



# CMS: Extended Stay Page Optimization

## OVERVIEW

For many campgrounds, long-term seasonal guests are a crucial revenue stream. Campgrounds in the southern US, particularly in Florida, the Gulf Coast, and the Southwest, rely on annual snowbirds or long-term winter guests. Campgrounds system-wide accept long-term stays during the summer and shoulder seasons. The first step to marketing your long-term stay opportunities is to update your Extended Stay page on your website.

**Stay at Rockport/Corpus Christi KOA RV Park Long Term!** Known as Texas' hidden gem along the Gulf Coast, Rockport and Corpus Christi offer a beautiful coastal atmosphere with beaches, boardwalks, fishing piers, hikes, bird-watching and other fun activities. If you are looking for an extended stay RV park near Corpus Christi, look no further than Rockport/Corpus Christi KOA Holiday. Our campground offers a wide variety of RV Sites to meet all your camping needs for 28 days or more. Our campsites feature full-hookup sites with 50/30 AMP service, level concrete pads up to 105 feet long and cable. We take pride in offering a relaxing and convenient camping experience with Back-In, Pull-Thru and big-rig friendly sites as well as RV Sites with a KOA Patio®.

Rockport/Corpus Christi KOA's extended stay pricing rates are based on the length of your stay and other amenities. Take advantage of our [hot deals](#) to save on your Rockport/Corpus Christi RV park monthly rates. Explore our pricing rates for long-term stays, and call for more details!

- **Monthly rates:** Campers can get a monthly rate as low as \$625. Monthly RV Sites are available all year long. Rates do not include metered electric.
- **Monthly boat storage:** If you bring your boat, you can store it for \$10 per day or \$80 per month. This offer is available for guests with reservations only.
- **Stay & Play:** Our Stay & Play option has rates from \$450 to \$500 a month! Park your camper once and visit on the weekends. This is a great option, so you do not have to haul your camper back to us every weekend, but still get to enjoy all the great amenities Rockport/Corpus Christi KOA has to offer!
- **Weekly discount:** We also offer a [weekly discount!](#) Stay 7 or more nights and get 25% off your entire stay.

Rockport/Corpus Christi KOA offers several amenities, including:

- Campground store
- 24-hour laundry facilities
- Propane
- Firewood
- Free basic Wi-Fi
- Cable TV

