

MezTal Website Structure & CMS Architecture

Main Navigation Pages (Static Content)

These top-level pages form the primary site structure and each is a **static page** with a defined content layout (wireframe). They target MezTal's key audience segments and needs:

Home (/)

- **Hero Section:** Prominent hero with the tagline *"Scale Your Care. Protect Your Mission."* and a strong call-to-action (CTA) button *"Start 90-Day Pilot"*. This section immediately conveys MezTal's value proposition and invites the user to begin a pilot engagement.
- **Trust Bar:** A trust banner displaying logos of credible platforms and certifications (e.g. Yardi, NetSuite, HIPAA, SOC2). This instills confidence by showing compliance and integration with industry standards.
- **Testimonials Carousel:** A rotating carousel of client testimonials (quotes and names/titles). Each testimonial highlights success stories or positive outcomes from MezTal's services, building social proof and trust.
- **Insights Grid:** A grid of content cards linking to valuable resources or recent insights (e.g. guides, case studies, or blog highlights). This section positions MezTal as a thought leader by showcasing knowledge assets, while also driving engagement deeper into the site.

Solutions Hub (/solutions)

- **Overview:** A "solutions hub" page presenting an at-a-glance menu of MezTal's service offerings. It uses a **bento-style grid** of cards (visual blocks) for each solution category, allowing users to quickly find the service relevant to their needs.
- **Solution Cards:** Each card includes an icon or image and a short description. The ten solution cards (arranged in a logical grid) are:
 - **Augmented Workforce** – Extend teams with nearshore talent for various roles.
 - **Workflow Automation** – Automate processes with tech solutions.
 - **RPO (Recruitment Process Outsourcing)** – Outsource recruiting operations.
 - **IT Staffing** – Access skilled IT developers and engineers.
 - **Finance & Accounting** – Nearshore accountants, financial analysts, etc.
 - **Call Center & Support** – Customer service and support staff augmentation.
 - **Employer of Record (EOR)** – Handle HR and payroll compliance in-region.
 - **Marketing & Creative** – Creative professionals and marketing team extensions.
 - **Admin & Back-Office** – Virtual assistants, data entry, and back-office support.
 - **Digital Agencies** – Services tailored for digital agency partners.
- **Navigation Role:** Each card likely links to more details or relevant pages (e.g. clicking a category might filter relevant role pages or lead to a dedicated landing section). This hub serves as a pillar page for users to explore MezTal's solutions in a user-friendly way.

Industries Hub (/industries)

- **Vertical List of Industries:** A page showcasing the industries MezTal serves, with an emphasis on *Senior Living* and *Healthcare*. It features a vertical list of industry sectors, each accompanied by an icon and a brief description of MezTal's expertise in that sector.
- **Senior Living Highlight:** Senior Living is prominently highlighted as a focus industry. This section might include logos of notable clients or partners in the senior living space (e.g. Atlas, Anthem) to lend credibility.
- **Additional Industries:** Other relevant industries (such as healthcare providers, hospitals, or related sectors) are listed with descriptions of how MezTal's nearshore staffing supports each. The layout helps visitors quickly identify their industry and see MezTal's specialized knowledge there.
- **Navigation:** Each industry item could link to further details or case studies for that sector (if available), but primarily this is an overview page demonstrating breadth of industry experience.

Why Mexico (/why-mexico)

- **Location Hub:** A combined page explaining "*Why Mexico*" as the nearshoring destination, serving as a location overview instead of having a generic "Locations" page. It emphasizes Mexico's advantages for staffing (e.g. time zone alignment, cost effectiveness, skilled talent pool).
- **Interactive Map:** An interactive map of Latin America (centered on Mexico) is featured. Users can hover or click on city hotspots to reveal **City Cards** with specific information. Key locations highlighted include: **Guadalajara** (noted as a "Golden Record" location – likely MezTal's flagship talent hub), **Mexico City**, **Monterrey**, and **Bogotá** (Colombia). Each city is marked on the map for visual context.
- **City Info Cards:** Each city card (perhaps appearing as a tooltip or side panel) provides local context: a short description of the city's talent ecosystem, operating presence, and benefits. For example, Guadalajara's card might mention its large tech talent community (the "Silicon Valley" of Mexico), Mexico City for its diverse talent pool, Monterrey for its universities and bilingual workforce, and Bogotá as an extended LATAM talent option.
- **Advantages Section:** The page may also list general reasons why Mexico is ideal for nearshore staffing – such as cultural alignment, time zone overlap with the U.S., cost savings, and strong educational institutions – to reinforce the interactive content. This hub educates clients on the strategic rationale for choosing Mexico (and select LATAM cities) for outsourcing.

