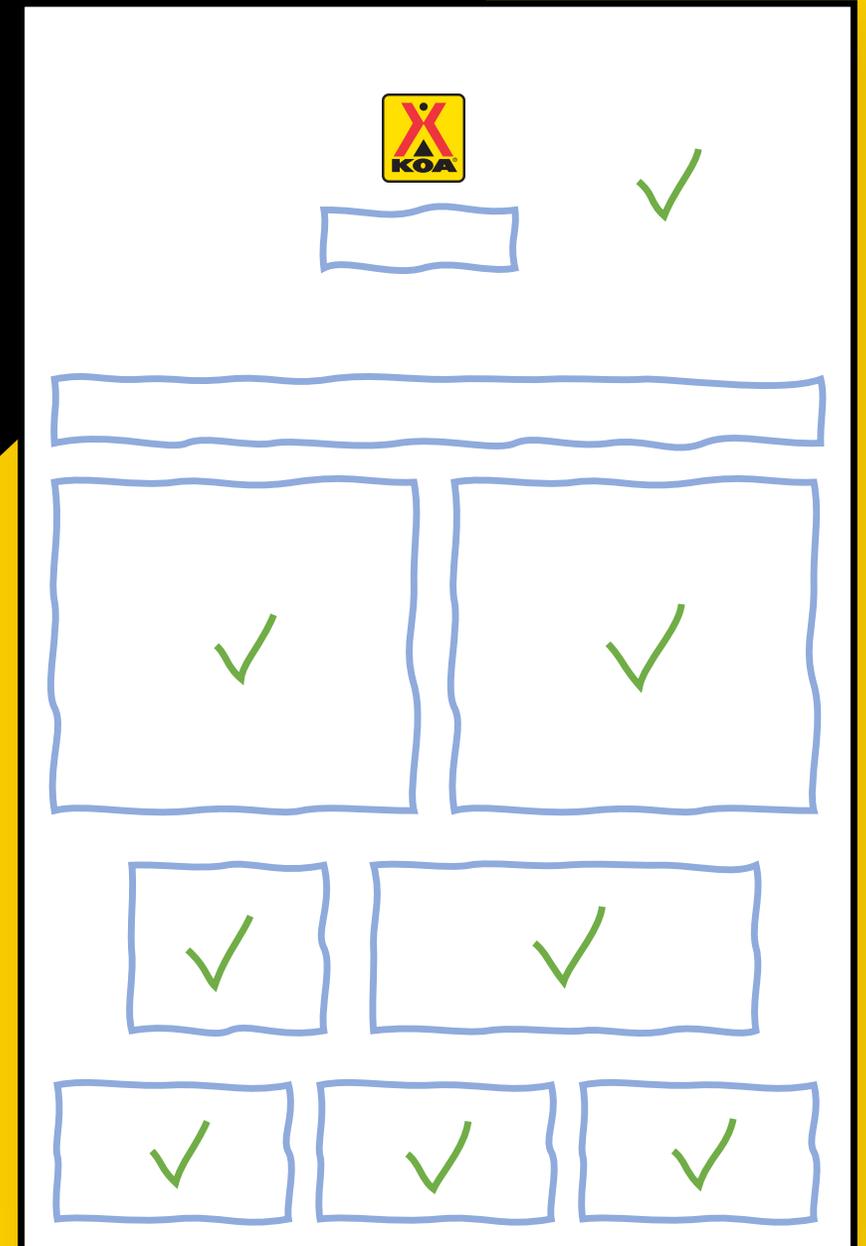


Optimizing Your Campground Landing Page

Best practices for improving the user experience on your koa.com page



Why is an optimized landing page so important?



- Giving campers a reason to be excited to visit your landing page and stay at your campground leads to more nights, repeat visits, & word of mouth.
- Giving campers a reason to come back by creating localized, unique and useful content increases repeat visits and encourages booking.
- Content creation that educates, informs, and entertains is noticed by the search engines like Google, and allows your landing page rank higher and appear in more local searches - leading to increased traffic and conversions.



