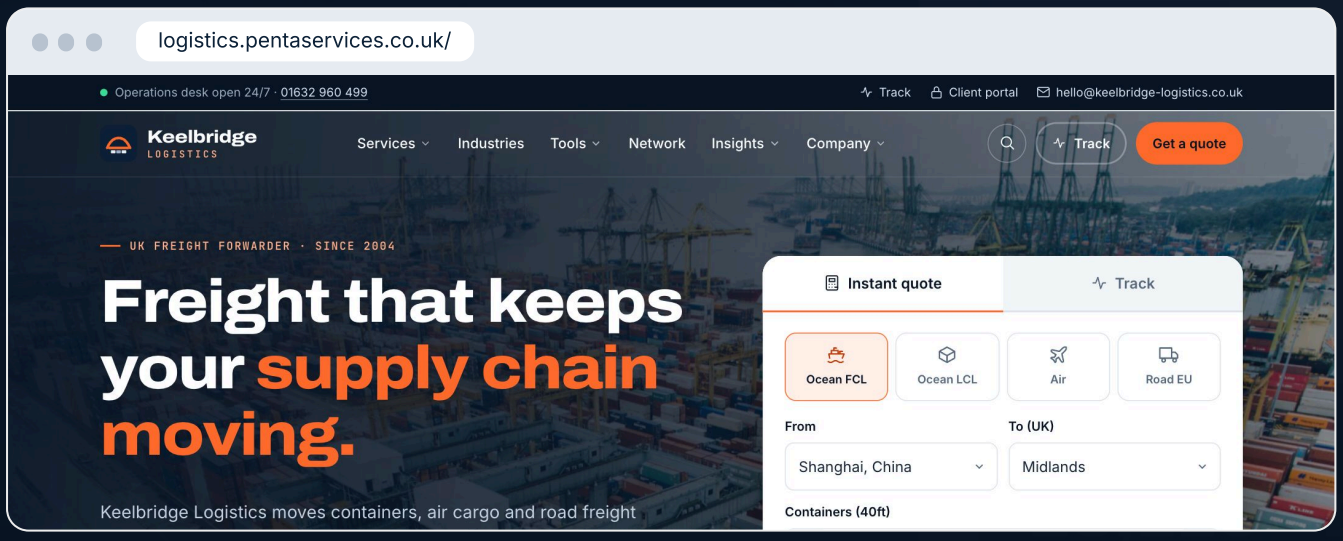
penta SERVICES

November 2026

WEBSITE GUIDE FOR FREIGHT FORWARDERS AND LOGISTICS COMPANIES

A logistics website that turns shippers into booked freight

Ready-made, fast and built to be found on Google and AI assistants. Instant freight quotes, shipment tracking, freight calculators, an Incoterms guide and a client portal demo included. We adapt it to your business, host it and keep it updated.



Ready Site · Corporate Website package

Live preview: logistics.pentaservices.co.uk

CONTENTS

What's in this guide

1 · At a glance 3

2 · The homepage, section by section 4

3 · Services and service pages 5

4 · Instant freight quote 6

5 · Shipment tracking 7

6 · Freight calculators 8

7 · Incoterms® 2020 guide 9

8 · Network map and industries 10

9 · Client portal 11

10 · Case studies, team, careers and sustainability 12

11 · FAQ, insights and contact 13

12 · Interactive features 14

13 · Designed for the phone 15

14 · Your brand, Google and AI search 16

15 · All included and price 17

16 · How we start and next steps 18–19

TRY THE LIVE DEMO

logistics.pentaservices.co.uk

Keelbridge Logistics is a fictional freight forwarder. Every name, rate, shipment, figure and review in the demo is a sample that we replace with your own.

1 · AT A GLANCE

Built for how shippers choose a forwarder

Importers and exporters compare forwarders on three things: a clear price, visibility of their freight and confidence that customs will be handled. This website answers all three before the first call.

What visitors check first

- Which modes and lanes you cover
- A price and transit time, without waiting for an email
- Where their shipment is right now
- Whether you handle customs and duty
- Proof: accreditations, results and reviews

What the website gives them

- An instant door-to-door quote with every charge listed
- Tracking with milestones, route map and documents
- Four freight calculators and an Incoterms guide
- A client portal demo that shows your service level
- A WhatsApp button, 24/7 desk number and quote button on every page

27
pages, plus a 404 page, sitemap and llms.txt

6
service pages: ocean, air, road & rail, warehousing, customs, project cargo

8
interactive tools: quote, tracking, 4 calculators, Incoterms, portal

31
automated checks run on every tool before launch

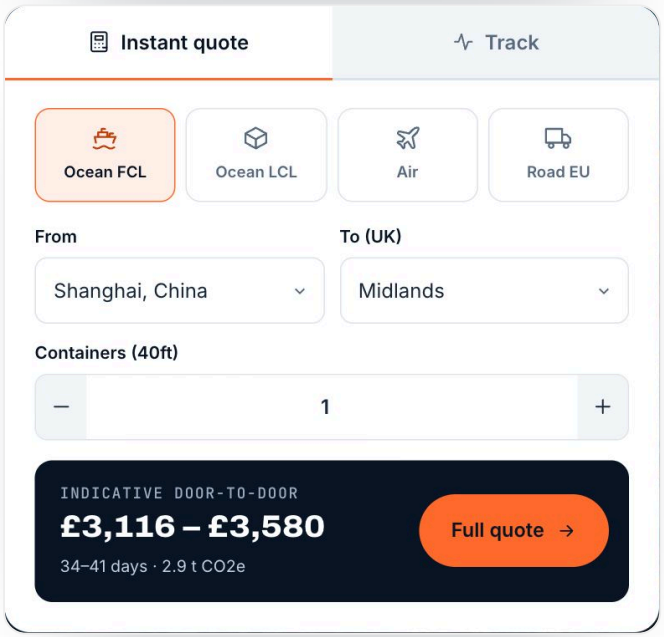
Who it's for

Freight forwarders · NVOCCs and consolidators · Customs brokers · 3PL and warehousing companies · Road hauliers and groupage operators · Air cargo agents · Project cargo specialists · E-commerce fulfilment providers

The homepage, section by section

A dark, full-width port photo with a clear promise, and a working quote widget on the first screen.







1. **Promise and proof**
   Headline, a one-paragraph answer of who you are and what you move, two buttons and three trust points: rating, AEO and quote speed.

2. **Quote and track widget**
   Pick ocean FCL, LCL, air or road, an origin and a UK region: an indicative door-to-door price range, transit days and CO2 appear instantly. A second tab tracks a shipment.

3. **Live shipment ticker**
   A scrolling strip of recent shipments and their status, which shows activity at a glance.

4. **Accreditations strip**
   AEO, BIFA, ISO, IATA and GDP, the badges buyers look for.

5. **Services, network and numbers**
   Six service cards, an animated world map with lanes by mode, and counters: years, shipments, countries, on-time rate, warehouse space.

