

Traverse

ROTTERDAM. MAKE IT HAPPEN.

**ROTTERDAM
PARTNERS**

T R A V E R S E 1 8

INTRODUCTION

Detailed trip itineraries and practical travel advice to help independent travelers plan worry-free trips.



[ABOUT](#) [BLOG](#) [BELGIUM](#) [OTHER DESTINATIONS](#) [RESOURCES](#) [PRESS](#) [CONTACT](#) [SEARCH](#)

WHAT IS THIS ALL ABOUT?

Hi! I'm Sofie. I launched Wonderful Wanderings - this travel blog - in the summer of 2012 while I was still working a regular 9-to-5. I needed a creative outlet and decided to combine my passion for writing and travel to **help people travel in a better prepared and more confident way**. Little did I know that I'd quit my job to do this full-time less than 3 years later!

If you're looking for **detailed trip itineraries, personal travel stories and practical information to plan your next vacation**, you've come to the right place.

[>>> Tell me more <<<](#)



USE MY FAVORITE BOOKING SITES



SEE WHERE I'VE BEEN



SHOP MY FAVORITE TRAVEL GEAR





CULTURAL TRAVEL & SELF-DEVELOPMENT BLOG

[BLOG](#) / [DESTINATIONS](#) / [TRAVEL REVIEWS](#) / [TIPS & ADVICE](#) / [GIFT GUIDE](#)



LATEST POSTS

The Travel Tester shows you authentic, immersive experiences & products that lead to self-development:



Finland Travel Guide / February 16, 2018

ONE DAY IN HELSINKI, FINLAND? SEE THE HIGHLIGHTS WITH THESE TIPS



Blogging as a Business / February 13, 2018

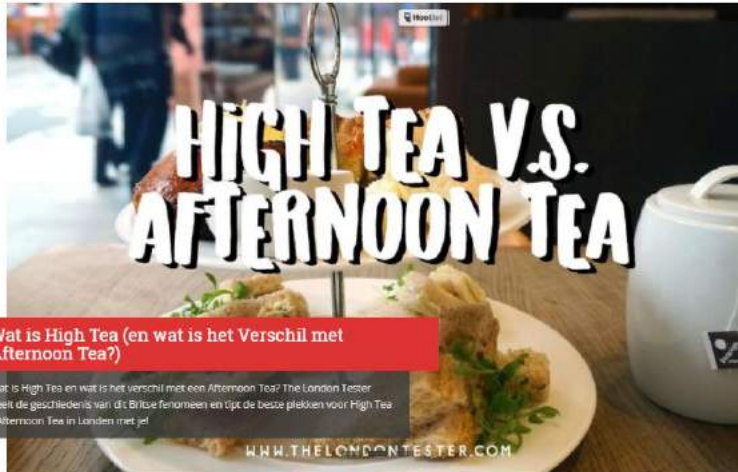
BLOG BRANDING, TARGET AUDIENCE & CREATING COMMUNITY – THE BEST INSIGHTS FROM TRAVEL BLOGGING CONFERENCES IN THE LAST 5 YEARS! [2/10]



Self-Development / February 9, 2018

WALKING MEDITATIONS: INTEGRATE MINDFULNESS INTO YOUR EVERYDAY LIFE WITH EASE! [SPACE NATION ORBIT BLOG]

Bilingual Language Blogging - Sofie @WondWand & Nienke @TheTravelTester #Traverse18



MIND THE GAP - Updates van The London Tester

+ GRATIS EBOOK & VIP BIBLIOTHEEK

Trip Planning Londen || Engeland, Wales, Schotland, Noord-Ierland & Kanaaleilanden



Laatste Berichten:

Search

THE LONDON TESTER



Sinds 2013 reizen wij (Nienke & Nick) in Londen en we hebben onderzocht honderden tips om met je te delen!