Housekeeping

**Processes,
procedures, tips
and tricks, best
practices.**

- **Web Browser** – Google Chrome is typically the most reliable when accessing the CMS.
- **CMS Approvals** – Most CMS changes need approved by KOA staff. Approved changes go live a little after the top of every hour.
- **Uploading images** – Works best if the images are on your local machine (ie not on a network drive, cloud storage, etc...)
- **SOCi connection** – Pushing updated CMS data to SOCi twice per day. SOCi will overwrite any changes made directly to networks such as Google and Facebook.
 - Updates NAP, website, email, long/short description, some amenities, categories, hours.



Workshop Schedule

FOR EACH SECTION, WE WILL:

#1

Explain the content section, it's purpose, where to find it in the CMS and on koa.com

#2

Define a period of time to allow owners to complete customization of the content area

#3

Offer in person support to those with questions or issues. Speak up if you need help!

To keep things moving and efficient, there will be time limits set for each working section.

ASK QUESTIONS, GET ASSISTANCE

Analytics and CMS Data

KOA tracks Google Analytics data for your landing page, it is very useful for determining behavior and pages that might need work.

Look for trends & make goals.

- ✓ **Data comes from Google Analytics** – The Analytics page shows a wealth of audience, acquisition, behavior, and conversion data. Want to know where most of your users are coming from? Want to know the top sites being purchased? Want to know the most visited pages? All that and more are available.
- ✓ **Compare data to previous periods** – If you're looking to identify trends, compare the date range to a previous period. Comparisons to previous periods allow you to look at potential drops or increases, which you can then dig deeper to make improvements.



CMS Sections

All sections are useful for the camper, but some are more important than others.

Critical for Foundation:

- Campground Info
- Amenities
- Media Library

Critical for SEO and Conversions

- Media Library
- Welcome Messages
- Home Page Header
- Photos/Albums
- Recreation
- Local Attractions
- Blog Posts

For increased & repeat traffic, trust

- Ways to Stay
- Events
- Host Information
- Site Map
- Food Services
- General Info Items
- Groups
- Social Media
- Extended Stays
- Videos
- Section Summaries (WTS, Site Map, Amenities)



Campground Information & General Info

Campground info is the critical business and guest information for your campground.

Make sure it's correct, consistent, and up-to-date!

- ✓ **Contact Information** – info pushed out to major online directories automatically.
- ✓ **Same day reservations**
- ✓ **Check-in/Check-out Times**
- ✓ **Business Hours** – If you don't have these Google/Apple might mark your location as closed!
- ✓ **Driving Directions** – GPS and Mapping sites are not always right.
- ✓ **Wifi Info** – wifi is expected at KOA
- ✓ **Newsletter Signup** – great for keeping communication open to campers.
- ✓ **General Info** – anything else that doesn't have a dedicated page.



Amenities

A snapshot of the common questions and expectations from campers.

Make sure it's correct, consistent, and up-to-date!

Unique Amenities

- A great way to show your uniqueness outside of the pre-established amenities.
- Use to show off things your campground has that campers can get excited about for themselves and their families.
- Give a full description! Sell the unique amenity, outline its benefits, get campers excited about it.



- 50 Max Amp
- Cable TV
- Snack Bar (\$)
- Mini Golf (\$)

- 100' Max Length
- Pool (5/27 - 9/4)
- Kamping Kitchen
- Firewood (\$)

- Wi-Fi
- Hot Tub / Sauna
- Fishing

Unique Amenities

- Deluxe RV Sites
- Fenced Dog Walk
- Kamping Kabins
- Motorcycle Clubs & Rallies
- Unique Made in Montana Gifts

- Dump Station
- Free Wi-Fi by Tengelinternet
- Kamping Kitchen
- Planned Activities
- Well Stocked Convenience Store

- Families
- Groups
- Laundry Facilities
- RV Clubs and Rallies



Photos

Photos are very important, and work to show off the uniqueness of your park, amenities, and ways to stay.

Use high quality photos and update regularly!

The CMS gives you lots of places to highlight great photography:

Home Page Header

Appears at the top of the campground landing page.

Default Photo

Appear as header image if not set in various areas, BG for welcome message.

Section Headers

Header images for subpages like Recreation, Local Attractions, General info.

Ways to Stay

Custom images for each way to stay. Will default to KOA images if you don't set custom images.

