

Case Study: Soar Transportation WordPress

SOARTRANSPORT.COM



SOAR

TRANSPORTATION GROUP

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Client Overview

Soar Transportation Group is a specialized transportation provider offering multi-modal logistics solutions across North America. Their services include refrigerated and dry van transport, drayage, and specialized bulk freight.

The Challenge

The existing website was outdated and difficult for staff to update. It lacked responsive design, clear navigation, and the ability to support future content growth.

Our Solution

- Develop a modern, responsive website to showcase services and attract clients and drivers.
- Implement a user-friendly CMS for easy content updates.
- Integrate features for carrier onboarding and driver recruitment.
- Built the website on WordPress, leveraging its flexibility and scalability.
- Designed a clean, intuitive interface highlighting key service areas.
- Integrated third-party tools for carrier onboarding and driver applications.
- Ensured mobile responsiveness and optimized site performance.

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Server and tech stack:

- Fully responsive and accessible WordPress website
- Custom templates
- Improved user experience and internal usability

Results

- Enhanced online presence with increased user engagement.
- Streamlined recruitment processes through integrated application forms.
- Improved content management efficiency for internal teams.

Address: <https://soartransport.com>