

A strong new site. A few things to fix before launch.

We looked at the new Boat.gr website the way your clients and AI assistants will meet it: the first screen, the words, the path to an enquiry, and what AI crawlers can read.



This is a first look · based on the homepage and one yacht page · the full review covers every page

53%

of homepage text is 13px or smaller.
Navigation is 9px, labels 8px

1

yacht enquiry form that shows visitors a
setup error

403

the response AI crawlers like GPTBot and
ClaudeBot get today

FIX BEFORE LAUNCH

Three things to fix whatever you decide.

ENQUIRIES

The yacht enquiry form

Shows “To use reCAPTCHA you must enter the API keys...” to visitors. Add the keys and send a test from each form.

AI VISIBILITY

AI crawlers are blocked

GPTBot, ClaudeBot and PerplexityBot get “Unauthorized Access”. Confirm the rule is staging-only, or allow them.

ENQUIRIES

Invisible consent text

“I agree to the Privacy Policy” is white on a light background, but must be ticked to send.

ALREADY WORKING WELL

- ✓ A restrained visual voice that already feels premium
- ✓ Yacht pages with full specs, galleries and an enquiry path

- ✓ Transparent weekly prices on yacht cards and pages
- ✓ Content loads without JavaScript, readable for AI once allowed

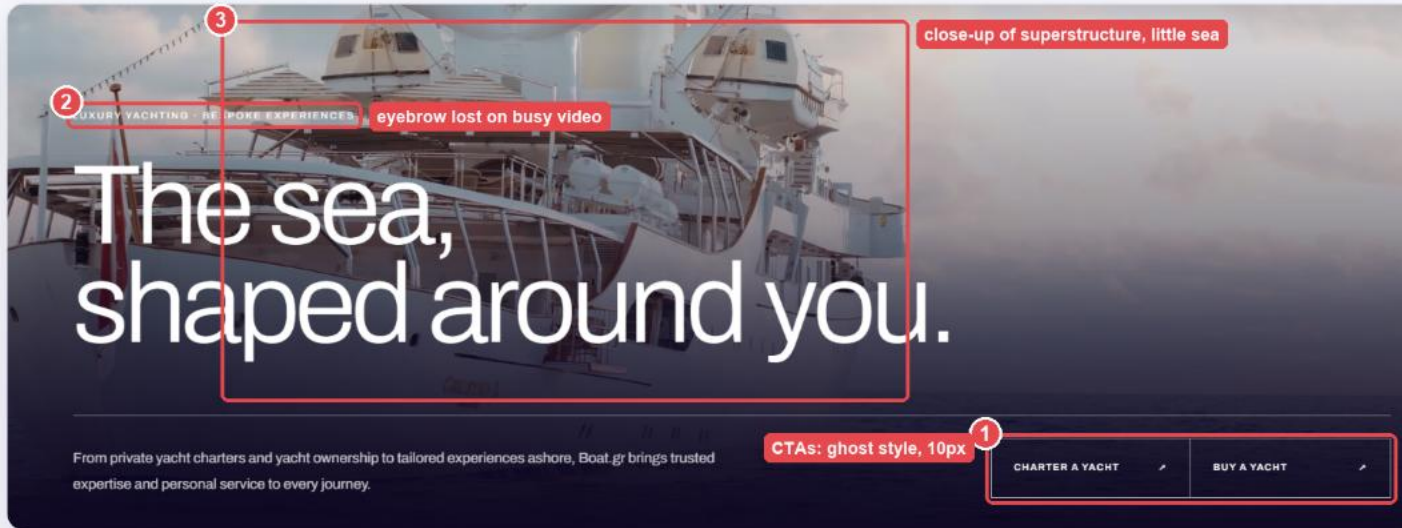
THIS FIRST LOOK

Homepage + one yacht page (O’Pari), desktop and mobile, plus a first AI-readiness check.

THE FULL REVIEW

Every page and template, every form, the full mobile journey, and the fixes in priority order.

The headline is beautiful. The way in is hard to find.



Staging homepage with the video playing.

THE BUTTONS

“Charter a yacht” and “Buy a yacht” are thin outlines with **10px text**, in the corner after a divider. The eye never reaches them.