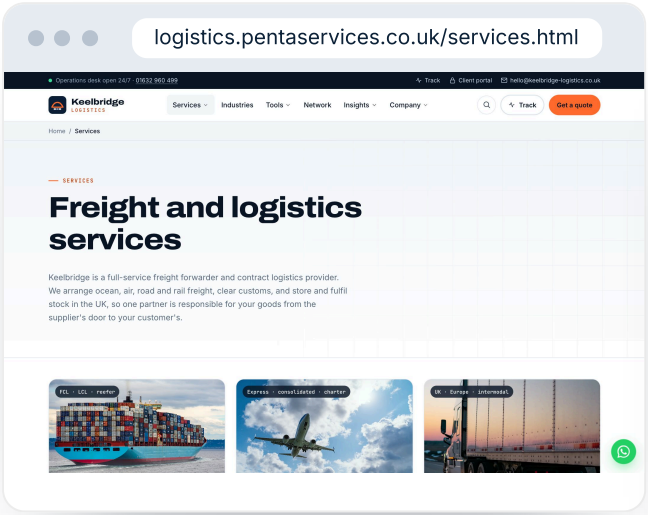
6. **Tools, industries, portal and results**
   Six tool cards, industry tabs, a client portal preview, case studies with hard numbers, sustainability, reviews, FAQ and guides.

WHY IT CONVERTS

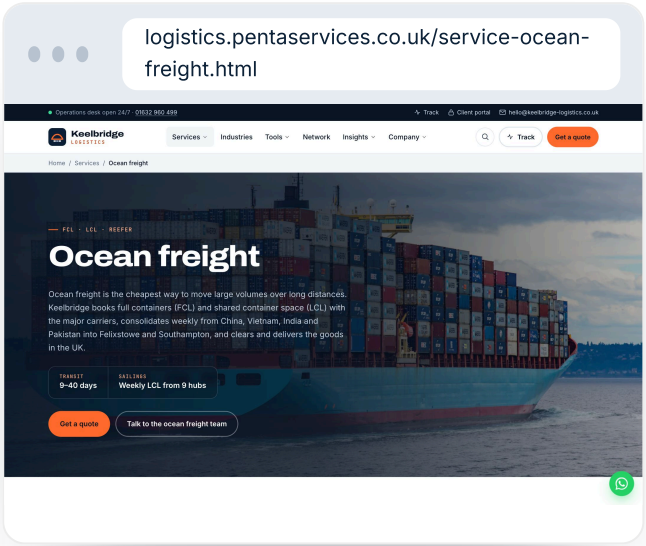
Shippers judge a forwarder by how quickly they get a price and how much they can see. Putting a working quote and tracking on the first screen proves both before they scroll.

Services and service pages

One overview page and a detailed page for each service, each with its own hero, facts and questions.



Services overview with the mode comparison table



A service page: ocean freight

1. **Six services, one partner**
   Ocean, air, road & rail, warehousing & fulfilment, customs and project cargo, each with a photo card and key fact.

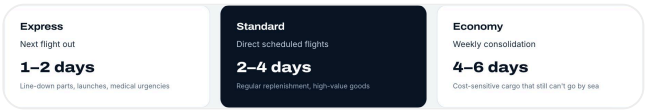
2. **Mode comparison**
   Transit, relative cost, CO2 per tonne-km and best use for sea, rail, road and air in one table.

3. **Answer-first hero**
   What the service is and who it's for, with two key facts and a quote button prefilled for that mode.

4. **Proof and detail**
   What's included, lead times, a lanes map, container sizes or air speeds, and service-specific FAQs with structured data.



Container sizes with payload and pallet counts

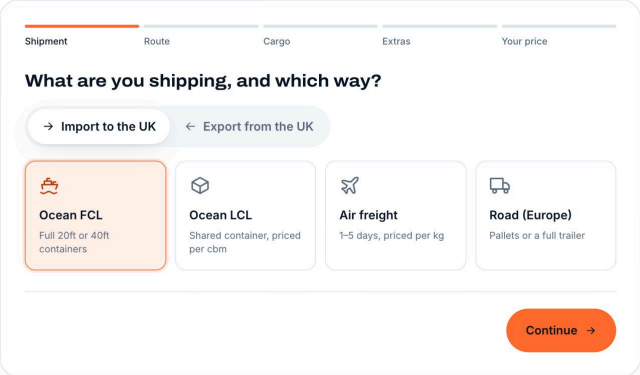


Air freight speeds: express, standard, economy

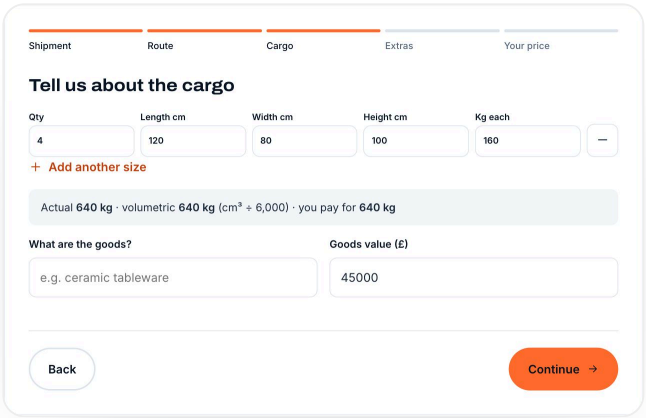
4 · INSTANT QUOTE

An instant freight quote, with every charge listed

Five short steps give an indicative door-to-door price that knows the Incoterm, the mode and the cargo.



Step 1: import or export, and the mode



Step 3: cargo, with chargeable weight for air

1 **Incoterm-aware**

Choose FOB, CIF, DAP or any rule: the quote includes only the charges your client pays and explains why.

2 **Every mode**

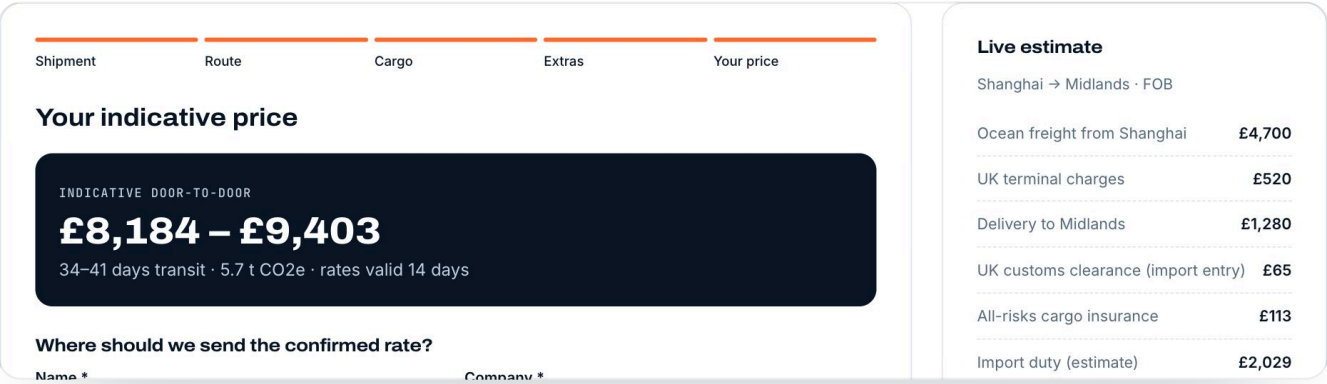
Full containers, LCL per cubic metre, air pieces with volumetric weight, or road pallets and full trailers.

3 **Duty and VAT**

Goods value and duty rate give an import duty estimate, with import VAT shown separately as reclaimable.

4 **A real lead**

Name, company and email, a KB-Q reference, and a summary the visitor can download and forward to a colleague.



