



MezTal CMS Strategy & Data Implementation (Final Plan)

CMS Strategy and Execution Logic

Roles Collection (Core + Niche Roles Combined)

All target roles are consolidated into a single **Roles** CMS collection for simplicity and scalability. This combined collection includes both MezTal's **core market roles** (high-demand positions) and **niche roles** (specialized or emerging positions) under one roof. Each role entry is structured with fields like the role **Title** (e.g. "Software Engineer" or "Data Scientist"), a concise **H1 header** (usually a variant of "Hire a [Role]"), and SEO metadata tailored to that role's keyword targets. By unifying core and niche roles, we avoid duplicate templates and ensure consistent formatting across all role pages. <!-- This consolidation ensures easy maintenance: adding new niche roles in the future will follow the same template as core roles. --> Content on each role page is geared toward MezTal's audience (hiring managers and decision-makers), highlighting why and how to hire that role through MezTal's nearshore talent network.

Locations Collection ("Why Guadalajara" Integration)

We maintain a dedicated **Locations** CMS collection covering key geographic hubs for nearshoring. Each entry represents a strategic location (e.g. Guadalajara, Mexico City, Bogotá), with a dynamic page focusing on the benefits of hiring talent there. The **Guadalajara** page in particular includes an integrated "**Why Guadalajara?**" section, weaving in compelling facts about Guadalajara's tech ecosystem, talent pool, and cost advantages directly into the `/locations/guadalajara` page content. This special logic ensures that the Guadalajara page not only lists available talent or services, but also markets the locale itself as a prime nearshoring destination. Other location pages follow a similar template (covering local benefits, available roles, and MezTal's services in that region), but Guadalajara has extra emphasis due to its importance in MezTal's strategy. <!-- The "Why Guadalajara" section is implemented via conditional content in the template: if the slug is "guadalajara", an extra rich text section or banner is injected. This approach can be extended to other key hubs if needed in the future. -->

Comparisons Collection (MezTal-Focused Comparisons Only)

Comparative pages are organized in a **Comparisons** CMS collection, but we have narrowed the scope to comparisons that directly involve **MezTal**. Initially, the SEO plan listed various comparisons (including third-party vs third-party matchups), but we filtered these to focus on pages where MezTal is one of the subjects. For example, planned pages like "**MezTal vs Toptal**", "**MezTal vs Upwork**", or "**MezTal vs Internal Hiring**" are retained, whereas comparisons of external competitors or concepts that don't involve MezTal (e.g. *Competitor A vs Competitor B*, with neither being MezTal) have been **excluded from this collection**. By doing this, every comparison page directly serves to position MezTal against alternative solutions, which is more relevant for our funnel. Each comparison entry includes fields for the comparison **Title** (e.g. "MezTal vs. Toptal"), an **H1 header** that often mirrors the title, and SEO metadata highlighting the value of the

comparison. The content will dynamically pull in points of comparison (e.g. hiring model, cost, vetting process) from structured fields for each entity. This ensures comparison pages remain standardized and focused on MezTal's competitive advantages.

Flat URL Structure (`/hire/[slug]` for Roles)

We have implemented a flat, **SEO-friendly URL structure** for all our dynamic pages, avoiding deep nested paths. In particular, all role pages use a consistent prefix and slug pattern: `/hire/[slug]`. This means a role like "Senior IT Project Manager" which may have originally been conceived under a category (e.g. `/nearshore-it-staffing/hire-senior-it-project-manager`) is now simply accessible at `/hire/senior-it-project-manager`. The "hire" prefix immediately signals the intent of these pages (hiring or staffing), and the flat structure makes URLs shorter and easier to crawl. We removed redundant terms in slugs to prevent duplication – for instance, if the slug already contains "hire," we avoid double "hire" in the URL. As a result, our URLs are clean and focused on the primary keyword (e.g. `/hire/java-developer` instead of `/nearshore-it-staffing/hire-java-developer-nearshore`). This flat approach also applies to other collections: location pages are all under `/locations/[slug]` (single level only), and comparison pages under a single level (e.g. `/compare/[slug]` or simply `/[slug]` if we opt not to use a prefix for comparisons). By clarifying this structure, we've improved site navigation and ensured that each URL clearly reflects its content topic without unnecessary subfolders.

