

# How to Optimize Your Campground Landing Pages for More Traffic and Conversions



*Presented by: Leah Quintal*



# We Will Cover

- Terminology
- Importance of optimization
- Home page optimization
- Transactional emails and the CMS
- Photo management
- Ways to Stay content
- CMS Audit
- Q&A

# Frequently Used Terms

- **Content Management System (CMS)** - the web application that allows you to easily create, manage, and modify your website content
- **Campground Landing Pages (CLPs)** - the collection of your personal website pages that potential guests may visit
- **Your KOA.com page** – your personal campground website subfolder. Ex: [koa.com/campgrounds/mystic/](http://koa.com/campgrounds/mystic/)
- **Organic Traffic** – traffic to your website that comes from search engines like Google





*Optimization is the process of improving website performance and user experience.*



# Why Focus on Your Website

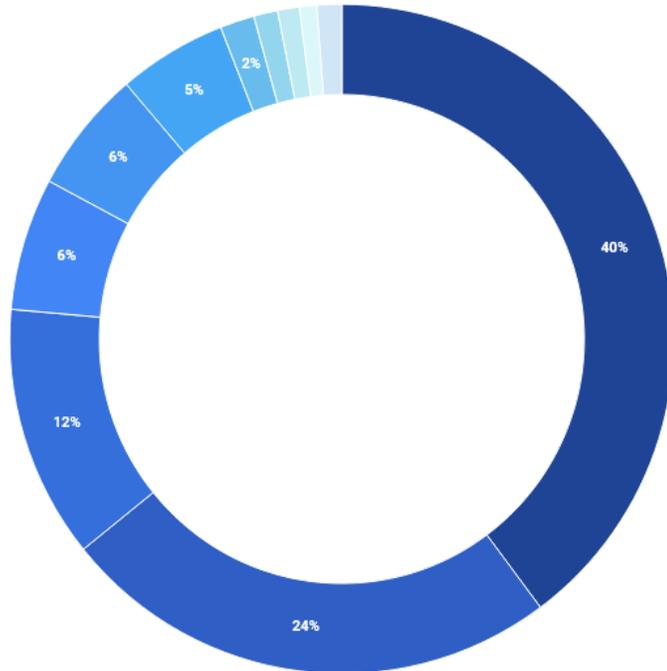
Your website is your:

- Digital campground welcome center
  - Inspires, educates, and converts to reservations
- Primary source of truth about your campground
- Opportunity to increase website traffic through search engine optimization (SEO)
- Content hub where you store content to distribute through social channels and email

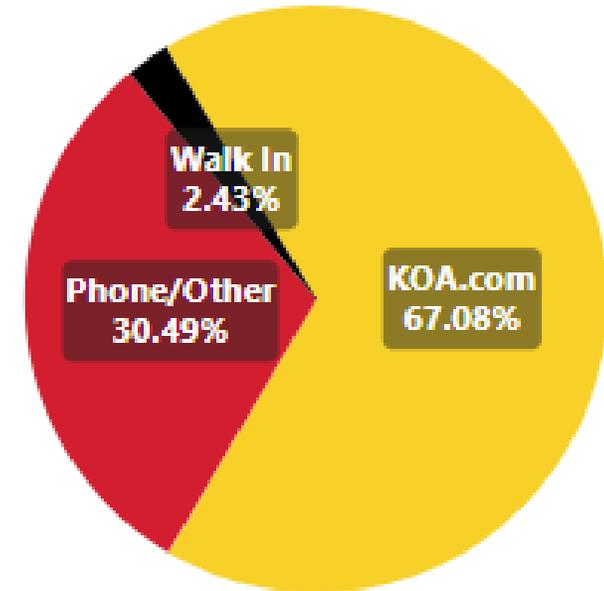


# Website Conversions

- KOA.com and app account for 67% of revenue
- Organic traffic accounts for average of 40% of campground website revenue



## 2024 Short Term Revenue by Source



● KOA.com ● Phone/Other ● Walk In





Social



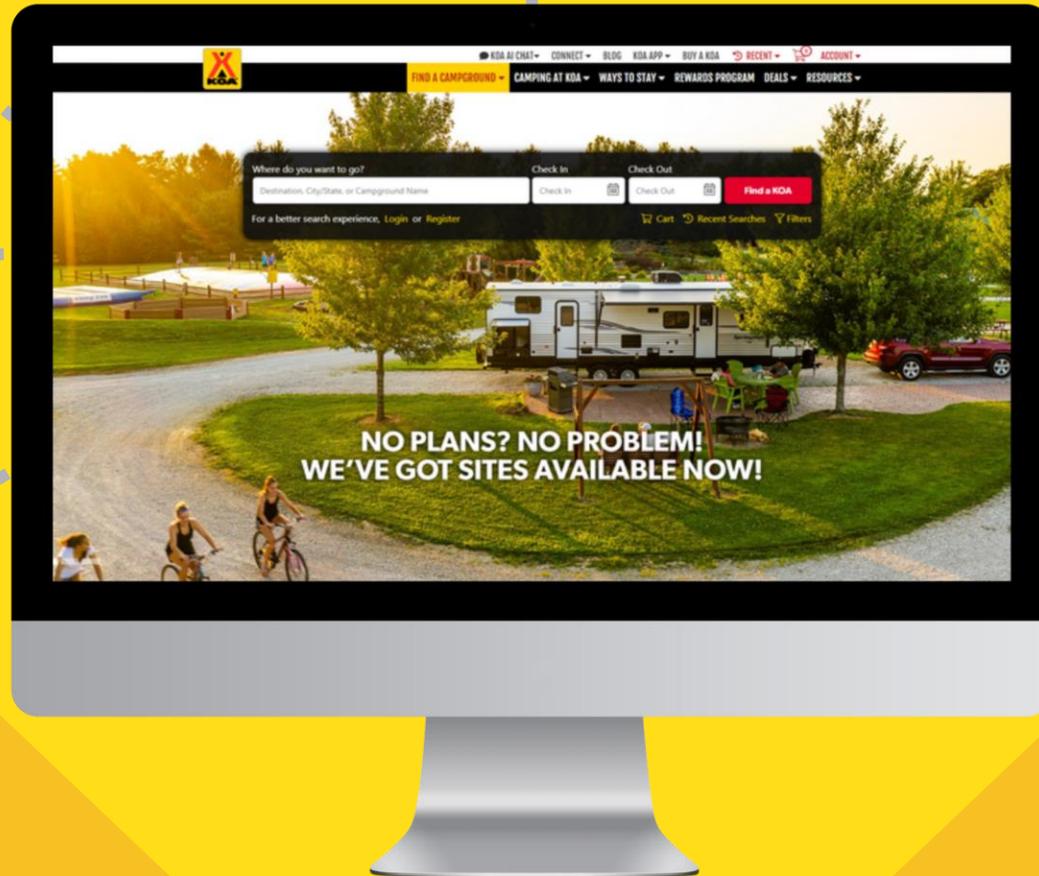
Email



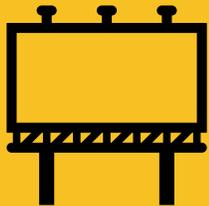
Paid Digital Ads



Organic Search



Referral



Off-site Signage



Print



# CMS Log in

**KOA eKamp** Search eKamp Search in: Search leah.quintal@koa.net Log Out

**Forms and Tools**

**Forms**

- January 24, 2025  
[Rate Chart Request Form](#)  
Uncategorized  
Rate Chart Request Form
- November 12, 2024  
[Architectural and Design Approval Process](#)  
Campground Design Services  
Campground Design Services Design Approval Process
- November 12, 2024  
[Best Park in Market Request Form](#)  
Uncategorized  
Use the form to request Best Park in Market information.
- September 18, 2024  
[Request For Campground Design Services](#)