THE VIDEO

Seconds of an empty navy block while it loads; then a close-up of a superstructure with little sea, under a headline about the sea.

WHAT WE RECOMMEND

One solid primary button under the headline, a still image that shows instantly, and a first screen that asks: charter or buy?

The text is too small **for its job.**

118px

homepage headline

53%

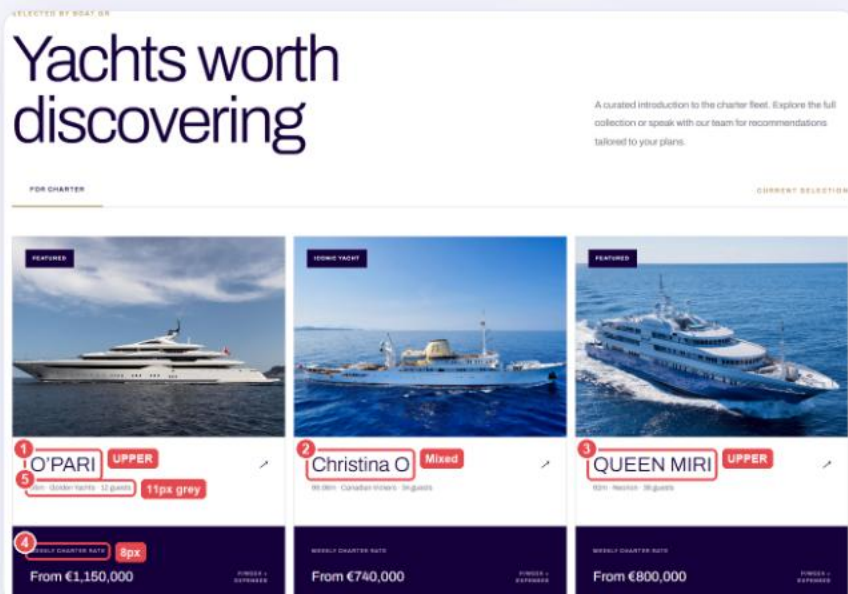
of all homepage text is 13px or smaller

15px

largest body text. Reading standard is 16px+

8–9px

navigation and card labels, the same on phones



ON THE YACHT CARDS

Names in two different cases (O'PARI, Christina O), 8px "Weekly charter rate" labels and 11px grey specs.

WHY IT MATTERS

The jump from huge headlines to tiny text looks elegant on a large screen and is hard to read everywhere else, especially on phones.

WHAT WE RECOMMEND

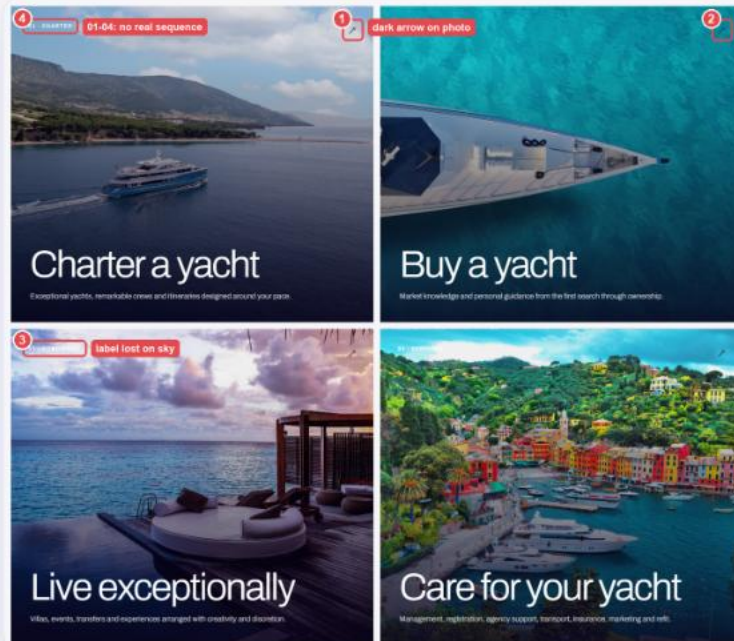
A type scale with nothing under 14px and body text at 16–17px. One case style for yacht names.