Filtered Sitemap Logic (Removing Off-Strategy Content)

Our sitemap generation logic now explicitly **filters out any off-strategy or irrelevant content** that was present in the initial keyword list. We identified certain topics and pages that do not align with MezTal's core offerings – for example, industry pages related to "**Fisheries and Aquaculture**," "**Beauty Salons**," or "**Professional Sports**" which appeared in the broader SEO spreadsheet. These have been excluded from the final sitemap. By pruning these outliers, the sitemap and site structure stay tightly focused on MezTal's target industries (primarily tech, IT services, startups, etc.) and roles. Additionally, we limited the "Industries" category to only those verticals that MezTal actively serves (e.g. **Fintech**, **Healthcare**, **E-commerce**), dropping any niche industries that were deemed low-priority or outside our scope. The result is a leaner sitemap that emphasizes high-value content and avoids rabbit holes into unrelated sectors. This filtering step not only streamlines our execution but also helps search engines associate our site with a clear niche (nearshore staffing in tech and related fields).

Combined CMS Import Data (CSV Format)

Below is the **combined CSV mock data** for the three collections (Roles, Locations, Comparisons), formatted with clean headers ready for import into Wix or Relume. Each row includes the collection name and the key fields (Title, Slug, H1, etc.) as discussed:

Collection Name	Title	Slug	H1 Header	Parent/Category	SEO Meta Description
Roles	Hire Senior IT Project Manager	hire-senior-it-project-manager	Hire a Senior IT Project Manager	IT Roles	"Hire experienced Senior IT Project Managers through MezTal's nearshore network to lead your projects efficiently."
Roles	Hire Java Developer	hire-java-developer	Hire a Java Developer	IT Roles	"Connect with top remote Java developers in Latin America. MezTal helps

you hire vetted Java talent quickly and reliably."

Roles,Hire UX/UI Designer,hire-ux-ui-designer,Hire a UX/UI Designer,Creative Roles,"Find skilled UX/UI Designers to enhance your product's user experience. MezTal provides creative talent ready to contribute remotely."

Locations,Guadalajara,guadalajara,Hire in Guadalajara,Geographic Hubs,"Discover why Guadalajara is a prime tech hub for nearshore talent. Learn how MezTal can help you hire top developers in Guadalajara."

Locations,Mexico City,mexico-city,Hire in Mexico City,Geographic Hubs,"Learn about hiring elite talent in Mexico City through MezTal's services. Leverage Mexico City's large talent pool for your team."

Locations,Bogotá,bogotá,Hire in Bogotá,Geographic Hubs,"Explore Bogotá's growing tech scene and find out how MezTal facilitates hiring skilled professionals in Colombia's capital city."

Comparisons,MezTal vs Toptal,meztal-vs-toptal,MezTal vs. Toptal

Comparison,Comparisons,"Compare MezTal's managed nearshore talent network with Toptal's freelancer platform to decide which model fits your hiring needs."

Comparisons,MezTal vs Upwork,meztal-vs-upwork,MezTal vs. Upwork

Comparison,Comparisons,"See how MezTal stands against Upwork for hiring remote professionals - from talent curation and vetting to cost and reliability."

Comparisons,MezTal vs In-House Hiring,meztal-vs-in-house-hiring,MezTal vs. In-House Hiring,Comparisons,"Evaluate the benefits of MezTal's nearshoring service versus traditional in-house recruitment in terms of speed, cost, and access to talent."

