



About Lifyo

Lifyo is a California-based company that is on a mission to make it simple for anyone to make a beautiful, professional website in minutes.

What we want you to experience is that sense of achievement when you do something and get the immediate result you want. That's what Lifyo does - it just works.

Effortlessly Control Your Website

Lifyo gives you a website at your fingertips. Our experience is all about letting you make edits exactly the way someone will see your website. It's visually intuitive - start out by dragging and dropping text, photos, and pages. With one click, easily add a blog post to share your latest news or create a photo gallery to give your visitors a closer look. The Publish button will instantly share your website with the world.

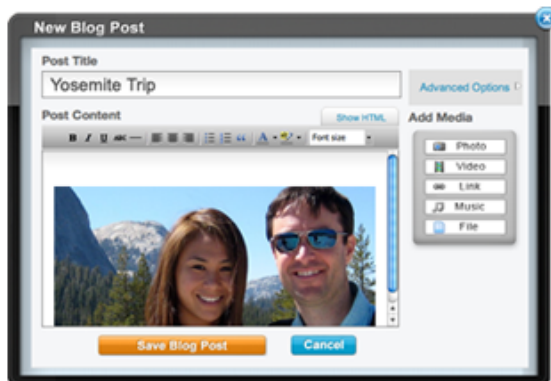
Lifyo's application is designed from the ground up to do all the work for you, so you don't have to worry about code, hosting, or having to write a big check to a web developer.

The Lifyo Story

Lifyo is founded by Mike Kai, a user-interface designer who fell in love with the Internet in the sixth grade. After graduating from Yale University, Mike developed social networking technologies for Teach for America and was a project manager for the Rhapsody Music Service.

Late one night, Mike got an email from an old friend who desperately needed to update the website for his boat rental business. Mike worked on the website until the early hours of the morning, and in the process the idea for Lifyo was born. After all the years Internet advancement, it didn't make sense why there were so many barriers for non-technical people to create and manage websites on their own. So Mike decided to change the way websites were built.

Existing "do-it-yourself" website builders promised a lot but didn't provide a intuitive experience and created clunky, dated, and cheap-looking websites. Building a site from scratch using Photoshop, HTML/CSS was out of reach by most people due to complexity and cost. Furthermore, website owners and web developers worldwide were tired of long-term commitments and 2am phone calls. Based on this, Mike created a new kind of product focused on making beautiful websites easy for everyone.



Build a Website for Today's World

With the proliferation of social media, everyone seems to have an online identity. Facebook is great to stay in touch with people, but when it comes to the things that are really important to you, things quickly get lost among all the status updates. That's why it's important to have a website.

Over 20,000 businesses, creatives, bloggers, families, and even race car drivers have used Lifyo to create a website and connect with the world.

With the help of our passionate users, we continually make long strides in improving the Lifyo experience and making beautiful websites easy for everyone. We invite you to join us, create your website, and share your experiences.