**Tools**

- [Update my KOA.com page](#)  
Access to the content management system dashboard.
- [WorkAtKoa.com](#)  
Access to WorkAtKoa.com dashboard.
- [Marketing Toolbox](#)  
Access to marketing tools, programs, and logos.
- [Site ROI Calculator](#)  
This tool can help you plan your next project and establish an ROA timeline.
- [New Owners Checklist](#)  
Information for new owners of existing, new builds, or conversion

**Sidebar:** Dashboard, Current News, Marketing Toolbox, **Forms & Tools**, Vendor Directory, eKamp Library, My Bookmarks, KOA Training, Home Office Staff, KOA Mission & Brand Values



# HOME PAGE



# Home Page

- Home Page Video
- Home Page Header
  - Marketing Message
  - Call to Action (CTA) button
- Welcome Messages



## BILLINGS KOA HOLIDAY

Billings KOA Holiday Reopens April 1st – Your Adventure Begins Here!

BOOK NOW >

📅 Reserve: 1-800-562-8546

✉ Email this Campground

📍 Get Directions

# Home Page Header Hero Image & Home Page Video

Content ^

Tucson / Lazydays KOA Resort

Amenities

Blog Posts

Campground Info

Default Photo

Events

Extended Stays

Food Services

General Info Items

Groups

Home Page Header

Home Page Video

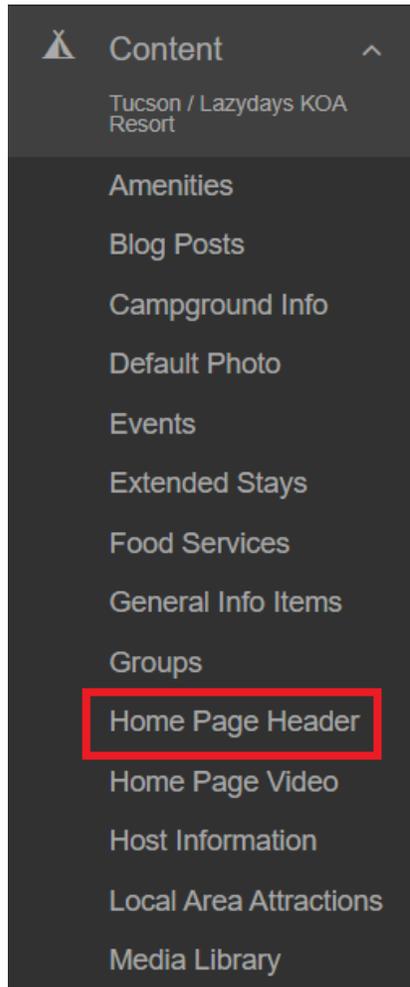
Host Information

Local Area Attractions

Media Library



# Marketing Message & CTA Button



## MARKETING MESSAGE

Stay & Play at KOA this Summer! Long Term RV Camping Available.

## CALL TO ACTION

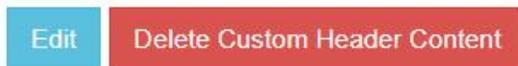
Learn More



**BUTTON**

## CALL TO ACTION LINK

<https://koa.com/campgrounds/tucson-lazydays/extended-stays/>



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

Guide: <https://koamarketingtoolbox.com/wp-content/uploads/2024/06/CMS-Marketing-Messages-and-CTA-Button-2024.pdf>

# Welcome Messages

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

## Scenic Camping In Cherokee, NC & The Great Smoky Mountains

Set in the foothills of the Great Smoky Mountains, and in the heart of Cherokee tribal country, one of the best campgrounds in Cherokee, NC is the KOA campsite in Cherokee, NC, boasts 360-degree views of the mountains, exciting activities for the whole family and an unforgettable camping adventure. Our quiet campground offers a serene getaway from the hustle and bustle of everyday life where you and your family can enjoy the best that nature has to offer. Cherokee KOA has a little something for everyone.

- Head out for adrenaline-fueled adventures in the Great Smoky Mountains.
- Test your fishing skills either at our family campground or at one of the thousands of fishing spots found throughout Cherokee.
- Set out for a day of fun in nearby Gatlinburg or Pigeon Forge. If it's quality time with the family you're after, you'll find it right here.
- Roast marshmallows around the campfire or enjoy some of our family-friendly activities, like an outdoor movie feature, our fun playground, swimming pools and more.

No matter what kind of camping getaway you're looking for, we offer a variety of ways to stay, including RV Sites and even Camping Cabins and Deluxe Cabins, some nestled along the Raven Fork River. If you're looking for a place to unwind as you listen to the rushing river or gaze up at the starry skies, book your stay at Cherokee KOA today.

### What to Do While Camping in Cherokee, NC

Camping in Cherokee you have access to an endless number of activities, attractions and adventures. Whether you're a thrill-seeker looking to try something new or your family needs a more kid-friendly activity, you're sure to find something for everyone. Cherokee KOA is a great base camp to enjoy a Smoky Mountain vacation. We'll put you up close to all the action:

- Enjoy a scenic drive of the Blue Ridge Mountains



Cherokee / Great Smokies KOA Holiday  
on Google



Celebrate St. Patrick's Day with us at KOA! Join in the festivities and see if you can spot any mischievous leprechauns...

6 hours ago



Craving a sweet treat campfire? Ask us about our new s'more packages! Perfect fo

6 hours ago

### From Cherokee / Great Smokies KOA Hol...

"Scenic Camping In Cherokee, NC & The Great Smoky Mountains Set in the foothills of the Great Smoky Mountains, and in the heart of Cherokee tribal country, one of the best campgrounds in Cherokee, NC is the KOA campsite in Cherokee, NC, boasts... [More](#)

Questions & answers



# Welcome Message

- Include top keyword phrases like "camping", "campground," and "RV park"
- 350 words +
- Mention seasonality and operating dates
- Describe your location and the towns/cities/areas you are located near
- Describe all the ways to stay, including long-term options if applicable
- Include top area attractions and your proximity to them
- Highlight top on-site amenities, unique offerings, and key differentiators
- Link to key interior pages

# Keyword Exercise

Brainstorm and list the following for your campground:

