



CAMPGROUND
STUDIOS

Your Image. Your Park. Your Story.

POSITIONING YOUR
PARK TO WIN THE
SEO BATTLE
THROUGH THE
POWER OF
BRAND

WE ALL HAVE A BRAND.





**The New York
Welcomes You DVD**

62 Counties

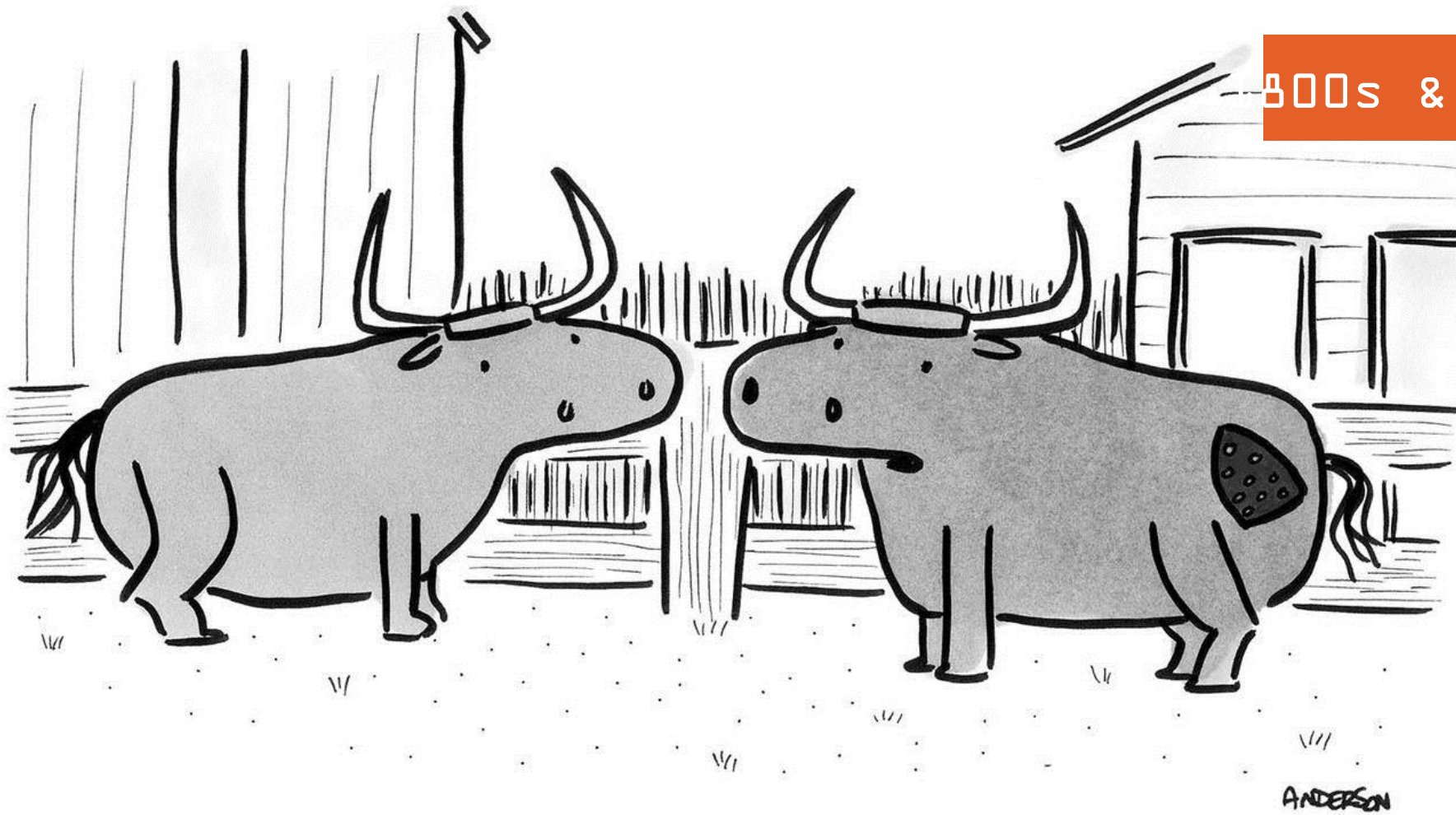
11 Regions

1 DVD



WHAT IS BRAND, AND HOW
DID IT BECOME SO IMPORTANT?

1800s & earlier



"Branding iron's in the shop."

Branding started as an identifying mark for
property ownership



CHATTANOOGA WHISKERY

1800s - 1960s

1816

CASK

Brands evolved into representing
quality & trust

1970s - 1990s



Emotions began to be attached to
brands



.. Coke's Secret Ingredient: **BRANDING**

Emotions began to be attached to
brands



**I'D LIKE TO BUY
THE WORLD A COKE**

1971

Emotions began to be attached to
brands



Present Day

Brand now uses emotion to tell
stories



Present Day

And stories are what is shared



WHAT PEOPLE ARE SAYING
ABOUT YOU ONLINE
IS AFFECTING YOUR BUSINESS.