Resources (/resources)

- **Resource Library:** A centralized repository of useful content separate from the blog. This page presents **guides, tools, and cost comparison documents** that help prospects make informed decisions. Content is likely shown in a grid or list format with filters or categories.
- **Types of Resources:** Each item is a high-value content piece such as whitepapers, e-books, calculators or comparison sheets. For example: a "Nearshoring Cost Comparison" tool, a "Senior Living Staffing Guide", ROI calculators, or checklists. Thumbnails and titles tease the content and invite downloads or reads.
- **Layout:** The resources might be grouped by type or topic (e.g. Guides, Tools, Case Studies, etc.) or simply listed chronologically. Each resource card includes a title, short description, and perhaps an icon or cover image. A clear CTA (like "Download" or "View Guide") is included for each.
- **Purpose:** This page serves as a **knowledge hub** to demonstrate MezTal's expertise and provide **value-first content** to potential clients, aiding in lead nurturing. (Note: Blog posts are **not** included)

here, as the blog is handled separately; the resources page focuses on static or downloadable content).

Company (/company)

- **About Us:** An introduction to MezTal's mission, values, and story. This section gives background on the company's purpose and what sets it apart (e.g. focus on nearshore in Mexico, dedication to Senior Living and Healthcare sectors).
- **Leadership Team:** Profiles or a gallery of the leadership/executive team, possibly with headshots and titles. This builds human connection and credibility, aligning with E-E-A-T principles by showing the people behind the company.
- **Trust & Security:** Details on MezTal's compliance and security posture. This includes badges and explanations for **SOC 2** and **HIPAA** compliance, data residency policies, and any other certifications (like GDPR compliance or platform partnerships). By clearly highlighting these, the site builds trust with potential clients handling sensitive data.
- **Partners:** Information about MezTal's partnerships and affiliations. This could mention strategic partners, technology alliances, or referral partnerships (tying into the Partners program CMS described later). It might tease benefits for partners or include a CTA to "Learn about our Partner Program".
- **Pricing Model:** An overview of MezTal's pricing or engagement model. Rather than listing specific prices, this section might explain *how* pricing works (e.g. flat fee vs. markup, 90-day pilot structure, no upfront cost until hire, etc.), giving transparency into the process.
- **How It Works:** A step-by-step outline of MezTal's service delivery process. This could cover the vetting process for candidates, the English proficiency standard (e.g. *"All candidates CEFR C1 English or above"*), and what clients can expect when they engage MezTal. It may be presented as a timeline or series of icons: *"Step 1: Discovery – Step 2: Candidate Vetting – Step 3: Interview – Step 4: Pilot – etc."*.
- **Conversion Focus:** Throughout the Company page, strategic CTAs (such as "Start Your Pilot" or "Contact Us") are placed after key sections to encourage interested readers to take action. The page provides comprehensive info for those evaluating MezTal's credibility and approach, while gently guiding them toward conversion.

Utility Pages (Static Utility Navigation)

These are additional static pages or links accessible from the top navigation (often as secondary links or buttons) that serve specific functions in the user journey:

- **Hire Talent** (/hire-talent): A primary lead-capture landing page geared towards potential clients ready to engage. It features a **detailed lead form** asking for information about the talent needs (e.g. role needed, timeframe, company details). The page likely includes a brief pitch or value statement (*"Tell us what talent you need, and we'll help you hire in 2 weeks"*) alongside the form. This is the destination for the main CTA (e.g. from the homepage hero).
- **Get a Quote** (/get-a-quote): A shorter inquiry form page for prospects who want a quick cost estimate or proposal. This page likely has a simplified form (name, contact, basic request) for fast submissions. It may be framed as *"Quick Quote"* or *"Estimate your staffing cost in minutes"*. By offering a streamlined form here, even casual visitors can reach out with low friction.
- **Apply Now** (/apply-now): A page dedicated to job seekers, containing an embedded **Workable job board** widget. This page has a simple hero banner (e.g. *"Join the MezTal Team"* or *"Apply to Our*

Open Positions”) followed by an embedded script from Workable that lists all current job openings at MezTal. There might be a short section on benefits or company culture above the job listings, but the core is the third-party job board embed in a clean **code block container**. (See the *Embedded Pages* section below for more details.)

- **Thank You** (`/thank-you`): A conversion confirmation page that users see after submitting a form (Hire Talent, Get a Quote, etc.). This page thanks the user for their submission and provides next steps. For example: *“Thank you for reaching out! Our team will contact you within 1 business day.”* It might also include a secondary CTA or helpful links (such as to Resources or case studies) to keep the user engaged.
- **Search** (`/search`): A search results page for site-wide search queries. When a user uses the site’s search bar, this page displays relevant matches (possibly categorized by content type). The layout includes a search input at top for refining queries and a list of results (page titles, brief snippets, and links). It ensures users can navigate the site’s content by keywords.
- **Client Login** (external link): A utility link in the top navigation (often styled as a button or simple text link) that directs existing clients to log into the MezTal client portal. This is not a MezTal webpage per se, but a doorway to an external system (likely for clients to manage their account or projects). It appears in the header but does not have an on-site page structure.

CMS Collections & Dynamic Templates

The following **CMS collections** define dynamic content types in the site’s architecture. Each collection comes with a CMS template that automatically generates pages for each item in that collection. This approach allows easy addition of new entries (roles, locations, etc.) without creating pages manually, ensuring consistency and scalability.