- ✓ **Compose your images** – think about what's in them, follow the rule of three, no harsh angles or lighting, represent what the subject is at its best. Show off!
- ✓ **Include People** – add some people (and animals) to your photos, make sure they're smiling and having a great time.



Media Library

The main repository for all your photos. Store everything here to use in other sections of the CMS.

Create great photography, update photos regularly.

- ✓ **Create albums to organize your photos** – Makes them way easier to find when utilizing other CMS sections.
- ✓ **Manipulating Photos** - upload the biggest, nicest version you have then use the built-in tools to rotate and crop as necessary. 1920x1280 or bigger.
- ✓ **Best Practices** – take well lit, high quality photos in landscape format. Most modern smartphones have amazing cameras, use them!
- ✓ **Photo Compliance** – Only upload photos that you took yourself or have permission to use.

***IMPORTANT – avoid uploading vertical / portrait photos!**

ekamp.com/article/details/609/heres-how-to-avoid-photo-copyright-infringement-and-the-pena



Welcome Messages

This is your chance to build content that makes your campground shine. Call out local attractions, amenities, special features.

This is also a way to help search engine ranking for the landing page.

- ✓ **Use the formatting options**– You don't have to input boring plain text. You can bold, italicize, create numbered and bulleted list.
- ✓ **Use the links feature** – If you mention your cabins, link to your cabin ways to stay page. If you call out your restaurant, link to the food page. If you talk about an amazing local attraction, link to it (in a separate window)
- ✓ **Keep search engines in mind** – Google and other search engines are crawling the page, checking its content, and displaying it to people searching. Write your content with this in mind, use local keywords that apply to your campground, but overall, write for the camper!



Home Page Header & Video

This is the first thing people see on your landing page, make an impact!

Use your best photo and/or video, and call out exciting offers.

- ✓ **The best photography goes in your header** – Pick out the photo that embodies what makes your campground special.
- ✓ **Video gets attention** – If you have the ability, upload a video (in the “Home Page Video” section to provide a wow factor. Aerial video is popular. *requires a static image as well as a backup.
- ✓ **Marketing message is optional** – If you have a hot deal going on, or have a message enticing campers to book, add a short message.
- ✓ **CTA Link is optional** – If you want to point campers to a hot deal, or your booking form, or an event add a button for it.



Photos/ Albums

Create curated stories of your campground, experiences, amenities, and campers having an awesome time.

**Update
regularly!**

- ✓ **Use the media library to update all photography** – If you upload through the photo gallery, those images won't be accessible to use in other parts of the site.
- ✓ **Create albums** – segment and organize your photos into logical groups. Be creative, share fun stories in photography.
- ✓ **Maintain and improve** – Delete old photos, organize albums, add new photos regularly. Use photo albums as a tool to show off your unique campground.
- ✓ **Add title and description** – Give each photo a descriptive title and description. It will help give context to campers (especially visually impaired) and search engines for improved page indexing.



Recreation

If there's fun and interesting stuff to do at your campground, put them here.

- ✓ **Campground Recreation Intro** – appears on recreation page This is your elevator speech for things campers can **do on the campground**.
- ✓ **Local Area Recreation Intro** – Appears on local area -> recreation page. This is your elevator speech for things campers can **do in the area**.
- ✓ **Use photos for each recreation activity** – take and use photos showing campers having fun, whether recreating on the campground or in the local area.
- ✓ **Add relevant title and description** – Take the time to describe each recreational activity. You have the ability to link to a URL and upload documents.

Local Area Attractions

Give campers some ideas on how to spend a good time in your area, which might encourage more nights.

- ✓ **Local Area Attraction Intro** – Summarize what campers can **do/see in the local area**.
- ✓ **Use photos for each local attraction** – You might be able to partner with the attraction to get permission to use one of their photos.
- ✓ **Add relevant title and description** – Take the time to describe each local attraction. You have the ability to link to a URL. It might be a good idea to ask the attraction to link to your koa.com page if relevant in a mutually beneficial partnership.



Blog Posts

Create unique, local content for your campground to educate, entertain, and inform campers (and Google)

Update regularly!

