

HOW TO BECOME A TRAVEL BLOGGER

- By Travel Bloggers -

In The Beginning

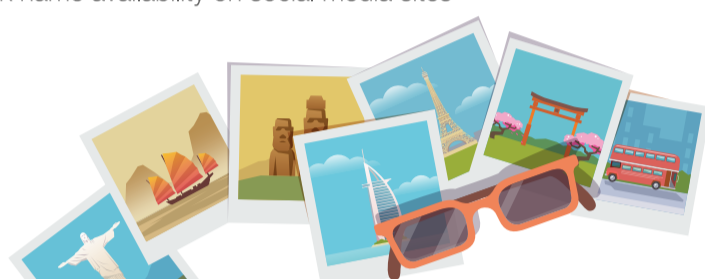
Tips on how to get the ball rolling.

- Read, Read, Read!
- Read as many other Travel blogs as possible
- Reading improves your own writing
- Read share and comment on other blogs
- Before you create your blog think about your online persona and a name for your blog
- Let your name reflect the voice of your brand
- Register a domain!

Domain Registration Tips

A little bit of research can go a long way when buying a domain name.

- Do your homework
- Buy domains that are easy to type and remember
- Avoid slang terms
- Buy a domain that's shorter rather than longer
- Don't buy a domain name that's too similar to an existing site
- Avoid numbers
- Check name availability on social media sites



Web Hosting

Start small with a good shared hosting account.

A shared hosting account is:

- Cheap
- Easy to maintain
- Sufficient for most new sites

How to choose a web hosting service?

- Know your hosting needs
- Investigate on host reliability and uptime guarantees
- Study web host upgrading options
- Check all hosting features
- Check prices on both sign up and annual renewal
- Check hosting control panel

Wordpress



Starting a blog requires a little bit of technical know-how and although there are many Blogging platforms out there, most bloggers prefer WordPress for its flexibility and ease of use.

- Courses are easily available online for setting up a WordPress blog
- Thousands of Themes to choose from
- Plugins are easy to use

Content Creation

Your blog doesn't have to be perfect before you start publishing posts.

- Define your blog niche: Food Travel Blogger, Budget Travel Blogger, Fashion Travel Blogger etc
- Create content that is unique
- Readers prefer quality over quantity
- Find your own unique voice and be honest
- Be consistent; use the same style, font, colours etc. in all your posts
- Let your content answer questions
- Always write with a Call to Action
- Remind readers to leave a comment or share on their Social Media
- Host periodic giveaways: People love free stuff!
- Staycations (local tourism) are a part of traveling too!
- Travel blogging means sharing your experiences with others

Proofreading

Make sure that you produce quality work.

- Proofread each post carefully, more than once before hitting the publish button
- Then proofread it one more time after the post is live
- Better still, get someone else to proof read it for you

Photography

Good photographs enhance blog posts.

- Take photography seriously
- Never trade picture quality for anything
- Smartphones are good
- DSLR's are better
- Choose the correct time of day to shoot, sunrise or sunset
- Use automatic settings in the beginning and progress from there
- Spend time with professional photographers and learn
- Perhaps take a photography workshop
- Use tools like VSCO, Snapseed, Adobe Lightroom and Canva
- Practise, Practise, Practise



Social Media



Social media is a great way to network and promote your posts.

- Choose a platform or platforms
- Create your profiles
- Start building your audience
- Follow other Bloggers
- Take part in online travel chats on Twitter.
- Share your blog posts with friends and family and ask them to share to their connections
- Don't use bots and don't play the follow/unfollow game
- Find out what the best time to post, when your audience is most engaged
- Join blogger forums where you can ask for advice and share ideas
- Stay on top of social media developments and trends
- Posts should include links, photographs and catchy titles
- Use relevant travel related hashtags on travel posts and tag relevant pages
- Be positive on social media



Pitching Ideas



Know your worth, know what you're offering, be confident and stick to your deliverables.

- Build relationships
- Try online magazines before you try print publications
- Know the magazine or online forum you are pitching too
- Do the research, you don't want to pitch an idea that they ran last month
- Look for ways to add value to the client
- Value Added offerings always go down well and strengthen your relationship with the brand
- Keep you pitch short and sweet, editors do not have time to read long stories
- Don't pitch to every brand, instead choose brands that really resonate with your audience and your brand

Working With Brands

Working with brands is all about relationship building.

- Be polite
- Nurture the contacts you make
- Deliver the work you have undertaken
- How you behave and your level of professionalism is key
- Don't work with brands to see what you can get out of them
- See what they can get out of working with you
- Make it worthwhile for a brand
- Show that you are serious about the work
- Deliver on time
- Deliver your best

Brands want to partner with strong, well established blogs, and building an established blog takes time.

Travel Assignments

If you are lucky enough to get invited on a media trip remember that it is a job and that you need to conduct yourself accordingly.

You don't have to visit expensive exotic destinations if you don't have the means. You can start locally and become a specialist travel blogger in your own city or province.

- Partake in the activities on offer
- Be punctual
- Be professional
- Go easy on the alcohol
- Take notes
- Put in the work
- Enjoy every minute of it

Ways to Make Money

Don't expect to make money right away.

Before even thinking about earning an income from your blog, focus on publishing content consistently.

- Create a Media Kit
- Pitch Ideas
- Sponsored Posts
- AdSense
- Ad Programs
- Affiliate Programs
- Social Media Posts
- Offering a travel consultancy
- Travel writing for magazines
- Right now, in Nigeria, a few travel bloggers are making money privately and group tours
- Brand collaborations
- Influencer marketing



Contributors

Ufuoma	//	thefuoma.com	Bids	//	bidsingraceland.com
Funmi	//	tvpadventures.com	Berry	//	berrydakara.com
Esther	//	estheradeniyi.com	Tuke	//	tukesquest.com