



tbeX  
The Future of Travel Media

# TBEX

## TBEX NORTH AMERICA 2019

SEPTEMBER 11-13  
BILLINGS, MONTANA

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# How We Achieved One Million Blog Visitors in Seven Months

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Retire Early and Travel  
[www.retireearlyandtravel.com](http://www.retireearlyandtravel.com)



## Have a Story

- Try to have a story other than “travel” that can set you apart
- Ours is about “retiring early” and “living abroad”. We’ve done both
- All of our interviews on YouTube, Podcasts and Blogs have been about retiring early or living abroad. Not travel directly but indirect.



## Branding

- Logo
  - Have a logo that is the same across all platforms and media
  - It will need to be in different formats (square, round, banner)
- Colors
  - Be consistent with your colors on anything you produce
- Business Cards
  - Hand them out like crazy
- Patches
  - We have them on our backpacks, jackets and purse





## How to Create Content Fast

- Write about local travel
- Write about past travels
- Ask friends or family to guest post for you on their travels
- Product review posts



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## Write Well

- Use tools that will help you
  - Grammarly
  - Spell check
  - Yoast SEO Plugin
    - Use sub-headings
    - Use active voice
    - Use transition words
    - Keep paragraphs to under 150 words
    - Keep words to under 300 per sub-heading
- Take a writing course



## Use Lots of Pictures

- Pictures need to be eye catching
- Correct them
- Erase distractions
- Sharpen them
- Buy them if you have to
- Don't "borrow" them
- Images NEED to be optimized (Imagify or ShortPixel)



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## Use Video

- People like video
- It gives you another traffic driving platform (YouTube)





## Have a Stellar About Me Page

- Grab their attention with your headline
- What are you passionate about?
- Tell Your Story (Briefly)
- What are you looking for right now?
- Include your email address in the last sentence, so it's easy to get in touch with you
- Optimize for SEO



## Search Engine Optimization (SEO)

### Lots of Experts

- Reading everyone will make you crazy
- We decided to simplify the process and follow Yoast and Neil Patel
- Yoast will help you
  - Use alt tags in your images
  - Use both internal and external links
  - Aids in your meta data
  - Creates Google Structured Data graph (schema markup)
  - It has a “How To” Structure Schema Block



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## Your Website Needs to be Fast

- Use a good hosting provider
- As you grow, move to a VPS (Virtual Private Server)
- Make sure your theme is fast
- Plugins are NOT a problem as long as they are efficient (We have 35)
- Website needs to have an SSL certificate (https://)
- SECURITY! - Poor security can mean a slow website or one that is down
- Use Cloudflare (free CDN)



