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Top marine websites honored at world's largest boat show.

by Staff, February 14, 2008  
boats.com

MIAMI — **Boats.com** and the National Marine Manufacturers Association (NMMA) today announced winners of the fourth annual North American Marine Industry Web Awards competition during the 2008 Miami International Boat Show Media Breakfast. Launched in 2004, the Marine Industry Web Awards recognize the industry's drive toward higher standards of excellence in Website design and content.

**Debra Keene Bergeron**, general manager for **Boats.com**, presented trophies created by Tony Castro, one of the world's leading yacht designers, to each of the winners in five different categories.

Judges selected to evaluate this year's Web Award entrants include: Sharon Davison, CEO of Web design and consulting firm, Red Sky Blue Water; Sue Garibaldi, tech editor, Communication Arts magazine; **Larry Rains**, marketing manager, Boats.com/YachtWorld.com; and Fernando Regueiro, director of Internet services for NMMA.

**Best Marine Site Overall**

Best Marine Site Overall was presented to MasterCraft Boats ([www.mastercraft.com](http://www.mastercraft.com)). Summing up the judges' decision, Garibaldi commented, "The folks at MasterCraft truly understand their audience. With image and video galleries, a library of boating articles, profiles of MasterCraft athletes, a forum and a pro shop, this site has enough 'extra' content to ensure repeat visits. But, where it really shines is in providing beautifully simplified access to its line of boats and a boat-design tool that couldn't be easier to use."

**Best Dealer/Broker Site**

Legendary Marine ([www.legendarymarine.com](http://www.legendarymarine.com)) received the award for Best Dealer/Broker Site. "This Website excels at lead generation. Many dealer sites seemed to spend too little time highlighting the reasons why people should love boats and boating; Legendary Marine has forged ahead by reminding visitors about the beauty of being on the water," said Garibaldi. "They've done an excellent job of presenting the boater with a wide variety of choices, but we were most impressed by their support services. The site is user-friendly and has many features that encourage repeat visits," Davison added.

**Best Marine Equipment Site**

Mercury Marine ([www.mercurymarine.com](http://www.mercurymarine.com)) took home the trophy for Best Marine Equipment Site. "Though an avid boater, I know virtually nothing about engines," admitted Davison. "Yet with the Mercury site, I believe I could make an informed decision about the right motor for my needs. The site is exceptionally designed and leverages technology well. The side-by-side comparisons were particularly engaging, and Mercury's passion for engines comes through with a wealth of information made easily accessible through intuitive functionality."

**Best OEM/Manufacturer Site**

Judges gave the award for Best OEM/Manufacturer Site to Tigé Boats ([www.tige.com](http://www.tige.com)). "With an experiential approach, this site, beyond many that we saw, excelled at presenting a boating lifestyle. While other sites had equally good product offerings, this one surpassed them with the addition of engaging imagery, concise well-written copy, and a not-too-heavy-handed approach to the interface," noted Garibaldi.

**Outstanding Contribution to the Online Marine Industry**

The panel of judges honored Mad Mariner, a boating blog ([www.madmariner.com](http://www.madmariner.com)), for the most Outstanding Contribution to the Online Marine Industry. "If there was ever a question I had about what's happening in the boating community, I know I could find the answer at Mad Mariner. They offer an array of services, content and information in one easy-to-navigate location," said Davison. "Our vote went to MadMariner.com because it's clear that the site's number-one goal is to offer useful, inspiring content about boats, boaters and boating. With a diversity of image-supported content, this subscription-based site serves a broad boating audience."

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