Measured in the browser on the staging homepage, 20 Oct 2026.

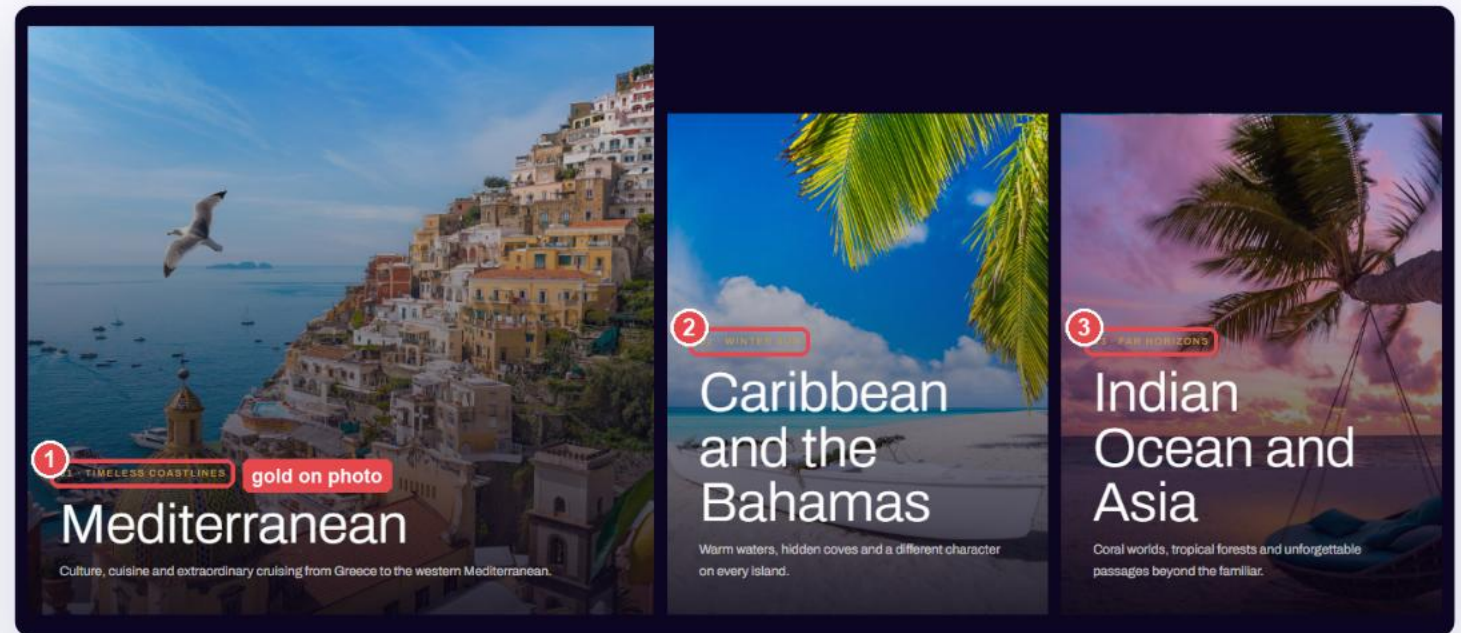
Details that disappear on photos and dark backgrounds.



The navy logo almost vanishes on the black header; the white version from the footer works.



Dark arrows on dark photos, labels lost on sky, numbering with no real order.

