Campsite website checklist

Start with these checks. You do not need to do everything at once.

Check how people find you

- ☐ Search Google for your campsite’s name. Can you easily find your official website?
- ☐ Search for a campsite like yours using your location and a feature, such as “small campsite with electric hookups near [town]”. Note which websites appear.
- ☐ If you have Google Search Console, check which searches already bring people to your website.
- ☐ Ask guests how they found you. Keep a simple record of their answers.

Check your main website pages

- ☐ Clearly state where your campsite is and which towns or attractions are nearby.
- ☐ Explain which tents, caravans and motorhomes you accept, including any size restrictions.
- ☐ List your facilities, pitch options, prices and opening dates.
- ☐ Answer common questions about dogs, children, arrival times and site rules.
- ☐ Replace vague descriptions with useful details. Change “near the beach” to an accurate walking time or driving distance.
- ☐ Add current photographs of your pitches, facilities and entrance.

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Campsite website checklist

Continue your checks, then choose what to improve first.

Check your Google Business Profile

- ☐ Make sure your map pin shows the correct entrance.
- ☐ Check your telephone number, website link and business details.
- ☐ Check that your opening information reflects your season.
- ☐ Add recent photographs.
- ☐ Ask guests for honest reviews and respond to the reviews you receive.

Try booking on your phone

- ☐ Open your website on your phone and find the booking button.
- ☐ Check how easily you can find prices and availability.
- ☐ Follow the booking steps up to the payment stage. Look for anything confusing or difficult to use.
- ☐ If you take enquiries instead, check that the form works and the enquiry reaches you.
- ☐ Explain what happens after someone sends an enquiry, including when they can expect a reply.

Choose what to improve next

- ☐ Write down the five questions guests ask most often. Answer these on the relevant website pages.
- ☐ Choose one useful local topic for a blog post, such as walks from your campsite.
- ☐ Check your listing on your local tourism website. Correct outdated information and check the link to your website.
- ☐ Review enquiries and direct bookings each month to see whether your changes are helping.

Start with anything that could stop someone booking: missing prices, unclear pitch information, a broken enquiry form or a booking button that is difficult to find.

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