From Side Project to Digital Powerhouse: Mountaintop Web Design?s Founder Featured on An Agency Story

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GREENWOOD VILLAGE, CO - May 08, 2025 -
Mountaintop Web Design is proud to announce that its founder and CEO, Josiah Bussing, was recently featured on An Agency Story, a well-known podcast highlighting the real experiences of agency leaders across the country. In Episode 132, titled The Accidental Tactic That Flooded His Pipeline, Bussing shares the remarkable story of how a favor for a friend turned into a thriving, values-driven digital agency that now helps businesses across the country grow online.

The episode explores Bussing?s unexpected start in the web development world?an experience that began with a broken website and a costly compliance fine. That pivotal moment set the stage for a career marked by integrity, systems thinking, and an unwavering commitment to client success. What started as a side project quickly evolved into a full-service digital marketing agency that today supports clients across industries, from coffee shops and construction companies to nonprofits and engineering firms.

In the podcast, Bussing opens up about his entrepreneurial journey, discussing both the practical strategies and personal philosophies that have shaped Mountaintop Web Design. From building systems that scale to fostering a culture of transparency and growth, Bussing outlines the key decisions that have enabled the

agency to grow without compromising its values. One standout theme is his emphasis on hiring for character as much as for skill. During the interview, he explains that he often asks candidates to describe their ?best mistake,? a question that reveals humility, self-awareness, and the ability to grow?qualities he believes are critical for success in a fast-paced, client-first environment.

?Systems are what allow you to scale without burning out,? Bussing shares in the episode. ?If you?re the bottleneck, your business can?t grow. Empowering others through clear processes and strong values is what makes sustainable leadership possible.?

Mountaintop Web Design?s evolution into a remote-first agency has also been a cornerstone of its growth. In the episode, Bussing reflects on the balance between freedom and responsibility, sharing how he?s designed the business to operate smoothly?even during extended periods away from the office. For Bussing, true leadership isn?t about being indispensable; it?s about building teams and systems that thrive independently.

The company?s success is grounded in its mission: to help small businesses grow through effective web design and digital marketing. Mountaintop offers a full suite of services including WordPress website design, SEO, local search optimization, PPC, and ongoing WordPress care plans. From strategic messaging to technical SEO and conversion-focused design, every project is approached with a dedication to delivering measurable results.

That focus on results has earned Mountaintop Web Design widespread praise from clients. From Colorado Legal Services to Secure Anchor and sports rehab consulting firms, the agency has developed a reputation for client service, consistent communication, and designs that actually drive business. Across industries, clients commend the Mountaintop team not just for their technical expertise, but for their collaborative, thoughtful approach to every project.

?Being featured on An Agency Story is an honor, but more than that, it?s a reflection of the incredible team we?ve built and the clients we?ve had the privilege to serve,? Bussing said. ?This journey started with a problem I wanted to solve, and it?s grown into something I?m deeply proud of. We?re just getting started.?

Outside of work, Bussing is an advocate for personal growth, regularly reading books on business, leadership, and faith. His commitment to learning and self-improvement mirrors the culture he?s built at Mountaintop, where employees are encouraged to grow in both skill and character.

Mountaintop Web Design is headquartered in Greenwood Village, Colorado, with additional presences in Ohio, Oklahoma and Pennsylvania. Businesses looking to grow their online presence can schedule a free consultation to learn more about how Mountaintop can support their goals with modern digital strategy, custom web design, and results-driven marketing.

To listen to the full podcast episode, visit Spotify, Apple Podcasts, or the An Agency Story website. For more information about Mountaintop Web Design, visit mountaintopwebdesign.com.

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Mountaintop Web Design

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