BRAND DEVELOPMENT
ALLOWS YOU TO TAKE THE PEN
AND WRITE YOUR OWN STORY.



[Home](#) [Our Park](#) [While You're Here](#) [Plan Your Trip](#) [Discover Lake George](#) [Park Map](#) [Contact](#)



"We enjoy visiting Ledgeview RV Park because the owners and staff are very friendly. The park is clean and well-maintained. We love the quiet and serene atmosphere."

—Paul & Flo G., Iselin, NJ

Lake George RV Campground

A special place where the water meets the woods

The choices in family camping in Lake George are almost as diverse as the area's attractions, but for pure Adirondack beauty and quiet relaxation, you won't find a more accommodating option than Ledgeview RV Park. Our clean and impeccably maintained Lake George [RV Campground](#) is conveniently located near all of the favorite [Lake George attractions](#), yet just far enough away to guarantee your peace and privacy.



Watch Our Park Video

[Explore Our Park](#)

[Discover Lake George](#)

CASE STUDY

Ledgeview RV Park in Lake George, NY



Lake George NY... Quiet & Peaceful



Lake George NY... Quiet & Peaceful



Lake George NY... Quiet & Peaceful



Lake George NY... Quiet & Peaceful



Lake George NY... Quiet & Peaceful



SHAPE THE CONVERSATION ABOUT YOUR CAMPGROUND

WHY DOES BRAND MATTER FOR SEARCH ENGINE OPTIMIZATION?



WE ARE IN
A
CONSENSUS
MARKETING

ECONOMY



Google is far
more
sophisticated
now. They have
embraced the
value of
community
consensus... and
that boils
down to user
experience.



Why
does your
campground
have a
pool?

TO ENHANCE
USER EXPERIENCE



Think of
video
as the pool
of your
online
presence.

TO ENHANCE
USER EXPERIENCE



Why
did you
put in a
jumping
pillow?

TO ENHANCE
USER EXPERIENCE



Think of
engaging
photography
as your
online
jumping
~~pillow.~~

TO ENHANCE
USER EXPERIENCE



Why
did you
add the
bumper
boats?

TO ENHANCE
USER EXPERIENCE



Think of
rich
social
content
as your
online

bumper
TO ENHANCE
USER EXPERIENCE



Why do you
take so
much
time to
make
sure your
park

looks its
TO ENHANCE
best?
USER EXPERIENCE



Think of
good
website
design and
navigation
as your
well-kept

digital
TO ENHANCE
campground.
USER EXPERIENCE

USER EXPERIENCE IS
ALL ABOUT ENCOURAGING
YOUR GUESTS TO STAY LONGER.

The longer your guests stay at
your park,
the more your revenue increases.
~~Your website works exactly the~~
same way.



- Google owns YouTube
 - YouTube is the 2nd-largest search engine
-



- Google rewards sites with longer session duration.
-

Audience Overview

Feb 28, 2020 - Mar 5

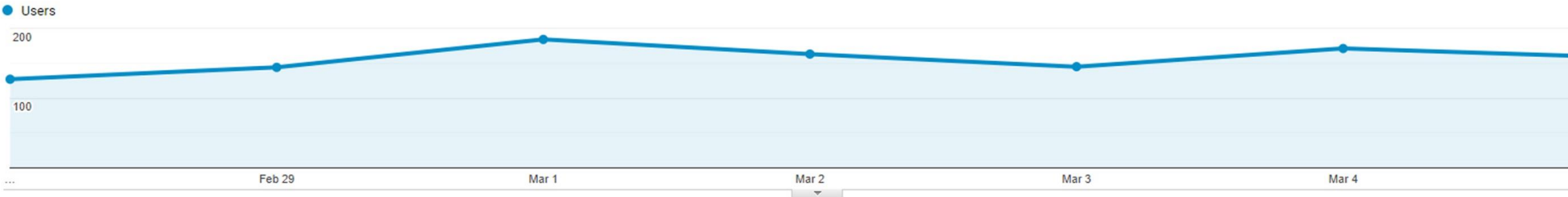
All Users
100.00% Users

+ Add Segment

Overview

Users vs. Select a metric

Hourly Day Week



Users

959

New Users

859

Sessions

1,283

Number of Sessions per User

1.34

Pageviews

5,027

Pages / Session

3.92

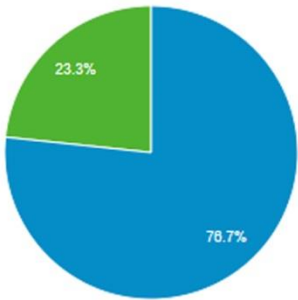
Avg. Session Duration

00:04:05

Bounce Rate

29.62%

New Visitor Returning Visitor



| Demographics | |
|--------------|--|
| Language | |
| Country | |
| City | |
| System | |

| Language | | Users | % Users |
|----------|-------|-------|---------|
| 1. | en-us | 942 | |
| 2. | en | 3 | 0.31% |
| 3. | en-ie | 2 | 0.21% |
| 4. | fr-ca | 2 | 0.21% |