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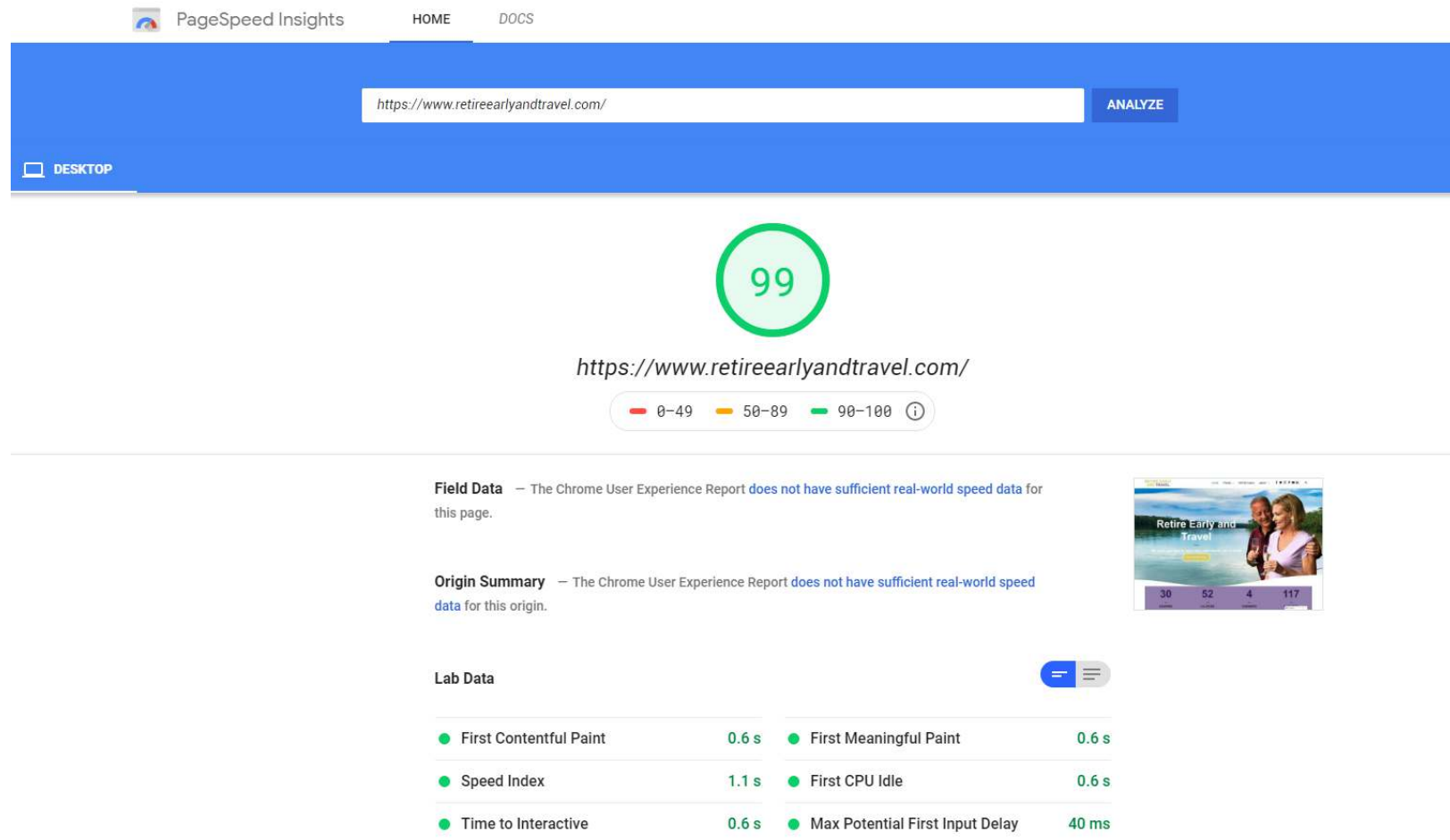


## 2018 Average Load Time by Industry

Industry	United States	United Kingdom	Germany	Japan
Automotive	9.5 sec	12.3 sec	11.0 sec	10.3 sec
Business & Industrial Markets	8.7 sec	8.3 sec	8.2 sec	8.1 sec
Classifieds & Local	7.9 sec	8.3 sec	7.0 sec	8.3 sec
Finance	8.3 sec	8.0 sec	8.6 sec	7.6 sec
Media & Entertainment	9 sec	8.8 sec	7.6 sec	8.4 sec
Retail	9.8 sec	10.3 sec	10.3 sec	8.3 sec
Technology	11.3 sec	10.6 sec	8.8 sec	10sec
Travel	10.1 sec	10.9 sec	7.1 sec	8.2 sec