Roles (CMS Collection)

- **URL Structure:** `/hire/[slug]` – for example, `/hire/angular-developers` would be a page where MezTal pitches its ability to provide Angular developers.
- **Purpose:** This collection powers *“Hire [Role]”* landing pages for various job roles or skill sets that clients might be searching for (especially for SEO). Each page showcases why and how to hire that specific talent through MezTal.
- **Key Template Features:** Each role page should include an overview of the role, benefits of hiring nearshore for that role, and relevant CTAs to start the hiring process.
- **Fields:** The Roles collection contains structured fields for each role entry:
- **Title:** The display name of the page, formatted as *“Hire [Role Name]”* (e.g. *Hire Angular Developers*). This is used as the page H1 and in listings.
- **Slug:** URL-friendly slug (e.g. `angular-developers`).
- **H1 Header:** Custom heading text for the page hero (if different from Title). Could be similar to Title or a variant like *“Hire Expert Angular Developers in Mexico”*.
- **Meta Description:** SEO meta description to appear in search results, tailored for the role and MezTal’s offerings.
- **Parent Category:** A category or parent solution that this role falls under (e.g. *IT Staffing, Finance, Marketing*). This could be a reference to a solution category (or a tag) that allows grouping roles by broader service lines. It might be used for breadcrumbs or filtering on the Solutions page.
- **Salary Range:** Indicative salary or rate range for this role in USD vs MXN (to show cost advantages). For example, it might say *“Typical US Salary: \$120K, In Mexico: \$60K”* to highlight cost savings.

- **Tech Stack Tags:** A multi-reference or tags field listing relevant technologies or platforms associated with this role. For developers, this might include frameworks (e.g. *React*, *.NET*), for healthcare roles it might include software like *PointClickCare*, *Yardi*. These tags help with SEO and filtering, and can be displayed on the page to show the skill coverage.
- **Sample Interview Questions:** A rich text or list field with example interview questions for this role. This provides value to hiring managers (SEO content and practical insight), showing MezTal's expertise in vetting such candidates.
- **Use Cases by Industry:** A multi-item field describing how this role adds value in specific industries. For instance, *"In Senior Living: Angular developers can build resident portals,"* or *"In FinTech: ensure secure transactions."* This maps the role to real-world applications in various client industries, making the content more relevant to different personas.
- **Trust Badge:** A field to indicate relevant trust/compliance badges to show on this page. For healthcare or finance-related roles, this might display "HIPAA-trained" or "SOC2 compliant" badges, etc. It reassures that professionals in this role from MezTal adhere to necessary standards.
- **Case Study Reference:** A reference field linking to a **Case Study** entry that involves this role, if available. The template can pull in a snippet like *"See how Company X leveraged MezTal's [Role] to achieve [outcome]"* with a link to the full case study. This cross-link boosts credibility and keeps users engaged.
- **Testimonial:** A quote or testimonial specific to this role. E.g., a blurb from a client who hired an Angular developer: *"Our MezTal Angular team ramped up in 2 weeks and delivered ahead of schedule."* This social proof is tailored to the role, increasing the persuasive impact.

Locations (CMS Collection)

- **URL Structure:** `/locations/[city]` – for example, `/locations/guadalajara`.
- **Purpose:** Provides dedicated pages for each key city/location in MezTal's network. These pages highlight the local talent pool and advantages of that city for nearshore staffing. They complement the *Why Mexico* hub by offering deeper dives into each location.
- **Key Template Features:** Each location page features details that appeal to clients considering hiring from that region, and may include imagery or maps.
- **Fields:** Each city/location entry has fields capturing its specifics:
- **Title:** City name (e.g. *Guadalajara*). Could be combined with country if needed (but since many are in Mexico, perhaps just city name is fine, with Bogotá including country as needed).
- **Slug:** URL slug (e.g. `guadalajara`, `mexico-city`, `bogota`).
- **Description:** A rich text paragraph describing the city's role in tech/business. For example, *"Guadalajara is known as Mexico's tech hub, often called the Silicon Valley of Mexico, with a large pool of IT talent and strong universities."* This sets context on why the location is valuable.
- **Map Embed / Time Zone:** An embed code or widget to show the city on a map, and text noting the time zone overlap with US cities (e.g. *"Central Time – 95% overlap with US Central Time"*). This emphasizes ease of collaboration due to time alignment.
- **Universities in Region:** A list of top universities or educational institutions in that city/region. This highlights the education level of the talent pool (e.g. *"Home to UNAM and Tec de Monterrey campuses, producing thousands of engineers annually."*).
- **Hiring Cost Range:** Typical salary or hiring cost ranges in that city for relevant roles. This might be shown as an index or range compared to US costs, to reinforce cost-effectiveness.
- **Local Industries:** Key industries or companies present in the area (e.g. Guadalajara has many IT startups and electronics firms, Mexico City has finance and corporate HQs, etc.). Demonstrating a thriving local industry gives confidence in the available expertise.

