

Suggested Homepage Content Order for HeavyHaulTexas.com

1. Hero Section (above the fold)

- **Headline & value proposition** – use an attention-getting headline that immediately communicates what the company does. The current tagline *“Let us pull your weight”* positions Naegeli Transportation as a trusted partner for moving heavy equipment and oversize loads. Lines from the existing home page explain that the company moves everything from **2,000-lb to 200,000-lb machinery**, including construction equipment, cranes and machine tools ¹.
- **Subheading describing core services** – briefly state the two primary services: **Crane & rigging** and **heavy-haul transportation** (oversized, overweight and over-length loads). Mention that the company has been in business since 1956 ² and highlight its expertise moving construction equipment and industrial machinery ³.
- **Call to action (CTA)** – add a prominent “Request a Quote” or “Call Now” button linking to the quote request form and phone numbers; the current site’s header already has a “Request a Quote” link ⁴.
- **Visual** – use a high-quality hero image or short video clip of cranes lifting heavy equipment or a multi-axle truck carrying an oversize load. The existing page includes a video of the company in action ⁵; a similar visual should remain.

2. Service Overview Section

- **Crane and Rigging** – Explain that Naegeli provides **machine tool rigging** and crane services for moving industrial equipment. The About-Us page notes that the company’s specialty includes **Machine Tool Rigging** ⁶. Summarise key capabilities: DOT-certified riggers, experience with indoor and outdoor lifts, and equipment inspected & maintained ⁷. Include a CTA to learn more about crane/rigging services or request rigging assistance.
- **Heavy Haul Transportation** – Describe the heavy-haul trucking operation: oversize, overweight and over-height loads, moving construction equipment, cranes, forklifts, machine tools and skid-mounted buildings ⁸. Emphasize the modern fleet of power units, lowboys, tilt trailers, beam/rail trailers and forklifts ⁹ and state that the company has over **70 vehicles** and is highly rated by the US DOT ¹⁰. Include CTA buttons for “Heavy Haul Services” or “Get a Heavy-Haul Quote.”

3. Company Strengths & Capabilities

- **Experience & history** – Highlight that Naegeli Transportation was established in **1956** and is “more than just your average heavy-haul business.” It is a **full-service trucking company** specializing in construction equipment and industrial machinery ⁶. Mention that the company operates **over 70 vehicles** and maintains the highest US DOT rating ¹⁰.
- **Service Area** – Note that they serve **local Houston, Texas, Louisiana, Arkansas and Oklahoma** ¹¹. If expanding to national or international service, update accordingly.

- **Certifications** – List credentials: **DOT-certified** drivers, **TWIC** certification for port and plant access and hazmat certification ¹², plus rigging crews that are **experienced and safety-conscious** ⁷.
- **Fleet details** – Provide a bulleted list of equipment: multi-axle power units, rollbacks/tilt beds, Landoll trailers, lowboy trailers, beam/rail trailers, stretch flatbeds and forklifts from 5,000 lb to 100,000 lb capacity ⁹. This helps customers understand that Naegeli can handle diverse load sizes and configurations.

4. Testimonials & Social Proof

- Incorporate **customer testimonials** prominently on the homepage. The existing home page includes testimonials praising Naegeli's professionalism, safety and efficiency, noting that they moved **over 1,000 tons of equipment** without incident ¹³. Use excerpts that emphasize reliability, communication and the ability to handle complex projects ¹⁴. Keep the customer's name, title and company for authenticity ¹⁵.
- Add a **"Trusted by" logo bar** showing recognizable client logos (Schlumberger, Kobelco, Weatherford, Bechtel, etc.) from the current site ¹⁶. This builds credibility by showing established clients.

5. Detailed Capabilities / Fleet Section (optional deep dive)

If the homepage can accommodate more detail below the primary sections, include an expandable section or slider highlighting specific capabilities:

- **Equipment categories** – Repeat key categories from the home page: excavators, dozers, graders, cranes (crawler, truck and rough terrain), forklifts and machine tools ¹. Use icons or images for each.
- **Safety commitment** – Expand on the company's safety program, noting that all equipment is **inspected and maintained** ⁷ and that drivers are **safety-trained** and maintain **hazmat** and **TWIC** certifications ¹².
- **Storage & scales** – Mention auxiliary services such as **internal & external storage** and a **commercial truck scale** that is certified and easy to access ¹⁷.

6. Service Area & Contact Information

- **Service area map** – Provide a simple map or list of states served (Houston/Texas, Louisiana, Arkansas and Oklahoma ¹¹). Customers often want to know if the company operates in their region.
- **Direct contact details** – Include phone numbers and email contacts for each department. The current contact page lists specific contacts for **lowboys, rollback/tilt beds, step decks, multi-axle heavy haul** and **machine tool moves**, along with names and phone numbers ¹⁸. Present these in a clean table so users quickly find the right person.
- **General contact / quote form** – Maintain a general contact form and **Request a Quote** link with the company phone numbers (713-946-4000 and 800-451-4217) as secondary CTAs ⁴ ¹⁹.

7. Footer

- **Quick links** – Provide links to Home, Services, Contact, Employment and About.

- **Company information** – Repeat the address (7201 Easthaven Blvd., Houston, TX 77017) and phone numbers ²⁰.
- **Social media** – Include icons linking to the company's Facebook page and any other social channels. The current site displays Facebook feed but has an error; a simple social link suffices.
- **Legal** – Copyright notice and privacy policy.

User Journey Considerations

1. **Immediate clarity** – Visitors should instantly understand that Naegeli specializes in moving heavy and oversized equipment and offers crane/rigging services. A clear hero section with strong visuals and concise messaging achieves this.
2. **Service differentiation** – Separate sections for **Crane & Rigging** and **Heavy Haul Transportation** allow users to self-select the service they need. Each section should link to deeper pages with equipment specifications and case studies.
3. **Trust & credibility** – Featuring certifications, fleet details, testimonials and client logos reassures users that their expensive equipment will be handled safely.
4. **Clear conversion paths** – Prominent CTAs (Request a Quote, Call Now) should appear at the top and again after service descriptions and testimonials. Providing specific contact persons for each equipment type helps business customers quickly connect with the right specialist ¹⁸.
5. **Mobile responsiveness** – Keep sections concise and use collapsible or accordion formats for fleet details and testimonials to ensure a smooth experience on mobile devices.

By organizing the homepage with these sections—from a strong, informative hero to detailed services, credibility boosters and easy contact options—Naegeli Transportation can create a user-focused experience that clearly communicates its crane/rigging and heavy-haul capabilities and drives potential customers to request a quote.

¹ ⁴ ⁵ ⁷ ⁸ ⁹ ¹¹ ¹² ¹³ ¹⁴ ¹⁵ ¹⁶ Naegeli Transportation, Inc. – Let us pull your weight!

<https://heavyhaultexas.com/>

² ³ ⁶ ¹⁰ ¹⁷ About Us – Naegeli Transportation, Inc.

<https://heavyhaultexas.com/about-us/>

¹⁸ ¹⁹ ²⁰ Contact – Naegeli Transportation, Inc.

<https://heavyhaultexas.com/contact-us/>