Website *Sitemap*

The pages we recommend for mellintech.com, the job each one does, and the section by section layout for the homepage.

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

SECTION 01

Pages / *Navigation*

We recommend the following pages for your website.

HOME / SERVICES / CASE STUDIES / ABOUT / CONTACT

Five pages, with **Let's Talk** as the navigation button and the phone number beside it. The structure you built in August carries most of this. The two additions are a home for the case studies and a place for the newsletter to collect readers.

Home

- See detailed homepage layout below.

Services

PURPOSE Give each buyer situation an obvious entry point, and settle what MellinTech does before anyone has to ask.

- Three service lines, each with its own page: New Construction, Multi-Site Rollouts, Onsite Support
- A customer can start with any of the three. New construction is not a required first step
- Acquisition integration, shown inside Multi-Site Rollouts
- The execution process in five steps: define the job, prepare the deployment, execute with oversight, close it out, carry the learning into the next assignment
- What sits outside the work: no remote help desk, no monitoring subscription, no hardware resale

CTA ⟶ CONTACT

Services · New Construction

PURPOSE Win the facilities or development leader working to a construction schedule.

- Who buys, and when
  - VP of facilities, chief development officer, construction and development leads, alongside IT
  - Organizations opening locations repeatedly across markets
  - Engage early, while drawings, cabling, equipment, carriers and access can still be coordinated

- What we do
  - Clarify the technology requirements and the division of responsibilities
  - Coordinate with the construction team and your IT group, then deploy technicians as the site becomes ready
  - Install and connect cabling, network infrastructure, Wi-Fi, endpoints, displays, phones and A/V
  - Test with your team, and support opening day where it is included in the scope
- What comes back: agreed scope and schedule, installed infrastructure, labelled and tested connections, completion documentation, open-item list, handoff to your support team
- What stays with you: technology strategy, software administration, ongoing remote support
- Outside the offer: construction management, drywall, general building trades
- Proof on this page, subject to that customer's written permission: Lightbridge Academy, roughly 91 centers with more than 80 projects in the pipeline, where MellinTech is a required partner inside the franchise system

CTA ⟶ CONTACT

Services · Multi-Site Rollouts

PURPOSE Win the CIO or IT director pushing one change across an existing footprint.

- Who buys, and when
  - CIOs, IT directors and program owners
  - Triggers: an operating system migration, a phone deployment, a payment terminal rollout, an infrastructure refresh, acquired sites brought to standard
  - Business deadlines and access windows settled before the program is priced
- What we do
  - Agree the change and the acceptance criteria, then assess what differs site to site
  - Prepare technicians and equipment, schedule deployment waves, and size each team to the work and the window
  - Run after hours where the site earns revenue during the day
  - Escalate exceptions, complete the site checks, return consistent closeout information
- Acquisition integration, as a named block on this page
  - Acquired offices closed, converted to your standard, and reopened on schedule
  - The scope is the physical technology transition into your standards
  - Outside the offer: diligence, deal strategy, and the wider post-merger integration
- What comes back: program scope, site roster and sequence, deployment instructions, readiness and logistics plan, progress and exception visibility, site level closeout and handoff
- What stays with you: hardware selection, software licensing, platform strategy

- Allocated in the proposal, never assumed: shipping, staging, data handling, disposal, travel, after-hours work, remediation
- Proof on this page, subject to those customers' written permission: the Square terminal rollout across roughly 240 Great Expressions offices, and roughly 50 Dental Care Alliance affiliations brought to standard in five to six months

CTA ⟶ CONTACT

Services · Onsite Support

PURPOSE Win the IT leader who has run out of remote options and needs hands on the site.

- Who buys, and when
  - IT leaders and service teams, when remote troubleshooting cannot solve a physical problem
  - Or a live site needs equipment moved, replaced or reconfigured
  - Most valuable where the need repeats across markets their own staff cannot reach efficiently
- What we do
  - Take the issue and the troubleshooting already completed
  - Clarify the site, access, priority, skills required, equipment and authorization
  - Assign the field resources, coordinate with your remote team, perform the agreed work
  - Document the result, or the issue that remains
- What comes back: dispatch and scope confirmation, the physical intervention, completion evidence, time and materials record, updated site information, handoff or escalation
- What this is not: a remote help desk, a monitoring subscription, an unlimited support plan
- Coverage stated by geography, hours and readiness
- Acknowledgement, dispatch, arrival and completion described as four separate commitments, each with its own dependencies

CTA ⟶ CONTACT

Case Studies

PURPOSE Let the customers carry the proof, so the buyer who checks before calling finds an operating result waiting.

- Three full cases, one per buying situation
  - A new opening: Lightbridge Academy, early education, roughly 91 centers
  - A multi-site refresh: Great Expressions, the Square terminal rollout across roughly 240 offices
  - An acquisition conversion: Dental Care Alliance, 384 practices in 24 states

- Each one carries the footprint, the constraint, your scope, the verified result, and the customer's own account of what changed for their team
- Before and after photography from the job
- Shorter entries for Vetcor, 900 plus practices in 42 states, and Deca Dental, 165 plus practices in nine states
- Testimonials carried here, attributed where permission allows and anonymous where it does not

CTA → CONTACT

About

PURPOSE Connect your record and the national capability to the experience the buyer is about to have.

