



CMS: Home Page Optimization

OVERVIEW

Your homepage is the most important page of your campground's website. It serves as the primary entry point for most visitors. The content on your homepage should inspire, educate, and convert potential guests. Additionally, it's crucial to ensure your homepage is optimized for search engine visibility. This means making it clear to Google and other search engines who you are and what you offer. The process of improving your website's visibility on search engines is called Search Engine Optimization (SEO).

You can edit the home page in several areas within the CMS including the Home Page Header, Home Page Video, and Welcome Messages.

KOA Content Management System

- Default Photo
- Events
- Extended Stays
- Food Services
- General Info Items
- Groups
- Home Page Header**
- Home Page Video**
- Host Information
- Local Area Attractions
- Media Library
- Push Notifications
- Photos / Albums
- Recreation
- Section Headers
- Site Map
- Social Media
- Videos
- Virtual Tours
- Ways to Stay
- Ways to Stay Photos
- Additional SEO
- Welcome Messages**
- Emergency Alerts
- COVID-19 Messages

MARKETING MESSAGE
Cyber Savings are Here! Take 20% Off Your Next Camping Adventure.

CALL TO ACTION
Book Now

CALL TO ACTION LINK
<https://koa.com/campgrounds/virginia-beach/reserve/?code=24BF>

Home Page Header

Header Photo

Your Home Page Header needs to have a high-quality photo that highlights your unique campground experience and inspires potential guests to book a stay.

Marketing Message, Call to Action (CTA) Button, and CTA Link

Your Marketing Message appears directly under your brand name on your home page. The marketing message and call to action button should deliver purpose and inspiration for booking.

See Video Resource: <https://go.screenpal.com/u/AY3M/cms-marketing-message-cta-button>

Home Page Video

You have only seconds to make a strong first impression on your website visitors. Video content is an excellent way to capture attention, hold it longer, and effectively showcase the guest experience at your campground. By engaging visitors, video content becomes a powerful tool for converting potential guests when they land on your homepage.

Welcome Messages

The Welcome Messages section of your homepage is where you showcase written content that describes your campground. This section is essential for SEO, so be sure to include keyword phrases that potential guests are likely to use when searching for an outdoor hospitality experience.

Top Keyword Phrases

Review your home page content to ensure it includes the top terms potential guests use when conducting online searches.

- Campground
- RV park
- Camping
- RV campground
- Campground with cabins
- RV sites
- Camping sites

Introduction Text

The introduction text is a succinct headline that introduces your home page content. Use keywords when possible. The headline will become the first sentence in your campground's About section in your Google Business Profile.

Welcome Message Text

The first few sentences of your welcome message content will appear in the About section of your Google Business Profile. Aim for 350 - 500 words. Use bolded headers and bullet lists to break up text and make it more readable.

Welcome Message Content Tips:

- Include your seasonality and/or operating dates
- Describe your location and the towns/cities/areas you're located near. Include terms that describe your geographic region if applicable. For example, the Finger Lakes Region or Western North Carolina.
- Describes all the ways to stay including extended stays
- Highlights unique offerings, key amenities, and key differentiators (what sets your campground apart from your competitors.
- Mentions the key area attractions and your proximity to those attractions
- Consider what brings potential guests to your area. Be sure to mention your proximity to key attractions.
- Link to key interior pages. Make it easy for your website visitors to learn more about the different topics you cover on your website by linking to those pages from your home page content.

Examples

The following are examples of home pages to reference as a guide while building out your Home Page content:

- Boulevard / Cleveland National Forest KOA Holiday: <https://koa.com/campgrounds/boulevard/>
- Barrie KOA Holiday: <https://koa.com/campgrounds/barrie/>
- Mount Pleasant / Charleston KOA Holiday: <https://koa.com/campgrounds/mount-pleasant-charleston/>
- Cherokee / Great Smokies KOA Holiday: <https://koa.com/campgrounds/charokee/>