



*Dream of
Travel Writing*

Best Practices When Writing on the Web for Travel Companies

by Gabi Logan, founder of Dream of Travel Writing

A blurred background image of a coffee shop table. In the foreground, there is a white cup of coffee on a saucer. To the left, a smartphone is visible. In the background, there is a vase of purple flowers and a laptop. The text "Today, we're going to talk about..." is overlaid in the center.

Today, we're going to
talk about...

1. What does the difference between your blog and a company blog boil down to

2. The 5 rules for keeping your blogs in the zone when blogging for others

3. Structure, style, and knowing the rules so you can break them

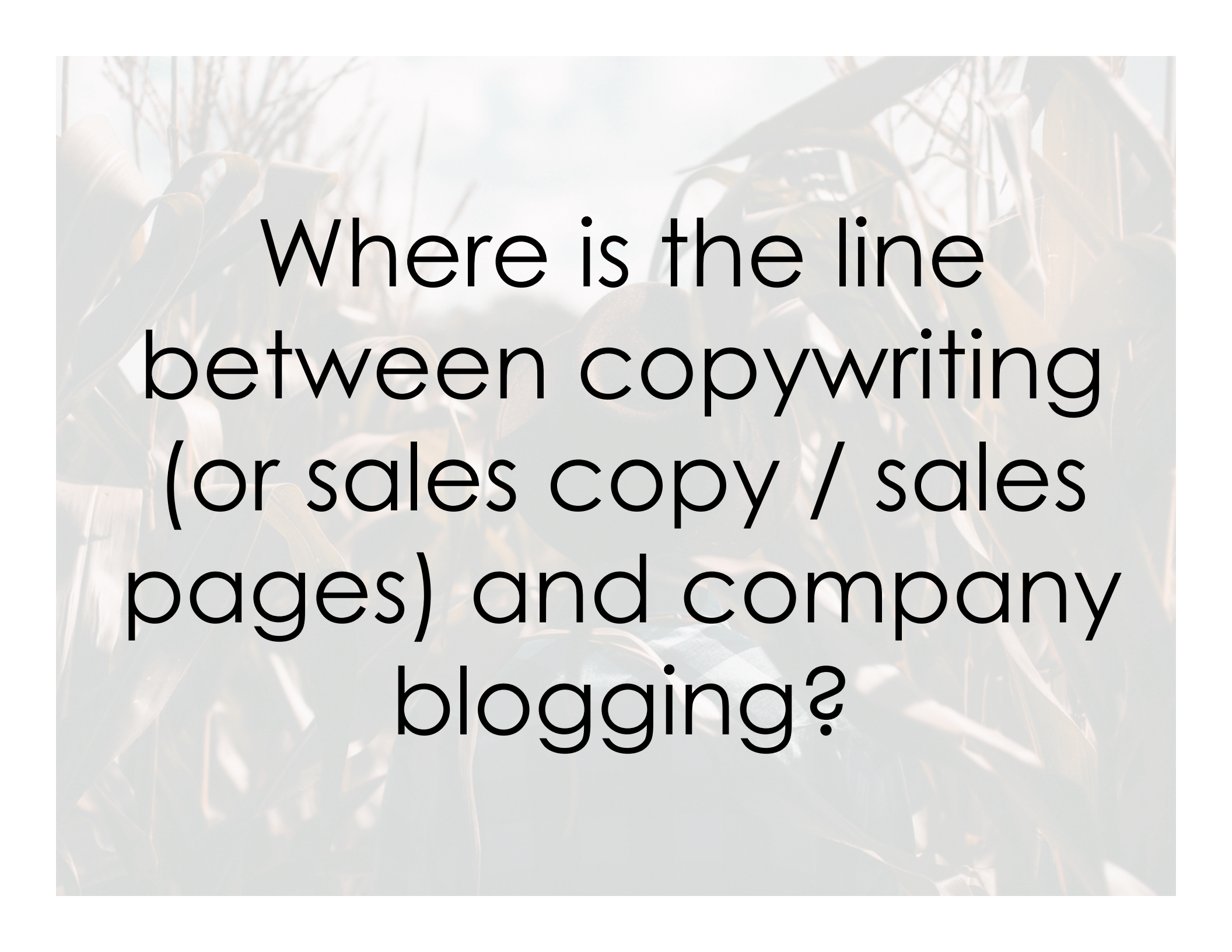




Before we get this train moving...

