



How and Why to Customize Your Park's Wi-Fi Login, Welcome, and Landing Pages

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Along with hotels, casual dining restaurants, and similar businesses, campgrounds are likely to provide wi-fi access for their guests, generally free of charge and accessible throughout their parks ... all in an attempt to meet guest expectations and to maintain a competitive edge. If your campground is incurring the expense of installing and maintaining this amenity, present your park's wi-fi in a manner that best works to your advantage. One of the key components – and a typically underutilized tool – is your ability to customize your park's Login, Welcome, and Landing pages ... presenting your guests with a message and content of your choosing.

Most wireless service providers try to keep their products as simple as possible. Simple is a selling point; complicated is not. These same systems that provide turnkey solutions based upon branded templates and default pages also offer varying levels of customization. If you are the kind of person who is comfortable looking under the hood of your car – or have a web "mechanic" who can do what needs to be done – the following tips will steer you in the right direction. Your goals should be to setup pages of content that load quickly, maintaining your park's identity and building upon its branding.

The following guidelines should be generally applicable to most wireless systems but are specifically based upon the CheckBox Systems administrative tools. Bear in mind that different systems allow different levels of customization, with some vendors keeping part of the screen "real estate" for their own branding ... or to resell. CheckBox allows much flexibility in setting up these pages. You can set the landing page to be a simple static page hosted on the local system or a dynamic landing page hosted off-system (presumably on your website host's server), with no co-branding from CheckBox or its partners. Your customers see it as your system.

To setup this customized content, log into your administration screen and click on

Customize Site. You will see an image of your welcome page as your guests see it, along with options for editing the page's content. Selecting the Edit Login Text button will bring you to a page where you can enter the message your guests will see when they first access your system. This message can include park office and store hours, listing of special events, links to local businesses, and terms and conditions for use of your Internet system. Although plain text may be used, HTML formatting is the key to presenting branded content, and this is where your webmaster comes into play.

Regardless of whether your system is free or fee-based, you may wish to provide links which allow free access to selected external sites from your Login Page, even before your guests have been granted access to your system's full resources. The list of sites, known as a "White List", might include your local weather (using an embedded link to Weather.com), your local news (through a link to your local newspaper or television station), the local chamber of commerce (with a listing of local events and attractions), as well as your own website. Essentially, you are offering your guests an opportunity to "test drive" and make themselves comfortable with your system, increasing revenues if your system is fee-based and decreasing refund requests in the event of weak signal coverage at any particular campsite. You may also upload a graphic to be displayed on the Login Page, or add multiple graphics by including HTML tags that point to graphics on your website or server, by clicking on the Update Site Logo link.


Once you have your Login page completed, you can then customize the Welcome page that your guests see after they have been granted access to the system. This can repeat the graphic used on your Login Page, along with telling your guest that login has been enabled, or you can use this page to present additional information such as your current events listing or special offers. Your website hosting services provider might provide a content management tool for the pur-

pose of updating this content, or you may choose to perform updates directly through your wi-fi system's administrative screen. You may want to leave the guests at this page, or you may prefer to redirect them to your Landing Page, either immediately or after a few moments.

Click on Edit Welcome Page and enter the text you want your guests to see after they have successfully logged into your system. Again, you can enter your message as plain text or you can use HTML to format the text and add multiple graphics. Either way, be extra careful in proofreading your spelling, grammar, and punctuation!

Finally, you can enter the URL (web address) of your company website or Landing page by clicking on the Generate Redirect Template button. You can also set a delay, so that your visitors have a few moments to read your message before they are redirected. After entering the address and delay time, click Insert Redirect and then Update.

Again, the specifics outlined above apply to one wireless system that is popularly used within the campground industry. With minor variations, these tools and features should be available with most wireless system providers. Ask for assistance, if necessary, but be sure to take advantage of this great opportunity to enhance the usefulness of your wi-fi service and your campground's professional presentation.

Visit https://pelland.com/Wi-Fi_Customization.htm to view screen shot examples of concepts discussed in this article. 

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