Live estimate: every charge, duty, VAT, transit and CO2

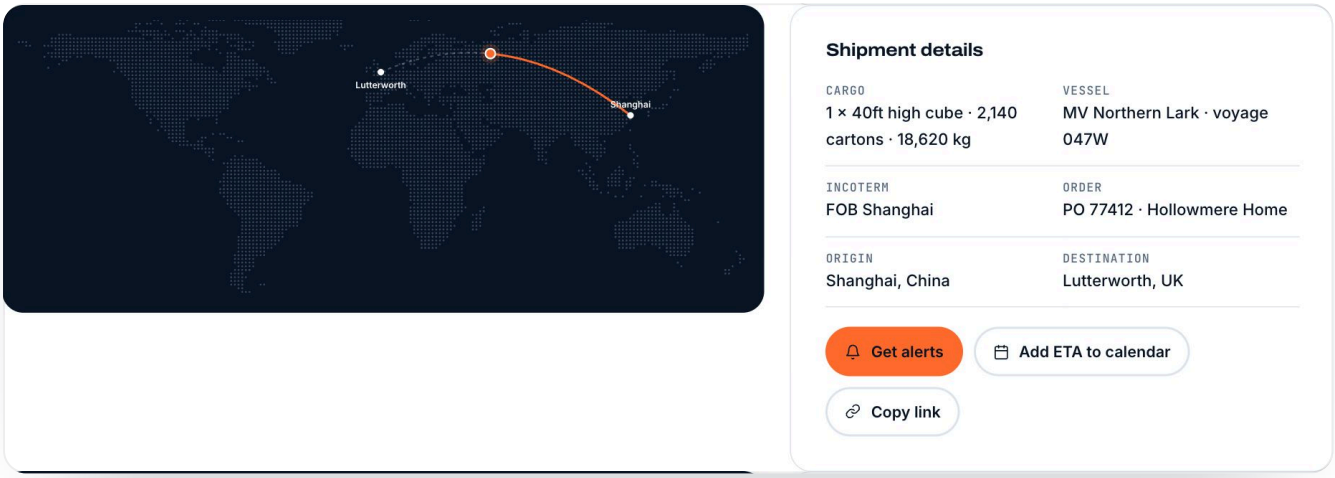
WHY IT MATTERS

Most forwarders still say 'send us an email'. An honest price range with every line shown wins the enquiry, and the lead arrives with route, cargo and Incoterm already filled in.

5 · TRACKING

Shipment tracking clients will bookmark

Enter a reference or pick a demo shipment: at sea, delivered, in transit on the road, or held at customs.



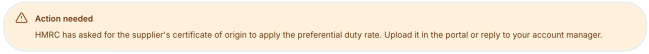
Route map with the vessel's position, and shipment details

1 **Always current**

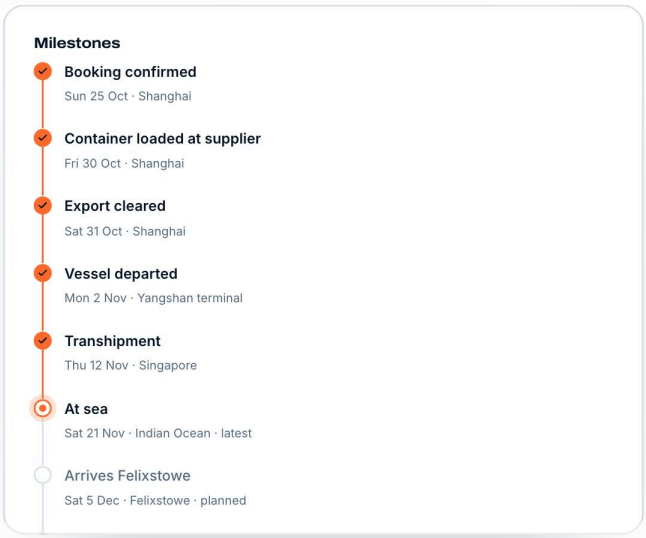
Milestone dates are calculated from today, so the demo never looks out of date.

2 **Exceptions handled**

A customs hold explains what HMRC needs and what to do next.



An exception, explained with the next action



Milestones with real dates, past and planned

3 **Self-service**

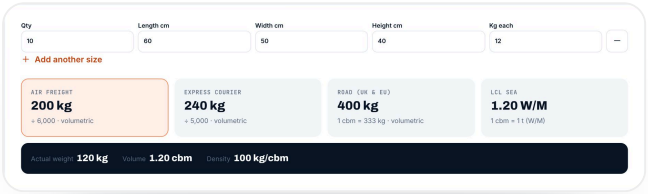
Alerts by email or WhatsApp, an ETA calendar file and a share link.

4 **Documents**

Invoice, bill of lading or air waybill, packing list and proof of delivery, ready to connect to your system.

Four freight calculators shippers come back to

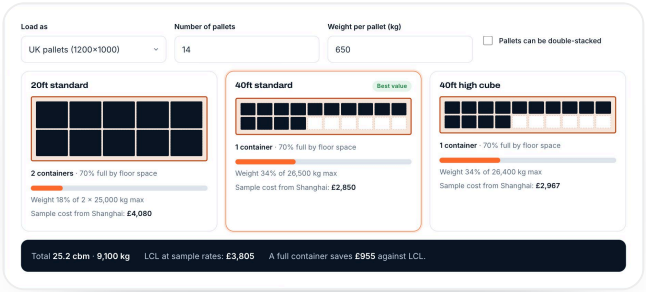
Useful tools bring visitors back and give AI assistants clear numbers to quote.



Chargeable weight for air, courier, road and LCL

1 Chargeable weight

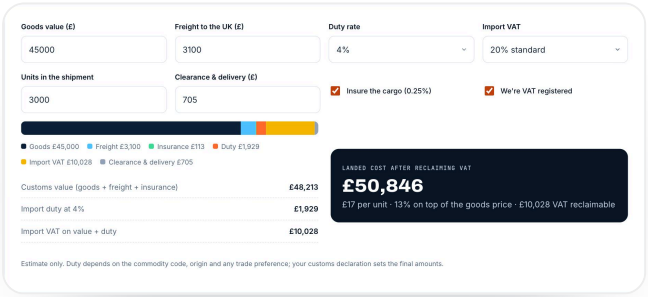
Add carton sizes and weights: actual, volumetric and chargeable weight for every mode, with the density.



Container planner: pallets or cartons, FCL vs LCL

2 Container planner

How many 20ft, 40ft or high-cube containers, how full, whether you're over the weight limit and when LCL is cheaper.



UK landed cost with duty, VAT and cost per unit

3 Landed cost

Goods, freight, insurance, duty and import VAT, with the true cost per unit after reclaiming VAT.