- **Photos (optional):** An image gallery or featured photo of the city or local team. This could be skyline, office, or team images to add visual appeal and authenticity.
- **Case Study (reference):** If there is a case study tied to this location (for instance, a success story of a client in that city or a team hired from that city), this field links to it. The page could then show a blurb like *"Learn how our team in [City] helped [Client] achieve X"*.
- **Visitor Testimonial:** A testimonial quote from someone who has visited or worked in that location. For example, an executive's remark: *"During our visit to Guadalajara, we were impressed by the innovative culture and fluent English of the team."* This personalizes the page and adds trust from first-hand experience.

Comparisons (CMS Collection)

- **URL Structure:** `/comparison/[vs]` – for example, `/comparison/meztal-vs-toptal`.
- **Purpose:** Powers *"MezTal vs Competitor"* comparison pages. These pages target prospects who are evaluating MezTal against other staffing solutions (competitors or alternatives) – a common commercial search intent. They aim to objectively compare features and convince readers of MezTal's strengths.
- **Key Template Features:** A typical comparison page includes a side-by-side comparison matrix, a summary verdict, and a persuasive CTA for MezTal.
- **Fields:** Each entry defines one comparison (usually MezTal vs. *Another Company*):
- **Title:** Formatted as *"MezTal vs [Competitor Name]"* (e.g. *MezTal vs. Toptal*). This is the page H1 and also used for meta title.
- **Slug:** e.g. `meztal-vs-toptal`.
- **Comparison Matrix:** A rich content field (could be a Rich Text or a custom structure) that outlines the head-to-head comparison across key factors. Likely presented as a table or series of rows, comparing MezTal and the other party on aspects such as **Cost**, **Vetting Process**, **Success Management** (ongoing support), **Intellectual Property protection (IP)**, speed of hiring, etc. Each row would show how MezTal stacks up (often highlighting a benefit) vs the competitor's offering.
- **Verdict Copy:** A summary paragraph that wraps up the comparison, essentially giving the conclusion or MezTal's competitive edge. For example: *"While [Competitor] offers a large talent pool, MezTal provides dedicated account management and a focus on Senior Living/Healthcare, resulting in better alignment with client needs."* This copy should feel like an impartial but favorable verdict toward MezTal.
- **Callout CTA Block:** A special call-to-action section, possibly a styled box, at the end of the page. It could say something like *"Ready to experience the MezTal difference? Start your 90-day pilot now."* or an offer (e.g. *"Get 1 week free on your first hire"* if any promotion). Fields for this might include a headline, subtext, and a button link. The idea is to capture the reader after they've seen the comparison and encourage them to choose MezTal.

Case Studies (CMS Collection)

- **URL Structure:** `/success-stories/[client]` – e.g. `/success-stories/brightcare-health`.
- **Purpose:** Showcases detailed success stories of clients, providing proof of MezTal's effectiveness through real-world examples. These pages are crucial for building trust and are often leveraged in sales and marketing as social proof.

- **Key Template Features:** Each case study page follows a narrative structure: the client's challenge, MezTal's solution, and the outcome (with metrics). It also includes visuals like client logos and perhaps project images.
- **Fields:** Each case study entry stores:
- **Client Name/Title:** Often the name of the company or project, used as the Title/H1 (e.g. *BrightCare Health – Scaling Care with MezTal*).
- **Slug:** client or project name in slug form.
- **Client Logo:** Image field for the client's logo, to be displayed at the top of the page and in any case study listings.
- **KPI Metrics:** Key performance indicators or results, typically a few highlighted statistics. For example: *"50% cost reduction"*, *"Time-to-hire reduced from 8 weeks to 2 weeks"*, *"Increased patient onboarding by 3x"*. These can be shown in a summary section as big, bold numbers to immediately communicate success.
- **Challenge → Solution → Outcome Narrative:** Rich text fields or separate fields for each section of the story:
 - **Challenge:** A description of the problem the client faced (e.g. *"BrightCare Health struggled with a shortage of IT staff to maintain its patient portal..."*).
 - **Solution:** How MezTal intervened (e.g. *"MezTal provided a team of 3 nearshore developers fluent in healthcare compliance, who integrated with BrightCare's team to rapidly improve the portal..."*).
 - **Outcome:** The results of the engagement (tying back to the KPIs, e.g. *"Within 3 months, the platform stability improved, support tickets dropped by 40%, and BrightCare saved 60% on staffing costs."*).
- **Executive Quote:** A testimonial from a key stakeholder (like the CEO or project lead at the client) praising the experience. For instance: *"MezTal was a game-changer for us — their team's expertise and dedication helped us achieve in months what would have taken a year."* – John Doe, CTO of BrightCare. This quote humanizes the success story and adds credibility.
- **Related Content (Optional):** There might be reference fields to link related case studies or relevant blog articles, which can be displayed as suggested reading.