[LEES MEER OVER ONS](#)

PROS

- REACHING MORE/SPECIFIC PEOPLE



- REACHING MORE/SPECIFIC PEOPLE
- BIG FISH, SMALL POND / BEST OF BOTH WORLDS



- REACHING MORE/SPECIFIC PEOPLE
- BIG FISH, SMALL POND / BEST OF BOTH WORLDS
- WORKING WITH BRANDS
-
-
-

- REACHING MORE/SPECIFIC PEOPLE
- BIG FISH, SMALL POND / BEST OF BOTH WORLDS
- WORKING WITH BRANDS
- TARGETING READERS
-
-

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-

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- INTERNATIONAL PARTNERS

CONS

● SOCIAL MEDIA USE IN SPECIFIC COUNTRIES



- SOCIAL MEDIA USE IN SPECIFIC COUNTRIES
- CONFERENCES & NETWORKING
-
-
-

- SOCIAL MEDIA USE IN SPECIFIC COUNTRIES
- CONFERENCES & NETWORKING
- USE OF TIME
-
-

- SOCIAL MEDIA USE IN SPECIFIC COUNTRIES
- CONFERENCES & NETWORKING
- USE OF TIME
- MORE DIFFICULT TECHNICAL SET-UP
-

- SOCIAL MEDIA USE IN SPECIFIC COUNTRIES
- CONFERENCES & NETWORKING
- USE OF TIME
- MORE DIFFICULT TECHNICAL SET-UP
- SEO - SEARCH ENGINE OPTIMISATION

