

Proposal — Northgate Logistics

A website your sales team can send to a prospect without apologising for it.

PREPARED FOR

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Situation

Your current site was built in 2019 on WordPress by a freelancer who is no longer around. It looks dated, loads slowly on mobile, and your sales team has told you they avoid sending prospects to it. You've started getting inbound interest from mid-sized e-commerce brands in the Nordics, and you want the site to match the level of the service you deliver. You need it live before the logistics trade show in mid-November, and you don't want to be dependent on a developer for every text change afterwards.

What we'll build

Phase 1 — Marketing website on Webflow (weeks 1–5)

- **Seven-page site:** Home, Services (overview + three service pages: warehousing, last-mile, cross-border), About, Contact. Each service page built around one question a prospect actually has, with a clear next step at the bottom.
- **Case study template** in the Webflow CMS, with two case studies populated from material you provide. This is what gives your sales team something to send.
- **Quote request form** that captures shipment volume and region up front, so sales gets context, not just an email address.
- **Mobile-first build and performance pass** — the slow mobile load goes away with the rebuild, not as an afterthought.
- **Webflow Editor handover** — a 45-minute session so your team can change text, images and case studies without us.
- **Redirects and migration** of the existing URLs so you don't lose the search traffic you have.

What's not included

- Copywriting. We structure every page and tell you what each section needs to say; the words come from you. If you'd rather we write them, that's a separate line item.
- Photography or video. We'll use what you have and specify what's missing.
- Ongoing SEO, paid ads, or a blog strategy.
- Webflow hosting (CMS plan, paid directly to Webflow) and your domain.
- Any guaranteed ranking or traffic outcome. The site is built to convert the visitors it gets.

Process & timeline

Week	What happens	What we need from you
1	Kickoff, sitemap, page structure, content checklist	Kickoff call, brand assets, existing analytics access
2	Homepage and service page design	Feedback within 2 business days
3	Remaining pages, case study template, form	Copy and case study material delivered
4	Webflow build, CMS setup, mobile pass	Feedback on the staging site
5	QA, redirects, launch, Editor handover	Final approval, DNS access

Launch in week 5 keeps you two weeks clear of the trade show. The timeline assumes feedback within two business days at each review point and copy delivered by the end of week 3. [?] rounds of revisions per phase are included.

Investment

Item	What's included	Price
Marketing website	7 pages, CMS case studies, quote form, mobile pass, redirects, handover	[?]
Copywriting (optional)	All seven pages plus two case studies	[?]
Total (website only)		[?]

Payment: [?]% to start, [?]% before launch. Webflow hosting is billed to you by Webflow directly.

What we need from you

- One point of contact who can approve within two business days.
- Logo, fonts, brand colours, and any photography you already have.
- Material for two case studies (client, problem, what you did, result) by end of week 3.
- Access to your current hosting, domain DNS, and Google Analytics.

Next step

Reply to this email with "go" and I'll send the deposit invoice and book the kickoff for next week.