

# BoatMart

## MAXIMIZE LISTINGS AND GET PAID

### PRICE

**Always list a price.** Listings with prices on Boatmart are more searchable and perform significantly better, with 13 x more daily page views.

### APPEARANCE

**Add keywords to your title and description to boost online appearance.** Always include make, model, size, capacity, condition, performance, engine type, and special features.

### IMAGES

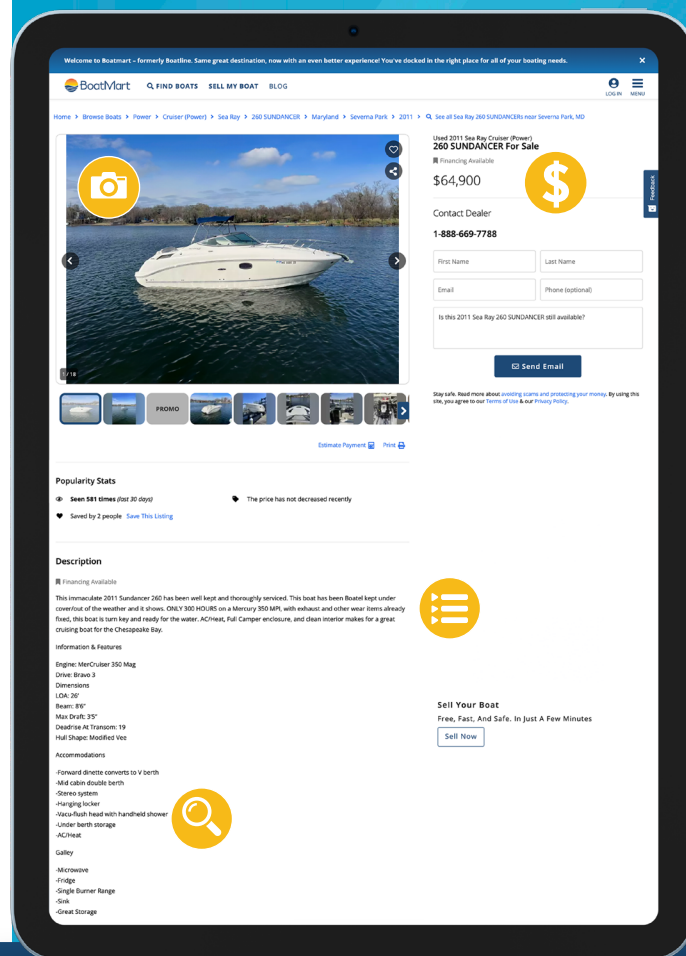
**Always include at least 10 great images.** Buyers want to see a clear 360° view of the boat and key features like the engine, propeller, seating areas, storage, navigation systems, and fish finders. Listings with 10+ images get over twice as many daily page views.

### DESCRIPTION

**Provide a robust and readable description.** Include key information about make, model, year, and dimension. Also describe the condition, features, and equipment, plus highlight maintenance, ownership history, and any upgrades or extra accessories. Ensure your description is easy to read by including paragraphs and bullet points.

By following P.A.I.D. best practices, you provide buyers with a clear understanding of what your boats have to offer, helping them make an informed decision and increase the likelihood of a successful sale.

When posting your inventory on Boatmart, it's important to include key components that can make or break lead generation. Follow these steps to achieve maximum exposure and get yourself **P.A.I.D.**



For more information, visit [boatmediakit.com](http://boatmediakit.com) or contact us at [marketing@boatmart.com](mailto:marketing@boatmart.com)