



ELEMENT
THREE

WEBSITE REDESIGN CASE STUDY

Modernizing, consolidating, and designing an award-winning website and interactive tool for luxury boat manufacturer, Boston Whaler.

CLIENT

For more than 50 years, Boston Whaler has been building superior quality “unsinkable” runabouts, cruisers and center console boats. Founded in 1958 and headquartered in Edgewater, Fla., the company’s unique foam-cored construction process contributes not only unsurpassed flotation, but also superior ride characteristics and durability. The current product line ranges from 11 to 42 feet and is distributed around the world by a network of exceptional dealers.

SITUATION

Recognizing the need to improve their online experience for both consumer and dealers, Boston Whaler sought to revamp their website. At the top of their list was a responsive site, as well as a complete overhaul of their “Build Your Whaler” tool used by consumers and dealers to customize boats. Additionally, the client needed help consolidating domains into one cohesive website, as they had previously created a mobile website and multiple content hubs that were separated from the main domain.

Searching for an agency with a history of success working with manufacturers who operate through complex dealer networks, Boston Whaler brought on Element Three to redesign their website.

SOLUTION

Element Three started by improving the overall site architecture of the website, moving all assets under one domain. On top of restructuring content, the team modernized the look and feel of the website by adding lifestyle and product imagery throughout the site, and created a responsive design to improve user experience across all devices.

To solve a major pain point for both dealers and consumers, Element Three upgraded the “Build Your Whaler” boat-building tool, creating a 3D experience that allows users to see their boat from different views. The team added the option for users to download a PDF of the boat, email the information, share the boat on social media, or contact a dealer after using the tool to encourage content sharing and generate new leads for Boston Whaler.

Finally, Element Three focused on improving lead generation throughout Boston Whaler’s website, creating and adding new forms and landing pages that more accurately capture MQLs and SQLs.

IMPACT

Boston Whaler’s new website hit all of the goals of the project, increasing traffic and leads while offering a mobile-friendly responsive design and revamping the “Build Your Whaler” tool. Overall, **traffic increased 99.06%**, **“Have A Dealer Contact Me” SQL form submissions increased by 130%**, and **“Request a Quote” SQL form submissions increased by 1245.45%**.

After Element Three’s redesign, Boston Whaler’s website was recognized as best-in-class within the boating industry and **won the Neptune Award for Best Website in 2016**.

[See the full Boston Whaler website redesign case study here.](#)



99%

Increase in
overall website
traffic

130%

Increase in
Dealer Contact
SQL form
submissions

#1

Winner of 2016
Neptune
Award for Best
Website