



## WORKSHEET

# Logistics search brief

Best Logistics SEO Agencies: 11 Compared for Search and AI Answers (2026)

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Fill this in before briefing any agency, including us, so a proposal can be judged on qualified enquiries rather than traffic.

## EXHIBIT 1

| Field                           | What to write                                                                            | Your answer |
|---------------------------------|------------------------------------------------------------------------------------------|-------------|
| Services you sell               | Each service with equipment and cargo type, and those you want less of                   |             |
| Service demand                  | How a buyer would search for each service, in each language you sell in                  |             |
| Trade lane demand               | Origin and destination pairs with direction, and the lanes where you have capacity       |             |
| Regulatory research searches    | Rules, codes and documents your buyers check before they ask for a quote                 |             |
| Software evaluation searches    | Product and integration searches if you sell software; if not, where vendor traffic goes |             |
| Hiring searches to keep apart   | Driver and subcontractor searches, and where those visitors go                           |             |
| What makes an enquiry qualified | The fields your desk needs to price a request the same day                               |             |
| Where enquiries land            | Form, inbox or CRM, and who answers within what time                                     |             |

| Field    | What to write                                                                                          | Your answer |
|----------|--------------------------------------------------------------------------------------------------------|-------------|
| Baseline | Qualified enquiries and research visits in the last 30 days, by source, kept apart, before work starts |             |

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