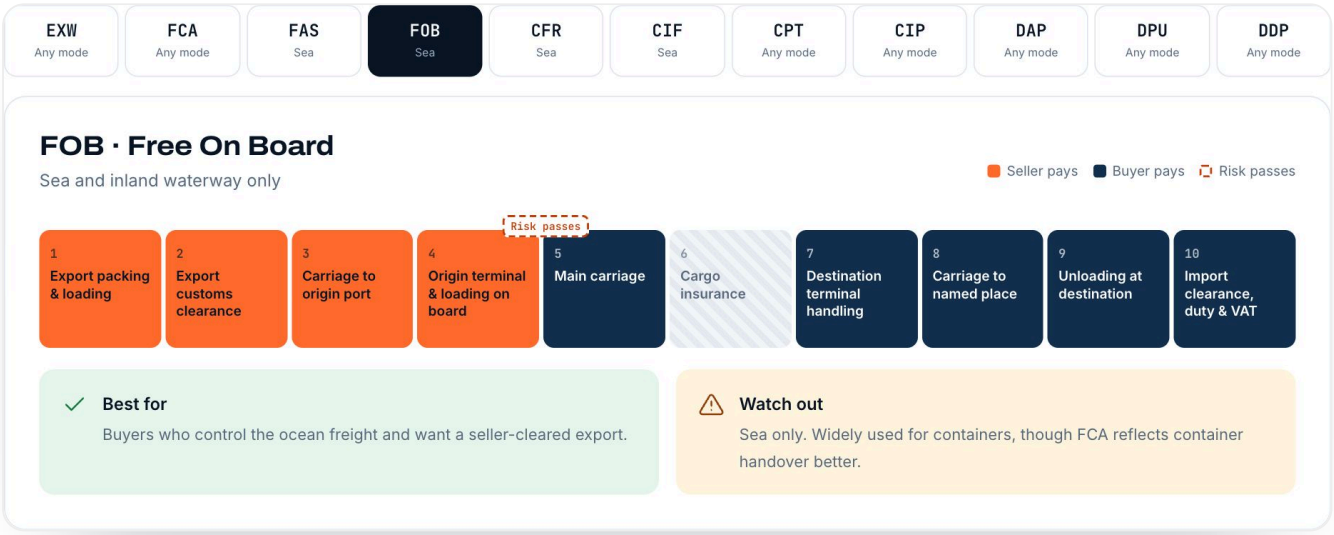
CO2 by transport mode

4 CO2 by mode

Compare sea, air and road emissions for the same shipment from any origin.

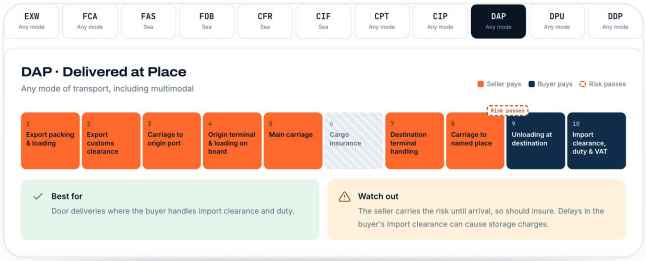
An Incoterms® 2020 guide that answers the real question

Who pays for each stage, and where does the risk pass? Pick a rule and the route colours itself.



All 11 rules, 10 stages, seller or buyer, and where risk passes

1. **Best for and watch out**
   Each rule comes with when to use it and the common mistake to avoid.
2. **Advice for UK importers**
   A plain answer to which Incoterm to use, linked to the quote and the import checklist.
3. **Trust, not jargon**
   Buyers who understand Incoterms book with the forwarder who explained them.



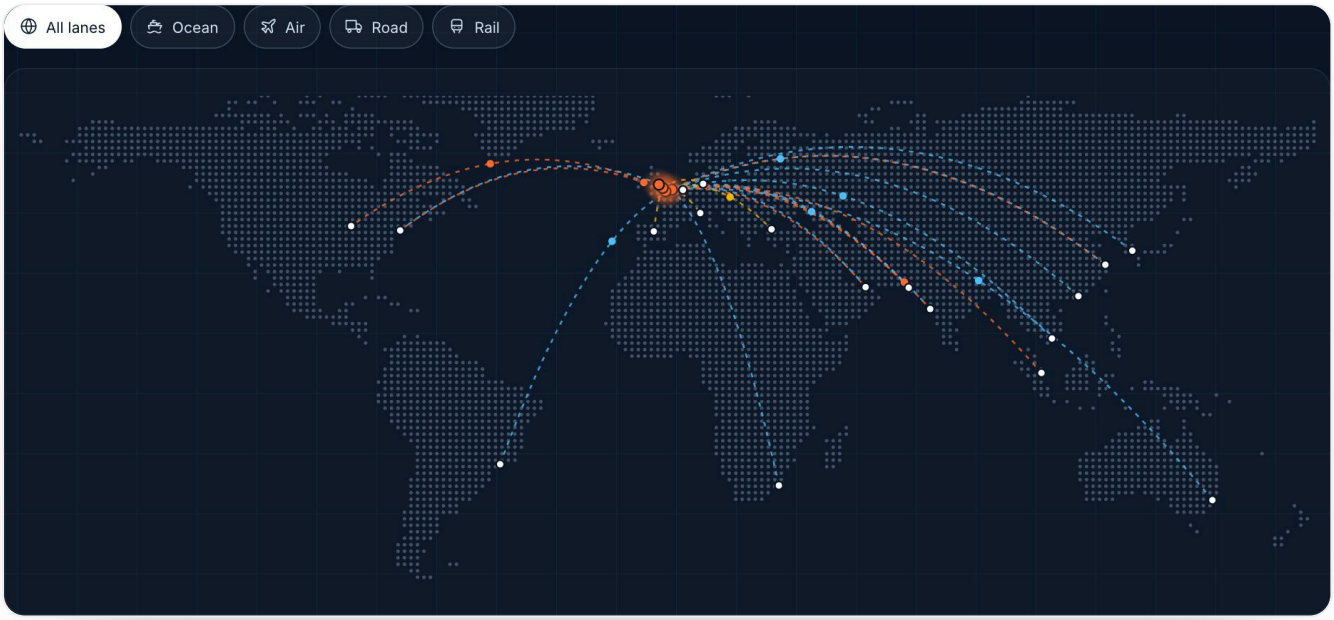
DAP: delivered at place

RULE	EXPORT PACKING & LOADING	EXPORT CUSTOMS CLEARANCE	CARRIAGE TO ORIGIN PORT	ORIGIN TERMINAL & LOADING ON BOARD	MAIN CARRIAGE	CARGO INSURANCE	DESTINATION TERMINAL HANDLING	CARRIAGE TO NAMED PLACE	UNLOADING AT DESTINATION	IMPORT CLEARANCE, DUTY & VAT
EXW Ex Works	Buyer	Buyer	Buyer	Buyer	Buyer	No obligation	Buyer	Buyer	Buyer	Buyer
FCA Free Carrier	Seller	Seller	Seller	Buyer	Buyer	No obligation	Buyer	Buyer	Buyer	Buyer
FAS Free Alongside Ship	Seller	Seller	Seller	Buyer	Buyer	No obligation	Buyer	Buyer	Buyer	Buyer
FOB	Seller	Seller	Seller	Seller	Buyer	No obligation	Buyer	Buyer	Buyer	Buyer

The full matrix, readable by search engines

Your network on a map, your sectors in detail

An animated dot-matrix world map shows your hubs and lanes by mode; a table lists transit times.



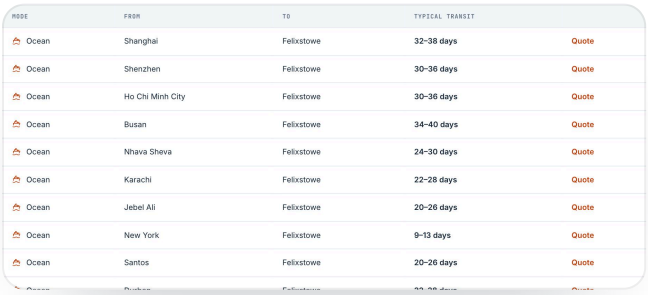
Interactive network map with mode filters and hub details

1 Lanes by mode

Ocean, air, road and rail lanes animate on the map; hover a hub to see its lanes.