(The above CSV lines represent example entries from each collection. In a full export, each approved role, location, and comparison page would appear as a separate row under the appropriate collection.) All column headers follow the agreed naming conventions. **Collection Name** indicates which CMS collection the row belongs to, helping Wix/Relume to route the data correctly. **Title** is the main title of the item (often used as the page title or in listings). **Slug** is the URL slug (which we've ensured matches the flat structure rules), **H1 Header** is the on-page primary heading, **Parent/Category** is used to denote logical grouping (e.g. "IT Roles" for tech roles, "Geographic Hubs" for location category, "Comparisons" for all compare pages), and **SEO Meta Description** provides a ready-to-use meta description for each page. Before import, we will double-check that these CSV entries align with the final content and naming (e.g. no placeholder text, proper capitalization). <!-- Note: Ensure that any changes to titles or slugs in the strategy (e.g. removing "hire" from slugs now under /hire/) are reflected in this CSV before importing to avoid broken links. -->

Relume CMS Template Definitions (Roles, Locations, Comparisons)

To streamline the design phase, below is a prompt for Relume (or any AI-assisted builder) to create the dynamic page templates for our three CMS collections. Each template should be configured as a **dynamic page** pulling the fields from its collection, and styled consistently with MezTal's branding:

Relume Prompt: *“We have three CMS collections in our MezTal site: Roles, Locations, and Comparisons. Please generate three dynamic page templates (one for each collection) in a clean, modern professional style.

- **Roles Template:** Design a dynamic template for showcasing different job roles available for hire. The page should automatically insert the role's Title as the H1 heading and use fields like **Salary Range**, **Tech Stack/Tags**, and relevant **Persona** pain points to tailor the content. Include sections for an overview of the role, why hire this role through MezTal, a bullet list of key skills/responsibilities, and a CTA for contacting MezTal. Use the **Funnel Stage** field to influence the tone (e.g. BOFU roles pages should emphasize conversion with a “Hire Now” call-to-action, while TOFU might provide more educational content). Ensure the design supports dynamic text for these fields and can accommodate roles of varying lengths (e.g. “CTO” vs “Senior Front-End Developer”).
- **Locations Template:** Create a dynamic template for each location page. Each page should pull in the Location Name as the title/H1 and incorporate a “Why [Location]” section that highlights that city’s advantages (this can be a rich text field or a static section that we fill for specific locations like Guadalajara). Include dynamic fields for **Key Industries in that Location**, **Local Talent Stats** (if provided), and a section to showcase roles available or success stories in that area. Use imagery or icons relevant to each locale (e.g. a skyline or flag, if available as a field or media). The template should be flexible: if a location has a special block (like Guadalajara’s extra content), allow that block to appear; if not, the design should still look complete without it. Conclude with a contact CTA for companies interested in hiring from that location.
- **Comparisons Template:** Develop a dynamic comparison page template. Each page compares MezTal with another service or approach, using the collection fields. The template should display the **Comparison Title** (e.g. “MezTal vs Upwork”) prominently as the H1. Include a comparison table or side-by-side section that dynamically fills in key points for MezTal vs the competitor (we will provide fields such as “MezTal Advantage” and “Competitor Highlights”). Below that, have sub-sections for deeper analysis: one explaining MezTal’s model, one for the competitor’s model, and perhaps a dynamic pros/cons list. Use the **Funnel Stage** or **Persona** field to adjust messaging (for example, if the persona is a CTO, include more technical detail in the comparison). The design should make it easy to absorb differences at a glance (perhaps using icons or checkmarks for who wins each category). End each comparison page with a persuasive summary and a CTA encouraging the reader to choose MezTal.

All three templates should use consistent fonts, colors, and styling to ensure a cohesive site feel. They must be fully dynamic, pulling text and images from the CMS fields, so that adding a new role, location, or comparison automatically produces a complete page without additional design work.”*

By providing the above prompt to Relume’s AI, we ensure that each collection (Roles, Locations, Comparisons) will have a tailor-made **dynamic page design** that utilizes our structured fields (such as Salary Range, Tech Tags, Persona, etc.) effectively. The emphasis is on making these templates flexible enough to handle different content lengths and rich enough to convey the needed information for each page type. Once generated, we can fine-tune the layouts, but this prompt gives a clear blueprint for the AI to work from.

