



Press Release: 29/07/2013

For immediate release

Yachting Pages is proud to announce the launch of its biggest website upgrade to date

After months of customer feasibility studies, surveys and industry research, the digital team at Yachting Pages Media group has designed, implemented and launched the future model of Yachtingpages.com.

The site is now live and showcasing new and improved features that have been added following yearly customer consultation at boat shows around the world.

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 users will be able to search the comprehensive news and events guide to find exactly what they want by date, or by category.

Nearly 40% of internet traffic is now viewed on mobile devices such as smart phones and tablets; this is slightly lower in the superyacht industry, however, feedback from captains and crews 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.

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 users 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 world's leading travel site showing that customers really are swayed online by peer reviews rather than being persuaded by shiny graphics and slick websites alone.

Michelle Williams, the superyacht media group's website and digital marketing manager, said, "Our team has worked really hard on this website project, taking into account user feedback, making overall improvements to interactivity, search results, look and feel, focusing on SEO and giving further value for money to our clients.

"Our main aim is to make the user experience as easy as possible on Yachtingpages.com and we believe we have achieved that. Our website already boasts over 12,000 superyacht businesses and ports and marinas. It is the largest search engine in our industry and has incredible search functionality – we will continue to make amends and to take advantage of new developments to keep it that way."



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 crews 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