Authors (CMS Collection)

- **URL Structure:** `/author/[name]` – e.g. `/author/jane-smith`.
- **Purpose:** Even though the blog is handled separately (not a main part of this site structure), author pages establish the people behind content, contributing to E-E-A-T. These pages list all content by an author and provide their bio, to give credit and build authority.
- **Key Template Features:** Each author page shows the author's profile info at top, followed by a grid of their written articles (likely pulled from a Blog Posts collection if it existed, or from an external source if the blog is separate).
- **Fields:** Each author entry contains:
- **Name:** The author's full name, used in the page title and anywhere their byline appears.
- **Slug:** e.g. `jane-smith`.
- **Bio:** A short biography of the author, highlighting their credentials and experience (e.g. *"Jane Smith is a healthcare IT expert with 10 years of experience in senior living technologies..."*). This establishes expertise for SEO and reader trust.
- **Headshot:** Image field for a professional photo of the author.
- **LinkedIn Profile:** URL field for the author's LinkedIn, allowing users to verify identity or connect (enhances credibility). Possibly displayed as a LinkedIn icon/link on their page.

- **Articles (Dynamic List):** Although not a stored field per se, the author template will include a **collection list** of published articles associated with that author. Each item might show the article title, an excerpt, and a link. (If the blog is external or separate, this section might need integration or manual linking. But if within the same Webflow project, a Blog Posts CMS can relate to Authors.)

Partners (CMS Collection)

- **URL Structure:** `/partners` (listing page, rather than individual item pages – the partners content is likely all displayed on one page).
- **Purpose:** Manages content for the **Partners page**, which outlines partnership programs (e.g. individual referral partners vs venture capital or corporate partners). The use of a CMS allows easy updates or addition of partner program details.
- **Key Template/Usage:** The `/partners` page will pull from this collection, possibly listing different partner program types or offers. For example, one item might represent the **Individual Referral Program** and another the **VC/Corporate Partner Program**.
- **Fields:** Assuming two primary partner types, fields might include:
- **Partner Type:** A label like *Individual* or *VC* (venture capital) to categorize the entry. This could drive conditional visibility (e.g. show a different icon or section for each type).
- **Offer Type/Details:** A description of what that partner type entails. For an individual referrer: perhaps *“Earn \$X for every successful referral”*; for a VC or company partner: *“We offer our partners dedicated account managers and revenue sharing on referred deals”*. Essentially, this field explains the incentives or benefits for that partner type.
- **Referral CTA Block:** Content for a call-to-action specific to partners. For instance, a headline like *“Join our Partner Program”* and a blurb *“Refer a client and earn rewards”*, possibly with an image or icon. This may be used as a highlighted banner within the page encouraging sign-ups.
- **Form Embed/Link:** The partner page will include a form for interested partners to sign up or get in touch. This field could store the embed code or reference for that form. For example, a simple contact form or a Typeform link for partner inquiries. Each partner type section might have its own **“Apply to be a Partner”** form button – which could scroll to a common form at the bottom or open a type-specific form.
- **Display:** The Partners page might be structured with two columns or sections – one for Individuals and one for VCs/Organizations – each populated by the corresponding CMS entry fields. This way, content editors can modify partner program details easily via the CMS.

Campaign Pages (CMS Collection)

- **URL Structure:** `/campaign/[slug]` – e.g. `/campaign/q4-budget-rescue`.
- **Purpose:** Handles special **landing pages for marketing campaigns** or seasonal promotions. These pages are often temporary or cyclical and have unique content and styling needs (minimal distractions, focused messaging). Using a CMS for them allows marketing teams to spin up new campaigns without hardcoding pages.
- **Key Template Features:** Campaign pages typically **omit main site navigation and footer** (to minimize exits and focus the user on the campaign content). They are standalone landing pages with a single, compelling offer and a form.
- **Fields:** Each campaign entry includes:
- **Offer Headline:** The main heading text highlighting the campaign. For example: *“Q4 Budget Rescue – Hire Now, Pay Next Year!”* This is large and eye-catching.

- **Seasonal Message:** A sub-heading or contextual message that frames the offer (e.g. *"Limited time offer to maximize your year-end budget."*). This can be used to create urgency or relevance (season, holiday, end-of-quarter, etc.).
- **Body Content:** (Not explicitly listed, but likely needed) – a rich text for additional details about the offer, benefits, or how it works. Could also include a bullet list of what's included, or client quotes as proof if applicable. We infer this because most landing pages have some explanatory text beyond just a headline.
- **One-Step Form Embed:** The core of conversion – an embedded form for the user to claim the offer or contact MezTal. "One-step" implies it's short and on the same page (no multi-step wizards). Fields might be just name, work email, company, etc., to reduce friction. The CMS could store the actual form code or an identifier if using a shared form component.
- **Hero Image/Graphic (optional):** Possibly an image field for a hero background or graphic relevant to the campaign (for design appeal). If not a field, the template might allow adding a background image per entry.
- **Design Toggle (Minimal UI):** Not a field per se, but by template design, these pages will **hide the main nav and maybe have a custom lightweight header** (e.g. just the MezTal logo or a campaign-specific branding). The absence of normal navigation is intentional to keep focus on the call-to-action (common in landing page best practices). The CMS entry might include a flag to confirm "no nav" if needed, or this could be a global setting for all `/campaign/*` pages.

