



Press Release: 19/08/2013

For immediate release

Luxury yacht directory is successfully upgraded...

The upgraded Yachtingpages.com has been live for only a few weeks and already, the site has been inundated with positive feedback and visitor traffic. Yachting Pages Media Group specialises in products and services for the superyacht industry. Yachtingpages.com enables users to search thousands of businesses, ports, events, news, reviews and promotions within the luxury yacht market.

There has been a 105% increase in website views via mobile devices. This is down to the responsive CSS implemented during the upgrade.

The new reviewed businesses section has also been busy, with an 800% increase on this time last year, showing that more and more people are using suppliers and services listed on Yachtingpages.com and leaving their feedback to help fellow captains and crews.

Submitting a review is now easier than ever, with links on each company showcase, a dropdown on the navigation bar on the homepage within businesses and a link and button on the reviewed businesses section.

Lars Lippuner, business development manager of Warsash Superyacht Academy commented, "We particularly like the design of the company showcase page. With a little slideshow, an interactive map, videos and tracking of e-mail / phone numbers amongst some of the features, it ticks all the boxes of how an extended superyacht directory listing should be."

Unique visitors has increased by 44.27% in comparison to this time last year and page views and average duration on the site has also significantly increased.

Adam Frost, managing director of Seal Superyachts said, "I'm delighted with the new Yachting Pages website upgrade. The effort made in developing this first-class website, shows that the Yachting Pages team really do care about creating success for their clients. Great job!"

Website and digital marketing manager, Michelle Williams said, "We're very happy that our website has been so well received. Each of the changes we made has been actioned because of customer usability feedback, so it's great that users are recognising the changes and appreciating them. As the world's leading search engine for superyachts, we need to make sure our digital offer continues to develop and meets the needs of the industry. Following this upgrade I am confident that our website fits the bill."

For further information about Yachting Pages, visit www.yachtingpages.com.

Notes to Editors



For further press information, please contact Sarrah Macey on +44(0)1173 160560 or Sarrah.macey@yachtingpages.com

Yachting Pages – the superyacht industry’s leading directory.

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

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, find and refine everything you need in the superyacht industry.

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

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

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