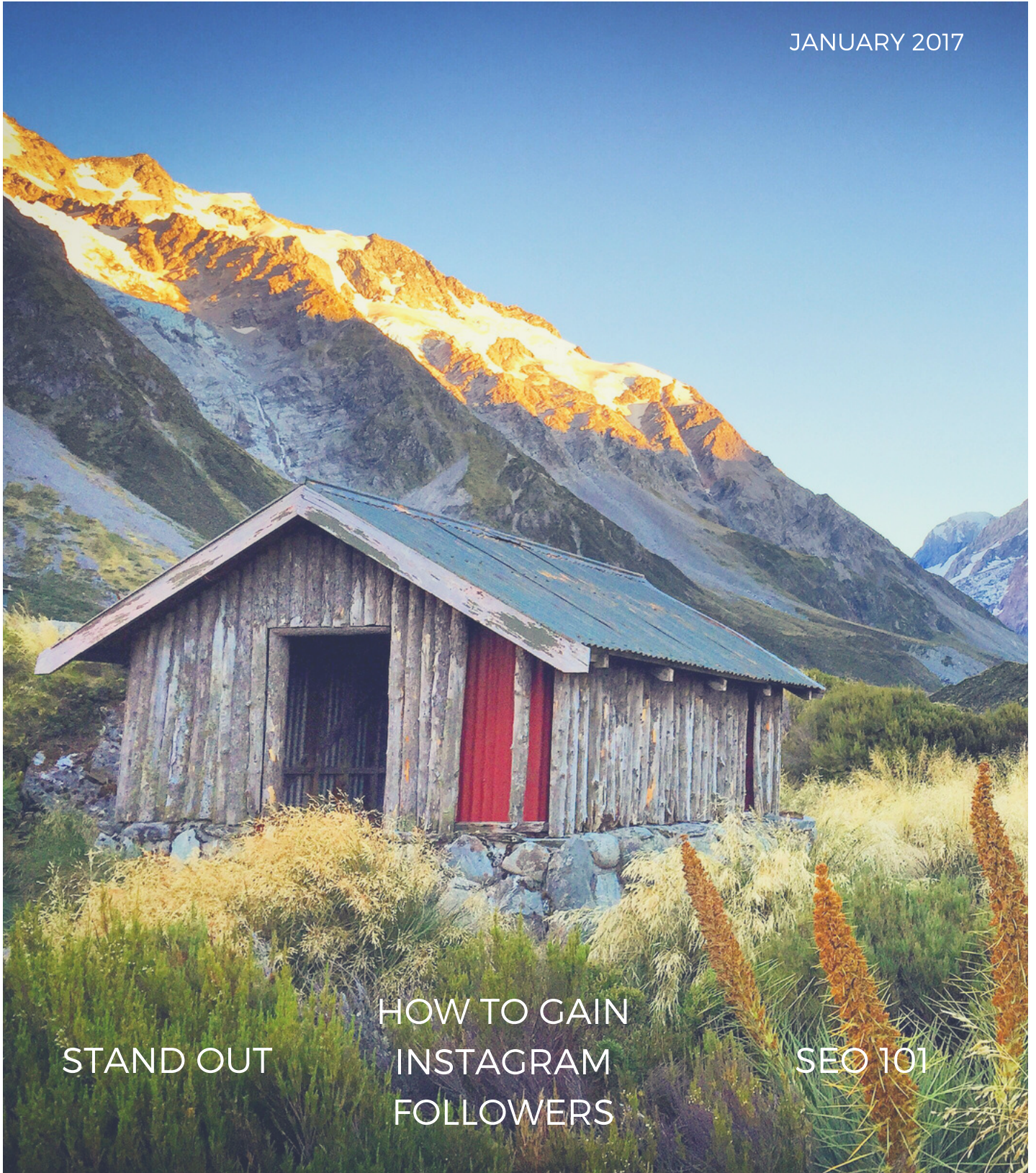


TRAVELPRENEUR

for travel entrepreneurs & bloggers

JANUARY 2017



STAND OUT

HOW TO GAIN
INSTAGRAM
FOLLOWERS

SEO 101



WELCOME

Hello and thanks for joining this growing community of passionate travelers! The goal here is to provide a resource for those seeking to establish and/or grow profitable travel endeavors. We all want to quit our jobs and travel but there is a tremendous amount of work that must be invested to ensure a sustainable lifestyle. Many have pursued this path with some succeeding while others have failed.

