# Homepage *Copy*

Every word of the homepage, in the order the reader meets it. Field labels are for the build team. Notes in the margin are decisions for you.


| PREPARED FOR | PREPARED BY | VERSION | DATE |
| --- | --- | --- | --- |
| Greg Mellin | Arcbound | v1.0 | September 2026 |

SECTION 01

# Navigation and *calls to action*

The wording that has to match in three places before anything else gets built.

HOME / SERVICES / CASE STUDIES / ABOUT / CONTACT

The primary call to action reads **Let's Talk** in the navigation button, in the hero, and in the closing section. Your site currently uses three wordings for the same action. The button says Let's Talk, the hero says Book a Discovery Call, and the closing says Start the Conversation.

Secondary: **How We Help**, to Services. The phone sits beside the button: 877 580-5008.

SECTION 02

# Homepage *copy*

Nine sections, running problem to solution.

## 01 Hero

PURPOSE The position, in the first screen.

| | |
|---|---|
| HEADLINE | We're the boots on the ground at every location you run. |
| POSITIONING STATEMENT | Nationwide IT execution for multi-site organizations. We install, roll out and support technology in all fifty states, on time and on budget. |
| PRIMARY CTA | Let's Talk → Contact |
| SECONDARY CTA | How We Help → Services |
| VISUAL | The US map, in the new palette. |

## 02 Credibility strip

PURPOSE The record, up front.

| | |
|---|---|
| MARKS | Since 2002 · Thousands of office installations · All fifty states · Most customers run 25 locations or more |
| CTA | See the case studies → Case Studies |

## 03 Problem and who it's for

PURPOSE The three situations that bring people to you.

| | |
|---|---|
| SECTION LABEL | Where we come in |

HEADLINE

You're in one office and your locations are all over the country.

PROBLEM 01 · NOT ENOUGH PEOPLE

The team is small for the footprint. Offices opening, equipment to swap out, a rollout waiting on somebody to show up.

PROBLEM 02 · OFFICES THAT CAME SET UP BY SOMEBODY ELSE

You bought a group of offices and every one is wired differently. They all have to match your standard now.

PROBLEM 03 · NOTHING LEFT TO TRY FROM A DESK

Your help desk tried to fix it remotely and it didn't work. What happens now?

CTA

See what we do → Services

## 04 What we do

PURPOSE The three ways in.

HEADLINE

We do three kinds of work.

INTRO

Start us on one location or one project.

CARD 01 · NEW CONSTRUCTION

A new location, from drawings to opening day. We get in early, while the cabling and equipment can still be planned around the construction crew. Then we install it and test it with your team, so the place works the morning you open.
Usually started by facilities or development, alongside IT.

CARD 02 · MULTI-SITE ROLLOUTS

You need the same change made at every office. New phones, a Windows upgrade, new terminals. We work out what's different office to office and schedule around it. If the office is open during the day, we work overnight. The staff goes home, we swap it out, and it's running again before anybody comes back in the morning. One terminal rollout ran to about 240 offices on a single standard.

CARD 03 · ONSITE SUPPORT

Hands on site when your help desk has run out of things to try. The Wi-Fi is not working, the printer isn't working, the phone doesn't dial out. We have installers in all fifty states, so there is somebody near the location. Tell us how fast you need it and we'll tell you what we can do.

| | |
|---|---|
| ACROSS ALL THREE · ACQUISITIONS | When you buy locations, any of the three can apply. You close on the deal, we are in the next day, and the sites reopen on your standard. |

CARD CTAS

Each card links to the matching anchor on its service page, not the top of the page

| | |
|---|---|
| BOUNDARY LINE | We're not a managed service provider. We won't monitor your network or sell you hardware. |

## 05 How it runs

PURPOSE How a job runs, start to finish.

| | |
|---|---|
| SECTION LABEL | How it runs |
| HEADLINE | What works at five sites usually breaks at fifty. |
| INTRO | You tell us the job once and it runs the same way at every location, without your people having to be in all of them. |

STEP 01 · FIRST CALL

We start with a needs analysis. Where the business is, where it's going, and what kind of teammate you need us to be on it.

STEP 02 · INSTRUCTIONS

You're assigned a project manager, and the job gets written down before anybody goes anywhere. Every tech on it works off the same instructions.

STEP 03 · STAGING

Equipment ships out and gets staged near the locations before the crew arrives. When it's go time everything is already sitting there, and nobody is overnighting anything.

STEP 04 · INSTALL

Our installers go out on the schedule and work to your standard. If something on site isn't right, it comes back up the line the same day.

STEP 05 · HANDOFF

Your project manager packages up the whole job and pushes it back to you. We're done, here's your deliverable, on to the next one.

| | |
|---|---|
| RESULT LINE | You get it in writing. What we did at each location, what we tested, what is still open, handed over to your support team. One escalation path and one accountable owner, start to finish. |
| CTA | See the three service lines → Services |

## 06 Proof

PURPOSE Customers in their own words.

| | |
|---|---|
| HEADLINE | What customers say. |
| TESTIMONIAL 01 | *"The MellinTech team is the best I've worked with for on-site daily support."*<br>CIO, multi-state DSO |
| TESTIMONIAL 02 | *"I can trust the MellinTech team, and appreciate that they always have a creative solution to problems."*<br>CDO, multi-state childcare franchise |

| | |
|---|---|
| TESTIMONIAL 03 | *"I always can trust that MellinTech will be on time and on budget."*<br>CIO, National Eye Care ASO |
| TESTIMONIAL 04 | *"I trust MellinTech because of the quality of the technicians, their knowledge of the dental space, and their track record of getting things done right the first time."*<br>CIO, regional DSO |
| CASE LINKS | A new location, opened on schedule → Case Studies<br>One change, pushed to every office → Case Studies<br>An acquisition converted to standard → Case Studies |
| CLOSING LINE | The number one way we get a new customer is somebody changing jobs and calling us from the new place. |
| CTA | About Greg and the company → About |

## 07 Newsletter

PURPOSE Catch the reader who isn't ready to call yet.

| | |
|---|---|
| NAME | PLACEHOLDER. Naming is a live next step. |
| LINE | One solved problem a month, written by founder and CEO Greg Mellin. |
| FIELD | Email address |
| BUTTON | Subscribe |
| MICRO-COPY | Monthly. Unsubscribe in one click. |

## 08 Contact

PURPOSE One next step, and the three things to send.

| | |
|---|---|
| SECTION LABEL | Get in touch |
| HEADLINE | Tell us what you've got coming up. |
| BODY | Send us the number of locations, the dates you're working to, and anything unusual about the sites. If we're not a fit, we'll say so. |
| BUTTON | Let's Talk → Contact |

## 09 Footer

PURPOSE Navigation, contact and legal.

| | |
|---|---|
| WORDMARK | MellinTech |
| POSITIONING LINE | Nationwide IT execution for multi-site organizations. Founded 2002, running multi-site work since 2005. We work alongside your internal IT team. |
| QUICK LINKS | Services: All Services · New Construction · Multi-Site Rollouts · Onsite Support<br>Company: About · Case Studies · Contact<br>LinkedIn |
| CONTACT | 877 580-5008 · info@mellintech.com<br>Minnesota HQ · Nationwide field service<br>Mon to Fri, 7am to 6pm Central |
| NEWSLETTER | Email field · Subscribe |
| LEGAL | © 2026 MellinTech Inc. All rights reserved. · Privacy Policy · Terms of Service |