

# Get Found, Booked, and Grow: Websites Built for Marinas

## ► Challenge

In today's evolving marina and boat rental industry, the way customers find and interact with your business has changed dramatically. Gone are the days when walk-ins and drive-bys drove the majority of bookings. Now, customers are searching online—through Google and other search engines—expecting to find and book services in just a few clicks. A high-quality, user-friendly website isn't just a nice-to-have anymore—it's essential. Yet, many operators are still not fully leveraging their websites to capture this digital demand and enhance customer satisfaction.

## ► Solution

To attract and retain customers in this digital landscape, marina and boat rental operators need websites that excel in driving natural search rankings while effectively showcasing their brand. A professional, visually appealing design combined with an intuitive user experience is crucial for making slip reservations or boat rentals seamless. Whether you manage long-term slipholders, transient guests, or seasonal boat renters, reducing daily operational tasks is essential to ease the workload of marina managers. Operators need a comprehensive marketing and customer self-service solution that simplifies the promotion and management of their business.

## ► The Storable Approach

Our Websites are designed to make marina and boat rental website design, SEO, and transaction management more straightforward than ever before. With a sophisticated, modern approach and deep industry expertise, our platform helps generate more organic leads, enhances the customer experience, and reduces demands on your management staff. Your marina or boat rental website should do more than just exist—it should drive growth and efficiency.

### KEY BENEFITS



#### Attract More Customers

Drive organic search traffic and convert visitors into bookings with a flexible, mobile-first design approach, SEO features, and practices.



#### Enhanced Customer Experience

Make it easy for customers to reserve slips or rent boats and manage their bookings online with an intuitive design.



#### Simplify Operations

Online transactions give your management team more time to focus on customer service.

# Websites

## Capability Overview

Your marina or boat rental website should fuel demand for your business while simultaneously reducing the operational load on your management staff to keep your site up and running.

### FACILITY DISCOVERABILITY

#### Search Engine Optimization

Boost natural search rankings and highlight your marina's unique offerings with a site optimized for search engines and tailored to your brand.

### MODERN DESIGN

#### Fluid, Responsive Design

Provide an exceptional web experience with a website that adapts to any screen size, platform, or device orientation using flexible grids and intelligent display capabilities.

#### Regular Platform Updates

Keep your website up-to-date with continuous feature updates, helping you stay ahead of ever-changing search engine and web browser requirements.

### REPORTING & ATTRIBUTION

#### Google Analytics

Connect your Google Analytics data for more detailed reporting on conversions and other key metrics.

### CUSTOMER ENGAGEMENT

#### Online Reservations

Streamline the reservation process with real-time updates to slip availability and boat rental inventory, ensuring customers see the latest options.

#### Online Payments

Enable your customers to pay online through a user-friendly portal, making their experience more convenient while reducing the daily workload for your management staff.