Nearby Cities/Towns/Regions	Nearby Attractions & Landmarks



# Keyword Exercise

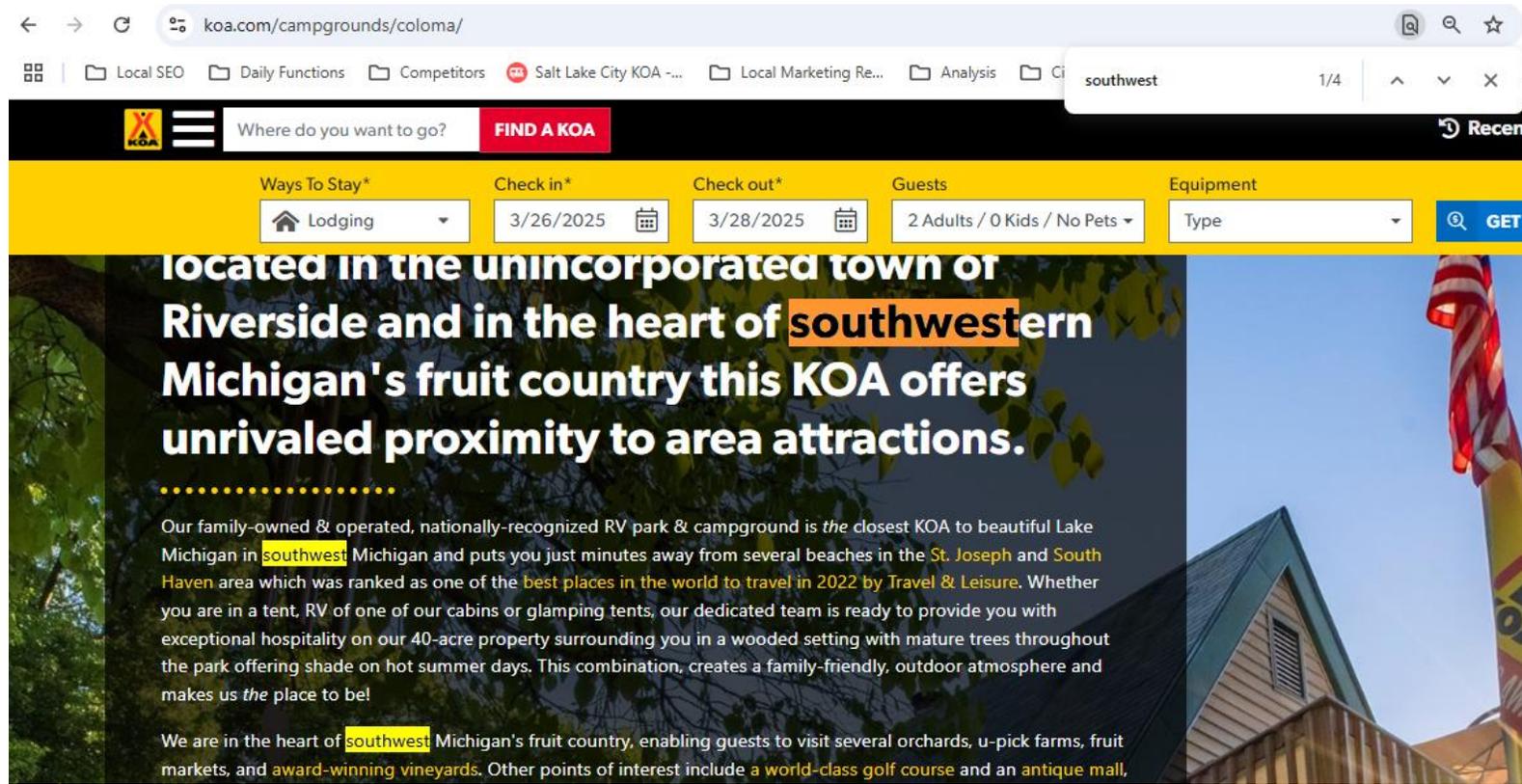
Brainstorm and list the following for your campground:

Nearby Cities/Towns/Regions	Nearby Attractions & Landmarks
Asheville	Biltmore Estate
Buncombe County	Blue Ridge Parkway
Western North Carolina	Grove Park Inn
NC Mountains	French Broad River
Etc.	Etc.



# Keyword Exercise

Go to your home page and press Command F or Control F to "find" the keywords you wrote down:



The screenshot shows a web browser window with the URL `koa.com/campgrounds/coloma/`. The browser's search bar contains the word "southwest". The website header includes a search bar with the text "Where do you want to go?" and a "FIND A KOA" button. Below the header, there are search filters for "Ways To Stay\*" (set to "Lodging"), "Check in\*" (3/26/2025), "Check out\*" (3/28/2025), "Guests" (2 Adults / 0 Kids / No Pets), and "Equipment" (Type). The main content area features a large text block: "located in the unincorporated town of Riverside and in the heart of southwestern Michigan's fruit country this KOA offers unrivaled proximity to area attractions." The word "southwestern" is highlighted in orange. Below this, there are two paragraphs of text describing the campground's location and amenities. The word "southwest" is highlighted in yellow in both paragraphs. The background of the text block shows a scenic view of a KOA campground with trees and a building.



# How to Add Hyperlinks



## WELCOME MESSAGE

Use this form to edit the welcome message that appears on your page on KOA.com.

\* Indicates a required field

### MESSAGE TEXT \*



### INTRODUCTION TEXT \*

Scenic Camping In Cherokee, NC & TN

### MESSAGE TEXT \*

What to Do While Camping in Cherokee

Camping in Cherokee you have access to all the action:

- Enjoy a scenic drive of the Blue Ridge Parkway
- Take a trip over to the Harrah's Casino
- Visit the local artisan shops
- Try out an exciting new adventure like white water rafting or tubing
- Head to one of the area's numerous hiking trails
- And many more [attractions in Cherokee, NC](#)

Plus, we're just one hour from the world-class attractions found in nearby Gatlinburg and Pigeon Forge, TN. These cities are known for their family-friendly attractions like

