

# Boat Dealership Web Design & Marketing

EVERYTHING YOU NEED  
TO CRAFT A GREAT  
ONLINE PRESENCE



**B**  
BOAT MARKETING  
PROS

# About Boat Marketing Pros

Boat Marketing Pros is a full-service digital agency that helps boat dealers, boat clubs, and other marine-industry businesses. We first began as a digital agency called Atilus. Since 2005, our team has helped hundreds of clients with their websites and marketing efforts. After working with several boating clients, we decided to create Boat Marketing Pros, so we can fully dedicate ourselves to the marine industry.

## **Our services include:**

- Web design and development
- Search engine marketing (Google Ads, PPC, Bing)
- Retargeting
- Search engine optimization
- Content marketing
- Social media marketing
- Reputation management
- ADA website compliance
- Website hosting & maintenance

## **Why Work with Us**

- Full-service digital agency
- Decade+ in Boating Industry
- Veteran-Led
- Google & Microsoft Ads Partner



# Boat Dealers & The Internet

The web ends up being the #1 lead source of all our boat industry clients.

When you think boat dealers, you might not automatically think digital. However, potential clients today expect to be able to compare models online and they could even become frustrated when they are unable to do so. Like purchasing a car, shoppers expect to be able to find similar resources as the ones provided when you are buying a car or a home.

We are based in Southwest Florida, which is known for its popular boating communities. Our experience with boat dealers, boat clubs, and boat rental businesses show that whether you are a small, family owned business or a larger firm with several employees, we've learned **a great website is crucial to your business's success.**



# Why You Need A Great Boat Dealer Website & Digital Marketing Plan

As we've stated, your potential clients for your next boat sale are searching online. You now know that you need a website and a digital marketing strategy. You might be asking yourself, how would any of these set me apart from others in my industry?

**A well-crafted website & digital marketing plan can provide you:**

- 24/7 Broad Reach
- Easier and Faster Sales Process
- Social Proof & Enhanced Customer Service



# 24/7 Broad Reach

Before digital marketing, many boat dealers typically obtained clients through traditional advertising (print, radio, TV) or customer referrals.

This approach, while it worked for many years, won't be enough to maintain your sales momentum.

More than 3 billion people worldwide have access to the internet. That is a larger reach than you can get with any other advertising medium, like print ads, radio, or TV. This increase in visibility also comes at a fraction of the price of traditional advertising.

Nowadays, your target client is using the internet to search for the things they need. Deciding what boat dealer to work with is a decision that requires extensive research, and the internet is the first place that most people will go. Once you invest in a good website and marketing to get yourself in front of relevant searches in your industry, your customers will be seeking you out rather than you having to go searching for them.

Having a professional website to stay up 24/7 and be accessible from anywhere will only benefit you. You're not limited to your office hours or when your staff is available to answer the phone to get information to a potential client. Your target audience can find you anytime, anywhere.



# Easier & Faster Sales Process

From a customer doing the research to find their ideal boat, to the customer actually making the purchase is a business decision that requires a long sales process. By having a professional website to represent your business, you can streamline this sales process and save yourself (and your customer) time and money.

A website helps to communicate information ahead of a customer coming to your boat dealership with questions. You can use your website to display your new and used boat inventory, show the new models you carry, and important information about your other services.

By the time a potential client reaches out to you, they will already have most of the information that would typically be shared in the early stages of the selling process before these digital platforms existed – making the entire sales process easier.



# Social Proof & Enhanced Customer Service

Trust is essential in the relationship between a sales team and a customer eager to buy a boat.

You can utilize your website for differentiating yourself from all the other dealerships in your area and prove to your client that you are the right boat dealership for them to trust with their boat buying experience.

Social proof can be built through your website by displaying your customer reviews. With a good digital marketing plan, you can also begin to harness the power of Google My Business. The more reviews you get, the better off your listing will show in the search results.

You can also streamline communication through your website to always stay connected. While you can't always answer every single phone call or email right away, your website can have contact information displayed as well as office hours. You can even utilize live chat features, or FAQ pages to further connect with your audience.



# What You Need To Be Successful

Now you know WHY you need a website and digital marketing plan for your boat dealership business, let's talk about WHAT you need to be successful.

- Boating Website Must-Haves
- Mobile-First (Responsive) Design
- Search Engine Optimization (SEO)
- Marketing Your Website
- ADA Website Compliance
- Website Hosting & Maintenance



# Website Must-Haves

In our experience, we've found there are few key pieces of information your website should display.

- **Your Boat Inventory** – if there is 1 thing you need to include on your boat dealership's website, it's your inventory. Your boats for sale are the #1 piece of information customers are seeking and it's important that they are listed and current. We most commonly see customers searching first by used boats, new boats, and then by manufacturer. The easiest way to keep your inventory up to date is by using a plugin that pulls your inventory from Boat Trader (which is something we've created).
- **Boat Service & Repair** – if your dealership offers boat service, maintenance, or repair, make sure to include this as a section on your website. How to differentiate this content will depend on the scope of boat service you offer.
- **Boat Shows** – your boat dealership likely attends local boat shows and we strongly recommend adding those events to your website. In some cases, you may even begin to rank for those boat shows!
- **Sales & Promotions** – manufacturers often run quarterly or seasonal promotions that pass savings onto your customers. Create a page for this so you can capitalize on being the first to share that information with your customers.
- **Financing Information** – even if you do not offer boat financing in-house, we recommend creating a page that explains your process or even your financing partner. If you're able, include a payment calculator or trade-in value estimator.
- **Great Photos** – high-quality photos can make all the difference on your website. We strongly recommend that you consider hiring a professional photographer and/or videographer to get some high-quality shots. These will be great to use on your website and in other marketing efforts.
- **A Blog** – a blog is a great way to help with your SEO efforts as well as share any news about your dealership.
- **A Mobile-First Design**



# Mobile-First (Responsive) Design

There is one thing every boat dealer website should have and that is a responsive website.

