

# **NAUTILUS SAILING:**

## **WEBSITE BRIEF**

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# Website Relaunch

## Aims

The current website is performing really well for the purpose of generating leads for Nautilus Sailing, but it is about 5-6 years old and needs a rebrand, refresh and update to the copy on the website.

In exchanges with Nautilus we identified these as the main aims of the process:

- Apply the new branding to the new website
- Simplify the Menus
- Tell more of a story about Nautilus
- Richer content, more video, and new imagery
- More depth for alumni
- Links to other content (including the Kajabi site)
- Wider range of blog/news content
- More integrations and calls to action

# Pages

## Design

The current design has worked well for Nautilus, but we need to make it cleaner and more professional. Good use of white space. Note the audience is 70% male and mainly in the 35-55 age bracket.

Sites they like include [Tesla](#), [Patagonia](#) and [Yeti](#) - which all have:

- Great use of large images
- Careful use of colours
- Great brand consistency
- Easy navigation styles

Mobile-first simple content translates well to a mobile experience.

## Home Notes

- No more than 4 main tabs at top:
  - **Destinations** - dropdown menu with Mexico, Grenadines, Bahamas, Tahiti, Mallorca, Croatia and custom trips
  - **Liveboard Courses** - An overview of what to expect from our courses. Includes boxes and links to catamaran and monohull further down page as well as boats and types
  - **Our Tribe** - community, alumni, more value for Nautilus Sailing clients
  - **Online Masterclasses** - (links to our Thinkific website)
- Top tier menu to retain the depth of content without disrupting the above:
  - Blog
  - Gallery
  - About Us
    - Instructors
  - Contact Us
- 3-4 calls to action on this page interspersed throughout sections (Email now!) and one soft call to action (click to download a free guide in exchange for your email address)
- Full page video playing (current video is great)
- The visible call to action on page middle can use the same wording and approach as we currently have
- Use scrolling down style like [Sailing Collective](#) and with 6 total sections on our homepage, plus a bottom section like we currently have

## StoryBrand Process - The epic journey from mundane to extraordinary adventures.

- SECTION 1: The Stakes

Bored? Tired? Stressed? Feeling Trapped? STOP Dreaming of a life of Adventure, and start living it...

- SECTION 2: Value Proposition

1. Gain the skills, experience and formal certifications to successfully embark on your sailing journey
2. You deserve an incredible adventure, award-winning instructors, sexy new sailboats and a fun learning environment
3. Enjoy sailing adventures with friends and family in exotic destinations

- SECTION 3: The Guide

- 4000+ alumni sailing the oceans of the world
- Official sailing school for Dream Yacht Charter, the largest charter company in the world
- Award-winning instructors, educators first and foremost, not just great sailors!
- Fun! 5-star reviews on TripAdvisor
- Scrolling Section saying something to the effect of "As featured in" and then scrolling logos for Cruising World, Yachting World, Forbes, Travel and Leisure, Conde Nast, Guardian, etc

- SECTION 4: The plan

- Step 1: Connect with us! What are your sailing goals and dreams? Sailing and boating experience?
- Step 2: Together we work on a curated trip for you. Confirm destination, the vessel, timeframe and the instructor.
- Step 3: Embark! We send you resources to help you start planning, studying and preparing for your trip
- Step 4: Sail on the trip of a lifetime...

- SECTION 5: Brandscript Video (need to discuss - has to work without sound)

*At Nautilus Sailing we know that you want to be a confident captain embracing a life of adventure. In order to do that you need experience, confidence and certifications. The problem is sailing can be expensive and daunting, which makes you feel overwhelmed. We believe learning to sail should be enjoyable, fun and rewarding.*

*We understand that learning to sail can be intimidating which is why we have patient, knowledgeable and fun instructors that have helped more than 3000+ amazing alumni successfully embark on their own sailing journeys.*

*So Email us now...And in the meantime sign up for our free video lesson series, so you can stop dreaming of a life of adventure and instead be prepared to successfully embark on your own sailing journey.*

- SECTION 6: Transitional call to action
  - Download our free PDF, “5 pitfalls to avoid as you embark on your sailing journey” or “5 key tips to successfully embarking on your sailing journey”
- Bottom of home page: Everything Else
  - In the news (media) brands - scrolling logos/brands
  - Social media icons
  - Videos?
  - Gallery?
  - About Us
  - Contact us