Link

DISPLAY TEXT  
attractions in Cherokee, NC

LINK TYPE  
URL

PROTOCOL  
https://

URL  
koa.com/campgrounds/cherokee/blog/what-t

OK Cancel

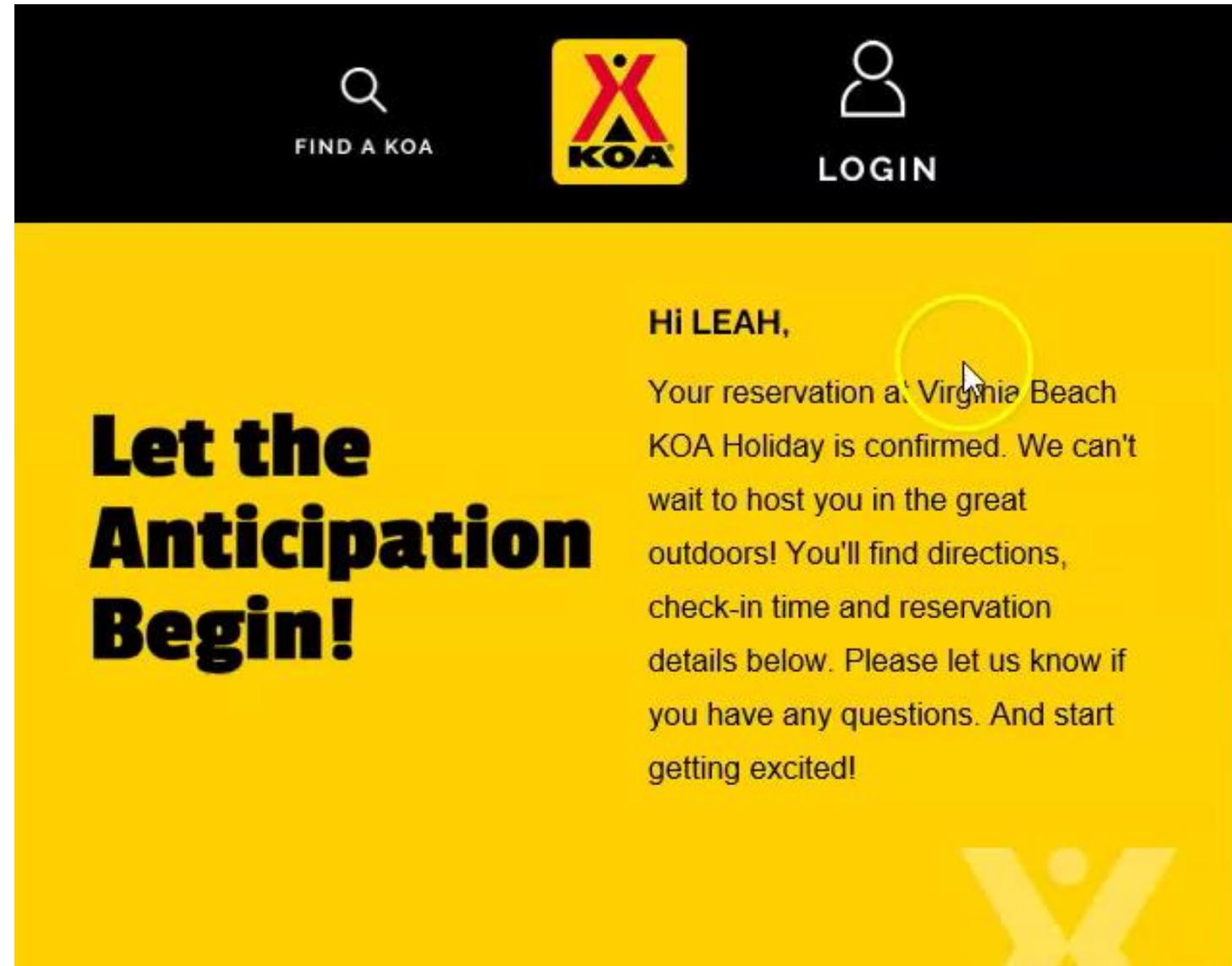


# AUTOMATED TRANSACTIONAL EMAILS



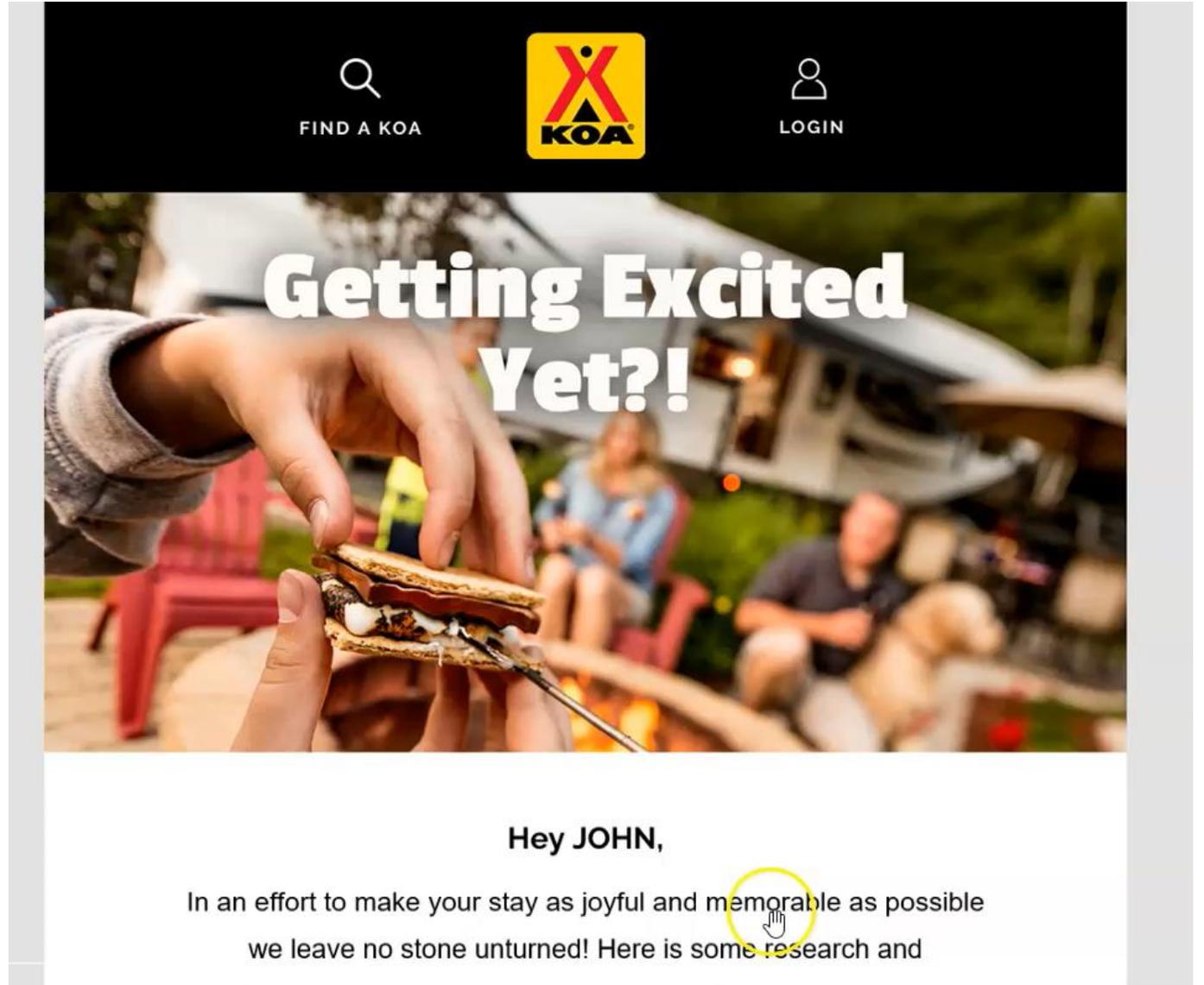
# Transactional Emails

- **Reservation Confirmation** – Instant
- **Pre-Stay** – 5:45 am, 7 days prior
- **Pre-Check-in** – 7:00 am local time, day of stay
- **Check-in** – Instant
- **Departure** – 5:15 am the day after check out