Embedded Pages (3rd-Party Integrations)

Certain pages on the site consist largely of embedded content from external platforms, styled to integrate with MezTal's site. They are implemented as static pages containing container elements or scripts that pull in 3rd-party content.

Apply Now (`/apply-now`)

- **Description:** This is MezTal's careers page, meant for job seekers rather than clients. It embeds MezTal's **Workable job board** to display current openings and accept applications.
- **Layout:** The top of the page likely features a simple **hero section** with a title like "Join the Team" or "Apply Now at MezTal", possibly a brief tagline about working with MezTal and maybe an image or icon (e.g. a team photo or a graphic conveying growth).
- **Benefits Highlight (Optional):** There could be a short section or banner summarizing why candidates should apply – e.g. a few key benefits of working with MezTal (competitive pay, remote-friendly, growth opportunities, etc.) – to entice applicants before they see the job listings.
- **Job Board Embed:** The core of the page is a script provided by Workable (the ATS) that lists all open positions. This embed will show job titles, locations (likely "Remote - Mexico" for most, etc.), and allow clicking each to see details and apply. It's essentially an interactive job widget within the site.
- **Code Block Container:** The embed is placed within a container that matches the site's style (maybe a slightly translucent "glass" panel consistent with the design theme). Minimal additional styling is applied beyond perhaps ensuring fonts and buttons align with the site's design system.
- **Notes:** There is no primary site navigation call-to-action here (the action is to apply for jobs). The page should still have the main nav and footer visible for consistency, but the content itself is the Workable feed. Ensuring the embed is mobile-responsive is important so applicants can browse on their phones.

Social Hub (/social-hub)

- **Description:** A dedicated page that aggregates MezTal's social media content, particularly focusing on LinkedIn (given the B2B and professional nature of the business). It provides a dynamic view of recent posts without the user leaving the site.
- **Content:** The page includes an **embedded LinkedIn feed** or social wall. This could be via an official LinkedIn plugin or a third-party social feed tool. It might show recent LinkedIn posts from MezTal's company page (and possibly other social channels like Twitter if desired, though LinkedIn was specified).
- **Layout & Styling:** The styling is kept **minimal** to let the social content stand out. Likely a simple header (e.g. "Latest Updates & Insights") and then the feed embed. The embed will display posts (text, images, links) as they appear on LinkedIn, possibly with the ability for users to click through to the actual LinkedIn page.
- **Purpose:** This hub allows site visitors to see real-time engagement and content from MezTal's social media, adding a layer of transparency and activity. It also encourages them to follow MezTal on those platforms. The minimal design means it may not have heavy additional content – just a container and the feed – ensuring it's up-to-date without manual maintenance.
- **Note:** Like Apply Now, this page is more a functional embed page. It will retain site nav and footers, but the core is the external content. The design should ensure the embed fits well on both desktop and mobile (perhaps stacking posts or enabling scroll within the container if needed).

Visual Design & Style Guidelines

The visual theme and UI style of the MezTal site should reinforce its branding as a tech-forward yet care-focused company, aligning with the tagline **"Care Meets Code."** Key design guidelines include:

- **Glassmorphism Aesthetic:** The site will utilize a modern **glassmorphism** style – a design trend involving translucent, frosted-glass elements that create a sense of depth and layering ¹. Panels and sections may have semi-transparent backgrounds with blur effects, allowing background imagery or color gradients to show through subtly. This gives a sleek, **high-tech look** while maintaining an airy, professional feel (appropriate for a healthcare-tech crossover).
- **"Care Meets Code" Theme:** Visually, this means blending cues from healthcare (clean layouts, trust symbols like shields or crosses, imagery of people/care) with cues from technology (icons of code, digital illustrations, circuit-like patterns). The color palette likely balances **calm, trust-inspiring colors** (blues, teals, whites often seen in healthcare) with **vibrant accent colors** (tech oranges or greens) to highlight interactive elements. The glassmorphism effect can underscore this blend by overlaying techy graphics with soft, transparent cards.
- **Typography & Font:** Use clean, modern fonts that are easy to read and convey professionalism. A sans-serif font with a tech feel but high legibility is ideal (for example, something akin to Open Sans, Roboto, or a modern humanist sans font). Headers might be slightly more stylized (to give a distinct brand voice), while body text remains clear. All text should maintain a healthcare-level clarity (avoiding super light weights or overly decorative styles) to align with trust and accessibility.
- **Iconography & Graphics:** Incorporate simple line icons or duotone icons, especially for things like the Solutions and Industries lists (e.g. a briefcase icon for RPO, a shield for Security, a building for Senior Living). All graphics should share a consistent style. Any illustrations should support the "caring tech" vibe (perhaps abstract tech shapes combined with human-centric imagery, etc.).