There are lessons to be learned and knowledge to be shared. Travelpreneur serves as the medium to share this knowledge and enable YOU to build an income generating business that allows you to pursue your passions and dreams.

I sincerely hope that you enjoy and find great value in this edition!

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Stand Out

Let's face it, as an aspiring or even experienced travel blogger, you are but one pebble in an expansive rocky beach. Trying to stand out can be a difficult and frustrating process. You are competing with millions of other travelers seeking the same audience. But there are several actionable ways that you can help your website/blog be seen by more people.

Create useful content

The key word here is VALUE. All too often we fall into the trap of using our blogs as a personal journal. And for some that is ok. But if you want to stand out, you need to provide your audience with a measurable REASON to visit and stay with your content. You want visitors to think, "I can't believe this is free!".

Think of your own personal favorite blogs:

- Why do you visit these blogs?
- What content do they provide that keeps you coming back to them?
- Compare your content to the content of your favorite blogs.
- What value does your content offer viewers?

"I CAN'T BELIEVE THIS IS FREE!"

Guest Post on Other Sites

A solid way to get your content in front of a new audience is to guest post on other blogs. By contributing valuable content & including your bio in your post, you will drive traffic back to your site. When choosing a blog to guest post on, consider expanding into a slightly different niche that still may have an audience interested in your content.

- Identify 3 blogs that you would like to guest post on.
- What value can you offer their readers? This is your guest post topic.
- Build a rapport with these blogs via interactions on social media & commenting on their content.
- Pitch your post



Photographed by Georg Papp

Top Photo
Sossusvlei, Namibia

Bottom Photo
Half Dome from Glacier Point,
Yosemite NP USA

- FEATURED ARTICLE -



Create a Consistent Brand

Being consistent in everything you do is a great way to stand out. Your audience will notice this and easily associate your blog with your content. Consistency in styling and aesthetics serves to further build a strong connection to your objective.

- Create a style guide for your blog
- Consider the personality that your style portrays
- Remain consistent in your image
- Update old posts, images, etc. to match your newly discovered style

"SITES THAT ARE A GO-TO SOURCE PROSPER"

Become a Go To Hub Destination

Sites that are a go-to source for something specific stand out and prosper. It may be a photography blog that provides readers with consistent tips & tricks. It may be a blog that serves entrepreneurs by providing valuable answers to difficult business problems. The goal here is to identify and build upon the value that you provide to your audience.

- What kind of knowledge do you have that could benefit others?
- Evaluate your current blog. What posts are most popular and resonate with your audience?
- Write down the specific value or take-away that your readers obtain from visiting your blog.
- Brainstorm ways that you can build upon this value.

Photographed by Georg Papp

Top Photo
Pokhara, Nepal

Bottom Photo
Vik, Iceland

- FEATURED ARTICLE -

Collaborate With Others

Collaborating with others is a powerful exercise that will allow you to be seen by new audiences, build mutually beneficial partnerships and leverage the influence of others for your own gain. Again, focus on providing value to the partnership.

Collaboration ideas:

- Co-host a live workshop or webinar
- Co-host a Twitter chat
- Interview another blogger in your niche (perhaps a subject matter expert that will provide your viewers with a specific solution to a problem)
- Guest posting on each other's blogs



Interact

Get off your own personal soap box and interact with others! All too often bloggers focus so much on promoting their own content that they forget the value of interacting with others. By bringing back the 'social' in social media, you will quickly stand out as an enjoyable real person that people want to follow and interact with.

- Consciously take time to visit other people's blogs.
- Provide meaningful comments to their content.
- If someone interacts with you, be sure to interact back with them.
- Share other people's content on your own social media tagging them so they can see it.



Power of Facebook

Facebook is a powerful tool in your toolbox that can greatly impact your ability to stand out. Whenever you post new content to your blog, also share it on your Facebook page. Using Facebook's 'boost' feature can get your post to a targeted audience of thousands. And it only costs \$5.

- Identify a post that you feel others would find value in.
- Conduct an experiment and boost the post.
- Make sure your boosted post has a clear link to your content.
- Posts that offer a solution to a problem are most likely to receive interaction and drive traffic to your content.