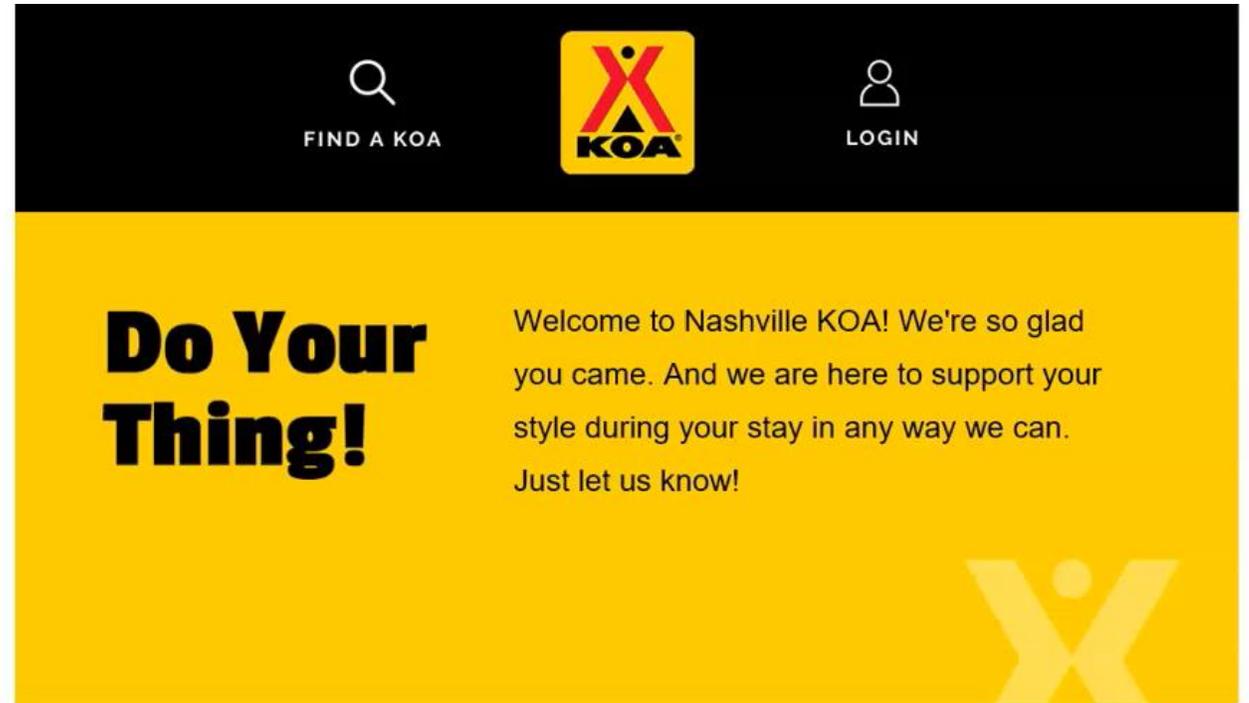
# Transactional Email: Pre-Stay

- Wi-Fi password from campground info
- 4 events
- 5 recreation items
- 5 local items
- 4-10 general info items (100 characters each)



# Transactional Email: Check In

- Wi-Fi password from campground info
- 4 events
- 5 recreation items
- 5 local items
- 4-10 general info items (100 characters each)



**CAMPGROUND**  
*Information*



Reservation:



Check In:



# Wi-Fi Password is ONLY for Transactional Emails

- Content
- Virginia Beach KOA Holiday
- Amenities
- Blog Posts
- Campground Info**
- Default Photo
- Events
- Extended Stays
- Food Services
- General Info Items
- Groups
- Home Page Header
- Home Page Video
- Host Information

## WIFI INFORMATION

### WIFI NETWORK NAME

Maximum 50 characters

### WIFI USER NAME

Maximum 50 characters

### WIFI PASSWORD

Maximum 50 characters



# Events

- Content
- Virginia Beach KOA Holiday
- Amenities
- Blog Posts
- Campground Info
- Default Photo
- Events**
- Extended Stays
- Food Services
- General Info Items
- Groups
- Home Page Header
- Home Page Video
- Host Information
- Local Area Attractions

Google search for "halloween events near me" showing results for KOA events. The search results include:

- 13 OCT Annual KOA Halloween Spooktacular!** (highlighted)  
Fri, Oct 13 – Sun, Oct 15  
Astoria / Warrenton / Seaside KOA Resort, Clatsop County, 1100 NW Ridg... Hammond, OR
- 6 OCT Getting Psyched for Halloween Weekend!**  
Fri, Oct 6 – Sun, Oct 8  
Astoria / Warrenton / Seaside KOA Resort, Clatsop County, 1100 NW Ridg... Hammond, OR
- 27 OCT Annual KOA Halloween Spooktacular!** (highlighted)  
Fri, Oct 27 – Mon, Oct 30  
Astoria / Warrenton / Seaside KOA Resort, Clatsop County, 1100 NW Ridg... Hammond, OR

Search more events



## Live Music Schedule

May 3 - Sep 27, 2025

Check out the entertainment line up for the summer! All show times are 6:30 - 9:30pm.

- **May 3 - Kaboombox**
- **May 24 - Fitch & Co.**
- **May 25 (Sunday) - The 9th Life**
- **May 31 - The Heather Edwards Band**
- **June 7 - Dave Cynar Band**
- **June 14 - Runnin Shine**
- **June 21 - Fitch & Co.**
- **June 28 - The 9th Life**
- **July 5 - Fitch & Co.**



## Care Camps Big Weekend

May 9 - 10, 2025

**When:** May 9 – 10, 2025

**What:** Stay at a participating KOA campground on May 9 & 10, 2025, and **50%\*** of the cost of the site on the second night will be donated to Care Camps!

**Why:** Your stay will make a difference in the lives of children with cancer, by helping raise funds for medically supervised pediatric oncology camps. These camps help children who have cancer enjoy care-free time focusing on fun, friends, and activities instead of on their illness. Funds raised



# Recreation and Local Area Attractions

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

- Make sure all recreation and area attractions have photos
- Be sure you have permission to use photos
  - If not, find a stock image that is free to use or available to purchase for a small fee
  - Resource: Marketing Toolbox -> Photography
  - Resource: <https://unsplash.com/>
- Sort attractions and recreation in order of importance or impact





# MARKETING TOOLBOX

Logout



BRAND INFORMATION

NATIONAL MARKETING

LOCAL CAMPAIGNS

ON-SITE MARKETING

OFF-SITE MARKETING

DIGITAL MARKETING

PR & NETWORKING

TRAVEL SHOW MARKETING

PHOTOGRAPHY

## Activities and Recreation



Swimming Pool



Bikes & Quads



Playgrounds



Miniature Golf



Jumping Pillows



KampK9@



# Free Stock Images

Always review the content license.

Published on July 22, 2018

Canon, EOS 80D

Free to use under the [Unsplash License](#)

The screenshot shows the Unsplash search results for 'biltmore estate asheville'. At the top, there is a search bar with the text 'biltmore estate asheville' and a search icon. Below the search bar, there are four thumbnail images: a forest with autumn foliage, an aerial view of a city, a river with trees reflected in the water, and a close-up of a tree trunk. Below the thumbnails, there are filters for 'Photos 2.7k', 'Illustrations 0', 'Collections 54k', and 'Users 0'. There are also buttons for 'Clear', 'Free', and 'Landscape'. A dropdown menu is open under the 'Free' button, showing options for 'License': 'All', 'Unsplash+', and 'Free' (which is selected and highlighted with a red box). A red arrow points to the 'Landscape' filter. Below the filters, the search results are displayed. The first result is a large image of the Biltmore estate in Asheville, North Carolina, with a green lawn and a blue sky. Below the image are tags: 'Biltmore', 'United States', and 'Vanderbilt'. The second result is another view of the Biltmore estate, showing a large green lawn and a building in the background. Below the image are tags: 'Usa', 'Mansion', and 'Lawn'. To the right of the search results, there is a partial view of a Square advertisement with the text 'to creat unique we' and the Square logo.

Resources: <https://unsplash.com/> or <https://pixabay.com/>



# Recreation and Local Area Attractions

Show All

Recreation 25

Sort Preview Add

	Title	Category	Photo
  	Pool Area	Campground	
  	"The Sound of Freedom"	Local	
  	Zipline brought to you by Adventure Works	Campground	
  	Pocket Park	Campground	



# General Info – Sort by Importance

- Content
- Virginia Beach KOA Holiday
- Amenities
- Blog Posts
- Campground Info
- Default Photo
- Events
- Extended Stays
- Food Services
- General Info Items**
- Groups
- Home Page Header
- Home Page Video
- Host Information
- Local Area Attractions
- Media Library

Preview

Sort Info. Items

⚠ You currently do not have any pending general information items.

