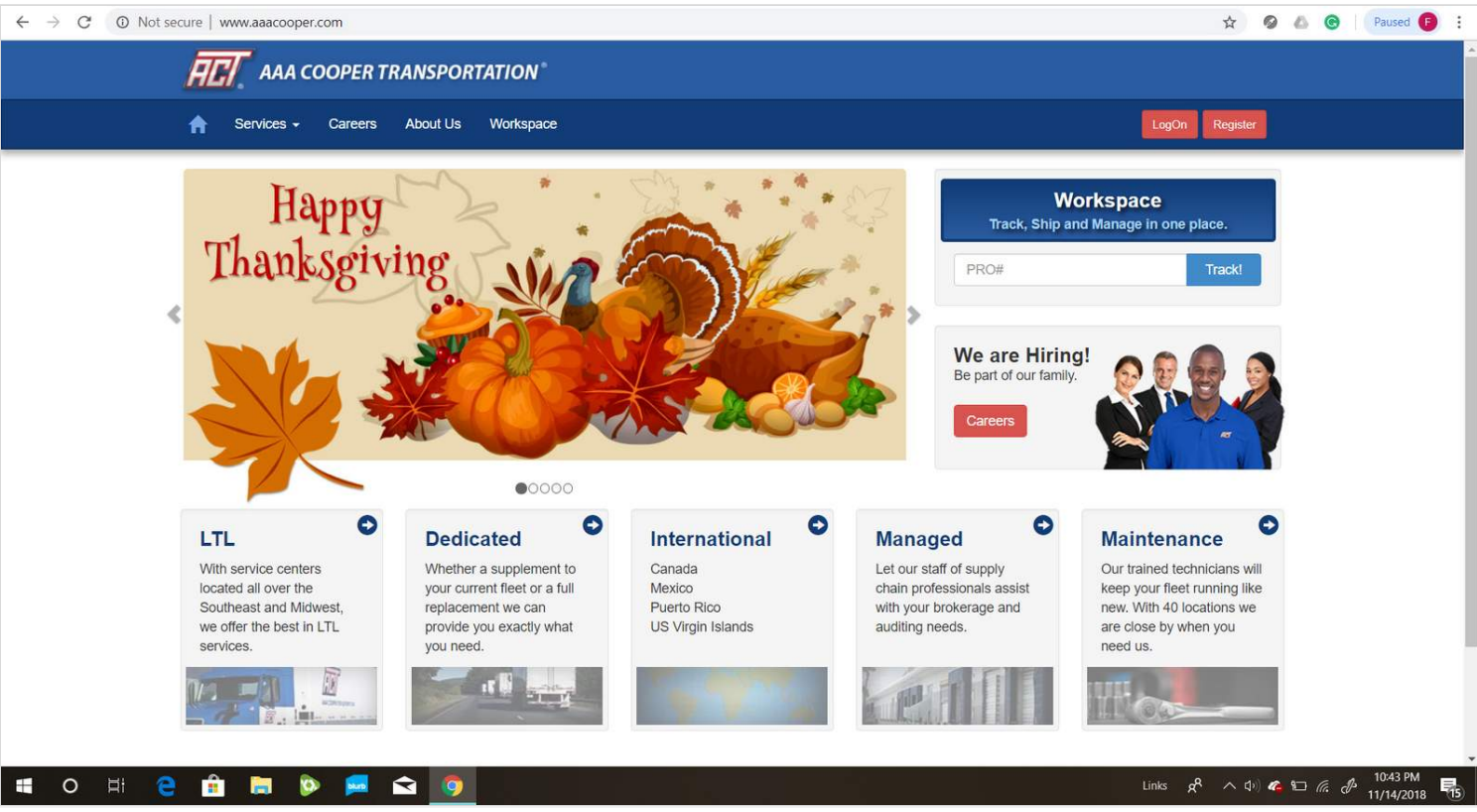




The current landing page for: AAA COOPER TRANSPORTATION

- To much info on the landing page, makes it confusing for users to understand what to do.
- No direct messaging. This hinders user in defining what the companies stands for or is their mission.
- Lack of clear communication regarding the 5 boxes with arrows.
- Visually unappealing.
- No clear direction on where to navigate regarding what the user is looking for, this is assuming the user is aware of what they are looking for.
- Lack of video or of multimedia interactivity. (this is optional, but very important considering this is an ever growing trend in marketing ones services.

<http://www.aacooper.com/>
AAA Cooper Transportation

AAA Cooper Transportation (ACT) is a family owned, non-union, regional less-than-truckload trucking firm serving 12 southeastern states and Puerto Rico plus the industrial areas of Chicago, Cincinnati, Louisville and Minneapolis. ACT has strategically placed Service Centers in the Southeast to allow our customers to receive next day and two day service between points.