Photographed by Georg Papp

Top Photo
Pinnacles, Western Australia

Bottom Photo
Banff NP, Canada

A dramatic landscape of a volcanic ash field. The foreground and middle ground are dominated by dark, jagged volcanic rock formations and a vast expanse of black volcanic ash. Patches of vibrant green moss are scattered across the ash and on the rocks. In the lower-left and lower-right areas, several white sheep are grazing on the ash. In the background, a large, dark volcanic cone rises against a hazy, overcast sky. The overall scene is rugged and desolate, yet the presence of the sheep adds a sense of life and resilience.

WHAT IS YOUR PRODUCT?

One of the biggest mistakes aspiring profitable travel entrepreneurs make is failing to invest time establishing a 'product'. Assuming you are reading this and have a goal of making your endeavor work (ie. make money!), it is critical that you treat your efforts as a business. Every business needs a product. Every business needs a product that is valuable to a customer base and a sustainable model to sell & deliver your product. As a business owner, knowing what your product is sets the foundation for all of your efforts. Otherwise, you are simply engaged in a hobby.

HOW TO GAIN MORE FOLLOWERS ON INSTAGRAM

CONTRIBUTED
BY LUXURYBACKPACKING.NET

Luxurybackpacking

The question we get asked a lot when chatting to other bloggers and users is 'how do you gain more followers on Instagram? This social media platform is quickly becoming a focus point for many brands, bloggers and marketers looking to use social media to connect with current and potential customers. With over 500 million monthly active users, it's no surprise bloggers are making it their priority to sign up for an account to try and increase their presence.

Instagram is our favourite social media platform, and currently the highest social media following: at 56,000 followers. You may be thinking how the heck have you accumulated that many over such a short period of time (just over one year)?!

Well, here are some secret tips and tricks:



EASY TRICKS TO GAIN MORE FOLLOWERS ON INSTAGRAM



1. Create a Clear Instagram Strategy

Like all things in life you've got to be prepared to put in a lot of time and effort if you want to reach your goals. Becoming popular on social media is not an easy job! But creating a clear Instagram strategy will help you big time. Think about what you want to achieve, by doing this it can help target and attract followers who are interested in your niche, whether its travel, photography, blogging or anything!

Make sure to:

- Research your competitors - analysing and following their success can really work in your favour. See what they are lacking and apply that to your account. Research the frequency they post, what hashtags they use and the type of captions they use.
- Decide your focal point and be different - a compelling focal point will help you stand out from others. People who are already following 10 of the same niche Instagram accounts are unlikely to engage well in yours too. Make your Instagram attractive and unique, instead of posting pictures of anywhere and everywhere, focus on a smaller niche that you have lots of knowledge in.
- Set realistic and motivational goals - every month we set a goal that we have to reach. It may be averaging 2,000 likes on each post or a certain following. By doing this it will motivate you to increase your social media presence.

**"BECOMING POPULAR ON
SOCIAL MEDIA IS NOT AN
EASY JOB! "**



2. Post High Quality Pictures

People will not follow you if your Instagram account doesn't look appealing or creative. Posting high quality photos will attract more people to your profile. Compared to a blurry image, which doesn't look professional, and it does not exactly helping your brand image for your blog or website.



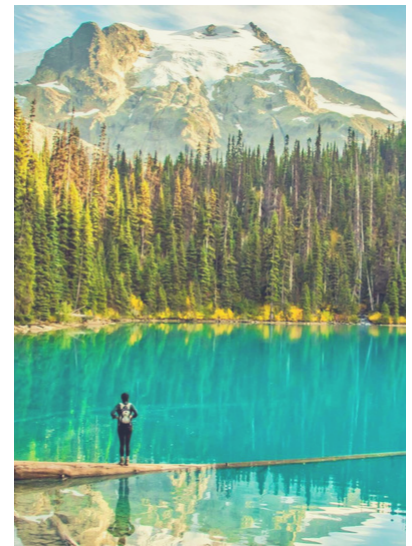
3. Stick to one or two topics

This links back to choosing your focal point. This means if you are uploading travel pictures and people start following you they are not interested in your dog or family pictures. There is nothing wrong with uploading them, but you will probably not catch the eye of someone who is roaming Instagram for cool travel snaps, and you run the risk of a vast amount of people unfollowing you. Only uploading travel related pictures can limit your reach. That's why a lot of large Instagram accounts stick to around two primary topics. For example, you can post photos of travel and food, or travel and luxury living. Their reach is obviously bigger, as different followers are following for different reasons.