Responsive design refers to a technique that allows your website to automatically adjust itself to fit the screen size of whatever device is being used to access it.

As more and more internet users are accessing the web from their mobile devices – like a smartphone or tablet – it is imperative that your website is designed to format properly on these devices, or else you could be missing out on many new potential customers. (And get hurt in Google's search results.)



# Search Engine Optimization (SEO)

Now that you have a website that's created with all the most important elements of boat dealer web design in mind, that doesn't mean you're done. To maximize the business potential of your website, you need to consider how to market yourself.

To start, consider **search engine optimization (SEO)**. Most clients begin looking for a boat dealer by a simple search into a search engine like Google or Bing. Through SEO, you can rank highly for the right search terms your client may be looking for and make sure your website is visible to them.

**SEO** refers to the process of utilizing various techniques and strategies to make a website more visible via search engines for specific terms.

SEO is not a simple package or "one-size-fits-all" approach. There are over 198 factors to be considered by search engines including the quality of your website's code and the authority of your website's content.

We recommend a combination of technical steps, carefully placed keywords and metatags, as well as regular website updates and blogging to help our clients improve SEO.



# Marketing Your Website

After completing your new website, you will need to consider additional marketing. Much like a brick-and-mortar store, you'll need to market it for people to know it's there.

Rather than traditional print advertising, radio, or TV, digital marketing costs much less, gives you much more control, and will bring you more clients.

There are several strategies you can implement to market your website. Depending on your budget, your target audience, and your goals, you can formulate the strategy that works best for you.

**Google Ads** – Utilize Google's extensive advertising network to run search ads. Bid on keywords like "boat dealers in my area" to get your website to rank on the first page, and only pay if the user clicks on your ad. Also, serve display ads to users with demographics in your target market as they browse the web.

**Retargeting** – Through Google or other advertising platforms, retargeting allows you to serve ads to users who have visited your website but didn't convert as they browse the internet.

**Social Media Marketing** – If you don't already have a presence on Facebook and Instagram, we recommend doing that immediately. Facebook Ads offers powerful targeting methods and helps to increase boat show attendance. Additionally, you can capitalize on following hashtags to see how you can display your own content and get discovered. Boating is a lifestyle, after all, so the more active you can be on these platforms, the better!



**Content Marketing** – Whether it’s blogs, whitepapers, articles, or resource packs, providing useful content is a great way to connect with your target audience and build trust that will help you capture new leads (and it helps with SEO).

**Email Marketing** – Email Marketing can be used to market directly to customers’ inboxes to promote your services to your audience of prospects and send them back to your website. Use monthly e-newsletters to market promotions, upcoming boat shows, and new inventory.



# Measuring Results

Measuring results and adjusting your strategy are 2 key components of a successful digital marketing campaign.

**Google Analytics** – Utilize Google’s Analytics platform to view demographic data, see where your traffic is coming from, what pages users are viewing, how much time they’re spending on your website, etc. Use this data to make assumptions and decisions about your marketing strategy.

**Call Tracking** – Call tracking and analytics software allows you to track where your phone calls are coming from, see how many first time-callers you have vs. repeat callers, as well as listening back on phone calls for tracking purposes.



# ADA Website Compliance

You may have recently heard of ADA compliance as it relates to websites. ADA compliance is important to every industry, not just boat dealers. If a person seeking a boat dealer to work with has a disability and cannot access their site, you could be losing out on a sale, or worse, faced with a lawsuit.

*ADA website compliance* refers to the process of making your website accessible to those with disabilities, such as hearing or visual impairments, cognitive disabilities, or limited motor functions. ADA refers to the American Disabilities Act which prohibits discrimination against individuals with disabilities.

The Web Content Accessibility Guidelines (WCAG) is an international standard for developers on how to keep your website accessible, including things like alt text for images, captions for videos and more. Keep in mind these guidelines are also in line with SEO best practices, which makes it a win-in.

It's imperative that your website is designed, developed, and maintained with ADA compliance in mind. Not only could you have a lawsuit on your hands if it's not, but you could be missing out on business from one of the 1 in 5 American's that have a disability if they are not able to access your website.



# Website Hosting & Maintenance

After the initial creation of your website, you still need to think about how you will keep your website online and up-to-date.

If you do not have a technical person in-house, we do not recommend trying to use a self-service hosting platform. While inexpensive, its cost in your time will far outweigh the benefits.

Work with a professional digital agency that offers hosting. Here at Boat Marketing Pros, we offer hosting that includes an SSL certificate, 99.99% up-time (and monitoring), daily backups, and ongoing support for future website changes.



# Ready To Take Your Boat Dealership To The Next Level?

## Contact us today.

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

 [contact@boatmarketingpros.com](mailto:contact@boatmarketingpros.com)

 888.928.4587