## APPROVED

		Title	Status
		Check-In Time	Approved
		Pool Hours:	Approved
		Check-Out Time	Approved
		Hours of Operation	Approved
		Fire Rules & Safety	Approved

## GENERAL Information

### CMA MUSIC FEST - DEPOSIT & CANCELLATION POLICY

We have special policies regarding campsite deposits and cancellations during this popular event, so ...

### HOURS OF OPERATION (IN SEASON)

Everyday: 8am-6pm  
Check in time: 3pm  
Check out time: 11am  
Quiet Hour: 10pm

### CHECK-IN & CHECK-OUT TIMES

For all sites Check-In time is: 3 pm  
For all sites Check-Out time is: 11 am

### DOWNTOWN SHUTTLE INFORMATION

The shuttle service is independently owned and operated. It runs Sunday through Saturday. The ...

### CAMPFIRE SAFETY

Every site has a fire ring. All fires must be kept in designated fire rings only. Firewood is ...

### SITE GUARANTEE

Love a specific site or traveling with a friend? For only \$25 per site, we will guarantee the site ...

### VISITOR POLICY

Family and friends are welcome to visit you at the resort. All guests are required to check-in at ...

### CABIN PET POLICY

We are pet friendly and allow pets in our lodging for a small one-time fee. If left unattended they ...

### QUIET HOURS

So everyone can maximize their enjoyment here, quiet hours are from 10 pm to 7 am. Music or other ...

### POOL & HOT TUB HOURS

Pool and Hot Tub are open 10am to Midnight, although they may close periodically for cleaning.

LEARN MORE





# MEDIA LIBRARY & ALBUMS



# Media Library Photo Management

KOA Content Management System LEAH CHEROKEE / GREAT SMOKIES KOA HOLIDAY LOG

Back to Admin

Home  
Cherokee / Great Smokies KOA Holiday

Tools  
Analytics  
CMS Guide  
Email Export  
**Media Library**

Content  
Cherokee / Great Smokies KOA Holiday  
Amenities  
Blog Posts  
Campground Info  
Default Photo  
Events  
Extended Stays  
Food Services  
General Info Items  
Groups

2022 Construction  
2022 Construction  
2024 - Accommodations  
2024 - Amenities & Recreation  
2024 - Drone  
2024 - Photoshoot (Lifestyle)  
2024 - RV  
2024 - Tent  
Accommodations  
Discount Photos  
Hot Deals  
Image Uploads  
Local area  
Migration Misses  
Other  
Our KOA  
Section Headers  
**Shutterstock Images**  
Site Map  
Site Type | RV  
Site Type Photos

Edit Delete

Album Name + Add Album Search Images

Browse Upload

Or drag and drop multiple files here

### Select Photos

30/20, BI, FHU 1/643

Check All Uncheck All

List Grid

Filter Photos

- 2022 Construction
- 2024 - Accommodations
- 2024 - Amenities & Recreation
- 2024 - Drone
- 2024 - Photoshoot (Lifestyle)
- 2024 - RV
- 2024 - Tent
- Accommodations
- Discount Photos
- Hot Deals
- Image Uploads
- Local area
- Migration Misses
- Other
- Our KOA
- Section Headers
- Shutterstock Images
- Site Map
- Site Type Photos

RV 292, Pull-Thru 30/20, BI, FHU 2024 - RV

RV 123, Back-In 30/20, BI, FHU 2024 - RV

RV 148, Back-In 302/20, BI, FHU 2024 - RV

RV 377, Back-In 30/20, BI, FHU 2024 - RV

RV 378, Back-In 30/20, BI, FHU 2024 - RV

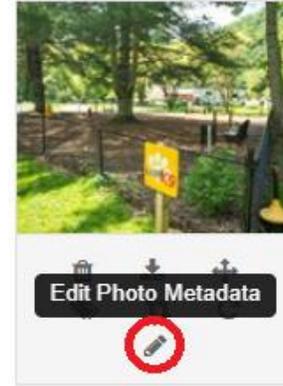


# Photo Management



**File Name Example:**

waterfront-cherokee-camping-cabin44.jpg



Edit Photo Metadata

## EDIT PHOTO METADATA

TITLE

3 - Camping Cabin, 2 Room with Upgraded Deck on Creek

Add or edit a title for your photo.

Save Title



## EDIT PHOTO METADATA

TITLE

KampK9® dog park at Cherokee campground

Add or edit a title for your photo.



# Photos / Albums Management

- Public-facing
- Our KOA album is source content for listing sites
- Can connect to SOCi

Cherokee / Great Smokies  
KOA Holiday

Tools

Content

Cherokee / Great Smokies  
KOA Holiday

Amenities

Blog Posts

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Local Area Attractions

Media Library

Push Notifications

**Photos / Albums**

Recreation

Section Headers

Site Map

## EDIT PHOTO ALBUM: OUR KOA

Manage your photos within this photo gallery below. You may add photos from the media library, copy files from another album, or upload new photos. Once the photos are uploaded you can sort your photos. If you want your photo to be tagged on other popular social media sites - you may tag that photo as a featured photo.

Our KOA

Sort Photos Copy Photos from Album **Add from Media Library** Upload Photos

Photos 83

	Title	Photo	Status
<a href="#">Delete</a> <a href="#">Edit</a> <a href="#">Copy</a> <a href="#">Rotate</a>	Splash Pad Fun!		Approved
<a href="#">Delete</a> <a href="#">Edit</a> <a href="#">Copy</a> <a href="#">Rotate</a>	Pool Area - Aerial		Approved
<a href="#">Delete</a> <a href="#">Edit</a> <a href="#">Copy</a> <a href="#">Rotate</a>	Community Fire Pit		Approved
<a href="#">Delete</a> <a href="#">Edit</a> <a href="#">Copy</a> <a href="#">Rotate</a>	Photo Title		Approved



# Photo Tips

- Photography & Video Co-op
- Start with KOA.com
- Maximize Reach
  - Google Business Profile
  - Facebook content: albums, paid social ads
  - E-mail Marketing

