



**Press Release:** 16/07/2013

**For immediate release**

## **New review section for the world's leading superyacht directory**

This summer, the world's leading superyacht directory Yachting Pages, will unveil its upgraded website, with a brand new reviewed businesses section, enhanced features and CSS (mobile and tablet friendly) technology.

The new reviewed businesses section will only feature businesses that have been reviewed by their customers. This will give potential clients the reassurance that whichever company they choose from this section, they will know exactly how other companies have rated them.

Review sites have taken the internet by storm with the public wanting real life opinions on where they go or what they are planning to do. Tripadvisor is now the worlds leading travel site showing that customers really are swayed online by peer reviews rather than being persuaded by shiny graphics and slick websites alone.

The improved Yachtingpages.com will allow greater interactivity around customer profiles and improved search facilities. Search results will include information about each business being listed, so users can make quick and informed decisions about which profiles to view. Ports and marinas will be fully searchable by LOA, and you will be able to search the comprehensive news and events guide to find exactly what you want by date, or by category.

Nearly 40% of internet traffic is now viewed on mobile devices such as smart phones and tablets. Feedback from superyacht captains suggests that internet provision at sea and in ports is improving. With more people than ever accessing Yachtingpages.com from their smartphones and iPads, the smaller screen-friendly 'responsive CSS' versions of Yachtingpages.com will help time-pressed captains, crews and busy support services to find what they need, when they need it.

Michelle Williams, the superyacht media company's website and digital marketing manager, said, "Our main aim is to make the user experience as easy as possible on Yachtingpages.com, so users can find superyacht products and services quickly and have enough information to make the right purchasing decisions.

"Of course it is also important for us to continue to increase visitor figures, to see our listings appearing higher up in Google searches through superlative page optimisation, and to help more customers than ever build their superyacht businesses through exposure on Yachtingpages.com.

"We have completed usability tests on our current website and are using this all-important feedback to make improvements to its look, navigation and content. Captains and crews regularly use Yachtingpages.com to help them search, refine and find superyacht products



and services, and it is imperative that we continue to evaluate and enhance their online experience with us.

“Our website boasts over 12,000 superyacht businesses and ports and marinas. It is the largest search engine in our industry and has incredible search functionality – I aim to keep it that way.”

For further information please contact Sarrah Macey on +44(0)1173 160560 or [Sarrah.macey@yachtingpages.com](mailto:Sarrah.macey@yachtingpages.com)

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## Notes to Editors

For further press information,

### **Yachting Pages – the superyacht industry’s leading directory.**

Used by captains, senior crews and industry professionals, Yachting Pages provides businesses around the globe opportunities to reach the superyacht community.

[www.yachtingpages.com](http://www.yachtingpages.com)

### **www.yachtingpages.com - search the superyacht industry.**

Yachtingpages.com is the world’s largest superyacht-related online search engine. With over 12,000 verified listings you can search, refine and find everything you need in the superyacht industry.

[www.yachtingpages.com](http://www.yachtingpages.com)

### **Superyacht Owners’ Guide (SYOG) – Imagine. Plan. Build. Equip. Enjoy.**

The Superyacht Owners’ Guide (SYOG) is a luxury, hardback, editorially-lead book offering owners and potential owners the education, advice and contacts they need to realise their dream through the architecture of imagine, plan, build, equip and enjoy.

[www.syog.com](http://www.syog.com)

### **Yachting Pages Delivers – hand delivery in the Med.**

Yachting Pages Delivers is an innovative hand-delivery service for businesses wishing to connect with the superyacht industry on the French as well as Italian Riviera’s.

[www.yachtingpagesdelivers.com](http://www.yachtingpagesdelivers.com)

### **Yachting Pages Refit - Refit. Rebuild. Conversion.**

Yachting Pages Refit is the ultimate worldwide guide to superyacht refit shipyards and services of the refit process.

[www.yachtingpagesrefit.com](http://www.yachtingpagesrefit.com)