Mountaintop Web Design Partners With Velocity Pump and Controls on New Website Launch

April 30, 2026

GREENWOOD VILLAGE, CO - April 30, 2026 -
Mountaintop Web Design has announced its partnership with Velocity Pump and Controls, an industrial pump systems and services provider based in Flint, Michigan, on the launch of a newly redesigned website. The site serves as the company's primary digital platform and is designed to accurately reflect the scope and quality of services Velocity Pump and Controls delivers to industrial and municipal customers across Michigan and Northwest Ohio.

The project originated from a recognized gap between the company's established reputation in the field and its previous online presence. Velocity Pump and Controls has built its business around providing reliable pump systems, lubricants, custom control panels, and repair services to facilities where operational uptime is critical. The existing website no longer reflected that level of capability, and the company sought a partner who could help develop a digital strategy before moving into design and development.

"We had been wanting to upgrade our website for a while because it didn't represent the quality of work that we did for our customers," said Alex Hitsman, Sales Manager at Velocity Pump and Controls. "It felt like a big project to take on and we weren't sure which direction to take. Mountaintop Web Design helped us first build

a strategy for our digital marketing. Their team then helped us build out an awesome new website that connects with our customers. We are very happy with the new website and the results it is bringing to us."

Mountaintop Web Design led the engagement from initial strategy through design and development, working with Velocity Pump and Controls to establish a clear digital direction before building the site itself. According to Mountaintop Web Design, beginning with a defined strategy allowed the finished website to serve not just as a digital brochure, but as a functional tool for connecting the company with the customers and markets it serves.

"Velocity Pump and Controls has a long track record of supporting some of the most demanding industrial environments in the region," said Josiah Bussing, owner of Mountaintop Web Design. "The previous website wasn't telling that story. Our first step was helping the team get clear on their digital marketing direction so that everything we built from there had a purpose behind it. The website needed to earn the trust of engineers and facility managers who are making real operational decisions."

Velocity Pump and Controls operates as a single-source provider for industrial and municipal pump systems, offering pumps, replacement parts, lubricants, custom control panels, and field repair services. The company serves a broad range of markets including water and wastewater, power generation, chemical processing, automotive, food and beverage, and municipal infrastructure. Its customer base includes a number of nationally recognized organizations across Michigan and Ohio.

The redesigned website was structured to reflect that breadth of capability in a way that is clear and navigable for visitors from varying technical backgrounds. Mountaintop Web Design organized the site around the company's core service lines, with content designed to guide prospective customers through available solutions and toward initiating a quote or service request. Mobile performance and cross-device consistency were prioritized throughout development, reflecting the expectations of a professional audience accessing the site across a range of devices and environments.

The website is now live and accessible to the public. Velocity Pump and Controls intends to use the platform as its primary point of contact for quote requests, service inquiries, and general information about its product and service offerings, with updates expected as the company continues to grow its presence across Michigan and Northwest Ohio.

For more information about Mountaintop Web Design and its work on the Velocity Pump and Controls website, visit Mountaintop Web Design. To learn more about Velocity Pump and Controls and its industrial solutions, visit velocitypump.com.

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For more information about Mountaintop Web Design, contact the company here:Mountaintop Web DesignJosiah Bussing(970) 765-8884info@mountaintopwebdesign.com8400 East Prentice Ave #1500,Greenwood Village, CO 80111


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Mountaintop Web Design

Mountaintop Web Design, based in Greenwood Village, Colorado, is a digital marketing agency specializing in website design, WordPress care plans, SEO, local search optimization, and pay-per-click advertising.

Website: https://mountaintopwebdesign.com/

Email: info@mountaintopwebdesign.com

Phone: (970) 765-8884