- **Footer Design:** A global footer with **4 columns** of links is planned, dividing key areas for convenient navigation:
- **Solutions:** links to top Solution pages or categories (and possibly the Solutions Hub).
- **Industries:** links to the Industries page or specific high-priority industry subpages.
- **Trust & Security:** links like Privacy Policy, Security page (or section), Compliance certifications, maybe a link to a Trust Center if any. Essentially policies and badges.
- **Company:** links for About, Careers (Apply Now), Partners, Contact, etc.
The footer will likely also display the trust badges (SOC2, HIPAA logos) prominently, and possibly other partner logos (NetSuite) to reinforce credibility at the bottom of every page.
- **Badges and Certifications:** Ensure official **SOC 2** and **HIPAA compliant** badges, as well as notable partner logos (like NetSuite), are tastefully integrated into the design (for instance, in the footer or on the Company/Trust section). These should be clear but not visually overwhelming (often monochrome versions work well in footers). They act as visual trust signals that complement textual content about security.
- **Consistency:** Throughout the site, maintain consistency with the Relume style framework or component library being used. That means using the predefined classes and components (for spacing, grid, buttons, etc.) from the Relume library, which ensures a cohesive look and easier maintainability. All design elements (buttons, form fields, cards, etc.) should follow the same design system (e.g. using the same border radius, shadows, and hover effects, which Relume's client-first system provides).

Mobile & Responsive Considerations

The site must be fully responsive and provide an excellent experience on mobile devices and tablets. Specific mobile optimizations include:

- **Responsive Navigation:** The main menu should collapse into a mobile-friendly format (e.g. a hamburger menu). Ensure that utility nav items like *Hire Talent* or *Get a Quote* remain easily accessible – possibly as a prominent button in the mobile menu or a sticky footer button for key CTAs.
- **Horizontal Scrolling for Tables:** The **comparison matrix** on comparison pages should be designed to scroll horizontally on smaller screens. Instead of shrinking the text to an unreadable size, allow a swipeable container for the comparison table or convert it into an accordion list on mobile. This way, users can still compare MezTal vs competitors without the layout breaking or causing overflow issues on phones.
- **CTA Visibility and Size:** All “Start 90-Day Pilot” or similar CTA buttons, especially on role/location pages, need to be highly visible on mobile. Use a large tap-friendly button (minimum ~44px height) with ample margin. We may implement a **sticky CTA** on mobile that either stays at the bottom of the screen or reappears after scrolling, to constantly remind the user of the next step. For example, after scrolling through a role page, a small banner saying “*Ready to Hire? Start Your Pilot*” could appear fixed at the bottom.
- **Form Optimization:** Forms (Hire Talent, Quote, etc.) should use mobile-friendly inputs. Use appropriate input types (email, tel for phone) to trigger the right keyboard. Keep forms as short as possible on mobile and consider multi-step for long forms to avoid a giant scroll. Also ensure the **Apply Now** Workable embed is mobile-optimized (Workable's widget usually is responsive, but test that job listings can be scrolled or tapped easily).

- **Interactive Map on Mobile:** The *Why Mexico* interactive map should have a fallback for mobile. Hover effects don't work on touch, so tapping a city should open its info. Possibly, on small screens, the map could stack with city cards listed below or as a carousel. Ensure that the map is scrollable only when intended (so it doesn't interfere with page scroll – e.g., maybe a static image with city buttons to tap). Each city card might become a full-width item in a swipe carousel on mobile for easier viewing.
- **Tables and Grids:** For any content grids (like the Solutions cards or Resources or Industries list), use a 2-column grid on mobile (or single column stacked) to maintain readability. Carousel components (like testimonial sliders) should support swipe gestures.
- **Performance:** Mobile optimization also means loading times should be low. Images should be responsive (using WebP or appropriate sizes via Webflow's responsive image feature), and unnecessary scripts should be disabled on mobile if possible to improve speed. This is not explicitly requested, but it's a good practice given many users might be on cellular networks.
- **Testing:** All templates (static and CMS) need to be tested on common device sizes. Pay special attention to the visual effects (glassmorphism) – ensure contrast remains sufficient on mobile devices for readability 2 (translucent overlays shouldn't make text hard to read on small screens). Also verify that touch targets (buttons, card links) have enough padding.

Exclusions & Special Notes

Finally, it's important to clarify what is **excluded** from this scope and any decisions made to avoid confusion:

- **No Blog Section:** The website structure above deliberately **excludes a blog**. MezTal's blog content is handled separately (possibly on another subdomain or a different project). Therefore, we are not creating a Blog Posts CMS or listing blog articles in the main navigation. The focus is on landing pages, resources, and conversion-focused content.
- **Foundational Solutions Omitted:** In earlier planning, a category called "Foundational Solutions" was considered, but it will **not appear in the navigation**. All necessary solution pages are covered under the Solutions hub or elsewhere. This avoids cluttering the nav with overlapping categories. (Any foundational content will be integrated into relevant pages instead.)
- **No Duplicate Location Pages:** We ensure there is only one hub for locations. The </why-mexico> page serves as the interactive location hub; therefore **no separate top-level "Locations" page** exists aside from the individual city pages in the CMS. This prevents duplication in content and URL structure – users either see the overview on Why Mexico or go directly to a specific city page, without an extra click on a redundant locations index.
- **Client Portal Not Built:** The "Client Login" link is just an external link. There's no need to design or build pages for the client portal within this project. That system is outside the marketing site's scope.
- **Content to be Provided:** All page content (copy, images, testimonials, etc.) will need to be sourced or written, but the templates anticipate their placement. We have not included a blog, but **Authors** and other CMS items are prepared to support thought leadership content if needed in the future. Likewise, the design system is set up to easily expand (e.g. adding a "Blog" section later wouldn't break the structure).
- **Relume Implementation:** Since the site will be built on Relume's Webflow framework, all components and pages will adhere to Relume's **Client-First style system**. Class names, spacing, and structure will follow that methodology for consistency. Developers should use the Relume library components for things like navbars, footers, cards, etc., wherever possible, customizing as needed

