

Suggested Website Layout

Boat World



Homepage / Hero Section

-Overlay with a compelling headline and CTA (e.g. "Find Your Dream Boat," "Let Us Sell Your Boat").

-Below, feature 3-4 highlighted product categories or services (e.g. Aluminum boats, Bay boats, Fiberglass, etc.).

Product Pages

Consignment Information

-Explain how the consignment process works

-Consignment Agreement Info.

-A form to "Start Your Consignment Process"

About / Meet the Team

-Your story, philosophy, process, services.

-Team bios or "meet the team" profiles (if applicable).

-Photos or videos of the showroom/inventory

Services Page

-Detail what services you offer (boat storage, parts and service, consignment).

-Show "before & after" images, turnaround times, storage images

-Service request form

Financing

- Credit application

-Information on how the financing process works

Contact Us

-Form fill contact us page

-Address, phone number, email, social links

-Map

SCOPE OF WORK

- **Strategy and planning:** kickoff, content plan, site architecture.
- **Design and build:** custom informational WordPress website with brand styling, mobile-first layouts, and conversion-focused sections.
- **Content:** professional copywriting for core pages; Privacy Policy, Terms & Conditions, Sitemap, and Blog setup at no charge.
- **Functionality:** image galleries, category filters, Facebook feed, review widget, advanced forms (inquiries, consignment).
- **Local SEO foundations:** on-page SEO, metadata, internal linking, GBP integration guidance.
- **Tracking:** GA4 and GTM tagging on request; basic conversion events.
- **Hosting and management:** security, backups, updates, performance optimizations.
- **Training and support:** one hour of post-launch training; content updates available within plan.

Why Wordpress?

- **Customization and Control:** WordPress provides access to thousands of themes and plugins, allowing for extensive customization and functionality enhancements. Users have full control over their site's code, enabling deeper customization.
- **Scalability:** WordPress can handle larger, more complex websites with greater ease, making it suitable for businesses that anticipate growth.
- **SEO and Performance:** WordPress offers superior SEO capabilities with plugins like Yoast SEO and greater control over site performance optimizations.
- **Ownership and Portability:** With WordPress, you own your site and its data, which can be hosted on any server, unlike Wix, which is a closed platform limiting site portability.
- These advantages make WordPress a preferred choice for businesses and individuals seeking a robust, customizable, and scalable web presence.

WHY YOUR BUSINESS, **Boat World,** NEEDS A WORDPRESS WEBSITE



Simple, Affordable Options with ChartLocal

\$6,500 Seven Page Website (one-time)

One Time Payment. Can be split into 2 separate payments, half when website is started and half upon completion.

- Marketing strategy
- Responsive design
- Social media integration
- Professional copy editing
- Images/Media gallery
- Lead generation form
- Basic functionality
- SEO Copywriting
- Domain (if needed)
- HTTPS Security Certificate
- Basic shared hosting service
- 99% uptime & daily backups
- On-page SEO Setup
- 1 hour of monthly updates
- Google Analytics setup
- Content Sourcing

\$100/month Hosting, Security, SEO Setup & Updates

Additional fees will incur should we ever need to transfer the domain away from our servers.

The Bottom Line

A Website built on WordPress offers greater flexibility, scalability, and customization compared to a website built on WIX.

IS YOUR BUSINESS VISIBLE & CREDIBLE ONLINE?

