



Melrose Park Presents

Get a Website That Delivers Results

January 30, 2024

What We Are Covering Today

- The Curb Appeal of Your Homepage
- Navigation Which Engages Your Visitors
- The Biggest Secret to Website Traffic: CONTENT
- When to Get Help

The Curb Appeal of Your Homepage

- One chance to make great first impression – make it count!
- Your logo must be clearly visible
- What you do should be easy to read
- This isn't the place for quick moving videos or carousels of many pictures – keep your visitors focused on your core competency

Before

D.T. Chicagoland Express, Inc., D.B.A.

CXI *Trucking*



- Home
- About Us
- Services
- Tariff Info
- Tools
- WMS Portal
- Careers
- Contact Info
- Contact Sales

Welcome to CXI Trucking.com

Did you know...

- CXI's Management Team has over 100 Years of experience in the Transportation Service Industry.
- We pride ourselves on Uniformed, Courteous and Safety Minded drivers.
- We only use company owned equipment ensuring that all trucks are well maintained in order to provide our customers with timely pick ups and deliveries.
- We are 100% Radio and Computer dispatched for a quicker response in meeting your needs.
- We have equipped our vehicles with computer tracking devices capable of providing the status of your pick up or delivery to within twenty feet of the vehicle's actual location.
- We specialize in the following:
 - Liftgate / Inside Delivery Service
 - Flatbed Service
 - Dedicated Trucking
 - Warehouse
 - Consolidation & Distribution
 - Local LTL and TL
 - Same day emergency service

CXI Trucking will customize our service to fit your particular transportation or logistics needs. Contact us today to experience the CXI difference.

Quick Trace

PRO Number:

Customer Login

Username:

Password:

[Forgot Username or Password?](#)
[Request Access](#)

Points Map

- Illinois
- Indiana
- Wisconsin
- Points Map

Current Fuel Surcharge

LTL - 31.8%
TL - 36.8%
As of 01-03-24

After

The screenshot shows the CXI Trucking website homepage. At the top, there is a navigation bar with the CXI logo and links for Services, Toll Information, Tools, About CXI, and Contact Us. Below the navigation bar is a large image of a white CXI truck. Underneath the truck image, the text reads: "Your metropolitan Illinois, Indiana and Wisconsin area warehouse, consolidation and distribution service." Below this, there is a green banner with the text "DUE TO SEVERE WEATHER, LIMITED OPERATIONS TODAY!". Underneath the banner is a row of six blue icons representing different services: Local LTL & TL, Liftgate, Flatbed, Distribution, Warehouse, and Dedicated. Below the icons is a section with a large image of a CXI warehouse building. To the right of the image is the "About Us" section, which states: "Your customers will be as happy as you are" and "CXI Logistics, division provider warehousing, consolidation and distribution services from our terminal and warehouse located at 2220 West North Avenue in Kildeer, IL, 60149." Below the "About Us" section is the "Tools" section, which lists "Find what you need" and includes links for Toll Information, Forms, Route Map, Rates, and Services. Below the "Tools" section is a green banner with the text "Drivers Wanted" and "Join a winning team providing exceptional transportation service." Underneath the banner is a row of three images: two CXI trucks and a group of CXI employees. Below the images is a button that says "Learn how to join our team". Below the "Drivers Wanted" section is a section titled "Current Fuel Surcharge" which shows two boxes: "31.6% LTL" and "36.6% TL". Below the boxes is a table with columns for Fuel Surcharge, Toll Surcharge, US, and IL. Below the table is a section titled "Fuel Charge Supplement" which states: "As of 11-24 All charges for inbound transportation will be subject to a fuel surcharge. The level of the fuel surcharge is adjusted each Wednesday based on the U.S. National Average Diesel Fuel Index published on the prior Monday. That index, which is published by the Energy Information Administration of the U.S. Department of Energy, is available by telephone at (202) 584-4694, and on the U.S. Department of Energy Internet site." To the right of the "Current Fuel Surcharge" section is a blue box with the text "Contact us today to experience the CXI difference." and a "Contact Us" button. Below the "Current Fuel Surcharge" section is a footer with the CXI logo and contact information: "2017 George Street, Kildeer Park, Illinois 60149, 708.634.3400". The footer also includes a "Services" section with links for Local LTL & TL, Regional / Inland Delivery, Flatbed, Distribution, Warehouse, Dedicated, and Long Haul / Emergencies. Below the "Services" section is a "Tools" section with links for Toll Information, Insurance, Freight Audit, Freight, Inventory, and Customized Solutions. Below the "Tools" section is a "Customer Login" section with fields for User Name and Password, and a "Log In" button. Below the "Customer Login" section is a "Quick Trace" section with a "Track Number" field and a "Track" button. At the bottom of the page, there is a copyright notice: "©2024 D.T. Chicago-based FARRA, Inc." and a "Facebook" icon.

