



20 Travel Blogging Story Ideas

- 1 Blog "Round-up."** Highlight a few of your favorite blogs (be sure to mention why they're worth reading and share the links). There's nothing like a bit of goodwill in the blogosphere. Link to others and watch your own follower numbers rise.
- 2 "How To..."** Instruct your readers on how to pack efficiently, how to select a great suitcase, how to speak basic phrases in Mandarin. (The "how to" never gets old.)
- 3 The "Searchable List."** Think of phrases that other people will type into search engines, like "Best Pizza Restaurants in Toronto." Then, structure it as a list post: "10 Best Boutiques in the East Village."
- 4 Do a Review.** Been out for dinner? On a spa weekend? Taken a flying lesson? Review your latest travel experience.
- 5 Questions and Answers.** Do your friends ask you the same travel questions...over and over? Maybe it's about travel reward cards...how to get around luggage restrictions...or how to experience a place like a local. Write a list of FAQ's and their answers.
- 6 Travel Anecdote.** Write about a funny, inspiring or entertaining situation that you found yourself in during your travels.
- 7 A Picture Speaks 1,000 Words.** Post your images (the shorter the narrative the better) ... people love these.
- 8 Inspire With Quotes.** Post some of your favorite travel quotes. Use software like Gimp, Photoshop, or ShareAsImage to create beautiful images from these quotes.
- 9 Your Spin.** Write about news that's happening in a particular part of the world and your personal reaction to that news, based on your experience.
- 10 Poll the Readers.** Once you develop a readership, ask your readers some questions and follow up with a post detailing the results.
- 11 Answer Reader Questions.** Eventually, your readers will e-mail you with questions. Post these (keeping the reader anonymous) along with your answer.
- 12 Look To The Past.** Share myths and legends from other cultures. Comment on why these stories are relevant today.
- 13 Plug Your Hometown.** Travel happens even in your own backyard. You're the most qualified person to write about it.
- 14 Get Cooking.** Share a recipe, but don't just write the formula. Describe your experience in creating the recipe. Write it with commentary and personality...and add photos.
- 15 Interview The Experts.** Ask if you can interview other travel bloggers, and post these transcripts to your blog. As a bonus, you'll make connections and increase your network!
- 16 Book Review.** Recommend a travel book that you particularly loved. Include a link to Amazon where your readers can buy a copy.
- 17 Share Your Goals.** Help inspire others by writing about your personal goals -- whether it's a destination you want to visit or a marathon you want to run. Include details of how you plan to achieve this.
- 18 The "Follow Up."** Look through your archives, find an older post you've written, and expand on one particular idea or story that's contained within the post.
- 19 The "Reactionary Post."** Read another blog that made you think? Write your response as a blog post and include a link to their site.
- 20 The Week In Review.** Write about the 3-5 best blog posts that you've read within the previous week. Include a link to each post, along with a paragraph or two explaining why you enjoyed the article so much. (Again, this will help boost your own profile.)