- ✓ **Write your own blog posts, or borrow from koa.com blog** – your own custom content is best, but if you see something relevant to your campers from the main koa.com blog, grab the first couple sentences with a link to the original to easily populate your blog page.
- ✓ **Use photos** – Like almost every other area of the site, great photography is very important.
- ✓ **Try lots of different blog ideas** – Share local recipes, camper stories, new campground improvements, awards and staff announcements.
- ✓ **Keep SEO in mind** – Make sure to use keywords that campers are searching for in your local area like “Best Billings camping recipes.”



Events

A great way to create interest in coming to the campground, staying longer, & booking earlier.

Take advantage!

- ✓ **Don't limit yourself to campground events** – Local area events are fair game too, and will attract people searching for those events and entice them to stay. There might be opportunity for a cross promotion as well.
- ✓ **Include Photos** – Good photos make everything better.
- ✓ **Event Schema** – The information you provide in the CMS gets indexed by search engines, and my appear in rich snippets for searches related to that event. Extra exposure for the campground!
- ✓ **Use proper link practice** – Link to the relevant page for the event if applicable, like an events center, concert hall, or sports arena page.

The screenshot shows a website interface for KOA events. At the top, there's a section titled "Events" with several filter buttons: "Online events", "Today", "Tomorrow", "This Week", "This Weekend", and "Next Week". Below the filters, there are three event listings, each with a calendar icon, a date, a title, and a location. The first event is on March 19th (Saturday) at 11 AM, titled "Snowshoe Baker Woods Preserve with Peter O'Shea" at Baker Woods Preserve, 4114 Factory Rd, Natural Bridge, NY. The second event is on May 1st (Sunday) titled "Healthy Kids Running Series Spring 2022 - Carthage, NY" at Carthage Recreation Park, Carthage, NY. The third event is on July 1st (Friday) titled "July 4th HOLIDAY Weekend" at Natural Bridge / Watertown KOA, 6081 NY-3, Natural Bridge, NY. At the bottom of the list, there is a link that says "→ Search more events".

OPTIMIZING YOUR CAMPGROUND LANDING PAGE



Host Information

This section works to build authority, expertise, and trust with your campers. Share YOUR story, and campers will relate.

KOA is about connecting people to the outdoors and each other.

- ✓ **Tell your story** – campground owners and managers come from all walks of life and have interesting stories. Share yours. What got you into running a campground? Have your family been doing it for generations? What inspires you to give campers the best experience?
- ✓ **Include Photo** – people want to put a face to a name. Your yellow shirt photo is a perfect fit for this..
- ✓ **Include a quote** – It can be fun, it can be inspirational, just make sure it's you.



Site Map

An illustrated aerial view of your campground sites, lodge, amenities.

- ✓ **Upload a JPG and a PDF**– both are required for the ability to show the image itself as well as a downloadable file.
- ✓ **Use a reputable/professional map provider**
- ✓ **Make sure to include site numbers** – useful visual context for the camper, especially if they are taking advantage of Select-My-Site.
- ✓ **Use Site Map sections** to call out specific areas of your park if relevant and useful to the camper.

Social Media

Add social profile and blog links to connect with campers, engage them, and give them the ability to communicate with you.

- ✓ **Only add social media you monitor** – Avoid adding platform links that you don't keep an eye on, running the risk of ignoring camper engagement.
- ✓ **Maintain your social media sites** – Post regularly, respond to feedback and comments (good or bad). The new listing platform partnership with SOCi can help with review management and social posting.



Food Services

If you offer food services, adding details and menu items is a value to the camper, both pre-stay and on-site.

Useful even if you offer pizza, pancake breakfast, and other deliverable food items.

- ✓ **Food service structure** – A “food service” refers to an on-site restaurant, café, or collection of food items. Typically it’s used for a physical location but can be used for any type of food available to campers. You can establish menus, specials, hours, and photos for a food service.
- ✓ **Organize your menu(s)** – Just like a menu you see at a restaurant, organize the food items according to what’s best for your food service and your campers. For example, you could group by breakfast, lunch, and dinner, or group by food types like sandwiches, burgers, kids menus, drinks, etc...
- ✓ **Keep menus up to date** – Like other areas of your site, the info becomes less useful when it’s out of date, and can cause conflict with campers. Keep menu items, pricing, hours, and photos up to date!
- ✓ **Removing menu subitems, menu items, and food services** – In order to delete any food service item, you have to first delete any items that are a child to that item.