Comparable Layout with better usability.



<https://www.odfl.com/Home/index.jsp>

Old Dominion Freight Line | Regional and National LTL Services

Old Dominion Freight Line is a leading LTL company. OD offers nationwide LTL services including, regional, inter-regional and super-regional LTL services.

LANDSTAR Landing Page

COMPETITORS:

J.B. HUNT Landing Page

US XPRESS Landing Page

COMPETITORS:

US XPRESS SOLO TRUCK LOAD Page

J.B. HUNT LTL Page

LANDSTAR TRUCKLOAD VAN Page



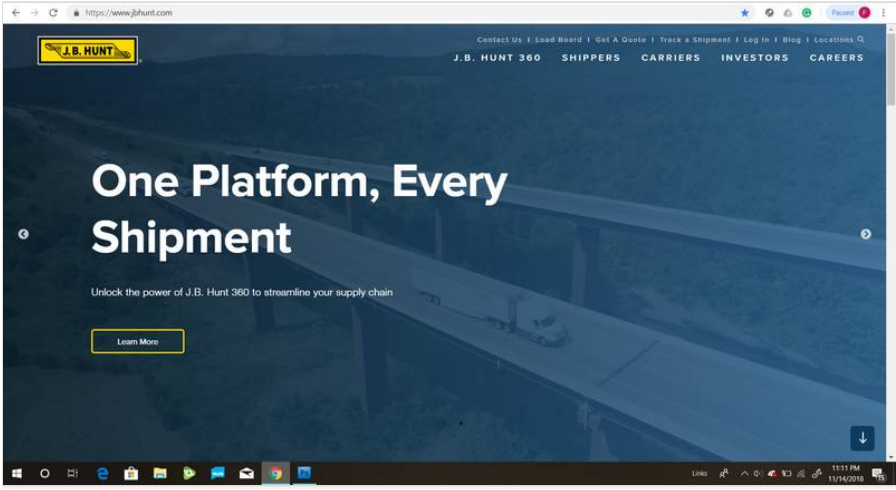
KEY FEATURES:

- Clean design which enables easier usability.
- Captivating HD Photography offers visual aesthetics which captures the attention of the user creating a longer engagement period, and building interest in the service.
- High quality photography, and modern design application creates confidence in the company's capabilities and services.

<https://www.landstar.com/>

Landstar Homepage | Landstar

A Safety First Transportation Solutions Provider. Landstar specializes in providing unique logistics and supply chain solutions to meet your individual needs.



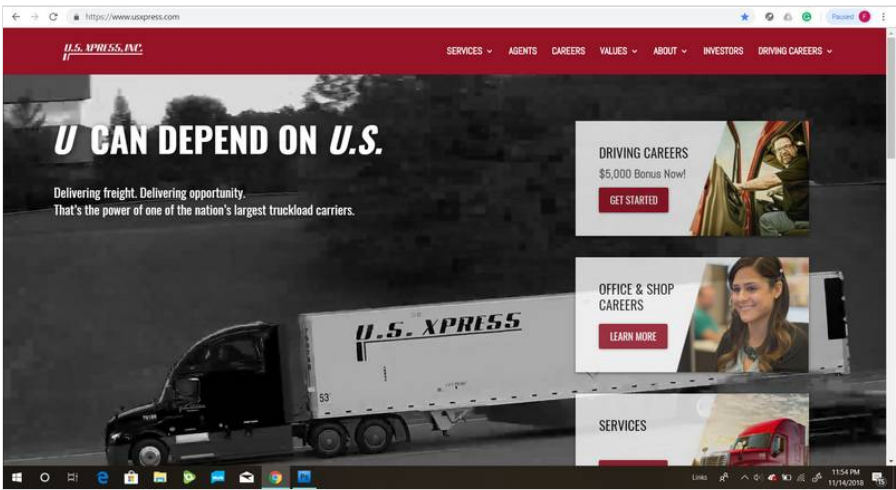
KEY FEATURES:

- Clean design enables pin point communication regarding the companies mission statement.
- Embedded video offers Captivating visual aesthetics. This allows the company to tell a detailed story using limited space within the site.
- Embedded video communicates the advance tech that the company offers.
- Easily accessible navigation menu create stress free navigation.

<https://www.jbhunt.com/>

Freight Shipping Services from J.B. Hunt | J.B. Hunt Transport

J.B. Hunt is a Fortune 500 Transportation Company dedicated to helping our customers move freight efficiently. Learn how we can help you today.