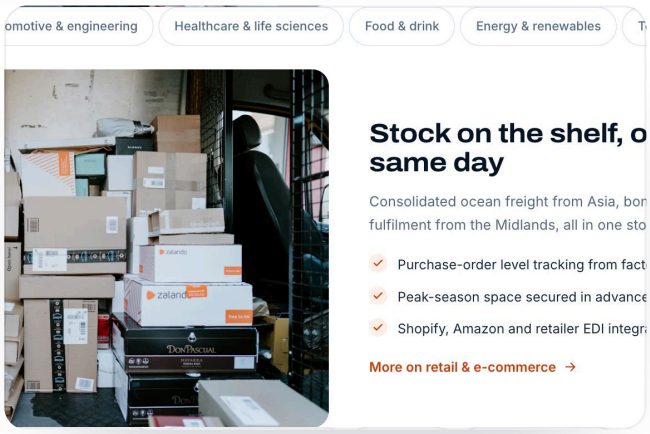
2 Transit times

A searchable table of every regular lane with typical transit and a quote link.



MODE	FROM	TO	TYPICAL TRANSIT	
Ocean	Shanghai	Felixstowe	32–38 days	Quote
Ocean	Shenzhen	Felixstowe	30–36 days	Quote
Ocean	Ho Chi Minh City	Felixstowe	30–36 days	Quote
Ocean	Busan	Felixstowe	34–40 days	Quote
Ocean	Nhava Sheva	Felixstowe	24–30 days	Quote
Ocean	Karachi	Felixstowe	22–28 days	Quote
Ocean	Jebel Ali	Felixstowe	20–26 days	Quote
Ocean	New York	Felixstowe	9–13 days	Quote
Ocean	Santos	Felixstowe	20–26 days	Quote

Lane table with search and filters



Industry tabs on the homepage

3 Six industries

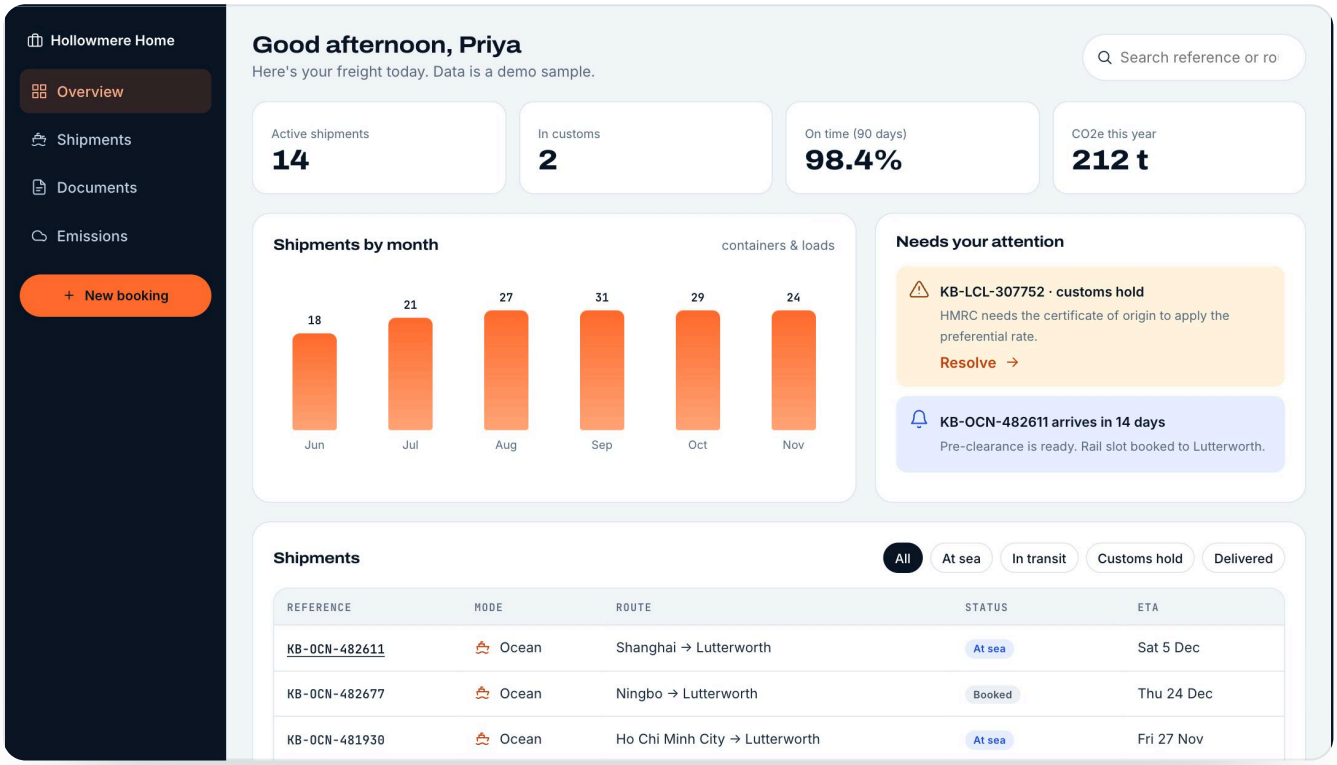
Retail & e-commerce, automotive, healthcare, food & drink, energy and technology.

4 Sector proof

Each industry links to its own section and to matching case studies.

A client portal demo that sells your service

Prospects open a sample account and see exactly how they would manage freight with you.



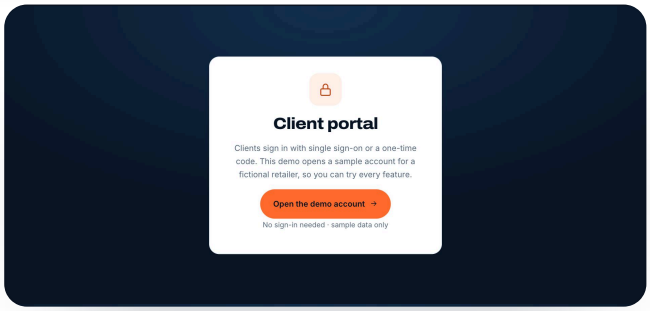
Dashboard: KPIs, monthly chart, alerts, shipments, documents, emissions

1 Everything in one place

Active shipments, customs holds, on-time rate and CO2, with a monthly volume chart.

2 Shipments table

Filter by status, search by reference or route, and open any shipment's tracking.



Sign-in screen with a one-click demo account

3 Documents and emissions

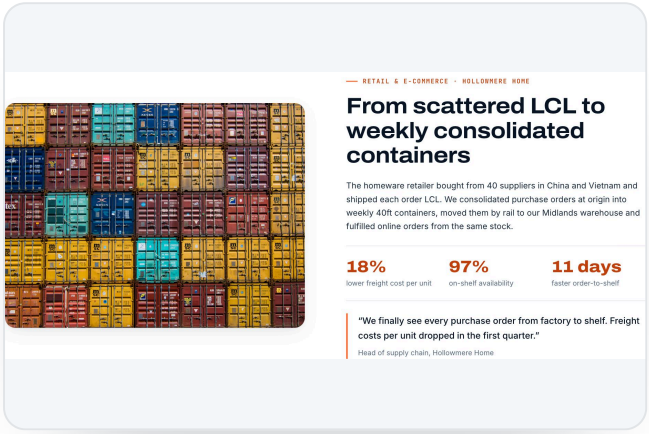
Download invoices, entries and proofs of delivery; emissions split by mode.