What is the real difference
between personal blogging and
company blogging?

The difference
between *formal* &
professional, and
why professional and
conversational can
(and should) still be
friends



Where is the line
between copywriting
(or sales copy / sales
pages) and company
blogging?

5 Laws of Persuasive Blogging

1. The Law of Value
2. The Law of Headlines and Hooks
3. The Law of “How To”
4. The Law of the List
5. The Law of the Story

- Brian Clark, Copyblogger

The background is a soft, out-of-focus photograph of a desk. On the desk, there is a newspaper with the word 'FEEL' and 'AT HOME' visible. To the right, a glass vase holds several pink flowers. In the foreground, the legs of a wooden chair are visible. The overall scene is bright and airy, with a light beige or cream color palette.

Let's Break This Down

Is this post really providing value to a reader?!

- Think about the majority of company “blogs” or web content
 - Don’t forget; on company and tourism board sites, blogs don’t always look like blogs
 - City guides for airlines
 - Itineraries for Mastercard or Hertz
 - Often sideways, but always valuable

Heading Off Headline Issues

- best performing are long
- incite curiosity WHILE clarifying benefit
- let's collectively banish the encyclopedia, especially on client blogs
- Start with the 4 U's:
 - Useful
 - Urgent
 - Unique
 - Ultra-Specific
- the **right way** to do subheads (mini headlines)