- Your story, first person
  - Network sales in Minneapolis, then MellinTech founded in 2002 for independent dental practices
  - The first multi-site customer in 2005, after technology builds for more than a hundred dentists
  - Eighteen years solo with contractors in the field, then planning, procedures, nationwide rollouts and the first hires
  - Co-founder of the DSO Technology Summit in 2021, now more than 500 professionals and 30 exhibitors
- How the company is built: every role performed before it was handed over, then the instructions and systems that made the handoff possible
- What the company is held to: deliver on your word, work as an extension of their team, grow at the pace the delivery can hold
- National capability: all fifty states, technicians recruited market by market across twenty years, including Alaska and Hawaii
- The team behind the work: operations, project management, new construction, accounting
- Photography: you, and real field work

CTA → CONTACT

Contact

PURPOSE Route the enquiry to the right conversation and give the buyer what they need to start one.

- A short invitation, in your voice
- Enquiry selector: New Construction / Multi-Site Rollouts / Onsite Support / Something else
- The three things to send: projected site count, target dates, constraints
- The first call framed as the start of scoping, where fit and the execution gap get established
- 877 580-5008 · info@mellintech.com
- Minnesota HQ, nationwide field service, Monday to Friday, 7am to 6pm Central
- Company LinkedIn page and your personal profile
- Newsletter signup

Insights FUTURE

PURPOSE House the monthly newsletter and your writing in one place you own.

- Added once the newsletter has three issues behind it. Until then the signup sits on the homepage and in the footer, and the archive lives on the newsletter platform
- Categories follow the five content pillars: execution in the field, what a bad rollout costs, writing down how a job is done, what to ask before a rollout, extending a team

CTA → SUBSCRIBE

Footer and legal

- Logo and the positioning line
- Services: all four. Company: About, Case Studies, Contact. LinkedIn
- 877 580-5008 · info@mellintech.com · Minnesota HQ, nationwide field service · Mon to Fri, 7am to 6pm Central
- Newsletter signup
- Copyright, Privacy Policy, Terms of Service

SECTION 02

Homepage *Layout*

We suggest the following layout and outline for your website homepage.

Nine sections, running problem to solution. The two photographs carry the spine: the room as you inherit it opens section 03, the same room finished closes section 05, and the image resolves as the reader moves through the services in between. That is the idea from our September 4 call.

There is no section for Greg. The brand strategy runs his voice on LinkedIn and in the newsletter, and the About page carries the record, so the homepage points there rather than repeating it.

01 Hero

PURPOSE Name the gap and the position in the first screen, before anything is sold.

- Headline built on the gap, naming no single department
- Positioning statement: what the company does, where, and to what standard
- The US map, in the new palette
- Primary CTA and secondary CTA

CTA → CONTACT

02 Credibility strip

PURPOSE Settle who this is inside one scroll.

- A running band of verifiable figures: since 2002, thousands of installations, all fifty states, built for 25+ locations
- Moves to customer logos alternating with the figures once three customers clear their marks

CTA → CASE STUDIES

03 Problem and who it's for

PURPOSE Let the buyer recognize their own situation, in the three problems the work actually solves.

- A headline naming the situation rather than a size threshold, so a group of twelve locations still recognises itself
- Three named problems
  - Not enough people for the footprint
  - Offices that came set up by somebody else
  - Nothing left to try from a desk
- The first photograph: a rack as you inherit it
- The three problems speak to the IT lead, the facilities and development lead, and the operations sponsor in turn

CTA → SERVICES

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04 What we do

PURPOSE Give each problem a path in, and show that a customer can start with any of them.

- Three cards: New Construction, Multi-Site Rollouts, Onsite Support
- Acquisitions, running across all three rather than sitting beside them
- One line on what sits outside the work
- The photograph keeps resolving through this section

CTA → EACH CARD TO ITS SERVICE PAGE

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05 How it runs

PURPOSE Show the approach step by step, and end on what comes back.

- Five steps, in your own words from the September 4 call
  - First call: the needs analysis, and what kind of teammate you need to be
  - Instructions: one set for the whole job, so for the whole job
  - Staging: equipment shipped and staged near the sites, ahead of go time
  - Install: installers out on schedule, with checkpoints
  - Handoff: packaged by the project manager and sent back to the customer
- The second photograph: the same rack, finished
- A result line: what gets handed back, and who owns it

CTA ⟶ SERVICES

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06 Proof

PURPOSE Let the customers carry what the company cannot say about itself.

- Four testimonials by role and organization, attributed where permission allows
- Three case links, one per buying situation
- A link through to About, where Greg and the company record live

CTA ⟶ CASE STUDIES

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07 Newsletter

PURPOSE Hold the reader who is not ready to buy, and keep past contacts warm.

- Name to be confirmed
- One solved problem a month, written by Greg
- Email field, subscribe button, one line of micro copy

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08 Contact

PURPOSE Close on one next step, with the three things that let you scope it.

- Projected site count, target dates, constraints
- The primary CTA, worded the same here as in the navigation button and the hero

CTA ⟶ CONTACT

09 Footer

PURPOSE Navigation, connection and compliance.

- Logo and the positioning line
- Quick links, contact block, newsletter signup
- Copyright and legal