

Travel Blogging – Hobart 28 January 2020

1. Introduction www.dodgyknees.com
2. What is travel blogging?
 - a. Tasmanian Food blog <https://www.thetasmanianfoodco.com.au/blog/>
 - b. Nomadic Matt <https://www.nomadicmatt.com/>
 - c. Adventurous Kate <https://www.adventurouskate.com/>
 - d. Expert Vagabond <https://expertvagabond.com/>
 - e. Dodgy Knees <http://www.dodgyknees.com/>

3. Types of Travel Blogs

Finding Your Niche

- Style of Travel
 - Content
 - Secondary Interests
 - Unmet Needs
- a. E-tramping <https://etramping.com/> adventure, budget and guests (coverage), info
 - b. Travel Mamas <https://travelmamas.com/> family travel
 - c. Travelettes <https://www.travelettes.net/> Inspire young women to travel, team of writers
 - d. Cycling Gypsies <https://cyclinggypsies.wordpress.com/> cycle travel plus dogs!

Finding Your Voice

- a. Hecktict Travels <https://www.heckticttravels.com/> Transporting readers
- b. Hand Luggage Only <https://handluggageonly.co.uk/about/> personality
- c. The Everywhereist <http://www.everywhereist.com/blog/> humour

4. Developing Your Blog

- a. Platform
- b. Followers eg
 - Social media <https://handluggageonly.co.uk/> <https://nomadicboys.com/>
 - Newsletters <https://mylifesameovie.com/> 300,000 followers
 - Comments/forums www.dodgyknees.com <https://abrokenbackpack.com/>
FB Group
- c. SEO Search Engine Optimisation

Making Money – Monetisation

- a. Affiliate Links
- b. Advertising Broken Backpack <https://abrokenbackpack.com/>
- c. Sponsored blog content – trips

- d. Gypsy Nesters <http://gypsynester.com/catamaran-cruising-the-caribbean/>
- e. Social media campaigns
- f. E-books
- g. Running Courses or tours <https://www.nomadicmatt.com/>

La Vagabonde

<https://www.youtube.com/channel/UCZdQjaSoLjzFnWsDQOv4ww>

<https://www.patreon.com/LaVagabonde>

Conclusion

<http://www.dodgyknees.com/central-america/2016/12/26/noche-de-los-rbanos-oaxacas-night-of-the-radishes>