CHOOSING

- GOALS



- GOALS
- TIME NEEDED?
 - NUMBER OF POSTS
 - TRANSLATION / REWRITING
 - SOCIAL MEDIA
 - TESTING

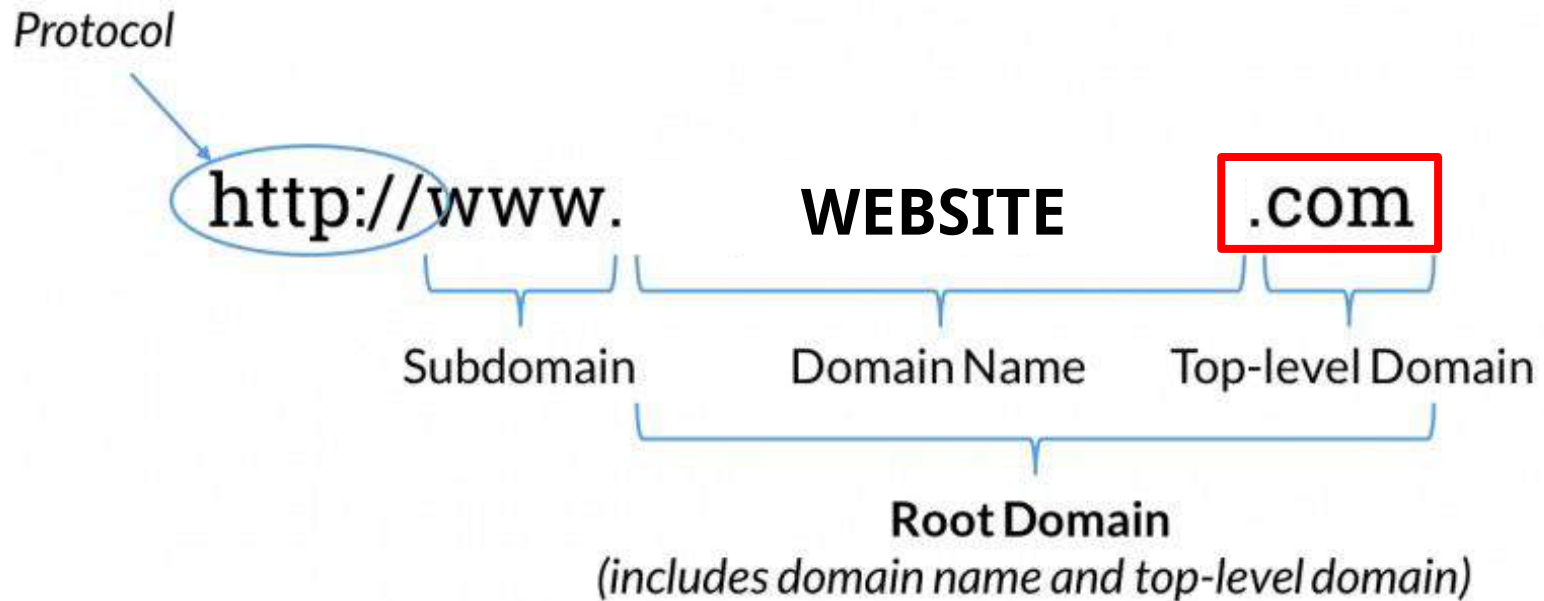


- GOALS
- TIME NEEDED?
 - NUMBER OF POSTS
 - TRANSLATION / REWRITING
 - SOCIAL MEDIA
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- WHAT WILL YOU TRANSLATE?
- -
 -
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- WHAT WILL YOU TRANSLATE?
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 - EMAILS
 - COMMENTS ON SOCIAL MEDIA
 - NEGOTIATIONS WITH BRANDS
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- MONETIZATION

SUBDOMAIN V.S. SUBFOLDER



● TOP-LEVEL DOMAIN (1ST LEVEL)





Search Console

[Try the new version of Search Console](#)

[Dashboard](#)

[Messages \(2\)](#)

▸ [Search format](#) ⓘ

▼ **Search traffic**

[Search analysis](#)

[Links to your site](#)

[Internal links](#)

[Manual actions](#)

[International targeting](#)

[Mobile usability](#)