44 Location Data
Errors Detected

Boat World Inc.
14405 Stenum St, Biloxi, MS 39532
(228) 215-1122

	Business Name	Address	Phone	Ratings	Status
view listing	Boat World Inc	14405 Stenum St, Biloxi, MS 39532	(228) 215-1122	☆☆☆☆☆ 0.0	Listed
		Not found!			Not found
view listing	Boat World Inc	14405 Stenum St, Biloxi, MS 39532			Alert
		Not found!			Not found
		Not found!			Not found
		Not found!			Not found
view listing	Boat World Inc.	14405 Stenum St, Biloxi, MS 39532	(228) 215-1122		Listed
view listing	Boat World Inc.	14405 Stenum St, Biloxi, MS 39532	(228) 215-1122		Listed
view listing	Boat World Inc.	14405 Stenum St, Biloxi, MS 39532	(228) 215-1122		Listed
view listing	Boat World Inc.	14405 Stenum St, Biloxi, MS 39532	(228) 215-1122		Listed
		Not found!			Not found
		Temporary problem scanning on this publisher. The publisher system is not responding to our scanning requests. This is a temporary problem, and will be fixed shortly.			
view listing	Boat World Inc.	14405 Stenum St, Biloxi, MS 39532	(228) 215-1122		Listed
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EXCLUSIVE 'MANAGED SERVICE' OFFER Online Business Listings & Review Builder

It doesn't matter which map, app, voice search tool, digital assistant, search engine, GPS system, or social network your customers use to find and engage with your business. What matters is that they discover accurate, complete, and compelling information with every search. This 'managed service' allows us to build a business profile and syndicate the correct information about your business across 100+ destinations – including Google, Facebook, Yahoo, Bing, and more.

Includes:

- Create new listings
- Fix inaccurate listings
- Suppress duplicate listings

Investment & Terms:

\$100/month/location

12 Month Commitment, 30-day written cancellation notice required

This is a managed service. Cancel at anytime, but we are not responsible for the data integrity of your listings upon cancellation since the service will no longer be in place to manage your listings. Since this is a software tool with direct API connections to the publishers, there will be no accounts created with each of the publishers. Setup fee paid up front, monthly fee to be paid Net-30 terms. Reporting will be provided monthly. 24/7 support is always available!

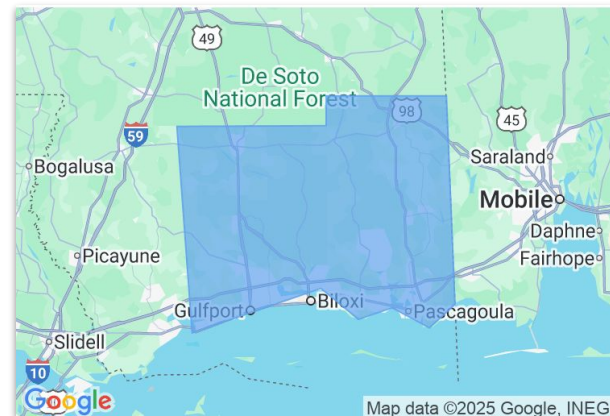
Google Search Ads



Families & Individuals – Actively Searching for Boats & Marine Services

Why they're searching:

- Ready for Adventure (In-Market): Looking to enhance their lifestyle with a new or pre-owned boat for the upcoming season. They need expert guidance on the right model for the Mississippi Sound, the Barrier Islands, and coastal bayous.
- Seeking a Trusted Local Dealer: Looking for a reputable, authorized dealership in the Biloxi/Gulfport area that offers a "small-town" personal feel with "big-city" inventory. They prioritize dealers who specialize in reliable brands like Sea Fox, Carolina Skiff, and G3 Boats.
- Repower & Engine Reliability: Specifically searching for authorized Honda Marine and Yamaha Outboard centers. They are looking to upgrade their current performance or ensure their engine is maintained by certified technicians for maximum time on the water.
- Selling or Upgrading: Many are looking for a "hassle-free" way to exit their current boat. They are searching for consignment experts who handle the marketing, showings, and paperwork to ensure they get a fair market return without the stress of a private sale.



The Intent: These are high-intent, lifestyle-driven seekers — often ready to visit the showroom, schedule a sea trial, or request a quote on a specific hull.

\$2,200/month

Keywords: Sea Fox boats for sale Mississippi, Carolina Skiff dealers near Biloxi, G3 aluminum boats for sale Gulfport, center console boats for sale D'Iberville, bay boats for sale South Mississippi, affordable fishing boats Biloxi, Honda Marine dealers Mississippi, Yamaha outboard service Biloxi, authorized Honda outboard repair, boat motor repower Gulfport

