**ClearflowLogistics.com** - a website that needs to be brought up to date.

Clearflow Logistics is a logistics management company that has an out-of-date website that functions as little more than an informational pamphlet. An up-to-date look and feel might draw in more customers and other types of new business. An expanded contact page with a form to request quotes and other sales information could drive new business.

**Items that will be included in the new site:**

-quote request form - bring in new business and customers

-fuel index - link to national fuel index that shows customers where fuel prices are moving and what the impact will be on pricing going forward

-expanded list of offered services - website is missing some of the available brokerage and logistics management services that are available and could bring more sales

-Additional meta tags and google search information - to bring this site to the top of search results. Right now, the site doesn’t appear on Google search results in the first 100 results from a search for freight brokers in Massachusetts

-Links to current news articles related to transportation

-Blog listing notable milestones and accomplishments of Clearflow.

**View of the competition:**

I looked at 11 websites for freight brokers in the Massachusetts area that were of a comparable size or larger. Some of the websites for similar sized companies were simple and dated which, when compared to a new up-to-date website for Clearflow Logistics will drive new business. All of the larger brokers and some of the smaller one, had up-to-date sites that were dynamic and visually interesting.

All of these other sites had generic information, the same as Clearflow, except all of them had a rate request form, which Clearflow is lacking. Some similar sized companies that I searched for, didn't have a website at all.

All of the larger companies had expanded websites with an updated look and feel and included a request form and a google map inbedded for their location. Also the following were included in some of the larger companies, websites:

credit application

general industry forms

company blog

on-line shipment tracking

career opportunities

**Links of comparable-sized companies:**

http://www.kmtfreight.com/

https://www.bedrocklogistics.com/

http://www.interfreight.net/

https://www.techtransport.com/

http://www.listlogistics.com/

https://www.3plintegration.com/

**Links of larger companies:**

https://www.cfiperishables.com/locations/boston/

https://mybluegrace.com/

https://www.landstar.com/

https://www.jfmoran.com/

https://www.chrobinson.com/en-us/