Putting the free sample box page on verticalsupplyco.com

For VSC's web team, from Ethan Johnson. November 2026.

What this is

The free sample box page is a standalone landing page that lives on Vercel, outside WordPress. Right now it's at vsc-sample-box.vercel.app. Its form sends each request to a small serverless function on the same host, which creates a Lead in VSC's Zoho CRM and emails the request to info@verticalsupplyco.com.

Because the form depends on that function, the page needs to stay on Vercel. Copying its HTML into WordPress would break the form. What we need from you is a VSC address for the page and a way to get to it from the main site.

> **Already done:** `samples.verticalsupplyco.com` is added to the page's Vercel project and verified. It's only waiting on the DNS record in step 1.

Step 1: Add one DNS record at GoDaddy (about 5 minutes)

The domain's DNS is managed at GoDaddy (nameservers ns51 and ns52.domaincontrol.com). In the GoDaddy account that owns verticalsupplyco.com, open the domain's DNS records and add this one:

Type	Name	Value	TTL
CNAME	samples	`1950cbd3ad7caa92.vercel-dns-017.com`	Default (1 hour)

If GoDaddy won't accept that value, `cname.vercel-dns.com` is Vercel's general target and works too.

Please leave every other record exactly as it is. The `@` and `www` records point at the WordPress host, and the MX records carry VSC's email.

Once the record resolves, usually within 30 minutes, Vercel sets up the HTTPS certificate on its own. You'll know it worked when samples.verticalsupplyco.com shows the page.

Step 2: Forward verticalsupplyco.com/sample-box to it (about 10 minutes)

This gives VSC a short address to print or say out loud. Point `/sample-box` at `https://samples.verticalsupplyco.com/` with a 302, and please pass the query string through.

The page reads the `utm_` values in the link to tag each lead as coming from Instagram or LinkedIn.

The site has the free version of Yoast SEO, which doesn't do redirects, so the simplest way is the free **Redirection** plugin by John Godley. Go to Tools, then Redirection, and add a redirect with these settings:

Setting	Value
Source URL	`/sample-box`
Target URL	`https://samples.verticalsupplyco.com/`
Query Parameters	Ignore & pass parameters to the target
HTTP code	302 Found

A redirect at the host or edge level is fine too if you'd rather do it there, as long as the query string comes along.

The site's edge cache holds pages for days, and `/sample-box` currently returns a cached 404, so purge the cache after saving. To test, open `verticalsupplyco.com/sample-box?utm_source=test` in a private window. It should land on `samples.verticalsupplyco.com/?utm_source=test`.

Step 3: Link to it from the main site

> **Please wait for Ethan's go-ahead on this step.** The working version of the form goes live in a deploy Ethan is holding until VSC's Zoho connection is finished. Steps 1 and 2 are safe to do now, since nobody finds the page unless it's linked.

When Ethan says the form is live, add a button or menu item that points to `/sample-box`. The suggested text is "Get a free sample box". In Elementor you can edit the home page and drag in a Button widget, or add a Custom Link under Appearance, then Menus.

If VSC wants the address bar to stay on verticalsupplyco.com

Only do this if it's really needed, and do it instead of step 2. Create a WordPress page with the slug `sample-box`, set its Page Layout to **Elementor Canvas** (the sample box page has its own header and footer), and paste the snippet from `embed-snippet.txt` into an HTML widget. It shows the page in a

full-screen frame and passes the link's tracking into it. It works, but the plain redirect in step 2 is simpler and has fewer moving parts.

Please don't

- Upload the files in `page-source` to WordPress or anywhere else. They're in this folder for reference only, and the form only works when the page is served from its Vercel project.
- Remove the page's "noindex" tag or make other changes to the page itself. The noindex is there on purpose until VSC wants the page on Google, and changes go through Ethan, since the page deploys from his project.

What's in this folder

- **START HERE - Instructions.pdf**: this document.
- **embed-snippet.txt**: the code for the full-screen embed, only needed for the alternative above.
- **page-source**: a copy of the page and its form function, for reference.

Questions about any of this go to Ethan.