4 Ready to connect

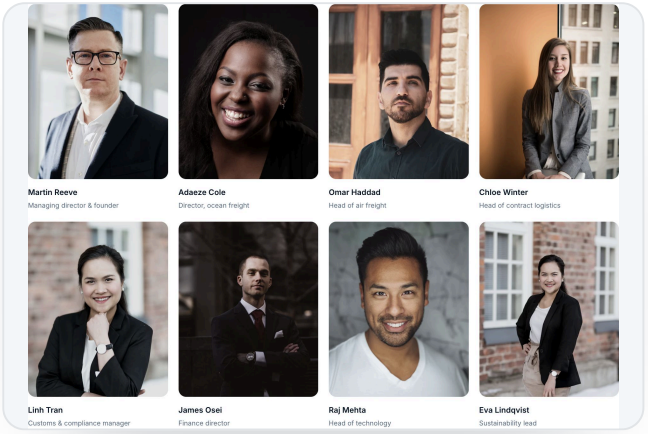
We connect it to your TMS, WMS or tracking feed, or keep it as a sales demo.

Case studies, team, careers and sustainability

The pages that build trust with larger shippers and procurement teams.



Case study with three hard metrics and a client quote



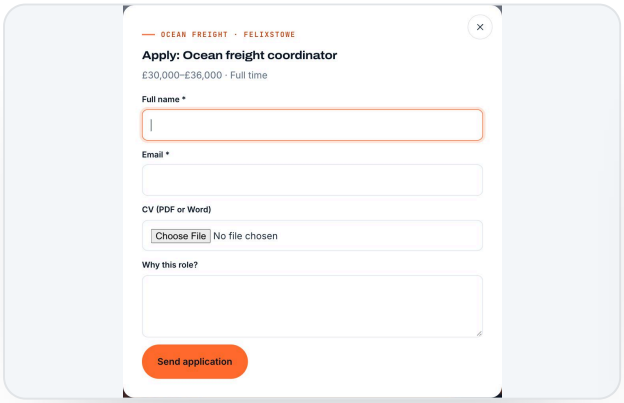
Leadership team with bios in a pop-up

1 Case studies

Problem, what changed and the numbers a year later, for retail, e-commerce, energy and healthcare.

2 About and team

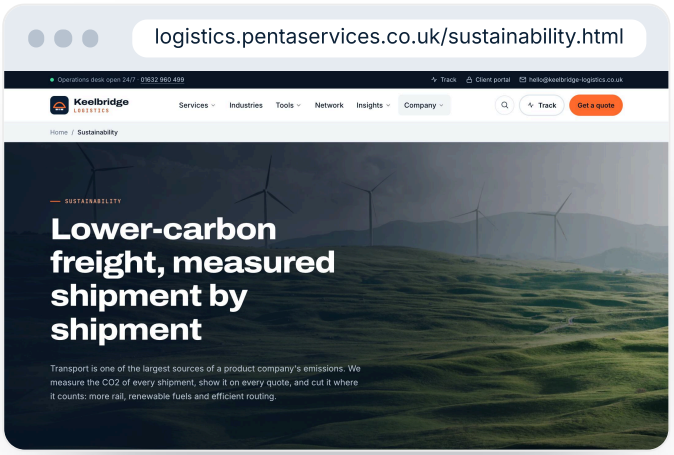
Story timeline, values, leadership profiles and accreditations.



Jobs with filters and an apply form

3 Careers

Benefits, jobs filtered by team and location, and an application form with CV upload.



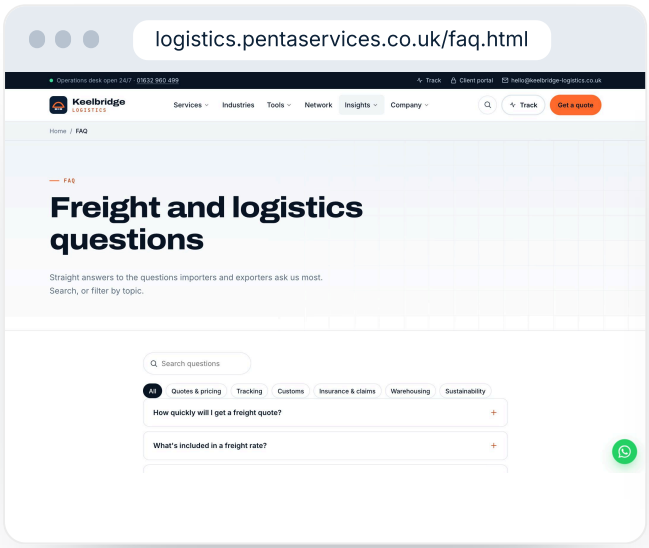
Sustainability programmes

4 Sustainability

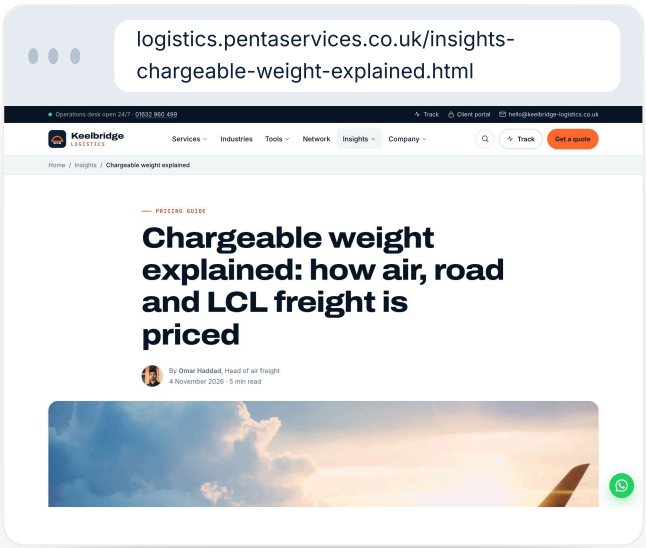
Rail, renewable fuel, SAF and solar, targets, and a CO2 calculator.

Answers, guides and a clear way to reach you

Content that answers shippers' questions and gives AI assistants something to cite.



FAQ with topics, search and highlighted results



Insights article with author, formulas and a worked example

1

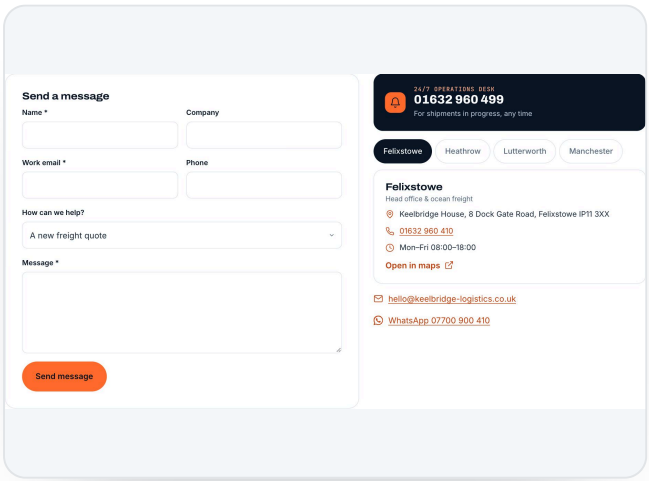
FAQ

Fourteen answers on quotes, tracking, customs, insurance, warehousing and CO2, with FAQPage structured data.

