

Traverse

Traverse Blog Guidelines

At Traverse we're always looking to highlight outstanding digital content and talented content creators (as well as help content creators improve their skills of course!).

If you feel you can produce some superb content that deserves highlighting (and fits with our guidelines) and promoting to Traverse's audience, we'd love to consider publishing it.

We are looking for exceptional content, with some beautiful photography (or videography) that really showcases your work and talents as a content creator. We want the content to be unique, original and sometimes innovative or thought provoking.

We're planning on three main categories for these posts; **Travel**, **Trends** and **Tech**. It is important that all posts for the blog fit with our audience and what they want to experience and read.

With this in mind, please see some more information as well as example blog post titles below for each category.

Travel

- Remote Working
- Tech
- Influencer Related
- How To's

Example Posts

- Why Langkawi Will be the New Freelance Hub of SE Asia
- Macao: A YouTuber's Dream
- Princess Cruises for Influencers – perfect for seeing Europe
- Showcasing Photography from the Philippines
- Packing for a year on the road as a digital nomad
- Madeira as a Digital Nomad
- How working from home boosted my productivity
- How I've vastly improved my videos whilst traveling
- How I create amazing Instagram stories on the road
- Making money as a digital nomad
- How I moved from being part time to full time content creator
- Why sometimes having a base is better than being a total nomad
- How leaving my 9 to 5 gave me my health back

Trends (social and digital)

- Changes to the digital industry
- Comparing social platforms
- Opinion pieces
- The future of influencers

Example Posts

- Top 10 mistakes Instagrammers make
- YouTube vs Facebook – who will win in video?
- Millennial Travel Trends – who is booking what, and why?

Tech and Innovation

- New products on the horizon
- Opinion pieces
- Reviews and comparisons

Example Posts

- iPhone XI review, the best phone for travel?
- Alternatives to a bulky DSLR for long term travel
- Innovations that will change travel tech in the next 12 months
- How apps are changing the surf culture
- How these apps boosted my productivity

Post Guidelines

It is important that each post fits with the planned style, please see the below recommended guidelines:

- Posts to be between 800 and 1,500 words (unless lead by image or video)
- Each post to include one high resolution header image (1920 × 1280) as well as a secondary image for the body of the post (as a minimum)
- A 500x500px profile photo
- Up to 200 word author bio
- Links to website, social media profiles

Our Rules

Please be aware that we won't publish content that we feel:

- Isn't suitable for our audience
- Don't comply with the topic guidelines
- Isn't of the right quality or is duplicate content
- Is written solely to obtain SEO backlinks. All links should be highly relevant to the content that is created. If we feel the content is created with the sole purpose of gaining backlinks it won't be accepted. We are happy to promote and link to authors of the content however.
- Content that has been sponsored by a brand or destination by project, press trip or campaign will not be accepted unless previously agreed.

Using the Traverse blog in pitches is also against the rules unless this has been discussed and agreed in advance.

Potential Benefits

The Traverse website and blog has a fairly high domain authority for any authors publishing on the website. Authors will have their own page with a list of articles and links to their website or channel. All content that is selected and published will be promoted by Traverse on social channels as well as via email.

Become part of the Traverse blogging team

In the long term we are looking to build a small select group of highly motivated and talented content creators to form our blogging team. Members will potentially have involvement in Traverse projects in the future. Part of the core blogging team will be selected from existing authors from the Traverse blog based on their content creation skills.