



## Challenge

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ADS Mobility has provided custom wheelchair accessible transportation, sales, and service for the disabled community throughout Southern California since 1981. To remain competitive, they needed prominent website exposure and presence. Of critical importance was ensuring that internet users could easily search and find ADS Mobility on the web. Also important was the ability to regularly update the website without involving a web developer.

## Solution

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Wildcat Technology Solutions, working along side the ADS Mobility team, played a lead role in the deployment of ADS's restructured internet marketing effort to make their product available via the website. As a team, Wildcat role-played with ADS's target consumer in mind, disabled individuals, to ensure the new site would be easy to maneuver and products easy to identify and locate. Wildcat selected a seasoned Web Designer who worked closely with ADS to provide the desired website "look and feel". Search keys were established to ensure the website would be seen by a variety of search engines. As part of launching the website, Wildcat transitioned on-going site maintenance to ADS through a series of training sessions.

## Benefit

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The successful launch of the ADS website is a key factor in ADS Mobility's current and future success as an organization. Their products are now readily available via the internet. The forward-thinking design ensured ease of use, as well as maintenance. Updates to product lines, photos, images, and general site updates can now easily be performed by the ADS personnel. Utilizing competent and experienced Wildcat talent enabled ADS to complete the project in both a cost effective and timely manner, while remaining focused on their core business and servicing their customers. Visit their website at [www.adsmobility.com](http://www.adsmobility.com).