



WORKSHEET

Quote page brief for your web studio

Logistics Website and RFQ Landing Page Examples with Credited Creators

8 October 2026 · Vektor Group

Fill this in before the first meeting with a studio. It turns the patterns above into decisions about your own quote page, and gives every studio you speak to the same brief.

EXHIBIT 1

Field	What to write	Your answer
Who the page is for	Shippers, carriers, agents or job seekers: one main audience per page, and where the others should go	
Services and limits	Modes, equipment, cargo types and permits such as ADR that you quote for, and what you do not move	
Coverage	Countries, regions or lanes you serve, written as text a buyer and a search engine can read	
Proof to show	Memberships, certificates, fleet or warehouse figures, and customers who have agreed to be named	
Quote fields by mode	Road: origin, destination, weight, dimensions, equipment. Sea: container type and terms. Air: ports and whether the cargo is restricted	
Qualifying questions	Shipments per week, annual spend, fleet size or users, and which of them are required	
Reply promise	Who replies, by when and by which channel, written on the page	

Field	What to write	Your answer
Other routes	Phone, email and named contacts for buyers who will not fill in a form	
Files	Whether buyers can attach a packing list, tender or RFQ document	
Credit and ownership	Whether the studio may show the site in its portfolio and footer, and who owns the design files and the CMS login	

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