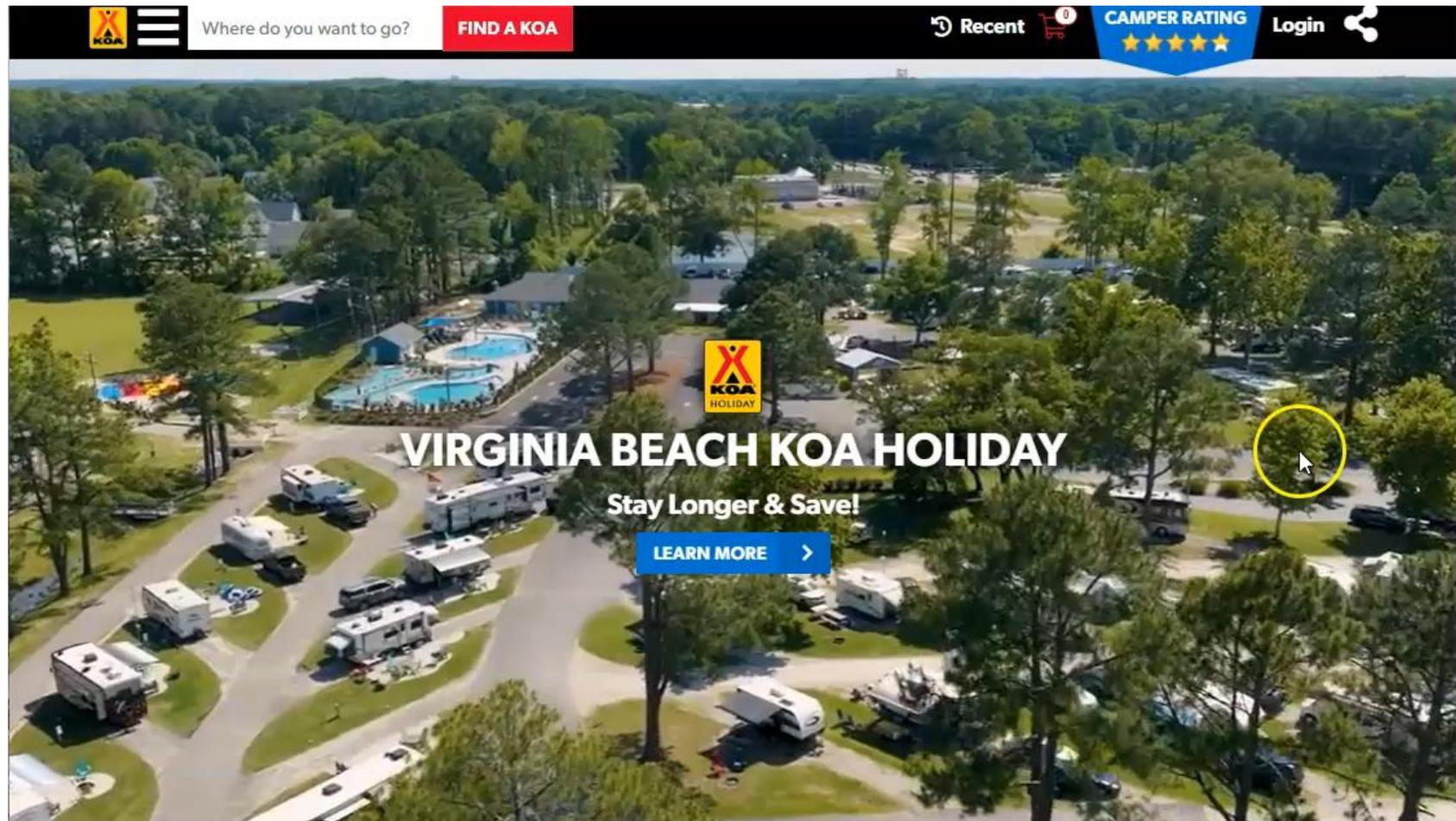


# WAYS TO STAY



# Ways to Stay: Landing Pages

- 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



# Ways to Stay: RV Sites, Lodging, Tent Sites

KOA Content Management System LEAH VIRGINIA

## WAYS TO STAY: LODGING [INTRO SUMMARY](#)

Below is your summary intro for the Lodging Ways to Stay page. This summary is displayed below the list of site type

An example of a summary intro for hot deals would be:

- From Glamping Tents to Camping Cabins, we offer a variety of lodging options to meet your needs. We have a variety of different sized groups.

**Cabin Camping in Virginia Beach** Spend time with your family and friends and enjoy Virginia Beach cabin camping at Virginia Beach KOA Holiday. Everything you need for the perfect beach getaway. Our cabins are just a few minutes from the boardwalk and beach. Do you prefer more rustic, tree you like to go all out with the comforts of home? Either way, we have you covered. For a simpler camping excursion, our Camping Cabins offer a great way to kick back, without bathrooms or kitchens. If you want a more luxurious camping experience, stay in one of our Deluxe Cabins that feature a full or partial kitchen. Our cabins in Virginia Beach provide you with an ideal way to stay when you visit. Are you ready to plan your cabin camping trip started by reserving your cabin with us today! Tent campers can save 10% at checkout with KOA Rewards. Rates are inclusive of 6 or 8 people depending on the capacity of the cabin. The number of guests/visitors per site cannot exceed the maximum sleeping capacity of the cabin.

[Delete](#)

## WAYS TO STAY: TENT [INTRO SUMMARY](#)

Below is your summary intro for the Tent Ways to Stay page. This summary is displayed below the list of site types.

An example of a summary intro for hot deals would be:

- Our tent sites offer a level, dry campsite with a solid picnic table, fire ring, nearby restrooms and showers and the tent.

**Tent Camping in Virginia Beach** When you want to sleep under the stars or experience the wildlife viewing of Virginia outdoors, try tent camping at Virginia Beach KOA Holiday. The Tent Sites on our campground have sand or grass tent pads, giving you a comfortable place to pitch your tent. Some of our Tent Sites have electric hookups for a bit more luxury. For a truly rustic camping experience, you can stay at one of our Tent Sites without hookups. The next time you come to Virginia Beach tent camping, come to Virginia Beach KOA Holiday. You will have fun camping with your family or friends and be within minutes of the beach planning your next trip by reserving a Tent Site at our KOA Campground today. Save 10% at checkout with KOA Rewards. Rates are inclusive of 6 people. The number of guests/visitors per site cannot exceed a maximum of 6 people.

Where do you want to go? [FIND A KOA](#) [Recent](#) [CAMPER RATING](#) [Login](#)



## VIRGINIA BEACH KOA HOLIDAY SITE TYPES

Stay Longer & Save!

[LEARN MORE](#)

[Reserve: 1-800-562-4150](#) [Email this Campground](#) [Get Directions](#) [Add to Favorites](#)

[HOME](#) [DEALS](#) [MAP](#) [AMENITIES](#) [RECREATION](#) [EVENTS](#) [PHOTOS](#) [LOCAL](#) [BLOG](#) [INFO](#) [GROUPS](#)

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Please select type of equipment.

Check in	Check out	Adults 18+	Kids 7-17	Free 0-6	Pets	Equipment Type
3/26/2025	3/28/2025	2	0	0	No	- Select Equipment -

[Pet Policy](#)



# Ways to Stay: RV Sites, Lodging, Tent Sites

Google search for "tent camping virginia beach".

Reddit · r/norfolk  
10+ comments · 2 years ago

### Looking for great camping near(ish) to Virginia Beach that ...

Any of the national forest land is open for primitive camping for up to 14 days. I particularly recommend something around Crabtree Falls with a hike up to Spy ...

**Camping at First Landing: Beach Advice?** : r/VirginiaBeach 16 posts Aug 14, 2023

Looking for waterfront tent sites in Virginia. Any ... 9 posts Mar 30, 2024

**VA Tent Beach Camping** : r/Virginia - Reddit 7 posts Mar 21, 2024

More results from www.reddit.com

KOA  
https://koa.com › virginia-beach › site-type › tent-campi...

### Virginia Tent Camping Sites | Virginia Beach KOA Holiday

Enjoy a traditional camping experience at one of our tent sites with the added convenience of water and electricity. These sites are great for pop-ups too.

The Dyrty  
https://thedyrt.com › Virginia › Virginia Beach, VA

### Best Tent Camping near Virginia Beach, VA

Explore the best tent campsites near Virginia Beach, VA! See real photos & honest reviews to plan your perfect getaway.

4.0 ★★★★★ (548)



Google search for "cabin rentals mystic ct".

KOA  
https://koa.com › campgrounds › mystic › site-type › lod...