## Destination Pages

- Overall current content is GREAT on these pages. Perhaps just a refresh and update to the overall layout
- 1-2 Calls to action total on this page (Email now!)
- Keep videos at top of each destination page? Is there a way to tell in google analytics how many people are actually clicking on these (possibly, could switch to Vimeo or possibly auto-play)
- Other items to include on this page:
  - Price
  - Availability
  - Offers [inc Couples discount]
  - Description of area and points of interest
  - Map and itinerary (have more of an interactive map, something like this: <https://www.responsiblevacation.com/vacations/morocco/travel-guide/where-to-go-in-morocco>. I like the fact that you can click the orange circles and it brings up a pic and a brief description of the area. Overall I like this concept but don't think this particular example is very visually appealing... Also, need to make sure these itineraries are consistent across the site!)  
If you can mark up Google Map with numbers/circles we can do something like this as well as discuss itinerary and what that might look like
  - Sample of boats used in this destination. Clickable gallery for each one?
  - Testimonials on these destination pages?
  - Instructors. Do we just do a link to a main page for instructors? Since all of our instructors now cover most locations, seems easier to link to a main instructor page (sure that's fine)

## Liveaboard Courses

An overview of what our liveaboard courses are all about. Sections

- Catamarans vs monohulls

- ASA certification
- Nautilus difference (newer boats, award-winning instructors, epic destinations, etc)
- Curriculum
- info from the current "What Happens Next page"

## Alumni Page

- Make this page really appealing, so that when potential students visit, they realized that learning to sail is just the beginning. They are joining an amazing community of people. I think we need to clearly communicate that these special trips and activities are ONLY for alumni!
- 1 Call to action on this page, EMAIL NOW
- Section for FLOTILLAS: we need a refresh to this page as overall content is a good start. For each flotilla I think we need one larger image (we don't need a gallery as we have now, as this becomes too time-consuming to update lots of images), brief description, pricing, availability, and a button to click for a PDF with detailed info. We have struggled to keep this info updated, so really need something simple that can be updated at least once a month.
- Section for OHER SAILING ADVENTURES: Offshore Trips, Deliveries and Activity trips (scuba diving, yoga, paddle boarding, etc) - need to build this out. Suggest for each type of trip have one or two images, headline and body copy 'selling' the concept and/or idea. We should also re-pitch custom trips and really get the imagination running wild
- Upcoming monthly seminars and topics (we are going to start doing free monthly zoom calls with interested alumni to initially talk through our favourite charter destinations telling them routes, must-see places, restaurants to eat at, provisioning tips, travel tips, weather, etc...)
- Alumni testimonials - need some of these, assume there are more now, should we do boxes like the current site?

## Sailing Masterclass

- Opens a new window linking to a Thinkific Sailing Masterclass site (to be discussed, I think, like this, is potentially a low value exit from the site)

## Inner Pages

These would be pages inside the website, that wouldn't be in the main dropdown menus but would have links to them from primary pages as well as from the smaller functional menu.

- Boats: like we have now, would be great to have a page for all the boats we use, with 6-8 images per boat and a brief description of each.
- Instructors: Similar to what we currently have, but perhaps just refreshed?

- Blog Posts
- About Us - we do need this, they need to trust you with their money!

## Proposed Website Structure

- **Destinations**
  - Sea of Cortez, Mexico
  - Grenadines, Caribbean
  - Bahamas, Caribbean
  - Tahiti, South Pacific
  - Mallorca, Spain
  - Trogir, Croatia
  - Bespoke Trips
- **Liveaboard Courses**
- **Our Tribe**
- **Online Masterclasses** (still not sure this should be so high profile)

Footer menu:

- Blog
- Gallery
  - Locations
  - Boats
    - Lagoon 400S2
    - Astrea 42
    - Lagoon 42
    - Bali 4.1
    - Bali 4.3
    - Elba 45
    - Lagoon 46
    - Dufour 460 - Mono
    - Dufour 520 - Mono
- About Us
  - Instructors
- Contact Us

## Page Wireframes

The wireframes to be created for Nautilus are:

- Home
- Destinations
- Specific Destination (i.e. Sea of Cortez)
- Courses
- Boats - If not a page then just in the Gallery but will give an example
- Blog

- [Contact Us](#)