

Freight Content Audit

Sample Client: Apex Freight Solutions (Fictional)

This sample demonstrates the full audit process — original client content, findings, scoring, and actionable recommendations with rewrite examples. All company names and details are fictional.

PART 1 OF 3 — ORIGINAL CLIENT CONTENT (SUBMITTED FOR REVIEW)

About Apex Freight Solutions

Apex Freight Solutions is a leading provider of freight brokerage and logistics services. We offer comprehensive transportation solutions for businesses of all sizes. Our team of experienced professionals is dedicated to providing excellent customer service and competitive rates.

We work with a large network of carriers to ensure your freight gets where it needs to go, on time and on budget. Whether you need dry van, reefer, flatbed, or LTL services, Apex Freight Solutions has the solution for you.

Contact us today to learn more about how we can help your business save money on freight costs. We look forward to working with you!

Sample LinkedIn Post — Submitted for Review

Freight rates are always changing. At Apex Freight Solutions, we work hard to get our customers the best rates possible. Our team monitors the market daily so you don't have to. We have strong carrier relationships that help us find capacity even when the market is tight. If you're looking for a reliable freight partner, reach out today! #freight #logistics #shipping

Sample Website Homepage Headline — Submitted for Review

Your Trusted Freight Partner — Competitive Rates, Reliable Service, Experienced Team

PART 2 OF 3 — AUDIT FINDINGS & SCORECARD

Content Scorecard

Each category is scored on a scale of 1-10. Scores below 6 require immediate attention. Scores of 6-7 need improvement. Scores of 8-10 are strong.

Category	Score	Summary Finding
Accuracy	5/10	Basic facts are correct but lack specificity. No lane data, rate context, or operational detail.
Industry Credibility	3/10	Reads like a generic service company. No proof of freight expertise or market knowledge.
Clarity	5/10	Understandable but vague. Buyer cannot determine what makes Apex different from any other broker.
Voice Consistency	4/10	About page, LinkedIn post, and homepage headline sound like three different companies.
Buyer Relevance	3/10	Content is written from the vendor's perspective, not the buyer's problem. Buyer pain is absent.
Missed Opportunities	2/10	No mention of shipper pain points, invoice issues, capacity strategy, or market intelligence.

Detailed Findings

1. Industry Credibility — Score: 3/10

PROBLEM

The About page uses phrases like 'leading provider,' 'experienced professionals,' and 'large network of carriers.' Every freight broker in the country uses these same phrases. None of them prove experience. None of them differentiate Apex from a broker started last month.

WHAT'S MISSING

Specific performance data. Years in business. Modes of expertise. Lane specialization. Named verticals served. Any detail that proves the team actually knows freight.

2. Buyer Relevance — Score: 3/10

PROBLEM

The LinkedIn post says 'we work hard to get our customers the best rates possible.' This is a promise, not proof. It is also written entirely from Apex's perspective. The shipper reading it learns nothing about their own freight problem.

WHAT'S MISSING

The buyer's pain. Shippers overpay because they lack information. They approve invoices they do not fully understand. They accept 'the market is tight' without knowing how to evaluate that claim. None of that appears in the content.

3. Voice Consistency — Score: 4/10

PROBLEM

The About page is formal and corporate. The LinkedIn post ends with an exclamation point and hashtags. The homepage headline is a generic tagline. These do not sound like the same company communicating a consistent position.

WHAT'S MISSING

A defined voice. One tone. One promise. One point of view that shows up the same way across every platform.

PART 3 OF 3 — REWRITE RECOMMENDATIONS

Rewritten About Page

Apex Freight Solutions is a freight brokerage built for shippers who want more than a rate — they want a freight partner who understands what the quote actually means.

We specialize in dry van, reefer, flatbed, and LTL freight for manufacturers, distributors, and importers across the Midwest and Southeast. Our team has covered thousands of loads across lanes that most brokers avoid — and we know the difference between a market that's genuinely tight and an explanation that's convenient.

We do not promise the lowest rate. We promise the right one — with the carrier visibility, communication, and documentation that protects your freight budget before and after delivery.

Rewritten LinkedIn Post

Most shippers approve freight quotes in under three minutes. The broker already knows the market. The carrier already knows their costs. The shipper has a number and a deadline. At Apex, we try to change that equation. Before you approve the quote, we tell you what's driving the rate — the lane, the equipment, the timing, the accessorial exposure — so the decision you make is actually informed. Freight moves fast. Your decisions shouldn't have to.

Rewritten Homepage Headline

Freight Brokerage for Shippers Who Want to Understand the Rate, Not Just Accept It.

AUDIT SUMMARY & NEXT STEPS

What This Content Needs

1. A defined point of view — Apex needs one clear position that shows up consistently across all platforms.
2. Buyer-first language — every piece of content should start with the shipper's problem, not Apex's capabilities.
3. Specific proof — lane specialization, load volume, years of experience, named verticals. Details that generalist brokers cannot claim.
4. Voice alignment — the About page, LinkedIn content, and website copy need to sound like the same company.

Overall Content Score: 3.7 / 10 → Significant improvement opportunity across all platforms.

Post-audit rewrite score estimate: 7.5 / 10 → Credible, differentiated, buyer-relevant.

ABOUT THE SUPPORTED SHIPPER

The Supported Shipper is a freight intelligence system for small and mid-sized shippers that want clearer freight decisions, stronger vendor accountability, and lower avoidable freight cost.

Founded by Joseph Garcia — former top-performing freight broker at RXO, ranked top 5 at branch level and top 25 companywide, with 23 years of legal affairs and business development experience.

Old-school freight truth. AI-powered insight. Shipper-side clarity.

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