2

Insights

Three guides: chargeable weight, FCL vs LCL break-even, and a UK import customs checklist.



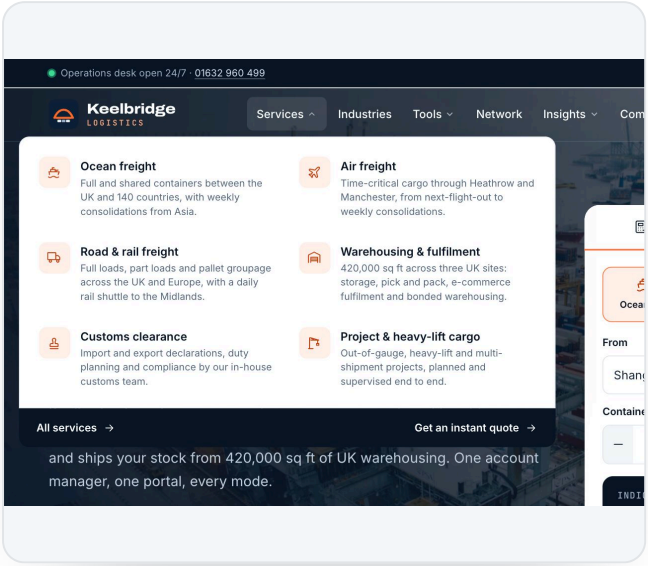
Contact form, 24/7 desk and office tabs

3

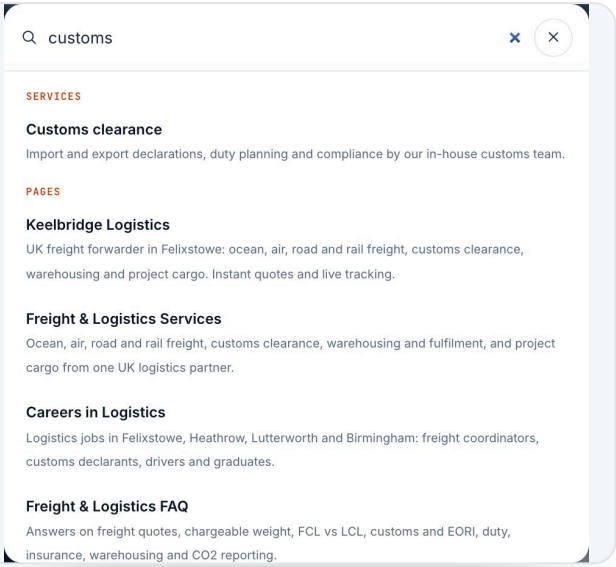
Contact

A validated form, the 24/7 operations number, WhatsApp and tabs for each office with address, phone and hours.

Features that keep shippers engaged



Services mega menu



Site search

Mega menu

All six services with icons and a one-line summary, plus quick links to quote and services.

Site search

Searches services, pages, guides, FAQs, Incoterms and demo shipments (also Ctrl/Cmd + K).

24/7 desk and WhatsApp

An operations number in the top bar, a WhatsApp button and a Call / Track / Quote bar on phones.

Animated details

Counters, a live ticker, animated lanes and smooth reveals, switched off for visitors who prefer less motion.

Fast and light

Plain code, self-hosted fonts and compressed images for quick loading on phones.

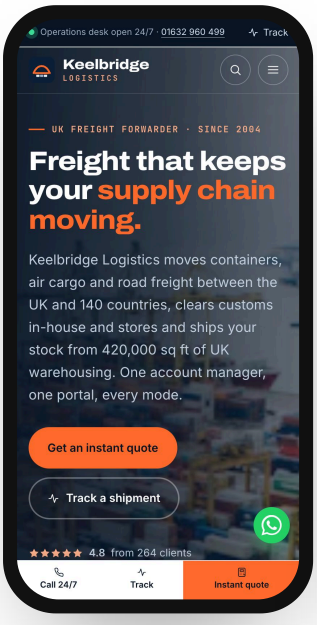
Easy to update

All content in one file: change a rate, a lane or a service once and every page and tool updates.

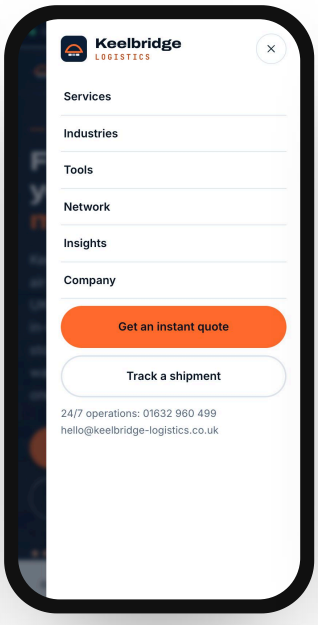
13 · MOBILE

Designed for the phone

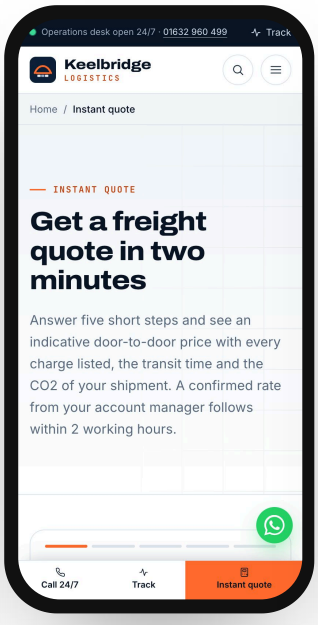
Shippers check freight on the move. The menu folds into a drawer, every tool works on a small screen, and a bar keeps Call 24/7, Track and Instant quote one tap away.



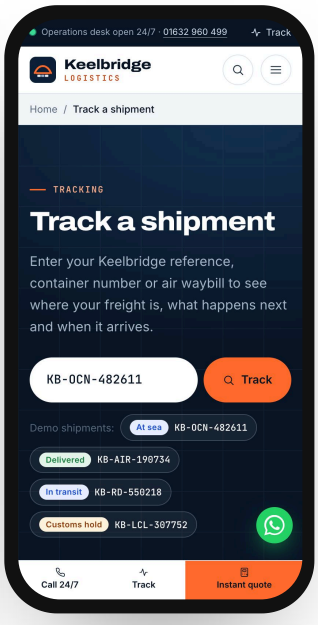
Homepage



Menu



Instant quote



Tracking

01 — Quote & book
Get an instant estimate online, then a confirmed rate from your account manager within 2 working hours.

02 — Collect & consolidate
We collect from the supplier, check and label the goods, and consolidate them at origin.

03 — Clear customs
Our customs team pre-clears the shipment before it lands, so it doesn't wait at the port.

04 — Move
By sea, air, road or rail, tracked in the portal with milestone alerts by email or WhatsApp.

05 — Deliver or store
Delivered to your door or into our warehouse, with proof of delivery and every document online.

