

## **MEDIA BRIEFING DOCUMENT – Coast Radar**

### **Background**

- Coast Radar is the only comprehensive guide for things to do and places to stay around the coast of Britain [www.coastradar.com](http://www.coastradar.com)
- Coast Radar was launched in May 2009
- An online coastal community, Coast Radar brings visitors together with businesses in coastal regions
- Coast Radar is a 'one-stop' website for finding information on coastal areas
- Coast Radar puts all the relevant information on a coastal region in one place from accommodation and places to eat, to tourist attractions and sports activities
- Coast Radar's prime purpose is to promote coastal regions and attract visitors
- Coast Radar is independent of any other travel organisation
- Coast Radar offers expert, tailor-made marketing support for coastal businesses
- Coast Radar is an affordable platform for coastal businesses to promote themselves
- Coast Radar is operated by online marketing specialists to the leisure and tourism industries, Praeparo Ltd
- Coast Radar is the brainchild of Ian Barnes, Director of Praeparo Ltd and keen coastal sports enthusiast
- Coast Radar was born out of personal experience. As a coastal sports enthusiast with a growing family, Ian found the number of websites he had to visit to get the range of information he needed was daunting and time consuming
- Ian identified the need for a single platform to help tourists find what they needed quickly and easily, which could in turn help local coastal businesses reach potential customers – Coast Radar
- Ian is an experienced and well respected IT enterprise architect and internet marketing professional
- Ian has many years experience helping all sizes of organisations to design, create, operate and market websites – from the Financial Services Authority (FSA) and Cap Gemini to single owner travel and tourism businesses
- Ian specialises in website design and development (HTML, XML, PHP, MYSQL, WordPress, OsCommerce)
- Ian is a specialist in search engine marketing and search engine optimisation - online strategy, PR, viral marketing, analytics, keyword research, organic search, onsite optimisation and link building

### **The Website**

- Coast Radar is the fastest growing coastal holiday information site
- In July 2011 Coast Radar attracted 42,000 absolute unique visitors (Google Analytics: July 2011)
- Businesses can register for a free listing on Coast Radar – the listing includes a location marker, business address, telephone number and unlimited changes
- Coast Radar offers three levels of enhanced listings
  - Standard – £29 a year. Benefits include being able to highlight discounts and promotions, add a photograph or logo, display an email address and clickable website address, a listing views count, sales description and a SEO optimised listing
  - Business - £69 for the year. Benefits include a SEO link in the sales description, photo gallery and promotions pack with social media references such as Twitter, Facebook, Blog and Newsletter
  - Business Plus - £99 per year. Businesses will also receive keyword review and selection, two recommended links on Coast Radar's search engine results and free consultation to optimise businesses' listings

- Coast Radar does not charge a commission
- Coast Radar does not share data with any third party organisations
- Businesses listed on the Coast Radar website will benefit from quality traffic to their own sites as a result of the online marketing expertise of Ian Barnes and his technical team

### **Spokespeople & Subjects**

Biog and interviews are available with Ian Barnes, upon request and by arrangement with Pilotmax.

Areas for comment/feature angles include the tourist industry, coastal tourism and activities, trends (for example, the increase in staycations) and tips and advice on online marketing, in addition to online business.

For further information please contact John Eskdale or Beccy Whittles at Pilotmax on 020 8334 0200, [john@pilotmax.co.uk](mailto:john@pilotmax.co.uk)/[beccy@pilotmax.co.uk](mailto:beccy@pilotmax.co.uk)