

Digital Presence Audit Checklist

CAMPSITE 360 · CAMPGROUND OWNER SERIES

Digital Presence Audit Checklist

Use this checklist to see exactly where guests are losing confidence in your park — before they ever book.

90%+

of guests pay more for a site they can see

\$50

extra per stay guests willingly spend

<5 min

to complete this audit

1 Photos & Visual Content

Real site photos are visible on your homepage

Guests need to see actual RV sites — not just cabins, pools, or rental units.

Photos are recent and dated

Add "Updated [Month Year]" captions. Guests can tell when photos are old — and it erodes trust fast.

Multiple site types are represented

Pull-throughs, back-ins, wooded, waterfront — show what each actually looks like.

No stock photos standing in for real ones

Stock photos signal that something is being hidden. Authenticity builds confidence.

Photos show the park's real atmosphere and vibe

Your photos should attract the right guests — and let the wrong ones opt out gracefully.

2 Website Basics

Website looks clean and modern on mobile

Most guests are searching on their phones. A broken mobile experience loses bookings immediately.

Pricing is visible upfront — no hidden fees

Guests abandon bookings when surprise fees appear at checkout. Show all-in pricing early.

Availability is easy to access without a form

Don't make guests jump through hoops before they can see what's open.

Your park's personality comes through in the copy

Does your website sound like your park, or like every other park online?

3 Social Media

Digital Presence Audit Checklist

- Posts have gone out within the last 2 weeks**
Gaps in posting signal disengagement. Potential guests scroll back to gauge how active you are.
- Comments and questions are responded to promptly**
A responsive social page tells guests you'll be responsive when they're on-site too.
- Content shows what's actually happening at the park**
Behind-the-scenes, guest moments, weekend events — real content builds real connection.

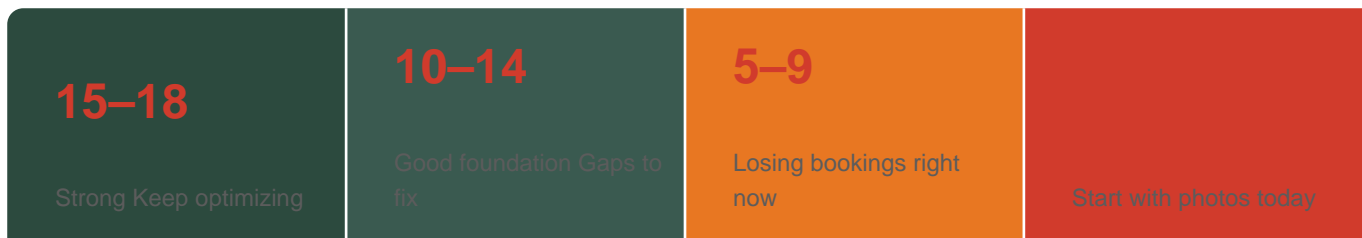
4 Booking Flow

- Booking takes fewer than 5 clicks from your homepage**
Count the clicks yourself. Every extra step is an opportunity to lose a guest.
- Site-specific photos are shown during the booking process**
Guests who can see exactly what they're booking are less price-sensitive and book longer stays.
- No email required before guests can see availability**
Front-loading friction creates abandonment. Show the calendar first, ask for contact info last.

5 Expectation Setting

- Your online presence matches what guests actually find on arrival**
Review your last 10 reviews — are guests describing what they expected, or what surprised them?
- A pre-arrival email goes out with site photos and a park map**
By the time a guest checks in, expectations should already be perfectly set.
- Your top 3 selling points are clearly visible online**
Don't let your best assets hide. If guests can't see how good your park is, they book conservatively.

How did you score?



Download the full ebook at campsite360.com
The Digital Presence & Guest Attraction ebook covers every strategy in this checklist — in depth.