Your brand, Google and AI search

The demo uses deep navy with a signal orange, Archivo for headings and Inter for text: industrial, precise and trustworthy. We replace them with your logo, colours and photos.

Google (SEO)

- A unique title and description on every page
- Organization, Service, FAQPage, Article, JobPosting, Person and Breadcrumb structured data
- A separate page for each service, plus tools, Incoterms and network pages
- Sitemap, clean addresses and fast loading

AI assistants (GEO)

- Answer-first service pages and FAQs
- Guides with real formulas and numbers that AI tools can quote
- Consistent name, address and phone everywhere
- An llms.txt summary of your services, tools and guides

Searches the website is built around

freight forwarder [city] · shipping from China to UK · LCL shipping cost · air freight [city] · customs clearance agent UK · 3PL warehouse Midlands · chargeable weight calculator · Incoterms explained

WHY IT MATTERS

Buyers increasingly ask ChatGPT, Gemini or Google AI which forwarder to use and how freight is priced. AI assistants quote sites with clear answers and consistent facts. We don't guarantee rankings or citations, but we report progress every month.

15 · ALL INCLUDED

Domain, hosting and email: we take care of it all

The website arrives complete and ready to use. You never have to deal with anything technical.

Domain INCLUDED

A free .com, .net or .org domain with yearly billing, or we connect yours.

Fast, secure hosting INCLUDED

Reliable servers, SSL certificate (https) and regular backups.

Business email INCLUDED

Mailboxes on your own domain (e.g. hello@yourfirm.co.uk).

Updates and support

We keep the site updated and secure and make your changes.

Google Business Profile

Your Google Maps listing set up and linked to the website.

Privacy and cookies

Privacy notice and cookie consent for your country.

Ready Site price

Setup

£0 · US$0

Delivered faster than a custom build

Monthly

£34 · US$45

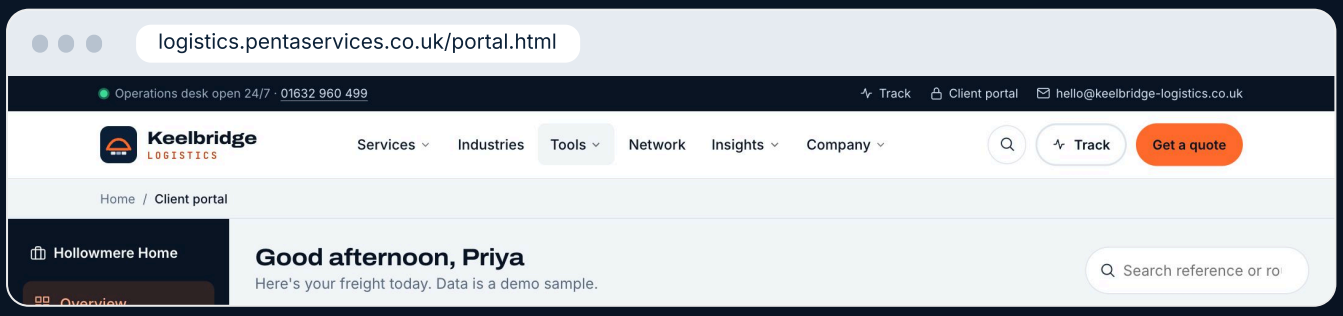
Hosting, SSL and business email included

Pay yearly

2 months free

10 × the monthly fee, plus a free domain

Ready Site prices for the Corporate Website package, November 2026. Prices in EUR, AED, PKR and other currencies on pentaservices.co.uk. 12-month minimum term from go-live.



What we need and what we do

What we need from you

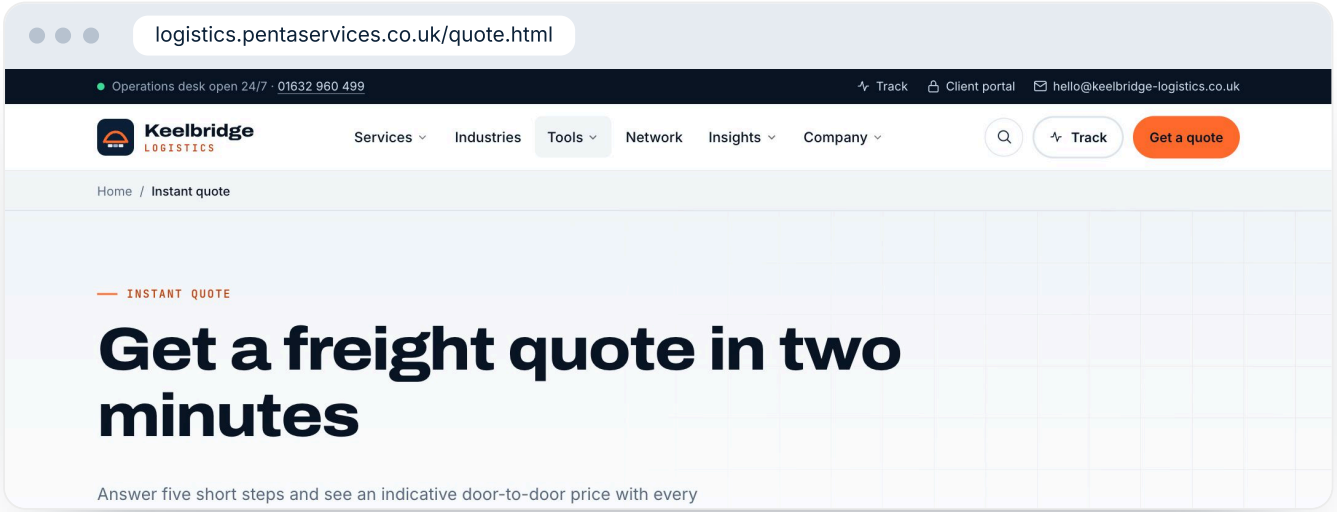
- Logo and colours, if you have them (otherwise we design them)
- Company name, offices, phone, 24/7 number and email
- Your services, main lanes and transit times
- Rates or rate ranges for the quote (or "on request")
- Accreditations, case studies and client reviews
- Team profiles and photos of your sites and fleet

What we do

- Adapt the design to your brand
- Load your services, lanes, rates and offices
- Set up the quote, tracking, forms and email
- SEO, structured data and Google Business Profile
- Test on phones, tablets and computers
- Go live on your domain, then look after it

TAILORED TO YOU

Every website is adapted to your business: your modes, lanes, rates, offices and team. The quote can use your real rates, show ranges or ask for details only. Tracking and the portal can stay as demos or be connected to your TMS or tracking provider. We send a clear proposal with no obligation.



NEXT STEPS

Ready for a website that wins freight?

1. **See the demo**
   Open the demo on your phone and computer. Try the instant quote, tracking and the calculators.

2. **Talk to us**
   Message us on WhatsApp or email: we show you the site and answer every question, with no obligation.

3. **Send us your details**
   Logo, services, lanes, rates, accreditations, photos and team profiles.

4. **Approve and go live**
   You get a private preview link, approve it, and the site goes live on your domain.

Contact Penta Services

info@pentaservices.co.uk

WhatsApp / phone: **+44 7735 544911**

pentaservices.co.uk · Live demo: logistics.pentaservices.co.uk

Penta Services: websites, apps, SEO and GEO, hosting. 15+ years across 50+ business sectors. Offices in London, Italy and Pakistan.

One website. Clear prices, visible freight, confident customs and an easy first booking.