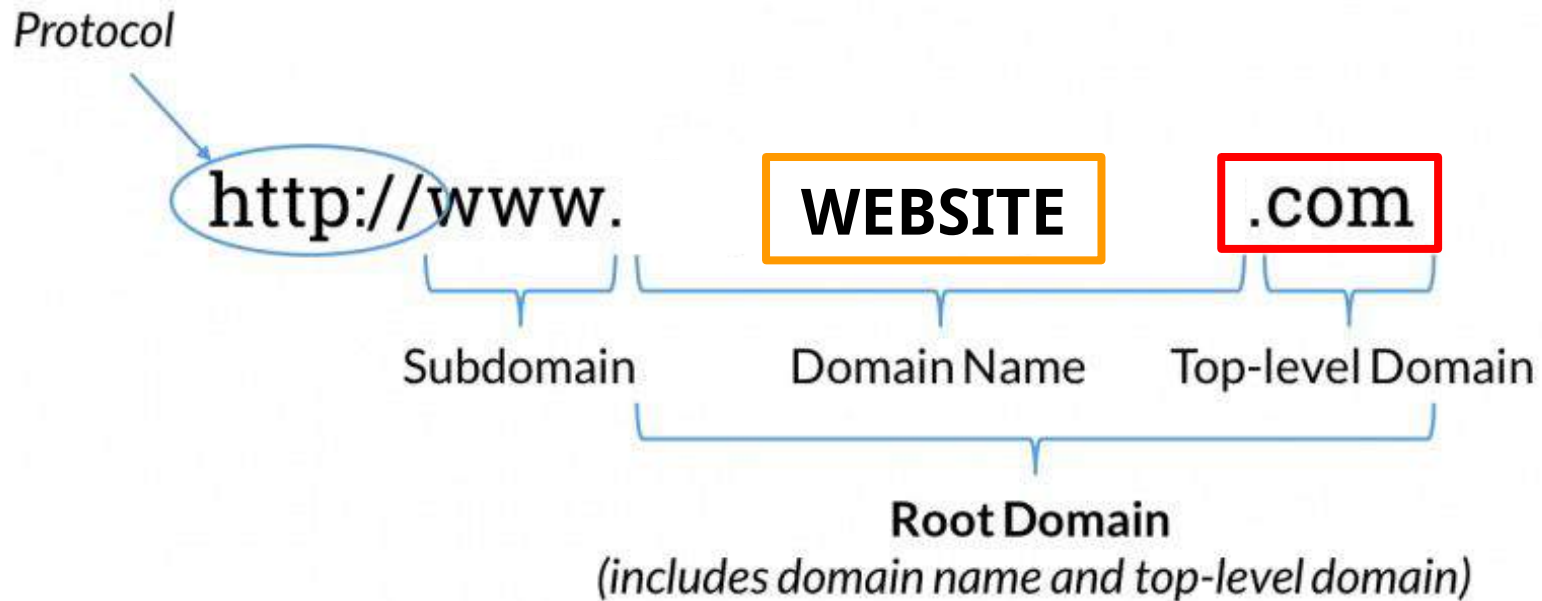
International targeting

Language

Country

Target users in: **The Netherlands** ▼

Do you want customers to easily find you on Google Maps? and much more. [Add your business to Google Maps](#)