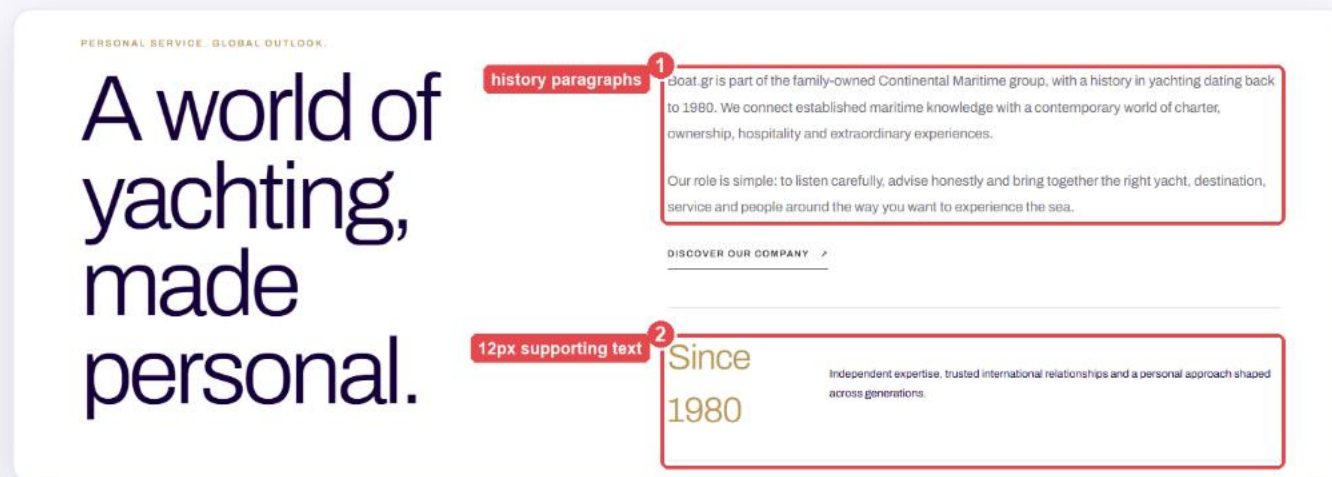


Gold labels on photos are hard to read.

WHAT WE RECOMMEND

Labels on a solid strip or a stronger gradient, white arrows on photos, and the white logo in the header.

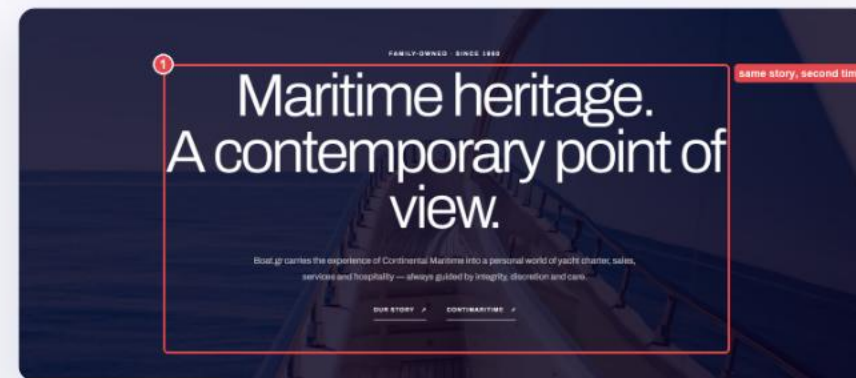
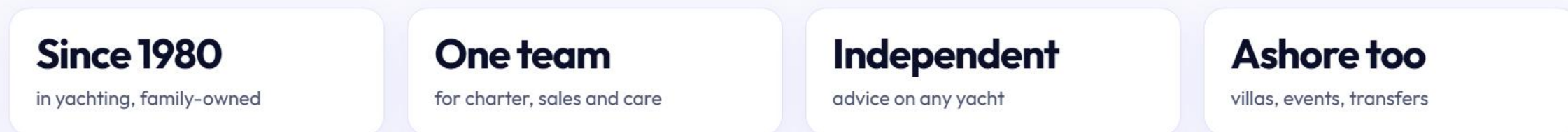
“Why Boat.gr” is told twice, both times as history.



Right after the first screen, before a single yacht.

WHAT WE RECOMMEND

Four short proof points, shown once, after the yachts, where visitors start asking “can I trust them?”. The full history moves to the Company page.



Above the footer: the same message again.

The last step **should** be the easiest.

1 Make an enquiry
Complete the form and our charter team will respond shortly.
Enquire About This Yacht two headings

Your Name Your Surname

Your Email Address Your Phone Number

Tell us about your preferred dates, destination and any special requests

Message

2 ☐ invisible

3 **reCAPTCHA error**
To use reCAPTCHA you must enter the API keys on the Quform settings page.

