



WORKSHEET

Website rebuild brief for a logistics business

Logistics Website Design and Development Agencies: Projects Compared

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Send the same brief to every studio you speak to, so the quotes cover the same work. Fill in what you know; a studio that cannot answer the open lines has told you something too.

EXHIBIT 1

Field	What to write	Your answer
Company and owner	Legal name, current website, and who signs off the new site	
Business type	Carrier, broker, forwarder, warehouse or 3PL, logistics software, or a mix	
Buyers and markets	Countries, lanes and the languages your buyers use, and which languages need full pages	
Pages	Services, lanes, equipment, sectors, locations and careers, with how many of each	
Quote form	Fields the desk needs to price: origin, destination, cargo, weight, equipment, dates, recurring volume and dangerous goods class where relevant	
Where requests go	CRM, shared inbox or TMS, and who answers within what time	
Integrations	CRM, tracking, calculators and careers portal, and who maintains each after launch	

Field	What to write	Your answer
Platform	Platforms you prefer or rule out, and any licence you already pay for, such as HubSpot	
Content	Who writes the copy, who supplies photos of vehicles and sites, and which old pages move across with redirects	
Accessibility	The WCAG level the site must meet and who audits it before launch	
After launch	Hosting, updates, security and changes per month, with the monthly price for each	
Ownership	Who owns the domain, code, CMS account, analytics and images if the contract ends	
Timeline and budget	Launch date and what drives it, build budget and monthly budget, each shown separately	

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