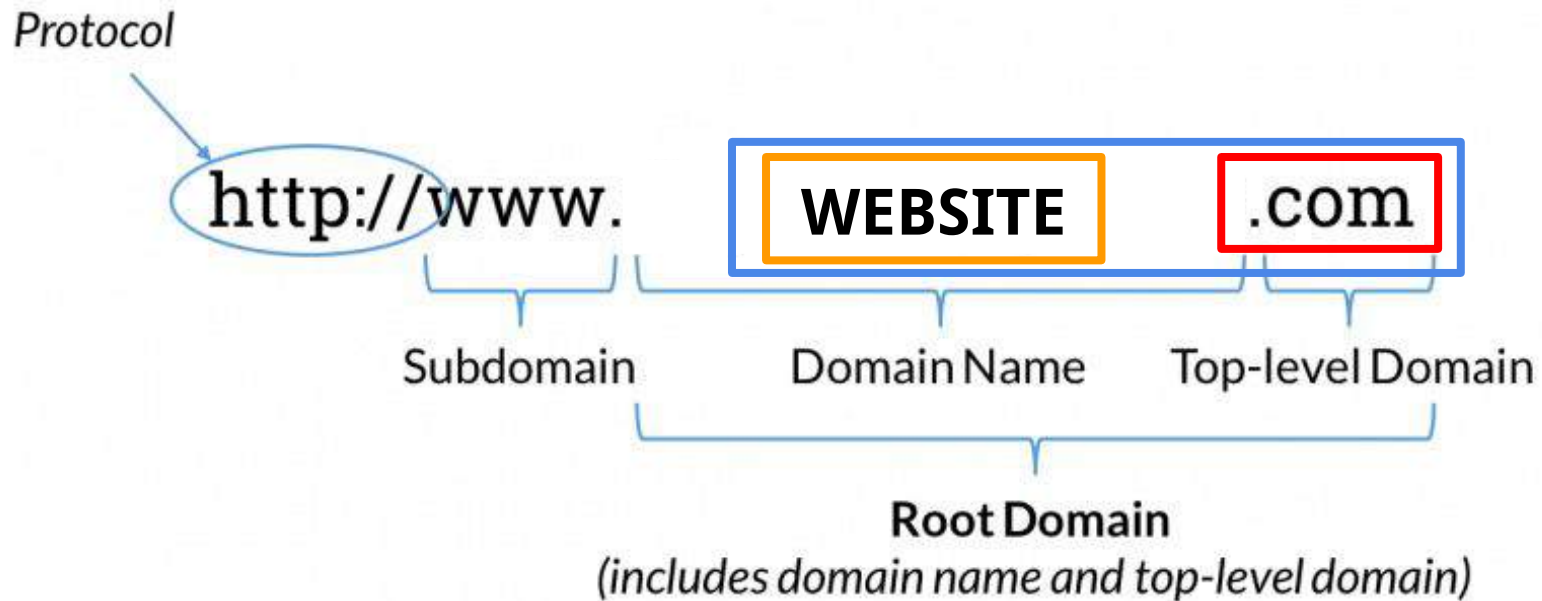
- **TOP-LEVEL DOMAIN (1ST LEVEL)**

- **DOMAIN NAME**

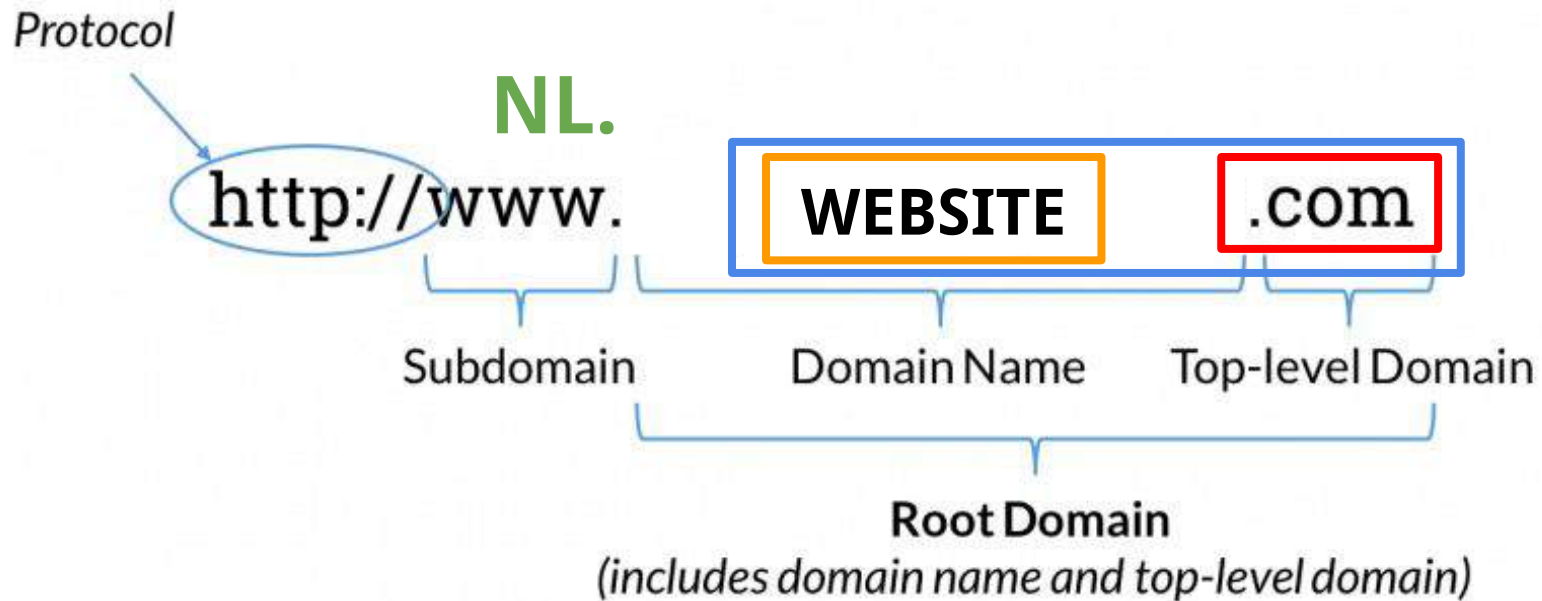
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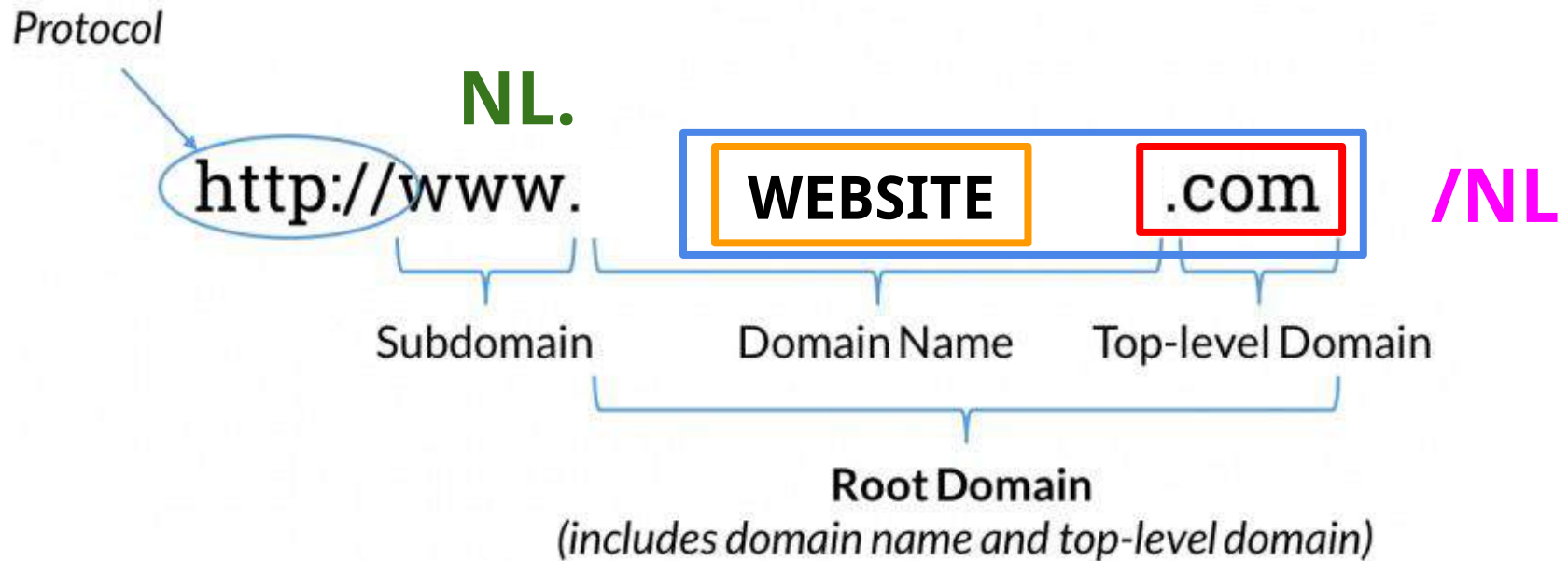