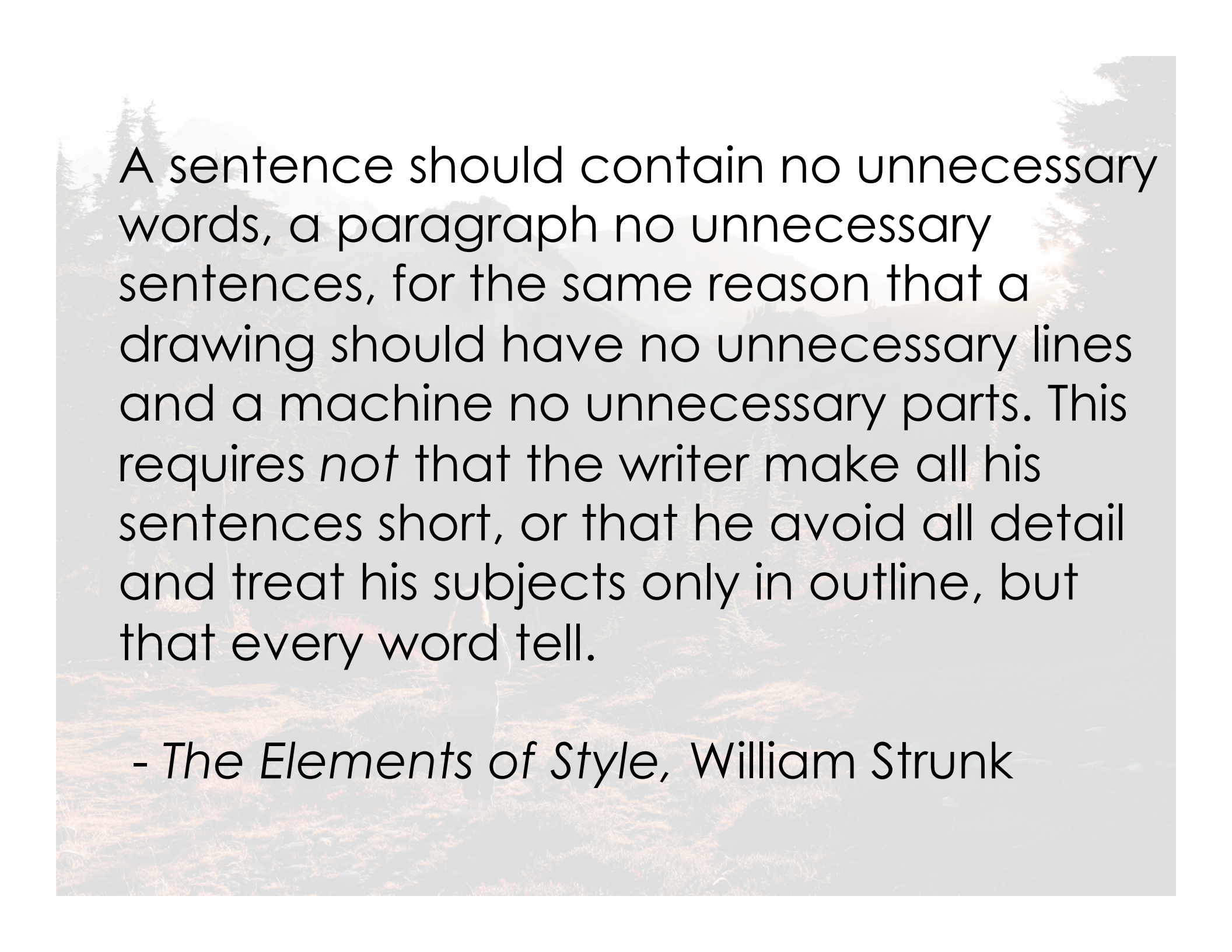
How To Do How To for Travel Companies

- “If you feel like you’re giving away too much, you’re on the right track”
- Customers need to know what they’re getting:
 - **Tours:** describe exact tour and what they’ll see (reference place in Long Island no one has heard of and no pictures)
 - **Destinations:** not restrictive to give people exact itineraries—makes them buy into the destination and then want to create their own
 - **Concierge travel planners:** not bad to give away one specific hotel or meal through description, they might book it themselves, but those people wouldn’t book with you anyway, rest will value your discretion

We're so bored of list posts right. So why write them?

- Clarity.
- Forces you to writing in a readable framework
- Offers many options
- See #2





A sentence should contain no unnecessary words, a paragraph no unnecessary sentences, for the same reason that a drawing should have no unnecessary lines and a machine no unnecessary parts. This requires *not* that the writer make all his sentences short, or that he avoid all detail and treat his subjects only in outline, but that every word tell.

- *The Elements of Style*, William Strunk

More on writing structure, specifically on the web

- visuals matter
- make sure you have a (as in ONE) point
- job of the sentence: get reader to read the next
 - but are you taking that seriously?
- narrow to large: anecdote to big picture lesson
- sentence type, length, and variance
- paragraph type, length, and variance

Hey there, fellow freelance blogger!

My name is Ramona Lawrence.

I'm a freelance blogger for hire, but I also do tarot readings.

My most recent reading was unusual though.

I had done it on myself; however, I realized that it could easily apply to you as well. Yes, *you*, fellow freelance blogger. No, really! Humor me.

Let me take you through your freelance blogger's tarot reading... [\[Read more...\]](#)

There's nothing better than a great app or computer program that makes work quicker, easier and more fun. From a simple alarm clock to the most specialized email management software, the right app can not only keep you organized but help you enjoy your time at work.

As a freelance blogger, you're already familiar with the most essential programs and tools of your trade: Microsoft Word, Google Docs, OneDrive, WordPress and Grammarly. If you're like most people, however, it's easy to get stuck in a technological rut and stop trying out new things after awhile.

You've got a lot on your plate as a blogger, in terms of coming up with creative ideas, meeting deadlines and organizing your accounts, and chances are you aren't making use of the some of the best tools out there. If you're a fan of technological assistance, the following apps and tools could help you stay on top of it all. [\[Read more...\]](#)

Think back to your first week as a new driver. You drive so automatically these days you can't really remember how nervous you were, how proud you felt, and how hard you tried not to crash the car.

It's become an automatic behavior. The more we repeat actions, the better we become until we don't even think about them.

They just happen.

When you get in your car and hit the road today, you perform a number of actions without realizing it. They're the same actions you painstakingly performed as a new driver, determined to do a good job.

Now they're not worth thinking about.



But wait! There's another option.
(die, lists!) The story blog post!

- MRI imaging studies show that views have emotional not information responses to viewing brand content
- What kind of stories can your brand tell? What kind of stories can you tell for them?
- Can they be sideways? What about EGGGGGSAMPLES!
 - complete
 - applicable to other situations
 - can grow into a lot of different conclusions for different readers (not force-fed)

Thanks so much
for joining us today!

It was a pleasure chatting
travel writing with you 😊

Have a follow up question on this webinar? Email questions@dreamoftravelwriting.com and we'll cover it in an upcoming webinar or in our Monday reader mailbag post on the Six-Figure Travel Writer blog.