Send

THE ENQUIRY FORM · O'PARI

Shows **“To use reCAPTCHA you must enter the API keys on the Quform settings page.”** The required consent line is invisible. Two headings compete.

WHY IT MATTERS

This is where a €740,000-a-week charter starts. A visitor who sees an error at the last step leaves, and nobody hears about it.



THE YACHT FOR SALE

An internal label (“Sales central agency”), two specs, an empty cell and no price or “price on request”. Buyers need length, engines, location and a broker to talk to.

On the phone, **16 screens to scroll.**



WHAT WE SAW

The first screen is an empty block until the video loads, and “Charter a yacht” breaks onto two lines. The homepage is **16 phone screens long**, with three full-width yacht cards one under another, and no button that stays in reach.

WHAT WE RECOMMEND

A still image that loads instantly, yachts in a swipeable row, and a pinned bar with “Charter” and “Buy” (or “Enquire” and WhatsApp) on every page.

Refine what you have, or take a clearer direction.

A

Refine the current design

Keep the look, fix what holds it back.

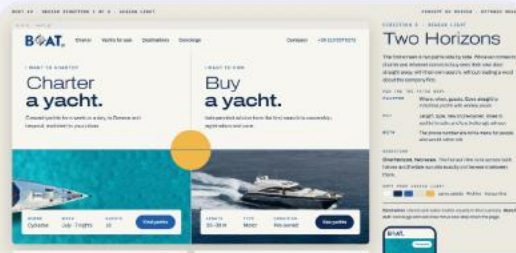
- The full review of every page and form
- Type and contrast spec with exact values
- Before-and-after designs for the main changes
- A fix list in priority order for your developers

B

Take a new direction

Built around one idea: charter or buy, from the first screen.

- Four first concepts on the next slides, with your own yachts and photos
- Each sends charter clients and buyers straight into their own search
- The chosen one becomes a full design, desktop and mobile



DIRECTION 1

Aegean Light

Two paths side by side on one horizon.



DIRECTION 2

Showroom

The yacht on stage, in Boat.gr navy and gold.



DIRECTION 3

Conversation

Say what you want; the site finds the yachts.



ALTERNATIVE

One Question

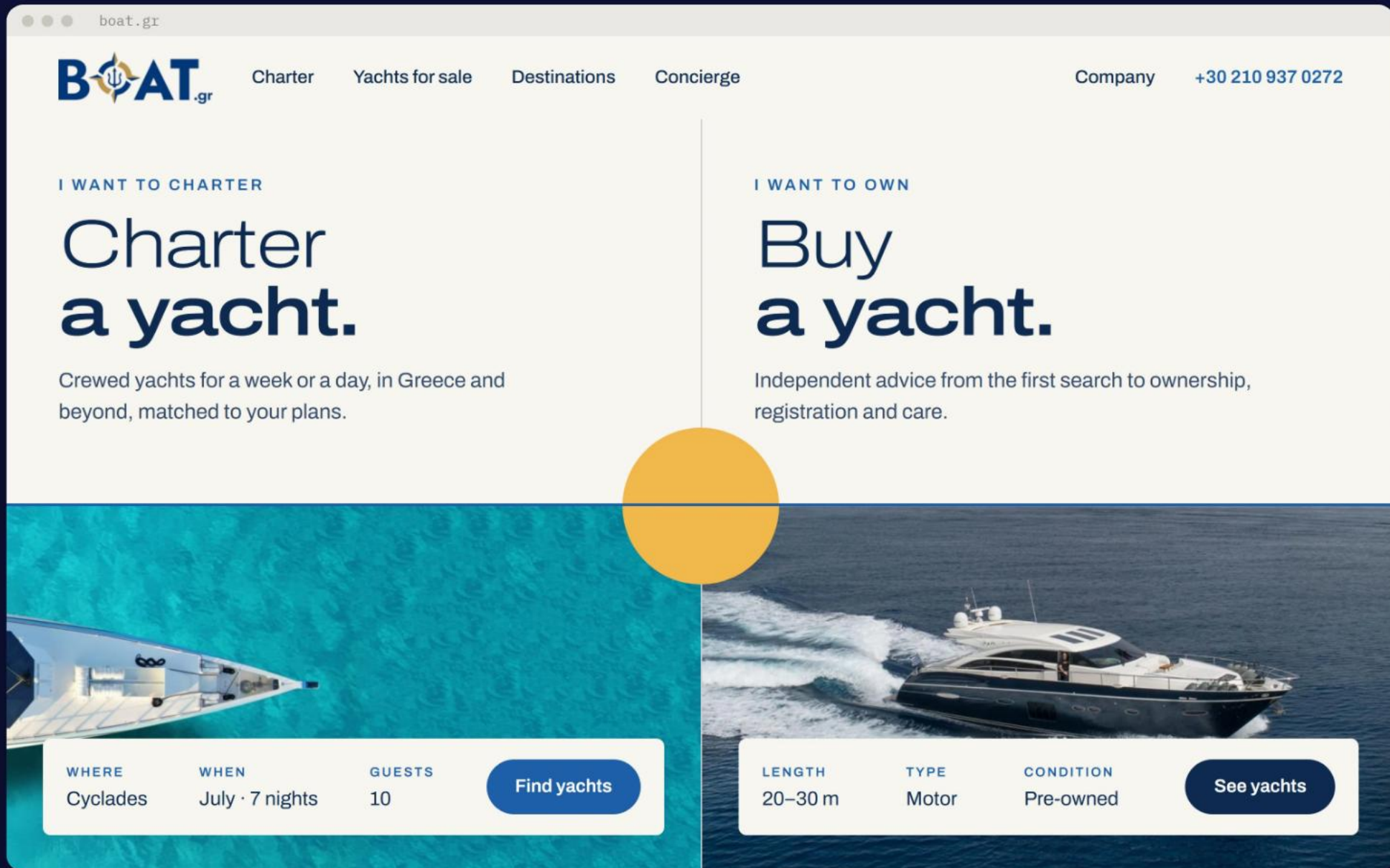
"What brings you to the sea?" and one switch.