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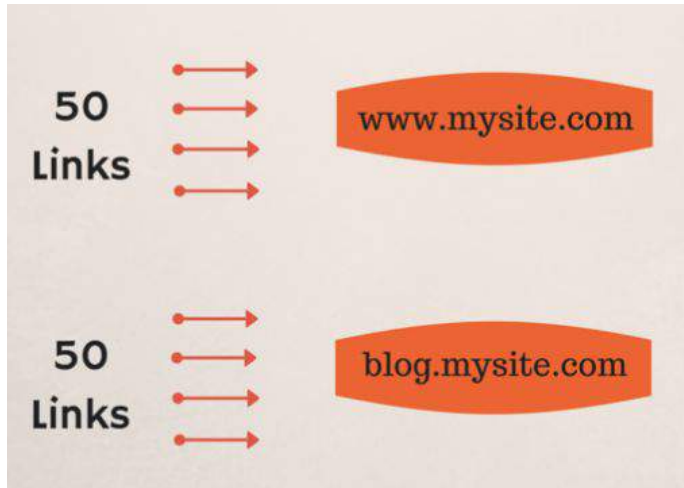
- **TOP-LEVEL DOMAIN (1ST LEVEL)**
- **DOMAIN NAME**
- **ROOT DOMAIN (2ND LEVEL)**
-
-



