

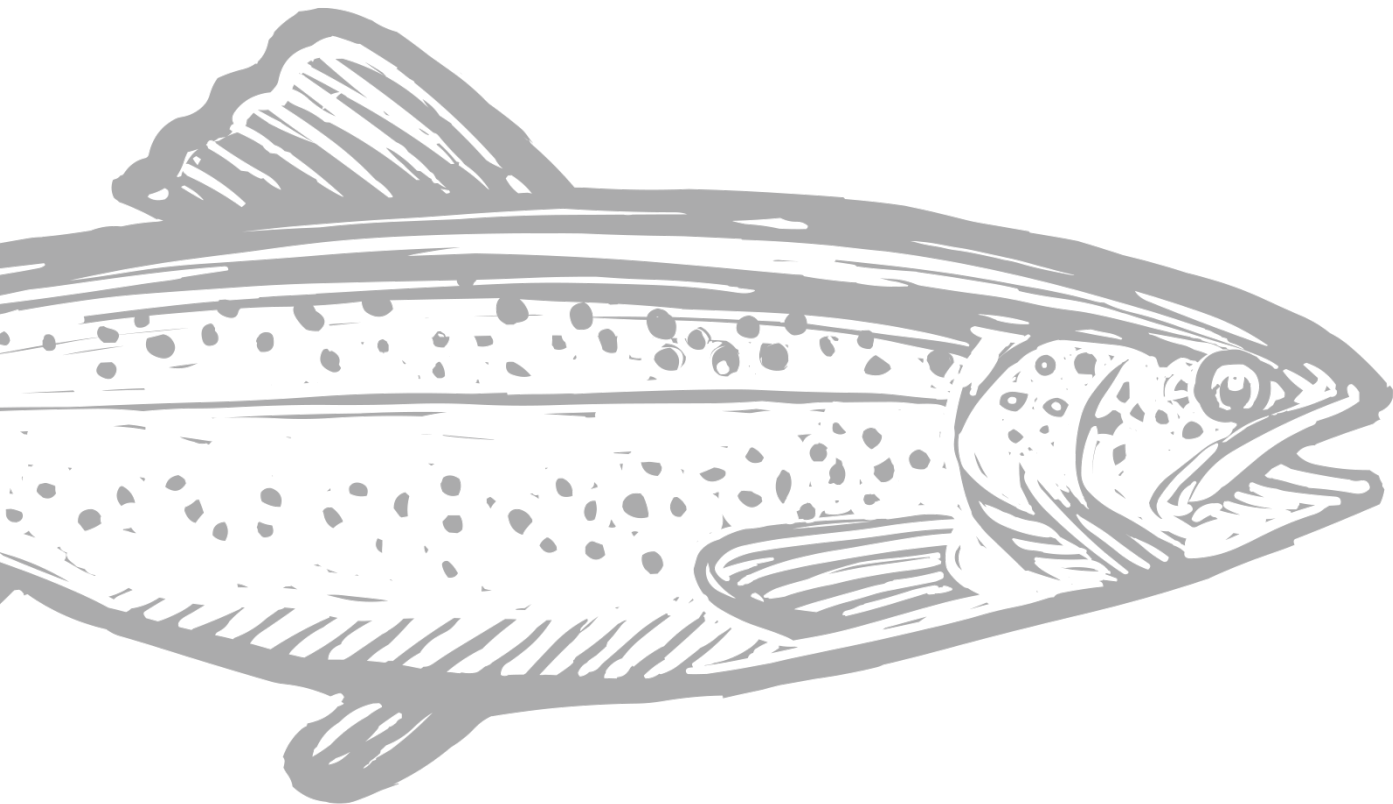
Top 10 Google Ads Mistakes to Avoid for RV Parks and Resorts

Expertly Crafted Marketing Strategies by **Big Canoe Digital**

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Running a **Google Ads campaign** for your **RV park or resort** can be a highly effective way to drive bookings and attract guests. However, many advertisers make common mistakes that hinder the performance of their campaigns, leading to wasted ad spend and missed opportunities. By avoiding these pitfalls, RV parks and resorts can optimize their ads for better **return on investment (ROI)**, lower costs, and improved conversions.

We'll outline the **Top 10 Google Ads Mistakes to Avoid** for RV parks and resorts, offering actionable tips to ensure your campaigns perform at their best.

Mistake 1: Using Too Many Broad Match Keywords

Broad match keywords can be tempting because they give your ads the widest reach, but they

often lead to irrelevant clicks. When you use **broad match** keywords, Google matches your ads to any search that includes your keywords, even if the searcher's intent doesn't align with your offer. For example, the broad match keyword "RV camping" could trigger ads for users searching for RV accessories or RV sales.

How to Avoid This:

- Use **phrase match** or **exact match** keywords to have more control over which searches trigger your ads. For example, if you want to target users looking specifically for RV parks, use exact match terms like "[RV park near me]" or phrase match variations like "luxury RV camping near [City]."
- **Pro Tip:** Regularly review your **search terms report** in Google Ads to identify irrelevant queries and adjust your keywords accordingly.

Mistake 2: Ignoring Negative Keywords

Without **negative keywords**, your ads can appear for irrelevant searches, leading to wasted clicks and higher costs. For instance, if your RV park doesn't offer RV rentals, but you haven't added "RV rentals" as a negative keyword, your ads might show up for users searching for rental options.

How to Avoid This:

- Add negative keywords like "RV rentals" or "tent camping" (if you don't offer these services) to your campaign to avoid wasting ad spend on irrelevant traffic.
- **Pro Tip:** Continuously update your negative keyword list as you gather more data from your search terms report.