Most look alike. **None lets both clients in at once.**

COMPANY	FIRST SCREEN	CHARTER / BUY CHOICE	SEARCH ON FIRST SCREEN	PRICES BEFORE SCROLLING
Fraser	Lifestyle video, "First & Foremost"	Menu only	No	No
Burgess	Lifestyle video, "Discover the difference"	Menu only	No	No
Camper & Nicholsons	Lifestyle video, slogan	Menu only	No	No
Northrop & Johnson	Aerial photo, headline	Two buttons	No	No
IYC	"It's your choice", bright photo	Two buttons	No	No
Greek company A	Booking bar, discount banner	Charter only	Charter	No
Greek company B	Lifestyle video, headline	Menu only	No	No
Boat.gr staging	Yacht video, headline	Two small buttons	No	No

The gap Boat.gr can take: a first screen where charter clients and buyers each get their own search, with real yachts and prices before scrolling. All four directions do this.

Public homepages, desktop, 20 October 2026. Greek companies anonymised.



boat.gr

BOAT.gr

CharterYachts for saleDestinationsConcierge

Company+30 210 937 0272

CharterBuy

Step aboard before you book.



Sun deck
Pool, sunpads and the view. Tap the gold points to look around.

1 MAIN SALON

2 UPPER DECK

3 GUEST CABINS

4 GUEST CABINS

LENGTH · SLIDE TO CHANGE YACHT

15 m40 m65 m90 m95 m100 m

O'Pari

BUILDER	GUESTS	CABINS	CREW
Golden Yachts	12	14	29

Weekly, from
€1,150,000

Enquire

boat.gr

[Charter](#)[Yachts for sale](#)[Destinations](#)[Concierge](#)[Company](#)[Talk to a person](#)

ASK IN YOUR OWN WORDS

Tell us what you
have in mind.

