

Dear Brandon,

According to our research, Camping World's SEO traffic has been improving!

This makes what we're about to review even more exciting...

Google is viewing your website **positively**.

They are ranking you for great keywords and you are getting a significant amount to traffic from those terms.

This does not mean you are capitalizing on all of your opportunities!

You still have the ability to rank for terms like "Camping Chairs", "Fishing Pole", and "tent"... which are all out of the range of traffic from Google.

Now, I understand this is the first time you're probably even hearing or seeing anything from me.

Rather than be "one of those guys" and hint that I can give you a "free audit"... I'd rather just give you some action items that you can pass on to your team and see the results from. If you want to talk more, I'll share how we can make that happen in a few minutes.

And I also realize that it'd be a total pain to have you scan this document and send it to your team.

To grab the PDF version so you can email that to your team, visit: ShawnTheSEOGEEK.com/campingworld and you'll be able to download from there.

(No opt-in or anything either... just a big old button to download your report.)

Anyway, back to the action items...

First, let's look at what we can do to make "tent" rank better.

Currently this page is ranking on page 3 of Google...

The screenshot shows the Camping World website header with navigation links like 'Shop RVs', 'Shop Gear', and 'FREE Standard Shipping over \$99'. Below the header is a search bar and a navigation menu. The main content area displays three tent products:

- Coleman 4-Person Skydome Camping Tent**: Price \$75.99 (5% off from \$79.99). 5-star rating with 37 reviews.
- Napier Sportz Dome-To-Go Tent 86000**: Price \$289.99 (15% off from \$299.99). 4.5-star rating with 3 reviews. Labeled as 'Online Exclusive'.
- Coleman 6-Person Cabin Tent with Screened Porch**: Price \$208.99 (5% off from \$219.99). 4.5-star rating with 3 reviews.

A '15% Off, No Minimum' banner is visible below the products. A yellow chat bubble icon is in the bottom right corner.

As we can see there is minimal content (actually... none) and the reviews on the products are very lack-luster.

Compare that to the site that is ranked at position 3 (REI):

Camping Tents (49 results)

Products (39) Articles (10)

Filter Sort by: Best Match View: 30 | 90


Find in store




Sleeping Capacity

- 2-person (11)
- 3-person (5)
- 4-person (9)
- 6-person (12)
- 8+ people (2)

Brand

- Big Agnes (3)
- Caddis (1)



 <p>REI Co-op Grand Hut 4 Tent \$299.00 ★★★★☆ (121)</p> <input type="button" value="Compare"/>	 <p>REI Co-op Base Camp 4 Tent \$399.00 ★★★★☆ (44)</p> <input type="button" value="Compare"/>	 <p>REI Co-op Base Camp 6 Tent \$469.00 ★★★★☆ (78)</p> <input type="button" value="Compare"/>
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I'm actually seeing a great opportunity here because they are also lackluster in content. Where they are winning is reviews and site structure.

If possible, I'd recommend a post-purchase campaign that encourages positive reviews and feedback.

Second... Let's look at content overall.

There's an old saying in SEO that "Content is King".

This is mostly true, but it's missing the relevance factor.

Your customers have evolved online. They don't use search as "transactional" any more. They look to search results for answers.

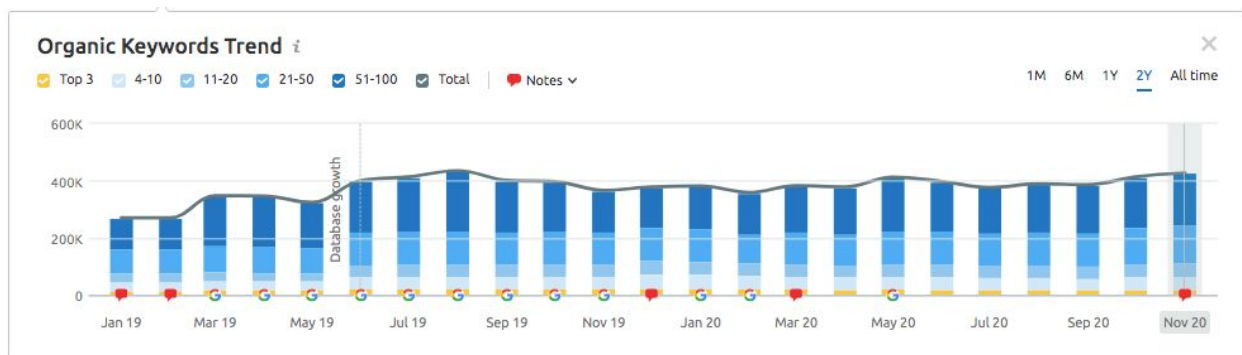
The Camping World site lacks content overall. Even a basic application of the Pareto Principle and creating 100-150 words of content for your top 20% of category pages (like “tents” above) would be profitable.

This allows Google’s Natural Language Processing functionality to understand fully what your site is communicating, and that will get you more traffic and sales from Google.

The third recommendation is to think through your whole strategy...

Because of COVID-19 camping as an industry took off...

This should have meant rapid acceleration in your traffic, however, you remained mostly even.



My recommendation is to think through what your customers are truly searching for. It’s easy to overlook this, but it is important for growth.

As I mentioned, you can download this document and share with your team at shawntheseogeek.com/campingworld

From that same page, you'll see a quick contact form that can put you directly in touch with me if you have any questions or if you want to schedule a free consultation.

A great topic of conversation that we could review is point number 3 of this document.

By getting clarity on the direction you should move, you can make better decisions about what's next for Camping World.

If we were to schedule a call, it wouldn't be longer than 45 minutes. If you bring your team, they'd have access to me for that time, and we can review any questions.

I'd be happy to share the exact strategy we used to get one client ranked at number 3 on Google for "Christmas Lights" (outranking Amazon, Walmart, AND Home Depot!)

I hope you found this information helpful. Looking forward to continuing the conversation.

Sincerely,

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