

CAMPSITE 360 · CAMPGROUND OWNER SERIES

The Photo Audit Worksheet

Sort your current photos into two honest columns. What you keep should attract the right guests. What you replace was attracting the wrong ones.

Most parks don't have a photography problem — they have an honesty problem.

Polished, aspirational photos attract guests who will be disappointed. Authentic, current photos attract guests who will love what they find. This worksheet forces the distinction.

- 1 Pull up every photo currently on your website and social profiles
- 2 For each photo, answer the question in each row honestly
- 3 Everything that lands in "Replace" gets scheduled for a reshoot

Site Photos

KEEP — THIS PHOTO IS HONEST		REPLACE — THIS PHOTO MISLEADS
Shows the actual site a guest would book — real spacing, real surface, real hookups	vs	Shot from a flattering angle that makes the site look bigger or more private than it is
Taken within the last 12 months — dated or visibly recent	vs	Taken 3+ years ago — different tree line, old equipment, faded infrastructure
Shows site spacing relative to neighbors — guests can judge privacy honestly	vs	Cropped so tight that neighboring sites, poles, or structures are hidden
Multiple site types shown — pull-through, back-in, wooded, open, premium	vs	Only the best 2–3 sites represented — average sites invisible until arrival

Amenity Photos

KEEP — THIS PHOTO IS HONEST		REPLACE — THIS PHOTO MISLEADS
Bathroom looks clean, well-lit, and current — matches what a guest will find today	vs	Bathroom was renovated since the photo was taken — old tile or fixtures still shown

Pool photo shows real size and condition — taken in-season with water in it	vs	Pool photo is empty, under maintenance, or from a previous owner's era
Amenities shown are currently operational and available to all guests	vs	Feature shown is seasonal, limited, or no longer offered

Atmosphere & Vibe Photos

KEEP — THIS PHOTO IS HONEST		REPLACE — THIS PHOTO MISLEADS
Candid moments that show who actually stays at your park — real guests, real energy	vs	Stock photos or staged scenes that don't reflect your actual clientele or atmosphere
Shows your park's real personality — social and lively, or quiet and nature-focused	vs	Generic scenic shots that could belong to any park — no identity, no filtering function
Grounds look like they do on a normal Tuesday — maintained but real	vs	Shot during a one-day event or peak season when conditions were better than typical

After the Audit — Ask Yourself These Questions

- If a guest showed up having only seen my photos, would they feel the park matched what they expected?**
If the answer is "probably not" — the photos are the problem, not the park.
- Do my photos show who my park is actually for?**
A social party park and a quiet family retreat should look completely different online.
- Can a first-time RV guest tell from my photos what size rig will fit, what hookups are available, and what the site spacing looks like?**
If not, they're turning to Google satellite view — and making assumptions.
- What's the oldest photo currently on my website?**
Schedule anything older than 18 months for a reshoot.
- How many "Replace" photos did I find?**
Each one is a potential mismatch booking. A mismatch booking is a negative review waiting to happen.

Need a complete shot list?
Download The Campground Shot List — 40 specific photos, organized by area, with exact shooting instructions for each one. Free at campsite360.com.