UNDERSTOOD **Charter** Cyclades July · 7 nights 10 guests

Or try: ["A 25 m motor yacht to buy"](#) ["A wedding at sea for 60"](#) ["Care for my yacht in Greece"](#)

3 yachts fit
FOR 10 GUESTS



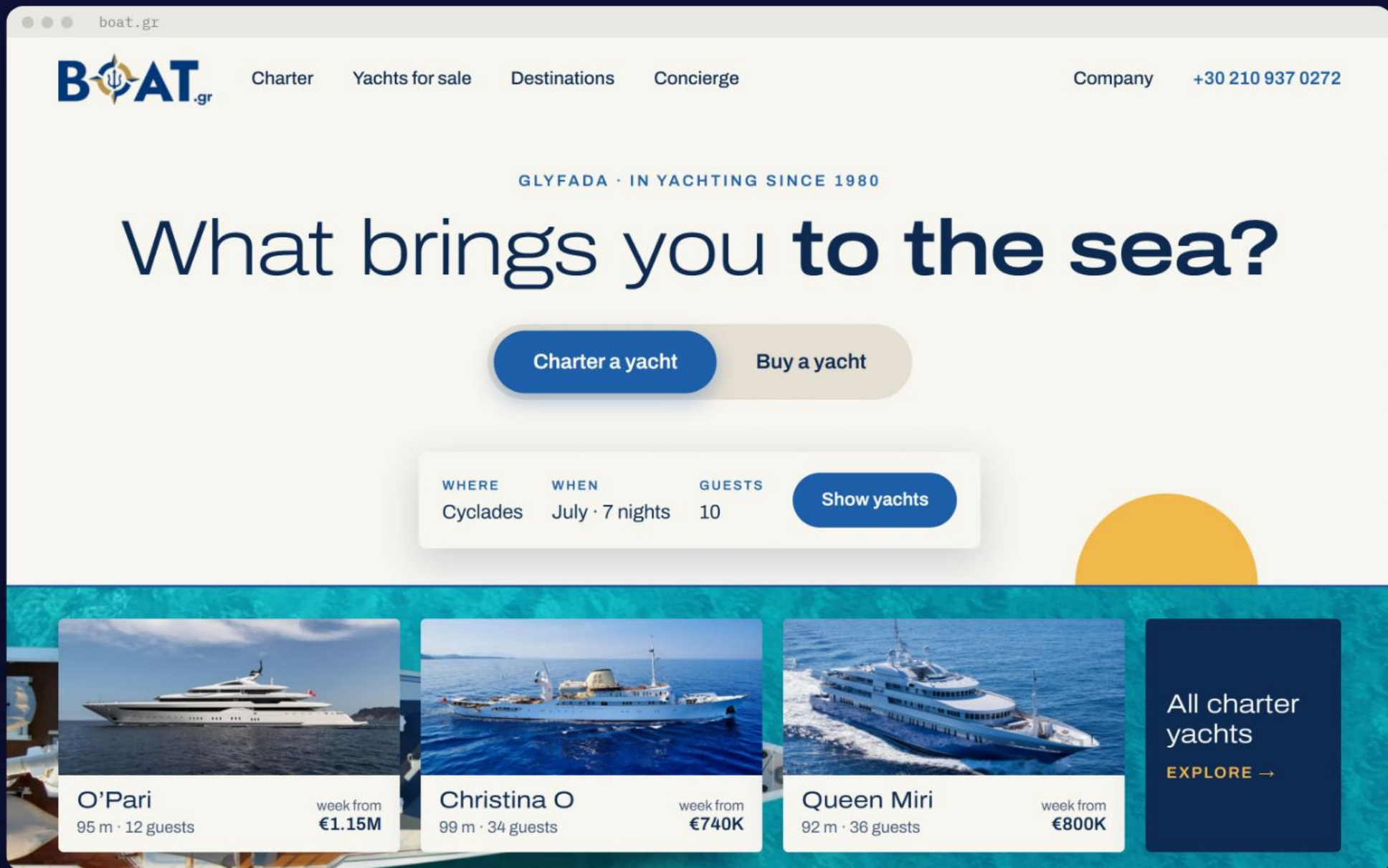
O'Pari
95 m · from €1.15M/wk
sleeps 12 ✓



Christina O
99 m · from €740K/wk
sleeps 34 ✓



Queen Miri
92 m · from €800K/wk
sleeps 36 ✓



Built to do better than today, **once the door is open.**

In our audit of the live site (16 Oct), Boat.gr was named in 3 of 84 answers from ChatGPT, Gemini, Claude and Perplexity. The new site fixes some of the reasons.

