

FALL 2023 EDITION

**Martrek Digital**

[www.martrekdigital.com](http://www.martrekdigital.com)

A photograph of a group of people camping at night. They are gathered around a campfire, which is the primary light source. The scene is set in a wooded area with tall trees in the background. The people are wearing warm clothing, and some are sitting on logs. The overall atmosphere is cozy and serene.

# THE ULTIMATE CAMPGROUND WEBSITE CHECKLIST



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digital



# **martrek** digital

We all know the thrill of a successful campfire tale; the kind where everyone's huddled around the fire, hanging on to every word. Now, what if we told you your website could evoke that same kind of intrigue, and draw in your ideal Marshmallow Roaster? At Martrek Digital, we're all about creating campfire-worthy websites. After all, we specialize in campground and RV park digital marketing. We're the pros that help you pitch a perfect online tent, or roll-out your RV awning in style!

The importance of the perfect toasted mallow, visually  
Imagine a camper scrolling on their phone, daydreaming about their next weekend getaway. Their fingers flutter over their screen, tapping and swiping, and voila! They stumble upon your website. Now, is your site a welcoming campfire that draws them in? Or is it more like a forgotten s'mores stick left out in the rain? (We all know how that feels-sticky, dirty, and gross. Maybe we abandon the stick).

Let's face it, having a website that is optimized, SEO-focused, and mobile-friendly isn't just a "nice-to-have" anymore. It's as essential as marshmallows for your s'mores. Your website should truly capture the essence of your campground or RV park.

Check out our checklist inside!

# THE ULTIMATE CAMPGROUND WEBSITE CHECKLIST



**Mobile  
Friendly**



**Online  
Reservations**



**True Essence  
Imagery**



**Easy  
Navigation**



**Optimized  
Content**



# MOBILE FRIENDLY

Your weekend warriors and full-time RVers alike are going to be looking for their next site on their mobile device. Are you ready?

Responsiveness



It's more important than ever to make sure that your campers can find you where they are at - i.e. on their mobile devices. And, if they are on the road more often than not, there is slim chance that they will get to a desktop to navigate your site and eventually convert.

Having your site mobile-ready should be on the top of your list of to-do's before the next camping season if you are not already set up.



## FACT

As of June 2023, 58.33% of internet usage comes from smart phones, including 83% of ad viewability if you are considering paid ads now or in the future. Surpassing the desktop users, these are stats that Campgrounds and RV parks should not ignore.

[Source](#)



## HOW

[Get in Touch](#)

# ONLINE RESERVATIONS

Part of the online experience in 2023 is being able to quickly find what you need and check out. Removing barriers for securing reservations like making the camper call to see if there is availability should become a main priority. Its time to update your website to include a reservation system that fits your needs.

## FINDING THE RIGHT RESERVATION SYSTEM:



COST



INTEGRATIONS



POS



BACK END OPS



USER EXPERIENCE



DEFINE YOUR NEEDS



REVIEW AND SHOP SYSTEMS



PURCHASE AND IMPLEMENT

## READ

[How to Find the Best Campground Reservation System Blog Post](#)



# TRUE ESSENCE IMAGERY

Whether you are a state park on a lake, or a family run campground that's been in your care from generation to generation, you have something special to offer your perfect Marshmallow campers. You should be able to clearly show this with the imagery on your site.

- ▶ **Don't make it hard for the camper to visualize what it would be like to be at your campground.**

This is your chance to impress your new customers and bring back your returning ones by **showcasing what you do best**. The worst thing you can do is surprise your guests, in a bad way, when they arrive.

Do you have a swimming pool or lake? Show real life campers enjoying themselves. Do you offer special amenities at each site like dog corrals or patios and swings? **Let them see!**



## REMEMBER

SOCIAL MEDIA IS A GREAT WAY TO COMPLIMENT YOUR WEBSITE. FOLLOW US FOR TIPS!



# EASY NAVIGATION

Ensuring easy navigation on your website is crucial for several reasons. Is it easy to find your way around your website? Does the organization and layout make sense? Does your site load quickly? Its worth the investment to help long-term success for your campground business to focus on these things.



## Tips to achieve easy navigation on your campground website:

1. Clear and Simple Menu Structure
2. Home Page Clarity - what your campground offers
3. Search Functionality (if applicable)
4. Mobile Responsiveness
5. Call to Action Buttons - Book Now!
6. User-friendly URLs for each page
7. Test User Experience
8. Fast load speed



## FACT

Website bounce rate is the percentage of website visits that don't involve desired user behaviors such as link clicks, form submissions or purchases. A high bounce rate might indicate your website is poorly optimized. You want your website bounce as low as possible - the average bounce rate for travel websites from mobile in 2022 was 51.5%.

[Source](#)



## READ

[Does your campground need SEO?](#)

[Customer Experiences Begin Before Your Campers Arrive](#)

# OPTIMIZED CONTENT

Is your campground known for their group fire pits where you host gatherings on Friday nights? Do you rent kayaks and provide guided tours on the river near your campground? Is one of the amenities you offer golf cart rentals, that the campers can get when booking their site? Are you the only campground in your area for the next 50 miles? These are keywords you might want to consider ranking for when managing your website content - making sure your copy has these things repeated and optimized will help you show up when campers are searching for you and the unique value that you offer.





# CONCLUSION

If all this talk of website optimization sounds like having your awning rolled out in a windstorm, don't fret. Martrek Digital is here to guide you through the forest, just like this campground website checklist.

We've helped countless campgrounds and RV parks blaze a trail online, ensuring they don't just survive but thrive! Reach out, and let's chat!

**[Contact@martrekdigital.com](mailto:Contact@martrekdigital.com)**

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