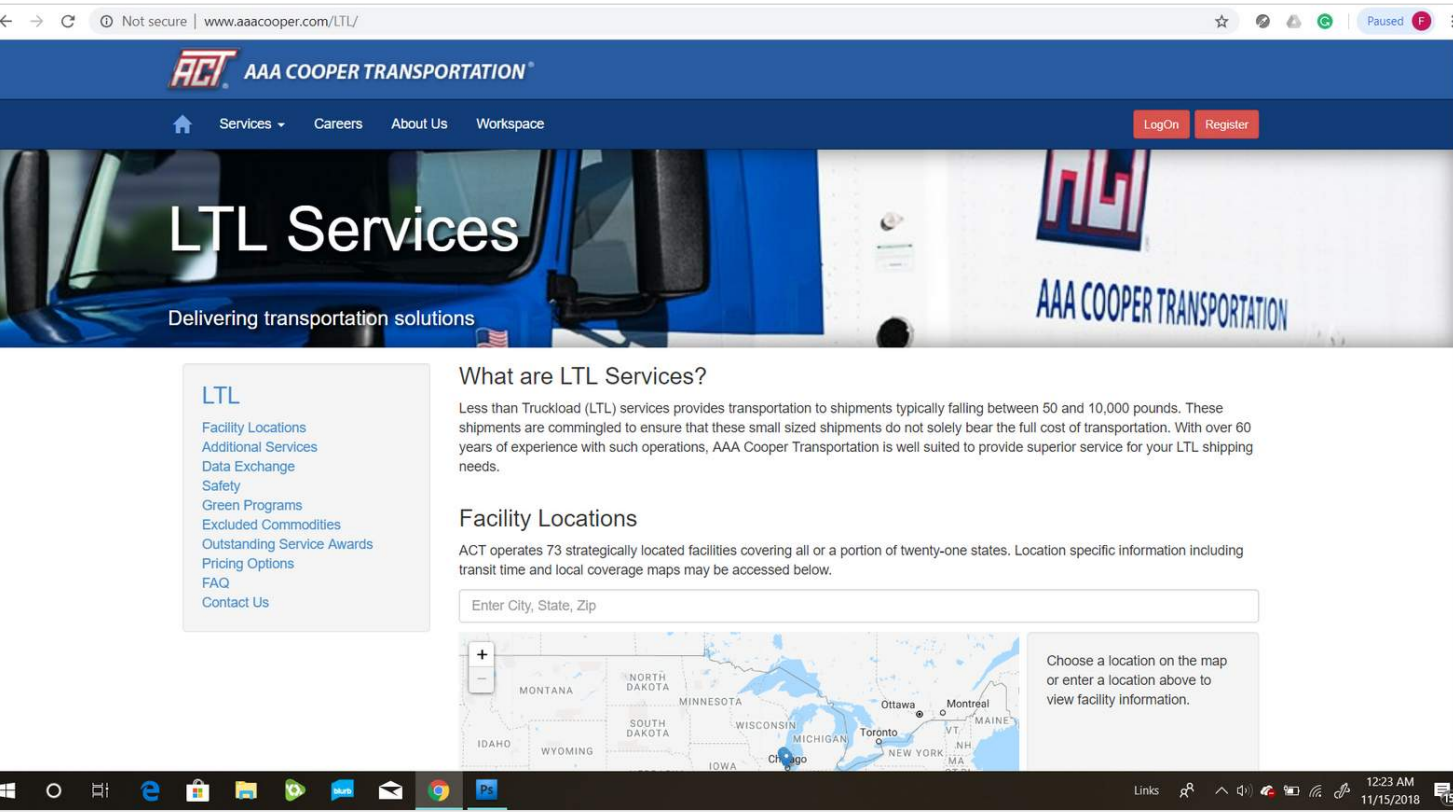
KEY FEATURES:

- Clean design enable pin point communication.
- Embedded video offers Captivating visual aesthetics. This allows the company to tell a detailed story using limited space within the site.
- Information boxes allow quick access to important information that the user would be interested in.
- Easily accessible navigation menu create stress free navigation.

<https://www.usxpress.com/>

US Xpress Inc - Get Your Freight Shipped - U Can Depend On U.S.

Chattanooga, Tenn. (November 13, 2018) - U.S. Xpress Enterprises, Inc. announced today a donation to the American Red Cross to assist those still recovering from hurricanes Florence and Michael. Chattanooga, TN, (November 2, 2018) - U.S. Xpress Enterprises, Inc. (NYSE: USX) announced today that Matt Herndon is joining the company as Chief Operating Officer for its subsidiary, U.S.