Groups

If you offer group reservations, provide a compelling sales pitch, and add relevant photos for group events such as tents, catering, wedding venue, family reunions, etc..

Great additional revenue opportunity if your park can support it.

- ✓ **Sales Pitch** – Appears at the top of the page. Give users all the great ways they can use your campground for group events. Call out amenities and service options, upgrades and paid features like catering.
- ✓ **Group Services Sales Pitch** – Appears after the photo sliding gallery. Use this area to describe your group services, and further introduce specific amenities and available options.
- ✓ **Photos** – Just like before, great photos of group accommodations and groups having fun is key here.
- ✓ **Group Services** – Appears under the group services sales pitch. Allows you to flesh out services with a description which will appear as an info box.
- ✓ **Information Request Forms** – You can create group-specific forms that can trigger to a specified email address with custom message. The group categories appear as a dropdown in the “request info online” section of the page.



Extended Stays

While you can't book online for over 27 days, having extended stay info on koa.com is useful to campers and to search engines.

- ✓ **Sales Pitch** – Let people know what you offer for extended stay, examples of the types of campers that will use it, and why it's great.
- ✓ **Activities sales pitch** – More opportunity to outline the great things campers can do on your park during their extended stay.
- ✓ **Links, Documents, Photos** – Upload as much information as possible to be relevant to the camper for extended stays.
- ✓ **Extended Stay Specials** – Help increase conversion rate by offering specials.

Virtual Tours

Getting more and more popular, virtual tours are a great way to show off your campground in a way that photos cannot.

- ✓ **What is a 360 virtual tour?** – Using 360 degree cameras and advanced video technology, 360 virtual tours allow users to move the camera in the virtual space to see everything around them.
- ✓ **Youtube Videos**– If you partner with a 360 video from Youtube, you would upload it on YouTube and add the embed code here.
- ✓ **Google Maps 360 Tour** – Works similarly to youtube 360, get the embed code from Google.



COVID-19 Messages

An unfortunate necessity, use this section to outline what your campground is doing to combat the spread of the virus.

- ✓ **Express the concern for camper and staff safety** – Nobody likes dealing with COVID, but it's a reality that needs addressed everywhere. Show that you care about your campers and your employees.
- ✓ **Outline vaccine and mask rules** – Depending on your area, explain the rules around social distancing, vaccines, and mask rules so your campers are aware before entering the park.
- ✓ **Explain cleaning and sanitization strategies** – It might make people who are concerned feel better that the owner is maintaining a clean and sanitary campground for safety.

Emergency Alerts

An in-your-face popup upon first loading of the campground landing page. Popups are generally frowned upon, use with caution.

- ✓ **Keep the message short** – Use for actual emergencies like unexpected shutdowns, safety issues like fire evacuations and other weather events.
- ✓ **Turn off when not needed** – Popups can be viewed as poor user experience by many, so only use it if you absolutely have to. Avoid using as a marketing or non-emergency informational tool.



3rd Party Sites

Some of the information you enter into the CMS gets pushed to our listing management platform, SOCi. SOCi then syncs with multiple online directory sites like Google Maps, Apple Maps, TripAdvisor, Foursquare and more.

SOCi is a useful tool for way more though.

- ✓ **Make your campground landing page the source of truth** – If the relevant directories are connected to SOCi (Google My Business, Facebook, etc...) then changes to your CMS will be reflected and updated to online directories automatically on a regular basis. If your campground has access to SOCi, you can also manually make changes and sync.
- ✓ **Post to all connected social media sites at once** – Within SOCi, you can connect popular social media sites and post directly to them from one place. You can even schedule them in the future, and build templates in a library for common post types.
- ✓ **Monitor and Respond to Reviews** – Connected review sites like Google, Facebook, and Tripadvisor will appear in SOCi, allowing you to directly respond to campers, look for insights and hot-button issues to get ahead of conflicts, and monitor competitors.

SOCi is launched, working on automating connections.

