

Deep Sea Charter Boat Directory

www.deepsea.co.uk

What is the Deep Sea Directory?

The Deep Sea Directory is a commercial directory of UK based charter boats and supporting businesses. On-line since 1998, deepsea.co.uk has become the first choice for people searching the web for charter boats services.

Who can join?

Membership of deepsea.co.uk is open to charter boats and any business of interest to the users of charter boats.

What do I get?

Basic membership includes the following facilities:

✓ **Directory Page**

Information about your boat or business will be included in the directory.

Your web address will be something like **www.deepsea.co.uk/boats/yourboat**. All you have to provide is the raw data and a couple of photographs. We do all the formatting, load it to the web site, and add references to your page from all of the relevant indexes. For businesses other than boats we will adapt the format to suit the business.

✓ **Email Address**

We will set up a deepsea email address such as **yourboat@deepsea.co.uk** that redirects to your current email account. This is not compulsory, but many of our boats find it presents a nice professional image with similar web and email addresses. It also enables you to move your dialup account whilst keeping your email address.

✓ **Schedule**

Our schedule pages are very popular with anglers and divers looking for whole boat charters and individual spaces. Every deepsea.co.uk member gets a limited 3-entry schedule. Many skippers find the schedule so useful that they upgrade this to a full schedule with unlimited entries.

✓ **Counter**

We count the number of times your page has been visited.

✓ **Member's Area**

You can login to the member's area of the site to update your schedule, view your counter, and to view many pages of guidance on how to make the most of deepsea.co.uk to market your business.

✓ **Links to Your Own Web Site**

If you already have a web site we will link to it from your deepsea page.

✓ **What's New**

To get the hits on your deepsea page started, new members are listed at the top of the What's New page.

"The response to the web site has been unbelievable. Spare places usually fill up within the same day of advertising them. This has been by far the most effective advertising medium I have used."

Paul Whittall (Offshore Rebel, Weymouth)

"You will not realise what you are missing until you join. Clued up skippers are getting more business by using this site. You may have a web site already (I have) but you will not get the same amount of enquiries as the Deepsea site generates."

"By using the yourboat@deepsea.co.uk address on your main page, tells you that the enquiry has come directly from your site, and I have been amazed at the amount."

"The interactive message boards are really great, you can let the anglers know what you are catching, respond to any requests for fishing information or just let them know of a last minute cancellation. It puts you in direct contact with a load of new customers."

Roger Bayzand (Sundance, Lymington)

"The deepsea schedule is vital to any skipper who takes his chartering business seriously. More than any other medium, the deepsea site has generated business for me. Last minute diving spaces are snapped up and even though I keep my schedule up to date and accurate there is often competition for spare spaces."

"Another advantage is I receive far fewer emails and phone calls - yet my bookings are well up. This is entirely due to the success of the deepsea schedule."

Dave Wendes (Wight Spirit, Lymington)

How much does it cost?

Basic membership is competitively priced at £90 for the first year and £60 for subsequent years. Sell one day's charter through deepsea.co.uk and you come out ahead!

Can I have more pages on deepsea.co.uk?

In addition to your directory page you can have further pages for anything that fits in with the site. Examples include **newsletters**, **photo galleries** and full **schedules** with unlimited entries and **online shopping**.

You can update the text and photographs on these pages whenever you want by logging in to the deepsea member's area and using the simple online forms.

You can also elect to have your own design theme rather than the standard deepsea look. It is like having your own web site hosted by deepsea.co.uk.

How much do extra pages cost?

Most extra pages are priced at £60 per year. Online shops cost from £150 per year.

What if my details change?

Membership includes an allowance for small changes - say you get a new mobile number, change email address, or have the boat repainted so there is a new photograph. A charge may be made for major changes or excessive numbers of small changes.

I have more questions

Email your questions to us at info@deepsea.co.uk.

My questions are answered. I want to join

Contact us at info@deepsea.co.uk or write to **UKCBD, 22 Killicks Hill, Portland, Dorset DT5 1JW** and we will send you an application form by email or in the post. You can also download an application form from www.deepsea.co.uk/admin/join.

Have a look at the information presented for existing members and prepare your details and photographs so they are ready to go. Photographs can be **slides**, **negatives**, **prints** or **digital** (.jpg).

Just fill in the details in an email or on the paper form and send the photographs and a cheque to **"UKCBD"** in the post. You will normally be on the directory within a few days of our receiving the completed application.

"The Deepsea website has accounted for more new business than any other advertising or promotional method that I use. The relatively low annual subscription makes being on the website the most cost effective method of advertising and is the most inexpensive way I know of getting your own page onto the world wide web."

Steve Porter (True Blue, Poole)

"I would like to say thank-you for all the hard work you have put into making the deepsea site what it is today."

"Since joining www.deepsea.co.uk I have found that my trade has improved dramatically. I have customers now coming from all over Europe and beyond. Without doubt, I have found it the most inexpensive and by far the best way to advertise my business. I am able to keep my customers informed with all the latest news and trip availability."

"Long may the site continue to prosper and thanks again."

Colin Penny (Flamer, Weymouth)

"A very well designed site and very easy to use, us anglers are simple folk. Keep up the good work and keep us fishing."

Norman Berry (Sea Angling News)

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22 Killicks Hill
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