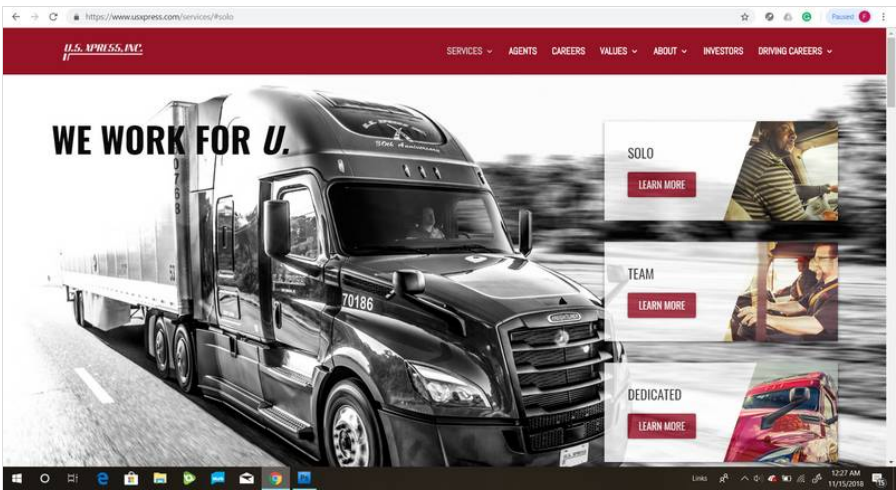
The current LTL page for: AAA COOPER TRANSPORTATION

- The LTL page could use more visual appeal.
- Weak use of fonts, and spacing. This does not create an easiness on the eyes.

<http://www.aacooper.com/LTL/>

LTL

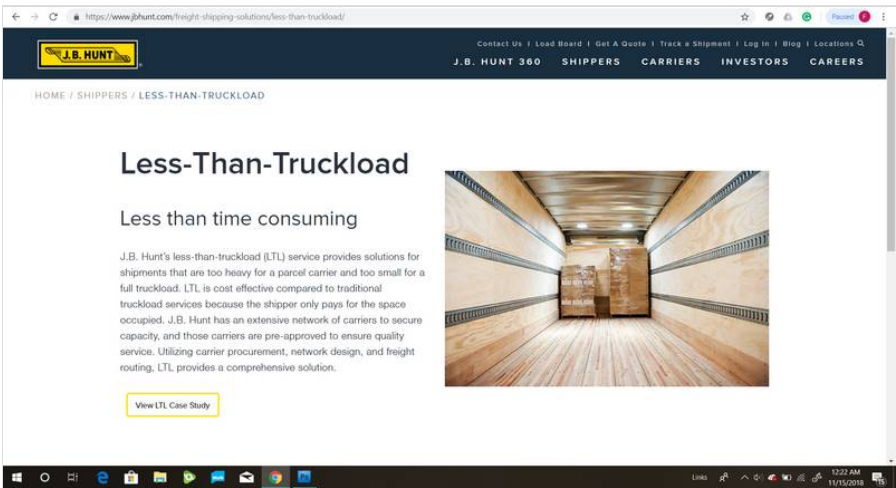
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KEY FEATURES:

- Information boxes allow quick access to important information that the user would find useful.
- Clean design highlighting the vehicle keeps the focus on transportation.

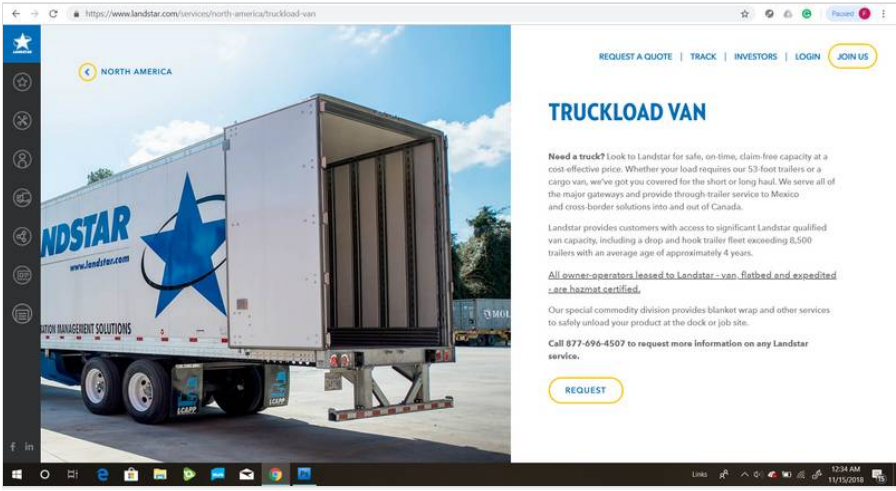
<https://www.usxpress.com/services/#solo>



KEY FEATURES:

- Non complicated and Focused information.
- Photo of the process which ads understanding.
- Highly visible call to action button.

<https://www.jbhunt.com/freight-shipping-solutions/less-than-truckload/>



KEY FEATURES:

- Non complicated and Focused information.
- Photo of the process which ads understanding.
- Highly visible call to action button.

<https://www.landstar.com/services/north-america/truckload-van>