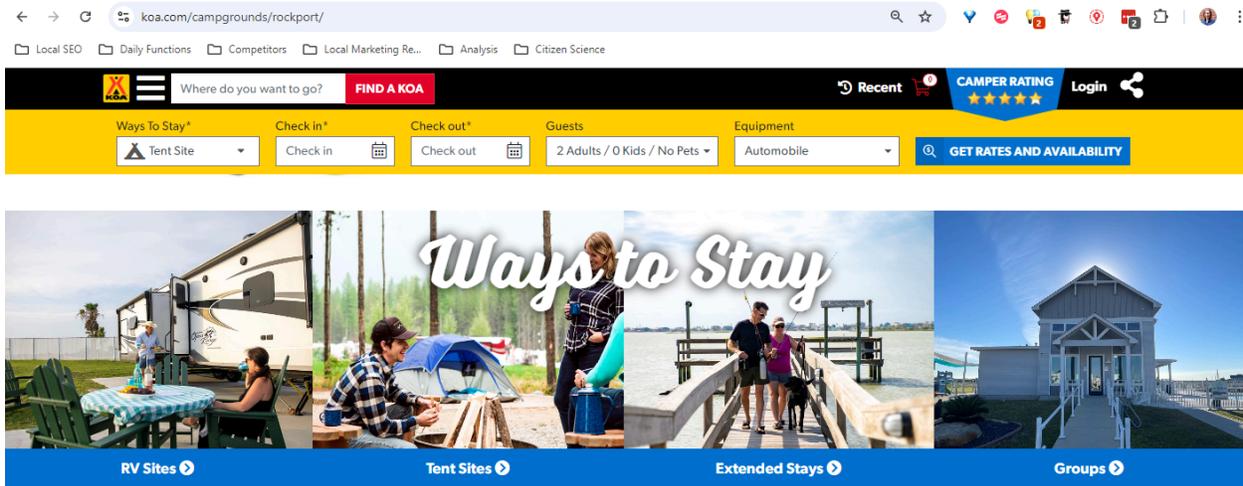
**Want to Learn More?**

3025 FM 1781  
Rockport, TX 78382  
1-(361) 264-2438

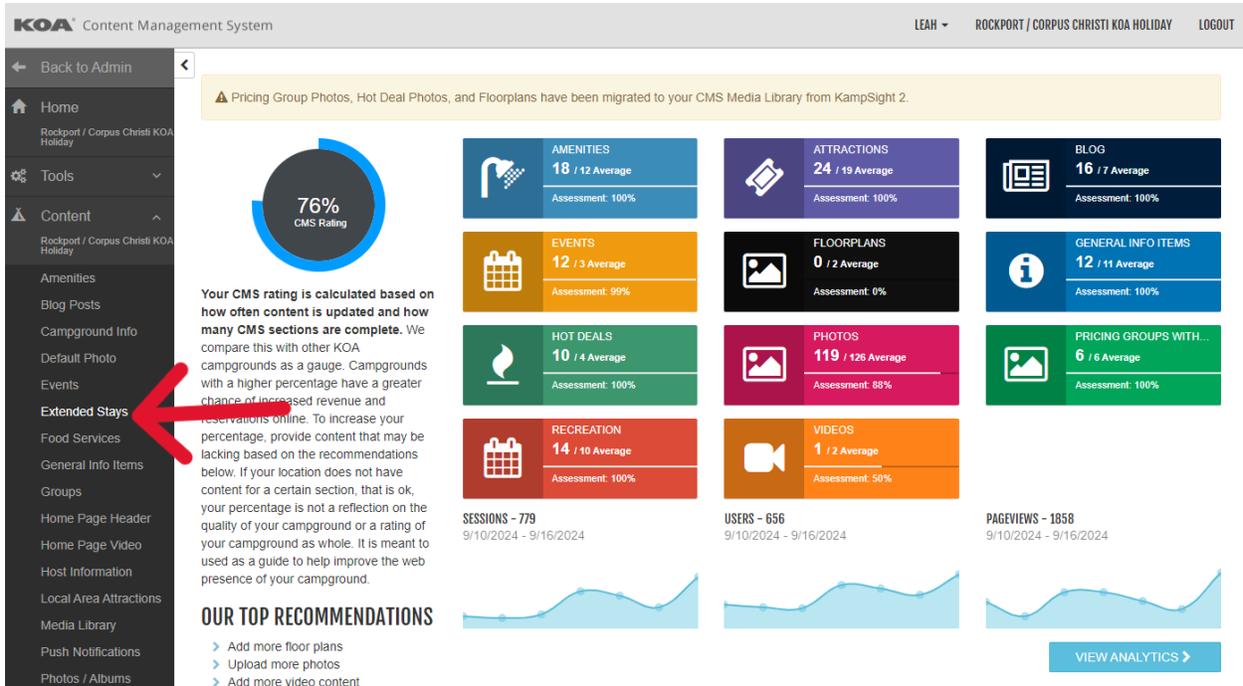
[Request Info Online](#)

## Ways to Stay: Extended Stays

You can review your public-facing Extended Stay page by scrolling down on your home page to the Ways to Stay Section.



To edit your Extended Stay page, log in to your website content management system (CMS) and navigate to Extended Stays in the left-hand menu. You log into your CMS by going to eKamp -> Forms & Tools -> "Update my KOA.com page."



## Extended Stay Content Recommendations

The copy on your Extended Stay page must be optimized for Google search, as well as potential guests.

### Search Engine Optimization (SEO)

Optimizing your content for Google means you'll need to include specific keyword phrases potential guests use when they search for long-term camping options. The top-most-searched keywords to use in your Extended Stay copy include:

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

In the following example, you'll notice the highlighted keyword phrases woven into the content and headers.

