

For Immediate Release

Contact: Yvonne Cantrell
houseboats.com
1110 West Kettleman Lane, Suite 20B
Lodi, Ca 95240
209-333-8500
Email: ycantrell@houseboats.com

houseboats.com adds “Social Networking” to Redesigned Website

12/15/2010 - Lodi, CA – houseboats.com announces the launch of their newly redesigned website, aiming to extend the reach to a broader audience of houseboat enthusiasts, first-time houseboaters, and members of the public interested in California’s lakes, water conservation, and recreation opportunities.

The new website features expanded content and streaming media, houseboat news and lake information, 2011 Boat Show Exhibition Schedule, and social media engagement portals. The redesign incorporates bold colors and graphics and completely new navigational tools, including an internal search engine.

“We are creating a more friendly ‘social networking’ platform,” states Yvonne Cantrell, Director of Marketing for houseboats.com. “We are especially excited about a smart phone friendly version that cell phone users will highly appreciate.”

The houseboats.com website offers accessible virtual tours that show a comprehensive view of each of the houseboat rentals, along with numerous YouTube videos throughout the site and the integrated blogs. By the summer of 2011, customers will be able to upload their own videos and stories directly onto the site.

The houseboats.com web development team, led by Joe Hackman of Managed Solutions in Danville, CA, has been developing the new, interactive site over the past six months. The Managed Solutions team, including designer Dave Yankowiak, has produced a site that allows for customers to interact with staff and produce high quality content.

“Our new site will be packed with high-quality videos, news, and stories that will be constantly updated. The website will help make the houseboats.com extensive resources more attractive and accessible to a global audience of all ages and backgrounds,” says Sales Director, Ben Jackson. “Our desire is to connect our wealth of resources, including best places on the lake to go, great adventure stories on houseboats, and real-time updates that will allow faster and more real interactions with our previous customers, first time houseboaters, and our houseboats team.”

Captain Jackson’s blog is integrated in the site, sharing stories and information for the boating community. The new site will also showcase a YouTube contest and award the winner a FREE vacation at the end of 2011.

Operating on three Northern California lakes, houseboats.com offers luxury houseboat rentals at New Melones Lake Marina and Jones Valley Resort on Shasta Lake, and small boat rentals at Barrett Cove Marina on Lake McClure.

- END -