Mistake 3: Sending Traffic to a Generic Homepage

One of the biggest mistakes RV parks and resorts make is sending ad traffic to their homepage rather than a relevant landing page. If your ad promotes a specific feature or offer (e.g., “Book 2 Nights, Get 1 Free”), your landing page should focus on that offer rather than a general overview of your business.

How to Avoid This:

- Create **dedicated landing pages** for each ad campaign that aligns with the ad copy and CTA. For example, if your ad is promoting family-friendly camping, the landing page should highlight amenities for kids, family activities, and booking options.
- **Pro Tip:** Test different landing pages for specific ad groups to see which one performs best and generates the highest conversions.

Mistake 4: Not Using Ad Extensions

Many advertisers fail to use **ad extensions**, which can significantly improve the performance of your Google Ads. Ad extensions provide additional information, making your ad more attractive and increasing the likelihood that users will click on it. For RV parks, relevant ad extensions include **sitelink extensions**, **call extensions**, and **location extensions**.

How to Avoid This:

- Add **sitelink extensions** that direct users to key pages like your booking page, contact page, or amenities page.
- Include **call extensions** so users can easily call your park for more information, especially when they are on mobile.

- **Pro Tip:** Use **location extensions** to show your park's physical location and make it easier for users to find directions.
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Mistake 5: Failing to Track Conversions

Running a Google Ads campaign without **conversion tracking** is like driving without a map. You won't know which ads are driving valuable actions—like bookings or contact form submissions—if you're not tracking conversions.

How to Avoid This:

- Set up **Google Ads conversion tracking** to monitor key actions on your website, such as bookings, phone calls, or quote requests. Use this data to optimize your campaigns and focus on high-converting ads.
- **Pro Tip:** Integrate **Google Analytics** with Google Ads to get deeper insights into user behavior and conversion paths.

Mistake 6: Poor Ad Copy with Weak CTAs

The success of your ads largely depends on the strength of your **ad copy** and the **calls-to-action (CTAs)** you include. Weak or vague ad copy may not compel users to click on your ad, and generic CTAs like “Learn More” may not effectively drive action.

How to Avoid This:

- Focus your ad copy on the unique selling points of your RV park or resort. Highlight specific features like “scenic lakefront RV sites,” “family-friendly amenities,” or “pet-friendly RV parks.”
- Use strong, action-oriented CTAs like “Book Your Stay Now,” “Check Availability Today,” or “Reserve Your Spot.”

- **Pro Tip:** Test multiple ad variations to see which copy and CTA combinations perform best.
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Mistake 7: Using Only One Ad Variation Per Ad Group

If you're only running a single ad variation per ad group, you're missing out on the opportunity to test and optimize different ad copy, headlines, and CTAs. Google Ads allows you to create multiple ad variations within a single ad group so you can determine which version performs best.

How to Avoid This:

- Create at least 3-4 ad variations for each ad group to test different headlines, descriptions, and CTAs.
- **Pro Tip:** Use **Responsive Search Ads (RSAs)**, which allow Google to automatically test multiple headlines and descriptions and

show the best-performing combination to users.

Mistake 8: Not Testing Bidding Strategies

Sticking to a single **bidding strategy** throughout your campaign can lead to inefficient spending. Many RV parks and resorts start with **manual CPC bidding**, but as the campaign evolves, other automated bidding strategies may perform better.

How to Avoid This:

- Test different bidding strategies such as **Target CPA (Cost-Per-Acquisition)**, **Maximize Conversions**, or **Enhanced CPC** to see which yields the best results for your campaign goals.
 - **Pro Tip:** Use **Google's Bid Simulator** to see how different bid adjustments could affect your ad performance.
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Mistake 9: Ignoring Mobile Optimization

With many users searching for RV parks and resorts on mobile devices, having ads and landing pages optimized for mobile is crucial. Failing to optimize for mobile can lead to a poor user experience and lower conversion rates.

How to Avoid This:

- Ensure that your ads and landing pages are fully **mobile-responsive**. Test how your website and booking system work on mobile devices to ensure a smooth user experience.
- **Pro Tip:** Consider increasing bids for mobile devices if mobile traffic drives more conversions.

Mistake 10: Not Using Remarketing Campaigns

Remarketing is an incredibly powerful tool, yet many RV parks and resorts fail to implement **remarketing campaigns**. Users often need

multiple touchpoints before converting, and remarketing allows you to stay top-of-mind for users who have already visited your website but haven't booked yet.

How to Avoid This:

- Set up **remarketing lists** to target users who have visited your website but haven't completed a booking. Show them ads with specific offers or amenities to encourage them to return and finalize their reservation.
- **Pro Tip:** Create dynamic remarketing ads that show users the specific RV sites or packages they viewed on your website.

Avoiding Common Google Ads Mistakes for RV Parks and Resorts

By avoiding these common Google Ads mistakes, RV parks and resorts can run more effective campaigns, reduce wasted ad spend, and drive

more bookings. Whether it's optimizing your keywords, improving your ad copy, or setting up conversion tracking, these best practices will help you maximize your **ROI** and ensure that your Google Ads campaigns are working as efficiently as possible.

Achieve Your Business Goals

We Deliver End-to-End E-commerce and Marketing Solutions that Help Companies Accelerate Growth

At **Big Canoe Digital**, we partner with businesses to craft tailored e-commerce and marketing strategies that drive results. Whether you need help with PPC campaigns, SEO, social media, or a new website, our expert team is ready to guide you toward success.

Partner with us today to unlock the full potential of your marketing efforts and take your business to the next level.

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Contact us and let's grow together!