



Not all mobile websites are created equal

INDIANAPOLIS, Ind. — Few companies anywhere are designing the right kind of mobile websites, let alone in Indiana. So what puts an Indianapolis startup ahead of the competition for creating mobile friendly websites?

My Mobi Manager is the only Indiana company offering CMS enabled mobile web design, which automatically sends users to a mobile site without having to click a mobile link.

Nicki Laycoax and George Roots, the brains behind Squish Designs, separate themselves through value and add-on features. Only My Mobi integrates their sites with MailChimp and Formstack. Their mobile sites also feature options like one click call, one click email, Facebook, Twitter, Google Maps and Google Analytics.

My Mobi Manager is making sure you don't miss out on customers who want all of the options of a full website, packed into an easy-to-use site. Not just a mobile version of your existing website, but a uniquely designed, mobile friendly experience.

"The only time that I'm separated from my cell phone is when I'm lifting weights," says Laycoax. "Because my phone plays such an integral role in my day-to-day operations, it was a no-brainer that we come up with a solution that makes web browsing optimized for mobile devices."

QR codes are everywhere, but they're not very valuable if they take you to a website that's difficult to view and navigate.

"The flow of the My Mobi Manager platform is the result of my web development experience," Roots says. "I hope you find it powerful and easy to use."

Scan image for more information on My Mobi Manager:



About MyMobiManager.com

Nicki Laycoax has been recognized as one of Indianapolis' top professionals involved in social media with a nomination for Blog Indiana's BLINDY award as Indy's Social Media Superstar/ She was also nominated by the Network of Women In Business as one of Indianapolis' Women

To Watch and was a member of the Indianapolis Zoobilation first Twitter Team. Her drive to succeed attracts her to entrepreneurial ventures like Squish Designs, a start up web development agency as well as an Indianapolis startup private ambulance company, Priority One. While the two are not related, both have resulted in major accomplishments during her involvement. Squish contracts started at \$300 and increased to \$20k. With Priority One, the company received a staffing contract with Indianapolis' largest pharmaceutical company and a contract with an Indy hospital in less than eight months.

George Roots is a Purdue graduate, software developer, entrepreneur, creative problem solver and fantasy football addict. He started his first business, Squish Designs, in 2004. Roots has extensive web development experience and has worked on websites for cities, towns and municipalities. He has adapted to different technologies, implementing open source and proprietary systems.

To schedule an interview with Nicki and George or for screen grabs of client websites, please contact Brandon Kline at 317-275-2057 or email bkline@bohlsengroup.com.