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-



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- **DOMAIN NAME**
- **ROOT DOMAIN (2ND LEVEL)**
- **SUBDOMAIN (3RD LEVEL)**
- **SUBFOLDER**



SUBDOMAIN



SUBFOLDER

TECHNICAL SETUP

- QTRANSLATE
- XILI-LANGUAGE
- TRANSPOSH
- STELLA
- GOOGLE TRANSLATE WORDPRESS PLUGIN
- MULTILINGUAL PRESS
- POLYLANG
- **WPML**

TRANSLATING CONTENT

- WHO WILL TRANSLATE?



- WHO WILL TRANSLATE?
- ADJUSTING CONTENT TO AUDIENCE
-
-
-
-

- WHO WILL TRANSLATE?
- ADJUSTING CONTENT TO AUDIENCE
- NATIVE LANGUAGE FIRST OR NOT?
-
-
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- WHO WILL TRANSLATE?
- ADJUSTING CONTENT TO AUDIENCE
- NATIVE LANGUAGE FIRST OR NOT?
- BRITISH V.S. AMERICAN ENGLISH



Dutch

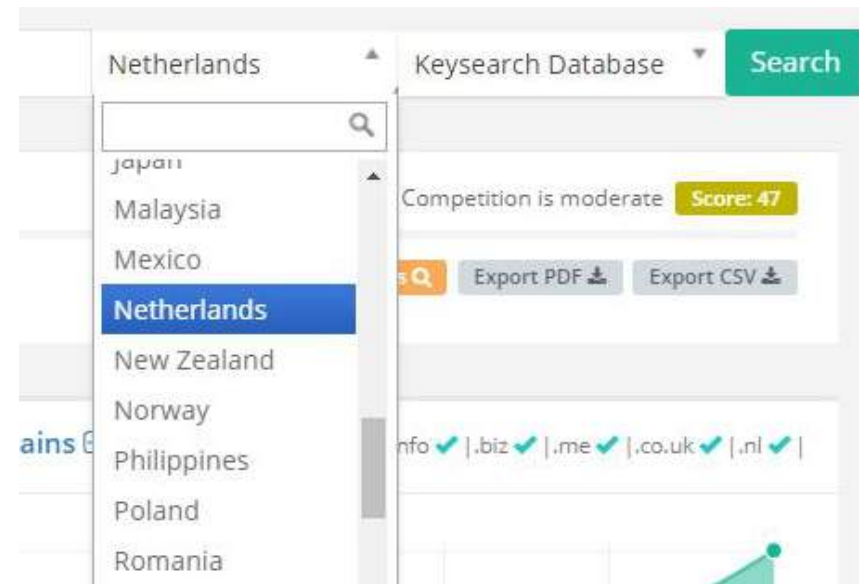


UK



US

- WHO WILL TRANSLATE?
- ADJUSTING CONTENT TO AUDIENCE
- NATIVE LANGUAGE FIRST OR NOT?
- BRITISH V.S. AMERICAN ENGLISH
- KEYWORD RESEARCH
-



- WHO WILL TRANSLATE?
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- NATIVE LANGUAGE FIRST OR NOT?
- BRITISH V.S. AMERICAN ENGLISH
- KEYWORD RESEARCH
- WHAT ELSE TO TRANSLATE?

EMAIL MARKETING

- CUSTOMER SUPPORT



- CUSTOMER SUPPORT

- LISTS AND FORMS

-

-

-

Form builder

Forms and response emails

Signup form ▾

Let subscribers pick email format (Plain-text or HTML)

Signup form URL



Build it Design it **Translate it**

Auto-translate



Set default language

Dutch ▾

Text direction

Left-to-Right ▾

This will set the "dir" attribute in the html tag for the entire form.

Dutch

Default english translation

City

Click here to update your profile

- CUSTOMER SUPPORT
- LISTS AND FORMS
- EXTRA WORK
-
-

- CUSTOMER SUPPORT
- LISTS AND FORMS
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- TIME ZONES
-

- CUSTOMER SUPPORT
- LISTS AND FORMS
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- BRAND PARTNERS

SOCIAL MEDIA

- ONE ACCOUNT OR TWO?
- TWO LANGUAGES IN ONE UPDATE OR TWO SEPARATE UPDATES?
- ALTERNATING BETWEEN LANGUAGES?
- ALL PLATFORMS OR JUST SOME?

TRACKING

- **GOOGLE ANALYTICS**

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- GEOGRAPHICS: e.g. Netherlands vs Belgium

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- WHO READS WHAT LANGUAGE?

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- GEOGRAPHICS: e.g. Netherlands vs Belgium
- WHO READS WHAT LANGUAGE?
- ENGAGEMENT ON SOCIAL
- NEWSLETTERS: traffic vs subscribers
- SURVEY: ask them!

CONCLUSION

● WHAT ARE YOUR GOALS?