Audience Overview

Feb 28, 2020 - Mar 5

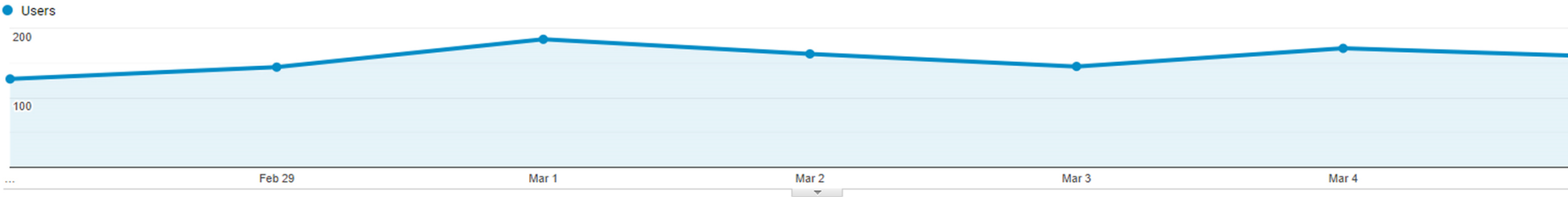
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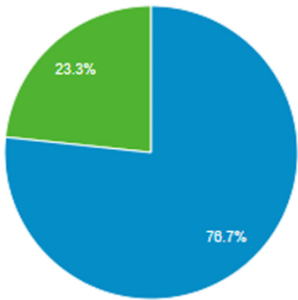
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Audience Overview ✓

SAVE EXPORT SHARE

Feb 28, 2020 - Mar 5

All Users
100.00% Users

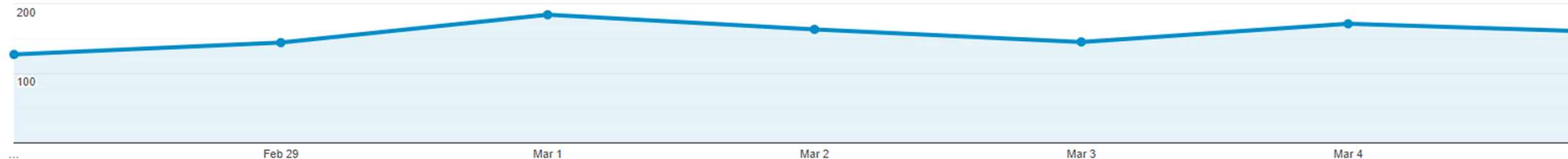
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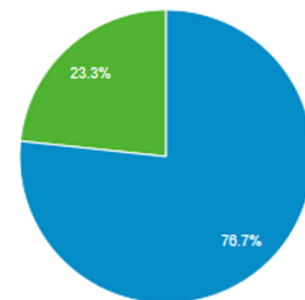
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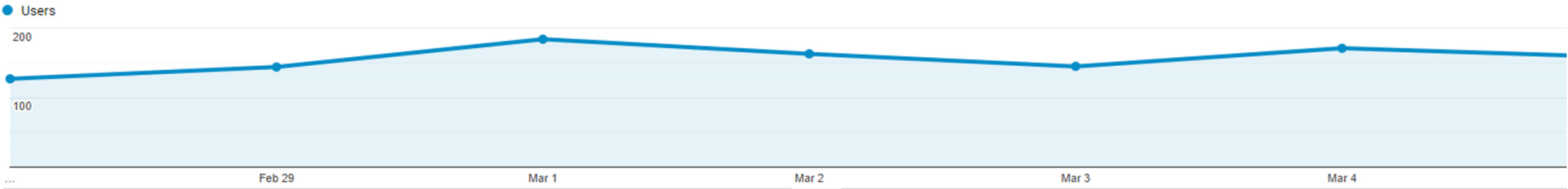
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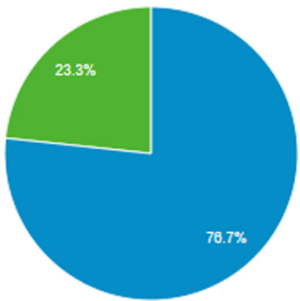
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SO HOW DO I DO IT?

DO IT WITH BRAND:

- Identify who you want to be in the market
- Analyze your website- "Does it make me want to go there?"
- Convey emotion with your website... don't just transfer information
- Provide rich media content for today's market
- Be the same everywhere you appear, online and in print
- Shape the story your guests tell online with consistent messaging



Your Image. Your Park. Your Story.

The more they see,
the more you sell.
