



THE ADVENTURE BUSINESS UPDATE

Your 12-Month Motorhome Dealership SEO Game Plan

Getting Your Motorhome Dealership to Page One

Why This Guide?

If you're on page six of Google but have good domain authority, you're sitting on untapped potential. This guide will help you climb those rankings and get more leads for your dealership.

Month 1–3: Getting Your House in Order

Content Audit & Creation

- Look at what top 10 sites are writing about
- Fill your content gaps with:
 - Detailed buying guides
 - Maintenance tips
 - Price guides
 - Expert advice pieces
- Keep it real - write for your customers, not search engines

Technical Fixes (Get Help If Needed)

- Speed up your website (aim for three seconds or less to load)
- Make sure it works perfectly on mobile
- Add proper labels for your motorhome listings (called schema markup)
- Fix any broken links or pages

Make Your Site More User-Friendly

- Clear navigation
- Easy-to-use search filters
- High-quality photos
- Clear pricing
- Simple enquiry forms
- Customer reviews



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Months 4–6: Building Your Authority

Link Building (Your Priority)

- Get featured in motorhome magazines
- Write for camping blogs
- Connect with travel websites
- Share your expert knowledge with journalists
- Build relationships with motorhome influencers

Local Success

- Create pages for each area you serve
- Get your Google Business Profile spot on
- Encourage customer reviews
- Get listed in local business directories
- Write content about local motorhome spots and routes

Months 7-9: Keeping Things Fresh

Regular Updates

- Weekly blog posts about motorhome life
- Monthly market updates
- New stock listings
- Seasonal buying guides
- Customer stories

Track What Works

- Watch your Google rankings weekly
- Watch website visitors
- Track enquiry forms
- Note which content gets shared most

Months 10-12: Fine-Tuning

Keep Building

- More quality backlinks
- Fresh content
- New customer reviews



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- Updated listings
- Market reports

What to Expect

- Small improvements: 1-2 months
- Noticeable changes: 3-4 months
- Page one potential: 6-12 months

Top Tips for Success

1. Be patient - SEO takes time
2. Stay consistent
3. Focus on quality over quantity
4. Keep your content fresh
5. Always put your customers first

Monthly Checklist

- Add new content
- Update listings
- Check site speed
- Build new links
- Get new reviews
- Check rankings
- Review analytics

Need Help?

This is a DIY guide, but sometimes you need an expert. Consider getting help with:

- Technical SEO fixes
- Content creation
- Link building
- Analytics setup

Remember: Even small improvements can mean big changes in visitors and leads. Start with what you can manage and build from there.

Good luck with your SEO journey!