CHECK	RESULT	WHAT WE FOUND
AI crawler access	Blocked	GPTBot, ClaudeBot, PerplexityBot get “Unauthorized Access” (403); our IP was banned after ~15 requests
Content without JS	Good	Yacht names, prices and descriptions are in the page HTML
Yacht pages	Good	Each yacht has its own title, description and share image
llms.txt	Partial	183 entries led by old blog posts; yachts and services buried
Sitemap	Partial	~130 yacht pages, incl. test pages (“cant-remember”, “option-b”)
Structured data	Weak	Homepage marked as an article by “admin”; nothing on yachts or services

Notes for your SEO team

Outside our scope; passed on so they're not missed.

- Homepage title “Boat.gr – Boat.gr”
- No image for social shares
- Remove “noindex” at launch
- Redirects from old addresses
- Analytics not installed yet

Tested 20 Oct 2026 with each crawler's user agent, from Greece and the US. AI answers not re-tested.

Choose the path **for the design.**

★ First-project partner price · valid until 30 November 2026

✓ We never touch your website · everything goes to the person who runs it

A

Full review + refine

Keep the current design, fix what holds it back

- Full UX review of every page, template and form, desktop and mobile
- Type scale and contrast spec with exact values
- Before-and-after designs for the main changes
- Fix list in priority order for your developers

~~€1,200~~ **€600** **-50%**

about 2 weeks

B

Full review + new direction

Charter or buy, from the first screen

- **Everything in A**
- Choose one of the four directions together
- Homepage, yacht page and the charter and buy paths, designed for desktop and mobile
- Colours, type and components ready for your developers

~~€3,000~~ **€1,500** **-50%**

3–4 weeks

We do

Review every page and form, design the changes (B: the new direction), and hand designs, specs and the fix list to your developers.

You do

Give us a contact and view access to staging, approve within 2 working days. Your developers build every change.

Not included

Development, SEO (rankings, keywords, links), photography.

Terms

50% on order, 50% on delivery. Two rounds of changes included.

Make Boat.gr the answer AI gives your clients.

★ First-project partner price · valid until 30 November 2026

✓ We never touch your website · everything goes to the person who runs it



ONE-TIME · AROUND LAUNCH

AI readiness for launch

Technical setup + content written for AI

TECHNICAL

- Crawler access rules, handed to your developers
- lms.txt rebuilt around yachts and services
- Structured data for the business and every yacht

CONTENT FOR AI

- Questions & answers on every key page, in the words clients use
- Clear service and destination summaries AI can quote
- Yacht facts in one consistent format

~~€1,500~~ **€900** **-40%**

2-3 weeks · AI test before and after



MONTHLY · AFTER LAUNCH

AI visibility care

Your articles, ready for AI · measured every month

- **Up to 4 of your articles adapted for AI each month**
- What ChatGPT, Gemini, Claude and Perplexity say about Boat.gr, and who they name instead
- New article topics where competitors are named and you are not
- Weekly check of crawler access and structured data
- **Monthly report for management + a step-by-step task list for your web team, with ready-to-paste code**

~~€600~~ **€400** **-33%**

per month · first 3 months

Extra article €40 · or 8 articles a month for €600

We do

Prepare everything as ready-to-paste files, test in 4 AI assistants, and send a monthly report plus clear instructions for your web team.

You do

Send your articles, check the facts and approve. Your web team publishes everything; nothing goes live without you.

Not included

SEO (rankings, keywords, links) and writing new articles from scratch.

Terms

One-time: 50% / 50%. Monthly: billed in advance, 30 days' notice. AI mentions also depend on the engines.

NEXT STEP

Let's launch a site that clients notice and AI can read.

01 · THIS WEEK

A 30-minute call

Walk through the findings and look at the four directions together.

02 · YOU DECIDE

Choose the path

The website path (A or B), and AI readiness for launch.

03 · WE START

The full review

Every page, every form, mobile, and the fixes in priority order.

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First look · not the full review



≡ 18 / 18