4. Find the best time to post

This is so important to earning high engagement and to even gain more followers on Instagram. You don't want all your loyal followers to be asleep or at work when you post. The most effective way of determining the best time to post on Instagram is by testing how your photos perform at different times of day and week. If you notice that photos you post in the mornings are consistently earning you more likes, comments, or followers than those posted in the afternoon or evening, then make sure to post a peak times. We've found the best times to be during the morning and late evening, but this may be different for your followers depending on what time zone you're in.



5. Post consistently (preferably the same time every day)

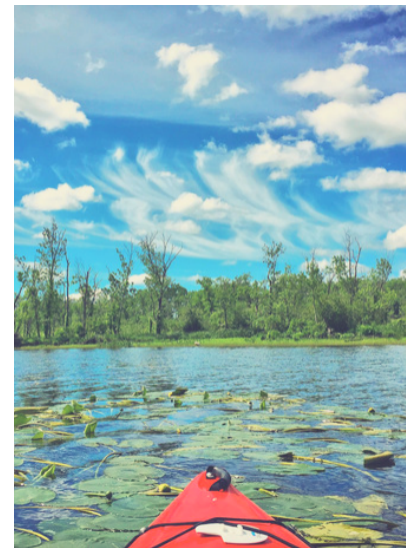
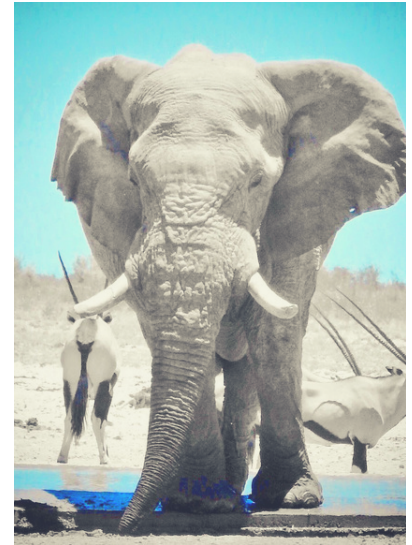
There is no magic number that you should be posting everyday. We recommend a minimum of once a day and maximum of three a day. Theoretically, the more often you post the higher your chance of getting noticed to potential followers. However, posting too often will start to annoy your followers, and you may run the risk of losing some, due to spam. Your followers want to see content from you, as after all, that's why they followed you in the first place. Don't leave them hanging by posting on an inconsistent basis.

By posting at roughly the same time everyday, your followers will get to know this and be active at those times. We've noticed this a lot with ours and as a result we try to post at the same time everyday, which has really boosted our likes and comments for each post we publish and has even helped us gain more followers on Instagram.

6. Use relevant hashtags

Without any hashtags you will not get noticed and future followers won't be able to find your photos. Using hashtags seems simple, but we see that 90% of Instagram users have no clue what they are doing when it comes to hashtags. Using relevant hashtags is so important, a travel blogger would gain no benefit by using the hashtag #amazingkitchens. Similarly the hashtag #travel is so over saturated (over 150 times a minute!) there would be no use using this hashtag either, as even after 10 seconds of publishing your post would be way too far down.

The best way to get noticed by a wide range of Instagram users is to be featured in the top 9 pictures for a certain hashtag. If you click on a hashtag you will be shown the most popular photos on Instagram for the day with that exact hashtag. Analyse your hashtags! Are you going to make it to the top 9 photos? No, then try to find other hashtags that might be a little less popular but where you at least will be highlighted. Of course for smaller accounts this is very hard as the most hashtags related to your topic are used many times and have a high engagement rate, but starting somewhere will help you grow in no time, and we suggest using the maximum 30 hashtags on every post for full engagement. Create your own hashtags that your audience and followers will want to get engaged with. We created the hashtag #luxurybackpacking, and since starting we have had over 2,000 people use the hashtag on their photos! This will create a strong sense of community, and in no time others will start to join your tribe too!



