**Home Page**

**General information about the company**

People would like to come to my site to have a general idea about the company. Because of the name, I think they would already know that is a logistics company, but I think they would like to know about the company itself, and its time in the market, so they know about the experience the company already has in the logistics area.

**Company’s social media**

The visitors will expect to find information about social media related to the company, like LinkedIn or Facebook. This is really important nowadays LinkedIn shows a professional look of the company and Facebook has a more friendly side of the company.

**Contact us**

**Main office and phone number**

The site should answer questions about the location of the main building of the company, and also contact phone number and work hours of these offices. I think this will make feel the customer more confident about the company and also will let the customer know about the convenient locations of the company.

**Agents’ contact information for immediate communication**

The site should show the customer contact information related to the company, even contact information about agents that can help them to receive a quotation, or give them information about what they need to have their goods transported. This contact information should have the phone number, emails, and a link that enables the client to write or call the agents via WhatsApp.

**Office Holidays**

The site will have information about holidays and dates when the office will be closed.

**Services**

**Company’s achievements**

The site will have information and images of big projects the company was able to handle, this would give an idea to the visitors about the expertise of the company. I think this is really important because this elevates the reliability of the company in a big way.

**Company’s services**

The visitors will expect to find information about the services the company offers. Each service will be explained briefly and concisely so it is easy for the customer to understand. Most of the visitors will be people that need to import or export a good but are not experts in logistics.

**FAQ**

This site will have a section for frequently asked questions so the visitors can clarify some doubts by just getting into the site.

**Ideas for further improving the site that would require more pages**

**Site in 2 different languages**

**Site in Spanish and English**

Because the company does export and import the web page should be in English and Spanish, Spanish because the company is located in Bolivia, and English because it is the most spoken language including native and non-native speakers.

**Shipping**

**Tracking**

If the visitor is already a client, I would like the site to be able to answer doubts about where is their cargo. So, it would be great to have a tracking service on the website. The information would have to be updated by a logistics employee frequently until the cargo arrived at the delivery point.

**Logistics related news**

The visitors will expect to be able to find relevant news about the logistics field that might affect their decision about getting their cargo transported by a determined route. Also, when they have already a service, they would be able to have a heads up about the current situation of a route in trouble.

**Less than Container Load Availability**

The site will have information about Less than Container-Load availability, so when the company has a container that is not completely loaded, visitors with goods that do not fill an entire container require this kind of service, they will have this important information on the web site.

**Blog**

**Blog**

The type of activities visitors would like to complete on my site is to be able to read a blog about tips and general information regarding the import and export of goods from and to Bolivia. I think this would be really helpful and appealing for the customer, in this way, the customer would visit my site frequently.

**Site Reliability**

I think the visitors would come to my site instead of another to get information because the information on my site will be reliable and the site will be easy to handle.