



## ABOUT THE PROJECT

### THE CLIENT

Advanced Mobile Solutions (AMS) provides mobile surgery and sterilization units to medical facilities and base camps and barracks to military organizations.

### THE PROBLEM

The client needed to showcase its solutions to personnel in the medical field and military. It had an outdated, copy-heavy site that wasn't producing the engagement needed.

### MY APPROACH

I interviewed the client, researched competitors' websites, and gathered key data for the new website.

After compiling the information, I wrote three main pages and four subpages of compelling, descriptive, and action-oriented copy.

### SUMMARY OF WORK

Completed brand positioning, researched competitors, wrote a thorough outline, collaborated with a web designer, revised, copyedited, and meticulously proofread the final copy before submission.

### WEBSITE

<https://advancedmobilesol.com/>