Industry says that your page should load in under 3 seconds

## Google PageSpeed Insights - Desktop

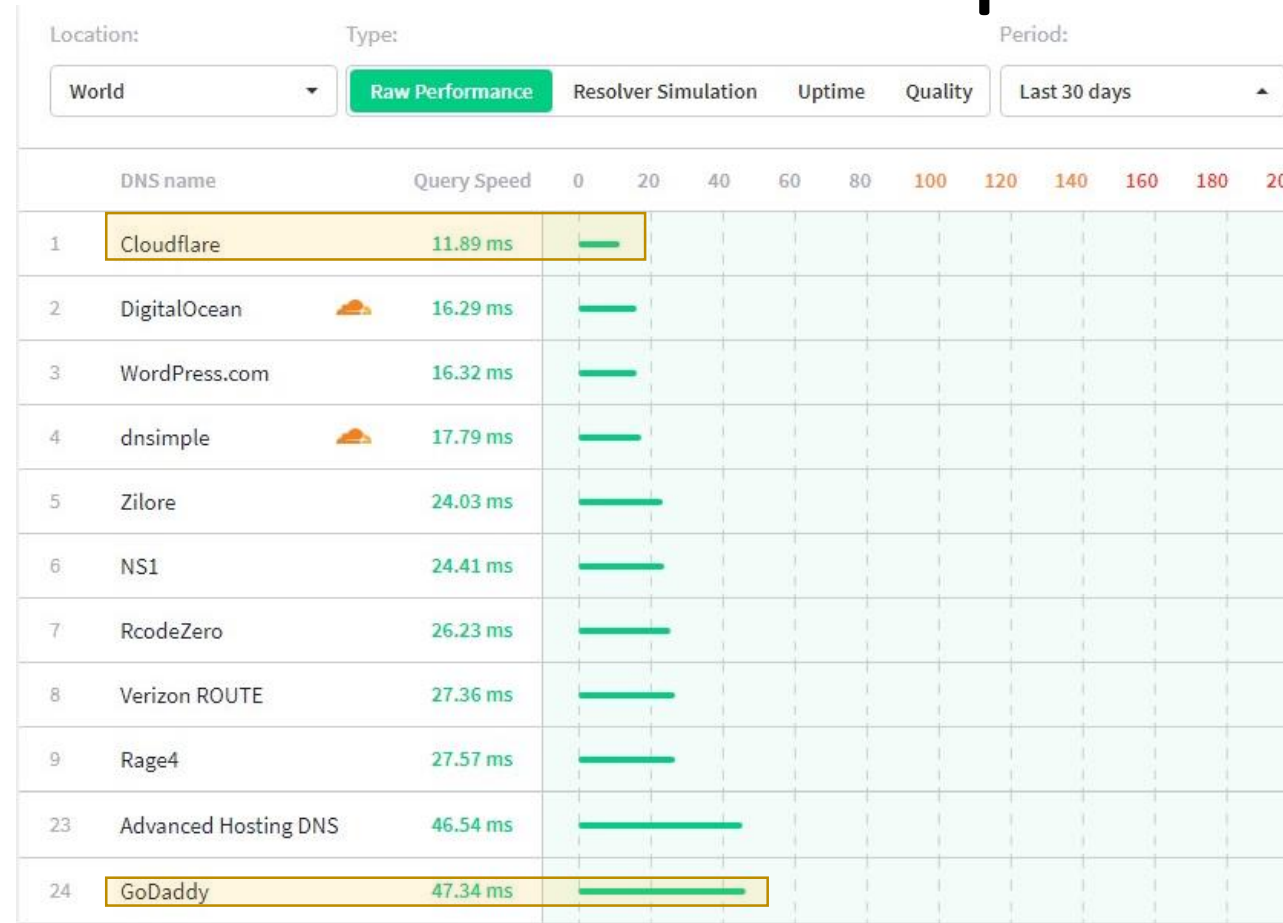


# Where the Travel Industry and Travel Bloggers Connect

September 11-13, 2019 - Billings, Montana



## Cloudflare – DNS Speed



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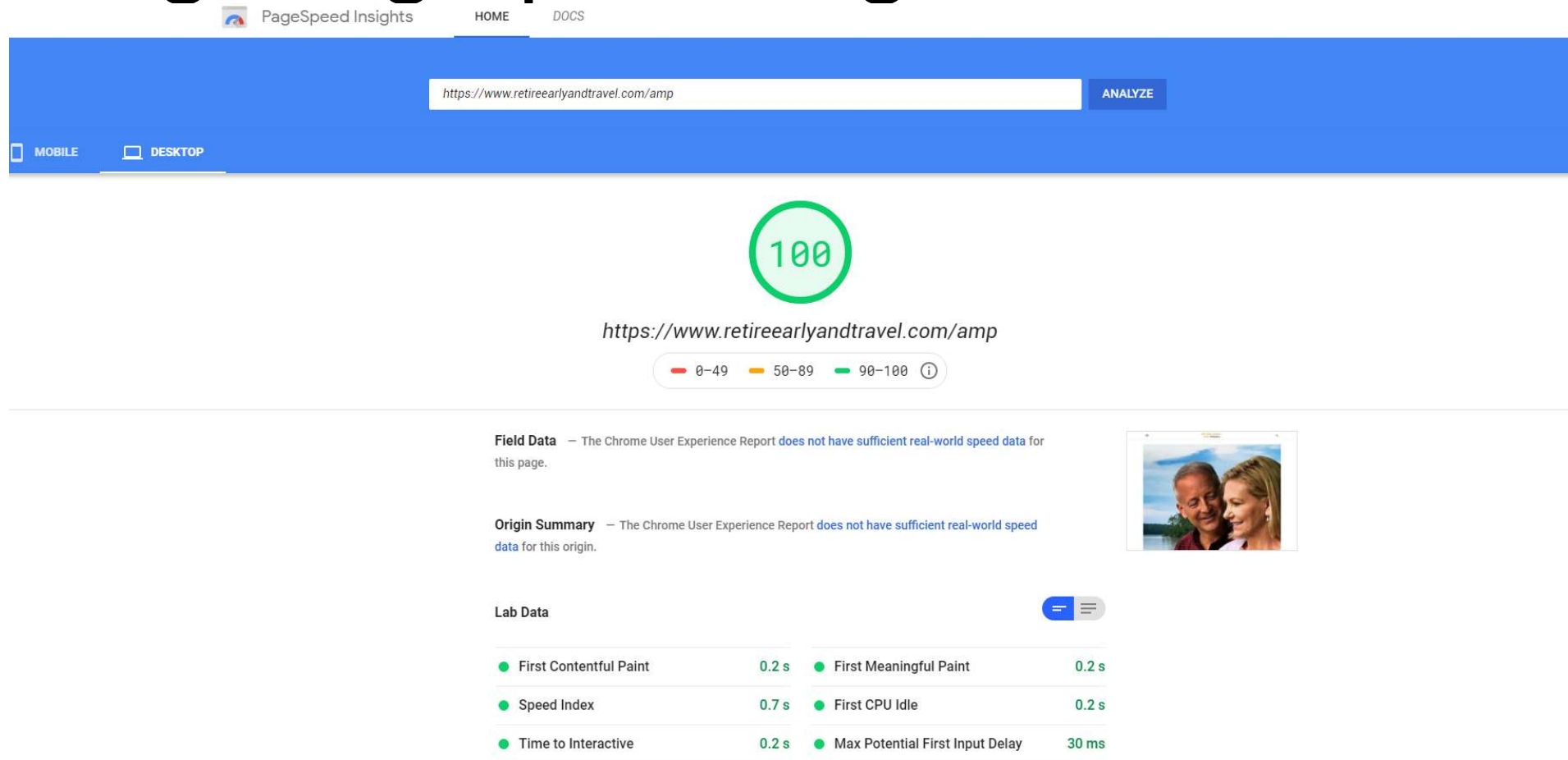
## Mobile Friendly

- 63% of all U.S. traffic comes from mobile devices
- Bounce rate of mobile devices is 45% versus 38% for desktops
- Make sure your theme is mobile friendly (easier than a plugin)
- In 2018 Google switched to “mobile first indexing”
- Do you need AMP (Accelerated Mobile Pages)?



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## Google PageSpeed Insights – Mobile AMP



## “Advertise” on ALL Social Media Platforms

- Most “experts” tell you to focus on a few social media platforms
- We chose to do them ALL. We post on:  
Facebook Twitter YouTube Pinterest Instagram Medium Google Business  
Tumblr VK OK LinkedIn Flipboard Mix Diigo TripAdvisor Flickr Reddit
- Use a WordPress autoposter plugin if you don’t have time
- Use a social scheduling system like CoSchedule
- Monitor daily to respond to comments or likes





## Grow Your Social Media



- Be active on other travel social media channels
- Share on your personal account
- Pinterest offered our best growth at the start
- Like the posts of followers on other travel sites (sort of a tap on the shoulder)

## Pinterest Was Our Number 1 Driver



- Eye-catching image
- Transparent logo
- Give some information (want them to click and read further)
- Pinterest is a form of branding. No more than 3 look and feel
- Multiple pins (we make 5)
- Post on different boards/ Join group boards
- Post as many from other bloggers as you do your own
- Fill Your boards. People like to see boards with pins

## Get Inbound Links

Google values inbound links greatly  
(helps in ranking and authority)

- Accept Interviews
- Participate in “roundups”
- Guest post for someone else
- Exchange links with friends you make at TBEX
- Ask for links from companies you work for or products you review
- Remember that social media posts are inbound links
- Commenting on other websites may give you an inbound link





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## Questions?



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