### North Stonington, Connecticut Lodging | Mystic KOA Holiday

We have several Mystic cabin rentals that will meet your needs, whether you have a small party of four or a big party of six. Stay in one of our Deluxe Cabins ...



Vrbo  
https://www.vrbo.com › ... › New London County

### Top cottage rentals in Mystic - Connecticut

Explore an array of Mystic cottage rentals, all bookable online. Choose from 82 properties and rent one of the best cottage rentals in Mystic, CT, ...



Images :



Cabins in Mystic, CT in 2025 -...  
Vrbo



North Stonington, Connecticu...  
KOA



Compare Top Cabins in Mysti...  
Cozycozy



# Ways to Stay: Extended Stay

## Top Keywords

- "long-term RV park"
- "campgrounds with seasonal sites"
- "long-term RV sites"
- "extended stay RV park"
- "extended stay campground"
- "monthly campground"



## Extended Stays



### Extended Stays and Seasonal Sites

Book an extended stay at beautiful, waterfront Port Lavaca / Matagorda Bay KOA Holiday on Texas's secret coast. Our spacious long-term RV sites, welcoming staff, and top-notch amenities make our

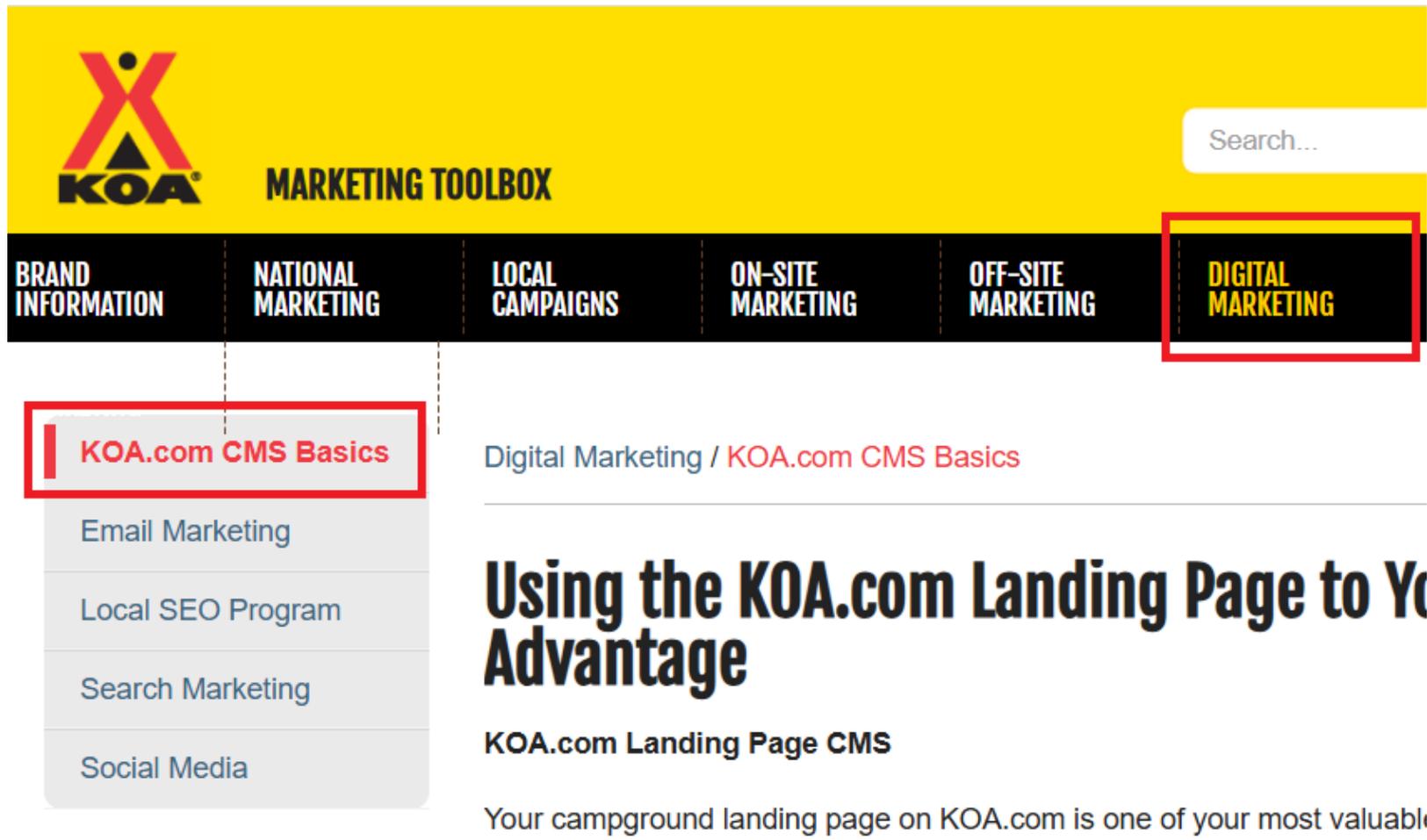
### Want to Learn More?

1348 Co Rd 302  
Port Lavaca, TX 77979

# CMS AUDIT



# CMS Self-Guided Audit



The screenshot shows the KOA Marketing Toolbox interface. At the top left is the KOA logo. To its right is the text "MARKETING TOOLBOX". A search bar is located in the top right corner. Below this is a horizontal navigation menu with six categories: BRAND INFORMATION, NATIONAL MARKETING, LOCAL CAMPAIGNS, ON-SITE MARKETING, OFF-SITE MARKETING, and DIGITAL MARKETING. The "DIGITAL MARKETING" category is highlighted with a red border. Below the navigation menu is a vertical sidebar with a red border around the top item, "KOA.com CMS Basics". Other items in the sidebar include "Email Marketing", "Local SEO Program", "Search Marketing", and "Social Media". The main content area displays the breadcrumb "Digital Marketing / KOA.com CMS Basics" and a large heading "Using the KOA.com Landing Page to Your Advantage". Below the heading is the sub-heading "KOA.com Landing Page CMS" and the start of a paragraph: "Your campground landing page on KOA.com is one of your most valuabl".

**KOA** MARKETING TOOLBOX

Search...

BRAND INFORMATION NATIONAL MARKETING LOCAL CAMPAIGNS ON-SITE MARKETING OFF-SITE MARKETING **DIGITAL MARKETING**

**KOA.com CMS Basics**

Email Marketing

Local SEO Program

Search Marketing

Social Media

Digital Marketing / KOA.com CMS Basics

## Using the KOA.com Landing Page to Your Advantage

### KOA.com Landing Page CMS

Your campground landing page on KOA.com is one of your most valuabl



# Q & A



# Sign Up for Upcoming Webinars!

Dates	Topics
4/15/2025	SOCi 101: Review Response, Social Media Management, and Google Business Profile Optimization
4/16/2025	Strategic Discounting: Boosting Revenue Through Targeted Promotions
5/7/2025	Email Marketing 101 with Constant Contact
5/21/2025	Know Your Camper: Leverage This Key Differentiator in Unlocking Revenue Opportunities
6/11/2025	How to Maximize Referral Traffic to Your Campground Landing Page
6/18/2025	Know Your Business: Best Practices for Understanding Your Campground's Trends & Opportunities
7/16/2025	Know Your Market: Keeping a Pulse on The Market to Leverage Demand Drivers



<https://www.ekamp.com/article/details/3409/webinars-to-maximize-revenue-and-optimize-profitability>