to fit the aesthetic. (No custom dev outside Webflow/Relume is expected, except embedding the third-party widgets as noted.)

SEO & Conversion Considerations

To maximize the site's effectiveness, every page and template is crafted with **SEO best practices and conversion principles** in mind:

- **E-E-A-T Optimization:** The site content should reflect Google's **E-E-A-T** guidelines (Experience, Expertise, Authoritativeness, Trustworthiness). This means prominently featuring trust signals such as client testimonials, case studies, and success stories across the site. For instance, each dynamic page template (roles, locations, etc.) is encouraged to include a relevant testimonial or data point to demonstrate real experience. By showcasing real **success stories and testimonials**, MezTal builds credibility with both users and search engines ³. Author bios (for any content) and detailed case studies further boost the perception of expertise and authority.
- **Structured Data & SEO:** Although not a visible part of the UX, the CMS architecture allows for adding structured data (like FAQ schema for Q&As on role pages, Article schema for case studies, etc.). Each page has fields for meta titles/descriptions to ensure search snippets are optimized. The URL structures are short and descriptive (e.g. `/hire/role`, `/comparison/x-vs-y`) for clarity and keyword relevance. The site map is logically organized into pillars and subpages, which is good for SEO internal linking.
- **Conversion-Focused Layouts:** Every page is designed to guide the visitor toward an action. Key CTAs (like "Start 90-Day Pilot", "Get a Quote", "Contact Us") are placed in high-visibility sections (hero areas, sticky headers, or after persuasive content sections). We follow the principle of having **one primary CTA goal per page** to avoid user confusion; focusing on a clear, single action is proven to improve conversion rates ⁴. For example, a role landing page's main goal is to get the user to start a hiring request for that role.
- **Value Proposition & Cost Savings:** Particularly for pages like Roles and Comparisons, we integrate **cost value statements** (like the salary comparisons or KPI savings in case studies). Highlighting concrete benefits (e.g. "save 50% on labor costs" or "hire 3x faster") gives visitors a tangible reason to convert. These value points should be visually emphasized (badges, bold text, or infographics) so they catch attention.
- **Trust and Security Elements:** To convert leads in the healthcare and senior living space, trust is paramount. Hence, trust elements (logos of compliance, client logos, partnership badges) are woven into page designs. The **Trust & Security** section on the Company page, the trust bar on the Home page, and the inclusion of HIPAA/SOC2 mentions on relevant pages all serve to reassure users that MezTal is a safe, reputable partner. According to SEO best practices, these trust signals not only help users feel secure but also contribute to the site's credibility which can indirectly aid rankings ⁵.
- **Performance and UX:** A fast, mobile-friendly site will aid conversion (users won't drop off due to slow loads) and SEO (as Google favors performant sites). Using Relume's optimized components and adhering to best practices (compressing images, limiting heavy scripts) will ensure the site runs smoothly.
- **Analytics & Iteration:** It's assumed that tracking (like Google Analytics or similar) will be implemented. The site architecture is set up to funnel users toward high-intent pages (Hire Talent, etc.), and analytics will help verify these flows. Post-launch, data can inform if certain pages need stronger CTAs or content tweaks.

In summary, the MezTal website is structured to be **comprehensive yet user-friendly**, with a clear hierarchy of pages and a robust CMS backing dynamic content. The combination of thoughtful static pages, flexible CMS collections, and adherence to modern UX/SEO practices (including E-E-A-T and conversion optimization) positions the site to effectively convert visitors into leads while showcasing MezTal's expertise in the nearshore staffing domain. Each template is crafted to tell a piece of that story – whether it's demonstrating a successful client outcome or comparing MezTal to alternatives – always ending with an invitation for the user to take the next step with confidence. ³ ⁴

¹ ² UI-UX 2025 DESIGN TRENDS. Greetings, I have shortlisted a... | by Kashaf Maryam khan | Medium
<https://medium.com/@kashafmaryamkhan/ui-ux-2025-design-trends-fb572555c057>

³ ⁵ E-E-A-T and SEO: Optimizing for Google's Guidelines – TopRank® Marketing
<https://www.toprankmarketing.com/blog/eeat-seo-google-guidelines-experience-expertise-authority-trust/>

⁴ 15 call to action examples for 2025 (+ why they work so well)
<https://unbounce.com/conversion-rate-optimization/call-to-action-examples/>