

Tailoring Webpages for Smartphones

By [Kate Rogers](#) | Published March 09, 2012 | [Columns](#) | [FOXBusiness](#)



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Small Business of the Day: [Mobile Web America](#)

Who: Co-founders Ethan Jame, 29, and Jason Pammer, 26, @mobileamerica

What: A company that makes mobile Web pages for business sites

When: 2008

How: Jame and Pammer got the idea to start their business when chatting about their iPhones, and how annoying they found it to browse Web sites that weren't made specifically for smartphones.

"We wanted to address that need by starting a company to make mobile-friendly Websites," Pammer said. "We did custom sites here and there, but thought it would be fun to make an engine that automatically makes a mobile site on the fly."

The company takes the existing data from the business' PC Web pages, and can tailor it to the way the company sees fit for the mobile version.

Where: Irvine, CA

Biggest lesson learned from a customer: "To listen to your customers needs and adapt accordingly," Pammer said.

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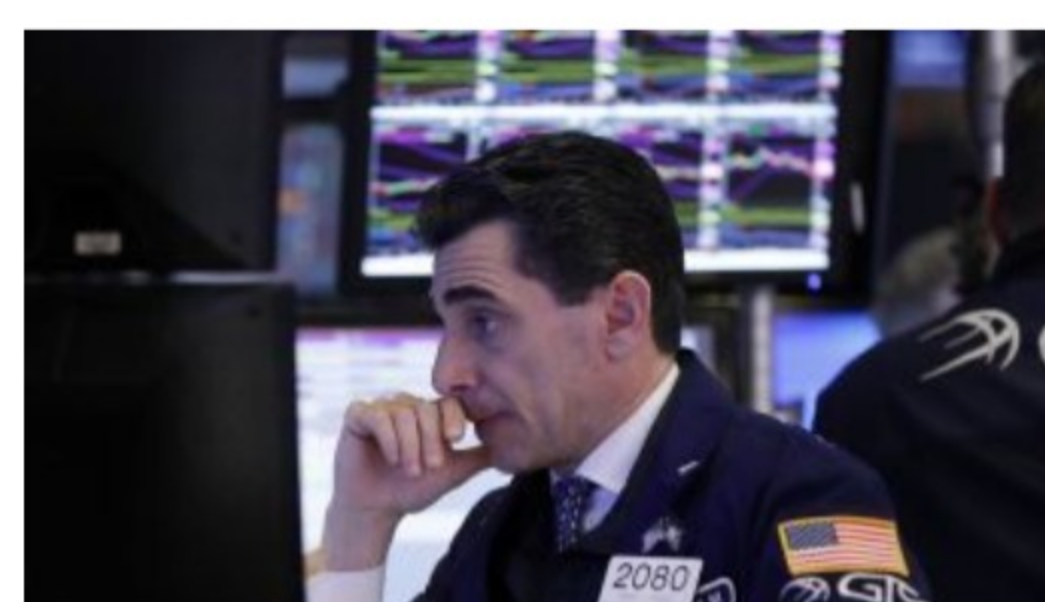
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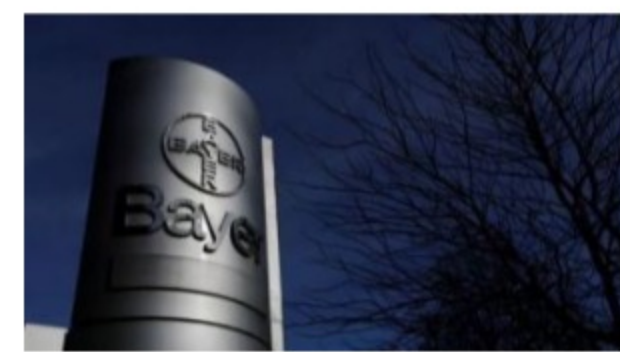
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