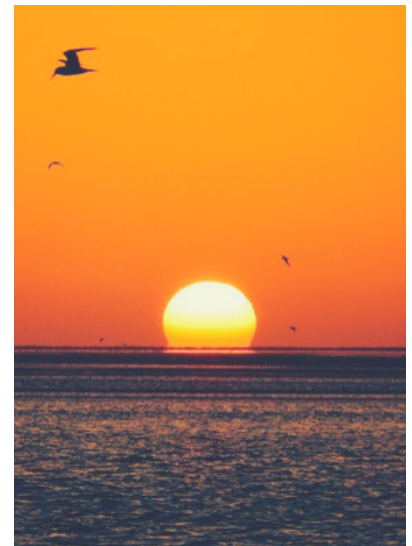
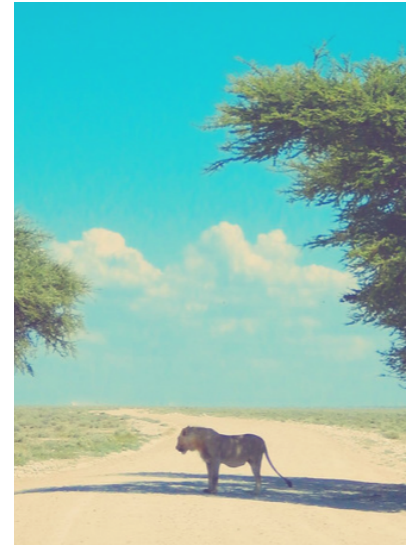
7. Engage with your followers and similar accounts

High engagement is just as important as gaining followers. You don't want hundreds of followers, but only a small handful are actually liking and commenting on your pictures. The higher your engagement is, the bigger the chance that you will get noticed on Instagram with large accounts. As a result, you will gain more followers on Instagram. Interaction with your Instagram followers and other Instagram accounts is therefore very important. Like back, go to their profile like some of their pictures and simply thank them for commenting. Maybe they asked a question? Make sure to answer it back. Followers will appreciate it and you will build up a more personalised relationship with them.

Make sure to always add a location to your photo, as this will automatically gain a higher engagement rate. People in this location are likely to search this, or famous places will get a lot of engagement. Users that search for a specific location are also interested in a certain topic, so always add the location!

8. Create engaging captions

Always write a well thought out caption. For example, describing where the place is, what happened, and ask a question. This will encourage followers to comment on your post, making it more visible to potential followers.



9. Follow users who follow similar accounts to yours

Don't go overboard on this one, as you can get banned if you follow too many people at once. There is a follow limit of 7,500, but we don't advise you get to that. This is a really great way to increase your Instagram following, as users who follow similar accounts to yours will nearly always be interested and follow yours too. We suggest researching quite a few accounts, and then follow users on the accounts that have the highest engagement rates, for example likes to follower ratios.

10. Join comment pods

We've found comment pods to be an excellent and organic way of gaining more followers. It is also a great support system of likeminded people, where you can gain knowledge and experience from the best. The easiest way to join comment pods is by messaging other accounts in your niche if you can join one of theirs, or going on Facebook groups and asking there. We advise you reach around 3,000 followers before doing this and standing a chance of getting accepted into them.

11. Create an eye-catching bio

Before a potential user follows you, it's nearly guaranteed they will read your bio. A well thought through and eye-catching bio will increase the number of people who follow you. Make sure to introduce yourself, what you post about and create a grabbing punch line. Also don't forget to add your blog/website to your bio so people can check out your blog.

The following is what we use for our bio:



The screenshot shows a social media profile for 'luxurybackpacking'. The profile picture is a circular image of a tropical beach with a palm tree and a person in a yellow hat. The bio text reads: 'Emma ✨', 'Blogger', '👉 Follow me on FB + Twitter ✨', '🌍 42 countries', '✈️ Follow me around the world', 'Travel Blogger living in Straya 🇺🇸', 'Subscribe Here for a FREE E-Book 📖', and 'luxurybackpacking.net/'. The profile statistics show 500 posts, 55.5K followers, and 7,342 following. There are 'CONTACT' and 'Edit Profile' buttons.



12. Convert to an Instagram Business Profile

If you haven't done this yet, we suggest you do this now. It is a great way to for potential marketers to work with you through the contact button on your profile. You also get access to all your insights including: impressions, reach, profile views. It also shows your top performing posts meaning you can see the type of pictures your followers like compared to less performing ones. You can also see what days of the week your followers are most active and what cities/countries they come from! Pretty awesome if you ask us! Just head to settings and scroll down till you see 'Switch to Business Profile' and follow the steps required, easy peasy!

