites that improve accessibility, streamline communication, and enhance brand credibility.

About Code Charley

Code Charley is a New York-based company specializing in website design, software development, and SEO services. The company works with businesses across finance, automotive, technology, and professional service industries to create modern digital platforms focused on performance, scalability, search visibility, and long-term growth. By combining creative design with advanced development and SEO strategy, Code

Charley helps businesses strengthen their online presence and improve customer engagement.

About Truly Investor Capital

Truly Investor Capital, based in Chandler, Arizona, is a real estate lending company providing financing solutions for investors, developers, and real estate professionals. The company offers a range of loan products, including DSCR Loans, Bridge Loans, Rehab Loans, and Construction Loans, designed to support real estate investment opportunities with speed, flexibility, and efficiency.

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For more information about Code Charley Corp, contact the company here:Code Charley CorpCharles Park9175971119charles@codecharley.com32-26 168th StreetFlushing NY 11358

Code Charley Corp

Code Charley Corp is a leading software-as-a-service provider specializing in website development, design, and SEO marketing. We deliver digital solutions to empower businesses and enhance their online presence, ensuring optimal performance and growth.

Website: https://codecharley.com/

Email: charles@codecharley.com

Phone: 9175971119