



## The Adventure Business Update 'Get to Page One' SEO Guide for Caravan Dealers

A Practical Guide for UK Caravan Dealerships

### Month 1–2: Getting Your House in Order

#### Week 1-2: Technical Check-up

- Test your site speed (aim for under 2.5 seconds to load)
- Make sure your site works perfectly on mobile phones
- Check for broken links and fix them
- Set up Google Search Console if you haven't already

#### Week 3-4: Content Check-up

- Look at what AutoTrader and CaravansForSale.co.uk are doing
- List what they have that you don't
- Plan how to make your caravan listings better than theirs
- Make sure every caravan has:
  - Clear, zoomable photos
  - Full specifications
  - Price
  - Location
  - Clear contact details
  - Finance options (if available)

#### Week 5-8: Making It Better

- Update your caravan listings with everything from your checklist
- Add 'schema markup' (ask your web developer about this)
- Create a clear site structure - make it easy for people to find caravans by:
  - Price
  - Make/model
  - Age
  - Berth size
  - Location

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## Month 3-4: Building Your Authority

### The Content Plan

Create these pages if you don't have them:

- Caravan buying guides
- Maintenance tips
- Insurance advice
- Travel destination guides
- Caravan reviews
- FAQ section
- Financing guides

### The Local Push

- Get your Google Business Profile spot-on
- Ask happy customers for Google reviews
- Create pages for each area you serve
- List your business in local directories

### The Trust Builders

- Show your trade association memberships
- Display customer reviews prominently
- Add case studies of happy customers
- Show your guarantees and warranties clearly

## Month 5-6: Growing Your Reach

### Link Building (The Right Way)

Try to get mentioned on:

- Caravan clubs
- Camping websites
- Local news sites
- Tourism websites
- Caravan forums

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## Social Proof

- Share customer stories
- Post video testimonials
- Show off your expertise
- Share industry news and updates

## Stand Out Features

Add tools that help buyers:

- Caravan finance calculator
- Part-exchange valuations
- Compare different models
- Save favourite caravans
- Set up email alerts for new stock

## Monthly Checks

Keep track of:

- Your Google ranking for 'caravans for sale' and related terms
- Website visitor numbers
- How long people stay on your site
- How many enquiries you get
- Which pages perform best

## Key Things to Remember

1. You don't need to beat AutoTrader - you just need to be visible to your target customers
2. Focus on your niche - if you're great at family caravans, make that your thing
3. Quality beats quantity - better to have 100 great listings than 1,000 poor ones
4. Keep it fresh - update your stock regularly and add new content monthly
5. Be patient - SEO takes time, but it's worth it

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## Need Help?

- If the technical bits sound daunting, show this guide to your web developer
- Focus on what you can do first - like getting customer reviews and updating your listings
- Track your progress monthly
- Celebrate small wins - moving up even a few places is progress

Remember: Every site ranking on page one started somewhere else. With this plan and some persistence, you can join them.

**From the Adventure Business Update Team!**

*Feel free to share this guide with your team!*

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