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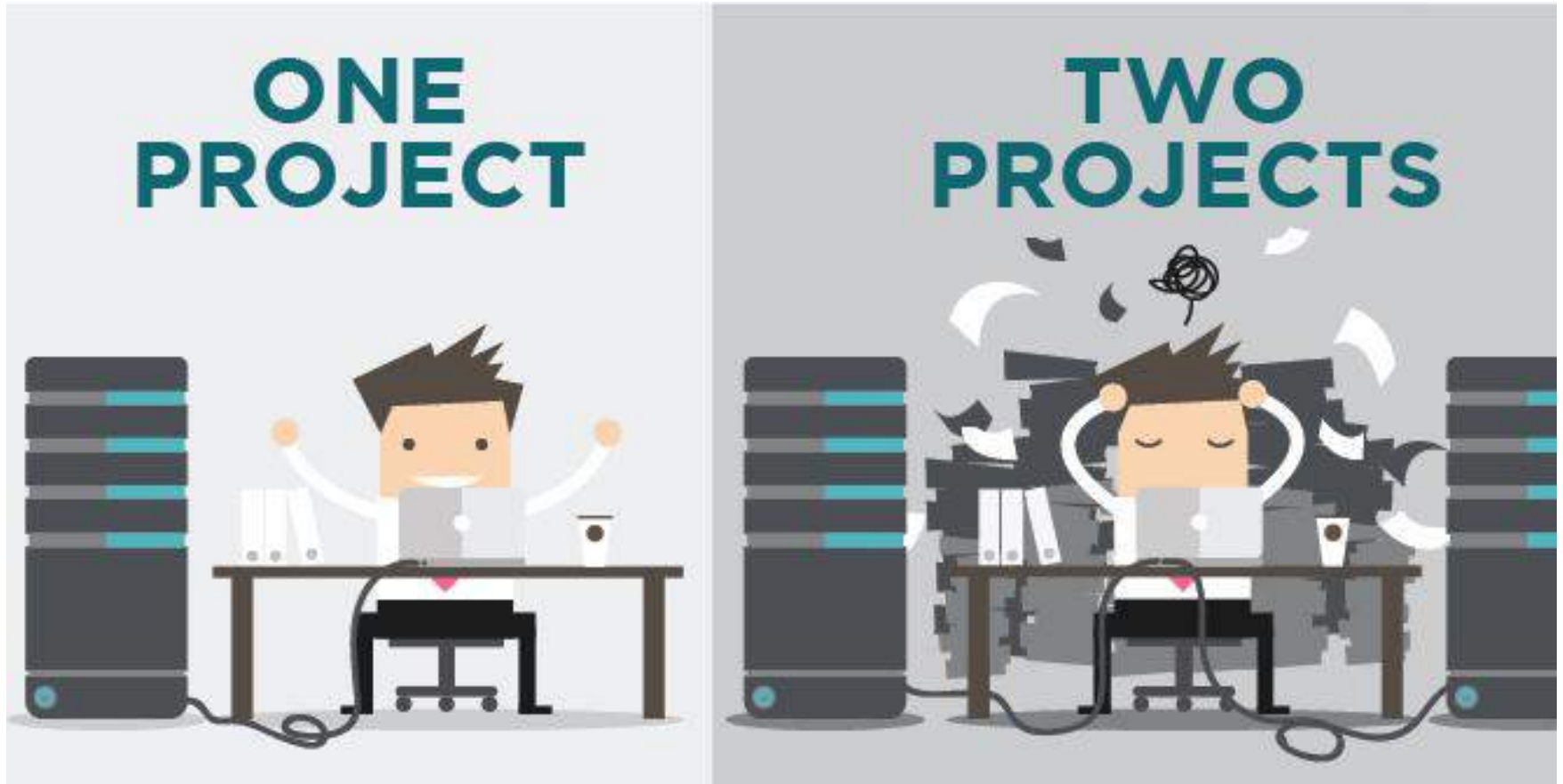
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- MAKE A SOCIAL MEDIA PLAN
- TRACK WHAT WORKS!

DON'T FORGET TO HAVE FUN :)



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