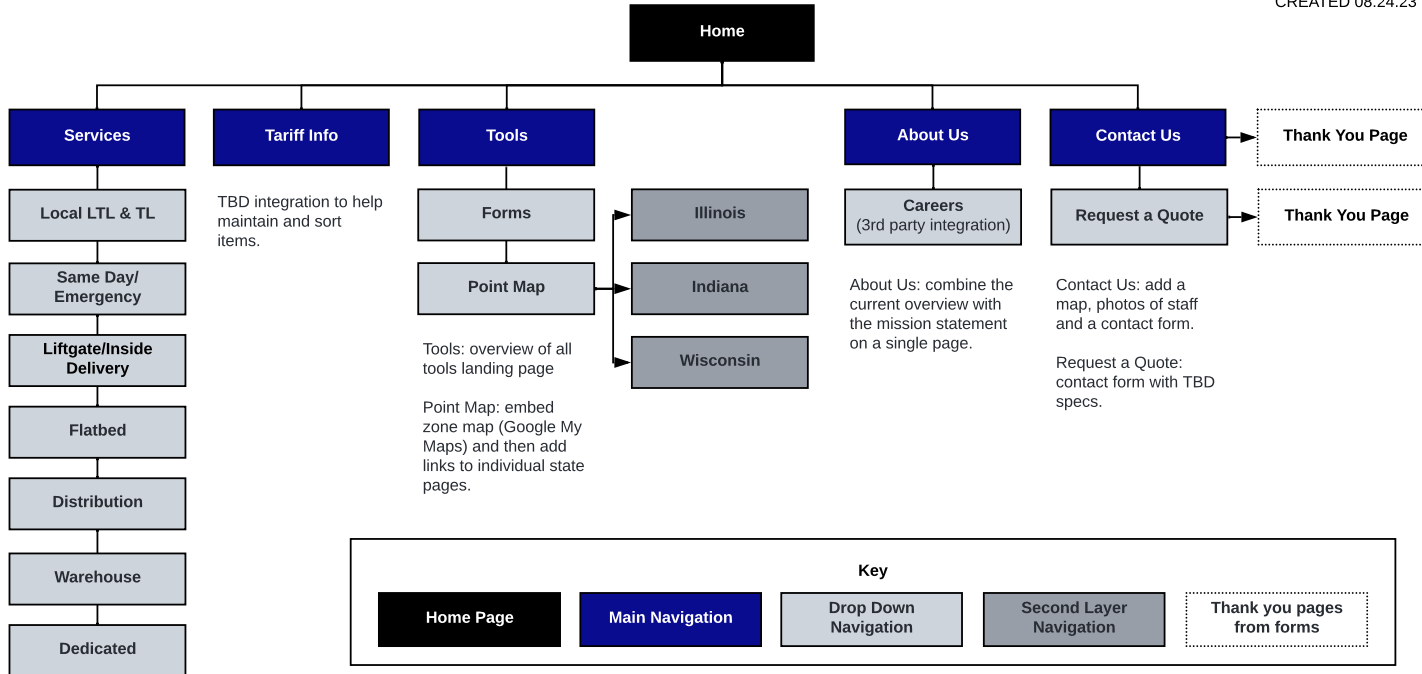
<https://cxitrucking.com/>

Navigation Which Engages

- UX is #1 reason visitors stay, or leave a website, usually within the first 2 seconds
- Your navigation leads visitors across your website, an ideal sitemap:
 - Products/Services
 - Resources
 - About
 - Contact

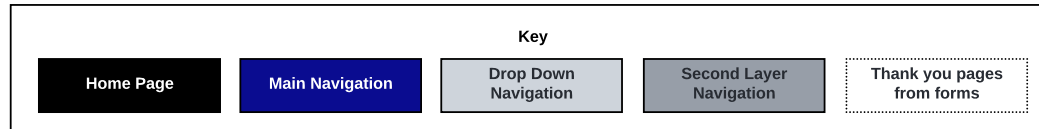
PROPOSED SITEMAP

CREATED 08.24.23



Services landing page with overview content.

Each service to have expanded content and photos where applicable.



Footer

<p>CXI Trucking 2057 George Street Melrose Park, Illinois 60160 708.344.9400</p> <p>Contact Us Careers</p>	<p>Services</p> <ul style="list-style-type: none"> • Local LTL & TL • Same Day/Emergency • Lifegate/Inside Delivery • Flatbed • Distribution • Warehouse • Dedicated 	<p>Tools</p> <ul style="list-style-type: none"> • Points Map • Illinois • Indiana • Wisconsin <p>Tariff Information</p> <p>Current Fuel Surcharge</p>	<p>Quick Trace Login</p> <p>Customer Login</p> <p>Warehouse Login (all 3rd party integrations)</p>
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Copyright | Warehouse Terms & Conditions | social media

The Biggest Secret to Website Traffic: CONTENT

- Google looks for a minimum of 500 words per page
 - Exceptions:
 - Product pages
 - Contact Us page
- Images sized incorrectly slows page load times and frustrates visitors, causing them to leave – you get hit twice as hard because Google is keeping track of both measurements.

DIY Website Checklist

- Logo
 - Proportionally sized
 - Clean, easy to read
- Capability statement
 - Straightforward explanation of your core competency
- Navigation
 - Follows best practices at a minimum (left to right)
 - Product/Services
 - Resources
 - About
 - Contact
 - Simple hierarchy, avoiding orphan pages
- Content
 - Images
 - Sized Correctly
 - Tagged
 - Copy
 - Goal: 500 words per page (except Product and Contact pages)
 - Check quarterly for accuracy

When Should I Get Help?

- If your site is built in HTML and you do not have a resource in-house who knows how to update content.
- The navigation and/or content updates are significant – what is your time worth?
- You want to move in the direction of an eCommerce site.
- **You are eligible for a FREE website for manufacturing firms through the ARPA Initiative.**

THANK YOU!



Integrated Marketing Solutions

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