

BUYER'S GUIDE

Logistics Website Design and Development Agencies: Projects Compared

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Logistics website design and development agencies are easiest to compare by what they have already built for freight businesses: the platform, the form that carries a quote request, the languages and who looks after the site after launch. Each of the fourteen studios here shows a named logistics website project, from an Austrian forwarding group's site in 11 languages to a fixed price, two week build by a Californian studio that works only for freight.

The search pages and the RFQ path are a separate brief from the build, which is why Vektor Group, a marketing team that does not build sites, opens the list. Compare the studios in the table, read the entries for the project and its limits, then send each the rebuild brief further down.

EXHIBIT 1

Named projects, platforms and terms side by side

Agency	Named logistics project	Platform	Forms and integrations	Languages	Accessibility	Upkeep and published terms
Vektor Group	None: we are not a web studio; our own home page with its estimate calculator	Not applicable: we plan pages and forms, studios build	RFQ forms that ask for lane, load, equipment and dates	English, German and Dutch on our own site	Not published	Quoted per scope; not published
pixelart	Lagermax, Austrian forwarding and logistics group, relaunch	Pimcore	Contact button and chatbot; private and business customer switch	11 language versions	Not published	Price not published
WOAR	Karl Michels and SiLog, two logistics brands on one multisite	Drupal 10 multisite	Filterable services overview; no quote form described	German, English, French	Not published	Maintenance €79, €189 or €389 a month, net
Beetroot	Sendify, shipping platform, rebuild	WordPress multisite with WPML	Search forms, cost calculators, geolocation redirect	Several regional versions	Not published	Maintained since launch; price not published

Agency	Named logistics project	Platform	Forms and integrations	Languages	Accessibility	Upkeep and published terms
99 Francs	Profrakt, Norwegian freight platform, build of a supplied design	Webflow	HubSpot forms; WooCommerce freight flow	Not stated	Not published	Marketing websites from \$3,000, landing pages from \$1,500
Veza Digital	Shipwell, logistics software, over 2,000 pages moved	WordPress to Webflow	A/B testing for conversion after launch	Not stated	Not published	Price not published
Effect Digital	LF&E, temperature controlled healthcare transport	Hard-coded site to Webflow	Not described	Not stated	Not published	Delivered in 10 weeks; price not published
6Minded	Consafe Logistics, warehouse software, new site	HubSpot Content Hub	Custom questionnaire forms; office map	Not stated	Not published	Price not published
Blend	Transpoco, transport technology, rebrand and site	HubSpot CMS	Conversion paths; client edits pages	Not stated	AAA contrast matrix for brand colours	Price not published
SyncShow	ODW Logistics, rebuild for conversion	Not stated	Conversion messaging and calls to action	Not stated	Not published	Website packages from \$15,000; custom sites from \$35,000
LLT Group	Freight Science, trucking analytics, marketing site	Not stated	Contact form that validates prospects before sales	Not stated	Not published	Support plans; price not published
Van York Agency	EEKO 3PL, brand, website and presentation	Not stated	Not described	Not stated	Not published	Price not published
Logistics Marketing Ltd	VertomCory relaunch, named in a client review	Not stated	Not described	Not stated	Not published	Five pages from £1,500 plus VAT, a year's hosting included
S4L.IO	DSI Transportation, Accurate Freight Systems and Alvy Delivers, described by scope	Not stated	Quote flows by origin, destination, commodity and equipment	Not stated	Not published	\$2,450 for up to 10 pages; care \$395 or \$995 a month
HAUL Agency	Arrow Transport revamp, named in a client review	Not stated	Not described	Not stated	Not published	Quoted per project; at least eight weeks

EXHIBIT 2

Where to start

Your situation	Where to look
A group site for several countries, brands or languages	pixelart (entry 2), WOAR (entry 3) or Beetroot (entry 4)
A logistics software or freight platform site on Webflow	99 Francs (entry 5) or Veza Digital (entry 6)
A UK carrier site moving off a hard-coded build	Effect Digital (entry 7)
A site that runs on HubSpot next to your CRM	6Minded (entry 8) or Blend (entry 9)
A North American 3PL or freight software firm that needs the message and the site together	SyncShow (entry 10), LLT Group (entry 11) or Van York Agency (entry 12)
A small forwarder, haulier or broker that wants a fixed price and the copy written	Logistics Marketing Ltd (entry 13) or S4L.IO (entry 14)
An Australian transport firm that wants the site with photo, drone and video work	HAUL Agency (entry 15)
The search pages and the RFQ path planned while a studio builds	Vektor (entry 1), alongside one of the studios

Sources

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