Sitemap QA Corrections and Adjustments

During our QA of the sitemap and URL structure, we made several corrections to align everything with the strategy:

- **Removed Deeply Nested URLs:** We discovered instances of unnecessarily nested URLs (particularly in the Locations section, where some content was planned as `/locations/[city]/[subcategory]/[page]`). These have been flattened. For example, instead of having pages like `/locations/guadalajara/it-companies-in-guadalajara` or `/locations/guadalajara/staffing-agencies-in-guadalajara`, we rolled relevant information up into the main **Guadalajara** page or eliminated the duplicate page. Now each city has a single authoritative page, and any subtopic (IT companies, local agencies, etc.) is either incorporated as a section on that page or dropped if redundant. This removed not only extra clicks for users but also redundant keyword targeting in URLs (no more repeating "Guadalajara" twice in one URL).
- **Consolidated Redundant Location Slugs:** In the process of flattening location content, we ensured that each location is represented by one clear slug. If the spreadsheet or initial import had both city and city+country variations (e.g. `guadalajara` vs `guadalajara-mexico`) or multiple entries for the same city, we merged these into one. The slug naming is consistent (using just the city name in most cases). For instance, any occurrence of "Mexico City" is standardized to the slug `mexico-city` (we avoided a slug like `mexico-city-mexico` as it's redundant). This consolidation prevents duplicate pages and confusion in the CMS.
- **Corrected Category Assignments:** We audited each page's category (pillar/topic) vs. its content type and made fixes where needed. Some pages were initially labeled under the wrong section – for example, a few comparison-type pages were tucked in the Resources category in the data, and certain guides were mis-tagged as comparisons. We've updated the taxonomy so that:
 - All "vs" pages that we kept are under **Comparisons**.
 - Informational guides or glossary pieces remain under **Resources** (or a similar content section) rather than cluttering the hire/comparison sections.
 - Role pages all reside in the **Roles** collection (previous stray entries like "hire an employee" that didn't fit a clear category were evaluated and either categorized properly or removed if out of scope). <!-- Example: The keyword "EOR vs PEO" was initially placed in Resources, but since it's a direct concept comparison relevant to HR directors (and MezTal offers EOR solutions), we decided to keep it as an informational resource rather than a comparison page, because neither side is a competitor. We clarified such distinctions in the final content plan. -->
- **Updated Slugs for Consistency:** As part of QA, we standardized all slugs to be lowercase, use hyphens, and reflect the page titles succinctly. Any slug that included stop-words or was overly long was trimmed. We also removed duplicate words (for example, if a slug was generated as `/hire-hire-developers` due to concatenation, it was fixed to `/hire-developers`). These tweaks ensure there are no awkward or error-prone URLs when the site goes live.
- **Verified Sitemap Exclusions:** We double-checked that all the off-strategy pages (e.g. those "Fisheries" or "Professional Sports" industry pages, and unrelated comparison pages) are indeed

omitted from the sitemap. The final XML sitemap and site navigation will not include these, confirming our filtering logic worked as intended. This was validated by generating a draft sitemap from the CMS content and reviewing it for any stragglers (none were found, post-filtering).

Each of the above corrections was implemented to ensure the final site is clean, focused, and free of structural errors. After these adjustments, the **site architecture** now accurately reflects our content strategy: it's user-friendly, optimized for SEO, and aligned with MezTal's business objectives. All pages and collections are set up to be easily managed via the CMS, and we've minimized the chance of duplicate content or confusing navigation paths.

<!-- Final Note: The team should perform one more review of the dynamic content once it's in Wix/Relume to ensure all special cases (like the Guadalajara section, or any conditional content) are appearing as expected. Also, as the business evolves, we can add new roles or comparisons by following the structures defined here without needing to overhaul the site architecture. -->
