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**Mobile Website Increases Wisconsin Dells Online Exposure**

Business is on the rise in Wisconsin Dells, thanks to a new, mobile-optimized version of Dells.com. Created by Ad-Lit Inc., Dells.com, and its mobile companion m.dells.com, is the area's leader in internet travel information. The mobile version of Dells.com receives over a 1,000 visitors a day.

Formed largely to bring more business to the Dells Area, the decision to optimize Dells.com for smart phones was a "no brainer" according to Ad-Lit owner, Tom Gussel.

"I saw that our site was almost illegible on my iPhone, and when I asked our internet department if we could design something better, they jumped at the chance to bring the first Wisconsin Dells website directory into the hands of our visitors," says Gussel. "Now, our site is simple and easy to use on a smart phone."

Dells.com advertisers are quite happy about the latest of a series of free upgrades for its clients. The mobile version of Dells.com also features travel information and "live" specials for Wisconsin Dells and Lake Delton area businesses. Dells.com has a unique feature, whereby information and specials are updated by the businesses themselves. Since businesses are able to update specials 24 hours a day, mobile and non-mobile users have access to the most up-to-date offers available.

Phil Helley, Ad-Lit General Manager, says making a site reader-friendly and interactive on smart phones is the key to driving local business.

"You can go anywhere and see the increasing popularity of smart phones. That's why it's so important to ensure your business can connect with those who use them," explains Helley.

"This is the cornerstone of what we do. Our mobile web application goes into action whenever a smart phone user visits the Dells.com site, and it works on all of the smart phones out there. It offers a rich, interactive experience...all on the go. And, our social media integration makes it easy for Dells.com to connect with new customers, get them into local businesses, and keep them coming back."

"Our job is to do everything we can to bring more business to the Dells area, and we're confident our new mobile-optimized site is helping."

The Dells.com site is optimally placed in the search engines, as well as being visible in many travel guides and distribution points of travel information in Wisconsin, Minnesota and Illinois. Since planning and preparing is the key to a successful vacation, Dells.com offers all the information a traveler would need.

The mobile market is ever growing and Dells.com is the first in the Wisconsin Dells area to have solutions ready for tourists and travelers. Dells.com also offers services to create mobile websites for their customers as well.

Dells.com does not restrict anyone from promoting their business online and welcomes any and all area businesses to participate.

Dells.com is produced by Ad-Lit Inc. and Ad-Lit Web Solutions, located at 211 Pioneer Dr. in Wisconsin Dells. For more information, visit [www.ad-lit.com](http://www.ad-lit.com) or call 608-254-8770.