The screenshot shows a web browser displaying the KOA website page for extended stays at Port Lavaca / Matagorda Bay. The browser address bar shows the URL: [koa.com/campgrounds/port-lavaca/extended-stays/](https://koa.com/campgrounds/port-lavaca/extended-stays/). The search bar contains the text "long-term". The website header includes a navigation menu with "Where do you want to go?" and "FIND A KOA", a "Recent" button, a "CAMPER RATING" of 5 stars, and a "Login" button. Below the header is a search bar with fields for "Ways To Stay\*" (Tent Site), "Check in\*", "Check out\*", "Guests" (2 Adults / 0 Kids / No Pets), and "Equipment" (Automobile), followed by a "GET RATES AND AVAILABILITY" button. The main content area features a section titled "Extended Stays and Seasonal Sites" with the text: "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 campground a wonderful place to call home for a couple of weeks, a month, or an entire season. We are located on Matagorda Bay, a short distance from key attractions like Lighthouse Beach, Indianola Beach, Port Lavaca Bird Sanctuary, Matagorda Island and more. Enjoy an **extended stay** at our peaceful waterfront campground with high-speed internet." Below this is a section titled "Long-Term Camping Options and Amenities" with the text: "Our **long-term** RV sites are all averaged to be 60 to 75 ft long, 50/30 amps, and full hookups. To learn more about **long-term** RV camping availability and rates, call us at 361-893-5120, and we'll be happy to find a **long-term** solution that meets your needs, whether you're coming for an extended holiday or business. Key amenities appreciated by our **long-term** guests include:" followed by a bulleted list of amenities: Free Wi-Fi, Clubhouse, Laundry facilities, Propane, EV Charging Station, Boat Ramp and Boat Slips, Lighted Fishing Pier and Cleaning Station, Saltwater pool open year-round, Pickleball, and a link to "View all amenities." To the right of the main content is a "Want to Learn More?" box with contact information: "1348 Co Rd 302, Port Lavaca, TX 77979, 1-800-562-5635" and a "Request Info Online" button with a right arrow.

## **General Content Recommendations**

Include at least 350 words on your Extended Stay page. The purpose of the page is to highlight what makes your campground and location a good option for long-term guests. Do you have attractive on-site amenities for long-term guests like free high-speed wifi, pickleball, or a workout room? Are you located near restaurants, grocery stores, hospitals, and pharmacies? Be sure to list out all your amenities and conveniences. Anticipate what questions potential long-term guests may have and answer those questions within the content of the page. For example, potential guests want to know what your monthly rates start at. What else do your monthly guests ask?

## **Extended Stay Content Sections in the CMS**

There are six sections to the Extended Stay Page. Only sections with content added in the CMS will populate to KOA.com. Many campgrounds choose to fill in only the sales pitch, activities sales pitch, and photos sections.

### **Sales Pitch**

This section should include your main extended stay content that highlights the following:

- Why you are a great option for long-term stays
- Key on-site amenities and area attractions
- Who comes for long-term stays (for example, do you cater to seasonal workers, snowbirds, or military?)
- Rates (highlight your "Starting At" rates for extended stay, and what is or is not included in the rate, like wifi, water, electric, etc.)
- When Extended Stay or Long-term sites are available
- Any additional perks (like store discounts)
- How to get more information and reserve

### **Activities Sales Pitch**

List what activities and events are available to long-term guests.

### **Links**

While you'll want to highlight key long-term features and selling points on the Extended Stay page, you can also link to other sections of your website to provide additional information. Consider linking to the following:

- Photo Albums
- Ways to Stay RV Sites

- Amenities
- Local
- Recreation
- Blog Posts

### **Documents**

If you have specific documentation related to your long-term stay opportunities, you can add it here.

### **Photos**

You can add up to five photos. Choose photos that highlight sites, amenities, and activities that appeal to long-term guests. If possible, choose photos that feature campers who meet your long-term camper profile demographics.

### **Extended Stay Specials**

If you have a particular promotion specific to your long-term guests, enter it here. Leave this section blank if you are not running a promotion.

### **Examples**

The following are examples of Extended Stay Pages to reference as a guide while building out your Extended Stay Page:

- [Tucson KOA Resort Extended Stays](#)
- [Bakersfield KOA Journey Extended Stays](#)
- [Nashville KOA Resort Extended Stays](#)