Follow us on Instagram:
@luxurybackpacking

Luxurybackpacking

SEO 101

12 TIPS

1. USE KEYWORDS

Keywords are the search terms that someone would use to find your content on google. Try not to focus on single words but phrases. So for example if your post is about "travel", think of your keyword as what someone might google (ex. How to save money to travel). Google has a nice tool to help you research keywords here: [Google Adwords Planner](#)

Some tips on using your keywords:

Meta description: This is the short description that pops up under your post's title in search results.

Your post URL: Include your keywords, separated by dashes in your post's URL

Post title: Also include your keywords in your post title. Super important.

Headlines: Google likes when you use short, easy to read paragraphs. Use headlines and include your keyword in at least one of these headlines.

First few sentences of your blog post: Include your keyword in the first few sentences of your post.

1-2% rule: Use your keyword in 1-2% of your total post's content. So if your post is 500 words, use your keyword about 5-7 times. However, be sure not to overuse your keyword. Google views this as spamming and it will have a negative effect on your content.

2. INBOUND LINKS ARE ESSENTIAL

An inbound link is when someone links to your content from another website. The better the site that links your content, the more SEO influence it gives you. So for example, if Lonely Planet or National Geographic link to your site, it makes you look more credible in the eyes of Google. Of course most won't have the opportunity to be linked by these giant sites however it is still valuable to get inbound links from any credible source.

Create great content: If people enjoy what you post and/or they find value in it, they are more likely to share it or link to it.

Write guest posts: When you write a guest post, you more than likely will be given the opportunity to include a link back to your own site. This is an excellent opportunity and will help you get inbound links from highly ranked sites. **tended to retain the water of a river or pond; in other places this may be called a levee.**

SEO 101

12 TIPS

3. COMBINE YOUR BUSINESS AND BLOG SITES TO ONE DOMAIN

Most business sites are static and updated infrequently with only a few pages max. Blogs on the other hand are typically updated frequently with hundreds of pages. By combining the URLs to a single site, your frequent and relevant quality blog posts will do wonders for your search engine rankings.

4. NARROW YOUR FOCUS

If Google can't pick out a clear focus from your blog post, it's not going to rank you highly in search results. Google is looking for the best content for search queries, so it generally seeks out the most specific, credible information.

5. USE CLEAN LINKS WITHOUT NUMBERS

The links to your posts can play a role in how highly they are ranked. The goal is to aim for clean links. Avoid the use of non-relevant numbers or code in your links. Ex. "xyz.com/money-saving-travel-tips" instead of "xyz.com/?p=23"

6. IMPROVE PAGE LOAD SPEED

Super important. IF your site is slow, Google will rank you slower. Google knows that people don't want to wait around while your homepage takes 10 seconds to load, so instead it will choose faster sites to appear first. Clean up your site by removing unnecessary junk from your sidebar, make sure your images are sized for web (800px wide or less).

7. DON'T FORGET YOUR IMAGES

Make sure to include your keyword in the description, title, and alt attribute settings for your images. Also, name your images something that relates to your post, such as "nepal-travel-guide.JPG" instead of "IMG_483.JPG"

SEO 101

12 TIPS

8. DON'T USE TEXT IMAGES IN YOUR DESIGN

Wherever you can, always use text, rather than images. For example, don't use a navigation menu, category buttons, or an 'about me' on your site that is saved as an image. As smart as Google is, it can't read your images, so that very important text is getting completely skipped over.

9. USE AN SEO PLUGIN LIKE YOAST

Yoast helps you to make sure that you're using keywords in all the right places. It also has a neat "page analysis" tab under each post, which lets you know what you did well and what you could improve.

10. WRITE LENGTHY ARTICLES

Your posts should be at least 300 words long, but more is certainly better. If you have tons of too-short posts, Google will assume you're not including enough useful information and will rank you lower.

11. ADD FRESH CONTENT REGULARLY

Google wants to share the freshest, most useful content, and favors sites that are constantly sharing new posts and articles. Aim to blog at least once a week, but the more the better!

12. LINK TO PREVIOUS POSTS WITHIN NEW POSTS

Be sure to link back to your older posts when writing about similar topics. This leads search engines to believe you're an authority in your field, as you've accumulated a lot of great content on a specific topic.

Credit: Melyssa Griffin, "12 Top SEO Tips"
melyssagriffin.com



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It's a pretty awesome group of travelers! Click below!

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